

The Developing Thought of "Tourist Agriculture" in Suburb of Mianyang*

—Lessons from Taiwan Province of China

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Abstract: *Tourist agriculture, based on agriculture, is a new cross combination of agriculture and tourism from 1970s. It has appeared some original features by now, and we should use the successful experience of the tourist agriculture in Taiwan of China for reference to standardize all the aspects of work. Support it more in policy, fund, technology, and propaganda, and strengthen the combination of the program of city and suburb to promote the development of the tourist agriculture in Mianyang.*

Keywords: *Tourist agriculture, developing thought, suburb in Mianyang*

I. General situation of tourist agriculture

Tourist agriculture, also called free agriculture or tourism agriculture, is based on agriculture and a new combination of agriculture and tourism from 1970s. It is also a new way to develop agriculture and a new area to develop tourism. The basic property is to take the developing agricultural products for prediction, to combine the agriculture producing, to use science technology and the art process. Tourists can take part in the agricultural work, one activity of tourist agriculture supplied to tourists gets interesting and modern agricultural art, which cannot be got in other interests. To develop tourist agriculture is conducive to develop the agricultural source and regulate and improve agricultural structure; is conducive to raise tourist agriculture benefits; is conducive to make use of the surplus source of work force in suburb; and is conducive to raise worker's quality and lessen the appearance of the over crowded in interests in city. By now, our country has developed tourist agriculture, especially that of Taiwan Province of China in "world class".

II. The developing process for tourist agriculture in Taiwan of China

There was some material tourist agriculture in local place of Taiwan of China very early, such as fishing-ponds, gardens and so on. However, their scopes were small. During the late 1970s, the per capita income in Taiwan of China reached the level of middle rich class. The living and consumption way of people had changed from labor into casual styles. The peasants hold the opportunities to develop the tourist agriculture by opening the gardens of

vegetables, flowers, and fruits, allowing the tourists to taste fruits, appreciating the flowers, and picking up the vegetables at the harvest time in 1983. The present agricultural department carried out developing tourist agricultural demonstration plan. It made all the respects of this work much more standard and orderly. If the peasant wanted to build garden for tour, they must give an application to the government in the town. And the government would check it in local places and decide the proper ones. Then the peasant could draft the plan of it and the government would look though the program and create a year-plan, then the agricultural department would appropriate subsidizing them. In 1989, the agricultural department of Taiwan of China held the first meeting of developing casual agriculture. They had discussed much about the consumption and imagination of casual agriculture from the program of improving the structure of agriculture and promoting the peasants' income. This gave strong support to the casual agriculture in respect of technology expense, propaganda and so on. In 1992, the department promulgated the controlling and building program of casual agricultural areas and put out some basic conditions. The area must be over 50 hectares and be connected together, many peasant-family attended in and benefited from it. There were local goods for selling and beautiful places for visiting, abundant of experience, and it must remain the nature of agriculture besides the difference between others usual amusing places. All the ratified agricultural areas could get support and managed the main business supplying assorting expense. The government departments and local governments of Taiwan

*Part achievements of the project of the science and research fund in Mianyang Normal University.

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of China would support them in fund and technology and give guidance in management. So these all pushed forward the healthy and fast development of tourist agriculture. So far, there are more than 70 tourism gardens in Taiwan of China, each county has built casual area of agriculture. The kinds of which are opened are orange, peach, citron, strawberry, grape persimmon, claret tea and other categories. There are more than 300 hectares of casual garden in Taiwan Province of China, with over 300 peasant-families taken part in. There are more than 1 million visitors every year, which covers 5% of population of Taiwan of China.

III. The thoughts of development for suburb tourist agriculture in Mianyang

1. The present feature of the development of suburban tourist agriculture in Mianyang

Mianyang covers an area of 60km² and has 660 thousand citizens. It is a middle-size city, which lies in northwest Chengdu Plain of Sichuan province. Tourism is getting stronger because of the development of economy. Tourist agriculture has being gradually on the up grade from 1990s. Some projects and interests of tourist agriculture with some local sense has being developing and social profit is available. At present, suburb tourist agriculture achieves scale, the distinguishing feature as follows.

The grange-picking is the main type of the rich tourist agriculture, via which, visitors can enjoy their self-picking, self-eating, self-getting farming life and the wonderful garden scenes by viewing flowers, picking fruits, just like Laolong mountain Ecological Pleasance, Gejiamiao Peach blossom Hill, and so on. Otherwise, there is a bind called forests trip, which attracts visitors returning nature for entertainments by graceful surroundings and fresh air, just like Yufucun Park and so on. There is an other kind called colligation integrate synthesis ecological agriculture trip based on load synthetic imposing mode of agriculture, forestry, animal husbandry and fishery, which insists the ecology, interest and artistry of the producing process and produces kinds of green and clean food, supplies visitors with a place for doing the well-producing research as an ecological combo of agriculture. Nevertheless, it is not only for visiting, just like Longsheng Ecological Pleasance. Other kinds are dropped behind. Tourist agriculture mainly distribute beside the easy-traffic roads. It is seasonal for most of the projects, some of which are opened only in the anthesis and the autumn.

