
Research on Regional Leisure Tourism Industry Development Based on SWOT Analysis

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Abstract – Leisure tourism rapid development in recent years, this paper, taking Tai'an City leisure tourism and regional development, for example, USES the method of SWOT, the Tai'an City leisure tourism development, the paper analyses the advantages and disadvantages, opportunities and threats, according to the situation of Tai'an City and surrounding areas of resources, draw lessons from advanced experience of developing leisure tourism at home and abroad, through the study of leisure tourism, especially the surrounding Tai'an leisure agricultural tourism development status and existing problems, put forward to speed up the development of leisure agricultural tourism countermeasures, help guide the healthy development of Tai'an leisure tourism, enrich the theoretical study of leisure agricultural tourism, to achieve the healthy and sustainable development of leisure tourism.

Keywords – Leisure Tourism, Leisure Agriculture, SWOT Analysis, Benefits, Countermeasures.

I. INTRODUCTION

The tourism industry has changed from the "ticket tourism era" of mass sightseeing to the "pan-tourism era" of leisure vacation. Under this background, leisure tourism, which integrates sightseeing, recreation, leisure and other tourism functions, develops rapidly. With the increase of income level and leisure time, more and more people choose leisure tourism. Compared with sightseeing tourism, leisure tourism stays at the destination for a longer time and produces repeated consumption, which is a market worth developing [1-4].

As a traditional tourism city, the prosperity of tourism has brought rapid development to the local social economy. Leisure tourism is a new force of the development of tourism economy in Tai'an. It is of great significance to study the development of leisure tourism industry, especially leisure agriculture.

This paper combines the history and current situation of leisure agricultural tourism development at home and abroad, according to the physical geography, social and economic conditions, agriculture and new rural construction of Tai'an city and its surrounding areas, analyzes the tourism resources of various regions in Tai'an city, analyzes the development of leisure agricultural tourism in Tai'an city, using SWOT analysis method, This paper analyzes the advantages and disadvantages, opportunities and threats of leisure agricultural tourism development in Tai'an city, finds out the problems existing in the development of leisure agricultural tourism on the basis of theoretical analysis and current situation exposition, and puts forward corresponding countermeasures and suggestions.

II. LEISURE AGRICULTURE THEORY AND REGIONAL LEISURE AGRICULTURE TOURISM DEVELOPMENT ANALYSIS

2.1. The Concept and Characteristic of Leisure Agriculture

Leisure agriculture is based on agricultural production and operation characteristics, combined with the rural culture, with the method of combining agriculture and tourism, USES the natural ecological environment of rural resources, modern, efficient agriculture science and technology demonstration park, etc., through the

design of the science and investment development, in order to satisfy the public leisure, sightseeing, tourism, fitness, entertainment, education and other requirements of a new form of tourism management. It is an organic combination of modern agriculture and leisure tourism [5].

Leisure agriculture has the characteristics of entertainment, participation, marketability, high efficiency and ecology. The development of leisure agriculture and rural tourism industry is in line with economic laws and market demand, and contains huge development potential, which is helpful to solve the problems of “agriculture, rural areas and farmers”. Leisure agriculture also plays an important role in leisure tourism, so it is of great significance to accelerate its development.

2.2. Tai'an Leisure Agriculture Tourism Development Situation

Tai'an city has rich tourism resources, obvious traffic advantages and a solid foundation for tourism development. After years of development, it has cultivated a large number of rural tourism demonstration villages, leisure agriculture demonstration sites, agricultural science and technology demonstration parks and other leisure agricultural tourism areas, forming a certain industrial scale [6-7].

(1) Overview of regional leisure tourism development.

Taishan district relies on the industrial foundation of characteristic agriculture and green agriculture to develop characteristic leisure agriculture. Developing ecological picking garden, ecology village, folk tourism, tourist pastures, nursery stock flowers, etc., pattern time scenic area as the core, integration of Taishan cherry ecological sightseeing garden, ecological garden and the cafe DE jack, blueberries and Taishan folk tourism park, mount tai tea picking base, leisure agriculture park planning 10 themes, enlarge agricultural leisure tourism. Taishan tea characteristic leisure circle, agricultural products characteristic leisure circle, dairy cow sightseeing experience circle, characteristic agriculture leisure tourism circle, forming “four circles, ten gardens” characteristic leisure agriculture tourism area.

