



IMPLEMENTING FOR INNOVATIVE MANAGEMENT OF GREEN TOURISM AND LEISURE AGRICULTURE IN TAIWAN

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ABSTRACT

In the 21st century, with the prevailing trend of environmental protection awareness, various tourism types such as Green Tourism, Eco-tourism, Nature Tourism, Alternative Tourism, Responsible Tourism, etc. have flourished. Green tourism is the reflection of human beings on tourism activities. In all aspects of the entire tourism process, it adheres to respecting natural humanities, protecting the environment, and conduct-

ing green consumption, to achieve the socio-economic development and ecological environment sustainability. It is the latest trend that Green tourism will be one of the most significant power in the rural areas to the local economy as well as its sustainability. The Council of Agriculture, Executive Yuan in Taiwan established an overall development plan of leisure agriculture and guided leisure agriculture operations through regional planning to improve investment, facilitate international agriculture throughout Taiwan, create job opportunities in rural villages, increase the output of leisure agriculture industries, overcome the difficulties of agricultural development, and boost the local economy. In the future, the development of leisure agriculture will be based on experience, tourism, landscape, and local cultures to emphasize the diversity of agriculture in Taiwan. Based on the entrustment of government departments, this study selected 29 leisure agricultural operators for improvement counseling on green leisure management. Green Tourism Association of Taiwan (GTAT) provides oriented evaluation criteria, establishes case study information, summarizes related issues and proposes improvement suggestions, to serve as the basis for innovative management of green tourism and leisure agriculture.

KEYWORDS - Green Tourism, Leisure Agriculture, Innovative Management

INTRODUCTION

Human beings, everybody knows that are facing various severe disaster than before in the 21st century, in which several issues emerge, e.g., depletion of resources, serious pollution, and destruction of the environment, extreme climate deterioration, all kinds of emerging diseases raging, population explosion, etc. that's why human beings must awaken the awareness of the environment, establish a management organization, adopt a course of action and promote practical action projects. With the prevailing trend of environmental protection awareness, various tourism types such as Green Tourism, Eco-tourism, Nature Tourism, Alternative Tourism, Responsible Tourism, etc. have flourished (Pan et al., 2018). These concepts related to environmental protection are the products of the post-industrial era and will become the mainstream values of the world in the

future. Those means that a rethinking has come from human, and attempts to mitigate the negative impact of environmental damage (Votsi et al., 2014). Although the tourism industry is called the smokeless window industry, if people bring improper tourism behavior and environmentally unconscious tourism, that will also cause threats and crises on environmental damage, increase in carbon emissions and impact local culture.

Green tourism is the reflection of human beings on tourism activities. In all aspects of the entire tourism process, it adheres to respecting natural humanities, protecting the environment, and conducting green consumption, to achieve the socio-economic development and ecological environment sustainability. It is the latest trend that Green tourism will be one of the most significant power in the rural areas to the local economy as well as its sustainability (D'Alessandro, 2016; Wu and Cheng, 2017; Li et al., 2020).

Green tourism first emerged in Europe after the industrial revolution. The main purpose of green tourism was to promote the exchange and connecting between urban and rural, bring leisure to urban residents, and adding vitality and energy into rural areas. The rural areas should be including the concepts of "agricultural space" and "rural space". The former means that it is the living space of the farmhouse, it is related to the rural industry, economic development, living environment, etc., and is a demand of rural residents. However, the latter means that is the natural space in which urban residents can enjoy, it is related to the protection of rural landscapes and the use of rural resources, which is a demand of urban residents. If these two spaces can be effectively used and coordinated, then the differences hidden among the social, economic, and cultural in these two spaces will be reduced.

With economic growth and social change, leisure activities have become a key to satisfy the public's recreational needs. Tourism industries of leisure agricultural areas combining industry, culture, leisure, and living have transformed into a drive to boost local economies. Therefore, the Council of Agriculture, Executive Yuan in Taiwan established an overall development plan of leisure agriculture and guided leisure agriculture operations through regional planning to improve investment, facilitate international agriculture throughout Taiwan, create job opportunities in rural villages, increase the output of leisure agriculture industries, overcome the difficulties of agricultural development, and boost the local economy. Leisure agriculture is one of the developing directions for current

tourism as it integrates the natures of modern tourism, experience economy, agricultural products, farm management, etc. (Huang et al., 2014). In recent years, leisure agriculture has been developed rapidly, especially in rural areas In Taiwan. It has become an alternative sightseeing place for tourists who want to relax from the tension and heavy works. The leisure agriculture may advocates with rural tourism, eco-tourism, and green tourism as well as sustainable tourism concepts. All are the miracle of the tourism industry that coordinates the farming culture with the national culture into the traditional tourist culture. Mainly, with the integration of leisure agriculture and rural tourism, the countryside, the agricultural sector, and rural infrastructure will be further supported and promoted to enrich the content of the tourism industry. These can push a sunrise industry in agricultural tourism with a multi -function of agriculture, new consumption demand, and high efficient resource. Therefore, leisure agriculture and rural tourism are the broad prospects and great vitality in their functional advantages.

