

Retraction

Retracted: High-Quality Development of Leisure Agriculture in Jiangsu Province in the New Period: From the Perspective of Non-Technological Innovation

Security and Communication Networks

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This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

- (1) Discrepancies in scope
- (2) Discrepancies in the description of the research reported
- (3) Discrepancies between the availability of data and the research described
- (4) Inappropriate citations
- (5) Incoherent, meaningless and/or irrelevant content included in the article
- (6) Peer-review manipulation

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

References

- [1] X. Li and L. Li, "High-Quality Development of Leisure Agriculture in Jiangsu Province in the New Period: From the Perspective of Non-Technological Innovation," *Security and Communication Networks*, vol. 2022, Article ID 1293821, 9 pages, 2022.

Review Article

High-Quality Development of Leisure Agriculture in Jiangsu Province in the New Period: From the Perspective of Non-Technological Innovation

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How to innovate leisure agriculture in the new period is the core issue in the high-quality development of leisure agriculture. The research holds that whether it is the macro “trend of leisure agriculture system supply”, the middle “characteristics of leisure agriculture industry itself” and the micro “characteristics of leisure agriculture enterprises”, it is the rational choice to choose non-technical innovation for the high-quality development of leisure agriculture in the new period. With the acceleration of technological innovation, the importance of non-technical innovation has become increasingly prominent. The organization for economic cooperation and development (OECD) and the European Statistical Office (Eurostat) have not only expanded the definition of innovation, but also increased marketing innovation and organizational innovation. These two kinds of innovations are not technological innovations in themselves, but they are of great significance to the growth of productivity and economic development. Taking Jiangsu as the research area, it took two years (2020–2021) to conduct a field survey on 31 representative leisure agricultural enterprises in seven cities of southern, central and northern Jiangsu. The results showed that non-technological innovation factors were the key to these representative enterprises’ competitive advantage, but it was also found that Jiangsu leisure agricultural enterprises needed systematic support from non-technological innovation to “excellence”. Based on industrial economics, technological innovation economics and evolutionary economics, this paper tries to build a non-technological innovation system of leisure agriculture in Jiangsu province, and puts forward some countermeasures and suggestions for the high-quality development of leisure agriculture under the system construction from two dimensions of government and enterprises.

1. Introduction

Industrial revitalization is the top priority of rural revitalization. Leisure agriculture is a new form of agricultural production and management that uses agricultural landscape resources and agricultural production conditions to develop sightseeing, leisure and tourism. It is a new way to deeply develop the potential of agricultural resources, adjust the agricultural structure, improve the agricultural environment and increase farmers’ income. In the comprehensive leisure agricultural area, tourists can not only sightseeing, picking fruits, experiencing farming, understanding farmers’ life and enjoying local interests, but also

accommodation and vacation. As an important part of rural industry, the high-quality development of leisure agriculture is related to the effective promotion of rural revitalization and the modernization of agriculture and rural areas. After the report of the 19th National Congress of the Communist Party of China in 2017 put forward that China’s economy has shifted from a high-speed growth stage to a high-quality development stage, on April 13th, 2018, the Ministry of Agriculture and Rural Affairs specially issued the Notice on Developing Leisure Agriculture and Rural Tourism Upgrading Action for the high-quality development of leisure agriculture, which marked the clarion call for the high-quality action of leisure agriculture. Later, both the

rural industry development plan and the rural revitalization promotion law emphasized that leisure agriculture is an important component of rural industry revitalization. In 2021, the No. 1 document of the Central Committee made it clear that the high-quality development of agriculture should be driven by innovation, and the high-quality development of leisure agriculture as a modern agriculture must also pay attention to innovation. Since 2016, Jiangsu has begun to pay attention to the innovation of leisure agriculture, and successively issued policy documents such as “Opinions on Accelerating the Construction of a Strong Leisure and Sightseeing Agriculture Province” and “Opinions on Accelerating the Development of Creative Agriculture”, striving to build Jiangsu into a strong leisure agriculture province with leading industrial scale benefits, leading demonstration creation level and leading development quality. Actively introduce advanced leisure and tourism concepts, strengthen independent innovation, and explore and form a characteristic leisure and tourism agricultural development model. We should pay attention to the diversification of agricultural structure, speed up the development of animal husbandry, seed and seedling, and agricultural product processing industry, improve the level of agricultural industry, and improve the overall quality and comprehensive benefits of leisure and sightseeing agriculture from the perspective of the comprehensiveness and coordination of the development of agricultural industry. Strengthen the contact and coordination between departments to provide active and effective guidance and services for the healthy development of leisure and sightseeing agriculture. Academic research on the high quality and innovation of leisure agriculture mainly started in 2019. According to the existing research, there are more studies in a specific urban area, but less macro studies above the provincial level. To sum up, the main countermeasures and suggestions mainly focus on “business model innovation”, “concept innovation” and “management innovation”. High-quality agriculture must be driven by innovation, and leisure agriculture is no exception. This study holds that the high-quality development of leisure agriculture must be a systematic problem, including micro-enterprises, medium-level industries and macro-level institutional arrangements. Starting from the top-level design of leisure agriculture, establish a leisure agriculture planning system with clear ideas, clear tasks and obvious characteristics. Strive to promote the development of leisure agriculture as a national industrial development strategy, deepen the understanding of the significance of developing leisure agriculture, and guide the healthy development of leisure agriculture. According to the actual and regional characteristics of various regions, we should further improve the existing policy documents to make them more scientific and universal, and better guide and promote the construction and development of leisure agriculture. Only by considering innovation from a systematic perspective can it meet the needs of the high-quality development of leisure agriculture under the current “double-circulation” strategy in China and the normalization of COVID-19 epidemic.

