

# Research on the Cultivation of Farmers' Entrepreneurial Quality in Hainan Rural Tourism from the Perspective of Global Tourism

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**Keywords:** global tourism, rural tourism, farmer entrepreneurship, quality cultivation.

**Abstract:** Global tourism is the hottest topic in current tourism development. As a new development concept, it can guide the strategic direction of tourism planning. At present, with the advancement of the global tourism strategy, the country is accelerating the construction of tourism destinations and the transformation and upgrading of tourism, and promoting the development of tourism. Taking Hainan rural tourism as an example, this paper discusses the research on the cultivation of farmers' entrepreneurial quality, and puts forward relevant suggestions from the perspective of global tourism, in order to explore a new way to develop rural tourism.

## 1. Research background

### 1.1 Literature review

Entrepreneurial literacy refers to the sum of all the main elements needed for entrepreneurial actions and tasks. Cultivating farmers' entrepreneurial literacy can effectively improve farmers' entrepreneurial ability and entrepreneurship level (Yuan, 2011). The cultivation of entrepreneurial literacy of entrepreneurial farmers in rural tourism in China can rely on technical means, the in-depth application of big data and cloud computing, and further build a platform for farmers' hacker intelligence cultivation to help farmers' cultivators (Huo and Han, 2018). Every regional authority that develops rural tourism should focus on improving farmers' entrepreneurial awareness and entrepreneurial skills, and organize training for the cultivation of farmers' entrepreneurs (Wang et al., 2012). Under the background of "innovation", how to improve the entrepreneurial ability of new professional farmers is an important task to help farmers get rid of poverty and build a new socialist countryside (Ji, 2016). Efforts to find effective ways to build an entrepreneurial new countryside are key to promoting social harmony (Xu, 2007). In the context of "Internet +", if you can reform the cultivation or breeding mode, you can quickly cultivate a new era of agricultural talents (Li, 2018) for farmers with specialized farming knowledge. From the perspective of global tourism, the development path of rural tourism is proposed, which greatly expands the rural revenue channel (Liao and Zhang, 2017). The leisure farms, creative experiences, picking parks and ancient village settlement modes in rural tourism are a good combination of policy support and reflect the innovative concept of global tourism (Li, 2011).

### 1.2 Purpose of research

In recent years, vigorously supporting the development of the rural economy and thoroughly improving the income structure of farmers is one of the important purposes of China's regulation and control of various policies. In addition to giving full play to the advantages of the original rural economic structure, the development of new profit points is undoubtedly an important direction to promote rural economic development. Based on this, from the perspective of global tourism, combined with the relevant theories and literatures of rural tourism, this paper summarizes the five problems in the cultivation of farmers' entrepreneurial quality in Hainan rural tourism, and summarizes the three countermeasures for cultivating farmers' entrepreneurial quality in rural tourism: sound Farmers' entrepreneurial support policies, increase the construction of entrepreneurial foundations, build a farmer entrepreneurial cloud information service platform. With a view to realizing the quality of employees in the new situation and opening up new ways for rural

tourism development.

## **2. The concept of global tourism and rural tourism**

### **2.1 Global tourism**

Global tourism refers to the selection of tourism as a dominant industry in a comprehensive, full-process, systematic and large-scale manner. For example, tourism, tourist attractions, ecological environment, supporting facilities and other economic and social resources, including the policy system, policies and regulations, public services, and the civilized awareness of the overall participation of the people to be further improved. All relevant tangible assets, intangible assets, manpower, and scientific and technological means shall be unified and coordinated, organically integrated, social construction will be maintained and shared, and regional resources will be used to integrate industrial development. The overall goal is to promote tourism as the main driving force. The speed of economic development, while promoting the orderly development of society.

### **2.2 Rural tourism**

The development of rural tourism in China has always been around agricultural tourism. In the whole system of tourism, rural tourism has made due contributions to the rich and extended development of tourism. The newly emerged new rural tourism products point out the new direction of future tourism development. In the mid-1980s, the emergence of rural tourism in China played many good roles, such as improving the living standards of the working peasants, enriching the spiritual and cultural life of the people in the tourist destinations, and narrowing the gap between the economic and psychological needs of urban and rural residents. Practiced the call for urban-rural integration and practiced many valuable experiences.

