

9. Застосування всіх доступних маркетингових інструментів з мінімальним бюджетом для зниження вартості послуг, що надаються.

10. Об'єднання в кластери або приєднання до існуючих регіональних туристичних асоціацій для започаткування антикризових заходів влади, таких як скасування туристичного збору місцевою владою протягом карантинного періоду та подолання кризи COVID-19.

11. Надання державних інвестицій або субсидій малому та середньому бізнесу, податкові пільги або зниження ставок для деяких податків для туристичних компаній.

12. Створення нових робочих місць для багатьох людей, які залишилися без засобів до існування під час пандемії

В Україні з метою недопущення повної стагнації туристичної сфери, банкрутства її економічних суб'єктів, збереження кваліфікованих кадрів фахівцями Всеукраїнської федерації роботодавців в сфері туризму України розроблено ряд заходів, успішна реалізація яких дозволить вітчизняному туристичному бізнесу безпечно функціонувати в умовах карантинних обмежень та активно відновитися після їх закінчення.

Список використаних джерел:

1. *World Tourism Barometer. 2020. Vol. 18, iss. 5. 36 p. URL: <https://www.e-unwto.org/doi/epdf/10.18111/wtobarometereng>*
2. *UNWTO releases a COVID-19 Technical Assistance Package for Tourism Recovery. URL: <https://www.unwto.org/news/unwto-releases-a-covid-19-technical-assistance-package-for-tourism-recovery>*

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AGRICULTURAL REGIONAL STRUCTURE IN CHINA

Agricultural regional structure is one of the core contents of active research in agricultural economics and geography in various countries. Foreign countries have gained a lot of valuable research experience in agricultural land use and driving mechanism, agricultural structure adjustment and spatial layout, agricultural type division and agricultural zoning. China is a big agricultural country, but it is not an

agricultural power. As China's agricultural policy began to pay attention to agricultural regional layout late, in the process of transforming from traditional agriculture to modern agriculture, there are many problems in the solution of "agriculture, rural areas and farmers" and many problems in the development of a new socialist countryside. It is of great academic significance and practical value for China to carry out the theoretical and empirical research on the evolution process of agricultural regional structure, pattern and driving mechanism.

Agricultural region refers to the area with similar agricultural production characteristics and close spatial connection, that is, a certain region with similar conditions, characteristics and development direction in agricultural production. Agricultural regional structure is in the process of adjusting and transforming the original production configuration and agricultural areas due to the difference of speed and specialization degree, the formation of agricultural production region combination with different levels, different scales and different characteristics.

Agricultural regional structure is mainly manifested as the proportion relationship, coordination status and spatial layout of various agricultural departments in a certain region, whose essence is the synthesis of agricultural production system and agricultural economic system in a certain region. The important role of agricultural regional structure in agricultural development makes it become one of the core contents of agricultural geography research.

The agricultural regionalization theory proposed by German agricultural economist J.H. (Du Neng) is the earliest theory on the layout of agricultural production and its regional structure mode, which establishes the "isolated country" mode to clarify the impact of the distance between agricultural production areas and agricultural consumption areas on the type of land use. The location selection of agricultural production from the perspective of agricultural land use has become the basic theory guiding regional agricultural development and layout. The formation, evolution of regional structure and its driving mechanism have always been the core issues of geography research. The early regional structure research mainly focused on the agricultural field, including the evaluation of agricultural natural resources, spatial distribution, land use and agricultural layout. With the advancement of urbanization, industrialization and modernization, urban regional structure and regional spatial structure are given more attention, and have become a hot issue in modern geography research.

In 1931, in a study of the agricultural society in the Great Plains, Web W. P. studied the influencing factors of the local agricultural land use type, and concluded that the type of land use was mainly determined by the degree of local drought. The International Earth Circle-Biosphere Program (IGBP) and the Global Environmental Change Humanities Program (IHDP) jointly proposed "Land Use / Land Cover Change" in 1995. Turner B.L. The system studied the basic theory of land use / land

cover change, change process and its driving mechanism, expounds the influence of social and economic factors on land decision-making, and land use / land cover change in the process of urban and rural mechanism, water constraint mechanism, the mechanism of global food production and food security, and for different scale area classification, model and prediction.

