



GREEN HOME LEISURE FARM

by

YU HE

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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 (International Program)
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

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Abstract

The research object is the "Green Homeland" leisure farm project located in Haitang Bay, Sanya City, Hainan Province. The advantages of the "Green Home" leisure farm project of Xinpo Village are determined, such as convenient location and transportation, superior environment, in line with the national policy of vigorously developing rural tourism, wide customer base, rich theoretical knowledge and practical experience of the project leader, etc. The project will adopt the SO strategy. Secondly, consumer segmentation strategy and 4P marketing strategy are adopted to determine the specific marketing plan of the project. Then on the basis of investment estimation, cost estimation, income estimation and other financial analysis of the project, and through the investment payback period, net present value and return on investment calculation to determine the feasibility of the project. And then put forward the various risks faced by the project and give the relevant countermeasures. The final conclusion is that this project conforms to the national policy of vigorously developing rural tourism, has broad market prospects, low capital investment, and corresponding profitability. At the same time, it can meet the needs of customers to return to the countryside and entrepreneurs to pursue entrepreneurial passion and dream. It is a good leisure agriculture project.

Keywords: green home, tropical agriculture, ecology, rural leisure tourism

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Without the help of several educators, this business plan would not have been achievable. I'd like to thank my advisor, Assoc.Prof. Xiang Xiao, Ph.D., for their advice throughout this business plan, who read my multiple modifications and helped me make sense of it all.

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Yu He

Table of Contents

Abstract.....	VI
Acknowledgement.....	VII
Table of Contents.....	VII
Section 1 Executive Summary.....	1
Section 2 Company Description.....	5
Section 3 Industry Analysis.....	11
Section 4 Marketing Analysis.....	32
Section 5 Marketing Plan.....	42
Section 6 Management Team And Company Structure.....	50
Section 7 Operation Plan.....	56
Section 8 Products and Services.....	61
Section 9 Financial Forecast.....	65
References.....	74
Biography.....	75

Section 1

Executive Summary

1.1 Introduction Overview

Hainan Guanghuayuan Agricultural Development Co., Ltd. was established in 2015 with a registered capital of 10 million yuan. It mainly engages in smart agriculture, agricultural machinery research and development, agricultural tourism expansion, industry- university- research transformation, etc. The company has advanced management concept, management level and advanced service consciousness. In actual work, the implementation of standardized management can fully reflect our innovation consciousness in service connotation and extension, so as to form the core competitiveness of the enterprise.

Companies pay attention to agricultural development, and signed a strategic cooperation agreement with new slope village project has a total area of 100 mu, the core area of 70 mu, radiation (driving) area about 20 acres, around the original natural landscape, according to the ecology principle to design and construction, realize the extension of the original natural landscape, themselves spontaneously green development, deep structural reforms to boost agricultural supply side, Actively explore new mode for promoting the development of the rural economic and social comprehensive, new forms and new path of development with the farm cooperatives, covers the farm worker interests form of economic organization as the main carrier, with all kinds of capital of mixed ownership enterprises as the main body in the construction operation, let the farm worker fully participate in and benefit from, collection of circular agriculture, creative agriculture, farming experience into an organic whole, The "Green Home" leisure farm project is supported by mobile Internet, Internet of things and other information technologies, and mainly characterized by agriculture and homestay sharing.

1.2 Market Opportunities

According to the "China Rural Tourism Development Index Report", in 2019, the number of rural tourists in China exceeded 1.36 billion, and the capital reached more than 600 billion yuan. The report predicts that in the future, rural tourism will be the fastest growing of the whole tourism industry in China, reaching nearly 3 billion person-times by 2025. Rural tourism is expected to become a huge market with trillions of revenue, and the market outlook is optimistic.

1.3 Capital Requirements

The enterprise is self-raised with an estimated start-up capital of 1 million yuan, including 850,000 yuan for construction expenses and 150,000 yuan for staff salaries.

1.4 Details of Fund Use

1. Decoration budget: 300,000 yuan
2. Site construction budget: 350,000 yuan
3. Total cost of infrastructure: 200,000 yuan
4. Working capital: 150,000 yuan

1.5 Mission

It focuses on building a modern agricultural ecological industrial park with "modern agricultural circular economy, ecological sightseeing rural tourism, low-carbon health and leisure vacation, respecting nature and building harmony".

1.6 Management

The company has established a very strong management team and assembled a group of high-end consultants, mainly composed of the following members:

Management Team:

President: Wang Qinghuang (President and researcher of Chinese Academy of Tropical Agricultural Sciences, Director of National Engineering and Technology Research Center of Important Tropical Crops) was born in November 1963. He has been awarded the title of National Advanced Worker, National Outstanding Communist Party Member, China Agricultural Talent Award, Young and Middle-aged

Expert with Outstanding Contribution of the Ministry of Agriculture, and representative of the 16th and 17th CPC National Congresses. It has won 11 scientific and technological awards including the second prize of National Scientific and Technological Progress.)

Vice President: Li Hua (Vice president of the School of Science and Engineering, Harbin University of Technology, who has been devoted to the development of smart agriculture for many years and seamless application of computers in agricultural production)

Directors: He Jingkai, Xie Xinchun, Li Qiang

General Manager: Fu Jian (General manager of Smart Technology of Sanya Agricultural Investment Group, engaged in smart agriculture business for 23 years)

Consultant Team:

Liu Feng: Vice Chairman of Beijing Kebai and director of the Joint Laboratory of Chinese Academy of Agricultural Sciences

Lu Peng: Honorary Chairman of Hong Kong University of Science and Technology and Chairman of Keli Group

4 Honorary members: Wu Nan, Wang Anqing, Chen Bo, Ji Gaosheng.

1.7 Competitors

There are two main competitors of the "Green Home" leisure farm project. One is the traditional tourist scenic spots around, such as Wuzhizhou Island; The other is the agricultural support program of the Sanya municipal government, such as the Sanya Vegetable Basket Base.

1.8 The Strengths and Weaknesses Of Competitors

Among the competitors, Wuzhizhou Island, a traditional tourist attraction, has the advantage of tropical natural island tourism scenery, while its disadvantage is that it has no new policy support. The advantage of the vegetable basket base of Sanya Municipal government is that it is dominated by the government and has obvious advantages in price, while the disadvantage is that the products are only vegetables without value-added services.

1.9 The Company's Competitive Advantage

The competitive advantages of "Green Home" leisure farm project are as follows:

1. Advantages of site selection and traffic location;
2. The project geographical environment is superior;
3. Complete supporting facilities;
4. The promoter has rich experience in theory and practice;
5. Reasonable planning near the project site;
6. In line with national policy support;
7. The customer base is wide.

1.10 Financial Projections

Without considering the time value of funds, the investment payback period of this project is 3 years and 4 months.

Section 2

Company Description

2.1 Company Description

Companies to introduce

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The enterprise culture :

Adhering to the enterprise purpose of " people- oriented, scientific and technological innovation, continuous development, serving the society", the company uses specialized, standardized, refined and deepened modern agricultural new technology; Carry out scientific, standardized, standardized, humanized modern enterprise management mode. Always adhere to the "scientific, rigorous, realistic, innovative" spirit of enterprise, committed to the comprehensive development of modern ecological agriculture.

The development course

In 2015,

The company was established in Hainan with a registered capital of 10 million yuan

In 2015-2017

In response to the spirit of the No. 1 Central Document and the "Guiding Opinions of The General Office of the State Council on Promoting the Integrated Development of Primary, Secondary and Tertiary Industries in Rural Areas", the company explored and developed various types of rural industry integration methods, and established the "Green Home" perennial vegetable base project in November 2017.

Since 2018

With the introduction of relevant top-level design at the national level, agricultural demonstration park, agricultural industrial park, pastoral complex, agricultural characteristic town... The path of the integration of agriculture and three industries is becoming clearer. The company takes the initiative to expand the boundary of industrial integration, sign a strategic cooperation agreement with Xinpo Village, and create a "green home" leisure farm by combining the integrated functional advantages of economy, ecology and service in tropical areas.

2.2 The Company Mission

It focuses on building a modern agricultural ecological industrial park with "modern agricultural circular economy, ecological sightseeing rural tourism, low-carbon health and leisure vacation, respecting nature and building harmony".

2.3 Products and Services

"Green Home" Perennial vegetable base project;

Haitang District of Sanya City vegetable product production- study- research development base;

"Green Home" leisure farm.

2.4 The Current State

"Green Home" perennial vegetable base: A high-standard planting base with an annual yield of more than 6 tons per mu, which can provide guaranteed vegetables all year round.

"Green Home" Leisure farm: Tourism facilities: Food court cabin, rustic home stay facility, medical emergency center, shopping center (organic vegetables, the fruit exhibition hall, the fruit shape convenience store, series products of fruit store) cultural center, logistics center, worker housing, children's park, parking Spaces, and pavement, the construction, the construction characteristics of home stay facility (leisure, health, holiday), Civil-military integration development, vocational training centers, tent camps, Lin Zhongshu house, outdoor activities, square, the construction of "rice shrimp" together in the orchard BBS meeting center, tree-lined village cuisine and tourist service center construction of ecological parking lot, fishing, ecological tourism toilet (more than) : cartoon markers, park construction and set up the tropical fruits of sign system, etc. Experiential agriculture: construction of rice planting facilities, the construction of picking garden experience facilities, the construction of manual experience workshop. Creative agriculture construction of "rice and shrimp co-cultivation" and rural animal science museum, the construction of health leisure culture wall, army and navy defense education science museum; Park viewing platform; Building characteristic green landscape (including earth light show) ,

adolescent health education and training base; Construction park entrance landscape, parent-child paradise, etc.

2.5 Legal Nature of Enterprise

Hainan Guanghuayuan Agricultural Development Co., Ltd. is a limited liability company, which is responsible for the company by the corporate legal person and shareholders to the limit of their investment.

2.6 Enterprise Brand

Hainan Guanghuayuan Agricultural Development Co., Ltd. is a comprehensive development enterprise of agriculture and tourism based on agricultural planting, agricultural and tourism comprehensive agricultural development as the main line, and the combination of primary, secondary and tertiary industries. "Green Homeland" leisure farm is promoted to the market as an enterprise brand.

2.7 Relevant Laws and Regulations

1. Circular of the Ministry of Land and Resources on Further Supporting the Healthy Development of Facility Agriculture
2. Several Opinions of the State Council on promoting the construction and development of Hainan as an international tourism island
3. Several Opinions of the CPC Central Committee and The State Council on Deepening Agricultural Supply-side Structural Reform and Accelerating the cultivation of new functions in agricultural and rural development Found [2017] no. 1)
4. Central Agriculture Office 2017 "triple" work plan (China Agricultural Office Power Generation [2017] No. 84)
5. Guiding Opinions of the General Office of the State Council on Promoting the Integrated Development of Primary, Secondary and Tertiary Industries in rural areas (State Administration and Development [2015] No.93)
6. Notice of the Ministry of Finance on the pilot work of rural complex construction (CaiBan [2017] no. 29)

7. Notice of the Ministry of Agriculture of the National Tourism Administration on the Organization and development of the National modern agricultural Manors (Hair [2016] no. 157)

8. National Development and Reform Commission The notice of Guidelines on Promoting the Development of the Sharing Economy (Development Gaogi [2017] No. 1245)

9. Master Plan for Tourism Development of Hainan Province (2017-2030)

10. Guideline of Hainan Provincial People's Government on Building beautiful countryside by developing leisure farms (Joan office [2017] no. 65)

11. Hainan Provincial Department of Agriculture (About the 2017 Hainan "Leisure farm" pilot application program)

12. Hainan Provincial Department of Agriculture Notice on the issuance of Hainan Leisure farm construction specifications (Joan agriculture [2018] no. 61)

13. Outline of the 13th Five-Year Plan for Hainan's National Economic and Social Development

14. Tourism Management Regulations of Hainan Province

15. Sanya Tourism Standardization Development Plan (2020-2025)

16. Hainan Tourism and Leisure farm service standards (DB/46T132-2003)

17. Suggestions on improving the level of public services for elderly migratory birds in Hainan Province

18. Feasibility Study Dictionary (Academic Journal Publishing House)

19. Construction project economic evaluation method and parameter manual Xinhua Publishing House

20. Guide for Feasibility Study of investment projects

21. Outline of the 13th Five-Year Plan for Economic and Social Development of the People's Republic of China

22. Outline of the National Program for Medium - and Long-term Scientific and Technological Development (2006-2020)

23. Industry "13th Five-Year" development plan

24. National Strategic emerging industries "13th Five-Year" development plan

25. Catalog for Guidance of National Industrial Restructuring (2011 edition)

26. Relevant equipment and construction standards published by the State.

Section 3

Industry Analysis

3.1 Industry Scale

3.1.1 The Market Localization

National Level Policy Feasibility:

The No. 1 document of the Central Committee of the Communist Party of China and The State Council: Several Opinions on Deepening the Supply-Side Structural Reform of Agriculture and Accelerating the Cultivation of New Driving Forces for Agricultural and Rural Development. We will improve the agricultural industrial system, production system, and operation system, raise the land output rate, resource utilization rate, and labor productivity, and shift agricultural and rural development from relying too much on resource consumption and mainly meeting quantitative needs to pursuing green, ecological, sustainable development and paying more attention to meeting qualitative needs. The work report of the 2017 National Two Sessions on the key issues of targeted poverty alleviation and poverty alleviation. In the fight against poverty, the main battlefield is in rural areas, and so are the tough ones. Promoting supply-side structural reform in agriculture and improving the quality, efficiency and competitiveness of agriculture is not only a fundamental solution to rejuvenate agriculture, strengthen agriculture and benefit farmers, but also a powerful measure to win the battle against poverty.