Although, we are understanding the important role of green tourism and leisure agriculture, how to implement it is a long-term and strategic issue. Green tourism emphasizes that it is not only energy conservation and carbon reduction on buildings or hardware equipment but also how to integrate services provided by the vendor with regional characteristics and culture. Meanwhile, it has to let passengers feel that and agree with the concepts of environmental protection, carbon reduction, and natural sustainability. In the future, the development of leisure agriculture will be based on exper-

ience, tourism, landscape, and local cultures to emphasize the diversity of agriculture in Taiwan. Based on the entrustment of government departments, this study selected 29 leisure agricultural operators for improvement counseling on green leisure management. Green Tourism Association of Taiwan (GTAT) provides some oriented evaluation criteria, establishes case study information, summarizes related issues and proposes improvement suggestions, so as to serve as the basis for innovative management of green tourism and leisure agriculture.

METHOD

What is Green Tourism?

The concept of green tourism has evolved over time and is presently used with different meanings. The original one, spread during the 1980s, stands for small-scale tourism which involves visiting natural areas while minimizing environmental impacts. However, businesses have generally adopted a broader meaning for green tourism: any tourism activity operating in an environmentally friendly manner. Recently, international organizations have defined the notion in line with the concept of sustainable tourism, which also considers other dimensions than environmental protection. In fact, for the World Tourism Organization, green tourism consists of “tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural and environmental contexts” (UNWTO 2012: 1).

In a narrow definition, general speaking, green tourism refers to a kind of tourism activity in which urban residents spend their leisure time in rural, mountainous areas, fishing

villages, and other "green" areas. Because this kind of tourism is aimed at rural areas with idyllic scenery, it is also called rural tourism, or agricultural (village) tourism. It is generally regarding the agricultural ecological environment, agricultural cultural landscape, agricultural production activities, and traditional ethnic customs as resources, and integrates with a viewing, learning, inspection, participation, entertainment, and vacation as a whole. In that way, a new form of tourism is emerging so that tourists can fully appreciate the beauty of the nature of ecological agriculture as well as the modernity style of new agricultural art. The broad definition of green tourism, in addition to the meaning of "farm tourism", "agricultural tourism", "rural tourism", also includes "ecological tourism" and other meanings. All of the tourism activities that protect and rationally use the natural environment can be called "green tourism."

In 2010, Taiwan has established the Green Tourism Association of Taiwan (GTAT) to promote green tourism practices under the United Nations concept of environmental sustainability, and gradually to plan the green tourism practice as well as provide the framework as shown in Figure 1. It shows that sustainable tourism is the ultimate goal of green tourism, on the other hand, green tourism is the practice method of sustainable tourism. Traditional sustainable development includes three aspects: environment, economy, and society. The three aspects are interdependent instead of opposing and must be considered at the same time. Green tourism is extended from sustainable tourism. Therefore, these

three aspects are also the reference basis of selected indicators for green tourism. Further, Green tourism more emphasizes on the concept and practice of "environment-friendly", can be implemented in the tourism industry,

and can establish a certification system. GTAT provides outline include landscape tourism, ecological tourism, rural tourism, cultural tourism, and low-carbon tourism into the scope of promotion and practice.

