



基于市场构成视角的休闲农业旅游研究

JI YU SHI CHANG GOU CHENG SHI JIAO DE XIU XIAN NONG YE LU YOU YAN JIU

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摘 要

改革开放以后,我国经济开始快速发展,随着城市化水平及城市居民收入水平的不断提高,休闲农业旅游作为一种新型的旅游形态在20世纪80年代开始在我国兴起,去感受和体验清新的空气、宁静的乡村、幽静的田园以及纯朴的民风成为那些生活节奏快、生活空间狭小、遭受城市废水、废气、噪音等环境污染的城市居民放松心身、缓解压力的最佳休闲选择。实践证明休闲农业旅游的健康发展,一方面丰富了旅游产品的形态,满足了现代都市人日益增加的旅游需求。其次,休闲农业旅游的健康发展还可以一定程度上解决“三农”的问题。表现在它的发展是对农业资源的充分开发和利用,也调整和优化了农村的产业结构,使得农业产业链得以延伸,进而有效地带动了农村的住宿、餐饮、交通运输等服务业和商业的发展,对农村劳动力的转移就业和提高农民收入起到积极作用。此外,休闲农业旅游的发展也加强了城市和农村的互动和交流,可以实现城乡的协调发展。

目前我国休闲农业旅游的发展也面临着一系列的问题,如来自整体旅游市场的强大竞争,无序和粗放式的发展,低水平同质化经营现象严重,行业管理欠规范,市场调控的基本规则欠缺,市场相对比较混乱,游客对休闲农业旅游的整体认同度并不高。一个规范、有序和健康的市场是休闲农业旅游健康平稳和可持续发展的重要保证,从市场构成视角展开对休闲农业旅游的深入研究具有重要意义。那么,作为农业和旅游业的交叉产业,作为一种独特的旅游形态,相对于一般传统旅游,作为市场客体的休闲农业旅游产品是否具有独特性?这种独特性是否会带来市场主体—供给方、需求方、中介方的构成或行为的变化,以及市场经济关系—供给或需求影响因素的变化?此外,目前休闲农业旅游整体市场的供求状态如何?市场需求方即游客的旅游消费行为具有什么样特征,会受到哪些因素的影

响?宏观制度环境和资源环境对休闲农业旅游市场主客体及供求会有怎样的影响和制约?围绕这些问题,本文对我国休闲农业旅游市场的多个方面进行了理论分析和实证考察。本文主要研究内容和相关结论如下:

内容一:分析休闲农业旅游市场客体。

本部分内容的研究目标是确定休闲农业旅游市场客体即休闲农业旅游产品的概念和特征,尤其是相对于传统旅游产品,具有的性质特征。本研究主要采取了定性研究的方法,研究结果表明,休闲农业旅游产品本质上属于服务,有形实体旅游产品给游客带来的利益和功效,构成了休闲农业旅游服务的内容,休闲农业旅游产品在性质特征上,除了具有一般传统旅游产品的复合性和产地消费性外,还具有农业性、弱的独特性及垄断性、更强的休闲性。休闲农业旅游核心产品表现为游客进行休闲农业旅游消费主要为了满足休闲放松、促进身心健康的需要。

内容二:分析休闲农业旅游市场供求。

本部分内容的研究目标是确定休闲农业旅游市场供给方构成、供给特征,供给和需求的影响因素,目前休闲农业旅游市场整体的供求状况,主要采取了定性和定量的分析方法。研究结果表明,农民个体户、私营或股份制企业 and 政府或政府职能部门是休闲农业旅游市场的主要供给方。目前国内休闲农业旅游供给方整体上存在着开发经营的休闲农业旅游项目单体规模偏小,低水平同质化经营现象严重,从业人员以农民为主、素质偏低等现象。经济效益、农业资源禀赋、政府的政策管理及引导扶植、地区的经济发展水平和经营者的经营管理水平是休闲农业旅游市场供给的主要影响因素;城市化率、城市居民的收入、城市居民的闲暇时间、乡村公路里程等是休闲农业旅游市场需求的主要影响因素。休闲农业旅游市场整体上表现为需求力量强于供给力量,市场属于更偏向于买方的供求状态。

内容三:分析休闲农业旅游市场需求方。

本部分内容的研究目标是确定休闲农业旅游目标市场结构,游客的旅游消费行为特征,以期为休闲农业旅游经营者提供经营决策参考。本研究采取了定量分析方法。研究结果表明,休闲农业旅游的目标市场表现为以高学历、中高收入人群为主,年龄上以中青年为主。休闲健康因子是人们进行休闲农业旅游的主导动因,个人的可自由支配时间、生活方式及获取休闲农业旅游信息的方式等均对其休闲农业旅游的年出游频次行为产生了影响。游客休闲农业旅游具有短距离和短时间特点,出游时机多选择在节假日,主要和家人、亲朋好友一同出游,熟人和网络是获取休闲农业旅游信息主要渠道,自驾车成为游客休闲农业旅游的首选,出游花费较少,对