2. Innovative Choice of High-Quality Development of Leisure Agriculture in the New Period

2.1. Innovation and Non-Technical Innovation System. Joseph Alois Schumpeter was the first economist to put forward the concept of innovation. He believed that the fundamental phenomenon of economy is development rather than equilibrium, and the root of development lies in innovation. It is believed that innovation includes five main aspects: creating a new product, adopting a new production method, opening up a new market, acquiring or controlling a new supply source of raw materials or semi-finished products, and realizing a new organizational mode [1]. If the current category of NTI (non-technological innovation) probably includes business model innovation, value chain innovation, management innovation, organizational culture innovation and institutional mechanism innovation, then the last three aspects of the five innovations actually refer to non-technological innovation, which shows that the first innovation consists of both technological innovation and non-technological innovation. With the development of economy and society in the later period, countries have found that non-technical innovation plays a more and more important role in economic and social development [2]. Friedman put forward in 1992 that innovation not only includes technological innovation, but also includes non-technical innovations such as business model, organization and management. The third edition of Oslo Manual, jointly published by OECD and Eurostat, more systematically expounds the role of non-technological innovation in enterprise strategy, internal management and external relations, and includes non-technological innovation in innovation data collection [3].

Reasons why high-quality development of leisure agriculture should focus on non-technical innovation in the new period.

In 2010, Document No. 1 of the Central Committee clearly put forward that “actively develop leisure agriculture, rural tourism, forest tourism and rural service industry, and expand rural non-agricultural employment space”. At the national level, the development plan specifically for leisure agriculture is the 12th Five-Year Plan of National Leisure Agriculture Development issued by the Ministry of Agriculture in August, 2011. This plan marks the transformation of leisure agriculture from the National Tourism Administration to the Ministry of Agriculture. Subsequently, in order to further accelerate, strengthen and promote the development scale of leisure agriculture, the Ministry of Agriculture issued the Notice on Further Promoting the Sustainable and Healthy Development of Leisure Agriculture on November 26th, 2014 [4]. If the above systems are mainly to promote the expansion of leisure agriculture development scale, then the Notice of Upgrading Leisure Agriculture and Rural Tourism on April 13th, 2018 indicates that the development of leisure agriculture should change from quantity to quality. From the five points of the content, apart from improving public facilities, the others are

“cultivating excellent brands”, “improving service level” and “inheriting farming culture” Since then, the related systems of leisure agriculture have been continuously strengthening the supply of non-technical innovation of leisure agriculture. After 2016, Jiangsu proposed to strengthen the creativity of leisure agriculture, and the specific content basically focused on strengthening the non-technical innovation of leisure agriculture. After that, the institutional supply also focused on the non-technical innovation of leisure agriculture [5].

