

Problems And Countermeasures of The Development of Leisure Agricultural Tourism in Haikou

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Abstract: Leisure Agricultural Tourism is an important starting point to promote the development of agriculture and rural economy, and also builds a cooperation bridge for the process of urban-rural integration. This paper analyzes the development conditions of leisure agriculture tourism in Haikou, and combines with its current development and operation situation, finds out the main problems and causes of Haikou leisure agriculture tourism development, and gives five suggestions to promote the development of Haikou leisure agriculture tourism from tourism planning, government support, talent protection, Internet plus, and product form. It is hoped that the normalization of COVID-19 will help the recovery and development of leisure agriculture tourism in Haikou.

1. Analysis on the development conditions of leisure agricultural tourism in Haikou

Haikou is located between North Latitude 19°32' to 20° 05' and East Longitude 110°10' to 110°41'. Haikou is located in the tropical coastal climate zone, with a land area of 2304.84 square kilometers. Because of its rich tropical agricultural resources, leisure agricultural resources are diverse, rich and natural, coastal, sightseeing and colorful, the development model of leisure agricultural tourism has its own characteristics. In 2019, the Haikou statistical yearbook, Haikou's permanent resident population of 230 million, registered residence population 170 million, population growth rate 12.7%, employed 185 million, average wage of workers on the job was ¥77.632 thousand yuan, gross agricultural output value was ¥10.3 billion yuan, city residents & apos; per capita disposable income ¥36.137 thousand yuan, Consumption expenditure ¥24.432 thousand yuan, covering 2289 square kilometers, square meter population density 2,006, with 4 districts, 22 towns, 2,129 natural villages, and annual average temperature 24.4°C. The sunshine lasts for 2,053 hours, the precipitation is 2,135 mm, and the relative humidity is 82%. In 2018, it received 2,644 domestic tourists, with a tourism revenue of 29.2 billion yuan.

1.1 Policy

The government supports the development and growth of leisure agricultural tourism in terms of policy, capital, land and planning. The notice of the general office of the Ministry of agriculture on promoting the implementation of the development policies of leisure agriculture and rural tourism (2017) makes it clear that the structural reform of the agricultural supply side must focus on rural tourism and leisure agriculture. The development of rural tourism and leisure agriculture is an important way for rural economic prosperity, increase of farmers & apos; income and prosperity of farmers. Several opinions of the CPC Central Committee and the State Council on adhering to the priority development of agriculture and rural areas and doing a good job in the work of "agriculture, rural areas and farmers" (2019), in the three-year action on the improvement of rural human settlements, encourage social forces to actively participate in the improvement of rural human settlements, and put forward suggestions on the organic combination of the improvement of rural human settlements and the development of rural leisure tourism. Leisure agricultural tourism is the

concrete embodiment of modern service industry (new service industry) in rural and rural areas. It integrates the advantages of resources, nature, countryside and culture, and develops industries such as health care, sightseeing, experience, culture, dining and tourism, leisure, elderly care and health care.

The key points of leisure agriculture work of Hainan Provincial Department of agriculture in 2017 put forward that the goal is to build a beautiful countryside and give full play to the multi-function of agriculture. Taking the transformation and upgrading of rural tourism and leisure agriculture and the improvement of services as the main line, relying on green water and green mountains, beautiful countryside and "local special rural heritage" under the background of "green water and green mountains are golden mountains and silver mountains", "targeted poverty alleviation" and "Rural Revitalization" And other resources, and vigorously develop emerging pillar industries related to agriculture, such as tourism commodities, tourism catering, tourism, tourism accommodation, tourism transportation, tourism shopping, tourism entertainment, handicrafts, entrepreneurial agriculture, agricultural science popularization and experience.

The above policies and opinions lay a good policy foundation for the development of leisure agricultural tourism in Haikou, so that leisure agricultural tourism has a better development space.

1.2 Tourism resources

Haikou is rich in various tourism resources. With a coastline of 131 kilometers, its coastal tourism resources include long coastline, coastal vegetation, coastal organisms, etc. in addition to the conventional beach scenery, it also has Yanfeng mangrove resources, the largest mangrove community in China. Geological tourism resources are represented by Haikou Leiqiong crater World Geopark. Cultural tourism resources mainly include five ancestral halls, arcade Old Street, Hairui Tomb, Xiuying Fort, etc. There are more than 90 red tourism resources, most of which are Qiongzhusan District, involving Qiongtai academy, Feng Baiju & apos former residence, Hongqi Town, Benli village, etc. Leisure agriculture tourism resources are relatively rich, such as the stone mountain Internet plus agriculture town, the Guilin Ocean National Tropical Agriculture Park, the Yanfeng characteristic agricultural product production area and so on.

