

SHUIYUNJIAN LEISURE FARM

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ABSTRACT

With the gradual improvement of people's living standards and the rapid development of modern tourism, in recent years, the leisure farm tourism mode with "eating farm meals, staying in farmyards, and doing farm work" as the main content has attracted attention from all walks of life. Today, when people are paying more and more attention to their own lifestyles, green and ecological leisure farm tourism has emerged throughout the country and has become a way of tourism respected by urban residents. Leisure farms not only satisfy people's spiritual pursuits, but also promote the development of agriculture, catering services, commercial circulation, transportation and other related industries. This thesis takes the leisure farm project as the research object, based on the future development prospects of the leisure farm project, and formulates the business plan of the Shuiyunjian leisure farm project.

Keywords: farm, Farmhouse, travel, modern tourism

INTRODUCTION

1. Background and History

Maslow's needs theory tells us that when people meet their most basic physiological needs, they will move towards higher levels of needs. In today's society, people's living and economic conditions are getting better and better, and the concern is no longer just what to eat and drink, but extends to the concern about the surrounding food safety and living environment. The process of urbanization has brought environmental pollution, harsh living environment, prominent food safety problems, accelerated life rhythm, and increased work pressure. People living in cities urgently need a place that can relieve stress and live a healthy life. Under this status quo, green life has become the longing life of urbanites, and it is also a key area that the Ministry of Agriculture and the National Tourism Administration attach great importance to and support construction.

Leisure farm is a combination of leisure vacation tourism and agriculture. It integrates ecology, health, environmental protection, and high-quality outdoor recreational activities. It

provides people with opportunities to get close to nature and experience the fun of nature. Its characteristics mainly satisfy people's pursuit of nature. . At present, leisure farms are being made at home and abroad. Leisure farms first appeared in Europe and have a history of more than 100 years of development. It is available in the United States, Germany, and France. The famous American futurist Alvin Toffler once pointed out in his "Future Impact" that following the agricultural economy, industrial economy, and service economy, the development of human economic life will gradually turn to the fourth stage-experience economy. As stated in Alvin's book, leisure farms are the embodiment of the experience economy.

2. Project overview

The project site is planned to be in a certain village in Beixinbao Town, Huailai County, Zhangjiakou City, Hebei Province.

In terms of natural environment, it borders Yanqing County in Beijing to the east and Guanting Reservoir with beautiful scenery in the south. The lake is shining with waves and the sky is the same color. To the north is Tianhuang Mountain, which is surrounded by green ridges and ridges, and has abundant aquatic resources and eco-tourism resources. The Wudaohu Grottoes built in the Northern Wei Dynasty are preserved in the Tianhuang Mountain Natural Scenic Area, which combines natural and cultural landscapes, which can form a certain tourism synergy effect with this project.

In terms of agriculture, Beixinbao Town is known as the "Hometown of Fruits" and "Hometown of Fish and Rice". It has a solid agricultural foundation. The existing orchard covers an area of 1,200 hectares and is rich in fruits such as apples, peaches, pears, grapes, and apricots, as well as red Fuji apples and Kubo peaches. , Snow Pear, Jufeng Grape and other brand fruits are well-known in Beijing, Tianjin, Shanxi, Mongolia and other provinces and cities.

In terms of transportation, the project site is 25 kilometers away from Shacheng Town, Huailai County, and 60 kilometers away from Beijing. National Highway 110, Daqin Railway, Jingzhang Expressway, and Jingxin Expressway run through the entire territory, and it takes only 2 hours to reach Beijing urban area, which is convenient for customers to drive and transport farm products.

In summary, the site selection of the project has advantages in humanity and natural resources, agricultural foundation, location and transportation, and is suitable for the development of this project.

3. Marketing Plan

In the leisure travel and vacation market, the needs of tourists are often very different. This project cannot meet the needs of all tourists. This requires us to conduct market segmentation to understand the needs of tourists in each market segment. Then, according to the project's own conditions and external environment, select the most competitive market segments

as the target market. After the target market is selected, it is also necessary to position the project, including brand image, products provided, etc., to distinguish it from other competitors.

Market Segmentation

(1) Geographical location

According to people's travel destination and itinerary, the market is subdivided into the Beijing area market, the Tianjin-Hebei area market, the domestic market, and the foreign market.

(2) Social class

According to people's income and social status, the market is subdivided into high-yield (rich) class market, middle class market, general class market, and bottom class market. Among them, the high-income market includes big businessmen, celebrities, company executives, high-level officials, etc.; the middle-class market includes corporate white-collar workers, civil servants, corporate managers, cultural, educational, and technical personnel with higher income; the general income class includes corporate employees, ordinary workers, Service workers and other people with low income but stable income; the lower-level market is for people with low income and unstable income.

Target market selection

Choosing the right market has a major impact on the success or failure of the project. Based on the above market segmentation, comprehensively considering its own conditions and external environment, this project selects the following market segments as the target market.

In terms of target area, based on the principle of accessibility, this project selects the Beijing area market as the core target market, and the Tianjin-Hebei area market as a supplementary market.

Based on the above analysis, we choose the middle and high-income market in Beijing, where leisure and vacation travel is the mode of travel, as the target market for this project.

In view of the characteristics of the above-mentioned target market, our market positioning is to provide high-value, mid-to-high price, comprehensive leisure farm projects that look like mid-to-high-yield class.

The mid-term marketing target of this project is 144,000 receptions per year. According to the law of development, the following marketing goals for 2021-2025 have been formulated.

Table 1 Marketing goals for 2021-2025

Year	2021	2022	2023	2024	2025
Number of people received each day	100	200	300	400	500
Number of people received each year	12000	60000	90000	120000	150000

Relying on the advantages of this project and the quality of service, as long as we do a good job in the operation and management of the project, the annual reception number will be more than 144,000.

4. Financial Projections

The main income sources of this project are ticket income, accommodation income, catering income, agricultural product income, conference room rental income and other income.

Table 2 Summary of annual income of Shuiyunjian leisure farms from 2021 to 2025 (Unit: ten thousand yuan)

Year	2021	2022	2023	2024	2025
Total income	504.6	3089.6	5234	6327.4	8101.4

Expenditure forecast is an estimate of all expenditures of the project from 2021 to 2025, including the reduction of cash flow from business activities or investment activities

Table 3 Summary of annual expenditures of Shuiyunjian leisure farms from 2021 to 2025 (Unit: ten thousand yuan)

Year	2021	2022	2023	2024	2025
Total expenditure	245.2	833.8	809.8	844.7	1014

5. Park design and operation management

The total area of Shuiyunjian Leisure Farm is 400 acres. According to the development and marketing plan of the project, the park of Shuiyunjian Leisure Farm is divided into 10 functional areas, which are comprehensive service area, accommodation area, dining area, scenic area, livestock area, vegetable area, pond area, leisure sports area and private farm area.

In order to enable the project to operate in an orderly manner, Shuiyunjian Leisure Farm has a general manager, with operations director, technical director, marketing department, lobby department, logistics department, finance and personnel department, livestock department, agriculture department and other departments. According to the business needs of the project, a clear division of responsibilities is carried out, and the personnel perform their duties, which is convenient and efficient for management.

6. Conclusion

This business plan uses strategic management, marketing management, financial management and other theories, from strategic management, product and profit model, market positioning, target market, marketing mix strategy, park design and management, financial budgeting, risk management, etc. A comprehensive and multi-level feasibility study has been

carried out on leisure farmers in various aspects, In short, under the existing favorable macro environment, this project is completely feasible, with good returns, high safety, and worthy of investment.

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