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How to Develop Farmhouse Based on Market Demand?

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Abstract With the constant increase and updating of market demand, the development of farmhouse in rural tourism is in urgent need of innovation and breakthrough, and the transformation of farmhouse development model becomes the primary task to solve the development problem of the farmhouse. Based on the occupation and age structure, the farmhouse tourists are divided into five types, and three applicable development models are proposed after analyzing the market demand of different types of tourists, in order to provide a reference for the development of farmhouse.

Key words Farmhouse, Development model, Market demand, Transformation

1 Introduction

With the acceleration of urbanization, industrialization and modernization, urban people are generally in high-intensity, fast-paced working and living conditions, and the farmhouse has become one of their best choices to ease tension and release pressure. At the same time, parents want to let the children get away from the hustle and bustle and air pollution in the city, return to nature and experience the rural life, and the farmhouse becomes parents' primary choice. Farmhouse is a form of tourism with only 20 years of history in China. The term "farmhouse" refers to the small-scale profitable tourism, catering and accommodation facilities for the purpose of providing services such as catering or lodging to the tourists, with farmers as the business entity and folk courtyard as the business site^[1]. The farmhouse appears in the form of the self-employed operating agritainment, and the urban residents go to the countryside to have food, live in farmhouses, experience farm life, and feel the serene and quiet living environment. With the continuous emergence of consumer market demand, the existing business model of the farmhouse can not meet the needs of consumers, and the development model of farmhouse is in urgent need of innovation. This paper puts forward several suitable development models, in order to play a guiding role in the development of farmhouse.

2 Market demand of different consumer groups

2.1 Wage-earners These tourists often drive their car or charter vehicle to go to the farmhouse with their family, colleagues or friends, with the purpose of relieving stress and relaxing moods. They want to return to the countryside, enjoy the rural scenery,

and take part in the outdoor activities with rural characteristics. The number of travellers is large and most of them drive their own cars, so there is a high demand on the road traffic and living environment near farmhouse, and they pay more attention to the ecology around farmhouse and green and healthy environment.

2.2 Urban students These tourists are mostly high school students or college students, and they come to farmhouse for entertainment and gaining experience. The students are eager to seek new knowledge and experience, but due to limited funding, they will choose the affordable farmhouse tourism which integrates leisure, entertainment and visit. They come to the farmhouse in order to embrace the nature, explore history, and experience the rural life. They focus on feeling the local culture and participating in outdoor activities, and want to exert their ability of operation and creativity in the process of participation.

2.3 Family members In various holidays, the whole family go to a secluded place for a special family gathering to let the children see the environment where their parents or grandparents have grown up or live, experience life in rural areas, broaden their vision and cultivate their mind. There are children and the elderly, and they require comfortable and hygienic living environment. The demand of these consumers focuses on the perfect facility, convenient transportation and simple rural atmosphere.

2.4 Retirees Now many of retirees in city are from rural areas, and they have a deep affection for the countryside, eager to return to nature. In addition, they want to find a good place to recuperate and build up strength. They are old and have difficulty in getting about, and need specialized service personnel to take care of them, so comfortable living environment is the basic requirement. Their needs focus on the clean and tidy environment and professional personnel services conducive to preserving their health^[3].

2.5 Private business owners These wealthy tourist groups mainly use the rural environment and geographical advantages to entertain customers to cement the ties, with high level of consumption. Farmhouse decoration must be exquisite, and the dishes must be delicate and special. Meanwhile, it requires high quality service staff. They focus on the sound and modern basic living fa-

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cilities and equipments as well as perfect services and high-end farmhouse products.

3 Analysis of development models

3.1 "Trust"-based business model The "trust"-based model is a development model in which farmers contribute their own houses, land ownership, *etc.*, and the research institutes and cooperatives are involved in the business management of farmhouse, aimed at improving farmhouse products, catering, accommodation services and reception capacity in a relatively short time, thus improving farmhouse management environment and increasing the income of farmers^[4]. In this model, the research institutes design the farmhouse products, business structure and management content based on the regional environment, economy and natural resources; farmers are responsible for the reception and daily management. The research units make scientific plan of traffic routes in accordance with the regional environment and economy, which can meet the demand for convenient traffic. Moreover, the scientific research units carry out professional training for farmers to enhance their service awareness, safety awareness and health awareness, which will effectively improve the reception capacity of farmhouse, because the participation of farmers and farmhouse management is directly related to their interests. The cooperative is a voluntary non-profit organization for effective protection of the interests of farmers.

3.2 "Cooperation"-based business model The "cooperation"-based model is a business model with the company as lead to absorb local farmers to be involved in agritainment tourism management, and regulate and manage the reception service of farmers, thus ensuring the product quality and service standards^[5]. In this model, the company directly signs cooperation agreement with farmers, to define their respective responsibilities, obligations and rights. The company is responsible for management, marketing, publicity, and market expansion. After receiving company's training and providing supporting service facilities in accordance with the standards of company, the farmers are responsible for providing the agritainment tourism products with characteristics, as well as accommodation, catering and entertainment services. Due to characteristics of small investment, quick effect and simple service, farmhouse is booming in the rural areas. Because of limited funding and poor infrastructure, the "cooperation"-based business model can give full play to the advantages of enterprises in capital, technology, personnel and equipment, so as to meet the consumer demand for sound modern basic living facilities. This model can make full use of rural surplus labor force, expand the employment of farmers, increase the income of farmers and promote the development of rural economy.

3.3 Themed "rent"-based business model This model follows the French model of "gite" which means a rural residence. From the modern tourism industry perspective, it means that farmers rent out the houses to travelers. The themed "rent"-based model consists of four major systems: economic support system,

operator training system, booking system, quality management system^[6]. The rental types of farmhouse include courtyard rental type, rental type for children, rental type for old people and farm camping type. This model can meet the needs of different tourists. Courtyard rental type means that the entire courtyard of farmhouse is rented out, and the courtyard is equipped with the infrastructure suitable for all ages. It is suitable for family traveling and small group traveling. Rental type for children means that the recreational facilities are constructed and outdoor activities are organized for children. Rental type for old people means that the perfect facilities and equipments and quiet living environment are provided for the retirees and the elderly in need of rest and relaxation. Farm camping type means that the idle land or resource around farmhouse is used to build camping facilities, so as to provide residential services and meet the tourists' needs for participation and experience. At the same time, the economic support system provides a lot of support projects, such as government funding and farmer subsidies, to provide financial support for the farmhouse. The operator training system develops strict training program to enhance the operator's reception and management ability. The booking system causes tourists to achieve rapid booking via telephone, Internet, *etc.*

4 Conclusions

As an important window of rural development, farmhouse tourism will be the focus of attention. Over the past two decades, farmhouse has developed from the initial stage to the maturing stage, but there are still many problems in the development process. To develop farmhouse tourism, the development model is an unavoidable issue, and even related to its success or failure. With the continuous development and progress of modern society, people will continue to produce new consumer demand. For the transformation of development model, it is necessary to carry out continuous improvement and innovation based on market demand. Farmers and developers should pay close attention to market changes, and the government should strengthen the system supervision to promote the vigorous and stable development of farmhouse.

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