### **2.3 Rural tourism from the perspective of global tourism**

From another perspective, rural tourism is also a long-term construction project. The ultimate goal is to build a relatively independent scenic spot, connect it to the tourism resource system of China and the whole world, and form a strong regional characteristic. Take rural tourism as an advantageous industry, integrate the service resources inside and outside the scenic spot, and be flexible. Tourism system. Under this overall view, it is not only a promotion of the economics of several independent rural tourist attractions, but its significance is more important in solving the employment of rural labor, accelerating the rapid completion of new rural construction, and learning to adapt to the advanced Model experience, constantly improving the level of economic development throughout the region.

## **3. The problems in cultivating farmers' entrepreneurial quality in hainan rural tourism**

In order to understand the current situation of the cultivation of entrepreneurial quality of rural tourism in Hainan, and to find out and analyze its existing problems, it is necessary to investigate the real situation at the actual location. So the author set off to Hainan and selected several well-established rural tourist attractions in Hainan, and made some in-depth visits. The local farmers were interviewed face-to-face and close, and the following five questions were summarized based on the survey results.

### **3.1 Farmers have a strong sense of entrepreneurship**

In the field survey, 73% of the survey respondents felt that they had the willingness to start a business. The reason for replying is that I saw that my neighbors or my loved ones have already begun to earn a good income by opening restaurants, hotels, experience parks, farmhouses, etc. that receive tourists. These successful cases have a strong driving effect. The power of role models is a powerful catalyst, especially when friends and relatives encourage investigators to start a business together, most people will be tempted. These entrepreneurs who are willing to try to start a business have a higher degree of education than a low degree. From this level, it is reflected that farmers

with high academic qualifications pay more attention to new things, consciously establish long-term plans, and have scientific and rational changes in thought before action. The outstanding ones can also learn to use new technologies to serve their own businesses and strive for preferential policies to help them achieve their goals.

### **3.2 Farmers' entrepreneurial knowledge is relatively scarce**

Farmers' willingness to start a business in Hainan's rural tourism is strong, but few people actually have the expertise to guide entrepreneurship. For example, company formation, operation management, legal knowledge, financial basis, etc. Many farmers have a weak sense of legal system and do not pay attention to laws such as intellectual property protection, which has led to the occurrence of malicious infringement or fraud after the company grows up. Farmers who start businesses in rural tourism are busy with practical matters. Innocent consideration of knowledge and intelligence is actually an intangible asset, which can often play an irreplaceable role in entrepreneurship. At the beginning, due to lack of experience, it is necessary to ask professionals to help develop. On the other hand, farmers themselves will not be able to solve the problems encountered in their business, and they are eager to supplement their entrepreneurial knowledge.

### **3.3 Farmers' entrepreneurial ability needs to be improved**

In actual practice, the key to entrepreneurial skills directly affects the success of entrepreneurship. In the question of whether entrepreneurial farmers in Hainan's rural tourism "have the necessary entrepreneurial ability", one-third of the farmers answered that they have not yet mastered it. The entrepreneurial ability composed of the combination of entrepreneurial skills and psychological quality is currently the most lacking among rural tourism entrepreneurs. The psychological quality of peasant entrepreneurship in Hainan rural tourism is poor. It is highlighted in the risk of problems and problems in the process of entrepreneurship. Entrepreneurs are easy to retreat and evade. They dare not face the difficulties and seek solutions. They voluntarily give up and psychologically admit defeat. Grab the key time to reverse the situation.

### **3.4 Farmers' awareness of venture risk is weak**

In the face of entrepreneurs with confidence, it is almost a common problem to choose a business project without scientific choice. Those farmers who started from scratch in Hainan's rural tourism industry lacked the awareness of risk prevention. In the process of starting a business, farmers are subject to the limitations of their own experience. First of all, they must face the subjective judgment based on personal interests and blindly copy the homogenization pressure brought by entrepreneurial projects. Secondly, the losses caused by improper management in the tourism marketing, communication and other business links. Finally, there are funding risks throughout the entrepreneurial process. The funds for farmers' entrepreneurship in Hainan rural tourism are especially in the early stage, mainly from self-raised accumulation and relatives' borrowing. There is no follow-up guarantee in this form. In the event of a capital outage, it will directly lead to entrepreneurial failure.