China's land use change started in the 1930s, and Hu Huanyong and others applied the problem of land use in China to the theories and methods of modern science. In the 1950s, Mr. Wu Chuanjun and others combined with the rural economic survey to investigate the actual land use situation and compiled the land use map in Nanjing. From 1960s to 1970s, economic geography scholars investigated the development and utilization of land resources in the southwest, northeast and northwest regions. In the 1980s, under Mr Wu Chuanjun, compiled the 1:1 million China land use map, the land use is divided into three levels 66 types, reflects the current situation of land use, type structure and urban distribution rules, and based on land use map and field research, wrote the land use of China, the theory and method of land use research, and the history of land use history, types, problems are analyzed. At the same time, on the basis of a comprehensive and systematic investigation and research on the land use in the coastal zone, the monograph on Land use in China's coastal zone was compiled. In addition, research has been carried out in the suburban use of land, national land use overall planning, land resource use and protection, and mountain land resources and land use. Since the 1990s, with the deepening of research, on the basis of strengthening the evaluation of land resources, the research of land use change and its spatial pattern and driving mechanism has attracted wide attention: first, the spatial and temporal change and pattern of land use change.

China's early research mainly focused on the layout of grain production, cash crops such as cotton, beets, as well as the production layout such as animal husbandry, analyzed the suitability and layout of grain, cash crops and animal husbandry in China, and put forward relevant layout plans.

Since the 21st century, with the changes of the domestic and international environment of agricultural development, China's agricultural production has been integrated into the global production and management system, and food security, agricultural structure adjustment and layout have become the focus of research in the new era. Domestic scholars have conducted a lot of research on the change and layout of grain production, the layout of commodity grain base construction, the analysis of agricultural production structure change, and the layout of agricultural production. They think, suburban agricultural center as the market, the first circle is vegetables and livestock products production, the second circle is shelterbelt, fruit and feed production, the third circle is food crops and cash crops and forest "circle" structure, market is the main external factors of agricultural regional structure evolution in big cities.

Agricultural regional structure layout mainly includes the production layout of agricultural products and the regional layout of agricultural development positioning. Among them, the production layout of agricultural products mainly includes the production structure and relationship of various products; the regional layout of agricultural development positioning is mainly for regional characteristics, such as main functional area planning, advantageous agricultural products area, characteristic agricultural products area and agricultural products market. Although in recent years, China's agricultural policies began to pay attention to agricultural regional layout, But because of the late attention, The structural problems in agricultural development have been prominent, Agricultural regional layout faces many problems in the development, The outstanding performance is in: the contradiction of crop variety structure, supply and demand contradiction, quantity and quality contradiction and production efficiency contradiction and other structural contradiction of supply side is prominent; The mismatch between the positioning of agricultural production and local main functional areas and the failure of agricultural industrial structure to effectively integrate agricultural production factors and other industrial structure and resource endowment are prominent; The low degree of integration of agriculture and industry, information industry, producer services and other industries has become a new problem; There are still institutional obstacles in the overall planning of rural and urban areas, agriculture within the same region and agricultural overall planning among different regions; The uncoordinated development of agricultural business entities such as specialized farmer cooperatives, leading enterprises, family farms, large planting and breeding households, and scattered small farmers affects the level of agricultural modernization.

Due to the lack of systematic comprehensive research, it is difficult to reveal the dynamic change characteristics of regional agricultural regional system, and the coupling mechanism of various influence factors, it is difficult to grasp the general law of agricultural regional structure, and effective optimization control, it is difficult to promote the reasonable development and utilization of agricultural resources, coordinate the relationship between agricultural economic system and agricultural ecosystem.

The globalization of economy and the internationalization of agriculture have made new changes in the environment faced by the evolution of agricultural regional structure. It is necessary to deeply explore the location conditions, location characteristics and spatial characteristics of its evolution, and to analyze the heterogeneous characteristics of agricultural regions and other functional regions from multiple angles. To explore the factor structure and characteristics of the agricultural regional system, as well as the mutual relationship and hierarchy structure between different types.

In the process of transforming from planned economy to market economy, the agricultural regional structure and its influencing factors have changed greatly. What

are the regularity characteristics of the evolution of agricultural regional structure? What are the main influencing factors? What is the influence of these elements on the evolution of agricultural regional structure, and what is the growth law, action process, action strength and action effect? What is the coupling mechanism and coordination between factors? These problems all require in-depth systematic synthesis research theoretically.

Foreign studies on agricultural structure adjustment pay more attention to the influence of urbanization, ethnic, religious, psychological, political and other factors on agricultural production, as well as food problems and influencing factors. China focuses on the research on the necessity, inevitability and orientation of national agricultural structure adjustment, so as to promote the synchronous development of agricultural modernization and new industrialization, informatization and urbanization, and explore the characteristic path suitable for China's agricultural development. At present, China has been trying to adjust in the following aspects, but it lacks the strength. Adjust and optimize the agricultural structure, ensure the effective supply of grain and important agricultural products; realize the classification positioning of agricultural areas, promote the coordinated development of various agricultural regions; accelerate agricultural modernization, promote agricultural industry integration, regional coordination and coordinated development of various operators; and strengthen policy guarantee to establish and improve the policy system conducive to agricultural areas, characteristic agricultural areas, superior agricultural areas, agricultural processing areas and agricultural producing markets.

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