Leisure agriculture is the result of industrial integration. From the classification of industrial integration, leisure agriculture is a typical example of internalized industrial integration, which moves, extends and integrates the original agricultural industrial value chain, and internalizes the external division of labor of agricultural industry. This internalization is more embodied in “service”. On the one hand, from the industrial level, leisure agriculture industry is the extension or turn of the value of traditional agriculture industry, and then forms “industrial service”; on the other hand, from the enterprise level, leisure agriculture enterprises are the “service” of agricultural enterprises to the original products [6]. Therefore, whether from the perspective of industry or enterprise, its essence is to bring the economic activities that have certain internal correlation with agriculture into agriculture, and then create value together with other economic activities, and finally bring economic benefits beyond the traditional agriculture itself [7]. The external manifestation of figuration is different because of different industries or different angles of expanding the internal functions of agriculture, and the product forms formed are also rich and diverse. Our traditional farming culture and art have natural origins, such as our ancient farming instruments, daily necessities, sacrificial activities, folk songs, performance activities and so on, which are constantly summarized, created and transformed by the hardworking Chinese people in the process of long-term labor practice. With more emphasis on tourism aesthetics, agriculture has become one of the important sources of artistic landscaping, such as colorful flower fields, rice field paintings, crop circles, tea terraces, rice field mazes and other artistic agricultural landscapes. “Rice field painting” is the result of the integration of agriculture and creative industries, and “homestay” is the result of the integration of agriculture and tourism industries [8]. At the same time, industrial integration means breaking the original industrial boundaries and expanding the business content to other unfamiliar industrial boundaries. In practice, it is necessary to break the original framework to rebuild relevant policies, platforms, models and organizational forms, all of which are non-technological innovations [9].

Traditional agricultural innovation is characterized by complexity, uncertainty and long periodicity. Therefore, in order to reduce the risk of technological innovation, most agricultural enterprises mostly adopt R&D externalization or only participate in a certain link of innovation, which means that the technological innovation of most traditional agricultural enterprises comes from outside. In addition, what is common with general agricultural enterprises is that leisure agricultural enterprises are more likely to apply the results of agricultural technological innovation than to rely

on themselves [10]. However, the biggest difference is that leisure agriculture is an innovative form that breaks the traditional agricultural primary production framework, and includes the innovation of secondary and tertiary industries that traditional agricultural enterprises do not have. It is a “destructive innovation” and an innovation that breaks away from the old “framework” of enterprises. As for experience service, one of the core products of leisure agriculture, it means that the production and processing of traditional agriculture are directly or indirectly participated by tourists, and the production process and consumption process are synchronized [11]. Now most young people, children and a large number of urban people have long been divorced from rural life and know nothing about the traditional rural farming culture, but our farming culture and some farming activities have great attraction for them. Therefore, we need to deeply tap the farming culture, combine farming activities with leisure tourism and vacation, and inherit the farming civilization through the farming experience of hometown and original customs. Consumers are both producers and consumers, which also determines that the non-technological innovation of leisure agriculture enterprises is more important than technological innovation. In addition, at present, leisure agriculture is dominated by small and medium-sized enterprises, which are constrained by capital, scientific research, manpower and other aspects and are difficult to carry out technological innovation [12]. Therefore, it is obviously rational for leisure agriculture enterprises to focus on non-technological innovation.

3. Investigation on Non-Technical Innovation of Leisure Agriculture in Jiangsu Province

The scale of Jiangsu’s leisure agriculture ranks in the forefront of the country, and the number of “national names” such as national leisure tourism agriculture demonstration counties and beautiful leisure tourism villages in China ranks first in the country [13]. How to lead from quantity to quality is the key issue of Jiangsu leisure agriculture development in the new period, and it is also the concern of the government. It is also an urgent problem for many leisure agricultural enterprises to move from “excellent” to “excellent” [14]. For this reason, the objects selected by our investigation are “National Star-rated Demonstration Enterprises of Leisure Agriculture and Rural Tourism” and the enterprises selected as “Theme Creative Agricultural Park of Jiangsu Province”.

3.1. Basic Information. In order to make the sample representative in the region, taking into account the regional economic and social development level and leisure agriculture development level in Jiangsu Province, 13 enterprises in 8 districts and counties in 3 cities in southern Jiangsu, 9 enterprises in 8 districts and counties in 2 cities in central Jiangsu and 9 enterprises in 4 districts in 2 cities in northern Jiangsu were selected, with a total of 31 enterprises as the objects (see Table 1). In order to get the real first-hand information, we adopted the field survey method.

TABLE 1: List of distribution of research enterprises.

Region (city)	Number of the enterprise	Distribution area
Southern Jiangsu area	Nanjing	Six
	Changzhou	Three
	Suzhou	Four
Central Jiangsu region	Yangzhou	Four
	Taizhou	Five
Subei region	Xuzhou	Five
	Yancheng	Four

4. Questionnaire Content and Results

4.1. Questionnaire Content. We believe that the transition from “good” to “better” must be the result of multiple factors of the system. Therefore, the investigation content combined with the research objectives is based on Professor Cooke P.’s theory of regional innovation system. It mainly includes: (1) The basic information of the enterprise: the name, scale, agricultural structure and organizational form of the enterprise; (2) Main contents of non-technical innovation of enterprises: business model and income sources, corporate culture, marketing, corporate management, corporate services, etc. (3) The main sources of non-technical innovation of enterprises: the setting of internal innovation departments, the institutions and reasons for external innovation, etc. (4) The internal and external support for non-technological innovation of enterprises: internal system, external organizational support, external system support, etc.

