

# The Coupled Development Analysis of Hainan's Tropical Sightseeing Agriculture and Homestay Tourism Based on Resource and Environmental Constraints

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**Abstract.** The combination of tropical sightseeing agriculture and homestay tourism in Hainan has greatly upgraded the ecological level and economic development in Hainan. Based on the constraints of resources and environment, this paper focuses on the development status and existing problems of tropical sightseeing agriculture and homestay tourism in Hainan. Through the analysis of the coupled relationship between agriculture and hotel tourism from the perspective of ecological economy, the paper formulates an optimized strategy with the hope of exerting positive effects on Hainan's regional agro-ecological restoration, Hainan's regional homestay industry and Hainan's regional economic development.

## 1. Development Status of Tropical Sightseeing Agriculture and Homestay Tourism in Hainan

### 1.1 Development Status of Tropical Sightseeing Agriculture in Hainan

Hainan is the only tropical island province in China with abundant animals, plants and unique tropical agricultural resources. The forest coverage rate of Hainan Island has reached 51.5%, and there are about 4,680 species of vascular plants, of which more than 600 are endemic to Hainan; more than 2,200 species of shrubs, over 800 of which have high economic value; 91 kinds of China's specialties and rare forest under special protection; more than 3,100 medicinal plants; 561 terrestrial vertebrates which accounts for 26.8% of the total number of Chinese animals.

For a decade or more, Hainan's tourism products have gradually developed from the initial coastal sightseeing tourism to the resource-based tourism products, among which are agricultural sightseeing tourism products based on agricultural and forest resources, such as forest exploration tours and rural ecological tourism. However, in the economic development of sightseeing agriculture, Hainan did not establish and optimize the local agricultural resources by means of the sightseeing agricultural economic system with its unique advantages, which made it difficult for the operation of its tropical sightseeing agricultural market to adapt to the city residents' consumption psychology and consumption habits, as a result, it gets low economic returns.

Although Hainan's tropical sightseeing agricultural tourism products have unique advantages in natural conditions compared with other provinces in China, there are many problems in the development process, so it is urgent to find a breakthrough in its green sustainable development.

### 1.2 Development Status of Homestay Tourism in Hainan

As an extension of the traditional hotel industry, the homestay has added additional products such as travel services and natural scenes' experiences based on the past four major items (bedding, hot water, air conditioning, TV or internet), including providing or reserving tickets for scenic spots, flight tickets, round-trip transportation and other services of add-on products in early stages, to the package service, bus charter, housekeeping and other service models in the later period. It has created a new marketing experience and formed a unique new model of the tourism hotel industry[1].

At present, most of Hainan's homestays are scattered around the main tourist attractions and characteristic villages. With its rough residential renovation and personalized decoration, the whole industry is still in the starting stage when compared with the increasingly maturing and perfecting tourism industry in Zhejiang and Yunnan.

## **2. Problems Existing In the Development of Tropical Sightseeing Agriculture and Homestay Tourism in Hainan**

### **2.1 Hainan's existing Tropical Sightseeing agriculture's Oneness and Lack of Interactivity**

Almost all of the existing tropical agricultural tourism parks in Hainan adopt the intensive farm-based form with large area and scale, which are the same as those in the provinces of mainland China. The oneness of sightseeing agriculture can not reflect the resource advantages of Hainan's unique tropical pastoral agricultural resources[2]. In addition, in most of the tropical sightseeing agricultural tours, tourists are mainly passive receipts of the explanations of the guide, and the activities are limited to picking and tasting farmers' meals, which shows a lack of interactivity.

### **2.2 Hainan Homestay Tourism products' deficiency in Culture and Lack of Differentiation**

Looking through the current sightseeing agricultural tourism and homestay projects in Hainan, the contents and forms are basically the same. Each project has obvious homogenization in its development and operation, and it falls into a strange circle of repeated exploitation and imitation construction. The underlying reason is that it cannot understand the characteristics of regional resources objectively and accurately and maximize the regional advantages[3].