Through the cooperation between enterprises and villagers, the project focuses on promoting the upgrading of rural industries and driving villagers to increase their incomes, in line with the relevant national policy requirements in recent years.

Feasibility Analysis of Hainan Provincial Government:

In 2019, Hainan Provincial Party Committee and provincial government jointly issued the Implementation Opinions on Deepening Agricultural Supply-side Structural Reform and Accelerating the Construction of High-Efficiency Agriculture with Tropical Characteristics. Let farmers fully participate in and benefit from the "leisure farm", which integrates circular agriculture, creative agriculture and farming experience. We will vigorously cultivate and introduce leading agricultural enterprises, farmers'

cooperatives, family farms, large professional households, new professional farmers and other new types of agricultural business entities. We will accelerate the development of large-scale operations in various forms, such as land flow transformation and service-led operations, through the transfer of management rights, joint stock cooperation, generation farming and seed farming, and land trusteeship. Provincial government also issued the work about the development of his farm communities in construction guidance. Beautiful country farmers' cooperatives and organized way, to realize in the development of the leisure farm income distribution, employment nearby. Comprehensive development through the whole village, the village farmhouse upgrade development base, three kinds of model development and construction, "" leisure farm". According to local conditions, the construction of product customized leisure health, investment return, poverty alleviation, cultural and creative "leisure farm".

In the same year, the Hainan provincial government issued a guideline on building beautiful villages by developing leisure farms. To fully implement the "Central Committee of the Communist Party of China State council on deepening structural reform to speed up agricultural rural agricultural supply side several opinions to the development of new kinetic energy (found [2017] no. 1), in 2017 by the central agricultural "triple" work plan "(in the agricultural power [2017] no. 84), The General Office of the State Council on promoting the development of the rural industrial convergence 123 guidelines" (countries do hair [2015] No.93), Notice of the Ministry of Finance on Carrying out Pilot Work of Rural Complex Construction (No.29 of Finance Office [2017]), Notice of the Ministry of Agriculture of National Tourism Administration on Organizing and Carrying out the Construction of National Modern Agricultural Manor (No.157 of Lufa [2016]) and Spirit of the Seventh Provincial Party Congress, In accordance with the decisions and arrangements of the provincial Party Committee and the provincial government on the construction of a hundred towns and a thousand villages, regional tourism, poverty alleviation, and the "trump card" of high-efficiency agriculture with tropical characteristics. Give support and guidance from the government level, pointed out the direction to the development of leisure farm, provides the construction principles, construction content, development mode and

operation mechanism, financing mode, sharing mechanism, supporting policies, such as guidance, building beautiful villages, realize the depth development of farmers' brigade fusion, the local farmers ran off.

"Implementation Opinions on Winning the Battle against Poverty" issued by Hainan Provincial Party Committee and Government. The implementation of the "three-year poverty alleviation, two years of consolidation and promotion" poverty alleviation strategy action, to ensure that by 2025 the province's current standards under the rural poor population to achieve poverty alleviation, poor cities and counties all off the cap, solve regional poverty. Rural tourism will be implemented to alleviate poverty. Taking advantage of the construction of an international tourism island, rural tourism in poor areas will be included in the overall layout of poverty alleviation and development, and poverty-stricken villages with mature conditions will be included in the province's 1,000 "beautiful villages" activity plan.

The development of eco-brand agriculture, leisure farm and rural tourism in this project meets the requirements of relevant policies of Hainan Province, and the cooperation and mutual benefit with rural areas meet the requirements of poverty alleviation action.

Other Policy Interpretations:

1. Notice of the Ministry of Land and Resources on Further Supporting the Healthy Development of Facility Agriculture (No. [2014]127).

Article 1 The scope of agricultural land for facilities shall be reasonably defined

(3) Strictly determine the land for supporting facilities. The following land shall be managed according to the school regulations according to the construction land: commercial grain storage, processing, agricultural machinery and agricultural materials storage, maintenance places; Leisure and sightseeing resorts based on agriculture; And all kinds of agricultural parks involved in the construction of permanent catering, accommodation, factory agricultural products processing, exhibition and other land.

Article 2 Actively support land for facility agriculture development

(2) Rationally control the scale of land used for ancillary facilities and supporting facilities. For factory crop cultivation, the scale of land used for ancillary

facilities shall in principle be controlled within 5 acres of the project land, but no more than 10 mu; In principle, the scale of land used for ancillary facilities of aquaculture should be controlled within 7 acres of the project land, but not more than 10 mu.

Article 3 Strengthen the service and supervision of agricultural land for facilities

(3) To strictly enforce the law on the land used by facilities for agricultural purposes, and those who use the land used by facilities for other non-agricultural construction without authorization or in a disguised way shall be seriously investigated in accordance with the law and regulations; Those who expand the scale of land used for ancillary facilities without authorization or expand the scale of land used for facilities in a disguised way by declaring land for different times, or change the nature of agricultural production facilities for other operations without authorization shall be stopped in time, ordered to correct within a time limit, and the relevant personnel shall be investigated for responsibility according to law and regulations.

2. Opinions of the Ministry of Land and Resources, Ministry of Housing and Urban-Rural Development, National Tourism Administration on Land Use Policies Supporting Tourism Development (Land and Property Regulations {2015} No.10)

Article 1 The supply of land for tourism development shall be ensured

3. Implementing a classified management system for land use according to law. Land belonging to natural landscape, agriculture, animal husbandry, fishery, cultivation and breeding shall not be expropriated or converted, and shall be managed according to the current use. The administrative organ of the scenic spot, the operating subject and the land right holder shall coordinate the relationship between cultivation, breeding, management and protection and tourism operation according to law.

(4) To supply construction land in multiple ways. Encourage the supply of construction land for tourism projects by means of long-term lease, lease before release, and combination of lease and release.

Article 2 Clarify land use policies for new forms of tourism

(6) To guide the standardized development of rural tourism in accordance with the general planning of land use, county rural construction planning, township and village planning, scenic area planning and other relevant planning premise

Below, rural collective economic organizations may, in accordance with the law, use construction land to run their own or jointly with other units and individuals to hold accommodation, catering, parking lots and other tourism facilities by means of land use rights

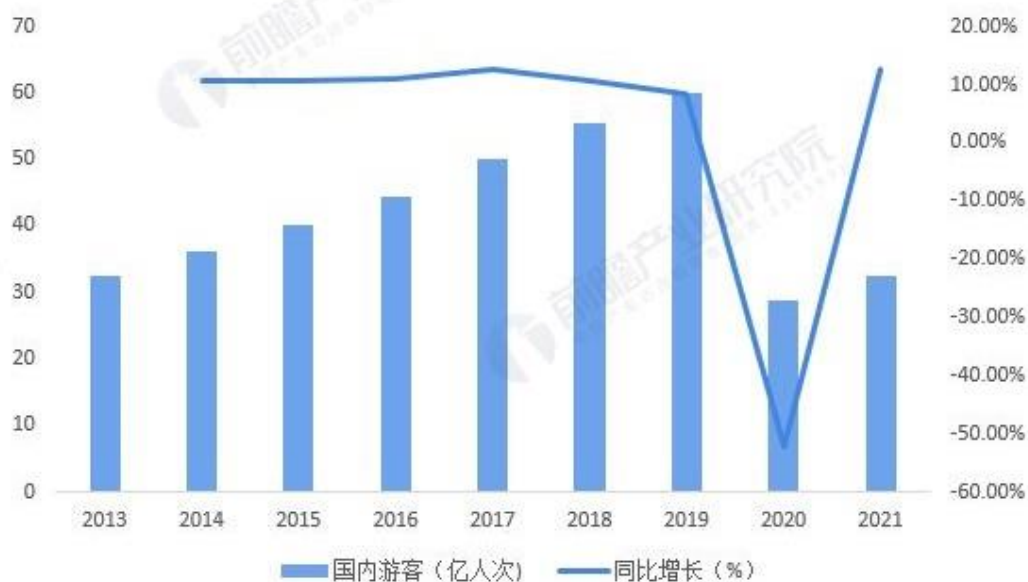
Enterprise to be served. We will support efforts to improve the distribution of rural construction land and build tourism facilities through trials linking the increase and decrease of urban and rural construction land.

3.1.2 The Growth Rate

With the global response of sustainable development strategy, ecological agriculture, as a practical model and an important force of sustainable agricultural development, has entered a new period of development. It is expected that in the next few years, its scale and speed will continue to strengthen, and will enter a period of industrial development.

According to historical data, China's tourism industry continued to suffer in 2020 due to the impact of the novel coronavirus disease. According to the Ministry of Culture and Tourism, the number of domestic tourists in 2020 was 2.879 billion, down 52.06 percent year on year; Domestic tourism revenue was 2.23 trillion yuan, down 61.10 percent year on year. In 2021, the number of tourist trips and tourism income increased to different degrees, respectively reaching 3.246 billion trips and 2.92 trillion yuan. Before the pandemic, the domestic tourism market had witnessed six consecutive years of growth. At present, the domestic tourism market is also improving steadily under the pandemic.

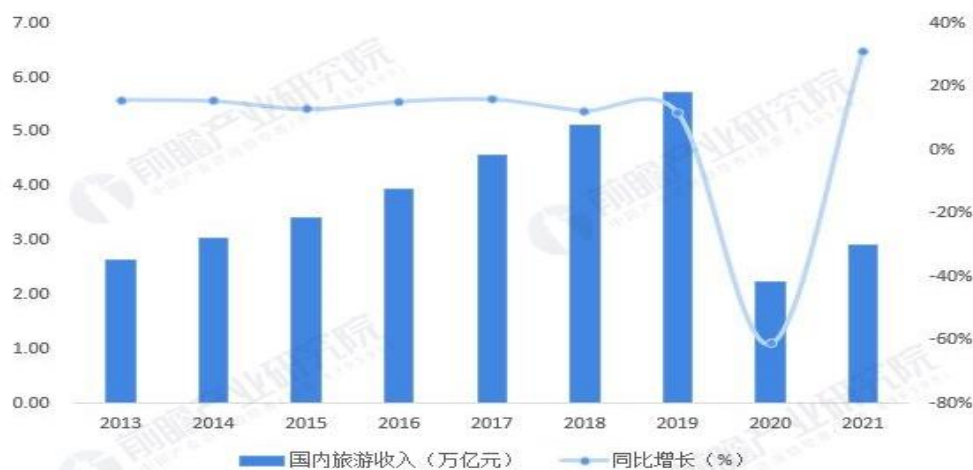
图1：2013-2021年中国国内旅游人数(单位：亿人次，%)



资料来源：文化和旅游部 前瞻产业研究院

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图2：2013-2021年中国国内旅游收入(单位：万亿元，%)

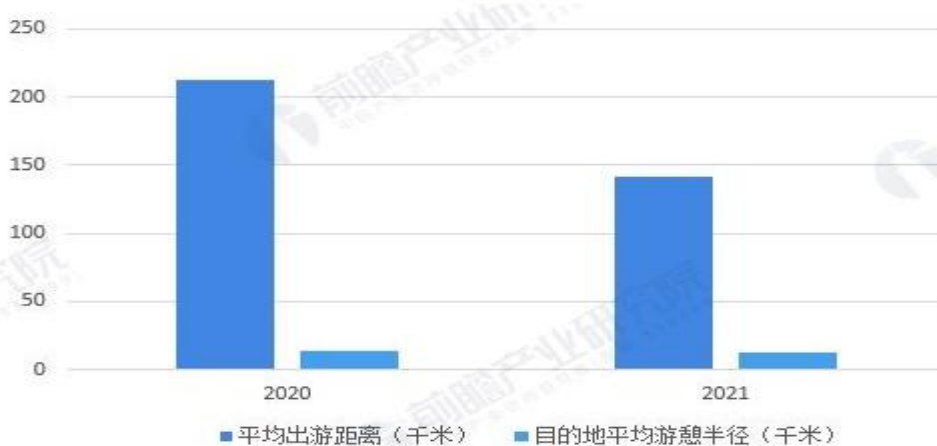


资料来源：文化和旅游部 前瞻产业研究院

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Affected by the epidemic, safety and convenience have become important considerations for residents traveling. According to the China Tourism Academy, since the National Day holiday in 2020, the average travel distance of tourists and the average recreation radius of destinations have shrunk from 213 km and 14.2 km to 141.3 km and 13.1 km, respectively. In 2021, amid the normalization of epidemic prevention and control, more and more people chose to take short trips. According to Ctrip, the number of tourists who bought high-speed train tickets within two hours on Ctrip increased by nearly 30 percent year-on-year in 2021. This proves that peripheral tour, rural tour has gradually become a way of national travel.

