

# PRACTICE AND PROSPECT OF PARENT-CHILD PASTORAL AGRICULTURE IN RURAL REVITALIZATION

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## ABSTRACT

*With the in-depth implementation of China's rural revitalization strategy, parent-child pastoral agriculture, as a new agricultural development model, has attracted widespread attention. The purpose of this paper is to explore the role of parent-child pastoral agriculture in promoting rural economic development and community revival and its development prospects. Through field research, literature review and case analysis, this paper studies the concept, characteristics, development process and practice of parent-child pastoral agriculture in different regions. At the same time, the positive impact of the model on promoting the local economy, social culture and ecological environment is evaluated, and the main challenges and problems faced are analyzed. Finally, the corresponding countermeasures and suggestions are put forward, and the future development trend is predicted and prospected. This study has important theoretical and practical significance for guiding and optimizing the practice of parent-child pastoral agriculture and promoting the overall revitalization of the countryside.*

**Key words:** Parent-child pastoral agriculture; Rural revitalization; Practical exploration; Development outlook

## 1. INTRODUCTION

In recent years, with the gradual narrowing of the gap between urban and rural areas and the improvement of residents' living standards, parent-child pastoral agriculture has emerged as the times require, and has quickly become an important link connecting urban families and rural life. It not only provides urban residents with the opportunity to return to nature and experience farming life, but also brings new development opportunities and economic vitality to the countryside. Therefore, discussing the practice and future development direction of parent-child pastoral agriculture in the rural revitalization strategy is of great significance for promoting the diversified development of the rural economy and cultural inheritance.

## 2. OVERVIEW OF PARENT-CHILD PASTORAL AGRICULTURE

Parent-child pastoral agriculture, as the name suggests, refers to the agricultural activities that parents and children participate in together. Different from traditional agricultural production, it pays more

attention to the functions of experience and education. Here, the land is no longer a tool for simply producing food, but has become a place for education and entertainment. Through the joint participation of parents and children in the planting, management and harvesting of crops, it can not only enhance the relationship between family members, but also allow children to get close to nature, understand food sources, and cultivate environmental awareness.

Parent-child pastoral agriculture is characterized by its versatility. It combines the three aspects of leisure, education and production, forming a pluralistic space. In this space, children can start sowing, watering, weeding, and even harvesting with their parents. These activities not only exercise the children's hands-on ability, but also allow them to learn the knowledge of biological growth and realize the value of labor in practice.

In addition, parent-child pastoral agriculture is also a platform for emotional communication. In the process of working together, parents can share life wisdom and experience with their children, and children can also express their thoughts and feelings. This way of communication is more direct and effective than pure verbal communication, and helps to deepen mutual understanding and feelings.

The practical significance of parent-child pastoral agriculture cannot be ignored. It provides an opportunity for urban families to get away from the hustle and bustle and return to nature. Here, children can get rid of the shackles of TV and the Internet and enjoy the sunshine and fresh air outdoors. They can observe the life habits of insects and learn about the growth cycle of plants, which are vivid education that books cannot provide.

More importantly, parent-child pastoral agriculture plays an important role in cultivating children's independence and self-confidence. When children toil in the fields and see their crops thrive, they feel a sense of accomplishment and pride. This kind of positive emotional experience is a positive promotion for their sense of self-worth and future social adaptability.

In practice, parent-child pastoral agriculture can design different activities according to different age groups. For young children, they can cultivate their interest in nature and love for life through observation and simple operations, such as spreading seeds and pulling weeds. For school-age children, some technical activities can be added, such as using farm tools, making simple farming plans, etc., in order to improve their practical ability and problem-solving ability.

In short, parent-child pastoral agriculture is a comprehensive concept that integrates education, entertainment and production. It not only provides a platform for children to get in touch with nature, learn knowledge, and cultivate abilities, but also provides a green paradise for family members to enhance their feelings and share happiness. In the future, with the improvement of people's living standards and the pursuit of a healthy lifestyle, parent-child pastoral agriculture will undoubtedly become the new favorite of urban families, adding a touch of green brushwork to our lives.

### **3. PRACTICAL EXPLORATION OF PARENT-CHILD PASTORAL AGRICULTURE**

#### **3.1 Regional Case Analysis**

The core concept of parent-child pastoral agriculture is "growing together". It realizes the interaction and emotional communication between parents and children by allowing parents and children to participate in farmland labor, planting, harvesting and other activities. In this process, children can observe the growth cycle of plants and understand the laws of nature, while parents have the opportunity to guide their children to learn the value of responsibility and labor.

Take the "Wizard of Oz" farm as an example. This farm located in the suburbs provides an ideal platform for parent-child pastoral farming experience. There is a special parent-child planting area on the farm, and each family can claim a piece of land of their own. Here, parents and children can decide together

what crops to grow, how to plan the land, and how to care for the plants. The farm also offers professional farming instruction, ensuring that every family learns practical farming knowledge in the fun.

