Analysis on Green Marketing of Urban Sightseeing Agricultural Park

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Abstract. To promote sustainable development, green marketing will become the marketing mainstream in the 21st century. Despite its rapid development, urban sightseeing agricultural park needs to implement the green marketing strategy to achieve economic and environmental benefits. Therefore, the connotation and the characteristics of urban sightseeing agricultural park are required to be analyzed, and so is the necessity of implementation of green marketing. Moreover, according to its actual situation, the effective green marketing strategy is to be formulated to propel the sustainable development of urban sightseeing agriculture.

Introduction

Green marketing refers to the enterprise’s marketing strategy which makes every effort to satisfy the consumers’ demand of green consumption through adopting the concept of environmental protection as its business philosophy, green culture as its value and the consumers’ green consumption as the center and starting point. In the entire marketing process, fully embodying the environmental protection and social consciousness, enterprise provides consumers with goods and services of scientific, pollution-free, being conducive to the resources conservation and confirming to good social moral standards. What’s more, enterprise will guide and meet the consumers’ need help of environmental protection and health. Thus, people’s living quality will be improved and human living space will be optimized.

Nowadays, sustainable development-oriented, green marketing will become the marketing mainstream of the 21st century. Many enterprises have adapted to the times and begun to shift from traditional marketing to green marketing. Customers with higher quality are the market foundation of green marketing, which drives urban sightseeing agriculture to develop green products. But overall, because of less capital investment and scattered projects, most urban sightseeing agricultural parks have not yet formed a large-scale operation and well-known brands. Thus they are lack of effective marketing tools and strong market competitiveness. Therefore, it is important to study the green marketing, expand the market effect and establish the green image of the product to ensure the sustainable development of the urban sightseeing agricultural park.
The Connotation and Development Situation of the Urban Sightseeing Agricultural Park

The Connotation and Characteristics of the Urban Sightseeing Agricultural Park

As a new mode of agricultural production and operation, based on farming activities and characterized by agricultural production and operation, sightseeing agriculture effectively combines agriculture with tourism to attract tourists to visit, taste, shop, exercise, experience, relax and go vacation by such contents of agricultural landscape and rural natural environment, the combination of agriculture and animal husbandry production and the rural cultural life. It is the extension and penetration of agriculture from the first industry to the third industry, is the transformation and enhancement of traditional agriculture, and is a form of modern agriculture. Sightseeing agricultural park is a development form of sightseeing agriculture.

Urban sightseeing agricultural park inlaid in the city or surrounding the city suburbs is an operation form of urban agriculture. It mainly dominated by production, life and ecological functions depends on and serves the city. Compared with traditional agriculture and tourism, it has the following characteristics.

**The Functions are Complete and the Benefits are Obvious.** With the rapid development of industrialization and urbanization, the pace of urban life quickens. This makes urban residents eager to return to nature for relax. Urban sightseeing agricultural parks have provided a certain rural environment where visitors can go sightseeing, entertain, taste food, personally experience farming. Thus participation can both increase knowledge and edify sentiment. Otherwise the operators have increased revenue by selling tourism and agricultural products.

**The High Efficiency and High-Tech Characteristics are Remarkable.** Some reasonably designed urban sightseeing agricultural parks are typical high-yield, high-quality and high-return agriculture. They are managed by the personnel owning advanced agricultural technology and management knowledge. This kind of agriculture is superior to traditional agriculture in the seed-breeding, cultivation and management technology, agricultural production technology, landscape features, etc.

**The Features of Environmental Protection and Sustainable Development are Significant.** The construction of urban sightseeing agricultural parks should be strictly in accordance with the standards of ecological agriculture and organic agriculture production, only allowed appropriate use of chemical fertilizers and pesticides within the limit of the residual hazardous substances. And their products are safe, nutritious green food and organic food. In the production process, the pollution to the environment is comparatively less. In sightseeing agricultural parks, the biodiversity can be fully reflected and the vegetation coverage rates are significantly higher than general agricultural areas. The comprehensive consideration of appropriate environmental and economic benefits makes urban sightseeing agriculture develop healthily and sustainably.

