

Analysis of the Development of Japanese Sightseeing Farms

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Keywords: Analysis, Sightseeing Farms, Development

Abstract: This Article Takes Japan's Sightseeing Farms as the Research Object. through the Analysis of the Current Research Status and Effect Analysis of Japanese Sightseeing Farms, It is Found That Japan's External Economic Effects Based on the Unique Agricultural Production of Sightseeing Farms Are Formed, and Its Economic Effects Not Only Affect the Sightseeing Farms. It Will Also Affect the Surrounding Area. This Planning and Design Model Provides Theoretical Basis and Practical Experience for the Development and Planning of Experiential Agricultural Tourism Parks.

1. Introduction

With the Improvement of Living Standards and the Increase of Disposable Time, Urban Residents Are More Eager for Rich and Colorful Cultural and Entertainment Life. the Desire to Return to Nature and Experience the Joy of Rural Life is Getting Stronger and Stronger, But Limited Urban Resources can't Meet the Diversity of Urban Residents. the Demand for Leisure Tourism Has Prompted People to Turn Their Attention to Suburban or Remote Rural Areas, Forming a Strong Demand for Rural Tourism. People Are Eager to Go to the Countryside for Sightseeing and Sightseeing during Their Free Time, Enjoy the Rural Scenery, Enjoy the Farming Fun, and Participate in the Experience of "Returning to the Truth", Which Has Aroused the Rapid Development of Agricultural Tourism. Therefore, the Agricultural Tourism Park Has Become One of the Development of Modern Agricultural Tourism. New Ideas, New Ways, New Trends.

2. Research Status of Japanese Sightseeing Farms

The So-Called Sightseeing Farms Refer to the Crop Harvesting Experience in the Agricultural Production Process for Urban Residents and the Business Premises for Selling Agricultural Products to Urban Residents ^[1]. the Sightseeing Farmland is a Health Care Function Developed by Nongshan Village Based on Its Unique Livability Function, and is a Business Place of Entertainment Nature.

Japan is a Relatively Poorly Resourced Island Country. the Raw Materials Needed for National Production Are Mostly Dependent on Imports. the Labor Resources Are Affected by the Aging of Japan's Aging and Nuclear Ministry, Which Directly Leads to the Scarcity of Japanese Labor Resources, and Industrial Manufactured Goods Rely on the International Market. the Natural Endowment of Energy Shortage Determines That Japan Cannot Develop Resource-Intensive Industries, and Must Rely on Cultivating High-Tech Industries and Service Industries to Drive Economic Development. Especially Since the 1990s, the Japanese Economy Has Been in a Downturn for a Long Time. Revitalizing the Japanese Economy Has Become a Top Priority for Successive Japanese Governments.

Japan's National Consumption is Affected by Aging and Declining Consumption. Consumer Demand is Relatively Insufficient. Therefore, While Actively Developing the Tourism Industry, Japan Must Also Attract Foreign Tourists to Make Up for the Shortfall in Domestic Demand. in Turn, We Will Expand Domestic Demand, Increase Employment Opportunities, and Promote Economic Growth.

While Developing the Tourism Industry to Bring Vitality to the Japanese Economy, It Can Also

Promote Non-Governmental Exchanges between Japan and Other Countries (Regions) and Improve Japan's National Image. Japan Has a Rich Source of Tourism Resources, But the world's Impression of Japan Has Long Been the Image of "a Big Economic Power Made in Japan." the Japanese Are Even Considered to Be "Economic Animals Living in Rabbit Cages." Therefore, Japan Passed Vigorously Develop the Tourism and Tourism Industry, So That Foreign Tourists Can Come to Japan from Multiple Angles and Multiple Levels. Foreign Tourists Have Deepened Their Understanding of Each Other's National and Regional Cultures through Exchanges with Japanese People and Promoted Cross-Cultural Exchanges.