图表3：2020-2021年国庆期间游客平均出游半径及游憩半径变化(单位：千米)



资料来源：中国旅游研究院 前瞻产业研究院

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3.1.3 Sales Forecast

Before the pandemic, China's domestic tourism revenue in 2014 was 3.03 trillion yuan, up 15.4% year on year; In 2015, domestic tourism revenue was 3.42 trillion yuan, up 13 percent year-on-year, and in the first half of 2016, domestic tourism revenue reached 1.88 trillion yuan, up 13.72 percent year-on-year. In the second half of 2016, it also maintained a high proportion of growth rate until 2019, and created six consecutive years of stable growth.

In 2020, the number of domestic tourists was 2.879 billion; Domestic tourism revenue was 2.23 trillion yuan. In 2021, the number of domestic trips was 3.246 billion; Domestic tourism revenue was 2.92 trillion yuan. Despite the epidemic, the domestic tourism market has maintained steady growth. We forecast that China's domestic tourism revenue will reach 3.16 trillion yuan in 2022, with a CAGR of about 12.16% over the next five years (2023-2027), and China's domestic tourism revenue will reach 6.90 trillion yuan in 2022. In addition, short trips to the countryside will become the first choice.

3.2 Industry Characteristics

The starting point of "pastoral complex" is to propose to innovate urban and rural development, form industrial transformation, bring about social development, and reshape the beautiful countryside and countryside of Chinese countryside in a "development" way that allows enterprises to participate, integrates the top-level design with business model, integrates urban elements with rural areas, and co-constructs by various parties.

"Green home" leisure farm is the innovation of the construction of "rural complex" pilot gripper, which let the consumer share of farmland, homes and other rights and ownership belongs to agricultural products, and never leave home has included land leasing, hosting DaiZhong, product adoption, vacations, and other private ordering service form, ensure that the interests of the farmers in hainan farm, Relying on Hainan's excellent ecological environment and unique tropical resources, it adopts the operation mode of government guidance, enterprises and cooperatives as the main body and farmers' participation, relying on its core idea of "6 rejection +6 support +3 funds +5 finance +6 construction +7 conditions", and follows the way of "green + characteristics + sharing + diversity". It is planned to build a number of "green home" leisure farms integrating creative agriculture, circular agriculture and farming experience, with the "trinity" of agricultural culture and tourism, simultaneous improvement of production, life and living ecology, and deep integration of primary, secondary and tertiary industries.

3.3 Industry Trends

3.3.1 The Policy Environment

First of all, from a national perspective, leisure and cultural industries in developed countries play an important role in the national economy. But in China, the rural leisure tourism and cultural industries are sun-rising industries, and the national policies are strongly supported, and the development space is huge. The State Council's No. 1 Central document in 2019 emphasized the development of leisure agriculture and rural tourism. Implement planning and guidance, and take effective measures to help the development of leisure agriculture and rural tourism. Such as incentives instead of subsidies; Interest subsidies: building development projects first, subsidizing them later, etc. National Ministry of Finance, the ministry of agriculture, forestry and brigade LvYouWei several government departments jointly issued the poor area develop characteristic industry promote accurate guiding opinions of poverty, the opinion is put forward to focus on development of rural tourism, leisure agriculture, such as ecological tourism projects, expenditure of financial capital can under the premise of without changing the main purpose, To invest in ecological projects such as aquaculture, agriculture and rural tourism, part of the funds can also be converted into shares and given to poor villages or households. On July 20, 2017, the National Development and Reform Commission and other 14 departments jointly issued the action plan for upgrading the rural tourism development to quality (2017) ", which points out that the action target to carry out all actions by forms of organization, develop the rural tourism management system, promote the rational layout, the formation of good quality of the rural tourism development pattern, In 2017, the number of rural tourists will exceed 2.5 billion, and the actual investment will reach 550 billion yuan, benefiting all 9 million rural households.

Secondly, from the perspective of Hainan provincial government, the Hainan Provincial Party Committee and government attach great importance to the development of rural tourism and take poverty alleviation through tourism as the focus. To get high speed development of hainan rural tourism in recent years, hainan

has for many years to rural tourism as a key project for people's livelihood, and has a number of documents to guarantee rural tourism can be reasonable and orderly, steady, sustainable development, to develop rural tourism poverty alleviation plan for three years, and actively guide in terms of policy. Hainan Province has been spending 1.7 trillion yuan a year as a guide fund for rural tourism since 2020, aiming to promote rural tourism construction with the power of social funds.

The tourism industry has successfully promoted rural tourism and poverty alleviation work in the process of implementing various tourism poverty alleviation projects.

Then, from the perspective of Sanya municipal government, in order to accelerate the healthy development of leisure agriculture and rural tourism, open up new channels for farmers' employment and income, and promote the construction of beautiful countryside in the city, Sanya Municipal Party Committee Office and Sanya Municipal Government Office issued the Implementation Opinions on the Development of Leisure Agriculture and Rural Tourism. On December 7, 2021, Sanya City organized a symposium on leisure agriculture and rural tourism. The person IN CHARGE OF SANYA Municipal Tourism Commission said that, as the competent department of tourism industry, the municipal Tourism Commission will actively participate in the planning and planning of rural tourism projects, the evaluation of tourism standards and other work, to help the rapid growth of tourism enterprises. At the same time, we will use network platform, tourism promotion and other means to package and promote rural tourism products, so that Sanya's rural tourism will become another beautiful name card.

Finally, FROM THE county government level of HAITang district, in recent years the district government has been taking advantage of innate geographical advantages, vigorously develop rural tourism, and take effective measures to promote the rapid development of rural tourism, and finally the construction of a new socialist countryside has achieved satisfactory results. Recently, Henan Provincial Finance Department announced the provincial 2021 Beautiful Countryside Construction Demonstration County competition project list. After recommendation and

application, on-site response, field investigation, comprehensive assessment, online publicity and other links, Haitang District was successfully selected as Hainan 2021 beautiful countryside construction demonstration benchmark city. The government of Haitang District proposes to build all-region ecological and all-region tourism. Haitang District has unique geographical advantages, good foundation, many advantages and great potential for developing rural tourism. Therefore, Haitang District proposes to build a beautiful countryside and improve the living environment as the starting point, vigorously develop regional ecological tourism, lead the integrated development of rural primary, secondary and tertiary industries, gradually realize rural urbanization, farmers' industrial workerization, and promote the continuous increase of farmers' income and the sustainable and rapid development of rural agriculture. Development of rural tourism is put forward and the organic combination of engines, the party's construction, and promote each other, common development, strive for three years to make effective global ecological tourism construction, built a batch of preserve one's health agriculture, leisure agriculture, tourism agriculture, large farms, agricultural estate and characteristic town, strive to create free trade port and sanya in hainan province "back garden" of development goals.

Of course, the government's support to rural tourism will also have some shortcomings, for example, the government can spend limited funds, so it can not give rural tourism enough subsidies; The implementation of government policies is difficult and the supervision work cannot be accurately implemented. Rural infrastructure is relatively backward, unable to better carry out related work; Rural tourism projects are built only in demonstration areas. It can be seen from the above content that the strong support of the national and local governments facilitates the development of rural tourism projects. In order to promote the rapid development of rural tourism, the national government has successively issued supportive policies in different directions, carried out a series of publicity conferences, and carried out various kinds of development and promotion. Although the government's support for rural tourism at the present stage cannot be "watertight", the construction and operation of the "Green Home" leisure farm project is relatively smooth under the relaxed policy environment.

3.3.2 The Economic Environment

Due to the continuous development of the national economy, the per capita disposable income of urban households and rural residents in China has been increasing year by year in recent years. People's quality of life is also improved, and their consumption power is increasingly enhanced. The public attaches more and more importance to the pursuit of spiritual aspects, and enjoying recreational activities has become a daily life. In particular, the economic strength of the urban areas involved in the project has been continuously enhanced, and the income of the people has gradually increased, thus greatly driving the progress and development of the "Green Homeland" leisure farm project.

Sanya received 23.9633 million overnight tourists in 2021, up by 10.0 percent from the previous year. Among them, the number of overnight domestic tourists was 23.057 million, up 9.4%; Overnight tourist arrivals reached 906,300, up 26.6 percent. The total tourism revenue was 63.319 billion yuan, up 15.6 percent over the previous year, of which domestic tourism revenue was 57.717 billion yuan, up 13.3 percent; Foreign exchange income from tourism was 810.75 million US dollars, up 39.3 percent. The average occupancy rate of tourist hotels was 71.81%, 0.36 percentage points higher than that of the previous year. There are 252 tourist hotels in the city, among which 14 are five-star hotels, 17 are four-star hotels and 6 are three-star hotels. It has 58,874 rooms, 226 fewer than the previous year; It has 97,019 beds, 381 fewer than the previous year. There are 14 A-level and above scenic spots in the city, among which 3 are 5A scenic spots and 6 are 4A scenic spots.

3.3.3 The Social Environment

First, with the change of people's concept of life, it has become the pursuit of the public to draw a distance between man and nature and find spiritual support.

Secondly, as the country increases the number of legal holidays, it also directly promotes the rise and development of rural tourism.

According to relevant statistics, in 2016, leisure agriculture and rural tourism in China received more than 2 billion tourists, the number of employees was more than 8.4 million, the turnover income reached 570 billion yuan, and more than 6 million

rural residents benefited from it. Leisure agriculture and rural tourism became a new highlight of tourism investment, with investment worth about 300 billion yuan, an increase of 40 billion yuan over 2015. The overall development of rural tourism industry has not only accelerated, the overall layout of tourism has been continuously optimized, but also the fields involved have been continuously expanded, and the service quality has been increasingly improved. Behind this set of data, is the hot development of rural tourism and boost farmers to get rich and increase the real portrayal of income. Rural tourism not only provides the main channel for the "5+2" life mode of urban residents, but also is closely related to "ecological industry, modern agriculture, tourism, leisure and vacation, cultural industry, urban-rural balance" and other social hotspots. The development of rural tourism industry can optimize the structure of agricultural industry, promote the increase of farmers' income, help farmers out of poverty, protect the ecological environment, and promote the integration of urban and rural areas. Vigorously promoting rural tourism and promoting the upgrading and development of rural tourism is the situation and the trend of The Times.

It is worth mentioning that Sanya, located in the southernmost part of Hainan Island, is a tropical coastal tourist city in the southernmost part of China. It is a coastal city in China and has the best air quality and the longest life span (average life is 80 years) in the country.

Sanya, also known as Lucheng and the "Oriental Hawaii", ranks first among the four first-tier tourist cities in China, and boasts the most beautiful coastal scenery on the island. Sanya is adjacent to Lingshui County in the east, Ledong County in the west, Baoting County in the north, and South China Sea. The total land area is 1,919.58 km² and the sea area is 6,000km², among which the planned urban area is about 37 km². It is 91.6 kilometers long from east to west and 51 kilometers wide from north to south, and has a permanent population of 1,031,300 (2021). It is inhabited by more than 20 ethnic groups, including Han, Li, Miao and Hui. Sanya is a central city and transportation and communication hub in the south of Hainan Province. It is also one of the most southernmost important ports of foreign trade on the golden coastline of the southeast coast of China.

On June 14, 2016, the Chinese Academy of Sciences released a research report on China's Livable Cities, and Sanya ranked third among 40 cities in China in terms of livable index. In September 2016, Sanya was selected as one of China's Top 100 cities for the development of People's Livelihood. In February 2017, Sanya was selected as one of the third batch of national low-carbon cities. Sanya is also listed in the top 200 Charming Cities with Chinese characteristics and the top 200 Charming cities with world characteristics.

The above data show that the construction of "Green Home" leisure farm in Sanya will definitely add bricks and tiles to Sanya tourism market and become another new pillar project of Sanya tourism market under the social environment.