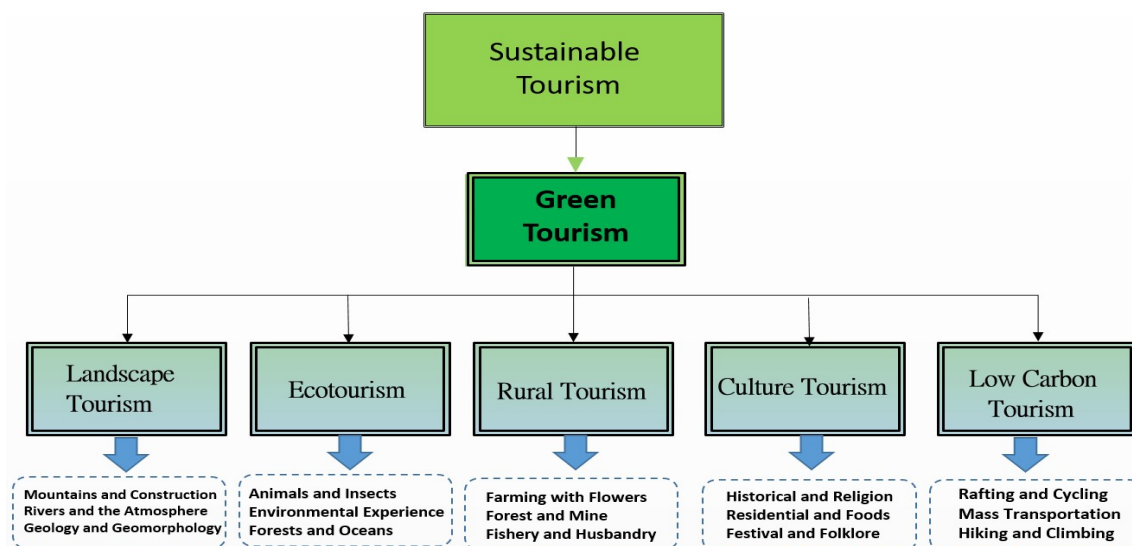


Figure 1. The Framework Of Green Tourism

The Development Condition Of Worldwide

In the process of following the principle of sustainable development, green tourism will bring many negative impacts. In terms of social culture and economics, these negative impacts may include increasing the tax burden of poor households, increasing local inflation, social order changes, forming bad social ethos, and increased residents' traffic congestion, as well as increased residents' leisure living space, etc. These aforementioned effects are called "tourism and recreation impacts". Therefore, it is necessary to establish corresponding norms and criteria to truly implement green tourism. If no specific KPI indicator is defined, the word of green tourism will only become a slogan.

The development of green tourism's certification in the world has already developed many cases to follow. Such as the UK's GTBS Green Tourism Management Program, established in 1973, is the largest tourism environmental certification program in the United Kingdom. It divides the tourism industry's badges into four categories: includes green, bronze, silver, and gold. Another, France has developed the Blue Flag Program in 1985, which is a voluntary eco-label system, and has been implemented in Europe since 1987. It is international recognition conferred on beaches and marinas that meet certain criteria of cleanliness and environmental propriety and equipped with amenities of international

standards for tourists. It is run by international, non-governmental, non-profit organization Foundation for Environmental Education (FEE). Since 2001 it has been implemented in areas outside Europe when South Africa joined. There are almost 33 criteria that must be met by beaches and marinas to qualify for Blue Flag certification. It includes water meeting certain quality standards, having waste disposal facilities, first aid equipment, disabled-friendly, and no access to pets in main areas of the beach. Some of these criteria are voluntary and some compulsory. If approved, beaches are given a blue flag tag for a year and they must apply annually to continue meriting the right to fly this flag at their locations.

For others country, besides, there is some program that has launched, such as the Australian Eco Certification Program (NEAP) in 1993, Green Globe Certification in Brazil (1994), The Eco-certification Program in Australia (1996), the Green Tourism Business Scheme (GTBS) in Scotland (1994), and Fair Trade in Tourism South Africa (FTTSA) in South Africa (1996), Costa Rica's Certification for Sustainable Tourism Program (CST) (1997), Africa's Smart Voyager (SV) (2000), the UK's Green Deal (GD) & Green New Deal (2012), and the United States' Sustainable Tourism Education Program (STEP) Ecological Certification (2013), etc. Each different country's certification has a unique type of specification and purpose.

The Status Of "Green Tourism" Development In Taiwan

In Taiwan, the Green Tourism Association of Taiwan (GTAT)

advocated that the definition of green tourism refers to the form of tourism with the least impact on the environment, upholding the spirit of "energy-saving and carbon reduction" and enjoying the "ecological and humanistic" journey experience. Further, to promote the priority for making travel arrangements with low-carbon transportation style, and to provide a friendly environment and environmental protection accommodation, as well as to utilize local community manpower and catering resources for experience local ecological humanities, such as social welfare activity or better carbon balance.

GTAT also advocate Seven Proposals and one recommends for Green Tourism, such as:

Food: Using organic and in season. Meals are based on the principles of environmentally-friendly organic and seasonal local ingredients, and try better to reduce land pollution and transportation costs.

Clothing: By the principle of lightweight and comfortable. Wear lightweight and environmentally-friendly clothing that is comfortable and breathable, so that luggage can be reduced, as well as transportation and cleaning reduced, and energy consumption reduced.