According to the strategic deployment of tai'an city to “create an international tourist city and build a characteristic and charming city”, aiming at the functional positioning of “Taishan sightseeing and Daiyue leisure”, following the general idea of “two mountains, one river, three lines, five districts, ten gardens and twelve villages”, we will thoroughly implement the strategy of driving large projects, and strive to create the development pattern of leisure agriculture and rural tourism of “Taishan sightseeing and Daiyue leisure”. Highlight the development of “five major areas”: the central comprehensive leisure and entertainment area, the northern landscape ecological sightseeing leisure area, the eastern Culai Mountain modern agricultural picking experience area, the southern Dawenkou cultural experience, and the western cultural trace leisure area. To cultivate 10 fine demonstration parks (fields) of leisure agriculture and rural tourism, and focus on 12 demonstration villages of leisure agriculture and rural tourism. Promote the development of regional rural tourism in the direction of characteristic, marketization and industrialization.

(2) Through the investigation of leisure agricultural tourism in Tai'an city, leisure tourism is divided into four types.

A small farmhouse. The “farmhouse” mode is mainly based on the rural courtyard as the unit, with its own regional and farming advantages, the use of farm yard, flower garden, orchard, fish pond, grassland and other natural conditions and local folk customs, with low prices to attract tourists to eat, live, travel, play,

entertainment, shopping and other tourism activities. The “farmhouse” mode of investment and operation mainly focuses on farmers. It provides leisure and entertainment services by using idle facilities and relying on local cultural, geographical and ecological resources. It has the following characteristics: simple facilities, small investment, obvious characteristics and low price.

Economical modern farm. The modern economic farm mainly relies on the beautiful natural countryside scenery, comfortable fresh climate, environmental protection and ecological green space, specially provides tourists with vacation rest, entertainment, dining, accommodation and other services to meet the needs of tourists to return to nature and enjoy rural life. Modern farm economy adopts market-oriented financing means and implements the integrated industrial management mode of production, processing, sales and accounting. It breaks through the pattern of agricultural development based on traditional technology and takes the development and application of high and new technology as the support.

Large leisure tourism scenic area. Culai mountain leisure and tourism area, Xiazhang liyuan scenic spot and Baiguoyuan Garden scenic spot in Jiaoyu paperweight Village all belong to large leisure and tourism scenic spots. Such scenic spots are generally built in good scenic leisure agriculture, which is characterized by ecological beauty or cultural landscape with ecological beauty, such as traditional rural idyllic scenery, zoos and botanical gardens, ancient gardens, famous mountains and rivers, etc. Such leisure agricultural tourism scenic spots pay attention to environmental protection, and take corresponding measures from tourists, tourism developers and local residents to ensure the sustainable development of ecological tourism scenic spots. Large leisure tourism scenic area has the characteristics of the outer suburbs, tourism facilities are relatively simple.

Folk festival type. Take rural customs and folk culture as tourism attractions, fully highlight local culture and folk culture characteristics, develop leisure tourism activities such as farming display, folk skills, seasonal folk customs, festival activities, folk songs and dances, and increase the cultural connotation of rural tourism. The folk custom ecological villages developed in Tai’an city in recent years mainly include Mati Valley of Xiagang Township, Dadoushan Village and Jindoushan ecological folk custom Park, etc., which have become the hot spots of provincial and municipal folk custom ecological tourism [8].

