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Abstract Abstract
With the growing needs on traveling suburbs by city citizens in China, this study uses the concept of travel motivation to explore their demands on items of activity, service and facility in leisure farms. The research findings are expected to help understand travel behaviors by potential tourists and provide applicable recommendations for future development.
The study site selected is Wu-Ling Farm located close by Quanzhou City, Fujian Province where has great potentials for developing leisure farms because of distinguished geographical location, convenient transport facilities and higher level of consumption. Data were collected on urban citizens in prosperous areas. An in-depth interview and constructed questionnaires were used to collect relevant information. Fourteen China citizens(some are from Taiwan) with different occupation participated in this semi-open interviews to learn citizens' demands and the results act as a reference for questionnaire design. Those who responded to questionnaires are citizens in Quanzhou and Xiamen China. Eight-hundred questionnaires using purposive sampling method were distributed; 638 were returned and 621 out of them are valid. Respondents are deemed evenly distributed with respect to their age, education level and monthly income.
The study findings include: (1) China citizens have obtained leisure information mostly from friends/ relatives, word-of-mouth, TV and advertising commercials. They often participate in singing, would travel for pleasure with friends or relatives once or twice a year, most often take public transportation vehicles, followed by driving by themselves. (2) Most recreation activities provided in China tourism and leisure farms are scenery-seeing, lodging and eating, barbecuing, entertainment(singing), and harvesting. (3) Citizens with diverse backgrounds differ on their travel motivations. (4) Citizens with different motivation clusters revealed significant differences towards demands on services, activities, and facilities. Among the demands, service items were the most required and activity items the least. As for the individual item, those related to security, medical, transportation, staff attitude and their consulting services, accommodation and landscaping were considered important. (5) Major concerns on farm set up include: location, traditional and modern technology-oriented agriculture items, farmers' exclusive meals, transportation system and safety procedures. It is recommended to build from basic, profitable items, and items need to be diversified as well as applicable to tourism. (6) China citizens showed have willingness to participate in farm tourism. Most of them are characterized by "psychological adaptation and self achievement" type. They are active participants in farm tourism during weekends or holidays with their friends or

families; their acceptable range of consumption is approximately RMB400. (7) Target customers of farm tourism involved citizens residing within 100 kilometers to the farm, with monthly personal income above RMB1,500 and aged from 30-50 year old. (8) SWOT analysis of farm development and management concluded that: Wu-Ling farm has advantages of convenient transportation, huge client base, high level of consumption and stronger leisure demands. Additionally, there are not as many competitors around, along with the trends in suburban farm tourism; Wu-ling farm holds great potentials to success by transforming into tourism farm.
Keywords: Agri-Leisure, Agri-Tourism, Travel Motivation, Set up Demands
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