4.2. Result Analysis. According to the survey results, most excellent leisure agricultural enterprises pay more attention to the comprehensive utilization and development of agriculture, accounting for 54.84%, followed by planting-based development accounting for 41.94%, and animal husbandry accounting for only 3.22%. Further understand that livestock breeding enterprises have strict production standards, so that germs are brought from people to animals, so few people actively participate in leisure function development; In terms of enterprise scale, leisure agricultural enterprises are mainly small and medium-sized enterprises, among which medium-sized enterprises account for 57.89%, small enterprises account for 36.84% and micro enterprises account for 5.27%. According to the industry situation of leisure agricultural enterprises before engaging in leisure agriculture, the highest proportion of the first industry is 48.71%, the third industry accounts for 34.84%, and the second industry accounts for only 16.45%. It can be seen that most people engaged in leisure agricultural industry extend the industrial chain from the practitioners of the first industry or from the practitioners of the third industry, which is in line with the basic characteristics of the integration of leisure agricultural industries.

The results show that 87.1% of enterprises have a clear business model, and they are asking, “What are the main profitable products of your enterprise?” The number one is “characteristic agricultural products”, accounting for 83.87%, followed by “farming experience”, 70.97% and

“catering”, 45.16%. This result also confirms the importance of business model innovation to leisure agricultural enterprises. In “What aspects of non-technological innovation do you think this enterprise is in the leading position of similar enterprises in this region?” Among the problems, it is generally believed that they can be in the leading position in the region, mainly due to “project innovation”, which accounts for 84.21%, followed by “service innovation”, which accounts for 52.63%, and the third place is “marketing innovation”, which accounts for 42.11%. It shows that these enterprises’ emphasis on the above three items has brought them greater competitiveness, and further interviews show that Therefore, it is further confirmed that the competitiveness of “excellent” leisure agricultural enterprises largely comes from the emphasis on non-technological innovation. And from “What do you think is not innovative enough in this enterprise?” The results of (multiple choices) show that “marketing innovation” ranks first with 73.68% and management innovation ranks second with 57.89%. All belong to the category of non-technological innovation, which also shows that leisure agricultural enterprises from “excellent” to “excellent” have a strong expectation for non-technological innovation.

According to the survey, the non-technical innovation sources of leisure agricultural enterprises come from the enterprises themselves, accounting for 64.54%, and the external one account for 35.46%. This situation is further illustrated by the subsequent setting of non-technical innovation departments in leisure agricultural enterprises, among which, “Does the enterprise have non-technical innovation departments or personnel?” Among them, innovative departments account for the majority, but the proportion of part-time jobs is as high as 67.74%. This result is also in line with the fact that leisure agricultural enterprises do not set up non-technological innovation departments and personnel separately considering the personnel cost. It also shows that attaching importance to non-technological innovation is the consensus of Jiangsu’s “excellent” leisure agricultural enterprises. In the problem of “need to carry out non-technical innovation with the help of external resources”, non-technical innovations such as marketing innovation 83.33%, project innovation 70%, management innovation and service innovation both accounting for 56.67%, and organizational innovation 53.33%. Asked, “Does your company want to carry out non-technical innovation with external support?” As high as 96.77% are eager to get support, and in the follow-up “What do you

want to do for the enterprise if you need external resources”, marketing innovation still ranks first, accounting for 83.33%, and management innovation ranks second with 56.67%.

“Is there a system document specifically encouraging non-technological innovation in this enterprise?” 41.94% think there is but not specific, and 35.48% think there is no special document. It can be seen that enterprises know the importance of non-technical innovation, but it is difficult to have a good method and strategy to implement it when encountering actual situations. “Does the local government have a system to support non-technological innovation of enterprises?” The problem of “yes, but I do not know how to operate” accounts for 58.71% of the total, which also shows that although the local government has a lot of support in non-technological innovation system, there is still a disconnect in the operation at the enterprise level. When asked, “If the local government has the support to support the non-technological innovation of enterprises, what do you want?” The order is financial support from the government, special loan support, establishment of a perfect multi-level intermediary service system or institution, establishment of local laws and regulations conducive to the development of enterprises, and improvement of financial service system to promote the non-technological innovation of enterprises. What about external institutions that want to rely on and assist the non-technological innovation of enterprises? In the first place, scientific research institutes account for 86.67%, followed by colleges and universities with 53.33% and social enterprises with 50%. Through further interviews, we know that the expectation of scientific research institutes is more guidance for the application of new agricultural technologies, and the expectation of colleges and universities is more demand for leisure agricultural talents besides guidance for the application of new agricultural technologies, while social enterprises are mainly in market channel cooperation and creative design. The government should increase the capital and technological investment in the development and industrialization of leisure agricultural resources, further improve the construction of relevant infrastructure, and formulate corresponding preferential policies to support from the financial and tax policies, so as to provide good policy environment conditions for the development and industrialization of leisure agricultural resources. At the same time, the government should formulate relevant unified institutional norms, improve the corresponding legal and regulatory system, strengthen norms, correctly guide, and provide a solid institutional guarantee for its development. In addition, the government should also increase investment in the training of relevant professional talents, provide corresponding training, promote the improvement of professional skills and management ability of leisure agricultural operators, and provide talent guarantee for the development of leisure agricultural resources and industrialization.

