Study on the Development of Agritourism in Wenjiang

Lili WANG *

College of Land and Resources, China West Normal University, Nanchong 637000, China

Abstract Wenjiang has favorable conditions for the development of agritourism and it must seize the opportunity and take action according to local conditions, highlight horticultural specialties, form industrial scale, improve the supporting facilities, combine sightseeing agriculture and tourism, combine to create a good soft environment, focus on the participation of tourists, enhance the interest in project and make agritourism become a new growth point of Wenjiang economy.

Key words Wenjiang, Tourism, Agriculture

1 Introduction

With the increase in income and leisure time, accelerated pace of life and increasingly fierce competition, people are eager for diversified tourism and want to relax themselves in the typical rural environment. As a result, a new intersecting industry between agriculture and tourism—agritourism comes into being[1]. Wenjiang District is located in the center of the Chengdu Plain, covering 277 km^2. It is 17 km from Chengdu City to the east, 18 km from Shuangliu International Airport to the south, borders Dujiangyan, Pixian County to the north, Chongzhou, Dayi and Qionglai to the west. Wenjiang is on Minjiang alluvial plain, and features a subtropical humid climate. It has four distinct seasons, interwoven rivers, abundant rainfall, and rich products. Wenjiang has unique characteristics of ecology, rurality, land of rivers and lakes, and culture, so it becomes the first choice for people to live in. Wenjiang has been listed as one of the top ten counties in terms of comprehensive economic strength in Sichuan Province for 20 consecutive years, where the process of urbanization is accelerated and farmers' income is substantially increased. Wenjiang has actively promoted urban and rural integration closely around the agricultural industry restructuring. The adjustment of industrial structure has increased agricultural efficiency and rural income. In 2015, Wenjiang achieved GDP of 38.8 billion yuan, an increase of 8.3%; general public budget income of 3.41 billion yuan; fixed assets investment of 32.7 billion yuan; total retail sales of social consumer goods of 8.895 billion yuan; urban residents' per capita disposable income of 34200 yuan; rural residents' per capita disposable income of 21645 yuan[4].

2 Unique conditions for the development of agritourism in Wenjiang

2.1 Natural conditions Wenjiang has good agricultural production conditions with fertile land and suitable climate. In the past, Wenjiang's agriculture only focused on material production function and neglected the non-material production function of agricultural natural environment, biological landscape and farming culture. In fact, due to fine weather conditions and favorable geographical position, Wenjiang has great advantages in maintaining and improving ecological balance, purifying air, conserving water, regulating climate and living environment, and coordinating non-material production functions, but it has not fully explored and economically utilized these advantages.

2.2 Adequate source of tourist The economic development is fast in Wenjiang, residents' living standards continue to improve and have strong consumer awareness of tourism, leisure, entertainment. Short-term and short-distance tourism and leisure will become the hot spot of consumption for the residents in the area. Agritourism is the "backyard" for urban residents' leisure and recreation. According to the above consumption trends, the residents in Chengdu and the surrounding areas will often use the weekend and holidays to have short-term, low-cost and repeated travel. Therefore, Wenjiang's dependence on Chengdu for agritourism can ensure sufficient tourist sources.

2.3 Consciousness of tourism economy Wenjiang has become a district of Chengdu and a surrounding agricultural area of Chengdu. Wenjiang farmers are in the surrounding areas of large city to be affected by the city, and they have a certain sense of tourism economy, open mind and high quality, which is one of the software conditions for developing agritourism.

2.4 Location advantage Wenjiang is only 17 km from Chengdu, with location advantage, infrastructure conditions and developed traffic. "Chengdu-Wenjiang-Qionglai" highway runs through the whole territory of Wenjiang, and the completion of Guanghua Road as the fast track from Wenjiang to Chengdu ensures that it takes only ten minutes from Chengdu to Wenjiang. The radial road network with county as the center has covered more than 95% of township and village roads.