3.4 Long-term Prospects

"Green home" leisure farm will be response to a call, and according to their own rural tourism resources, following the transformation of hainan tourism development policy direction, combined with sharing farm, make comprehensive leisure farms, farmers brigade construction on the basis of agricultural production, featuring tourism, mass, secundiparity, tertiary industry with the combination of "green home" leisure farm, to promote the "three rural" new breakthrough. In the construction process, the project will dig deeply, protect and inherit the farming culture based on the local high-quality tropical rural cultural resources, and make contributions to the construction of leisure agriculture and rural tourism.

3.5 Project SWOT Analysis

On the basis of in-depth exploration of the actual environment of the "Green Home" leisure farm project, further analysis of the overall strategic form, and through its comparison, matching and summary, to develop a scientific and feasible strategic plan. Through the SWOT analysis of the project, in-depth analysis of the external and internal conditions of the project, to find out the opportunities and potential risks of project development, at the same time, the project external opportunities and risks, internal advantages and shortcomings integrated, to achieve the purpose of formulating the corresponding strategic plan.

I. Project Advantages (S)

The competitive advantage of the project refers to the unique content that the project possesses and can enhance its competitive strength. The following are the specific advantages of the "Green Home" leisure farm project:

(1) The location is superior and the traffic is very convenient. The project is located in Xinpo Village, Haitang District, less than 20km from Sanya city and less than 40km from Lingshui County. The project is located at the roadside of National Road 308, less than 3 kilometers from the nearest expressway intersection, and the traffic is very fast and convenient. We can see that the project is located in a well-developed traffic area with a wide range of radiation, so the market potential is very huge.

(2) Excellent geographical environment, high degree of agricultural industrialization. Xinpo Village is a typical model village of agricultural tourism, and also a pioneer of beautiful countryside. Every year, many agricultural academicians of Chinese Academy of Sciences winter in Haitang Bay, where China Cantaloupe Breeding Base is set up. Xinpo Village is the star town of Hami melon breeding and perennial vegetable production in Sanya City, rich in sand Hami melon, perennial vegetable 15+N, rice and other crops. The project site not only has the advantages of flat land and fertile soil, but also has sufficient light and abundant water, which greatly promotes the development of agricultural production.

(3) The supporting facilities are very perfect. The project is not only equipped with comfortable beds, convenient hot water supply, wireless network and other infrastructure, and the rural characteristics are very prominent. Compared with ordinary farmhouse, it is of high grade, with excellent comfort and experience. The location of the project is close to the seat of the district government, and the development planning of the surrounding areas is very scientific and reasonable. Both agricultural production base, but also equipped with 80 acres of storage, and Sanya City agricultural machinery service center is also set up here.

(IV) The person in charge of the project is a graduate student majoring in management, has entrepreneurial experience and worked in the agricultural department of the government, has rich management theoretical knowledge and

practical experience, and has a firm belief and strong confidence in the construction and successful operation of the project.

(v) The project has the support of the national policy to support rural tourism, and is equipped with industrial connection funds; Sanya Municipal government provides support funds for agricultural tourism projects in the four districts every year. The "Green Homeland" leisure farm project is one of the key support projects in 2022 in Haitang District.

(VI) The main business scope of the project is perennial vegetable base and ecological leisure rural tourism service. The service scope and object are very broad, which can not only meet the customers' psychological needs for rural culture and other deep-level aspects, but also improve the popularity of the project, and finally achieve the purpose of increasing the project benefits. In addition, as a new tourism industry, leisure farm is the crystallization of the integration of agriculture and tourism services, which promotes the interaction and integration between different industries.

ii. Disadvantages of the Project (W)

The factors that the project does not have inside the project that lead to its unfavorable competitive environment are what we call the project's competitive disadvantage. The disadvantages of "Green Home" leisure farm project mainly include the following points :

(1) The number of tourists of the project is mainly concentrated in weekends and holidays, and the passenger flow in weekdays is relatively small.

(2) The project is in the initial stage and has a low popularity, so it needs huge manpower, material resources and financial resources to build its popularity.

(3) The first phase of the project is too small to accept large tour groups on that day. Short time can not quickly return capital, capital return pressure exists.

(4) At present, the national policy is biased, many returning entrepreneurs are choosing to go back to their hometown to start businesses. China is a big agricultural country, so leisure farm has also become the choice of many college students returning to their hometown to start businesses; Other traditional agricultural operations are also doing industrial transformation, so there are a lot of industry competition pressure.

3 Project Opportunities (O)

The project market opportunity is a critical factor relative to the overall strategy. The project manager and relevant responsible person should have keen market perception to catch any favorable opportunity, and analyze the benefits that these opportunities may bring, so as to grasp the good opportunities that are suitable for the project, match with the resources of the project and enhance the competitiveness of the project to the greatest extent. Among them, the potential opportunities of the "Green Home" leisure farm project mainly include the following :

(1) In recent years, the integration process of Sanya City has been accelerated, and the construction of Hainan Free Trade Port has been carried out steadily. Sanya City is in an unprecedented period of development under such an excellent opportunity. With the combination of advantaged natural tourism resources and precious development opportunities, Sanya presents a dazzling charm. With the National Development and Reform Commission (NDRC) releasing a development plan to build a free trade port in Hainan, Sanya has been promoted as a key functional area in Hainan Province. This functional area is essentially the spearhead of Hainan Province.

(2) In accordance with the spirit of "one hundred villages and one thousand households" tourism project to enrich the people, Sanya City from planning, tourism signs, tourist parking Spaces, tourist scenic roads, environmental protection and other aspects, combined with agriculture, culture, construction and transportation departments and other relevant departments, to comprehensively promote the Sanya City "one hundred villages and one thousand households" tourism project to enrich the people. In view of the "farmhouse in the local development, the prospect of sanya tourism bureau officials said the sanya haitang, JiYang area, tianya, cliff states four areas such as rural areas have abundant tourist resources, these rural areas not only rich in natural tourism resources, rural areas and a rare scenic spots and historical sites, basically also has more characteristics of aquaculture, In addition, there are some famous local scenic spots, scenic spots, with more delicious, delicious food. All these have become a good foundation for Sanya City to vigorously develop rural

tourism. Believe THAT THE province will support 100 tourism villages and 10000 "farmhouse joy", there will be a considerable proportion of settled in Sanya city, with the province, the city began to layout, the launch of "one million villages" tourism rich project, Sanya City rural tourism will have a very good prospect. With the development of the project, it also led to the development of the "Green Home" leisure farm project in the area.

4. Project Threat (T)

Under the big market environment, "Green Home" leisure farm project will inevitably be affected by some external factors that affect its market position and corporate profits. Once these factors occur, project leaders or management personnel of enterprises are required to find out and take active and effective measures to reduce or improve the negative effects caused by these adverse factors in the first time. The potential disadvantages of the project in the external environment are as follows:

(1) The "Green Home" Leisure farm project is located in Sanya, a key tourist city in China. There are many tourist attractions in the city, and the industry competition is very fierce. There are many natural scenery in Sanya, among which there are 7 4A level scenic spots (spots) and 1 5A level scenic spots (spots). There are 22 star hotels and 54 travel agencies.

(2) The structure of the emerging industry is limited. As a project combining agriculture and tourism, its daily development is unpredictable and easily affected by weather, seasons, natural disasters and other natural factors.

(3) The number of new enterprises is too large, and the competition pressure increases. In recent years, the rise and rapid development of rural tourism, the market demand is increasingly large, it is natural that there will be many competitors into this industry.

5. The Project Can be Adopted Strategy

Based on the above analysis results and SWOT analysis, the "Green Home" leisure farm project can adopt the following four development strategies, which are represented by the matrix diagram as follows:

Table 3-2 Development Strategy matrix of "Green Home" Leisure farm project

<p>Internal Conditions Strategic External Conditions</p>	<p>S</p> <ol style="list-style-type: none"> 1. Advantages of Site Selection and Traffic Location 2. The Project Geographical Environment is Superior 3. Complete Supporting Facilities 4. The Promoter Has Rich Experience in Theory and Practice 5. In Line with National Policy Support 6. Broad Customer Base 	<p>W</p> <ol style="list-style-type: none"> 1. The Passenger Flow is Erratic 2. Lack of Name Recognition 3. There is Pressure of Capital Return 4. The Pressure of Competition is Great
<p>O</p> <ol style="list-style-type: none"> 1. The Positioning of the City is Conducive to Attracting Investment 2. Tourism is Developing Rapidly 	<p>So</p> <ol style="list-style-type: none"> 1. Take Full Advantage of Market Opportunities 2. Innovative Business Model 3. Policy Support, Expand Market Share 	<p>Wo</p> <ol style="list-style-type: none"> 1. Expand Publicity Channels 2. Increase Capital Utilization
<p>T</p> <ol style="list-style-type: none"> 1. Competition Among Tourist Attractions is Fierce 2. New Industries Threaten Themselves 3. Threats from Subsequent Entrants 	<p>St</p> <ol style="list-style-type: none"> 1. Build their Own Enterprise Brand, Enhance Brand Competitiveness 2. Expand and Accumulate Customer Resources 	<p>Wt</p> <ol style="list-style-type: none"> 1. Build Brand Influence 2. Improve Differentiated Competitiveness

(I) Combination of advantages and opportunities (SO strategy)

SO strategy refers to the strategy of utilizing the advantages of the project to be developed in combination with the favorable conditions in the external environment. The "Green Home" leisure farm project has many advantages of its own development, and the market environment is also conducive to its current development, SO the project should focus on the strategy of SO. Specific countermeasures are as follows:

(1) Combined with natural resources and environment, relying on today's rapidly developing economy and tourism, develop ecological tourism projects with traditional rural characteristics.

(2) The project leader will make use of his rich theoretical and practical experience to build a brand new mode of experience service with distinctive characteristics as the main business project, and build a leisure farm with rural customs, which integrates the rural catering, accommodation and traditional folk culture.

(3) According to the relevant policy support provided by the state in the industry, and according to the existing customer groups, continue to expand the market share of urban office workers.

(II) Combination of inferior and opportunity strategies (WO strategy)

WO strategy is to use the external favorable environment to offset some of the internal disadvantages. WO strategy is the auxiliary strategy of the "Green Home" leisure farm project. The specific countermeasures are as follows:

(1) Increase the percentage of publicity investment in the total expenditure, make good use of network resources, give full play to Weibo, wechat, Douyin and other network platforms, often carry out some award publicity activities, constantly improve the brand awareness of "Green home", and increase its popularity.

(2) Increase capital investment and improve the speed of capital flow. The rural market has a broad prospect. While developing tourism, it can also sell agricultural and sideline products. Can carry out corresponding promotion activities according to the seasonality of agricultural products to increase project income; In

addition, we can collect funds through pre-sales to improve the amount of working capital reserves.

(3) Dominant threat strategy combination (i.e. ST strategy)

ST strategy is to use the advantages of the project itself to dilute the external adverse impact on the development of the project. The leisure farm project of "Green Home" takes ST strategy as the auxiliary strategy, and the specific countermeasures are as follows:

(1) To build a brand with its own characteristics, form a brand effect, and use the unique geographical environment, convenient transportation and service industry with its own characteristics to enhance brand competitiveness.

(2) Through online publicity and offline activities, we will constantly integrate existing resources to ensure that we can provide customers with the most superior experience and services, and constantly accumulate our loyal consumer groups.

(IV) Dominant threat strategy combination (i.e. WT strategy)

WT strategy is a defensive strategy that simultaneously reduces internal disadvantages and avoids external environmental threats. The "Green Home" leisure farm project takes the WT strategy as the auxiliary strategy, and the specific countermeasures are as follows:

(1) Establish brand influence. Adhere to the ecological and environmental protection, green and organic health concept, adhere to the advocacy of green lifestyle, to form a good public opinion in the society.

(2) Different consumer services are designed for different consumer groups. To eliminate unnecessary projects to increase investment in characteristic services, to highlight their own characteristics in the industry. For example, there will be fewer general recreational activities and more specific experiences such as rural work.

Section 4 Market Analysis

4.1 Forming a Questionnaire

In order to better understand consumers' demand for leisure farms and provide a strong basis for this project, we conducted this market survey in the form of questionnaire, covering parts of Tianya District, Haitang District, Yazhou District and Jiyang District in Sanya City. In order to ensure that this survey can obtain scientific results as far as possible, before the formal survey, we first conducted a trial survey within the scope of living communities, and adjusted the questionnaire according to the problems reflected in the trial survey to form the final version of the questionnaire (see the attached table).

