

Swot-Analysis on the Eco-Situation and Measures of Leizhou Peninsula Agricultural Tourism Development

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Abstract: This article is to promote, expand the Leizhou peninsula agricultural tourism as the basic starting point and the foothold, using the methods of SWOT to discuss the status and strategies of developing agricultural tourism in Leizhou peninsula and coping strategies. Leizhou peninsula to developing agricultural tourism is not achieved overnight, need to be full of enthusiasm to participate in the peninsula, including the goverment, coperation and the public.

Introduction

Leizhou Peninsula which has beautiful natural scenery, abundant resources, long history and profound cultural heritage is one of "three Chinese Largest Peninsula". In order to improve the tourism taste and current tourism development condition of Leizhou Peninsula so it could preferably follow the tendency of 21 century tourism regions cultural development. It is necessary and important to analyze, investigate and offer advice for the current situation of Leizhou Peninsula agricultural tourism.

The Resources and the Current Situation of Leizhou Peninsula Agricultural Tourism

The Main Resources of Leizhou Peninsula Agricultural Tourism. Agricultural tourism, a new form of agriculture business combines agriculture and tourism, making use of agricultural landscape and rural space to appeal to visitors to see, visit, taste, relax, experience and shopping [1]. This is called the tourism provides visitors with special services basing on the agricultural resources like farming, forestry, animal husbandry, sideline production and fishing to develop tourism products. According to this concept, the main resources of Leizhou Peninsula are as follow. First is agricultural resource. Second is forestry resources such as eucalyptus, rubber plantation and mangrove forest. Third is animal husbandry like Leiqiong cattle and black-back pig in Xuwen. Forth is fishery resources. Leizhou Peninsula is abundant in seafood, which was rewarded as the Seafood Culinary Capital of China in 2010.

The Current Situation of Leizhou Peninsula Agricultural Tourism. Leizhou Peninsula agricultural tourism is abundant in resources, with good harbours, convenient transportation and rich flavor of the humanities. According to preliminary statistics of Zhanjiang Tourist Administration, 254.33billion people have visited Zhanjiang with revenues 155.5 billion RMB, with year-on-year growth of 13.6% and 22.3%. In addition, the key tourism projects have been invested 4.8billion RMB, an increase of 6.67%. The development of tourism in Zhanjiang has shown a good trend and contribution to the economic and social development in the city significantly improves. The main situation just below: (1)The development of tourism resources integration is unreasonable with the lack of a systematic plan.(2)Tourist market management falls behind and tour services are quite different. The sanitary conditions in the tourist attractions are also very worrying. Without the guard department, it leads to leaves along with plastic bags recovering the lake and dusty road[2].(3)Propaganda strength to outside by the government is not enough and people's entrepreneurship is not high.

Swot-Analysis on Leizhou Peninsula Agricultural Tourism Development Conditions.

Analysis of Strengths. Geographical Position Superiority. Leizhou Peninsula owns a superior condition on geographical location. As an iconic city located in the northeast of Leizhou Peninsula, Zhanjiang city possesses numerous natural deep water ports with considerable marine resources. Apart from that, the port of Zhanjiang city is not only the fine port for short-distance railway transport from the southwest of China to Haikou City, but also the main transfer station and conversion hub among the economy and trade activities between China coastal cities and world developed countries like Africa, Southeast Asia, European and American area, etc. Also, it is the leading city of Beibu Gulf Economic Rim and stands a very important geography strategic location in the Asia-Pacific economic circle.

Climate Superiority. Leizhou Peninsula has a north tropical marine climate, which suffers great effects of subtropics monsoon climate, with abundant water resources. Its average quantity of water resources is approximately 8.3 billion cubic meters having the great developing and utilizing potential. Its abundant sunshine and heat resources featuring the hot and rainy period creates the favorable climate conditions for tropical and subtropics economic crops growth [3].

According to the reveal of data launched on the state department of environmental protection official website, during June to August, 2013, the air quality of Zhanjiang city possessed the second place among major cities in the country, and reached the first optimal level within three months totally 91 days with pollution index under 50.

Communication and Transportation Runs Smoothly. Take Zhanjiang as an example, it has convenient traffic with its sea, land and air transportations. Zhanjiang Port which is the international port over a hundred million tons in Beibu Gulf Rim, is one of the 12 pivotal ports of China. In the wake of strongly promoting the relocation of Zhanjiang international airport, the perfection and promotion of the port facilities and its functions, three-dimensional transportation promotes the rise of Zhanjiang and great traffic pattern of carrying on industrial transfer takes shape progressively

Analysis of Weakness.

Serious Natural Disasters. Leizhou Peninsula is superior to its geographical position, but the obvious subtropical monsoon climate which has obvious dry and wet climate causing drought and flood disasters to the crops should not be avoided.