Japan's Rural Tourism Can Be Roughly Divided into Three Stages: the Germination Stage (Before 1960), the Development Stage (1960-1990), and Green Tourism (after 1990). in the Burgeoning Stage of Rural Tourism in Japan, the Content and Form of Tourism Were Very Simple. It Was Originally Operated by a Hotel for Skiing Tourists. Later, There Was an Agricultural Tourism in the Suburbs of the City, Mainly Agricultural and Sideline Products. However, Rural Tourism Was in a Subsidiary Position, and Crops Were Production Dominates the Rural Economy. Later, People Gradually Realized That in Addition to the Inherent Functions of Supplying Agricultural Products, Agriculture and Rural Areas Also Have Many Functions Such as Maintaining Soil and Water, Health Care Functions and So on. If Further Divided, These Functions Can Be Divided into the Flood Prevention Function to Prevent or Mitigate Natural Disasters, the Function of Preventing Earth Landslides, the More Livable Rural Landscape, Health Care Functions and Environmental Education Functions. Around 1960, the Rapid Urbanization That Accompanied the High Economic Growth Prompted a Huge Change in Japanese Agriculture. They Not Only Taste the Delicious Crops in the Sightseeing Farms, But Also Enjoy the Rural Atmosphere Including the Surrounding Landscape of the Sightseeing Farm. It Can Be Said That the Sightseeing Farmland is an Important Link for Urban Residents to Contact Rural Residents and Enjoy the Livability Function of the Countryside ^[2].

Regarding the Research on Sightseeing Farms, in Japan, One or More Regions Are Generally Used as Research Objects, and the Changes in Their Business Forms and Surrounding Traffic Environment and Their Effects Are Discussed. Around 1965, the Japanese Economy Entered a Stage of High Growth. the Living Conditions of Japanese Urban Residents Have Undergone Important Changes. for Example, Leisure Time Has Increased and Income Has Increased. More and More Families Have Purchased Private Cars. the Sightseeing Farm Entered a Substantial Operational Stage and Blossomed Throughout Japan (2002, Lin 2007) ^[3]. Koike (2014) ^[4] Conducted a Qualitative Survey on How the Tourist Farm Attracted Visitors. he Sent the Mail or Entrusted Others to Obtain the Data and Discussed the Significance of the Research. Koike (2014) Conducted a Qualitative Survey on How the Tourist Farm Attracted Visitors. he Sent the Mail or Entrusted Others to Obtain the Data and Discussed the Significance of the Research.

Fifty Miles (1968), Inagi (1966), Zhuzhong (1990), Gaoqiao (1964), Zhongshan (1968), Banzer (2010), and Shancun (1982) ^[5] Proceeded from the Geographical Conditions of the Suburbs of the City. Discussed the Operation of the Sightseeing Orchard. Tanabe (1988) and Fujii (1988) ^[6] Discussed the Relationship between Tourism and Agriculture from the Perspective of the Change of Sightseeing Farms and Farming Villages, and Focused on the Leading Role of Sightseeing Farms in Regional Economy. Promote the Development of Tourism Agriculture.

Koike (2002) ^[7] Take the Sightseeing Farm in Chiyoda-Cho, Ibaraki Prefecture as an Example. Combine the Construction Process of the Sightseeing Farm with the Regional Characteristics, Analyze the Form and Tourist Behavior of the Tourists, and Clarify the Profit of the Sightseeing Farm. the Reason. the Tourist Farm in Chiyoda-Cho is Located on National Route No. 6 and Relies on the Profitability of Passengers Along the Route. However, the Traffic between the Sightseeing Farm and National Highway No. 6 is Poor. the Sightseeing Farm Provides Fruit Picking Services While Protecting Tourists. the Parking Space and the Expansion of the Open Area of the Orchard Have Been Done to Attract a Large Number of Tourists.

Li Lin et al. (2011) ^[8] Conducted an in-Depth Study on the Construction of Local Green Tourism and Its Characteristics, the Operation of Sightseeing Farms and Other Groups, Taking Sugawara,

Nagano Prefecture as an Example. in the Late 1950s, Sugawar City Selected a Sightseeing Farmland in the Gaochun Area Along the National Highway No. 403, and Opened the North side of the Gaochun Area and the Gaoli Area in 1960, When the Shiga-Kusatsu Highland Highway Was Just Opened. Traffic Flow Has Increased Dramatically. in 1987, the Township and Township Opened a Wide-Area Agricultural Road, and Farmers Who Owned Land on Both Sides of the Road Established Tourist Farms to Attract Tourists.