4.2 Questionnaire Distribution and Statistics

After that, we began to conduct market survey in selected locations in an organized and planned way, which lasted for 4 days. A total of 600 questionnaires were distributed and 538 were recovered. The statistical results are as follows:

I. Basic Information Man Woman

Man	Woman
264	274
49%	50.9%

1. Your Age
 - A. Under the Age of 18
 - B. 18 to 30 Years Old
 - C. 31 to 45 Years Old
 - D. 46 to 60 Years Old
 - E. More than 60 Years of Age

A	B	C	D	E
33	222	172	80	31
6.1%	41.2%	31.97%	14.86%	5.76%

2. Your Occupation

- A. Farmer B. Teacher C. Student
D. Civil Servant E. Workers in Enterprises
F. Individual Unit Worker G. Retired Worker H. Others

A	B	C	D	E	F	G	H
16	47	137	39	118	70	68	43
2.97%	8.73%	25.46%	7.25%	21.93%	13.01%	12.64%	8%

3. Your Average Number of Trips Per Year

- A. 0 - 2
B. 3 - 5
C. 6 - 9
D. More than Ten Times

A	B	C	D
206	266	51	15
38.29%	49.44%	9.48%	2.79%

4. When Do You Usually Choose to Travel [Multiple Choice]

- A. Weekends
B. Legal Holidays
C. Working Days
D. Winter and Summer Holidays
E. Others

A	B	C	D	E
97	256	10	88	63
18.3%	47.58%	1.86%	16.36%	11.71%

II. Leisure Farm Information

1. Do You Know anything about Leisure Agricultural Tourism

- A. Doesn't Know
- B. Has Heard of
- C. Knows a lot about
- D. Knows a lot about it

A	B	C	D
115	320	90	10
21.935	59.48%	16.73%	1.86%

2. How Do You Know the Leisure Farm [Multiple Choice]

- A. Television Broadcast
- B. Network
- C. Newspapers and Magazines
- D. Introductions from Friends and Relatives
- E. Travel Agency
- F. Others

A	B	C	D	E	F
74	150	135	138	38	74
13.75%	27.88%	25.09%	25.65%	7.06%	13.75%

3. Distance You want the Leisure Farm to be from The City

- A. Half an Hour
- B. One Hour
- C. Two Hours
- D. It's more than 2 Hours away

A	B	C	D
177	294	58	9
32.9%	54.65%	10.78%	1.37%

4. What Kind of Transportation will You Choose to Travel to Leisure Farm [Multiple Choice]

- A. Private Car
- B. Bus
- C. The Taxi
- D. Share a Car with a Friend
- E. Scenic Spot Service

A	B	C	D	E
208	135	40	101	50
38.66%	25.09%	7.43%	18.77%	9.29%

5. You Tend to Travel with [Multiple Choice]

- A. Friend
- B. Colleague
- C. Family
- D. Alone

A	B	C	D
192	64	304	13
35.69%	11.9%	56.5%	2.42%

6. The Price You Can Accept When Taking a Leisure Farm Tour Is.

- A. Less than 200 yuan
- B. 200 - 500 yuan
- C. 500 - 1000 yuan
- D. 1000 - 3000 yuan
- E. More than 3000 yuan

A	B	C	D	E
147	233	129	28	1
27.32%	43.31%	23.98%	5.2%	0.18%

7. The Purpose of Your Leisure Farm Tour Is [Multiple choice]

- A. Relax and Relieve Pressure
- B. Experience Farm Activities and Enjoy Farm Life
- C. Playing in Water and Recalling Childhood
- D. Buying Local Specialties
- E. Business Dinner
- F. Group Travel Organized by the Tompany
- G. Other

A	B	C	D	E	F	G
287	189	95	49	22	39	18
53.34%	35.13%	17.66%	9.1%	4.09%	7.25%	3.35%

8. What Entertainment Would You Like the Leisure Farm to Have [Multiple Options]

- A. Farm or Plant Sightseeing
- B. Picking
- C. Picking Farmhouse Restaurant
- D. Recreational Fishing Center
- E. Farm Experience
- F. Barbecue
- G. Tea Garden
- H. Characteristic Folk Activities
- I. Other

A	B	C	D	E	F	G	H	I
196	258	235	152	144	189	115	177	8
36.43%	47.95%	43.68%	28.25%	26.76%	35.13%	21.37%	32.9%	1.49%

9. Which Part of Leisure Farm Do You Think is More Important? [Multiple Choice]

- A. Ticket Price
- B. Food and Beverage
- C. Recreational Facilities

- D. Shopping Environment
- E. Accommodation Conditions
- F. Transportation Conditions
- G. Parking Lots

A	B	C	D	E	F	G
155	213	169	54	84	139	55
28.81%	39.6%	31.41%	10%	15.61%	25.84%	10.2%

10. Shopping in the Leisure Farm, you will Choose [Multiple Choice]

- A. Special Food
- B. Handicrafts
- C. Special Clothing
- D. Self-produced Agricultural Products from Leisure Farms
- E. Others

A	B	C	D	E
149	161	72	240	16
27.7%	29.92%	13.38%	44.61%	3%

11. What's your Opinion or Suggestion about Developing Leisure Farm in the Suburb of Sanya?

1	Southern Mountainous area, Brand;
2	Reach More People in More Ways;
3	Catering on the Hour has Characteristics, such as Game;
4	Food and Beverage Conditions to Health Standards;
5	Adapt Measures to Local Conditions;
6	The Popularization;
7	Hainan Ethnic Characteristics;
8	The Development of Farms should be Centralized and Participatory Activities with Farmhouse Characteristics should be Developed;
9	Sanitary Conditions are Better;
10	Vitality and Diversity;

11	The Leisure Farms in the Southern Mountains have no Rural Characteristics. Most of the Farm Dishes are just Names without Characteristics, and the Farmers are too Scattered.
12	A Place of Pleasure;
13	Lots of Places for Little Children to Play;
14	The Price is Moderate, Can Consume Affordably;
15	Distinctive;
16	Distinctive in Some Way;
17	Leisure Fishing, Breeding, Picking Pollution-free Vegetables;
18	Distance, Environment, Transportation;
19	Don't Charge too much for Admission
20	There are Transfers, Public Transport Conditions
21	The Environment is Better
22	Have a Character, Keep True Color, Don't have too Strong Commercial color
23	Reasonable Price, Special Snacks, Hygiene, Accommodation Does Not Require Stars, But to Clean
24	The Prices are Reasonable and there is Good Farm food with a special character
25	Development Pay Attention to Environmental Benefits and Maintain Ecological Balance
26	The Distance is Convenient, The Service Supporting Equipment is Perfect, The Farm Project as far as Possible Original Ecology, Especially The Green Environmental Protection Issues
27	Convenient Ride, Parking, Suitable For Parent- Child Tourism, The Corresponding Services Should be Better, More Characteristic Activities
28	Such Farms in Hainan are too Small
29	We Worry about Whether The Vegetables Picked on The Farm are Really Green, The Integrity of The Farmer
30	Sanitary Conditions, Pollution-Free; Kids Like, Down-To-Earth Things; Free Fishing; Variety And Characteristics; Greenhouse Grown, Southern Fruit;

	Health Conditions; Price is not an Issue, But Not Too Exaggerated; The Needs of Children; Lovers Accessories; Imitate Amusement Park, Entertainment Facilities as Complete as Possible; Health Conditions; A Place To Rest, Drink Tea; Try To Have a Small Lake, Arbitrary Shape, Trees, Flowers, Boating; Roller Skating Rink, Bowling, Pool Hall; Dancing, Bamboo Forest, Alone Space; Gift-Giving Needs; A Place For Sunbathing; Sunbathing.
31	Strengthen Security Measures; Improve Service Level
32	Cheap Price, Preferential; Low Price, Good Environment; Convenient Transportation; Students Can Have a Discount; Substantial Rides
33	There Are Fitness Facilities; Admission is Half Price for Students; The Environment is Elegant; Price Limit, Representative; Selection of Ticket Prices for Various Entertainment Projects; Leisure Places as far as Possible to Focus on The East Summer Climate And Selected; Pay Attention to The Selection of Ticket Price And The Forecast of The Ride; It Is Necessary to Match The Security Force of Leisure Farm to Improve The Service Needed by Farmers; There Are Places For Families to Play Together; The Scenic Area Has Characteristics And Levels, And There are Tasteful Commodities; Meet Leisure; The Price is Reasonable
34	Close to Life;

4.3 Questionnaire Analysis

In recent years, the trend of "advocating nature and returning to nature" has influenced the tourism trend in China. Returning to the countryside has become a popular choice for people to spend their holidays and relax. According to the survey, there are the following characteristics:

(1) Young people are the main consumer groups of leisure farms. At present, young and middle-aged people aged 18-45 are the leading consumer group of leisure farms, accounting for 73.17% of the total consumption.

(2) Suburban excursions are the first choice. 87.55% of consumers chose a place within one hour's drive.

(3) 53.34% of consumers agree that the purpose of leisure farm tourism is to

relax their mood and relieve pressure.

(4) In terms of consumption preference, consumers hope that the farm can provide affordable and original agricultural products, and at the same time, they hope to have perfect supporting entertainment facilities and convenient transportation.

Because of the fast pace of life now, people work very tired every day, live in the big city for a long time, far away from the rural life, the mood is not very good to relax. Now there is a leisure farm, in the leisure time can come to the countryside to feel the idyllic life, relax. You can plant your favorite dishes, you can pick fruit, and when you get home, you can cook with your own vegetables, green and pollution-free. In the process of growing vegetables, the body also gets exercise. Therefore, combined with the analysis results of this questionnaire, I believe that there should be a large market demand for the construction of a leisure farm covering the functional areas of homestays, agricultural products shopping centers, food streets, picking areas, fishing and so on. Now many people are in sub-health, it is also a good thing to exercise properly in the suburbs.

Section 5

Marketing Plan

5.1 Overall Marketing Strategy

The marketing strategy adopted by "Green Home" leisure farm project is 4P marketing theory. The so-called 4P marketing theory is to carry out a series of activities based on product, price, channel and promotion after the target consumer groups, consumer goods and service items of the farm are determined.

5.1.1 Product Strategy

Products, including agricultural products that satisfy customers and experience rural services, are all provided by the "Green Home" leisure farm project. It can be classified into the following types:

1. Customized products provide consumers with private customized tropical fruits and tropical crops, which can be distributed to designated places;
2. Agricultural experience type: the farm land is divided into certain areas and the management rights are rented to "migratory birds" or urban residents for agricultural production and agricultural experience;
3. Extended base type, by establishing close production and marketing connections with Guangzhou, Shenzhen and other big markets, the farm is used as the direct product supply base;
4. Return on investment, raising funds through the Internet platform for agricultural production, and giving returns in kind or investment income as agreed;
5. Leisure tourism type: by combining with the construction of beautiful countryside and regional tourism, the characteristic homestay inn will be developed to attract "migratory birds" to the farm and the surrounding beautiful countryside for leisure and health tourism;
- 6, customized help type, guide consumers to adopt the poor households of fruit trees, hot crops or rent farmland, hire poor households to take care of;

7. Culturally creative, using brand design, story telling and art reconstruction to create a unique farm integrating creative and other elements.

5.1.3 Channel Strategy

"Green home" leisure farm project is policy support project, the project will unite NongTou, sanya, sanya live built bureau, property management association, sanya, sanya rural agriculture bureau and other government units, and combining the sanya vegetable basket project requirements, to develop sales channels, sales channels mainly include network channels and marketing channels on the ground.

Network Channel:

1. "Green Home" Leisure farm project will cooperate with Douyin, Hainan Daily, Hainan News Channel and other media and platforms, and accept platform and network booking; They can also interact through social platforms to establish cooperation and expand channels.

2. The "Green Home" Leisure farm project will build its own APP platform, which will be deeply bound with the property association and Sanya vegetable basket to move forward together.

Ground Promotion Channels:

1. The "Green Home" leisure farm project will not only attract mainstream and extracurricular activities in the project, but also develop large enterprises, troops, schools and other personnel intensive enterprises and groups, develop offline group business, and broaden the demand crowd.

2. The "Green Home" leisure farm project will organize team members to go to the community and enter the main personnel intensive areas of the city. The promotion personnel can obtain customers through publicity and form a relevant list, and can also invite customers through invitation, so as to increase customers and attract tourists.

5.1.2 Pricing Strategy

In the marketing activities, the "Green Home" leisure farm project has a crucial role in the level of pricing. Pricing strategy is related to every aspect of the project, such as consumer acceptance of farm products and services, profit market share and demand, which will be directly affected by it. Therefore, pricing strategy should be combined with pricing methods and pricing basis for a complete introduction of the system.