Week Management. The all scale of tourist attraction is small without adequate recreation service facilities and comprehensive agricultural park, which is lack of overall planning and forms its typical integration integrity; Unreasonable tourist routes exploitation leading the inconvenient traffic system; incomplete tourist attraction environment protection, lower environmental protection awareness of local people, irregular administration of operators and deficiency of advertising gives rise to the obscurity intention on project of villages for tourists; advanced management experience failed to be brought in with the insufficient tourism funding.

O—Opportunities and T—Threats Analysis.

O—Opportunities Analysis. In recent years, Guangdong province has increasingly attached importance to the development of ecotourism. In 2008, the tourist receipts of forest ecotourism in this province reached more than 50 million, which created the interests of 2.5 billion RMB. With the petrochemical and steel projects to carry out, two hours' journey from Zhanjiang to Guangzhou-Shenzhen Railway after the west coastal railway of Guangdong to complete, high-grade highways in circum-Leizhou Peninsula being planning and constructing, Zhanjiang Airport being demonstrating to relocate or to enlarge its capacity and the earlier stage demonstration of Qiongzhou Strait Cross-Sea Bridge started, Zhanjiang has faced the unprecedented opportunity and challenge. [4]

T—Threats Analysis. While the agricultural tourism of Leizhou Peninsula gains a favorable opportunity, it also faces tremendous pressure in its development, the most important of which is

that the competition of agricultural tourism is stiffer and stiffer. The surrounding cities are enjoying a sound momentum of development, which bring huge impact on customer market of Leizhou Peninsula, such as the “man-made” mangrove wetland ecotourism region of Xiang’an in Xiamen(in Fujian province),the Mangrove Ecotourism Leisure Resort of Golden Bay which has been developed in Beihai(in Guangxi province),the ecotourism area of Yalong Bay in Sanya(in Hainan island),the mangrove ecotourism area of Shenzhen, the “urban mangrove park” of Shantou.

Countermeasures and Suggestions on the Development of Agricultural Tourism in Leizhou Peninsula

To develop and popularize the agricultural tourism, the three main parts: government, enterprises and the public should stay coordinated and interact with each other.

Government Support to Strengthen the Policy Orientation, Technical Guidance and Financial Support to Agricultural Tourism .First, the government should lead the policy orientation. The government should grasp the newest relevant policies introduced by the state and the orientation of the development programmer of Leizhou Peninsula and its surrounding areas, and meanwhile perform the functions of regulating and governing so as to make the development of sightseeing agriculture in Leizhou Peninsula correspond with the national and regional background and thereby lay a correct developmental accordatura and a direction on its program.

Second, the government should break the limitation by seasons and taking a high-end agricultural route to construct a modernized agricultural sightseeing garden of high technology. Paying great efforts to complete irrigation and water conservancy projects and generalizing the water-saving techniques, such as the drip irrigation technology.

Thirdly, the government should give financial support. To develop sightseeing agriculture, more emphasis should be laid on the construction of infrastructure, such as the traffic, accommodation, catering and health so as to provide a comfortable environment for the customers.

Enterprises Leading: to Boost Agricultural Tourism Products Development and Integrated Marketing. First, to connect the dots into lines to achieve joint development. To develop the agricultural tourism of this peninsula, different types of products in certain areas can be jointly developed in order to offset the situation of singleness and deficiency of regional products, realizing resource complementarity and scale effect.

Second, to strengthen the services training of agricultural tourism. The administrative and service personnels who are engaged in the agricultural tourism mostly come from the countrysides and have a low educational level, lacking specialized knowledge. Therefore, it is necessary to strengthen the management for tourist market, tourism service agencies and its employees in order to continually improve the level of tourism services. [5].

Public Participation, Creating a harmonious Social Environment for Agricultural Tourism. The public not only refer to urban residents, but also include the employees who are engaged in agricultural tourism. Although the target customers of agricultural tourism aims at urban residents, more foreign urban residents are expected to participate in. Hence, the urban residents of Leizhou Peninsula are required to propagandize the public praise of this place, for the reason that it is hard to attract the foreign tourists if the local urban residents do not recognize the development of agricultural tourism of Leizhou Peninsula. Besides, agricultural tourism is a kind of sightseeing and experiential activity making use of the agriculture and natural and human resources of the rural areas to attract people, which encourages the peasants to take the active part in it. Also the rural residents of Leizhou Peninsula ought to cooperate zealously with the local government and enterprises to finish the work, approving and energetically supporting the development of agricultural tourism, which will be a good way to promote the communication between city and countryside, to improve customer satisfaction and to reduce the frictions and conflicts. Thus, a community environment of agricultural tourism with resources integration, dense amorous feelings, civilization and harmony will be established. Moreover, the people of Leizhou Peninsula should pay attention to improve the comprehensive quality of their own, cherish the environment, protect the

tourism resources and give play to sense of being master, throwing themselves into the upsurge of agricultural tourism with great zeal.

Nowadays, with the high-speed economic development, agricultural tourism has become a new point of economy and plays more and more important role in economy. Meanwhile, developing agricultural tourism has gradually become a new topic drawing attention from all over the world. Leizhou Peninsula is also integrating itself in a new stance into the trend of world agricultural development.

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