2.3. Analysis on the Effect of Tai’an Leisure Agriculture Tourism Development

- (1) In terms of economic benefits, the income of leisure tourism in Tai’an city is increasing year by year. In recent years, the construction of a number of tourism projects with the theme of leisure and vacation has been promoted smoothly, the development of rural tourism has achieved new breakthroughs, and the tourism industry has shown a good momentum of development, with tourism income increasing year by year.
- (2) In terms of social benefits, tourism market expands employment. For example, the development of tourism commodities can optimize the regional product structure, expand labor and employment, and play an important role in promoting the development of regional economy. At the same time, it can promote regional cultural exchanges and improve regional visibility.
- (3) In terms of ecological benefits, the development of leisure agriculture and rural tourism has improved rural infrastructure, as well as rural living environment and ecological environment. The development of rural areas in the direction of ecological protection and cultural heritage is conducive to the construction of a new

socialist countryside.

2.4. SWOT Analysis of Regional Leisure Tourism Development

(1) Strengths

Tai'an is an important open tourism city in east China, with a good location advantage. According to the provincial capital Jinan in the north, the hometown of Confucius Qufu in the south, the mall Linyi in the east, and the Yellow River in the west, it has bred the brilliant civilization of "Dawenkou culture", and is the midpoint of Shandong Province's "one mountain, one water, one saint" tourist hotline. Jurisdiction Taishan, Daiyue two municipal districts, Ningyang, Dongping two counties, the administration of Xintai, Feicheng two county-level cities, surrounding convenient transportation [9].

With rich tourism resources, Tai'an is an excellent tourist city in China. With Mount Taishan as the center, it radiates to its surrounding counties and urban areas, driving the development of such tourist areas as Culai Mountain, La Mountain, Lianhua Mountain, Niu Mountain and Dongping Lake. Mount Taishan Wenshui has bred profound and rich regional culture and formed distinctive folk customs, which provide advantaged conditions for the development of tourism, especially leisure agriculture and rural tourism.

(2) Weaknesses

First of all, the overall development of leisure agriculture in Tai'an city started late. Although it has developed rapidly in recent years, the overall construction level is low, the scale is small, the lack of scientific planning, the supporting facilities are not perfect, the content is monotonous, and there are few leisure parks with high taste, high-grade, multi-function and knowledge-based.

Secondly, the development of leisure agriculture in Tai'an city, except for Jindoushan Folk Custom Garden, Mattiyu Folk Village and Taishan Mood for Love Scenic spot, is mostly in the form of farmhouse development, and 90% of the farmhouse is mainly in the form of spontaneous, scattered individual and private management. Lack of professional talents, low management level, comprehensive reception level needs to be improved, at the same time, most of the farmhouse scattered operation, self-financing, limited operation scale, simple tourism products, in brand formation, overall marketing, scientific management and other aspects of the problem, it is difficult to form the corresponding industrialization development [10].

In addition, Tai'an leisure agriculture development propaganda is not enough, but also need better marketing and brand effect.

(3) Opportunities

China's double cease day system, the May Day, National Day, Spring Festival, three "golden week" system, there are 115 days holiday, plus countries are gradually promote the system of paid vacation, our citizens can enjoy the increase in the number of holidays a year, people's leisure time is more and more comfortable, leisure become the norm in urban residents. In addition, with the continuous improvement of economic level, China's agricultural tourism market demand, development potential is huge. The increasing disposable income of urban and rural residents provides a good economic foundation for the development of leisure agriculture. Under such circumstances, people's demand for leisure agricultural tourism is further strengthened [11].

Relying on the rich tourism resources, Taishan district actively expands the comprehensive function of agric-

-culture, transforms agriculture and agricultural activities into leisure and entertainment, expands the traditional agricultural income mode, and rushes out a comprehensive development road of ecological leisure agriculture in accordance with the strategy of “planning leading, comprehensive development, key construction and cascade promotion”. Daiyue district by the Ministry of Agriculture, national tourism administration identified as the national leisure agriculture and rural tourism model county.

The improvement of transportation facilities has further promoted the development of leisure agriculture. Most of the leisure agriculture scenic spots in Tai’an city are arrived by bus. People’s travel has become fast and convenient, which has brought a large number of tourists to the agricultural leisure scenic spots.

