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## 5. Conclusion

The agriculture + travel integration industry has been developed for a certain number of years, and some regions have also taken shape and accumulated certain experience, so by studying and summarizing the experience of mature regions, and analyzing and summarizing the factors affecting the development of the industry using big data technology, it is conducive to deepening the understanding of the industry, which can assist in making the strategy more suitable for the economic development of different regions. Shuangyi District, Xi'an City, has rich soil and water resources, so the level of agricultural development is high, and the geographical location is favorable, and there is a huge potential market in tourism. With the support of big data technology, through the analysis of the current market demand and the development of local natural and human resources on the basis of preserving the original ecology to the greatest extent possible, the local economic development has been promoted, and the income level of the residents has been raised, thus promoting the modernization process of the whole region.

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