Leisure Agricultural Tourism Product Development Based on Service Innovation Model

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Abstract. The service concept model based on the integration of innovation, combined with the characteristics of leisure agriculture tourism, and offer the leisure agricultural tourism service innovative ideas four factors as starting point, namely, service concept, customer interface, delivery systems and technology choices. Also point out the product development design from theme orientation, landscape system, culture, value-added services to create several innovative service offerings.

Introduction

Leisure agriculture tourism is a new tourism which developed from a simple sightseeing tourism agriculture farm to vocation experience in 1980s. It based on sufficient development of agricultural resources and agricultural products which are full of tourism value, use natural resources, rural landscape resources, rural human and cultural resources, as long as add agricultural production, farmers living, traditional folk ceremonies to design, combine rural experience, ecological consumption with tourism integrated tourism forms[1,2].

Currently, presentation of leisure agriculture tourism is wider, which contains tourism agriculture, rural eco-tourism, ornamental agriculture, "farm stay", etc [3]. Whatever the title, its essence is a rustic taste and traditional agriculture of leisure travel services, also the products of tourism services and innovative. This kind of innovation reflects the integration of the tourism product, customer, the experiential interaction of service provider and the development of market demand. Thus, the innovation is becoming the intrinsic motivation of flourishing and sustainable development of industry. Leisure agriculture tourism is characterized by the feelings of folkways when customers enjoy the tourism, and the combination of agricultural production, processing display and the sales, which make complexity of service and cultural synthesis very prominent. When leisure travel services market are increasingly convergence, innovative research for leisure agriculture tourism service has far-reaching significance for the development of industry and enhancing the quality of service.

Service Innovation Mode

Currently there are three kinds of theoretical mainstream service innovation model, they are technology-based innovation model, service-oriented model and integration model. Technical patterns focus on technology in the service innovation, and empathically analyses the innovation caused by technology equipment and technology systems in the service, which applies to the field of knowledge-intensive services. Service-oriented model emphasizes innovation brought by service and service production itself. Integration model is innovative "integration" analysis which makes the service and product unified, use" integrated approach" under the background of the increasingly blurred boundaries between product and service as well as their integration, interaction and enhancement, and based on the view of “function (characteristics) method”. This method is considered, products and services can be defined as a set of service features (final product’s characteristics delivered to the customer), technical characteristics (the needed technology during the production) and process characteristics (characteristic in the production process) mixture. This
model is becoming a new trend in service innovation research, and also provides a wealth of theoretical thinking and practice approach to service innovation [4]. Bilderbeek, Hertog, Marklund, Miles (1998) proposed a model of integration concept on the services innovation, which consists of four key factors lead to service innovation, although the model is a conceptual model, it can picture the service innovation and guide the actual innovation activities comprehensively. These four factors are the new service concept, the new customer interface, the new delivery system and the new technology option.

Service often is an intangible product, service innovation is largely a conceptual innovation. When develop the new concept of services, the service providers should consider the following questions: What have changed in market demand for services; what kind of service products the enterprises can develop to ensure customer loyalty and develop new customers; how is the substitution between the services provided by potential competitors and ours; how to reflect the value of services; how to deliver new services to actual and potential customers. These issues constitute the "new service concept". The second factor of service innovation is the customer interface design, which includes the way to provide customers services and the manners to communicate and cooperate with the customers. It also contains that making sure who the potential customers are and what is the core value of customer purchases as well as whether a company has the ability to let customers play a "co-producer" role in innovation. “Service delivery system” mainly refers to the organizations who produce and deliver new service products as well as innovative organizational culture. It focuses on the enterprise’s internal organizational structure serving itself and operational mechanism, that is to say, to ensure effective service providers’ work done effectively and develop and offer innovative service products by rational organization, management and coordination. The other issue closely related to this factor is the establishment of an appropriate organizational structure, how to motivate employees, and how to cultivate healthy culture of organizational innovation in order to encourage employees to deliver new service products. Technical factors were often emphasized in many manufacturing innovations before, but the new feature of the modern service industry is a combination of intangible services and tangible products, the consumption process of interaction between customers and enterprises. Also, technical factors will affect the contents of service innovation [5].

**Innovative Features and Conditions of Leisure Agriculture Tourism Services**

Leisure agriculture tourism meet the consumers’ demand of converged experience in natural landscape, rural characteristics and farmer’s life, it is increasingly becoming the option for the citizen to relax. This unique travel service determines that the leisure agriculture tourism service innovation mode must consider the various elements of innovation into an overall system.