Hainan's homestay tourism products, except few try to highlight the theme of tropical islands, oceans, etc., most of which are superficial with little connotation concerning the cultural aspects. Most homestay owners and managers regard tea-tasting, coffee drinking, outdoor barbecues, and local agricultural products as cultural experiences. In fact, these imitated cultures have overflowed and cannot truly reflect Hainan's characteristics, which leads to Hainan's tourism products being single, boring and lack of differentiation especially when such products are repeated in the same area. Meanwhile, the competitiveness of products is declining and the economic profits are low.

## **3. Suggestions on the Development Strategy of Hainan Tropical Sightseeing Agriculture and Homestay Tourism**

### **3.1 The Integrative Development of Tropical Sightseeing Agriculture and Homestay Tourism**

Hainan is the only tropical island in China, and its unique natural resources ensure the uniqueness of Hainan's tropical sightseeing agriculture and homestay tourism. As a means of promoting regional agricultural economic development, the advantages of sightseeing agriculture is self-evident. But in general, consumers of sightseeing agriculture do not need to stay overnight and consume one project in one place, therefore, the scope of consumption and time are constrained, the consumption spending are not high and it fails to achieve sustainable consumption. Consumers in the Homestay tourism place value on the leisure atmosphere, local cultural experience, etc. However, in terms of the forms in reality, most of the homestays are willing to imitate the typical architectural design and emphasize the individuality of the building's appearance, while lack the exploration of other experience projects.

At present, Hainan's tropical sightseeing agricultural products shows great similarity and lack innovation and breakthroughs, while the homestay tourism is still in its initial stage with low level of development. If the two industries can be combined organically and complement each other, the homestay tourism products which shows the characteristics of the tropical sightseeing agriculture will be derived[4]. These products have the peculiarity, scarcity and uniqueness of the product experience, thus they have great market advantages. They can not only promote the development of tropical agricultural economy and tourism economy in Hainan, but also guide the government and

farmers to pay attention to and promote the agricultural ecological restoration in Hainan. They can even become the showcase for Hainan to build an “international tourist island”.

### **3.2 Build Hainan’s Characteristic Tropical Sightseeing Agriculture and Homestay Tourism Brands and Products**

To develop sightseeing agriculture, we should attach greater importance to and deepen the understanding of culture, and explore different levels and corners of agriculture, rural areas, and farmers' production and lives. In the process of sightseeing agricultural tourism, the products which are mainly based on natural pastoral scenery, picking and tasting farmer’s meals have been identical and backward. They fail to satisfy consumers’ need of higher level, higher grade and more specialized for regional and rural culture. Only when they can fully reflect the cultural connotation, national color and folk customs that are completely different from the consumer's own urban life in terms of content and form and with distinctive regional characteristics can they stimulate consumers demand and guide consumption in all aspects and forms.

Hainan has many well-preserved cultural products that are rich in cultural taste, connotation and characteristics, and they can be easily created. As consumers in the homestay tourism have more time to spend than consumers in traditional sightseeing agriculture, they have great potential for consumption and market vitality. However, in general, in the areas where traditional rural cultures are well preserved, the economic level of the majority is relatively low, the awareness of intellectual property is not strong, and the brand concept is weak, resulting in a slow marketization of such products, insufficient motivation for cultural innovation, and they even face the embarrassing situation of no one will inherit or they will gradually disappear.

Therefore, it is extremely important to dig deep into Hainan’s tropical sightseeing agricultural culture and build Hainan’s tourism brands and products. On the one hand, it shows the colorfulness and diversity of tropical tourism agriculture tourism in Hainan and promotes the development of tropical sightseeing agriculture and homestay tourism in Hainan, meanwhile it will further facilitate regional economic development and increases the income of local farmers; on the other hand, it can protect the diversity of culture in Hainan.

