**关于农家乐发展现状与人们的消费趋向情况的分析**

关于农家乐发展现状与人们的消费趋向情况的分析
 ----以广州万亩果园小洲村一带为例
摘要
农家乐是新兴的旅游休闲形式，是农民向城市现代人提供的一种回归自然从而获得放松身心、愉悦精神的休闲旅游方式。农家乐的发展，对促进农村旅游、调整产业结构、建设区域经济、加快农业市场化进程产生了良好的经济效益。农家乐虽然是一个新兴的朝阳产业，但总体上还是一个尚未规范、管理滞后的市场,到目前为止,农家乐的发展状况如何？它是否给农民们真的带来了实惠？消费者对农家乐的态度又是如何？带着这些问题,特开展了此次关于农家乐发展现状与人们的消费趋向情况的调研，通过以广州市小洲村一带的万亩果园为例进行调查，分析目前广州农家乐的发展现状以及人们的消费趋向情况，探讨农家乐这种新型旅游方式发展过程所出现的问题，寻求原因并提出一些建议。
关键词: 农家乐，发展现状，消费趋向，发展模式, 建议

ABSTRACT
Agritourism is an emerging leisure travel form, to provide modern city farmers a return to nature to get loosen body and mind, cheerful spirit of leisure tourism way. The development of the agritourism,which promotes rural tourism, adjusts the industrial structure, the construction of regional economy, and speeds up the agriculture marketization process making for good economic benefit. Although the agritourism is a rising sun industry, but in general  it has not standard management .Does it give farmers really benefits? What is the attitude towards
 agritourism? With these problems, we do a research on the development of agritourism and the consumption tendency of the customers,we take the wan mu guo yuan in Guangzhou XiaoZhou village as example.Through the guangzhou small states of ten thousand mu orchards village area as an example to investigate, the analysis of the current situation of the development of guangzhou of farm and people's consumption trend conditions, the author discusses the new way of farm tourism development problems occurred in the process, for reasons and puts forward some advices.

Key words: Agritourism, Status Of Development, Consumption Trends,
Development Patterns ，Suggestion