From the above results, it can be seen that a large part of the reasons for the excellence of leisure agriculture enterprises in Jiangsu are due to the emphasis on non-technological innovation. However, it is also found that the transmission of non-technological innovation system from

top to bottom is still not smooth, especially at the municipal level, and the implementation of provincial leisure agriculture non-technological system is still lacking. At the same time, the survey results also show that enterprises have a strong expectation to get support from non-technological innovation and move towards excellence. Therefore, how to effectively construct the non-technical innovation system of provincial leisure agriculture has become the necessity to promote the high-quality development of Jiangsu leisure agriculture.

4.3. Discussion. We believe that the non-technical innovation system of leisure agriculture is basically consistent with other agricultural innovation systems, that is, the participating entities are innovation networks formed under various innovation relationships through geographical proximity and the aggregation of innovation elements, so as to improve innovation ability and competitiveness and promote regional agricultural economic development [15].

The innovation of agriculture is different from the innovation of other industries. It needs to consider many factors, such as natural environment, social culture, degree of economic development, level of science and technology, etc. Therefore, the agricultural innovation system constructed under different background conditions has different characteristics [16]. Leisure agriculture industry has obvious regional heterogeneity, so the non-technical innovation system of leisure agriculture must be built under the theoretical framework of regional innovation system [17]. The planning and design of leisure agriculture should be fully integrated with the local culture. The development of leisure farms should pay attention to the excavation of the connotation of agricultural culture and folk culture, and use culture to support the tourism context. “The more local, the more world”. In the planning and design of leisure agriculture, the weight of cultural connotation in the farm is directly proportional to the attraction of the farm. The theme of leisure agriculture must be closely connected with regional culture. Based on the research results of the World Bank on agricultural innovation system, this paper tries to build a non-technical innovation system of Jiangsu leisure agriculture, which consists of two subsystems: innovation providing system and intermediary auxiliary system, plus regional leisure agricultural enterprise clusters, in which government departments, scientific research institutions, universities, leisure agricultural enterprises and intermediary social organizations are the main participants of the innovation system (see Figure 1). The participants in the non-technological innovation network of leisure agriculture are not isolated, but interact with other participants-farmers, government departments, scientific research institutions, universities, leisure agricultural enterprises, intermediary social organizations and other socio-economic environments. In other words, leisure agriculture non-technological innovation network is an organizational phenomenon affected by individual and collective behavior, innovation ability and favorable conditions. Interaction, coordination and collective action are based on the ability of all the above-