The Development Situation of Urban Sightseeing Agricultural Park

China is a historical agricultural country with various natural types, also a multi-ethnic country with rich folk culture. Thus provides favorable conditions for the development of urban sightseeing agriculture. In the late 1980s, Shenzhen initiated China sightseeing agriculture by opening the first litchi...
festival and then picking garden to attract city visitors to pick, sightsee, recreate and business negotiate. Since the 1990s, Chinese leisure sightseeing agriculture develops promptly, which can be seen from the tourism themes related to agriculture over the years, such as 1995 "folk customs tour", 1998 "Chinese urban and rural tour", 1999 "ecological environmental tour", 2002 "folk art tour", 2004 "Chinese people living tour", 2006 "China rural tour" and so on.

The urban leisure agriculture project first developed in the suburbs of metropolises such as Beijing, Shanghai and Guangzhou. According to incomplete statistics, at present, Beijing folk custom villages has grown to more than 330, agriculture sightseeing parks are more than 2000. Farmers engaged in folk tourism agriculture are nearly 100000. And suburban sightseeing agriculture income is over RMB 3 billion yuan. Leisure agriculture has not only increased the income of finance and peasants, but offered visitors the new tourism landscapes. The hidden giant business opportunities have been discovered by the governments and investors all over the country. Leisure agriculture is locally exploited. Some characteristic urban sightseeing agricultural parks have been growing gradually, such as the "Jinxiu land agriculture sightseeing park", "the green sea and sweet garden of the Pang Gezhuang village" in Beijing; "Pudong Sunqiao high-tech agricultural park", "chongming island eco-agricultural park" in Shanghai; "zhuhai high-tech agricultural park", "Panyu district Longxiang grand view agriculture garden" in Guangdong, "Long quanyi agritainment and "Santai Xinlu olive forest park" in Chengdu, Sichuan province.

The Necessity of Implementing Green Marketing of the Urban Sightseeing Agricultural Park

It is Helpful for the Urban Sightseeing Agricultural Parks to Meet Urban Residents’ Green Consumption Demand

With the development of economy and society and the improvement of people's living standards, people's ecological awareness is increasing day by day and the consumption idea is undergoing profound changes. Green consumption, a real civilization form already found so far, is stepping into people's life as a new fashion. After the basic life satisfaction, people are pursuing high quality life and ecology. Green consumption will gradually become the most promising consumption form in the 21st century. It not only reflects enhancement of people's consumption level, consumption quality, but also furtherly reflects the human civilization and social progress. And it is the inevitable development trend of human society. According to a survey conducted by China social research firm on green consumption and consumer behavior, 53.8 percent said they were willing to consume green products, 37.9 percent said they had bought green products such as green food, green clothing, green building materials, green appliances and so on. And 38.7 percent said they would like to consume green food.

With the formation of green consumer demand, prescient and prospective operators are beginning to develop green products. Therefore urban sightseeing agricultural parks need to keep up with the trend and strengthen the green, clean production, avoid waste of the environment and resources as far as possible, and make the output of the products before and after use do not cause harm to human health and ecological environment. Moreover it should implement green marketing to better meet the green demand of urban tourists, seize the tourist market and implement its own sustainable development.
It is Helpful to Build up a Green Enterprise Image and Win a Unique Competitive Advantage

Urban sightseeing agricultural parks as a kind of eco-tourism sites, have realized the harmony between man and nature. It includes several layers of meaning. The agriculture ecological system is native and harmonious with relatively little interference. What provided to visitors is rural natural and ecological beauty. People’s environmental awareness is cultivated to ensure natural ecosystems from destroyed. And the effective agricultural management and sustainable development are promoted since the agricultural ecological environment is optimized through tourism development. Today, setting up a green image to win the market competitive advantage is very critical for a sightseeing agricultural park.

Enterprise image is a comprehensive evaluation of the public. And the good enterprise image is a huge intangible asset, which plays a vital role to the enterprise survival and development. Green marketing is helpful for the establishment of green image and the enhancement of the consumers’ trust and recognition. With the promotion of popularity and subsequent competitiveness, the enterprise achieves a win-win situation of economic and environmental benefits.