2. Developing thoughts

However, the development process of tourist agriculture in Taiwan of China, we know its way is to use the rich resources of agriculture and the country, to turn the country into a multifunctional place containing education, esplanades, and culture to cater for the modern's continuously demands of order life. The above developing thoughts and process give us some apocalypses for the development of suburban tourist agriculture in Mianyang.

Frist, Standardize the sightseeing agriculture

The Sightseeing Agriculture is a kind of interesting type industry combining agriculture with tourism, whose natural resources are all kinds of agriculture, countryside resources. These make it different from other ordinary amusement areas; but as the development and running, it had the special property of the tourism. Its last aim is to attract visitors, demand its content of development and the items of business should be new, unusual, and special. The owner of the business should reach a certain qualification, such as hygiene permission license, business qualification license, and so on. Therefore, to view from the standard of the tourism, we need standardize and program the business management of the sightseeing agriculture. Most of the businesspersons and attendants of the sightseeing agriculture are the local peasants whose cultural level and idea logical level are not high. Therefore, it needs the departments concerned to guide and train, to introduce the knowledge of the business management, the knowledge of the hygiene, laws and regulation, serve skills, and so on. Like this, it is certain that the healthy and smoothly development of the special industry the sightseeing agriculture. At present, there are many sightseeing agriculture points in the suburb of Mianyang whose development is disorder. Some are standard, high quality, but some points are opened up without the qualification of business, which lead to the poor quality and pouring the rubbish and foul water disorderly. Some points lacking in unity, the peasants governed by themselves, as a result of making the united parks scattered, it led to the quality of bad enjoyment; the businessmen are usually low-level knowledge, and so on. In consideration of this situation, it should go to a further step to standardize all of the work, strengthen the management, and improve the quality. It can borrow the experience from Tai Wan of China; it demands a certain condition in the business qualification, such as the natural resources of the agriculture, natural scenes, countryside culture, which should have a show qualification, the business areas should be up to the standard of hygiene.

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Second, The government should support and care greatly

The tourist agriculture is a kind of new industry, which relates to many trades and professions. Its production and development are based on the development of the basic facilities professions, such as the traffic, water and electricity, diet and so on. In addition, the development of the tourist agriculture will promote the development and improvement of these professions. At present, most of the items of the tourist agriculture in the suburban areas of Mianyang city are in the charge of civil organization, especially managed by the peasant families. The scale is very small. The funds put into the basic facilities are not enough, which leads to the poor condition of traffic, water, and electricity, discharging the pollution in some tourist agriculture sites. According to the course of development of tourist agriculture in Taiwan of China, the agricultural department and the local government support it with the funds and skills all along. Especially the tourist agriculture garden, which was inspected and checked. Agricultural committee gives financial aids; this lessens the problem of shortage of funds. It is valuable to use for reference by us especially. In the aspect of promotion the development of tourist agriculture in Mianyang, all different levels of government departments should support and care in the aspects follow.

Policy support

Mianyang city has made tourism importance. There is large development space of which most citizens have a wish to go back to nature. That how to transfer the activeness of managers requires the relative policy carried out by the government. The policy must show the specific support to set managers mind and feel at ease to build the good environment. It will make the tourists enjoy going back to nature, at the same time, keep the happy mood to eat and entertain. This will prevent tourists from feeling disappointed and never coming back again just because of the unpleasant circumstance. After inspection, we find that some proprietors are lack of confidence that after many interests if the government takes over use of that land, they fear they will not get the right compensate. Other managers dare not take measures because there are no policy carried out, which makes that sale locality, cannot be overall improved.

Economical support

One aspect is that the government must improve the basic equipment, such as traffic, electricity and disposing polluted water; the other aspect is that the government should help some managers who are short of funds erect the sale locality, glorify to promote exact level and meet need of tourists sufficiently. This will make the tourists

from city enjoy themselves and feel comfortable to show the rural new look in new time.

To assist on publishing

Due to the managers' limitation of education and fund, most of them do not know how to publicize, which makes the publishing work a weak sector. Therefore, the government wanted to organize and harmonize in order to improve the development of the field. They can hold the theme celebrating activity according to the content of each touring site. They can also store the information of the tour agriculture on the internet. Besides, they can work together with the professional travel department top; and for the route introduce the touring sites, organize the tourists and so on.

Third, To combine the scheme of the city with countryside's construction

With the development of the economy, the problem of using the field becomes more and more protrusive. Therefore, we must make the plan scientifically to make sure every point works orderly to avoid all of them at once. Meanwhile, we should solve the problems of exchanging and using field to avoid the destructive and waste of the infield. For one thing, we ought to combine the present situation with future plans to consider properly about the spatial development of the city and avoid the blind construction, which would cause side effect of commandeering the field towards the tourism agriculture. For another, we ought to combine well with the construction plan of the country and work hard on the plan of the residential sight and road. Not only we do have to develop and improve the field but also we do have to improve the surrounding of the country, that is to say, we ought to build some new style cottages, which can reflect the feature of tourist agriculture as well as keep the historical custom for entertainment.

(Translated by Zeng Lihong)

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