According to the characteristics of its industry, agriculture leisure tourism service innovation must have certain conditions. First, there must be resource for sustained development of leisure agriculture tourism. It is a new type of tourism that takes agriculture and rural tourism as the carrier, which must be built with ecological agricultural resource base for tourism development, thereby turn agriculture resources into tourism resources, and expand the functions of agricultural resources. Second, we must break the traditional mode of agricultural production. Processing and packaging traditional agriculture and integrating agricultural production, technology application, art processing and guest farming activities are becoming a new form of agricultural production and management, it can break the traditional mode of agricultural production and achieve both economic and social benefits. Third, it should have big differences between urban and rural culture, therefore it can cause tourists’ consumption desire and make them experience and participate in modern agricultural techniques and ecological agriculture. Fourth, the subjects of innovation are diversify, not only farmers to carry out tourism service innovation in the form of direct participation but also support the scale and organization to adapt to the existing development situation. Also, we should insist on business diversification so that it can form a multi-market competition pattern [6, 7].
Leisure Agriculture Tourism Service Innovation Mode

Since leisure agriculture tourism has many features, its service innovation is very different from technological innovation of general enterprises, it's not limited to the changes of service itself or the penetration of related industries, innovation is often accompanied by new client relationships, such as the relationship between the general travelers and business will develop into a long-term customer relationships, which is member and leisure club type, also the new organization will emerge. Accordingly, innovation is not based solely on technical or service features and the comprehensive integrated concept innovation model is more adapt to the development of this industry.

Service Concept Innovation

The essence of service concept is the enterprise provides solution to some kind of problem to meet the customer service needs. The demand for leisure agriculture tourism customer is a kind of psychological demand, including demand for natural return, the demand for agricultural production and rural life experiences, demand for simplistic leisure and the demand for traditional folk culture. Because of the abstract and diversity demands, it requires the enterprises to understand the concept of leisure agriculture tourism again and provide personalized, differentiated services [8].

This means that the concept of service must include what enterprises can do for customer groups, how to do it and what kind of information they can use. In recent years, innovative service concept can be expanded as follows:

(1) Extending the range of useful leisure agriculture tourism resources, expend from the traditional static natural resources, such as landscapes, animals and plants to the dynamic of natural phenomena, such as tides, sunrise and sunset, snow and so on, extend from the unique rural landscape resources to rural cultural resources, develop from a simple tourism resources to the industrial resources, and enhance the ability to provide services;

(2) To provide value-added services of leisure tourism, which allows customers not only experience the fun of leisure tourism, but also promote the production, processing and marketing of agricultural products, as well as increase the value of agricultural products and form a special agricultural base.

Customer Interface Innovation

Customer interface innovation means extending the platform of relationship between enterprise and customer, which requires companies to get the information of existing customers and potential customers first, then select the appropriate market segments scale and rearrange market segments, after that, identify the characteristics of potential customers and promote the participation of customers actively, so that customers can play a role as cooperative producers in innovation. From the perspective of innovation, it can start from interaction relationship between consumers and service providers, also from providing a personalized service product.

Innovative Service Delivery System

Successful implementation of service innovation must rely on joint promotion of organization members, the functions of staff service delivery directly form an interactive relationship with customers, that is the foundation of customer satisfaction and repeat consumption, companies must establish innovative organizational forms and change the attitudes and behavior of employees, the employees of agriculture leisure tourism enterprises are belong to agricultural families, and the inherent services contents and concepts have bad effects on the implementation of service innovation, but also restricts the development of the industry. So companies need to redesign the organization, break the traditional stereotyped service form, bring in the modern management systems and service ceremony, establish the market-oriented, customer-focused organization system, and also should train employees, motivate employees to constantly improve their abilities of offering innovative services.
Technological Innovation

Technological innovation usually appears in the industries who supply tangible products, such as manufacturing industry. However, leisure agriculture tourism service is the one who closely integrates agriculture and processing industry. The technical support of this industry is a holistic concept, which includes not only agricultural cultivation, breeding technology, processing technology, but also information technology, environmental and ecological protection technology. Technological innovation aims to improve the overall quality of service, and thus improve the quality of the entire leisure industry.

Product Innovation Design of Leisure Agriculture Tourism Service

The Basic Design Concept

**Industrialization, Standardization of Industry Development Concept.** In general, regional leisure agriculture tourism service products rely on the characteristics of tourist attractions and transport, the rapidly developed areas are where take villages as the carriers and the industrial agglomeration degrees are very high, this form of service offers visitors more options, and also helps the operators learn the successful experiences from each other, lay the foundation for the formation of local tourism brand as well. Thus the development of new leisure agriculture tourism products should follow certain rules of spatial layout, follow the requirements of industrial development and standardized management. From the perspective of internal division of labor, it ought to form a complete industrial chain which can meet the market demand [6].