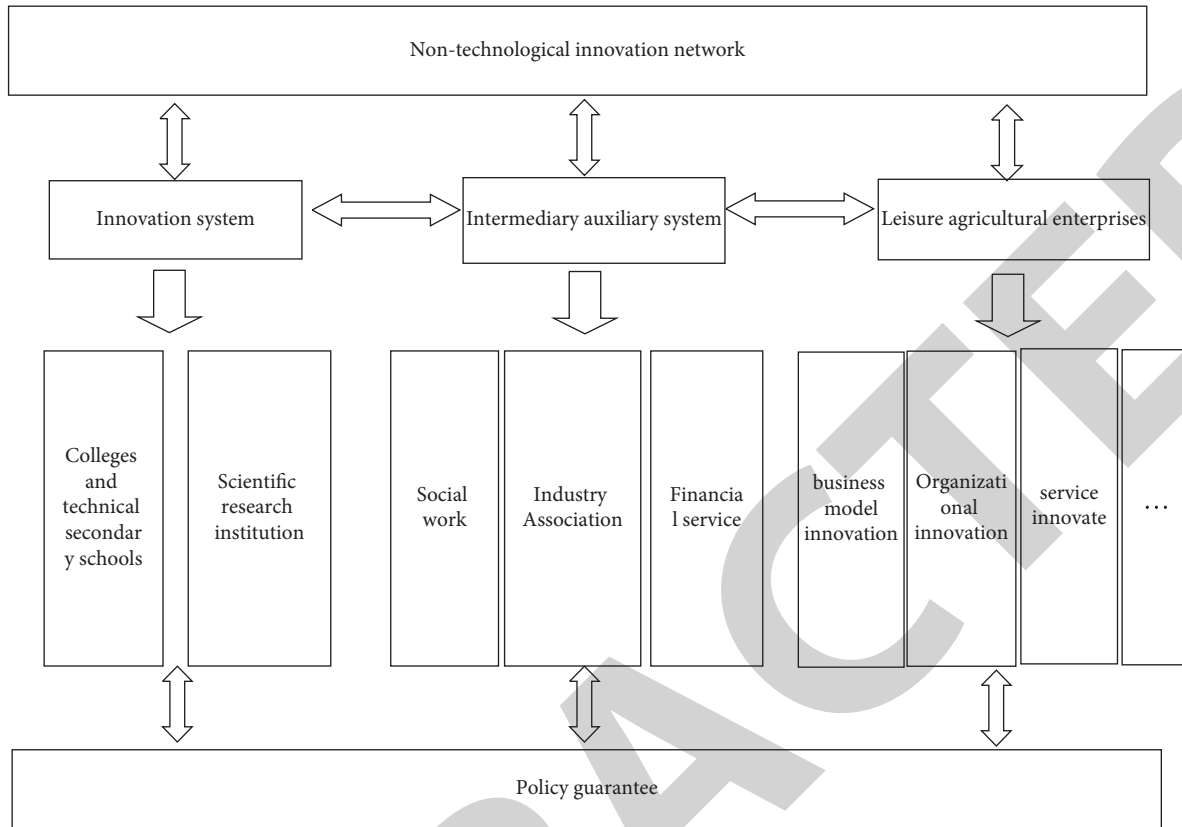


FIGURE 1: Non-technological innovation system of leisure agriculture.

mentioned participants to identify innovation opportunities, assess the challenges involved, and obtain the social, human and capital resources needed to innovate, learn and share information.

The core of enterprise development is innovation. The characteristics of leisure agricultural enterprises determine that non-technical innovation is of greater significance to the development of enterprises. Among them, non-technical innovation mainly includes business model innovation, value chain innovation, management model innovation, organizational culture innovation and system and mechanism innovation. It is worth pointing out that the micro-evolution of enterprises in non-technical innovation of leisure agriculture will affect the macro-evolution of industry through the interaction between enterprises, that is to say, leisure agriculture enterprises, like other enterprises, have co-evolution of enterprises and industries to form three levels, namely, micro-level enterprises, intermediate-level enterprises' interaction and macro-level industries. It should be said that the intermediate level is only an industrial phenomenon (see Figure 2). Therefore, our countermeasures and suggestions for Jiangsu leisure agriculture in the new period are mainly carried out from the micro and macro perspectives by combining the results of previous field investigation [18].

The gap of leisure agriculture development in southern Jiangsu, central Jiangsu and northern Jiangsu is obvious, and each prefecture-level city is not the same, so the transmission of non-technological innovation system should be different

in different places [19]. From the provincial level of policy transmission, on the one hand, it is necessary to ensure the smoothness of the vertical dimension and form a “top-down” policy decomposition, transmission and feedback; On the other hand, because the development of leisure agriculture involves many departments besides agriculture, such as tourism, industry and commerce, transportation, etc., there should be corresponding interaction and coordination mechanisms in the horizontal dimension [20]. From the previous analysis, it can be seen that there are plenty of non-technical innovation system supply at both the national and provincial levels, but it becomes a “blocking point” at the municipal level of the executive level [21]. Therefore, opening up the executive level of the city and below becomes the key. Therefore, it is suggested that the municipal governments in Jiangsu should correctly judge their own endowments and existing strengths and weaknesses according to the overall goal requirements of the province for the high-quality development of leisure agriculture, and determine the realization path and corresponding policy tools of the prefecture-level cities and below, instead of simply transmitting documents [22]. At the same time, it is suggested that prefecture-level cities with conditions can try to incorporate the non-technical innovation performance of leisure agriculture into the cadre evaluation index, so that “leading geese to fly” can drive the high-quality development of local leisure agriculture [23]. As the epidemic enters the normal prevention and control, the demand for suburban leisure tourism, self-driving rural