Leisure agricultural tourism areas (spots) have sprouted in agricultural areas such as Meilan District and Qiongzhusan District of Haikou City, and have developed into some series of tourism products and become leisure tourism destinations for citizens of Haikou City. Its development benefits from the gathering of various agricultural resources, such as litchi garden, nursery stock base, cut flower and leaf production base, banana garden, pineapple production area, rice Park, out of season melon and vegetable land, and has developed tourism activities such as rural cycling, farmhouse entertainment, agricultural sightseeing, melon and fruit picking and planting, rural villagers & apos; accommodation experience, exploration of ancient houses and wells in rural areas, and cultural exchanges of rural celebrities, Form a rich leisure agricultural tourism product system.

1.3 Tourist market

Leisure agricultural tourism products are completely different from the existing 15 traditional scenic spots in Haikou in terms of type and style. According to the survey, the tourist source market of leisure agricultural tourism in Haikou is very broad. Not only the nearly 600000 urban population of Haikou, but also the nearly 2 million migrant population, floating population and migratory birds who come to Haikou every year are potential tourists for leisure agricultural tourism. In terms of tourism market, weekend surrounding tourism and parent-child family travel account for nearly two-thirds of Haikou & apos; tourist sources.

1.4 Traffic

In order to realize the "accessibility project" and "accessibility project" in Hainan Province, Haikou has invested 341 million yuan in rural highway construction since 2006. By the end of 2008, the construction task of "village to village highway" in all rural areas of the city has been completed. At the same time, it has built many forms of transportation networks such as Haixiu expressway,

Jiangdong Avenue and municipal trains, successfully built a 1-hour economic circle in Haikou, achieved the goal of 1-hour urban-rural access, provided convenient conditions for the transportation, life, economic and industrial development of urban and rural residents in Haikou, and laid a good foundation for tourists to participate in tourism activities and develop leisure agricultural tourism.

In general, Haikou has rich leisure agricultural tourism resources, strong exploitability, sufficient supply of tourism infrastructure and equipment, huge tourist market, great tourism attraction and development potential of leisure agricultural tourism. Under the layout of establishing a leisure agricultural tourism circle echoing the urbanization of Haicheng culture, it will focus on building Haikou West Coast Chengmai, Haikou east coast Wenchang The three leisure agricultural tourism belts from the south of Haikou City to Ding & apos; have been built into leisure agricultural tourism scenic spots (spots) with prominent themes, distinctive characteristics, accurate product positioning and good market response, forming a leisure agricultural tourism pattern of Haikou City with points as plastic belts and circles as belts.

2. Development status of leisure agriculture in Haikou

Leisure Agricultural Tourism in Haikou started in January 2012. According to the data of Haikou Statistical Yearbook in 2013, the development status of leisure agricultural tourism in Haikou as of December 2012 is shown in Table 1 below.

Table. 1 Development Status of Leisure Agritourism in Haikou

project	quantity	attribute	remarks
Leisure Agricultural Park	52home	tourist area	23Home operation
Leisure agriculture demonstration site	18home	provincial level	
Rural Leisure Spot	24A town		All have distribution
Famous tourist village	2batch	East: Dongzhaigang Mangrove Forest, Yanfeng town theme park, Sanjiang Fengsheng Vanilla Garden, Xinghui leisure agriculture demonstration base, etc;West: Yangshan Park, Nanhai Tixian farm, Hainan Modern Agriculture Demonstration Park, Shishan cultural ecological park, Haikou Lvfeng farm, volcanic spring Tixian farm, etc;Central South: Tianxin village, Hongqi Benli village, Longshi village, Sanmenpo Town, jialehu Tixian Agricultural Industrial Park, Longlian village Tixian Agricultural Industrial Park, etc	It is divided into eastern region, western region and central and southern region

In 2016, the second member congress of Haikou Leisure Agriculture Association released relevant news: 55 leisure agricultural tourism parks have been built in Haikou, with an annual reception of nearly 1.5 million tourists and more than 12,000 employees. According to the 2019 statistical yearbook, leisure agricultural tourism in Haikou received 2.67 million tourists, with an income of 29.8 billion yuan. The city & apos; leisure farms received 1.5 million tourists, with an operating income of 550 million yuan.

