

The Study on Problems and Countermeasures in Tourism Development of Farmhouse Enjoyment in Shaanxi

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Keywords: Shaanxi; Farmhouse Enjoyment Tourism; Development Model; Countermeasures Study

Abstract: Farmhouse enjoyment is a newly-emerging tourism product which is developing rapidly in recent years. Farmhouse enjoyment tourism is beneficial for increasing farmers' incomes, and providing farmers with more employment by adjusting the industrial structure. Farmhouse enjoyment tourism has produced a huge social and economic impact. But it also has some shortages for the sustainable and stable development of farmhouse enjoyment. This article starts from the analysis of present situation of farmhouse enjoyment tourism in Shaanxi; points out the problems that appeared and proposes the corresponding measures, to help farmhouse enjoyment tourism to develop healthily and sustainably.

1. Background and Characteristics

Farmhouse enjoyment is the new travel mode which is produced when tourists pursue the diverse needs of ecology and personality, and is the modern cross-pattern travel between agriculture and tourism. Since the 1990, farmhouse enjoyment tourism, which is full of local flavor and the glamour of rural culture, has developed and spread rapidly in the mainland of China. At first stage, the prototype of farmhouse enjoyment occurred in Wenjiang of Chengdu Plain, then in the whole Plain, Sichuan Basin, until the whole country gradually.

With its distinctive rural features and simple local flavor, farmhouse enjoyment has become a new highlight tourism product and meets the psychological needs of urban residents who desire to return to nature. Thus, it won the hearts of urban tourists.

Farmhouse enjoyment tourism was born in Heyang, Shaanxi Province. Last 90s, some painters went to Heyang to sketch, they lived and ate at local farmers' houses and paid for accommodation when they left. Later, the farmers discovered that urban residents were very fond of featured delicacy in rural areas, and purchased local goods when they left, and these could drive the local economic development. Till now, going to have a peasant meal, sleeping in a heatable adobe platform, enjoying the natural scenery have become the main forms of leisure and tourism for urban residents.

2. Development Model and Favorable Factors

Shaanxi province has lots of ancient culture in a long history; the special history of development history produced its special typical multi-culture, rural labor and distinctive lifestyle and colorful regional style, which deeply affected the healthy development of farmhouse enjoyment tourism. In recent years, the National Tourism Administration advocate "Chinese rural tourism" and proposed "new countryside, new tourism, new experiences, new fashion" as the tourism theme. Under advocating and supporting of governments and tourism departments at all levels, farmhouse enjoyment tourism in Shaanxi Province has shown a good momentum of development.

2.1 Development Mode

One is accommodation travel mode, which means farmers use their own houses, home-grown vegetables, home reared poultry to develop, such as East Han of Huxian County in Xi'an, Shangwang Village of Chang'an District in Xi'an, Yuanjia Village of Liquan County in Xianyang, etc. The second one is called sightseeing and picking in Agriculture Park, this pattern combines the rural orchards, vegetable gardens, flower beds, sightseeing and picking together. For example, Kiwi Park in Huxian County is ten thousand acres of orchard for sightseeing and enjoying flowers in spring and picking fruits in autumn; Strawberry Fields in Chang'an District provide the tourists a rare picking tourism project in spring. The third one is the tourism pattern of rural folk customs. The typical Shaanxi Guanzhong culture, the historical heritage in Xi'an and folk cultural products can be found everywhere; the leisure travelers will visit and relax during the holidays. For example, the folk percussion music in Baqiao, Daoqing music in Baqiao, Jixian ancient music in Zhouzhi, Stunt Suona in Yanliang, Jiangcun Gam in Huxian, Shuilu Temple Fair in Lantian. Currently, rely on its rich agricultural resources, diversification on rural landscape types, unique folk customs and local culture, and unique traditional diets; Shaanxi has developed a series of popular Farmhouse Enjoyment tourism products.

2.2 Favorable Factors

Firstly, Shaanxi province has superior natural environment. Shaanxi locates in the northwest of China, and in the middle reaches of the Yellow River, is the gateway to northwest of China and dominates in temperate zone, warm temperate zone and northern subtropics. Complex and diverse climates and topography bred thousands of rare species, which is called the natural museum.

Secondly, Shaanxi has diverse resources. Guanzhong plain known as "800 li Qinchuan" acquires Weihe River to irrigate, and the Qinling Mountains could hold the hot wind, so that these areas have rich heat and abundant, fertile soil. There are lots of agriculture products and a wide variety of crops, such as apples in Whitewater, millet in Yan'an, dates, kiwi fruits in Zhouzhi, chestnuts in Zhen'an, fungus, etc; the traditional agricultural culture landscape in Yan'an and Yulin show the rural amorous feelings.

Thirdly, the peasants' enthusiasm is high. The rapid developments of farmhouse enjoyment have a great social impact on counties. Rely on sales of agricultural products and providing accommodations, the peasants solve the employment problems of many landless farmers, accelerate the pace of local farmers to get rid of poverty and become better off, which has become the new growth points of the rural economy. Meanwhile, farmhouse enjoyment tourism drives the development pace of rural infrastructure, so that village appearance can be significantly improved, and farmers' ideas and thoughts would be updated.

