

A Study on the Development Model of Suburban Farmhouse in Border Ethnic Areas: Focus on Suburban Farmhouse in Dandong

Zhang Dongzhe

School of Management, Eastern Liaoning University, Dandong, 118001, China

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Abstract: This study as an example to the largest border port city in China DanDong, this paper analyzes the characteristics of preference for suburban farmhouses in choosing suburban farmhouses by field investigation and questionnaire survey of tourists, as well as the advantages and disadvantages of suburban farmhouse. The analysis results show that the advantages and disadvantages of suburban farmhouses in DanDong are obvious. The advantage is that the tourism market positioning is clear, and the space distance from the city and surrounding main attractions is close to the favored by tourists. Based on the analysis results, this paper puts forward some suggestions for the development of suburban rural farmhouses in border ethnic areas.

1. Introduction

As the nation's largest border city, Dandong has three national scenic spots, two national nature reserves, one provincial nature reserve, one national forest park and five provincial forest parks. There are 25 A-level scenic spots, including 8 4A-level scenic spots, 16 3A-level scenic spots, and 1 1A-level scenic spot. It has 34 star-rated hotels and 110 travel agencies. In 2018, the number of domestic and foreign tourists received increased by 9.96% over the previous year, and the total income of the tourism industry increased by 12%. According to statistics, by 2017, Dandong city had 2,068 business entities engaged in leisure agriculture and rural tourism, initially forming a rural tourism system integrating ecological agriculture, rural scenery, rural experience, folk culture and hot spring vacation. Therefore, the benign development of rural tourism in Dandong suburbs can effectively promote the extension of local agricultural and sideline products deep processing industry chain to characteristic tourism, and drive the development of regional tourism economy, which is likely to become a new potential economic growth point in Dandong city. Based on the on-the-spot investigation and empirical analysis of tourists in Dandong suburban farmhouse, this study puts forward countermeasures and suggestions that are helpful to suburban farmhouse in border ethnic areas.

2. General Situation of Farmhouse Pleasure in Dandong Suburb

As of October 2018, Dandong Municipal Administration of Industry and Commerce has registered about 37 suburban farmhouses, with their business scope including catering, accommodation, play, picking, fishing and other activities. According to Liaoning Statistical Yearbook 2018, Liaoning's total industrial output value in 2017 was 229.48 billion yuan, up 7.1 percentage points from 2016. Among them, the gross industrial output value of large enterprises was 1316.74 billion yuan, up 18.45% from 2016. The total industrial output value of medium-sized enterprises was 451.99 billion yuan, up 6.17% from 2016. The total industrial output value of small enterprises was 526.15 billion yuan, a decrease of 20.49% compared with 2016. It is not difficult to find that since the implementation of the "five regional development strategies (2018-2020)", the operating performance of listed enterprises in Liaoning Province is generally good, but the competitiveness and operating status of manufacturing enterprises in Liaoning Province, especially small and medium-sized enterprises are not optimistic. Although the scale of rural entertainment in the suburb of Dandong is small, it has achieved a business income that is hard to match with that of local small and medium-sized enterprises.

3. Research Methods and Design

AHP method proposed by A.L. Saaty is an effective method combining quantitative analysis with qualitative analysis. The basic idea is that, according to the nature of the problem and the goal to be achieved, the problem is divided into different constituent factors, which are classified and combined according to the mutual influence and subordination between the factors to form a ladder and orderly hierarchical structure model. Then, the pairwise comparison matrix is constructed by 1-9 comparison scale, and the weight of relative importance order of all factors in each level is determined by mathematical method. Finally, by calculating the weight of the importance of each factor in each layer, the combination weight vector and the consistency test are carried out to determine the total priority weight of the target. Suburban type “agriculture” refers to taking suburban farmers' families as the basic reception units, urban residents as the target market, accommodation, catering and agricultural activities as the main carriers. Agritainment is characterized by experiencing rural life, and provides tourists with rural featured services such as eating, entertainment, traveling, shopping and living. It is an activity integrating leisure, entertainment, sightseeing and other functions, aiming to meet the leisure needs of urban residents (Guo Xiuying, Jiang Miao 2010). This study is based on the theory of six elements of tourism to determine the variables for tourists to screen suburban agritainment. “Eat”, that is, suburban agritainment food, mainly refers to the quality, hygiene and characteristics of food; “Residence” refers to the suburban agritainment accommodation environment, which mainly refers to the room environment, hygiene and comfort. “Travel” refers to the transportation convenience of suburban agritainment, which mainly points out the convenience, comfort and safety of travel. “Tour”, that is, the “overall view” of agritainment, mainly refers to the overall image of agritainment, the overall environment and the enthusiasm of residents around agritainment, etc. “Entertainment” refers to the recreational facilities and projects of suburban agritainment, mainly referring to the types, characteristics and safety of agritainment recreational projects. “Purchase” means suburban agritainment products, mainly referring to the types, quality and local characteristics of agritainment products.