2.5 Project advantage Wenjiang has a large area of flower and seedling nursery base, and gardening crops are the best agritourism project. According to the theory of agricultural landscape science, gardening crops have high ornamental value, and their color, shape and fragrance can give people feeling of

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* Corresponding author. E-mail: 448921651@qq.com

beauty[6]. Colorful flowers and green nurseries are beautiful landscape[3]. And flowers and nurseries can also beautify environment, improve ecology, purify air and regulate climate. Therefore, Wenjiang's agritourism projects focus on flowers and nurseries, and the strong display function of horticultural crops is used to attract tourists.

2.6 Policy advantage In accordance with the actual situation and favorable conditions in Wenjiang , the government should make rational distribution, scientific arrangement, and use planning to guide the development of agritourism. It is also necessary to form integrated coordination agencies to manage agritourism, provide market information and technical services, increase investment to improve the infrastructure conditions, attract investors to invest in development, build brand to enhance market competitiveness, and take the scale and industrialization road to achieve sustainable development of agritourism.

3 Recommendations

3.1 Highlighting the characteristics of horticulture according to local conditions The development of agritourism should be based on local agricultural natural resources, farming culture, agricultural production conditions and seasonal characteristics. Highlighting the characteristics based on local natural resources is the key to development of agritourism[6]. Wenjiang's flowers and nurseries are the most abundant agricultural natural resources, and Wenjiang should use the ornamental advantages of flowers and nurseries and focus on novelty and feature to develop agritourism. From flowers, nursery varieties, cultivation to layout, there is a need to reflect the characteristics. Only by novel and special gardening can the visitors be attracted.

3.2 Forming industrial scale Agritainment is the embryonic form of agritourism. However, the agritainment scale in Wenjiang is still very small, and it is operated by single family. The scattered agritainment has not yet formed a complete industrial system. First of all, agritainment projects should vary as much as possible. Farmers should make full use of their own unique natural resources, such as flowers, nurseries, vegetable gardens, fruit gardens and woodland, to develop different agritainment projects with different content. Secondly, the adjacent agritainment sites with different projects and activities can complement each other and even implement contiguous operation, to form economies of scale.

3.3 Improving supporting facilities Agritourism is a complex industry involving a variety of industries, and it is based on the development of transportation, water and electricity, catering, accommodation, communications and other infrastructure industries. In turn, the development of agritourism will promote the development of these industries. Therefore, in the layout planning, it is necessary to design specialized hotels, restaurants and resorts, develop the agricultural and sideline products with characteristics as well as tourism products and provide the tourists with activities of visiting, tasting, shopping and farming.

3.4 Combining sight-seeing agriculture with tourism industry Wenjiang has some famous historical sites and human landscape such as Yufuwang Tomb, Chenjia Weigan, Dachengyuan Temple, Wang Guangqi Memorial Hall and Jinma hot spring. It is necessary to use these places of historical interest and human landscape to vigorously develop agritourism, and combining simple sight-seeing tour with the rustic charm[6]. There is a need to extend the stay of visitors in local areas to form a new industry combining sight-seeing agriculture with tourism industry.

3.5 Creating a good "soft" environment Agritourism is different from the general agriculture, and its operators should not only have rich cultural accomplishment and proficient vocational skills, but also get along well with tourists and pursue innovation. It is necessary to overcome the previous tendency of emphasizing investment but neglecting management, focus on the training and scientific management of managers and service personnel, so that the existing agritainment is perfect and visitors enjoy a happy tour.

3.6 Paying attention to the participation of tourists Some general tourist attractions such as monuments and man-made landscape are only limited to visit, and they almost attract the tourists from elsewhere other than local tourists, so it is one-time tourism[6]. It is the other way around for agritourism which relies on natural scenery, emphasizes original resource characteristics and focus on the participation of tourists. It is necessary to make visitors participate in some agricultural activities while seeing the ornamental flowers and nurseries, so as to experience the cultivation, enjoy picking, camping and barbecuing, thereby improving the rate of return.

3.7 Enhancing the interest and knowledge in project Apart from touring, watching and entertainment, tourists also have the need for knowledge, adventure and study. Therefore, the agritourism should also create an atmosphere of entertainment and knowledge, such as the use of watching flowers and trees to make visitors learn some knowledge about flower cultivation and appreciation, in order to make visitors get the appropriate knowledge amid the fun and entertainment.

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