The case of the "Wizard of Oz" farm shows that parent-child pastoral agriculture has a positive impact on children's growth. The children's personal experience in the field gave them a deeper understanding of the source of food, and also stimulated their curiosity and desire to explore the ecological environment. In addition, by sowing and harvesting with their own hands, the children experience the hard work and joy of the results of labor, which is very beneficial to cultivate their sense of responsibility and self-confidence.

For parents, parent-child pastoral agriculture provides an opportunity to grow together with their children. In addition to busy work, parents can work in the fields with their children. This is not only a way to relax, but also a good opportunity to enhance parent-child relationship. In this process, parents can teach children how to care for nature and how to face challenges and difficulties. These experiences and lessons will become children's precious wealth in life.

### 3.2 Summary of Success Factors

The primary factor for the success of parent-child pastoral agriculture is the choice of geographical location. An ideal parent-child pastoral location should be far away from the hustle and bustle of the city, while not being too remote for family members to easily reach. It should have a pleasant natural environment, such as fertile soil, suitable climate and fresh air, which are the basis for crop growth and key factors to attract family participation.

The second is the planning and design of the project. A successful parent-child pastoral project requires reasonable planning, including the division of farmland, the selection of crops, and the construction of facilities. When planning, consider the needs of children of different ages, and design farming activities suitable for them, such as simple sowing, watering, picking, etc., so that children can learn through games and grow through experience. At the same time, it is also necessary to provide parents with enough leisure space so that the whole family can relax here.

The third element is the combination of safety and education. Safety is the lifeline of parent-child pastoral agriculture. Whether it is the machinery and equipment of the farm or the tools used in farming activities, corresponding security measures must be in place to ensure the personal safety of participants. At the same time, agricultural education is an important part of parent-child pastoral agriculture. Through professional guidance and explanations, let children understand the growth cycle of crops and the balance of natural ecology, and cultivate their awareness of environmental protection and sense of responsibility.

The fourth element is the improvement of service quality. High-quality service can improve the overall customer experience and increase the possibility of repeat customers. From booking consultation to on-site guidance, to after-sales service, every link needs to be careful and thoughtful. The staff should have good communication skills and service awareness, and be able to solve the problems encountered by the family in the activities in a timely manner, so that every participant can feel warm and caring.

The last is the business strategy of innovation and diversification. With the development of the market, a single agricultural experience has been difficult to meet the needs of all families. Therefore, parent-child pastoral agriculture must continue to innovate, combine diversified operations such as the development of characteristic agricultural products, the application of agricultural technology, and the planning of festival activities to enrich product connotations and enhance competitiveness.

### 3.3 Main problems

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#### **4. THE IMPACT OF PARENT-CHILD PASTORAL AGRICULTURE ON RURAL REVITALIZATION**

The impact of parent-child pastoral agriculture on rural revitalization is reflected in multiple levels. Economically, parent-child pastoral agriculture has brought new growth points to the countryside. Parent-child farming has become an emerging market as urban dwellers pursue organic food and green living. Families are willing to pay a certain fee to bring their children to the countryside to experience farming life, learn agricultural knowledge, and enjoy the natural scenery. This model not only increases the income of farmers, but also promotes the sales of local agricultural products and increases the added value of agricultural products.

Socially, parent-child pastoral agriculture helps promote urban-rural integration. Through this model, urban residents have the opportunity to gain an in-depth understanding of the countryside and feel the charm of the countryside, thus narrowing the distance between urban and rural areas. While getting close to nature, children can also learn agricultural knowledge and cultivate respect for land and food, which is of great significance for cultivating the sense of responsibility and environmental awareness of the next generation. At the same time, by providing parent-child pastoral agricultural services, rural communities have enhanced their cohesion and attractiveness, and attracted more talents and resources. Culturally, parent-child pastoral agriculture helps to inherit and innovate rural culture. In parent-child pastoral agricultural activities, parents and children can participate in traditional festivals and folk activities, such as making zongzi, flying kites, etc. These activities not only enrich the experience of

tourists, but also provide a platform for the inheritance of rural culture. At the same time, parent-child pastoral agriculture can also combine modern technology and educational concepts to create new forms of rural culture, such as popular science education, environmental protection education, etc., making rural culture more diverse and vivid.

Environmentally, parent-child pastoral agriculture advocates a green and sustainable production method. In this mode, agricultural production pays more attention to ecological protection and resource recycling, reduces the use of chemical fertilizers and pesticides, and protects the agricultural ecological environment. This not only helps to improve the quality of agricultural products, but also lays the foundation for sustainable rural development.

## **5. CHALLENGES AND ISSUES FACED**

With the rapid development of modern society, parent-child pastoral agriculture, as a new agricultural management model, is gradually becoming a new choice for urban families to pursue a natural and healthy lifestyle. However, with the growing demand for green food and natural environment, parent-child pastoral agriculture is also facing unprecedented challenges. These challenges are not only related to the sustainability of agricultural production, but also touch on multiple levels such as urban-rural relations, education inheritance, and social responsibility.

First of all, what parent-child pastoral agriculture needs to solve is the limitation of land resources. With the advancement of urbanization, the land available for agriculture is decreasing day by day, which directly limits the development space of parent-child pastoral agriculture. How to achieve high-efficiency production on limited land, and at the same time ensure the ecological balance and sustainable use of land, is the primary problem that parent-child pastoral agriculture must face. This requires not only scientific planning and management, but also the improvement and innovation of traditional agricultural technology.

