Study on the Consumption of Agritourism in China

Jiang Youxue\textsuperscript{a}, Wang Shujin\textsuperscript{b,*}, Chung-Chou Tsai\textsuperscript{c}

College of Economics and Management, Nanjing Agricultural University, Nanjing, China 210095
\textsuperscript{a}jyx145@163.com, \textsuperscript{b}wsj376@126.com, \textsuperscript{c}smokytsai@hotmail.com.tw

*Corresponding author

Keywords: Consumption, Agriculture, Agritourism, Income.

Abstract. Present the consumption analysis for the China agritourism industries with China Official Statistical Yearbook to prospect for their interactions, both at urban and economic level, in order to suitable for market growth and economic development efficiency. Focus on the findings of consumption activities in urban residents sector and on the results of a trend of rapid growth from 2011 to 2014. Describe the consumption of the agritourism in China. Stress that more attention should be paid to specific related methods, tools on consumption analysis.

Introduction

Combining tourism with agriculture, agritourism is a special industry in the agricultural industry. Agritourism is mainly distributed in suburb, characteristic agriculture area and scenic spots, and it provides opportunities for urban residents to experience rural life. Agritourism is receiving a lot of attention for the benefits which can be brought to farmers, visitors and communities. The industry has shown strong potential of growth, but it still lack understanding to develop and promote the union of production agriculture and tourism [1-2]. In recent years, for the interest in country life and purpose to increase farmers’ income from other economic activity, agritourism is developing fast all over the world [3]. Possibly caused by the decreasing real income from agriculture, lack of high-quality economic alternative and population mobility, the rural economy is downward steadily. To solve this problem, agritourism accompanied with natural, culture and national resources is attracting more attention for its advantage in rural continuous development [4].

The great achievement on the urbanization and economy growth ever since the 1970s promotes the fast development of agritourism in China. Until to the end year of 2014, there are 270,000 business entities under the monitor of agritourism in every province, and the number of year reception is larger than 1,600,000,000, which makes the turnover exceeding 370,000,000,000 RMB, and benefit about 5300,000 farmers. The available studies demonstrated that the attention to the food and the desire of rural culture for the consumer will promote the continual growth trend of consumption for the agritourism [5-8].

Agritourism has raised more attention in China over the past years both for the farmers and tourists. Currently, the related research about China's agritourism mainly focuses on the definition of tourism and the influence of agritourism development for community residents as well as some research about the development history in agritourism. In addition, there are also some researches on the theory of the agritourism development and the study of the correlation of its space.

Based on the agritourism consumption perspective, this paper analyzes on the consumption of China's tourism status quo and its consumption characteristics, and analysis of the impact of consumption demand from problems existing in the tourist spot.

The Development Situation of Agritourism in China

Shown in Fig. 1, in recent years, as the total number of tourists, especially urban resident tourists in China domestic tourism market is gradually increasing, there exits more tourist visitors in China.
agritourism market. Moreover, China agritourism market is developing faster than China domestic tourism market. In 2014, the number of tourists in China agritourism market is four times than that in 2010.

(Source: “the yearbook of China tourism statistics”, “the year book of China agritourism” and “the yearbook of China's township enterprises and agricultural products processing”.)

Fig. 1 The trend chart of tourist visitors in China (2008-2014)

Meanwhile, the total tourist’s consumption and urban resident tourist’s consumption in China domestic tourism market is gradually growing with fluctuating growth rate from 2008 to 2014. For the agritourism market, the consumption rises up substantially. The consumption in 2014 is 3.08 times than that in 2010. Considering the growth rate of the number of tourists, the average consumption per tourist is decreasing.

(Source: “the yearbook of China tourism statistics”, “the year book of China agritourism” and “the yearbook of China's township enterprises and agricultural products processing”.)

Figure 2. The trend chart of tourist consumption in China (2008-2014).

Based on the number of visitors, Table 1 shows that agritourism is attracting more attention from urban resident tourists. The percentage of agritourism in total urban tourism consumption is growing to 15.28% in 2014, compared with 12.76% in 2010. And the proportion of agritourism in total tourism
income is also growing. The percentage of agritourism in China tourism revenue is growing to 12.21% in 2014, compared with 9.54% in 2010.