### **3.3 Advocate Green Sustainable Development**

The combination of tropical sightseeing agriculture and homestay tourism is a new type of agricultural tourism products based on tropical agricultural resources and agricultural production. Therefore, protecting the tropical agricultural resources and the rural ecological environment in Hainan is the basis for the development of tropical tourism in Hainan. In the process of promoting tropical agricultural tourism, rural culture, and homestay tourism, we should enhance the awareness of the protection of agricultural resources and avoid urbanization of rural facilities in the development process. we should strengthen the education of sustainable development for villagers consistently meanwhile, It is also necessary to strengthen the education of ecological protection for consumers to avoid the deterioration of rural environment and pollution caused by the retention and growth of customers.

Only by placing the protection of agro-ecological resources in the first place can we create a beautiful country homestay landscape and upgrade the quality of Hainan’s tropical sightseeing agriculture and hotel tourism products to meet the needs of consumers[5].

### **3.4 Refine and Upgrade Service Quality**

Compared with developed foreign countries or countries with maturing tourist destinations, China’s overall service level is not high and the service quality is not good, while the actual situation in Hainan is far worse.

There are two main issues need to be solved in no time. On the one hand, we need to improve the service awareness of service personnel. This can be gradually improved and solved by learning, educating and introducing advanced management concepts and experiences, formulating

standardized service processes, designing performance appraisal standards and systems and arousing the service enthusiasm of employees[6].

On the other hand, it is difficult to bring in and cultivate professional talents to improve service levels and quality. Compared with the first point, this is more difficult because tropical sightseeing agriculture and homestay tourism are attached to the two major professional categories of agriculture and tourism, and they are related to History, Geography, hotel management and many other interdisciplinary subjects. Considering that Hainan's regional economy is underdeveloped and the income level is relatively low, it is very difficult to bring in and cultivate professional inter-disciplinary talents. The government should attach importance to the situation and provide support at the policy level with regard to the corresponding talents introduction, entrepreneurship and employment.

### **3.5 Learning from the Advanced Experience of Other Countries and Regions**

Japan, Taiwan's sightseeing agriculture and homestay tourism have great cultural and creative capabilities. By means of developing special tourism products, they increase the added value of products to attract consumers' attention. And they are good at using advanced means of communication to attract more customers and ensure their market competitiveness. Hainan local tourism agriculture, homestay tourism enterprises and practitioners should learn more from the creative ideas of Japanese and Taiwanese creative products. They need to pay attention to the protection of intellectual property rights and strengthen the brand concept.

In particular, Hainan Island and Taiwan Island are quite similar in natural resources and agricultural resources. However, after nearly three to four decades of development, Taiwan's leisure, sightseeing agriculture and homestay tourism have gained rich experience in theoretical research, product development and practice which are far ahead of Hainan that is still in the primary stage of industrial development. In order to avoid and solve problems and difficulties in planning, development, construction, operation, etc., Hainan should fully learn from and borrow Taiwan's relevant experiences, and even directly introduce Taiwan's management concepts and operational models, integrate and make improvements according to the real market environment in Hainan, consumer habits and product characteristics to develop a tropical sightseeing and homestay tourism product with Hainan characteristics. This will be very beneficial to the development of Hainan tropical sightseeing agriculture and the homestay tourism in a benign and healthy direction, which is conducive to the development of ecological economy in Hainan and the protection of cultural diversity in Hainan as well.

## **4. Conclusion**

Although they have a late start and poor foundation, Hainan's tropical sightseeing agriculture and homestay tourism which based on Hainan's own rich tropical sightseeing agriculture and homestay tourism resources are built through the integration of them with the aim of developing Hainan's characteristic tropical sightseeing agriculture and homestay Tourism brands and products. At the same time, they advocate green sustainable development, refine and upgrade service quality, and learn from the advanced experience of other countries and regions, the homestay tourism that combines tropical sightseeing tourism with agriculture features will be broad in market prospects due to its uniqueness and scarcity, which will greatly promote and foster the economic development of Hainan.

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