First of all, the "Green Home" leisure farm project is a kind of service industry, which combines the primary industry and the tertiary industry, and is a new model of rural tourism. As the target customers of the farm, young urban office workers want to have high-quality products, professional services and experience honest tradition at the same time. Therefore, while pursuing quality, it is more important for consumers to experience the pure and simple life. In terms of price, agricultural products and various services in the farm are higher than those in the general farmhouse, because the general farmhouse is mainly featured by eating and playing cards, which is the reason for choosing this pricing strategy. White-collar workers and families in urban areas who want to buy rental services need organic guidance from farm managers to manage their leased vegetable plots and poultry. The reference prices of specific products and services are shown in Table 5-1:

Table 5-1 Price list of products and services

Project Name	Unit	Price
Organic Breakfast	Set of	20 Yuan/Person
Special Lunch	Set of	30 Yuan/Person
Keeping in Good Health for Dinner	Set of	60 Yuan/Person
Ordinary Home Stay Facility	Room	80 – 150 Yuan/Room/Day
Upscale Hotel	Room	180 – 300 Yuan/Room/Day
Parent-child Suite	Set of	400 – 850 Yuan/Building/Day
Camping Outfit	Day	80 Yuan/Top
Farming Experience	Time	20 Yuan/Person

Project Name	Unit	Price
Chess	Person	15 Yuan/Person
Fishing Equipment to Rent	Day	30 Yuan/A
Parent-child Garden Visit (one large and one small)	Time	50 Yuan/Time
Land Contract	Year	280 Yuan/Square Meter
Fruits and Vegetables, Other Agricultural Products	-	Reference Market Price

Then, leisure farms can provide consumers with a combination of products, that is, farm produce and rural experience services together. The pricing adopted is a combination of product and service. The reference prices of specific products and services are shown in Table 5-2:

Table 5-2 Pricing table of product and service portfolio

Package	Combination	Combination of Quotation
A	Lunch + Farming Experience + Fishing + Chess Room	68 Yuan/Person
B	Pick + Set A	88 Yuan/Person
C	Growing Vegetables + Set B	98 Yuan/Person
D	Bed + Breakfast + Package C	188 Yuan/Person

5.1.4 Sales Promotion Strategy

The main purpose of promotion is to make customers more recognized for the project products and gradually improve their cognition, so that customers can better accept the project products. In addition to traditional methods including promoters, online publicity and advertising, the "Green Home" Leisure farm project will cooperate with relevant government agencies to organize promotional activities and hold regular promotional meetings in the community. Promotion means mainly include the following:

1. Increase Publicity

In view of the current market situation of leisure farm, regional advertising should be adopted, regional advertising media should be selected, the advantages of concentration, key breakthrough, to form a strong advantage.

A News media (Newspapers, Television)

It is mainly used in the daily publicity of leisure farms, important festival concessions and the publicity of film and television shooting conditions.

B Network

1) Make use of the high-speed, timely, global, all-weather characteristics of the network to carry out a wide coverage of publicity. Through the popular network to enhance the leisure farm tourism area click rate.

2) The use of wechat public platform is an effective platform for wechat users to know information, and an effective channel for tourism and holiday information suppliers to conduct wechat marketing. We can publicize "Green Home" leisure farm in this effective and modern way.

C Hotel billboards and bus facilities advertising

Advertising can be directly into the hotel internal, such as communication and negotiation with the hotel in the lobby placed our billboards and brochures on the road to the leisure farm to make billboards, bus is the scenery of the city flow; It is suggested to put in bus advertisements and bus station advertisements.

D Industry's DM Magazine

Now every city, for each industry, there are DM magazines of the industry, choose DM magazine, on the one hand, its targeted, free delivery to travel agencies, high- grade writing edge, institutions, residential communities, bars and other prospective customers with a certain level of consumption. On the other hand, DM magazines have lower advertising costs than public media.

E Wall Advertising

Wall signs and advertisements are written in the surrounding area. Put up posters in expressway service areas or hang wall advertisements and slogans in toilets. Advertise in neon on the Ferris wheel.

F Establishment of Tourist Source Offices (Haikou, Sanya)

The use of the office, to achieve the leisure farm and tourists and a travel agency (travel agency) zero distance contact, and to achieve weekly or daily tourist group.

G Publicity Album (Photos, Leaflets, Foldouts, Posters, Annual Tickets, Commemorative Coins, etc.)

2. Hold special theme activities

A Li Cultural Customs Tourism Festival.

To attract tourists from all over the country through the distinctive Li culture, to display the inside information of Li nationality, to sell special souvenirs, and to hold festivals for tourists and businesses, so as to better reflect the social and economic effects.

B Carry out corresponding theme and benefit activities on different international and domestic festivals.

3. Planning Surrounding Tourist Routes

We can take advantage of the strong momentum of Sanya economic tourism circle to use and guide.

5.2 Segmentation of Consumers

The main variables of consumer market segmentation are :(1) geographical environment factors. Specific variables include: country, region, city size, climate and population density of different regions. (2) Demographic factors. Including: age, marriage, occupation, gender, income, education, family life cycle, nationality, ethnicity, religion, social class and other variables. (3) Psychological factors. Including personality, purchase motivation, value concept, life style, the pursuit of interests and other variables. (4) Behavioral factors. Including the degree of consumer entry into the market, frequency of use, degree of preference and other variables.

In the "Green Home" leisure farm project, consumers mainly include the following types:

5.2.1 Customer Source

Local customers: mainly for local residents in Sanya, mainly for daily vegetable demand, through offline, online and other ways; On weekends, national holidays and other holidays, local tourists can travel to the project for leisure and buy corresponding products. The primary industry and the three industries can work together to improve the project income.

Out-of-town customers: For out-of-town customers, what attracts them is the experience project and cost performance of the farm, and advertising is also one of the factors affecting their decision. Different from local rural customers, non-local customers often have a great demand for accommodation, so the farm should provide a clean and strong rural characteristics of the accommodation environment, in addition to the experience of the service to increase the proportion of folk culture, in catering entertainment should pay more attention to the distinctive regional characteristics.

5.2.2 Tourist Destination

Tourism and leisure: The daily pressure of work and life often make modern young people tired. On weekends or holidays, a secluded place away from the hustle and bustle is the main purpose of leisure. The "Green Home" leisure farm project also provides a rare and necessary place for such tourists.

Business tourism: Generally, business tourism is mainly carried out by groups. The "Green Home" Leisure farm project pays more attention to individual group activities, such as board and card games, fishing, and company group construction. It provides high-quality secluded sites for business tourism clients and greatly attracts local and foreign tourists.

5.2.3 All Age Groups

According to the age difference, customers can be divided into teenage customers, middle-aged customers and elderly customers.

Middle-aged customers are mostly working class and have their own financial resources, so this group of customers is most likely to make independent travel plans.

Moreover, due to the long-term work pressure and life pressure, this kind of customer group hopes to be released through tourism; In addition, due to the important role this group of customers plays in the family, it is common for them to take the children and the elderly to travel together.

The elderly customers generally pursue the quality of life, pay attention to health, or yearn for the quiet life in rural areas, so they will also have the demand to travel to rural areas.

In the "Green Home" leisure farm project, it can meet the different needs of all age groups, improve the fault tolerance rate, and let people live leisure time away from the city.

Section 6

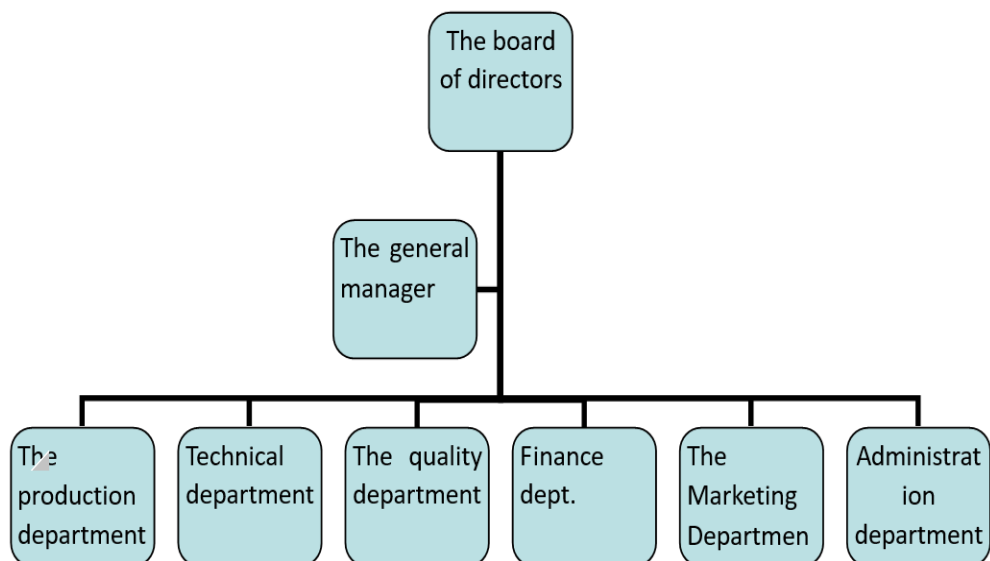
Management Team and Company Structure

6.1 The Management Team

6.1.1 The Organization

The project is established in accordance with the modern enterprise system, and the general manager responsibility system is implemented under the leadership of the board of directors. The general manager is the top executive in charge of daily affairs and the appointment of department managers.

The organizational structure is as follows:



6.1.2 Incentive and Restraint Mechanism

Considering the development and perfection of the enterprise system in the long run, the company should establish the incentive and restraint mechanism of its managers and senior managers from the following four aspects:

(1) Gradually carry out diversified remuneration system and reward system, and establish incentive and restraint mechanism for enterprise managers and senior management personnel.

(2) Establish a complete corporate governance structure, give full play to and coordinate the functions and roles of various departments within the enterprise, and form a reasonable internal balance mechanism.

(3) Give full play to the external supervision and restraint mechanism of the enterprise, establish the performance assessment system of enterprise managers, the decision-making error investigation system and the tenure audit system through laws and regulations, and improve and strengthen the external supervision mechanism of enterprise managers.

(4) Establish a perfect selection and employment mechanism, gradually adopt a fair, just and open market way for business managers and senior management to compete for positions, and optimize the management personnel.

In short, as long as a set of reasonable incentive and restraint mechanism is gradually established, the subjective initiative and enthusiasm of enterprise managers can be effectively stimulated, and the quality of enterprise managers can be greatly promoted, and a management team that can meet the needs of market competition can be cultivated and established.

6.1.3 Human Resource Management

Will insist on after the completion of the project in order to post to complement, reduce all unnecessary redundancy, scientific management, respect knowledge, respect for labor laws and regulations, seriously do a good job in pre-service training, and using performance management strict rewards and punishments in the practical work, to improve the quality of the staff, cultivate a batch of ability, technology, culture, strives for the progress of technology and management personnel, help the company all staff common progress, Become one of the driving forces of enterprise development.

All personnel who need certificates shall, in accordance with relevant regulations, attend the professional training organized by relevant competent authorities and take up the post with certificates.

All the equipment operators invite the technical staff of the equipment manufacturer to give lectures and training in the factory before taking up the post. Only after passing the examination can you go on post.

6.1.4 Labor Capacity

After the completion of the project, the management personnel will be appointed by the general manager or publicly recruited, and the rest will be publicly recruited and selected.

6.1.5 Welfare Treatment

According to the "Notice on Deepening the Reform of Enterprise Pension Insurance System" issued by The State Council, the company will ensure that its employees enjoy living benefits, labor protection and unemployment insurance benefits in accordance with relevant state regulations. Pay to SOCIAL security BUREAU regularly according to relevant regulations of the country as a whole fund.

At the same time, in accordance with the provisions of the "Labor Law" to take unified management of production safety and labor protection, graded responsibility, strengthen the education of labor protection knowledge of workers, regular distribution of labor protection supplies, and strive to improve the working conditions of workers.

6.2 Board of Directors

The company shall have a board of directors, which shall be elected by the shareholders' committee. The board of directors shall have a chairman and a vice chairman, who shall be elected by the board of directors. A director shall serve a term of three years and may be re-elected at the expiration of his term. Before the expiration of a director's term of office, the shareholders' meeting shall not remove him without cause.

The company's board of directors is responsible for the company's overall development plan, the formulation of major policies and the appointment of the company's general manager. The board of directors consists of three members: Chairman, vice chairman and director.