Table 1. The features of the consumption of agritourism in China.

<table>
<thead>
<tr>
<th>Year</th>
<th>The total consumption (100 million yuan, RMB)</th>
<th>For the proportion of domestic tourism revenue (%)</th>
<th>For the proportion of Urban tourism consumption (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1200</td>
<td>9.54</td>
<td>12.76</td>
</tr>
<tr>
<td>2011</td>
<td>2160</td>
<td>11.19</td>
<td>14.59</td>
</tr>
<tr>
<td>2012</td>
<td>2400</td>
<td>10.57</td>
<td>13.58</td>
</tr>
<tr>
<td>2013</td>
<td>2700</td>
<td>10.28</td>
<td>13.05</td>
</tr>
<tr>
<td>2014</td>
<td>3700</td>
<td>12.21</td>
<td>15.28</td>
</tr>
</tbody>
</table>

Source: authors’ construction based on the dataset

The agritourism is greatly affecting the tourism consumption structure in China, and becomes an important option for the Chinese urban residents travel gradually. Seen from Table 2, from 2010 to 2014, the number of tourists in China agritourism market is increasing. And the proportion in China domestic tourism, especially for urban resident, is also increasing. In 2014, the proportion of tourists’ number in China domestic tourism is nearly 50%. And the proportion of tourists’ number in urban resident tourists is 64.44%.

Table 2. The features of agritourism visitors in China.

<table>
<thead>
<tr>
<th>Year</th>
<th>Agri-tourism visitors (100 million person times)</th>
<th>For the proportion of domestic tourism visitors (%)</th>
<th>For the proportion of Urban tourism visitors (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>4</td>
<td>19.02</td>
<td>37.56</td>
</tr>
<tr>
<td>2011</td>
<td>7.2</td>
<td>27.26</td>
<td>42.68</td>
</tr>
<tr>
<td>2012</td>
<td>8</td>
<td>27.05</td>
<td>41.39</td>
</tr>
<tr>
<td>2013</td>
<td>9</td>
<td>27.59</td>
<td>41.17</td>
</tr>
<tr>
<td>2014</td>
<td>16</td>
<td>44.31</td>
<td>64.44</td>
</tr>
</tbody>
</table>

Source: authors’ construction based on the dataset

It can be summarized that during the process of the transformation and upgrading of tourism consumption, the agritourism become more and more attractive for China urban tourists.

The Consumption Characteristics of Agritourism in China

At present, China's agritourism belongs to mass tourism consumption, its consumption cost is relatively low. According to the statistics of China’s ministry of agriculture in 2010, the average of agritourism consumption is CHY 87 per time in China, which includes sightseeing consumption CHY 32 and agricultural products consumption CHY 42.

As shown in Tab 3, the consumption per tourist on agritourism kept the same level from 2010 to 2013, but the consumer credit per person declined in 2014. According to the results calculated, the average consumption of urban domestic tourism, equal to the consumption of urban residents from the China Tourism Statistical Yearbook, presents growing trend substantially. Per capita disposable income of urban residents also has trend of growing, but the spending per capita on domestic tourism
accounted for per capita disposable income has decreased year by year and the proportion of the consumption per person on national agritourism is declining year by year at the same time. The average consumption on the national agritourism accounted for only 0.8% of urban residents’ per capita disposable income in 2014.

<table>
<thead>
<tr>
<th>Item</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per arrival for agri-tourism consumption (RMB)</td>
<td>300</td>
<td>300</td>
<td>300</td>
<td>300</td>
<td>231.25</td>
</tr>
<tr>
<td>Per arrival consumption for Urban tourism (RMB)</td>
<td>883</td>
<td>877.8</td>
<td>914.5</td>
<td>946.6</td>
<td>975.4</td>
</tr>
<tr>
<td>Per capita income for urban residents (RMB)</td>
<td>19109</td>
<td>21810</td>
<td>24565</td>
<td>26955</td>
<td>28844</td>
</tr>
<tr>
<td>The proportion of per capita consumption for urban residents tourism in its income (%)</td>
<td>4.62</td>
<td>4.03</td>
<td>3.72</td>
<td>3.51</td>
<td>3.38</td>
</tr>
<tr>
<td>The proportion of per arrival consumption of agri-tourism in urban residents’s income (%)</td>
<td>1.57</td>
<td>1.38</td>
<td>1.22</td>
<td>1.11</td>
<td>0.8</td>
</tr>
<tr>
<td>The proportion of per capita agri-tourism consumption in urban residents per capita income (%)</td>
<td>0.94</td>
<td>1.43</td>
<td>1.37</td>
<td>1.40</td>
<td>1.71</td>
</tr>
</tbody>
</table>