It is Helpful to the Sustainable Development of Sightseeing Agriculture throughout the Country

Urban sightseeing agricultural park plays an important role for the development of city and national sightseeing agriculture. For city, bucolic landscape presenting through sightseeing agricultural park is a beneficial supplement to the urban landscape. For city dwellers, agricultural products and beautiful environment from sightseeing agricultural park can meet the basic living and spiritual needs. For the national sightseeing agriculture, urban sightseeing agricultural park relying on market, technology, capitals and talent advantages walks at the forefront of the national development, which can play a demonstration, radiation and leading role.

Green marketing can deliver the message of consumers green demand to urban sightseeing agricultural park during the marketing link. That can promote urban sightseeing agricultural park to strengthen environmental protection consciousness and produce marketable products. Consequently a high standard of green products will be developed. It is definite that implementing green marketing can propel the overall sustainable development of urban sightseeing agricultural park, and further propel nationwide the sustainable development of sightseeing agriculture through the sightseeing parks’ demonstration, leading and radiating functions.

The Green Marketing Strategy of Sightseeing Agricultural Park

The Green Image Establishment of Sightseeing Agricultural Park

The image of the urban sightseeing agricultural park refers to the tourists’ impression about the overall understanding and evaluation of the sightseeing agricultural park. It includes a lot of contents such as green products image, green service image, cultural image, quality image, brand image, price image.

Shaping the image of urban sightseeing agricultural park mainly includes the following contents.
Designing an Image According with Environmental Protection and Ecological Consumption Idea. First of all, the name of the sightseeing agricultural park must be new, distinctive. The name should be the perfect unity of sound, meaning and form. The emblem should highlight the characteristics and cultural connotation of the park, and the image should be vivid and memorable. Secondly, the commentary and instructs facilities should be complete. Those should be coordinated with ecological environment, and can fully embody the characteristics of environmental education, ecological and natural explanation. Thus will be helpful to strengthen ecological protection education and form a good market reputation. Finally, the symbolic green environment should be determined. That mainly includes outstanding the image through designing symbol buildings or giving visitors a strong impression through designing the overall green landscape environment.

Actively Carrying out Theme Activities Relating with the Image. Theme activities are helpful to build positive green image in visitors mind.

Strengthening Propaganda. Emphasizing the quality of green agricultural products and increasing publicity to interiorize the concept of green and organic food and deeply root the brands in the minds of tourists.

Optimizing Service Quality and Improving Personnel Quality to Create a Green Service Image. Service reception level directly affects the image of sightseeing agricultural park. So it is very necessary to strengthen enterprise’s ecological culture construction, strengthen the service staff’s ideological and cultural education and professional training to achieve sincere and warm service attitude, quick and skilled service process and green service behavior.

Only through spread the green image can be gradually accepted by city residents. Sightseeing agricultural park can make its own propaganda website. The image can also be introduced by travel news conference and series of tourist festivals. The image can also be spread through radio, television, telephone, building decoration lighting system and other electronic media and newspapers, magazines, books and other printed media.

The Marketing Strategies of Green Products

The products of the urban sightseeing agricultural park include the core products, the tangible products and the augmented products. The core products refer to organic green products and the tourists’ leisure entertainment experience. The tangible products refer to the facilities and services such as landscape environment, leisure and entertainment facilities and places, dining and shopping. The augmented products refer to the park’s access conditions and security services. The main strategies for product marketing of sightseeing agricultural parks are as follows.

Producing Diversified Green Products in Accordance with the Diversified Consumer Structure. Green products have different classification methods. According to the tourists’ consumption habits, they can be divided into essential products, optional products, special products and unsought products. Based on the entertainment features, the products include display, experiential, interactive and complex products. The urban sightseeing agricultural park should design and manufacture different kinds of green products through analyzing the green demand product classification. Moreover, in the production process green production technology and packaging should be adopted to protect ecological environment.
Extending the Life Cycle of the Products. At present, the life cycle of the tourist agricultural park is shorter and shorter with the faster and faster consumption demand changing and the competitors springing up. This requires planners to develop innovative products to ensure that agricultural and recreational projects are often new and to improve the visitor's revisiting rate.