Chairman: Wang Peng

Vice President: Li Hua

Directors: He Jingkai, Xie Xinchun, Li Qiang

General Manager: Fu Jian

6.3 Board of Advisors

The company's advisory board is composed of agricultural experts and IT experts to provide advice, advice and help for the development of the company. Agricultural experts and senior management of the IT expert team can speak freely here to discuss the needs of leisure farms based on tropical agriculture in planting technology, Internet of things agricultural application in IT and other technical problems, and how to make the company do the best in this respect. At the same time, the company advisory board also provides the related industries with the opportunity to communicate and cooperate with each other. The Company's Advisory board shall hold a regular meeting at least once a year. At present, the chairman of the company's advisory board is Wei Junkun, a senior agricultural expert. The company's Advisory board consists of agricultural experts, IT experts and the following honorary members:

Liu Feng: Vice Chairman of Beijing Kebai and director of the Joint Laboratory of Chinese Academy of Agricultural Sciences

Lu Peng: Honorary Chairman of Hong Kong University of Science and Technology and Chairman of Keli Group

4 Honorary members: Wu Nan, Wang Anqing, Chen Bo, Ji Gaosheng.

6.4 Other Professionals

In addition to the existing organizational structure, for the development of the company, the general management office employs the following full-time positions:

1. Site Manager: Responsible for carrying out preliminary preparatory work, such as project application, decoration, personnel recruitment, personnel training and other systematic work. In the later stage, I need to be responsible for the overall operation of the farm, formulate project operation plans, personnel management regulations, etc.

2. Deputy Head: Provide assistance to the head when carrying out the preliminary work of the project. After the official operation of the farm, I need to be responsible for logistics management, financial management and personnel transfer.

3. Chief Chef: manage all the work in the kitchen, including arranging the specific work of the help staff, planning the meal list every day, and ordering food raw materials; Responsible for the production of each dish, the chef should take responsibility for any problems.

4. Help the kitchen: Assist the chef to complete the relevant work in the kitchen. Wash vegetables, cut vegetables, assist chef to complete cooking; Check the quality of food to ensure that all food is safe to eat within the time limit; Clean the kitchen regularly to ensure kitchen hygiene.

5. waiter: responsible for the reception of each guest in the farm, to provide targeted services for guests, responsible for the restaurant health, to ensure that guests have a clean and tidy dining environment; Check cutlery before guests sit down to ensure that each set is clean and flawless; Regularly clean and maintain the facilities inside the restaurant; Master the reservation information of guests, arrange the location of guests reasonably; ; Familiar with the name of all dishes in the menu, the price and the big production method, can answer the relevant questions when the guests order; Master basic service skills respect each guest, do not encounter with guests, etc.

6. Cleaner: responsible for cleaning the accommodation area and the common areas in the farm. Arrange daily cleaning work reasonably. Every day to check the health of the farm, and timely check the record, every day after the end of the work to report the day's work to the superior. Keep a record of the consumption of cleaning items.

Section 7

Operation Plan

7.1 Business Models and Procedures

"Green Home" leisure farm project is a collection of rural ecological tourism, green natural crops and animal products breeding and processing, "eating, living, entertainment" as one of the rural soon-living experience, diversified individual and group business services and other featured products and services. Surrounding rural culture service characteristics, planting and raising ecological agricultural production and processing, and the combination of slow life in leisure experience and intergrowth development, establish ecological agriculture, rural living and cultural experience, trinity, the composite function of body meet multi-level demand customers, products and services to each other to drive implementation project, improve customer satisfaction and brand reputation, thus promoting the development of project.

7.2 The Business Location

The construction site is located in Linxin Village, Sanya City, Hainan Province, near Provincial Highway 304, opposite Longjiang Style town.

Location of The Project Area



7.3 Facilities and Equipment

Travel Facilities: Food street, rural homestay, medical emergency center, shopping center (green vegetables, fruit exhibition hall, fruit series products store) cultural center, logistics center, children's paradise, parking space and pavement, construction, construction of homestay (leisure, health, vacation), tent camping site, outdoor activity square, Rural characteristic food and tourist service center construction of tree-lined ecological parking lot, fishing, ecological tourism toilets.

Experiential agriculture: build vegetable production base, build picking garden experience facilities, and build manual experience workshop. Creative agricultural construction and rural animal science popularization site; Park viewing platform; Building characteristic green landscape (including earth light show), adolescent health education and training base; Construction park entrance landscape, parent-child paradise, etc.

7.4 Operational Strategies and Plans

Properly handle the relationship among the government, enterprises and farmers, determine the reasonable construction operation management mode, and form the resultant force of healthy development. Government is responsible for policy guidance and planning guide, create a conducive to the development of "green home" leisure farm external environment, enterprise, village collective organization and farmers cooperatives and other market main body to give full play to the role in the industrial development and the real operation, farmers cooperatives and organized way, in the "green home" income distribution, to work in the development of leisure farm.

7.4.1 Take The Enterprise as The Main Body

According to the mode of "enterprise + farm" or "enterprise + farm cooperative + employee", the enterprise integrates the land, house and other resources of the farm by means of share cooperation and lease, or makes use of the enterprise's own land and house resources to develop, construct and operate the "leisure farm".

7.4.2 Farm Cooperatives as The Main Body

According to the model of "farm cooperatives + workers", the workers' cooperatives integrate the land, houses and other resources of the farm by means of stock cooperation and leasing, and carry out the development, construction and operation of the "Green Home" leisure farm.

7.4.3 Take Farm Collective Economy Organization as Main body

The development of "green home" leisure farm as an important way to explore the development of collective economy. Develop various forms of share cooperation, organize village collective members to participate in the construction of "Green Homeland" leisure farm, enhance and strengthen the vitality and strength of collective economic development, and let farmers share the fruits of collective economic development and rural reform by participating in the construction of "Green Homeland" leisure farm.

7.4.4 Driven by Tourism

Through the promotion of tourism, the overall image and popularity of the comprehensive agricultural leisure farm will be comprehensively improved, the brand effect of the comprehensive agricultural leisure farm will be improved, the sales volume and market coverage will be increased, and the benign cycle of the production of the leisure farm will be promoted.

7.5 The Profit Margin

Project	2022	2023	2024	2025	2026
Net Profit	-14	8	33.75	63	90.75
The Profit Margin	-14%	8%	33.75%	63%	90.75%

The project's profit margin has increased year by year.

7.6 Fixed Costs

The initial investment of the project is 1 million yuan, which is used for infrastructure construction, site construction and decoration. The depreciation period of the fixed assets is 8 years, and the estimated net output value is 10% when scrapped. The depreciation method is the average method of life.

Project	2022	2023	2024	2025	2026
Assets :					
Current Assets	15	32	84	140	186
Fixed Assets	80	80	80	80	80
Minus: Accumulated Depreciation	9	18	27	36	45
Net Fixed Assets	71	62	53	44	35
Intangible Assets	0	0	0	0	0
Assets Total	86	94	137	184	221

7.7 Variable Costs

Operating Cost	Unit	The Number of	Unit Price (unit: Yuan)	Total Amount (Unit: Yuan)
First, Management Expenses				
Employee Salary and Benefits	People/month	11	2000	22000
Water, Electricity and Gas Costs	Yuan/month	12	4000	48000
Cost of Office	Yuan/year	1	50000	50000
Maintenance of infrastructure	Yuan/year	1	40000	40000

Operating Cost	Unit	The Number of	Unit Price (unit: Yuan)	Total Amount (Unit: Yuan)
Other Unexpected Expenses	Yuan/year	1	18000	18000
Rent of Land and Housing	Yuan/year	1	80000	80000
Second, Operating Expenses				
Advertising Costs	Yuan/year	1	150000	150000
Marketing Costs	Yuan/year	1	100000	100000
Product Raw Material Cost	Yuan/year	1	80000	80000
Depreciation of Infrastructure Equipment	Yuan/year	1	90000	90000
3. Tax Expenditure	Yuan/year	1	80000	80000

7.8 Start-up Costs

The start-up cost of the project is 1 million yuan.

Project	Amount (Unit: Ten Thousand Yuan)
Decorate a Budget	30
Site Construction Budget	35
Total Infrastructure Cost	20
Liquidity	15

Section 8

Products and Services

For different types of target consumer groups, highlight the characteristics, according to local conditions to build a "green home" leisure farm.

Product customized type. In the form of individual order and group order, we provide consumers with customized services such as adoption and direct supply of Hainan tropical agricultural products. We SHOULD ESTABLISH RECORDS FOR THE crops ADOPTED by consumers, wear labels, produce them in strict accordance with the agreed standards, and ensure that consumers can check the growth situation on site or by video in real time. After mature products in accordance with the requirements of consumers for personalized packaging, disposal, can be distributed to the designated place, can also be sold on a commission basis, the sales revenue will be returned to consumers. Encourage large agricultural products wholesale markets, vegetable basket groups, hotels, enterprises, schools and other institutions to directly invest in "Green Home" leisure farms in cities and counties of our province, establish a stable direct selling relationship between Hainan producing areas and mainland consumers, and promote solutions to the problems of high prices and low sales of agricultural products in Hainan.

Leisure and health, develop characteristic homestay inns, attract consumers, especially "migratory birds" to the farm for leisure and health vacation, provide industrial support for the beautiful countryside, so that the farm and beautiful countryside become a comprehensive park with both "face" and "Li Zi". Create "homestay + agricultural land" leisure and health products, and divide the farm land into a certain area or a certain number of crops.

Return on investment. Consumers and investors raise funds through crowdfunding and other means for the development of "Green Home" leisure farm. The farm provides consumers and investors with supporting services such as agricultural materials supply, technical guidance, trusteeship and breeding, product

sales, and so on. Consumers and investors can get in-kind or investment returns as agreed.

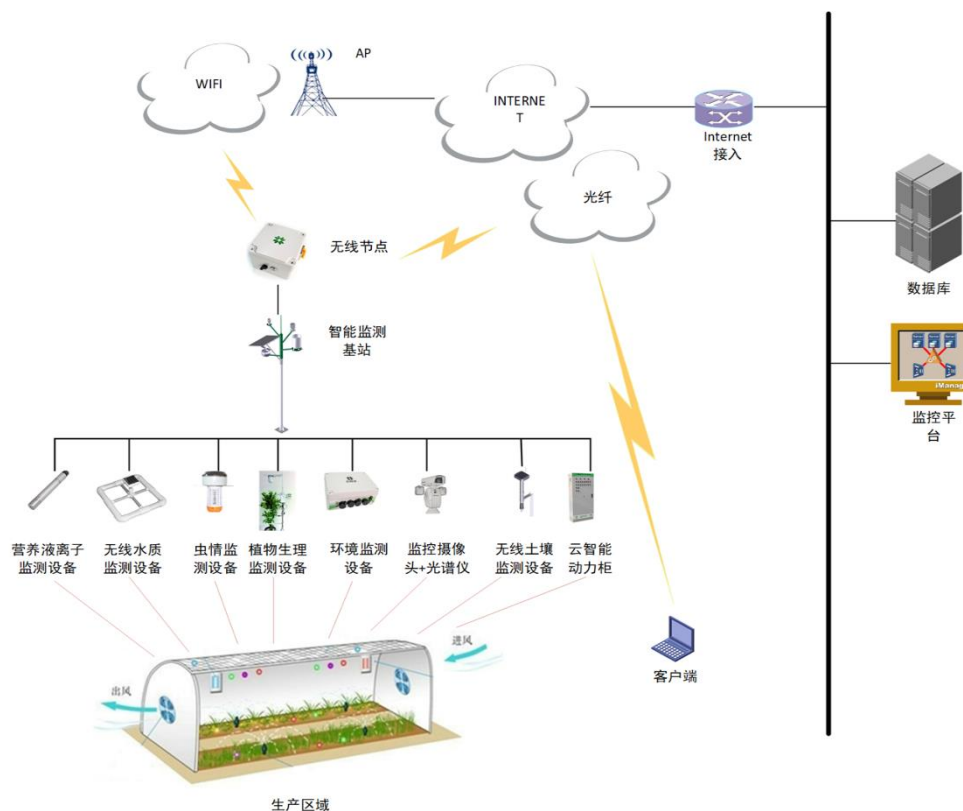
Cultural creative type. Based on the characteristic resources, it sets up the concept of cultural creation, attracts all kinds of artists and makers to use brand design, story mining, art reconstruction, agricultural science popularization and other cultural and creative art methods, and creates a "green home" leisure farm integrating humanistic elements, ecological elements, scientific and technological elements, and creative elements.

8.1 Product Positioning

Smart Ecological Agriculture Base:

Through the Internet of things of agriculture twin, cloud computing, big data, digital and other modern information technology and modern agricultural equipment, physical, biological, soil ecological improvement, reasonable cultivation system of many technologies such as organic fusion, vegetable production process of digital, intelligent, precise, greening, to establish a set of standardized production technology system. Make full use of the unique climate conditions of Chinese flowering crabapple, transport hub traffic advantages, market-oriented, supported by science and technology, to strengthen the construction of standardized demonstration base, realize the melon seeds SheShiHua layout regionalization, base, production standardization, product varieties and management industrialization, rising steadily haitang area "vegetable basket" main products rate, quality qualified rate and emergency support capability, Increase park income.