Table 3. The statistical features of agritourism consumption and per capita income in China.

Source: “the yearbook of China tourism statistics” and “the yearbook of China's township enterprises and agricultural products processing”

Thus, we can speculate that urban residents will consider many times of agritourism annually under the condition of increasing situation, meanwhile, they will not consume too much during their tourism.

**Influence Factors of Agritourism Consumption in China**

1. Small-scale agritourism spot and deepless cultural connotation.

   In the development of agritourism, the business entity is mainly the spontaneous, decentralized, small-scale farmers, and the individual, privately owned peoples. Although the traditional pastoral scenery has a strong attraction for urban tourists, most pastoral scenery are in poor management. That is manifested in the unrich content, the low ecological and cultural connotation, the ignore of integration development and utilization for other resources in the countryside. The limited scale of management is difficult to form the corresponding industrialization development space, so the scale is generally small and the high social reputational agritourism is less.

2. Insufficient scientific planning in developing agritourism item.

   Most enterprises pay special attention to scale but ignore the quality, and the homogeneity of tourism products is very common, which affects the multilevel requirement of agritourism for the towner. Such as farm, there are successful examples on sightseeing agriculture scenic area in Shanghai and Beijing suburbs, but there are many examples of failure example in east China sea farm, etc. For some farms, although it is inconvenient in traffic and lack of agritourism resources and infrastructure, the investment and construction is blind, which is eventually fail owing to insufficient consumption demand of urban residents.

3. Incomplete infrastructure and low level personnel service in agritourism scenic spot

   Because the agritourism are mainly distributed in suburban areas, the entertainment facilities are relatively simple, which dissatisfy with the need of urban visits. In addition, Most of managers lack of management experience and service consciousness, and the professional training is lack for tourism service staff, which finally contributes to a low level personnel service in agritourism scenic spot.

4. Lack of promotion action and special tourism products.

   Most agritourism enterprise don’t have sufficient competition consciousness and marketing strategy, which significantly affect the market consumption growth. Due to the asymmetric
information, it is difficult to exploit the customer market. There is no effective management of tourism product in scenic spot of agritourism, which is unable to catch up with the cadence of development. The product packaging is lack of local and agriculture characteristics. The deep processing of agricultural by-products is not enough. All the above factors are directly related to the consumption momentum.

All of the above factors affect the urban residents’ much more consumption during travelling.

Conclusion

Both the total consumption and the amount of tourists of agritourism have got rapid development. The proportion that agritourism accounted in urban tourism is increasing as well. Agritourism is expected be a new economic growth point.

Based on the situation of agritourism consumption in China, it can be stated that there is still broad market space. The agritourism enterprises with rich resources and excellent strategies could have a prospective future.

Considering that urban residents could travel many times each year, agritourism manager should adopt efficient strategies of small profits but quick turnover. Consequently, the profit could be maximized with a middle-class tourism expenditure, which is beneficial for enterprises incomes and urban residents entertainmet. In addition, it also provides a way to solve China's rural surplus labor force and hence contribute to the growth of farmers' income.

Acknowledgement

The authors like to thank professor Zhu Shigui and Ph.D Qie Hongkai for their good suggestion. This research was financially supported by the National Natural Science Foundation of China (No.71273137) and Jiangsu Agricultural Science and Technology Innovation Fund (JASTIF) of China (No.CX(15)1027) and humanities & social science fundation for the central universities of nanjing agricultural university (No.SK2015014).

References