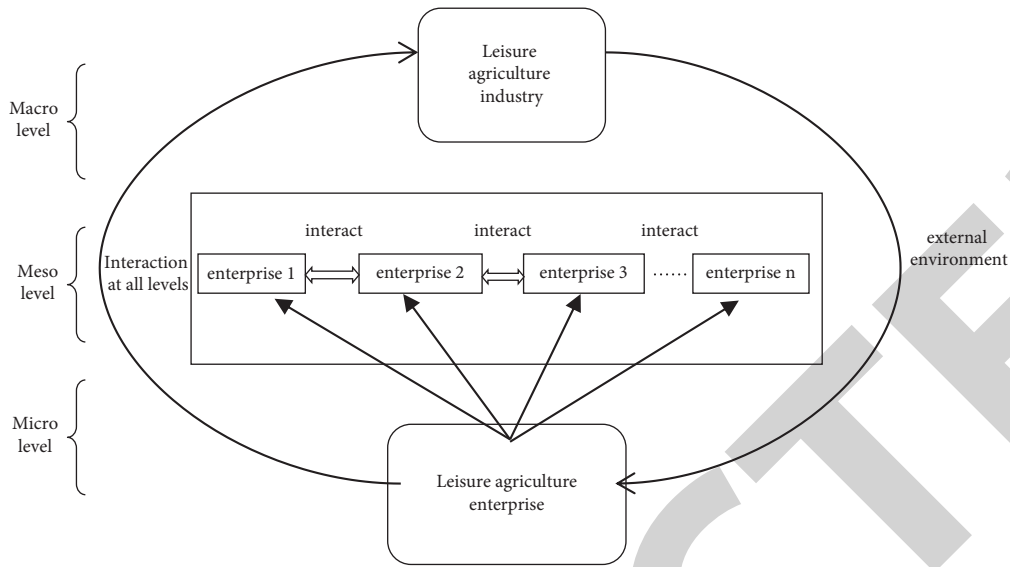


FIGURE 2: Co-evolution of enterprises and industries in non-technological innovation of leisure agriculture.

tourism and quality vacation tourism is stronger, and leisure agriculture and rural tourism have become the main battlefield of current consumption. The epidemic has brought many difficulties to leisure agriculture, but it has also provided new opportunities for promoting reform and development.

On the one hand, according to the previous investigation and analysis, it can be seen that leisure agricultural enterprises have a strong expectation to jointly carry out non-technological innovation with universities and scientific research institutions. Therefore, the cooperation among leisure agricultural enterprises, universities, technical secondary schools and scientific research institutions in the region should be promoted at the provincial and municipal levels at the same time. Learning from the practices of developed countries, an innovative strategic alliance should be established, and the self-adaptability, self-organization and high synergy of the innovation alliance should be used to jointly research and develop the key issues of non-technological innovation, making it an ideal way to improve the non-technological innovation capability of leisure agricultural enterprises [24]. On the other hand, because leisure agricultural enterprises are generally located in rural areas, being far away from urban geographical features is the ecological environment advantage of leisure agricultural enterprises, but it also brings difficulties in attracting and retaining talents for leisure agricultural enterprises [24]. Therefore, it is suggested that local governments should seize the policy opportunity of “integration of industry and education” in the National Implementation Plan of Integration of Industry and Education, strengthen cooperation with Industry-University-Research, promote the organic connection between regional education chain, talent chain and industrial chain, and innovation chain, and find their own entry point from policies such as “20 vocational education articles” and “action plan for improving quality and excellence” in terms of talent supply, and explore the

development of “modern apprenticeship” and “apprenticeship” with vocational colleges [25].

The intermediary subsystem mainly includes social services, trade associations and financial services. In terms of social services, there is still a certain gap between the existing leisure agricultural enterprises and industrial enterprises in obtaining social services. Therefore, it is suggested that the number and scale of intermediary service providers should be expanded to meet the requirements of high-quality development of leisure agriculture in the new era [26]. The trade associations need to pay attention to the integration function of trade associations in the innovation of enterprises in the region, and fully realize that trade associations are an important way for regional enterprises to exchange knowledge and stimulate mutual learning and innovation. However, it is known from the survey that for various reasons, there are not all leisure agriculture trade associations in all prefecture-level cities in Jiangsu, which also makes it difficult for the prefecture-level cities that have not been established to pass on “innovative knowledge” to enterprises. From the perspective of Changzhou, the first city in Jiangsu to establish a local leisure agriculture association, whether for individual leisure agriculture enterprises or the development of local leisure agriculture industry, In terms of financial services, because leisure agricultural enterprises have the double risks of agricultural natural risks and market changes, animals and plants are difficult to finance as collateral, so it is more difficult to finance compared with other enterprises. Fortunately, on May 17, 2021, the national level took specific financial support measures for the high-quality development of leisure agriculture. On July 29, 2021, Jiangsu Province also launched a special financial support policy for leisure agriculture, which was complementary to the national level, to help leisure agriculture solve the problem of “difficult and expensive financing” that has been plaguing the high-quality development of leisure agriculture.