Schematic diagram of intelligent agricultural production system architecture



Pollution-free products: in the production process, a small amount of pesticides are used to prevent pests and diseases by scientific means;

Low energy consumption products: vegetable greenhouse construction, the use of passive greenhouse, shed without wet curtain and blower, passive cooling, energy saving and emission reduction;

Green products: Establish one product and one product to ensure that there is no pesticide residue when products enter the market, and ensure food safety.

8.2 Service Orientation

The main areas of "Green Homeland" leisure farm were classified into three areas: tourist leisure service area, fruit and vegetable planting and picking experience area, and animal husbandry and poultry aquaculture demonstration area. Different areas have different functions and services, so that tourists do not have aesthetic fatigue, there is a fresh feeling. Such as the experience of watering and catching insects, weeding and hoeing, picking and leasing farming land and other projects are fruit and vegetable planting and picking experience area; Experience chicken feeding,

cattle herding and fishing in the livestock and poultry aquaculture demonstration area. There are many ways to receive tourists, so that tourists can experience a variety of different playing experiences in the park. Specific services include the following contents:

Parking lot: free to visitors, and put a guide in the parking lot, so that visitors can know the park route at the first time;

Visitor space: Visitors can have a short rest in this area, where they can chat and enjoy the sunbathing in Sanya, Hainan Province. Children can play and chase games here. Outdoor activities can also be organized as a family or group.

Tourist ACTIVITY ROOM: equipped with "Green Homeland" leisure farm reception center, just for tourists to provide public tea room, chess and card room, billiards, and other indoor activities.

"Green Home" Mall: We just provide tourists with organic vegetables and homemade special agricultural products in the park, and provide tourists with surrounding tourism information services.

Product display area: Display some historical agricultural tools in China, so that tourists can understand the farming culture, as a tool for outdoor activities, experience the hard work of farmers, so that tourists can intuitively understand the history of agricultural development in China. While ENJOYING the pleasant time in the countryside, there is a kind of back to the youth of the beautiful, let the children realize that every hard work is not easy.

Entertainment area: equipped with a singing room, mini badminton, tennis, volleyball and other areas for visitors to experience entertainment. And equipped with a fishing pond for tourists to fish, in the surrounding can swing, slingshot experience, water gun shooting, skipping and other activities.

Restaurant: Visitors can have simple meals and feasts here, providing different dining needs for different groups.

Homestay, hotel: to provide a rest for overnight rest.

Section 9

Financial Forecast

9.1 The Total Amount of Funding

The initial capital of the project is estimated to be 1 million yuan, which will be raised by the project enterprise.

9.2 The Budget of The Investment

Total Investment: 1 Million Yuan

- Decoration Budget: 300,000 yuan

Including: kitchen: 20,000 yuan, greenhouse: 30,000 yuan, room: 200,000 yuan, entertainment: 50,000 yuan

- Site Construction Budget: 350,000 Yuan

Among them:

- (1) Budget for ground facilities: 100,000 yuan

Among them, the gazebo is 2,000 YUAN, the carport IS 5,000 yuan, the fish pond IS 5,000 yuan, the chicken, duck and pig farm is 3,000 yuan, the digester is 5,000 yuan and the others are 30,000 yuan

- (2) Pollution-free vegetable production facilities: 50,000 yuan

- (3) Ground infrastructure budget: 200,000 (paving, fencing, greening)

- Total Cost of Infrastructure: 200,000 Yuan

Among them: fruit tree seedlings purchase: 5,000 yuan, chicken and duck seedlings purchase: 5,000 yuan, flower seedlings purchase: 4,000 yuan, fish fry purchase: 5,000 yuan, pig fry purchase: 5,000 yuan, vegetable seedlings purchase: 10,000 yuan, a total of 25,000 yuan;

Range hood, pot, gas stove, refrigerator, rice cooker, microwave oven, etc. 15,000 yuan;

20,000 yuan for tables and chairs;

18 sets of air conditioners, 20 sets of TV sets, 45 sets of bedding, 100 sets of quilt sets, 45 sets of pillows, 40 beds, 90,000 yuan;

- liquidity: 150,000 yuan

9.3 Operating Revenue Budget

In the first year:

Accommodation income: 80 (per capita consumption) \times 40 (beds) \times 240 (business days) \times 50% (per capita occupancy) = 380000 yuan (breakfast included)

Catering income : 30 (per capita consumption) \times 40 \times 240 (business days) \times 60% (per capita catering rate) = $170,000$ Yuan (no accommodation)

Income from entertainment projects:

Fishing items: including fishing gear rental and fishing, daily income of 8 person-times \times 30 yuan \times 240 days \times 80% = $50,000$ yuan;

Fruit picking: including picking oranges, grapes, pears, bayberries, etc., estimated income of $50,000$ yuan;

Local products sales, including local chicken, pollution - free vegetables, health vegetables, etc., the preliminary gross profit estimate of $210,000$ yuan.

Revenue in the first year totaled $860,000$ yuan

Note: The second year increased by 50% , the operating income of 1.29 million yuan

The third year increased by 50% , the operating income of 1.93 million yuan

The fourth year increased by 40% , the operating income of 2.7 million yuan

In the fifth year, the revenue will increase by 30% and reach 3.5 million yuan

9.4 Operating Cost Budget

In the first year, administrative expenses: $500,000$ yuan

(1) Employee salary and welfare: 11 employees \times Average monthly salary 2000 yuan = $22,000$ yuan \times December = $264,000$ yuan

(2) Cost of water, electricity and gas : 4000 \times December = $48,000$ yuan

(3) Office expenses; $50,000$ yuan/year

(4) Infrastructure maintenance fee: $40,000$ yuan/year

(7) Other unexpected expenses: $18,000$ yuan/year

(8) Land and house rent: $80,000$ yuan/year

Note: The second year will increase by 30%, and the management cost will be 650,000 yuan

The third year increases by 30%, and the management cost is 850,000 yuan

In the fourth year, the management cost will increase by 30% to 1.11 million yuan

In the fifth year, the management cost will increase by 30%

In the first year, operating expenses: 420,000 yuan

(1) Advertising cost: 150,000 yuan

(2) Marketing expenses: 100,000 yuan

(3) Raw material cost: 80,000 yuan

(4) Depreciation of basic equipment: 90,000 yuan

Note: The fee for the second year is 450,000 yuan

The fee for the third year is 500,000 yuan

The fourth year fee is 550,000 yuan

The fee for the fifth year is 600,000 yuan

Tax expenditure: 80,000 yuan (mainly business tax, education surcharge, urban construction tax and other tax expenditure)

Note: 110,000 yuan in the second year

150,000 yuan in the third year

200,000 yuan in the fourth year

250,000 yuan in the fifth year

9.5 Operating Profit

Operating profit: Operating revenue (860,000 yuan) Operating cost (1,000,000 Yuan) = -140,000 Yuan (first year)

Note: Undistributed profit of 80,000 yuan in the second year, 430,000 yuan in the third year, 840,000 yuan in the fourth year, and 1.21 million yuan in the fifth year

(For the above budget, the annual effective operating days are 240 days due to the exclusion of unpredictability factor)

9.6 Analysis of Financial Accounting

9.6.1 Balance Sheet of the Company at The Initial Stage of Establishment

Table 1-2 Initial Balance Sheet (Brief Statement) Unit: Ten thousand yuan

Assets	Amount	Liabilities and Owners' Equity	Amount
Current Assets	100	Liabilities	0.00
Fixed Assets	0.00	Long-term Borrowing	0.00
Intangible Assets	0.00	Owners' Equity	100.00
A Combined	100.00	Total	100.00

Note:

(1) The depreciation period of fixed assets is 8 years, and the net output value is expected to be 10% when scrapped. The depreciation method is the average method of life;

(2) Most of the houses and warehouses are rented, which have been included in the operating costs and management expenses ;

9.6.2 Five-year Projected Balance Sheet of The Company

Table 1-3 Balance Sheet Unit: Ten thousand yuan

Project	2022	2023	2024	2025	2026
Assets :					
Current Assets	15	32	84	140	186
Fixed Assets	80	80	80	80	80
Minus:					
Accumulated Depreciation	9	18	27	36	45
Net Fixed Assets	71	62	53	44	35
Intangible Assets	0	0	0	0	0
Assets Total	86	94	137	184	221
Liabilities :					
Long-term Borrowing	0	0	0	0	0
Total Liabilities	0	0	0	0	0

Project	2022	2023	2024	2025	2026
Owner's equity :					
Paid-in Capital	100	100	100	100	100
Undistributed Profit	-14	-6	37	84	121
Total Owners' Equity	86	94	137	184	221
Total Liabilities and Owners' Equity	86	94	137	184	221

9.6.3 The Company's Projected Income Statement for Five Years

Table 1-4 Cash flow statement

Unit: Ten thousand yuan

Period: January 1, 2022-December 31, 2026

Project	Line No.	2022	2023	2024	2025	2026
I. Cash Flows Generated from Operating Activities:						
Cash Received for Selling Goods and Providing Services	1	86.00	129.00	193.00	270.00	350.00
Other Cash Received in Connection with Operating Activities	2					
Cash Paid for Goods Purchased or Services Received	3	16.80	28.00	58.00	82.00	110.00
Cash Paid to and for Employees	4	26.40	36.00	45.00	56.00	65.00
All Taxes Paid	5	8.00	11.00	24.25	41.00	55.25

Project	Line No.	2022	2023	2024	2025	2026
Other Cash Disbursed in Connection with Operating Activities	6	39.80	31.40	28.40	32.40	29.40
Net Cash Flow from Operating Activities	7	-5.00	22.60	37.35	58.60	90.35
li. Cash Flows from Investing Activities:						
Recover Cash Received from Short-Term Investment, Long-Term Debt Investment and Long-Term Equity Investment	8					
Cash Received in Return for Investment Gains	9					
Net Cash Recovered from The Disposal of Fixed Assets, Intangible Assets and other Long-Term Assets	10					
Cash Paid by Short-Term Investment, Long-Term Debt Investment and Long-Term Equity Investment	11					

Project	Line No.	2022	2023	2024	2025	2026
Cash Paid for The Purchase and Construction of Fixed Assets, Intangible Assets and Other Long-Term Assets	12	85.00				
Net Cash Flow from Investing Activities	13	-85.00				
iii. Cash Flows Generated from Financing Activities:						
Obtain The Cash Received by The Loan	14					
Absorb the Cash Received by Investors	15	100.00				
Cash Disbursed to Repay The Principal of a Loan	16					
Cash to Repay Interest Payments on Borrowings	17					
Cash Paid from Distribution Profits	18					
Net Cash Flows Generated from Financing Activities	19	100.00				
4. Net Increase in Cash	20	10.00	22.60	37.35	58.60	90.35
Plus: Starting Cash Balance	21		10.00	32.60	69.95	128.55
V. Ending Cash Balance	22	10.00	32.60	69.95	128.55	218.90

9.6.4 The Company's Projected Income Statement for Five Years

Table 1-5 Income statement Unit: Ten thousand Yuan

Project	2022	2023	2024	2025	2026
1. Operating Income	86	129	193	270	350
Minus: Operating Cost	0	0	0	0	0
Business Taxes and Surcharges	8	11	15	20	25
Operating Expenses	42	45	50	55	60
Management Fees	50	65	85	111	144
Finance Charges	0	0	0	0	0
2. Operating Profit	-14	8	43	84	121
Plus: Non-Operating Income	0	0	0	0	0
Less: Non-Operating Expenses	0	0	0	0	0
3. Total Profit	-14	8	43	84	121
Less: Income Tax Expense	0	0	9.25	21	30.25
4. Net Profit	-14	8	33.75	63	90.75

9.6.5 Company's Projected Five-year Cash Flow Statement

Table 1-6 Cash flow statement

Unit: Ten thousand Yuan

The Serial Number	Project	2022	2023	2024	2025	2026
(一)	Total Cash Inflow	86	129	193	270	350
1	Operating Income	86	129	193	270	350
2	Bank Loan	0	0	0	0	0
(二)	Total Cash Outflow	171	112	150.25	198	250.25
1	Investment in Fixed Assets	80	0	0	0	0
2	Out-of-Pocket Costs	91	112	141	177	220
3	Income Tax	0	0	9.25	21	30.25
(三)	Net Cash Flow	85	17	42.75	72	99.75
(四)	Cumulative Net Cash Flow	-85	-68	-25.25	46.75	146.5

9.7 Analysis of Payback Period

Investment payback period refers to the number of years it takes to repay the original investment with the net income of the project from the date of investment and construction. The payback period is perhaps the easiest way to evaluate an investment project. It focuses on the time it takes to recover the cost of the investment. The payback period is the total time for a budget item to recover all its costs.

Without considering the time value of funds, the investment payback period of this project $=25.25 \div (72 \div 12) = 3$ years and 4 months

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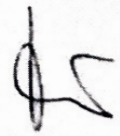
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