**The Characteristic and Brand Oriented Competition Concept.** Characteristic is fundamental to the development of leisure agriculture tourism services. The operators imitate each other easily in the early development of the industry, but with the deepening of innovation, simple imitation of services have been unable to meet the diverse needs of consumer, the operator need not only to attract customers by characteristic form of recreation, but also keep a competitive advantage on the use and development of resources and sales of agricultural products. For instance, Zhuhai Butterfly Park, Jinggangshan farmers inn, Chengdu Sansheng Huaxiang and so on, which are typical examples of leisure agriculture tourism. They construct new tourist attractions by finding out the differences among natural resources, agriculture industry, geographical advantages, etc. What’s more, they all have their own resources and supporting facilities, such as admiring, picking fruit, fishing, barbecue and others. Thus, they create a unique park brand and form a pattern of brand operation [3].

**The Integrity and Self-Specific Product Design.** Urban tourists increasingly shown integrity and self-consumption trends in leisure agriculture tourism. The so-called “integrity” refers to diverse combinations of products in functions and contents, tourists want to get many different experiences such as pastoral scenery, folk customs, characteristic dining. The so-called “self-service” refers that visitors can do things all by themselves, such as picking fruits and vegetables, catching fish, farming, processing products and so on, even design personalized recreational activities.

**The Concept of Sustainable Development and Eco-efficient Agriculture.** The development process of leisure agriculture tourism often brings damage to the ecological environment due to the arbitrariness of the farmers. We must pay attention to protection of natural resources during the development of innovation, it also cannot be ignored that protecting cultural resources and making the reasonable use of traditional intangible cultural. The future development leisure agriculture tourism cannot be confined to sightseeing, but promote the industrialization, science and technology development of local agriculture, especially in some large sightseeing agricultural science and technology parks. In those parks, the land can be planned well and developed with advanced agricultural technology as well as managed by the people who have advanced technology, thus they
will become an agriculture system with considerable scale and unique characteristics. Then, they will be new agriculture with the support of high advanced agricultural technology and scientific management methods. Such tours have higher level in both agricultural production process and landscape look. The visitors can learn scientific knowledge and leave them profound impressions when enjoy the journey.

**Innovative Design of Product**

**Determine the Distinct Theme of Leisure Agriculture Tourism.** Development of leisure agriculture tourism need to rely on a certain theme. And now, the main theme is leisure and entertainment (farmhouse), that means opening characteristic houses, orchards, vegetable gardens, tea gardens in the suburbs or near the scenic spots. Operators open the mature orchards, such as vegetable gardens, flower gardens, fish ponds and so on, so the tourists are able to enjoy the fun of fishing, picking vegetables. Operators need to increase investment in roads, gazebo, pool, chairs and other tourist facilities, expand the agricultural sales channels and make competitive prices. Science education theme, which has functions of agricultural production and science education, namely, demonstrate agricultural science and technology, demonstrate ecological agriculture and pass on agricultural knowledge to visitors by taking advantage of agricultural crops planted in the garden, the animals and facilities. Folk farm theme, which is in town with local or national characteristics, take advantage of its unique culture or customs, provide alternative accommodation or rustic farmhouse inn, allow visitors to enjoy rich local customs and unique folk culture and local customs.

**Build a Strong Atmosphere of Leisure Agriculture Landscape System.** During the innovation development, it will form a clear comprehensive image perception in the minds of tourists by planning the whole rural landscape imagery. It is the standpoint of tourism dissemination and promotion and also the unique selling advantage. In the tourism area, selecting tourism attractions and activities area who has typical agriculture characteristics, ecological characteristics, supplemented by clever spatial distribution and ecological agriculture image design, which will be the point of landscape image design.

**Fit in the Cultural Elements of Leisure Agriculture Tourism.** Development of leisure agriculture tourism products should be consistent with the local history and culture. It is not only showing respect to the local history and culture, but also designing the local history and culture. Specifically, expand from three levels, namely the environmental cultural design, agriculture tourism products design and agriculture tourism community design. Environmental culture is designed to retain the local rural folk culture, combined with existing local resources, introduce local folk artists or farmers’ show, create a village landscape of rich cultural atmosphere. Starting Point of leisure agriculture tourism product design is the cultural atmosphere. Atmosphere can be reflected from the process of agricultural products, packaging and promotion. Such as, the design of souvenirs must pass on the local cultural characteristics and emotional demands of tourists.

**Increase Related Services, Enhance Economic Efficiency.** The successful development of domestic and international experience shows that leisure agriculture tourism services are not tourism products for signs of carrying out a low price, coarse food and poor environment in remote areas, on the contrary, they are often the represents of high-quality and cost-effective leisure tourism pattern. Rural life has become a pursuit of back to nature, with a great potential of attracting high income class, the new travel enthusiasts, business travelers, high-end people. Therefore, we can fully consider the customer interface factors and technical factors in the product design phase, take the advantages of superior resources, add new functions in leisure services with reviewing historical knowledge, the high-end leisure parties, business meetings, holidays, agricultural technology demonstration gardens, agricultural expo etc. Create new market needs and provide more service jobs, achieve sustainable development of the local economy.
Reference