Leisure agriculture belongs to a new type of business, which integrates the primary, secondary and tertiary industries. One of its important features is that it spans the focus of a single industry. The positioning drift has reached an interval from a single point. Facing this change from focus to interval, the essence is that leisure agricultural enterprises need to meet the product value needs of tourists at different levels. However, this change is the integration of a single industry in terms of industry, and many different value chains are composed in specific operations, and the value chains that are constantly spawned will inevitably impact and influence the business model of the old enterprises [27]. Coupled with the current “Black Swan Incident”, such as the emergence of the new crown epidemic, leisure agricultural enterprises, as suppliers of products, should make a multi-dimensional change on the basis of the vertical creation of the original products. At the same time, under the promotion of “Yangtze River Delta Integration” strategy, the interaction between people and people in Jiangsu is intensifying, and the structure of the original customer market will change, which will bring more diverse consumption purposes. This determines that leisure agricultural enterprises must innovate their business models, enrich their product systems as soon as possible, and increase their product supply capacity to diverse people.

The integration of leisure agriculture determines that it is different from traditional agricultural enterprises, but it cannot be equated with agricultural processing enterprises and tourism enterprises. This remarkable feature determines that its internal enterprise organizational structure must be changed to meet the needs of the integration of the first, second and third industries. However, from the preliminary investigation, it is found that some leisure agricultural enterprises in Jiangsu have not fully realized this feature. The internal organizational structure of enterprises is either consistent with traditional production agriculture or focuses on the organizational structure of tourist attractions. Under the actual situation of multi-dimensional integration boundary of leisure agricultural industry, some cases can be said to embed the service value module of traditional agriculture. Therefore, combined with the characteristics of industrial integration of leisure agricultural enterprises, leisure agricultural enterprises should carry out the mixed integration of organizational structure to improve their own operational efficiency.

Leisure agricultural enterprises can be invincible only through continuous self-transcendence, which is the main starting point from service ability and experience enhancement in terms of non-technical innovation. Fully aware that, unlike other industrial enterprises, which are close to the city, leisure agricultural enterprises must have obvious disadvantages in obtaining information and interactive experience with consumers. Therefore, the competition among leisure agricultural enterprises is mostly reflected in whether the “service experience” has been formed, because any transaction must have gone through mutual understanding and understanding, thus forming trust and loyalty, and finally it is possible to get a higher product premium. A good leisure agriculture

operation system is a complex system, which involves the government, residents, educational institutions, non-governmental organizations and other aspects. The creation of immersive experience in leisure agriculture is based on this. It integrates landscape, humanities, science and technology, theme and other factors in an orderly manner, which not only realizes the coordinated operation of points, lines and areas, but also creates a sustainable multi-party circulation system, so that participants can feel a harmonious and beautiful whole from the atmosphere, details, and environment. Specifically, leisure agricultural enterprises can enhance their “service interaction” and competitiveness from two aspects. First, leisure agricultural enterprises fully realize their geographical disadvantages, pay attention to market information collection, establish more detailed customer files than ordinary enterprises, and help enterprises to continuously improve their “enterprise IQ”; The second is to establish a link channel with the most valuable customers and the most potential customers. Specifically, we can conduct timely information feedback with these two types of customers through the “offline + online” channel.

5. Conclusion

With the rapid development of China’s economy and society, leisure agriculture has changed from the “budding stage” of “eating farm meals, living in farmhouses, doing farm work, seeing farm scenery and enjoying farmhouses” to the “creative stage”, and from the “quantity scale” to the “high-quality” stage. However, as a new industrial format, its industrial integration makes the operational level more difficult than the single primary, secondary or tertiary production, so how to develop it according to its characteristics? Based on industrial economics, technological innovation economics and evolutionary economics, combined with field investigations in different areas of Jiangsu Province, this paper explores the law of leisure agriculture development and innovation, verifies the theoretical judgment that non-technological innovation is the rational choice of leisure agriculture development with actual investigations, and builds Jiangsu leisure agriculture non-technological innovation system with reference to the theoretical research results of agricultural innovation system, and puts forward countermeasures and suggestions. This exploration is a concrete application of non-technological innovation research in the field of leisure agriculture, and a beneficial exploration of the effective path of high-quality development of leisure agriculture.

Data Availability

The figures and tables used to support the findings of this study are included in the article.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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