出行、游览、娱乐普遍比较注重。游客休闲农业旅游消费满意受到游客预期、游客感知质量和游客感知价值的影响和决定,游客满意进一步对游客游后的抱怨产生了负向影响,对游后的忠诚产生了正向的影响,而且游客满意和游客重游意愿之间具有相对高的正相关性。

内容四:分析休闲农业旅游市场中介。

本部分内容的研究目标是确定旅行社在休闲农业旅游市场的中介作用,本研究利用作者调研获得的数据资料进行了定量分析。研究表明,旅行社中介作用的发挥主要体现在通过提供交易信息、降低交易的不确定性、匹配买卖双方、降低交易频率,进而降低了旅游市场买卖双方的交易成本,提高了旅游交易效率。休闲农业旅游产品相对传统旅游产品具有的弱的独特性及垄断性、更强的休闲性,最终决定了旅行社在休闲农业旅游市场的中介作用具有不同于传统旅游市场的特点,表现为非单位团体游客更少地通过旅行社出游,旅行社在休闲农业旅游市场的中介作用具有明显减弱的现象。

内容五:分析目前我国休闲农业旅游市场的宏观环境。

本部分内容的研究目标是确定宏观制度环境和资源环境对休闲农业旅游市场的影响,主要采取了定性分析的方法。研究表明,制度环境对休闲农业旅游市场的影响制约体现在制度结构和制度体系上,目前我国休闲农业旅游市场制度体系方面存在着政策法规不够健全、尚未形成完善的体系,不够具体、缺乏可操作性。制度结构方面存在着职责交叉、相互间缺乏协调配合,权威性的综合协调管理机构的缺失,职能未能有效发挥。资源环境的影响表现在可被开发和利用的资源状态影响和制约着休闲农业旅游产品的供给,进而影响到市场的供求状态,影响了市场主体各方的行为活动。

综合五方面研究内容,本文提出政府要促进和引导休闲农业旅游发展,制定全国性的管理办法,设置经营门槛。休闲农业旅游的经营者要有正确的经营理念指导其经营决策,明确其目标市场,针对游客旅游消费需求及旅游行为特征制定经营策略,合理地利用旅行社进行市场开拓,注重口碑宣传、保证游客的旅游消费满意等政策及策略建议。

关键词: 休闲农业旅游; 市场主体; 市场客体; 市场供求; 市场环境

THE RESEARCH OF LEISURE AGRI-TOURISM BASED ON THE PERSPECTIVE OF MARKET CONSTITUTES ABSTRACT

After the reform and opening up, China's economy began to develop rapidly. With the level of urbanization and the continuous improvement of the urban residents' income level, and rural tourism as a new travel patterns in the last century, 80 years becomes popular in our country, to experience and feel the quiet idyllic, peaceful countryside, fresh air and the simple folk become a fast-paced life, living space is at a premium, and city residents to relax psychosomatic suffering from urban waste water, waste gas, noise and environmental pollution, relieve stress best leisure options. Practice has proved that the healthy development of leisure agri-tourism, on the one hand, the rich in the form of tourism products, to meet the increasing travel demand of modern city. Secondly, the healthy development of leisure agri-tourism can also help to solve the "three rural" issue. Manifested in its development is full of agricultural resources development and utilization, and to adjust and optimize the industrial structure in rural areas. The agricultural industry chain can be extended, thereby effectively promoting rural accommodation, catering, transportation and other services and commerce the development. It has played a positive role in transferring of the rural labor force of employment and increasing farmers' income. Furthermore, the development of leisure agri-tourism strengthens urban and rural interaction and communication, and the coordinated development of urban and rural areas can also be achieved.

At present, the development of leisure agri-tourism is also facing a series of

problems, such as the strong competition from the overall tourism market, the development with the primary and disorder, low levels and homogeneity business, less standardized industry management, the lack of the basic rules about the market regulation, the relative confusion market, visitors' low degree of recognition on leisure agri-tourism. A standardized, orderly and healthy leisure agri-tourism market is an important guarantee that leisure agri-tourism can develop healthily, stably and sustainably. It has important significance that studies leisure agri-tourism deeply from a market constitutes perspective. As a cross-industry of agriculture and tourism, as a unique travel patterns, compared to conventional tourism, is the product unique as the object of leisure agri-tourism market? Will this uniqueness bring market players -the supply side, the demand side, the intermediary change on the composition or behavior? and will this uniqueness bring market economic relations -supply or demand affecting factors change? In addition, what is current state of the overall market supply and demand? what features is consumer tourism behavior of demand side of the market, and what factors affect consumer tourism behavior. What effect and constraints have macro-institutional environment and resources environment to leisure agri-tourism market subject and object, supply and demand too? The theoretical analysis and empirical investigation on these issues leisure agri-tourism market in China. The main contents and conclusions are as follows:

Research one: Analysis of leisure agri-tourism market object

The research goal of this part is to determine concepts and features of leisure agri-tourism market, compared to traditional tourism products, This study adopted a qualitative research methods, research results show that the leisure agri-tourism product is essentially a service, tangible entities tourism products to visitors the benefits and effectiveness of tourism services constitute the contents of leisure agri-tourism, leisure agri-tourism products in the nature characteristics, in addition to traditional tourist complex nature and origin of the consumer, but also with agriculture, weak uniqueness and monopoly, strong casual sex. Leisure agri-tourism core product performance for tourists for leisure agri-tourism consumption mainly to meet agricultural relax, and promote physical and mental health needs.