Strengthening Brand Marketing. The brand is an intricate symbol of the enterprise, which is the intangible sum of brand attribute, name, price, history, reputation and advertising. At present, most of the product designs of sightseeing agricultural parks are similar, and brand marketing is urgently needed.

Striving for the Green Standard Certification and Erecting an Eco-Tourism Products Image. The green image erection of tourism products conforms to the new needs of the travel market, and helps to expand the market space. For an example, Xiedao ecological resort has achieved such honorary titles as modern agricultural demonstration park, green ecological agricultural demonstrating park, agricultural structure adjustment demonstrating park by Chaoyang district, Beijing and national relative departments. And it is also the first tourism ecological village in China approved by the international green environmental protection organization. Environmental quality certification (ISO14000) is a green standards certification internationally recognized. Approved by the internationally recognized green standard certification can greatly improve the popularity.

The Pricing Strategy

Because of its production, management cost and added value are higher than those of ordinary products, the prices of green products are higher as well. In the implementation of price strategy, green value and green cost concepts should be established, and corresponding green price strategies should be taken according to the market supply and demand situation and tourists’ psychology, such as the customer satisfaction price strategy, green high price strategy, green consumption psychological pricing strategy. Before pricing, the cognitive value of non-price variables’ such as health safety and environmental protection effect, nutrition health should be predicted. The guarantee of green certification is help to enhance the credibility of the non-price variables. To weaken consumers' sensitivity to price, price performance ratio should be enhanced. Different prices can be made according to different types of products. The market potential, unique recreational items can be charged, and the common recreational items can be free. For green agricultural products, step prices can be made to meet the needs of different levels. A fair and transparent price system should be established.

The Channel Strategy

Expanding the Awareness of the Urban Sightseeing Agricultural Park by Taking an Active Part in Various Travel Fairs Held at Home and Abroad.

At present, the domestic influential travel marts includes China international travel mart, China domestic travel fair, the western and eastern travel fair, north China tourism trade fair, etc.

Accelerating the Construction of Online Distribution Channels. Due to its shortcut, not restricted by time, space, and other characteristics, network transmission has been becoming a non-negligible communicating and marketing trend. Loading the linkage introducing sightseeing agricultural parks to the portal or special travel websites will surely help the potential tourists to
understand sightseeing agricultural parks quickly and comprehensively and help sightseeing agricultural parks to gain some advantage in the fierce market competition.

The Promotion Strategy

**Green Propaganda Promotion Strategy.** Green promotion is an important means of advertising green products and plays a significant role in the improvement of market publicity and reputation of the sightseeing agricultural products. Green marketing should regard green as starting point, release green information and lead green consumption idea with the aid of green media (such as the environment, ecology and health concerning media). Green ways of communication and promotion will not only enhance the ecological tourism brand image, but spread the green ecological civilization and enhance the audience's environmental ethics.

Advertising promotion is a main means. During the different life cycle stages of the sightseeing agricultural park, the emphasis of advertising promotion is different. During the market introduction period, the advertisement should convey the information of the new product market, induce and cultivate the new consumption demand. In the growth and maturation period advertising should focus on establishing a good brand image through broadcasting the park’s features, unique interests brought to tourists and the enterprise competitive advantage. In the recession period, advertising are not important because of the decline earnings. On the other hand, with the time change the demand for travel has objective off season and peak season. During the peak season, it should prolong the broadcast time and raise the broadcast frequency. Instead, it can compress the time, reduce the frequency, or use the media not very timely, such as magazines, road boards.

**Business Promotion.** It refers to a series of measures taking by sightseeing agricultural parks to stimulate tourists to visit as soon as possible or in mass. They are flexible and varied. For example, a discount by giving coupons or cash discount to the tourists, units close to the business as well. Prize-giving sales can be adopted by giving tourists a certain amount of credit that can provide cash or other items according to certain rules. It helps to improve the popularity and reputation of sightseeing agricultural parks. Exhibitions are good methods to demonstrate the image and products. Joint promotion can be promoted which means two or more sightseeing agricultural parks cooperate in coupons and promotions to broaden their impact and reduce costs. The membership system, also called club marketing organizes tourists into a club in a particular theme is an effective approach helps to cultivate brand loyalty and increase the revisiting rate.

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**Reference**