In March, 2020, relevant departments of Haikou City released 8 famous leisure and tourism farms, including experiencing national folk customs - Haikou Yuemingzhuang rural resort, returning to the ancient countryside - Haikou Yucheng No. 9 leisure farm, experiencing "picking chrysanthemums

under the East fence, leisurely seeing the South Mountain" - Haikou Nianfeng Leisure Agricultural Sightseeing Park, Visiting strange flowers and grass - fragrant world manor Enjoy authentic farm flavor - volcanic spring farm, experience wine making and growing vegetables - Haikou Kaixin farm, view volcanic lava landform - Haikou Yangshan leisure park, water park - Haikou Xanadu leisure farm.

3. Management of Leisure Agricultural Tourism in Haikou

3.1 Management Model and Path

Haikou is rich in tropical agricultural tourism resources. According to different consumption habits, there are different types of leisure agricultural products, mainly including natural resource type, science and technology information type, industry education integration type, characteristic agricultural product type, etc. The first is the natural resource type, represented by Dongzhaigang Mangrove scenic spot and Haikou crater World Geopark, mainly mangrove resources and geological resources. People not only enjoy the tourism elements, but also learn the relevant knowledge of natural resources. Volcano Internet plus agriculture and Guilin Ocean national agriculture park represented Haikou & apos; crater, and the volcano Dendrobium and tropical agricultural products were built on the basis of computer e-commerce technology and modern agricultural science and technology. The third is the integration of industry and education. Represented by Dongzhaigang Mangrove area and surrounding leisure farms and home stay, relying on the educational resources of Guilin Yang University Town of Jiangdong new district, it has developed student internship and employment, innovation and entrepreneurship, and the combination of theory and practice. The fourth is the type of characteristic agricultural products. Represented by Fengtanglvyan and Longquan farm, they have planted (bred) and developed olive, ecological cattle and other products and processed products respectively, which have the functions of agricultural products, tourism elements and so on.

3.2 Market trends

Affected by the epidemic situation, the tourism consumption form of residents in Haikou has changed from group travel to individual travel, family travel and parent-child travel, from long-distance travel to short-range travel, from long-term travel to one-day travel, and from the tourism mode of the tertiary industry to the integration of the primary, secondary and tertiary industries. Leisure agricultural tourism should be based on the market of Haikou City and surrounding cities and counties, fully tap the consumption demand of tourists. According to the statistical data, after the epidemic in 2020, the tourism industry as a whole has declined seriously, but the tourism around the city and parent-child family tourism have sprung up, and the number of tourists and tourism revenue have increased significantly.

Under the influence of the epidemic, new leisure agricultural tourism formats such as we media marketing and online red punch in places emerge one after another, the effect of tourism marketing has been significantly improved, and the number of tourists and tourism revenue of leisure agricultural tourism destinations have been increasing. Under the background of free tickets, the tourist reception and tourism revenue of Fengtanglvyan scenic spot in Haikou increased by 5.4% and 4.8% respectively.

3.3 Tourist participation

According to the survey, Haikou citizens travel an average of 5.3 times a year, including 2.3 times to leisure agricultural tourist attractions, with a per capita consumption of ¥60-80 yuan. The main consumption is catering and specialty purchase. The most popular items are leisure sightseeing, picking, riding, fishing, farming experience and other activities. The above data shows that Haikou citizens go to leisure agricultural tourist attractions less frequently, which is mainly caused by the scattered scenic spots, the lack of public transport facilities and the lack of attraction of scenic spot activities.

4. Main problems in the development of leisure agricultural tourism in Haikou

Due to the late start and inadequate resource integration, there are still some problems in leisure agricultural tourism in Haikou, such as small industrial scale, poor tourism environment, lack of planning and planning of scenic spots (spots), chaotic operation and management, unclear property rights, serious waste of resources, vicious price competition, serious repeated construction and substitutability, unclear product positioning Infringement of farmers ' interests are common. Although the tourism administration department has issued coconut grade evaluation standards for rural tourist attractions (spots) and seriously implemented them in place, Haikou has also established a leisure agriculture association (established in 2010), which has limited binding force. In addition, the employees are mainly farmers, with prominent problems such as low level of professional knowledge, unsystematic thinking and paying attention to short-term economic benefits, The development of leisure agricultural tourism in Haikou is difficult.

4.1 Concentrated Travel Time of Tourists

The tourists of leisure agricultural tourism are mainly urban residents, and Haikou is no exception. The week is a working day, and most residents are very busy. There are off-season and peak season of tourism. The peak season mostly occurs on weekends and holidays, and the off-season mostly occurs on working days. Tourists travel more intensively, especially on weekends and holidays. Leisure agricultural tourism enterprises should launch different tourism products, even leisure agricultural tourism products with different prices, different tourism experiences, different themes and different activity contents, according to the different characteristics of light and peak seasons, increase the attraction to tourists, balance and even solve the problems of manpower, material resources and revenue in light and peak seasons, and disperse the concentrated travel time.