Living: Using energy-saving and local material. Living in a green hotel with the concept of environmental protection and energy-saving, and giving priority to the use of local building materials and local employees.

Transportation: By public and Low-Carbon. During use transportation, that the priority is given to public transportation, cycling, and low-carbon as well as energy-saving transportation.

Education: Respect for nature. Don't go to the tourist destinations that are violated natural ecology, and co-exist with tourist destinations in the spirit of 3R (Reduce, Reuse, Recycle) environmental protection.

Recreation: Concerned nature and experience. Enjoying into the mountains and towns, communities, farms, forests, fields and wetlands to care about the environment, ecology, and humanities.

Purchasing: Using local specialties. To purchase local agricultural specialties and craft souvenirs for increasing local business income and reducing the energy

consumption of transportation.

Public welfare: Carbon compensation. Add activities to reduce carbon emissions during the tour, such as tree planting for public welfare, incentives.

Overall, GTAT also advocates the main aspects of green tourism practice as shown in Figure 2. The main hope is that through the operation by green tour vendors, that can provide consumers with a leisure concept includes the understanding of regional ecology and leisure therapy, in-depth experience on local culture, a sense of accomplishment for overall local contribution. Besides, that can provide contributions to the community and society include ecological and environmental resources maintenance, encourage the preservation and development of excellent local cultural assets, green economy behavior Practice and demonstration, and highlight social value, etc.

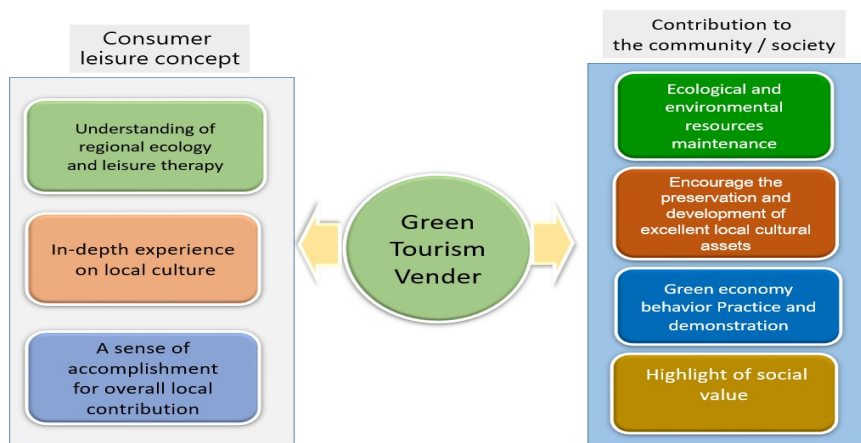


Figure 2. Service Value Of Green Tourism Industry

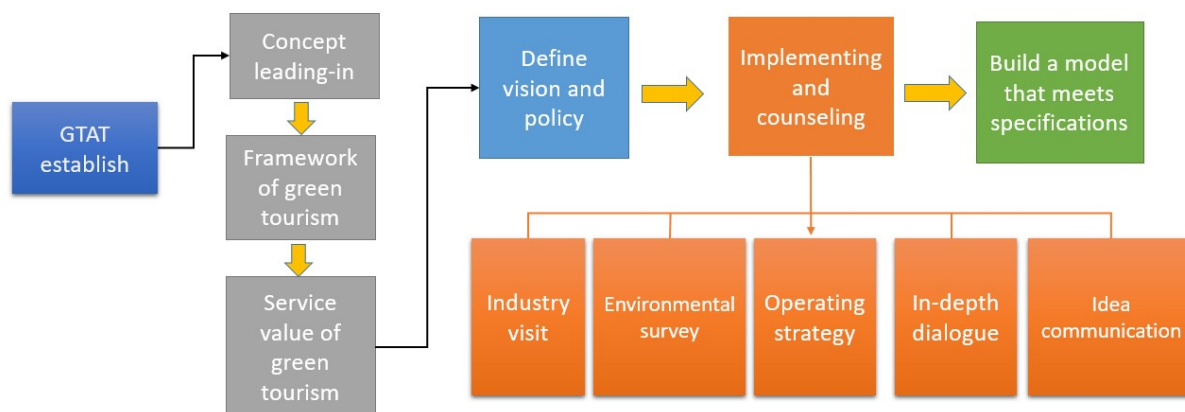
RESULTS

Innovative Model In Taiwan

In order to effectively lead the development of green tourism and leisure agriculture in Taiwan. GTAT adopts a series of strategic thinking and actions, such as the leading-in of ideas, the establishment, and promotion of organizations, the construction of green tourism architecture, the definition of visions and guidelines, as well as the provision of green tourism industry service values to achieve innovative values and concepts (as shown in Figure3). It is mainly expressed in the new concept of converting natural tourism and ecological tourism to green tourism.