Li Lin, Quan, Iso, and Wu Yu (2011) Research on the Business Objects of the Sightseeing Farm. the Sightseeing Farms Are Located in Rural Hills, Mostly in Strawberry Gardens and Pear Gardens. It is a 2-Hour Drive from the Metropolis. It is a Day-Trip Tour, and a Small Number of Sightseeing Farms Are Located in the City^[9].

All (2013)^[10] Analyzed the Situation in Which the Sightseeing Farms Achieved Rapid Development during the Period of High Economic Growth in Japan. the Sightseeing Farms Began to Implement Diversified Business Methods Based on Changes in Tourist Behavior or Demand Factors. the Study Discussed How the Tourism Farms Responded to the Diverse Needs of Tourists and How They Evolved.

Unlike the Above Studies, Okamoto (1970)^[11] Focused on the Surrounding Environment of the Sightseeing Farm and Analyzed the Apple Orchards in the City of Shimakawa, Gunma Prefecture. the Apple Production Industry in Shechuan City Overcomes the Unfavorable Conditions in the Region and Relies on the Profitability of Tourists in Yixiangbao Hot Springs. They First Open the Sightseeing Farms in the Yixiangbao Region and Open the Apple Orchards during the Increased Period of Tourists. with Reference to the Business Model of Other Sightseeing Farms, the Cultivation Area Has Been Increased.

3. The Effectiveness of the Development of Japan's Tourism Industry

3.1 The Number of Foreign Tourists Going to Japan Has Increased Significantly

According to Statistics from the Japan Tourism Agency, the Number of Foreign Tourists to Japan Has Increased from 1.317 Million in 1980 to 4.757 Million in 2000, an Increase of Nearly Three Times in 20 Years. in 2013, the Number of Foreign Tourists to Japan Reached 10 Million for the First Time and Broke through the 10 Million Mark. in 2015, It Broke through 19.74 Million. Asia, Europe and the United States (Region) Are the Main Source of Tourists in Japan. in 2017, for Example, the Number of Tourists from Asia Was 24.72 Million, Accounting for 86% of the Total Number of Foreign Tourists (28.69 Million). from the Perspective of Asia, the Number of Tourists from China, Hong Kong and Taiwan is as High as 14.15 Million, Accounting for Nearly Half of the Total.

3.2 Japan's Tourism Industry Has Brought Significant Economic Benefits

The Total Consumption of Foreign Tourists in Japan Continues to Grow. According to the Statistics of the Japan Tourism Agency, the Per Capita Travel Expenditure of Visitors to Japan in 2013 Was 136,704 Yen, an Increase of 5.3% over the Previous Year, and the Contribution to Gdp Was 0.05 Points. 3 Trillion 477.1 Billion Yen. “in 2015, the Consumption Effect of Tourism Consumption on Japan's Domestic Economy Was 52.1 Trillion Yen, an Increase of about 5.9 Trillion Yen from the Previous Year. the Added Value Effect Was 25.8 Trillion Yen. the Employment-Inducing Effect Was 4.4 Million People. with the Increase of Foreign Tourists, Japan's Tourism Revenues and Blacks Have Also Expanded. the First Half-Year Black Record in the Second Half of 2014 Changed the State of Tourism Revenue Deficit Since 1996. after 2015, Japan's Tourism Revenue and Expenditure Began to Expand Rapidly. in 2015, the Revenue of Travel Revenue Reached 190.2 Billion Yen, and in 2016 It Continued to Grow to 133.26 Billion Yen^[17].”

In summary, Japan has fully tapped local agricultural resources, natural resources, cultural resources, etc., to plan related activities with the theme of experience, and to attract tourists with unique experience content, and to experience a unique agricultural park. Integrate the concept of experience into the landscape planning of the agricultural sightseeing park, aiming to provide

reference and reference for the future research and design of agricultural sightseeing garden landscape planning.

Acknowledgement

This research was financially supported by the Hubei province university humanities and social sciences key research base project “Research on Precision Poverty Alleviation in Rural Tourism in Dabie Mountain Area” (item number: 201829803); Teaching reform and research project of Huang gang Normal University “Research on the Construction of Comprehensive Practical Teaching Mode of International Economy and Trade Based on the Cultivation of Innovative Talents” (item number: 2018CE47)

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