4.2 Incomplete Industrial Chain

The tourism industry chain is a parallel industry chain, and leisure agricultural tourism is no exception. In short, the leisure agricultural tourism industry chain is the "six elements" of traditional tourism, making progress and profits and losses. There will be problems if one chain is not connected in place. The leisure agricultural tourism industry structure in Haikou is single and has not formed a complete industrial chain; Tourism activities are the same, without innovation and innovation, and the regular substitution is even worse. Because it belongs to the development, operation and management of a single product, the chain is imperfect, it is difficult to form a joint development, and it is even more difficult to achieve the integration and development of the primary industry and the tertiary industry. Of course, it is impossible to prolong the stay time of tourists, and there is no overall planning for tourism poverty alleviation and Rural Revitalization. Finally, it is difficult to achieve the point belt circle development goal of leisure agricultural tourism, The connection and cooperation ability of the industrial chain will become weak.

4.3 Serious Product Homogenization

Although the types of leisure agricultural tourism in Haikou are diverse, the tourism products are based on agriculture or the development of agricultural products with strong unity. They are not competitive in the market and cannot really attract target tourists. Almost all leisure agricultural tourism products in Haikou are the product development of agricultural activities + tourism. The participation and experience of tourists are almost the same, which cannot attract repeat customers, let alone attract tourists for consumption for many times. There is still a gap between the surrounding supporting resources and infrastructure construction and the tourism demand of tourists, so it cannot promote the sustainable development of leisure agricultural tourism. The construction of leisure agricultural tourism products and tourism destinations of the same type in Haikou and surrounding cities and counties is a manifestation of product homogenization, resulting in the waste of various resources, repeated development and construction, aggravating the non-benign competition in the market, and posing a threat to the effective development of leisure agricultural tourism products.

4.4 Lack of Talents and Funds

There are only a few colleges and universities related to leisure agricultural tourism in Hainan Province, and there is a lack of professionals, which cannot meet the talent demand of industry development. The existing employees are mainly farmers, which is far from the talents required for product development in terms of professional knowledge, population quality, service concept, service scope and content, operation and management ability, etc. Even though a few colleges and universities have agriculture related majors, the talent training mode is biased towards agriculture and is not better combined with tourism majors; The curriculum system and curriculum resources construction mainly focus on agricultural courses, and despise the curriculum setting and curriculum resources construction of tourism. The training of "agriculture, rural areas and farmers" is very limited. The training contents mainly focus on agricultural technology, rural economic development, poverty alleviation of poor households, rural revitalization, etc. it is difficult to involve the characteristics of tourism, effective tourism management, tourism service improvement, etc. At the same time, both the financial investment of the government and the capital investment of enterprises focus on agriculture itself, and the investment in agricultural tourism has not been formed. For example, there is an agricultural development bank, but there is no agricultural tourism development bank. Therefore, the shortage of talents and funds is the bottleneck restricting the development of leisure agricultural tourism.

4.5 Stereotyped Tourism Image

For a long time, "coconut breeze and Sea Charm", "sunshine, sea water and beach", "vacation paradise", "beautiful Sanya and romantic horizon" are the tourism images of Hainan as a tourism destination in the eyes of foreign tourists. Tourists psychologically do not accept Hainan & apos agriculture, modern service industry and leisure tourism, which is not conducive to the image publicity and brand establishment of leisure agricultural tourism. As the capital of Hainan Province, Haikou has no independent tourism brand image. At present, the image in the hearts of resident citizens is also fixed under the brand of "Coconut City", which urgently needs a unique and novel image and slogan.

4.6 Serious Environmental Damage

Due to the lack of professional knowledge and weak government supervision, the development of leisure agricultural tourism projects has not undergone environmental assessment, and the damage to the ecological environment and living environment of the tourism destination has not been estimated. In addition, the use of harmful substances such as pesticides, the non-standard treatment of garbage and the uncivilized tourism behavior of tourists not only seriously damaged the tourism resources, it also brings pressure and difficulties to the protection and repair of the environment, and it is extremely disrespectful to nature. Because tourists come from cities and towns, they also cause conflict and destruction with the cultural environment such as rural culture, rural resident culture and rural architectural culture, which leads to the loss of its own significance and affects its sustainable development.