Secondly, the development of parent-child pastoral agriculture is also facing challenges from market positioning and consumer demand. The target consumer group of parent-child pastoral agriculture is mainly urban families, who have high requirements for the quality and safety of agricultural products and the richness of agricultural experience. Therefore, how to provide products and services in line with market demand and establish a stable consumer group is the key to the success of parent-child pastoral agriculture. This requires operators to have forward-looking market insight and flexible business strategies.

Furthermore, the educational function of parent-child pastoral agriculture is also a major challenge it faces. Parent-child pastoral agriculture is not only a mode of agricultural production, but also a platform for education and experience. How to effectively integrate agricultural knowledge and ecological and environmental protection concepts into children's growth process, so that children can learn through games and grow up through learning, is a topic that needs to be explored in depth in parent-child pastoral agriculture. This requires the joint efforts of educators, parents and agricultural operators to form a complete educational system and practice model.

In addition, the social responsibility of parent-child pastoral agriculture is also a challenge that cannot be ignored. As a link connecting the city and the countryside, parent-child pastoral agriculture should not only provide urban residents with high-quality agricultural products and leisure experience, but also contribute to the sustainable development of the countryside. How to protect the rural environment and improve the quality of life and social status of farmers while promoting agricultural economic benefits is a social issue that parent-child pastoral agriculture needs to actively respond to.

Finally, the development of parent-child pastoral agriculture still needs to face the problems of policy

support and capital investment. Due to the particularity of parent-child pastoral agriculture, it needs more guidance and support from the government in terms of policies, including the reasonable arrangement of land use rights, the inclination of agricultural subsidy policies, and the improvement of agricultural insurance and financial services. At the same time, the initial investment in parent-child pastoral agriculture is relatively large. How to attract the participation of social capital and improve investment efficiency is also a major problem for operators.

## **6. COUNTERMEASURES, SUGGESTIONS AND DEVELOPMENT PROSPECTS**

The most important thing is to rationally plan and use land resources. The site selection of parent-child pastoral agriculture should follow the principle of ecological balance to avoid damage to the natural environment. Through the guidance and support of the government, farmers can be encouraged to transform part of their cultivated land into parent-child pastoral experience areas, while ensuring the basic needs of agricultural production. In addition, sustainable agricultural technologies such as crop rotation and fallow and organic cultivation should be adopted to reduce over-exploitation of land.

Environmental protection is an important prerequisite for the development of parent-child pastoral agriculture. In business activities, the use of chemical fertilizers and pesticides should be strictly controlled, biological control and organic fertilizers should be promoted, and the safety of soil and water quality should be protected. At the same time, by setting up environmental protection education areas, children can learn the importance of ecological protection in practice and cultivate their awareness of environmental protection.

Improving service quality is the key to attracting and retaining customers. Parent-child pastoral agriculture should focus on providing a variety of experiential activities, such as crop planting, animal breeding, nature observation, etc., to meet the needs of children of different ages. At the same time, strengthen the professional training of service personnel to improve their understanding of children's education and psychology, so as to better guide and interact.

Innovative business models are also an important way to promote the development of parent-child pastoral agriculture. It can be combined with modern technology, such as the introduction of smart greenhouses, drone monitoring and other technologies, to improve the efficiency and fun of agricultural production. In addition, through cooperation with schools, communities and other institutions, we carry out regular parent-child activities and educational projects to broaden the source of customers and form a stable consumer group.

Policy support is the cornerstone to ensure the healthy development of parent-child pastoral agriculture. The government should introduce corresponding support policies, such as providing financial subsidies, tax relief, preferential loans, etc., to reduce the cost of starting a business for operators. At the same time, establish and improve the supervision system to ensure that the operation of parent-child pastoral agriculture meets safety and health standards.

Parent-child pastoral agriculture, as a new industry integrating education, entertainment and ecological agriculture, has great potential for development. By rationally planning land resources, protecting the environment, improving service quality, innovating business models, and obtaining policy support, parent-child pastoral agriculture can not only provide families with a pleasant leisure place, but also contribute to the sustainable development of agriculture. The future parent-child pastoral agriculture will draw a beautiful picture of harmonious coexistence on the picture scroll of urban and rural integration.

## **7. CONCLUSION**

As an emerging agricultural management model, parent-child pastoral agriculture is playing an increasingly important role in the rural revitalization strategy. Through the practical exploration and

impact analysis of parent-child pastoral agriculture, it can be seen that it has significant advantages in promoting rural economic development, enriching social and cultural life, and improving ecological environment. Despite a series of challenges and problems, through the joint efforts of the government, enterprises and communities, these problems can be effectively solved, the sustainable and healthy development of parent-child pastoral agriculture can be promoted, and greater contributions can be made to rural revitalization. Looking forward to the future, parent-child pastoral agriculture is expected to become a highlight of the rural economy, providing urban and rural residents with a more colorful lifestyle, and at the same time injecting new vitality and hope into the countryside.

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