Research two: Analysis of the supply and the demand to leisure agri-tourism market

The research goal of this part is to determine the constitution of leisure agri-

tourism market, the characteristics of the supply, the factors of the supply and the demand to leisure agri-tourism market, the supply and the demand situation to leisure agri-tourism market as a whole currently, mainly taking the qualitative and quantitative methods of analysis. The results show that the self-employed farmers, private or joint-stock companies and governments or government departments are the main business entities of leisure agri-tourism. Currently, operation of leisure agri-tourism is existing with small-scale monomer tourism project, business of low level and homogeneity which is serious, employing farmers mainly who is low quality. The economic benefits, agricultural resource endowments, manage and guide of the government policy support, the region's economic development level and the management level operators are main factors that influence the supply to leisure agri-tourism market; urbanization, urban residents' income, urban residents leisure time, rural road mileage are the main factors that influence the demand to leisure agri-tourism market. The power of demand is more strongly to the power of supply overall in leisure agri-tourism market, and the market is more inclined to buyer in the status about the demand and the supply.

Research three: Analysis of demand side to leisure agri-tourism market.

The research goal of this part is to determine the structure of leisure agri-tourism target market and tourists spending behavior, to provide business decision-making for the leisure agri-tourism operators. This study took a quantitative analysis methods. The results show groups with highly educated, high-income and young or middle age are mainly in leisure agri-tourism target market. Relaxing health factor is dominant motive about people's traveling leisure agriculture. The annual travel frequency behavior about leisure agri-tourism had been affected by the individual's discretionary time, lifestyle and access to leisure agri-tourism information. Tourists traveling to leisure agri-tourism with short distances and short features, travel opportunities are more choosed in the holidays. People are traveling mainly with family and friends together, and casual acquaintances and network are the main channel of obtaining leisure agri-tourism information. Self-driving tourists become the first choice of leisure agri-tourism, and people spend less on tourism, attending travel, sightseeing, and entertainment generally. Tourist satisfaction about the leisure agri-tourism is affected and decided by tourists expecting, visitors perceived quality and tourists

perceived value. Tourist satisfaction had a positive impact on complain and a negative impact on loyalty after the trip, and a relatively high degree of correlation is existing between tourist satisfaction and the revisiting willingness.

Research four: Analysis of intermediary side to leisure agri-tourism market.

The research goal of this part is to determine the operation position of travel agents in the leisure agri-tourism market. This study took a qualitative and quantitative analysis methods. The results show that the self-employed farmers, private or joint-stock companies and governments or government departments are the main business entities of leisure agri-tourism. Currently, operation of leisure agri-tourism is existing with small-scale monomer tourism project, business of low level and homogeneity which is serious, employing farmers mainly who with low quality. Mainly, the travel agents play an intermediary role by providing information and reducing transaction uncertainty, matching buyers and sellers, reducing the frequency of transactions, thus reducing transaction costs of the travel market buyers and sellers and improving the efficiency of the tourist trade. Leisure agri-tourism product is relatively weak uniqueness and monopoly, trong casual sex, relating to traditional tourism products, and ultimately determines that intermediary role of the travel agencies in the leisure agri-tourism market is different from the traditional tourism market. The non-unit group tourists travel less through travel agencies, and the intermediary role of travel agencies in the leisure agri-tourism market is significantly weakened.

Research five: Analysis of macro environment to the current leisure agri-tourism market.

The research goal of this part is to determine the affect of the macro institutional environment and resources environment to leisure agri-tourism market, mainly to take the method of qualitative analysis. constraints and affecting of Institutional environment to leisure agri-tourism market is reflected in the institutional structure and institutional system. Currently, there are inadequate policies and regulations, the lack of a complete system, not specific enough and the lack of maneuverability in our country institutional system of leisure agri-tourism market. there are overlapping responsibilities , the lack of coordination with each other, the lack of authoritative integrated and coordinated management agencies, not effectively functioning in the institutional structure. The affect of the resource environmental is reflected in that state of resources

which can be exploited and used influences and restricts the supply of leisure agri-tourism products, thereby affecting the state of the market supply and demand, affecting market behavior of the main parties.

Comprehending research in five areas, this paper proposes policy and strategy recommendations that the government should promote and guide the development of leisure agri-tourism, formulate nationwide management methods, set operating threshold. Leisure agri-tourism operators must use the needs of tourists in the business philosophy to guide their business decisions, define the target market, formulate business strategy on the basis of tourism consumption demand and travel behavior to tourists, develop the market by using of travel agency rationally, pay attention to mouth publicity, guarantee consumption satisfaction to tourists.

KEY WORDS: leisure agri-tourism; market players; market object; market supply and demand; market environment

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