### **3.5 Farmers' entrepreneurship is difficult to form a joint force**

Most of the farmers who register for business as individual industrial and commercial households are family-run. Alternative projects can only choose a form that is smaller and requires less staff. Most of the operating sites also use their own homes to lease small venues that can be tolerated. However, the hardware structure that meets these conditions is generally incomplete, the supporting equipment is aging, and the income from the takeover is unclear. Inevitably, farmers entrepreneurs are required to bear greater market risks. However, in order to ensure their own commercial interests, individual operators are often reluctant to cooperate and cannot help each other to form a synergy. Losing the opportunity for common development and growth, and even less competing with the business-oriented operators.

#### **4. Countermeasures for cultivating farmers' entrepreneurship in hainan rural tourism from the perspective of global tourism**

##### **4.1 Improve the support policies for farmers' entrepreneurship**

From the aspect of administrative management, the most effective means to support farmers' entrepreneurial support policies is to continuously improve and implement the entrepreneurial support policies. The first step is to improve the standard system of rural tourism and entrepreneurship. For example, simplifying the rural tourism entrepreneurship approval process, not leaving the home to log on to the Internet online declaration, you can also make an appointment in advance to ensure that grassroots staff can provide timely and efficient services for farmers' entrepreneurial approval. The second step is to start from the land management right transfer system, standardize the land transfer procedure on the premise of protecting the farmers' land rights, supplement and improve the three-level land transfer model, and refer to the development degree and historical price law of different regions, and introduce the multi-disciplinary arguments of senior people. Avoid policy loopholes, do not give opportunities to drill holes, and eliminate the signs of crimes. The third step is to give extra preferential policies, which are reflected in the aspects of business, health, fire protection, etc. that can facilitate entrepreneurial farmers. For example, the residences and rented houses that allow entrepreneurial farmers to comply with are used as business premises. There is no service fee for rural tourism entrepreneurs to apply for licenses. For entrepreneurs who develop characteristic rural tourism projects, and to bring special benefits, it is possible to issue additional rewards such as award-based support policies.

##### **4.2 Strengthening the construction of basic conditions for entrepreneurship**

After obtaining the guarantee of government policy support, the construction of basic work is the top priority. In addition to the construction of necessary building facilities in tourist attractions, the construction of high-speed networks carrying information should also be planned at the same time. Basically, it must meet the full coverage of the wireless network, and ensure the normal operation during popular tourist hours such as the Golden Week. In terms of the construction of road traffic facilities in the scenic spot, it is necessary to have a long-term vision during the planning period, which can support the current developed logistics express delivery requirements. Encourage social capital to cooperate with the scenic spot to build a storage base and use advanced management facilities to facilitate the smooth delivery of goods by logistics companies to the last mile.

##### **4.3 Building a farmer entrepreneurial cloud information service platform**

The basic principle of the tourism industry is to meet the needs of the flow of people, which will generate a lot of information. Farmers entrepreneurs in rural tourism should make good use of the tourism information system, analyze the needs of tourists and the services provided by tourism enterprises in a timely manner, combine the advantages of their own attractions, and use the timely communication software and the third-party platform of tourism to feedback to users to utilize data resources. Integrate and share fast transactions, so as to provide efficient entrepreneurial services for farmers' entrepreneurs. The actual scenario is that farmers entrepreneurs can click on the mouse to search for interesting tourism resource information. Open the mobile app to get real-time travel demand, food and beverage supply and demand dynamics. After the completion of the travel service, listen to the tourists' comments and suggestions, improve the service quality and design a better service process. At the same time, after the service is satisfied, it is also possible to produce a physical product that conforms to its overall style through the Internet O2O online sales platform. Cooperate with local logistics, take the initiative to build a self-owned e-commerce platform that integrates travel reservations, featured product sales, and online experience, and develops more tourism revenues with multi-channel and diversified self-promotion.

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