4. Empirical Analysis

This study first conducted an on-the-spot investigation on 37 suburban agritainment registered by the industrial and commercial bureau from September 15 to 25, 2018 to understand the scale and operation of agritainment. Then from September 27 to October 30, 150 paper questionnaires were distributed to tourists from 37 suburban agritainment, 122 questionnaires were actually collected, 22 questionnaires with more missing values and suspected distortion were deleted, and finally 100 valid questionnaires were determined for this study.

The analysis results show that tourists aged 18-50 account for 95% of the total sample and tourists aged 18-35 account for 67% of the total sample. 25 males (25%) and 75 females (75%); College degree or above accounted for 61% of the total sample. Tourists earning more than 3000 yuan per month accounted for 47% of the total sample. Those who lived for 2-3 days accounted for 79% of the total sample. Tourists from inside the province accounted for 26%, tourists from outside the province accounted for 74%; Self-driving and group charter accounted for 67% of the total sample. Tourists from agritainment, a suburb of dandong, have the following characteristics. First, tourists are younger. Second, most tourists take family as a unit. Third, tourists have higher educational background. Fourth, the proportion of tourists staying for 2-3 days is high. Fifth, other provinces have a high proportion of tourists. Sixth, self-driving tours and group charter tours account for a high proportion of tourists.

The main reason is that agritainment tourists in Dandong suburb regard “play”, “eat”, “entertainment” and “accommodation” as the most important factors, while “travel”, “service” and “purchase” as relatively unimportant factors. The results of this analysis show that “travel”, “eat”, “entertainment” and “accommodation” are the main influencing factors for tourists to choose agritainment.

The analysis results of “play” show that agritainment tourists in the outskirts of Dandong regard “overall environment” and “overall image” as relatively important factors, while “residents' enthusiasm” as relatively unimportant factors. The analysis results of “eating” show that agritainment tourists in the outskirts of Dandong regard “freshness of food”, “food hygiene” and “food characteristics” as relatively important factors, while “food price” as relatively unimportant factors. The analysis results of “entertainment” show that the tourists in the suburb of Dandong regard “safety of entertainment items” and “types of entertainment items” as relatively important factors, and “innovation of entertainment items” as relatively unimportant factors. The result of “accommodation” analysis shows that the tourists in the suburb of Dandong regard “room hygiene” and “room comfort” as relatively important factors, and “room environment” as relatively unimportant factors. The analysis results of “travel” show that the tourists in the suburb of Dandong regard “travel safety” as a relatively important factor, and “travel convenience” and “travel comfort” as relatively less important factors. The analysis results of “service” show that agritainment tourists in Dandong suburb regard “service attitude” and “service efficiency” as relatively important factors, while “tourism complaint service” as relatively less important factors. The results of the “purchase” analysis show that agritainment tourists in the outskirts of Dandong regard “commodity quality” and “commodity characteristics” as relatively important factors and “commodity types” as relatively unimportant factors. The results of this analysis show that tourists in the suburbs of Dandong city attach more importance to the living environment, food and entertainment items of the farmhouse with Dandong regional characteristics, but pay less attention to travel, service and whether they can buy products with the farmhouse characteristics.

The overall weight analysis results show that “the overall environment of agritainment”, “the safety of entertainment items” and “room hygiene” are regarded as relatively important factors, while “food price”, “travel comfort” and “types of goods” are regarded as relatively less important factors. This analysis result shows that agritainment tourists in Dandong suburb pay more attention to their overall environment, hygiene and safety when choosing agritainment, but pay less attention to food price, travel comfort and agritainment commodity types.

Table 1 Weight Analysis of Tourist Evaluation Factors in Suburban Agritainment

Weight of main causes: W1		Weight: W2 (Sort)		Overall weight: W1□W2 (Sort)
Eat	0.1828 (2)	Food freshness	0.3471 (1)	0.0635 (6)
		Food characteristics	0.2125 (3)	0.0388 (11)
		Food price	0.0980 (4)	0.0179 (20)
		Food hygiene	0.3424 (2)	0.0626 (7)
		Total weight	1.0000	0.1828
Live	0.1576 (4)	Room comfort	0.3248 (2)	0.0512 (8)
		Room hygiene	0.5150 (1)	0.0811 (3)
		Room environment	0.1602 (3)	0.0253 (17)
		Total weight	1.0000	0.1576
Travel	0.1001 (5)	Travel convenience	0.1902 (2)	0.0190 (19)
		Travel comfort	0.1679 (3)	0.0168 (21)
		Travel safety	0.6419 (1)	0.0643 (5)
		Total weight	1.0000	0.1001
Play	0.2224 (1)	Overall environment	0.4997 (1)	0.1111 (1)
		Overall image	0.3356 (2)	0.0746 (4)
		Degree of enthusiasm of residents	0.1647 (3)	0.0367 (12)
		Total weight	1.0000	0.2224
Purchase	0.0692 (7)	Commodity category	0.1860 (3)	0.0129 (22)
		Commodity characteristics	0.3756 (2)	0.0260 (16)
		Commodity quality	0.4384 (1)	0.0303 (14)
		Total weight	1.0000	0.0692
Entertainment	0.1756 (3)	Types of entertainment items	0.2369 (2)	0.0416 (9)
		Innovation of Entertainment Projects	0.1841 (3)	0.0323 (13)
		Entertainment safety	0.5790 (1)	0.1017 (2)
		Total weight	1.0000	0.1756
Service	0.0923 (6)	Tourism Complaints Service	0.2468 (3)	0.0228 (18)
		Service attitude	0.4478 (1)	0.0414 (10)
		Service efficiency	0.3053 (2)	0.0281 (15)
		Total weight	1.0000	0.0923
Total: 1.00		-		1.0000