However, when after the establishment of strategic thinking,

how to implement and promote the whole process of green tourism that is practical and technical thinking (Trirata et al., 2014). Therefore, this project is based on industry counseling and conducts a series of practical measures, such as industry visits, environmental surveys, analysis of business policies, in-depth dialogues, and communication of ideas, etc., to ensure the industry to establish a concrete business policy and a model that conforms to the specifications of our service value, so as to achieve the implementation of green tourism and promotion effectively. In the future, the newly-stage idea is to promote the certification of a green seal, which is also one of the main goals of this counseling activity.



Counseling To Establish Consensus

Based on the entrustment of government departments, this project selected 29 leisure agricultural operators for improvement counseling on green leisure management. And Green Tourism Association of Taiwan (GTAT) provides 34 oriented evaluation criteria, establishes case study information, summarizes related

issues and proposes improvement suggestions, to serve as the basis for innovative management of green tourism and leisure agriculture. After a series of coaching interviews, some consensus and conclusions were obtained in this project which is described as follows.

Generally speaking, due to the success of environmental education, the complete environmental protection

laws and regulations in Taiwan led to most of the counseling units can be following the concept of green tourism. Therefore, as a basic environmental education service, the counseling units can understand and have appropriate environmental behaviors. Besides, they generally understand the difference between organic agriculture and conventional agriculture. In terms of social participation and social responsibility, there is a gap in cognition and action. From the viewpoint of culture, although it can understand its value, it lacks the ability or performance on creativity, innovation, and integration into its services and products. As for the green economy, it involves a wide range of aspects including self-investment, planning, and promotion by local authorities and central government, also known as infrastructure.

Currently, the indicators of green tourism in Taiwan emphasize on transportation and accommodation. However, due to subjective and objective reasons, most of the leisure farms cannot use the public transportation system. But the alternatives can be provided by green accommodation. Since tourism focuses on experience, it should increase aspects such as cultural respect and inheritance, healthy and organic meals, landscape maintenance and improvement, etc. On the other hand, the impact of tourism is mainly caused by waste, wastewater discharge, and cultural impact. Therefore, when promoting agricultural green tourism, it should be paid attention to and improved.

In a word, although most of the mentored leisure farms are dedicated to agricultural green tourism, revenue is

still the most important consideration. Therefore, agricultural green tourism needs green policies from the government to build a green capital infrastructure; besides agricultural green tourism needs education for consumers to create green consumers.

CONCLUSION AND DISCUSSION

The main statement of this paper is to analyze the key factors of promoting green tourism and leisure agriculture in Taiwan. The analysis range from the introduction of green thinking, the construction of systemic concepts, to the follow-up promotion practice, it is modeling and organized as a basis for foresight and review. As for the development of green industries in Taiwan, this is a footprint, a framework, and a model for innovative management, and it is a kind of knowledge-based collection, green road-map, and paradigm for updating promoted and continue to advance. In conclusion, the main contribution of this article has three highlights as follows.

First of all, this paper has proposed innovative strategic thinking. The green tourism of agriculture is not only a leisure agricultural activity but also ecological tourism. As well as to implement for a state-of-the-art thinking and forward-looking perspective on food and agriculture education. The green tourism of agriculture is also an economic behavior. It is a sustainable plan and practice that considers the environment, economy, culture, and society across the generations. The whole process of introducing new thinking in Taiwan is recorded and positioned, and the service value of the green tourism industry is modeled by this study as

the theoretical framework of innovation management.

Secondly, this project has established a feasible action plan. Based on the entrustment of relevant units, this study selected 29 leisure agricultural operators in Taiwan as counseling objects, through a series of visits and using methods such as environmental surveys, business policy inspections, in-depth dialogue, and communication of green concepts. In addition to embedding the concept of green tourism into the business policy of the operators, we also assist them in improving related issues to comply with green tourism standards. Meanwhile, it becomes a feasible action plan as experience and decision-making for long-term promotion and implementation.

Third, we provided a future vision and policy. Although green tourism has been introduced and promoted in Taiwan for some time, the endeavor will require a long-term investment of scientific, economic, and political resources to achieve sustainable development. In the future, we will further promote the green label certification system on this basis.

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