



## RESEARCH ARTICLE

### RESEARCH ON THE DEVELOPMENT STRATEGY OF AGRITAINMENT IN HOHHOT

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#### ARTICLE INFO

##### **Article History:**

Received 14<sup>th</sup> July, 2016  
Received in revised form  
25<sup>th</sup> August, 2016  
Accepted 18<sup>th</sup> September, 2016  
Published online 31<sup>st</sup> October, 2016

##### **Keywords:**

Agritainment;  
We Chat Platform,  
The Development Strategy.

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#### ABSTRACT

In recent years, people's living standards is improving continually and ecological consciousness is strengthening gradually, so agritainment becomes a popular travel patterns for city people. In the environment of the rapid development of network, combining agritainment with the network platform is a new opportunity for tourism. This paper is on the basis of development situation of the area rural in Hohhot and put forward a new strategy for its online development.

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#### INTRODUCTION

With the improvement of people's living standard and the changing of tourism concept, more and more city residents are no longer keen to long distances travel or the city tourism, but turn into the suburban rural to experience farm kang, eat farm-style and dry farmer's living. The tourism administration of Hohhot put forward the second half of the tourism development priorities is to improve the rural tourism in 2015, to promote tourism and enrich engineering. Thus, rural tourism plays an important role in providing leisure vacation place for urban residents and making the farmers out of poverty to get rich. In recent years, Hohhot is around the theme of "four with farmers" closely, taking increasing farmers' income as the core, further advancing all kinds of activities which combination with the rural economic construction, political construction, and cultural construction. The government's policy promotes rural development in Hohhot not only speed up the pace, but great changes have been taken place. The villagers' living standards have been improved and the annual net income is also growing rapidly to make the countryside has a qualitative leap in economy, culture and civilization construction. However traditional agritainment development model has certain limitations, so this article takes the perimeter of the Hohhot agritainment as the research object, combining it with the rapid development of e-commerce platform to provide a wider space for the development of rural. Response to the policy of speeding up the construction of new rural, building the new countryside image and driving regional economic development at the same time.

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#### The present situation of rural development

##### **Rural development situation in our country**

In recent years, the country's tourism and other departments give vigorously support for the rural tourism, so its development is rapid. Especially the integration of urban and rural development, rural tourism is more popular. Among them, the unique organic project which takes "eat in the farm, lived in the farm, in peasant" as characteristics, plays an important role in speeding up the socialist new rural construction especially. Tang Xinghan points out that the agritainment arises in the land of abundance Chengde in Sichuan province on the outskirts of the Salween, Pi County and rural areas, after years of development, began to popular throughout the country. Li Weishan proposed that agritainment has experienced three stages in the process of development of 20 years, respectively rise stage, the boot stage and phase of ascension. Develop the rise for the 1986-1995, guide the development stage for the 1996-2005 and promote development stage since 2006. According to statistics, by the end of 2015, the "rural" has more than 200, annual tourists 1.1 billion, annual operating income of more than 350 billion yuan of above and lead 33 million farmers benefit.

##### **Rural development situation in Hohhot**

Hohhot is the capital of Inner Mongolia autonomous region and the conditions for the development of agricultural tourism is superior. Not only have simple Mongolian nationality amorous feelings, profound local opera, unique paper-cut exhibition, but specialty food, these what can see and what can play have greatly enrich the "rural tourism" content of Hohhot, while increasing its appeal.

Table 1. The existing rural project in Hohhot

Joe county swimming fish harvest characteristics	Helin agroforestry picking sightseeing tour	Qingshui river Yellow River folk peasant experience
Wu Chuan organic green travel	New little well ditch agricultural fitness swimming	Hui farmyard living area
Yuquan district ChiLeChuan folk custom	Abraham area will swim cliff new countryside construction show	Soil left banner, leisure sea fishing

The rapid development of tourism for the rural market has brought a steady stream of passenger flow, and promote the development of rural tourism. Hohhot currently existing rural tourism projects as shown in Table 2.1. the scale of rural tourism has already formed in Hohhot. After several years of development, it will be flourishing. In the process of development, rural tourism in Hohhot also has a lot of problems. Firstly, the regional is disrupt and it may not be known. Many small agritainment's service is good, but it will not be known. Secondly, the lack of standardized management. Generated by the operator may charge at random, which causes serious damage to the interests of consumers and also causes confusion to organic markets; Thirdly, the two sides of supply and demand information is not communication, the businessman can't understand consumer demand and more unable to respond to their needs. Based on the above problems, with the aid of network of rural development model is necessary.

**Research on the development strategy**

As the "Internet +" model is put forward, the traditional marketing has not meet the needs of users and the development of the times. The rural tourism should through the network to attract more consumers so as to promote the new rural construction and promote the development of regional economy. Hohhot has many agritainments and has a wide distribution, but there are only a handful of organic customers and some even is not known. In the face of such situation, organic operators will have to take a new development strategy.

- Consumers is the basis of the continued operation of agritainment. Facing the present situation of organic little-known, it should make full use of the Internet network promotion. Through the network promotion or advertising to generate by awareness, let visitors know the organic related situation.
- Organic operators are farmers and they lack the knowledge of the Internet. At this point we need to use the power of the government, giving support to the development of alternative and playing the promoting function of limited government.

- The characteristics of rural tourism is to let visitors experience different life to city, personally picking, hands-on cooking, experiencing in farm kang, eating farmhouse meal and enjoying life. Each flag county rural operators should stick to the idea of management of "peasant" characteristic, not to bring in some of profit run counter to the "family" concept of entertainment projects.

The development of the tourism industry is in full swing and the development of the Internet is growing by leaps and bounds. In this condition, the Internet + the new mode of rural tourism is an inevitable trend. Believe in the network platform, on the basis of the development of rural tourism will be more bright future.

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