5. Conclusion

Sharpley (2003) pointed out that sustainable development and environmental issues are the core of rural tourism development in the future, and the essence of sustainable development is localization, that is, the purpose of development is mainly to meet the needs of local community development, build local product supply chain, encourage local handicraft production, ensure that the income is kept in the local area to the greatest extent, and ensure that the development efforts are carried on in the environment and society Within the load. As a new way of entertainment and leisure, suburban entertainment is not only different from outdoor tourism, but also different from rural tourism. Compared with rural tourism, suburban tourism is closer to the city center. Most of Dandong's suburban agritainment is only about 30-60 minutes away from the city's major tourist attractions, "broken bridge", "new Yalu river bridge", "memorial hall to resist U.S. aggression and aid Korea", "great wall of tiger mountain", "Anton old street", "dongtang hot spring tourist area" and "zongyujin tangshui world". It is only 1-2 hours' drive from the surrounding scenic spots such as "Phoenix Mountain Scenic Area", "Dali Pear Tree Scenic Area", "North Yellow Sea Hot Spring Resort" and "Qingshangou National Key Scenic Area", which not only meets the needs of urban people returning to nature and experiencing rural life, but also does not affect the needs of tourists visiting the main scenic spots and surrounding scenic spots in the city.

Through on-the-spot investigation and empirical analysis of agritainment in the outskirts of dandong city, the following conclusions are drawn. First, the main tourists in agritainment on the outskirts of dandong city are tourists from other provinces. Most of the tourists from agritainment in the suburbs of Dandong are young tourists who come to Dandong by self-driving or group charter, have higher education and quality, and are family-based, and most of them stay for 2-3 days. Schoppner studied the management law of rural tourism, and pointed out that rural B & B should rent at least 80-100 nights a year, and apartments should rent at least 100-120 nights a year to make profits (oppermann, 1996), while the occupancy rate of rural agritainment in Dandong City is not high in most of the time except holidays.

Secondly, the suburban agritainment tourists have higher requirements for the comfort, safety and convenience of travel in the process of travel. From the perspective of tourist market positioning of agritainment in the suburb of Dandong City, it can well meet the needs of tourists from other provinces.

Third, when choosing agritainment, tourists in Dandong suburb regard "the overall environment of agritainment in the suburb", "agritainment food", "agritainment entertainment project (farm work)" and "agritainment accommodation environment" as relatively important factors. Fourthly, through on-the-spot investigation, it is found that the food, accommodation environment and entertainment items (farm work) in the suburb of Dandong city lack the characteristics of local folk custom agritainment. However, the analysis of the data from the questionnaire survey shows that the tourists in Dandong suburb expect a higher level of the variety, quality and characteristics of agritainment products.

In a word, through analysis, it is found that the advantages and disadvantages of agritainment in the suburb of dandong city are obvious. The advantage is that the tourism market has a clear orientation and is close to the main scenic spots in the city. Tourists from outside Dandong suburb mainly come from outside the province, and the main reason for choosing suburban agritainment is that 3-4 scenic spots in the city can be visited every day, and the surrounding scenic spots can also go back and forth on the same day. The disadvantage is that the characteristics of farmers are not obvious. For example, the layout of guest rooms imitates the management mode of medium and low-grade business hotels, and the entertainment items (farm work) are relatively single, lacking the local folk and farm characteristics in the border ethnic areas.

Therefore, it is necessary to upgrade the accommodation environment in the suburb of Dandong City to create a retro style accommodation environment with the characteristics of local folk customs in the border ethnic areas. For example, each room's furniture, kitchen, lighting, small appliances and so on present the style of farmhouse in different times. Secondly, we should develop the farm work and the dishes with the local folk customs in the border areas for tourists to

experience in different seasons. Then, in the main scenic spots and scenic spots in the city and the Internet, increase the propaganda of the suburban area of border ethnic areas. In addition, in view of the low utilization rate of suburban agritainment on weekdays, we should actively explore plans to increase the occupancy rate of suburban agritainment except for holidays. For example, suburban agritainment may consider cooperating with primary and secondary schools in Dandong city to build it into a farm experience base for primary and secondary school students, and may also consider offering promotional programs such as weekend leisure and entertainment places to young parents in Dandong city at the price of parent-child activities. Finally, actively explore the cooperation mode with local agricultural and sideline products deep processing enterprises, and develop small packaging deep processing agricultural and sideline products with local folk characteristics in border ethnic areas.

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