In addition, as a cultural and tourism province in the northwest of China, Shaanxi Province is rich in tourism resources, also has a strong market demand for rural tourism. Promoting the rural tourism is not only conducive to the prosperity of rural tourism development in Shaanxi rural economy, but also significant for building the new image of Shaanxi tourism.

3. Negative Factors

Although farmhouse enjoyment tourism of Shaanxi Province brings positive impact on society and farmers, at the same time, there are some negative factors which are not beneficial for the development of farmhouse enjoyment tourism of Shaanxi.

3.1 Lack Scientific and Reasonable Development Plan

Most of farmhouse enjoyment tourism projects in Shaanxi rely on farmland, orchards and other rural natural resources by villagers. So far, the farmhouse enjoyment projects have developed spontaneously; the problems of duplicated, disordered exploitation are serious. High-quality rural tourism products and projects are less. The activities focus on sightseeing, having peasants' meal, but entertainment, visiting, shopping and other patterns are little, and the facilities are not quite perfect. The operators only can get profits based on catering and lodging, the profit margins are difficult to increase.

3.2 Lack-in-Depth of Tourism Resources Development

The development of farmhouse enjoyment in Shaanxi still remains in the low level and low quality of catering and picking; lacks the deep development of leisure and sightseeing agriculture tourism products; ignores the exploitation of local cultural connotation; these factors result in a lower content of culture in tourism industry and lack of the geographical features. The increasing numbers of tourists accelerate the pace of urbanization in rural areas, decline the farmers' local consciousness, so that the culture content of farmhouse enjoyment decrease gradually, the product features are not prominent, which cannot meet the urban residents' psychological needs of return to nature. Not only reduces the tourists interests in products of farmhouse enjoyment, but also the tourism products can be easily copied. The confidence of operators will be bruised seriously, and their profits will be affected.

3.3 The Business Environment and Infrastructure are Poor, Lack of Unified Planning and Deployment

Except the environment of a few farmhouse enjoyment tourism village are acceptable, the majority of business operators in Shaanxi only pay attention to cleanness of their own environment, but ignore the management of overall business environment. There are piles of garbage, rampant mosquitoes in some hidden places of the villages, which will affect traveling mood of visitors. The problems of food residual that are generated by travelers become severely for peasants. The shortages of aspects of the transportation facilities and equipments in farmhouse enjoyment, such as lacking of unified planning and requirements for naming streets, roads and signage, result in tourists are difficult to access to destination. Some places are difficult to drive into, no network connection, without cables, etc. These are all bruising for development of farmhouse enjoyment tourism.

3.4 Lack the Professional Management Personnel

Most of reception sites are managed by self-employed farmers, lacking of high-level management personnel and operating personnel. Because of the lack of training, the services of some practitioners are not standardized, and the standards are not uniform. The industry management guidance of relevant departments is not yet fully in place. The previous phenomena also influence the development of rural tourism.

4. Development Countermeasures

In order to solve the above problems, the governments of Shaanxi Province must make the appropriate countermeasures to eliminate the negative factors that occurred in the development of farmhouse enjoyment tourism. Both the development and the protection should be taken simultaneously; the unfavorable factors will be turned into a positive factor. The possible measures would be adopted as follows.

4.1 Strengthen the Government's Macroeconomic Policy Guidance.

Based on objective and reasonable planning situations, Government should guide the layout, regulate the scale of development, restrict the blind follows, standardize the misconducts in the business, prevent vicious competition, and create the environment of fair competition and harmonious development for tourism operators.

4.2 Highlight Local Characteristics of and Make Efforts to Dig the Folk Culture, and Integrate Them into the Farmhouse Enjoyment Tourism Products.

The cultural tourism resources like rural folk customs are neglected to a considerable extent. At present, rural tourism which is mainly dominated by farmhouse enjoyment should use special characteristics as labels to establish the overall images. Be sure to pay attention to the local traditional folks, folklore, history and customs, highlight local ethnic culture, carefully designed countryside visiting programs and participation activities to enrich the travel content.

4.3 Improve the Quality of Employees

By means of high-quality universities tourism resources in Shaanxi, government departments should invite the tourism experts and professors to guide, organize the various training courses, seminars, study tours and use other varieties of methods to offer training of cultural knowledge, tourism professionals knowledge and management knowledge to the farmhouse enjoyment operators, who will improve their cultural quality and skills, simultaneously standardize and modernize scientific management and service.

4.4 The Relevant Departments Coordinate to Supply the Good Service

The majorities of rural tourism in Shaanxi Province are still in the elementary stage of decentralized management and self-development; lack of the higher service level, management experience, management tools and marketing strategies. All the governments and departments in different level should fully cooperate to develop the rural tourism in Shaanxi.

5. Conclusion

Farmhouse enjoyment tourism has broad social prospects. The social vitality of farmhouse enjoyment is that it adapts to the needs of socio-economic and cultural development, and it is the upgrading new product of tourism which can supply for sightseeing and leisure. Developing farmhouse enjoyment needs not only the business mind, but also the strategic vision of the times. Both the operators and relevant departments should analyze the serious situation; improve the occasion, work together to promote this new tourism product can be developed healthily and sustainably.

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