(4) Threats

In recent years, the rapid development of leisure agriculture in other counties and cities around Tai’an city has formed a competitive pattern for the development of leisure agriculture in Tai’an city. Other tourism types have also diverted the tourist sources of leisure agriculture tourism, posing challenges to the leisure tourism around Tai’an city.

The development of leisure agriculture needs large-scale and systematic construction, which requires a large amount of large-scale land. The existing decentralized management of land hinders and restricts the development of leisure agriculture, and also increases the transaction cost of leisure agriculture.

2.5. The Countermeasure Analysis of Tai’an Regional Leisure Agriculture Tourism Development

(1) Principles and ideas of Tai’an Leisure agricultural tourism development.

Based on rural areas, combined with reality, adhere to the principle of agriculture-oriented, highlighting culture, change resources advantage, cultural advantage into economic advantage; Adhere to the principle of government guidance and market orientation, actively introduce market mechanism, adopt diversified business models, and give play to the role of social funds; Adhere to the principle of scientific planning and sustainable development, correctly handle the relationship between resource development and ecological environment protection, economic and social benefits, current interests and long-term interests, promote the orderly, sustainable and healthy development of leisure agriculture and rural tourism; Adhere to the principle of integration of resources, integration development, strengthen the combination of leisure agriculture tourism and agricultural industrialization, tourism, set up the concept of big business, big brand, big market development, fully integrated farming, forestry, animal husbandry, fishery, tourism, cultural and other resources, realize the complementary advantages, reasonable combination, build a fully functional, various industry layout; Adhere to the principle of innovating mechanisms and improving benefits, improve investment and financing systems and distribution mechanisms, fully mobilize the enthusiasm of farmers and tourism operators, and promote leisure agriculture and rural tourism to expand scale and improve benefits.

Adhere to the scientific outlook on Development as the guidance, deeply implement the spirit of the 19th National Congress of the Communist Party of China, in order to promote sustainable employment and increase farmers’ income as the goal, follow the general idea of “two mountains, one river, three lines, five districts, ten fields and twelve villages”, “four circles, ten gardens” characteristic leisure agricultural tourism area, based on the location and industrial advantages, To create a “Taishan sightseeing, suburban leisure” leisure agriculture and rural tourism development pattern.

(2) Measures to promote the development of leisure agriculture tourism in Tai'an city.

The government actively guides and promotes the development of tourism, and all government departments closely combine tourism development with their own functions, actively participate in and actively support the development of tourism, strengthen coordination and fight for the opposite, form a good situation of joint management, and actively support the development of leisure agriculture and rural tourism. Make a good plan for sustainable development, adapt measures to local conditions, do a good job in overall planning, avoid blind development, and guide the scientific and sustainable development of leisure agricultural tourism. Increase financing channels to promote the construction of facilities. In accordance with the government-led development principle and the principle that the market plays a fundamental role in resource allocation, vigorously cultivate the tourism capital market, and form a multi-channel and multi-form investment and financing system dominated by the government, with social participation and foreign investment. We will continue to standardize management and optimize services, strengthen the training of leisure agriculture practitioners, management personnel and professionals, and provide high-quality services. Constantly improve the understanding of the situation, promote the development of leisure agriculture and rural tourism [8-11].

III. CONCLUSION

This paper first analyzes the relevant theories of leisure agriculture, summarizes the main characteristics of leisure agriculture, and introduces four main types of leisure agriculture in Tai'an city. Then, from the economic, social and ecological benefits analysis of Tai'an leisure agriculture development effect, and through SWOT analysis, analysis of Tai'an leisure agriculture development strengths and weaknesses, opportunities and challenges. Secondly, analysis of Tai'an city leisure agriculture development should follow the basic principles and the corresponding development ideas. Finally, the paper puts forward some measures to promote the further development of leisure agricultural tourism in Tai'an city through the active guidance and support of the government, persisting in the planning of sustainable development, accelerating the construction of facilities through multi-channel financing, strengthening management and improving service quality.

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