5. Countermeasures and Suggestions

5.1 Strengthen the Development Guidance and Scientific Planning of Tourism Resources

It is difficult to promote rural leisure agriculture to a new development level and pattern by relying solely on free development or non-governmental organization management. The development of leisure agricultural tourism in Haikou needs the help of administrative departments. Governments at all levels should strengthen organization and leadership, fully tap leisure agricultural tourism resources, adhere to taking agriculture as the basis, farmers as the main body and rural areas as places, formulate leisure agricultural development plans, promote their connection with the overall land use plan, urban and rural construction plan, industrial poverty alleviation plan and rural tourism plan, and implement the "multi compliance" and planning guidance. The local agricultural resources should be

investigated and evaluated, the local cultural connotation should be deeply excavated, and the leisure agricultural tourism should be reasonably and scientifically positioned.[1]

5.2 Increase Policy Support, Pay Attention to Official Promotion of Culture and Tourism, and Do a Good Job in Brand Publicity

Increase policy support and do a good job in "overall planning of urban and rural areas". We should gradually change the idea of "emphasizing cities over rural areas", support agricultural development with the strength of tourism, and drive rural development with the strength of cities, so as to narrow the gap between cities and rural areas. Leisure agricultural tourism needs the management of government finance and new policies. Such as strengthening the improvement of rural infrastructure, focusing on solving the problems of difficult parking, backward medical conditions, poor sanitary environment and so on; Policies and measures to promote cultural and tourism consumption, and launch cultural and tourism consumption vouchers and Huimin cards to stimulate consumption potential; Implement tourism incentive actions for medical staff and family members participating in the fight against the epidemic; Implement the annual ticket policy for leisure agricultural tourist attractions, timely open and innovate leisure agricultural tourism products and services, cultivate new products and business forms such as cultural tourism online consumption and intelligent consumption, and promote the development and recovery of leisure agricultural tourism.[2]

5.3 Cultivate or Introduce Talents and Ensure Talents

Influenced by COVID-19, the development of leisure agri-tourism needs upgrading, and professional talents are important guarantee for industrial transformation and upgrading. For example, cooperate with colleges and universities to promote work and education, organize online professional skills training through online training and online services for employees, and improve service level and transformation and upgrading; Hold online lectures on prominent problems or hot spots in leisure agricultural tourism, and actively guide online data docking of scenic spots, restaurants, travel agencies, cultural and Expo venues and other online services.

At the same time, we can also train the existing village cadres and farmers to improve their management ability and service level, and strengthen the cultivation of awareness of operation norms and safety control. Led by the local government, it cooperates with agronomy, management, tourism and other majors or agricultural research institutions in colleges and universities, introduces talent introduction plan, establishes innovative talent incentive system, and encourages "outsiders" to come in.

5.4 Building "Internet plus" platform to promote new media marketing

Tiktok can take the lead from the provincial, city and county levels, and take the lead in the agriculture, rural areas, culture and tourism, finance and other departments to integrate resources, and launch a number of key leisure agriculture and rural tourism boutique lines. The new media will be vigorously publicized at home and abroad by video live, video recording, micro-blog, WeChat, jitter, and Kwai, and so on, and a new marketing platform for leisure agriculture tourism will be constructed. Carry out large-scale marketing activities and vigorously promote high-quality products, key routes and cultural and tourism activities in conjunction with famous tourism counties in Hainan, cultural and tourism alliances, scenic spots, enterprises and industry associations. If we refer to Alipay & apos; "online tree planting" mode, develop online vegetable production, purchase virtual fertilizer, and finally pick up agricultural products, then we can expand the consumption channels and establish tourist loyalty. This will not only satisfy users & apos; experience, but also have far-reaching social significance. It is also a marketing publicity for agricultural tourism brand.

5.5 Skillfully Using Science and Technology, Improving Product Level and Enrich Industrial Form

Increasing the application of science and technology in leisure agricultural tourism projects plays a great role in the development of leisure agricultural tourism. The establishment of agricultural high-

tech park tourism that broadens the vision of tourists is a new trend in the development of leisure agricultural tourism, such as agronomic DIY, parent-child education, research and study travel, health care and elderly care, citizen agricultural park, creative agriculture, farming experience and other experiential tourism products, so as to tap local cultural characteristics, highlight highlights and enrich product connotation. Increase cooperation with universities, scientific research institutions and processing enterprises, make full use of resource advantages, location advantages and cultural advantages through science and technology, and create high-quality leisure agricultural tourism products and projects.

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