

Research on Tourist Commodity Development In Ethnic Areas--A Case Study of Aba Tibetan and Qiang Autonomous Prefecture

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Abstract

Tourism is an important industry in ethnic regions of China, the proportion of tourist shopping in tourism is pretty small for a long time, tourism commodity is a significant part of tourist shopping, so it is very necessary and important to study the development of tourism commodities in ethnic areas. Based on the comprehensive analysis of the present situation of tourism commodity supply in Aba Prefecture, this study constructs the guiding principle of tourism commodity development and puts forward some countermeasures and suggestions.

Keywords

Ethnic Areas; Tourist Commodities; Aba Prefecture.

1. Introduction

The tourism shopping industry is the most potential and flexible part of tourism consumption because of its strong plasticity and large expansion space. Many international tourist resorts enjoy the reputation of "shopping paradise". Although tourism commodity is the important part of the six elements of tourism (eating, living, traveling, transportation, shopping and amusing), the researches on tourism shopping are not forward-looking, systematic and comprehensive enough in our country. China has a vast territory, the development level of tourism is diverse, and the regional empoldering research should be one of the priorities in the future. The tourism of ethnic areas in China is highly concentrated and attractive, but the development of tourism shopping industry is not pretty satisfactory, the proportion is small and the slow growth rate is the reality of tourism shopping industry in ethnic areas. Tourist commodities is a significant part of tourism shopping industry, so empoldering tourist commodities has its importance and necessity.

2. Analysis on the Current Situation of Tourist Commodity Supply in Ethnic Areas

In the pan-tourism era, the types of tourist commodities are increasingly rich and tourist commodities produced and sold with tourism activities can be classified into two types: conventional tourist commodities and characteristic tourist commodities. In this study, tourist commodities only refer to characteristic tourist commodities. The present situation of tourism commodity supply in Aba Tibetan and Qiang Autonomous Prefecture (Aba Prefecture) was analyzed by field investigation in this study.

The tourist commodities in Aba Prefecture, covering tourist foods, tourist souvenirs, tourist crafts, tourism commodities, etc, are not only rich in type and connotation, but also large in quantity and excellent in quality. Native productions and traditional Chinese medicinal materials in tourism food is mainly in the form of agricultural industrialization leading

enterprises and farmers' specialized cooperatives. Tourism souvenirs, tourism handicrafts production are divided into the company assembly line production, manual cooperatives, small workshop form according to their own characteristics and technical requirements. On the whole, the tourism commodity production mode is diversified, but the main body of production is small and scattered, the production grade is mainly of middle and low, and the same degree of commodity is similar. In the design of goods, the native products and Chinese medicinal materials in the tourist food provide only vacuum packing for the purpose of carrying or anticorrosion; the design of tourist food packaging can not foil the features and grades of the goods themselves, or even lower. The sales of tourist commodities are mainly distributed in restaurants, parking lots, hotels, commercial blocks, bus and railway stations, airports and other transportation hubs, and most of them are sold in "grocer shops". The stores are much fewer and there is no center for the distribution of tourist commodities. Aba tourism commodity market initially formed a system and is rich in kinds. The breadth can completely cover the demand of tourists, but because of the low quality and price, the homogenization of goods and other common situation, lacking of precision, density, depth and lowly fitting in the development of tourism consumption market, the elasticity of tourism commodities to the tensile force of regional economy can not be highlighted.

3. Principles for the Development of Tourism Commodities in Ethnic Areas

With the increase of the number of visitors, the tourist market is becoming increasingly diversified, the demand for shopping is becoming more and more different, the government has put forward higher requirements to the tourism supply-side optimization, and the development of tourism commodities in ethnic minority areas should be guided by scientific theory and practice. Based on this, the author puts forward the following four principles. First, market-oriented principles. According to the different consuming habits, shopping preference, age, gender, education level, income and other main differences in the tourist market, developing tourism commodities with different grades and types, which can satisfy tourists to seek knowledge, innovation, difference, interest, low price, practice, value of collection, gifts and other consuming demands. The market demand is regarded as the starting point and destination of the development. Second, ecological guiding principle. The concept of ecology runs through the whole process of tourism commodity development, including the source of raw materials, design and processing, transportation and marketing. Making full use of clean energy to produce and reducing the consumption of plastic products. Recycling wood products and paper products, and applying them to production design, advocating view of green ecological consumption. Third, characteristic guiding principle. Regionalism is an important characteristic of tourist commodities and a significant factor to attract tourists. The development of tourist commodities should abandon the stereotype and take the elements of natural landscape, history and culture, ethnic folklore elements, Long March stories as the source of choice and design inspiration for tourist commodities. Fourth, the value guiding principle. The value guiding principle of tourism commodity development is to highlight aesthetic value from material, appreciation taste and appearance form, to reflect practical value from design ideas, craft technology, to achieve the value of remembrance from the cultural symbols and the extraction of regional characteristics.

4. The Development Strategy of Tourism Commodities in Ethnic Areas

4.1. Grasp the Demand of the Passenger Market

Aba has a variety of tourist commodities, excellent quality and enjoys a certain market recognition and popularity. But because the commodities are sold mostly in material form sale,

the result is the lack of the characteristic and low added value. Tourism commodity development should pay more attention to four aspects: registered trademark, packaging design, product quality and deeply manufactured processing. The registered trademark should embody the characteristics of the products, highlight the regional characteristics in the packaging design, strictly check the quality of the products, carry out deep processing of the primary products, and launch diversified and serialized products. Tourist souvenirs and tourist handicrafts are tourist commodities with higher market share and higher elasticity coefficient, high and new technology should be conducted on developed process, combining traditional technology with modern technology at the same time, enhancing functionality and practicability and enriching the grade of tourist commodities are playing important role as well. Meeting the needs of tourists with different background of income and purchase purposes and expand the breadth and extension of tourist commodities.

4.2. Create a Brand of Tourism Commodities

Brand is an important form of regional tourism commodity. The more regional it is, the easier it is for the cultural tourism commodity to form a brand. Developing tourism commodity needs to increase the invisible value of tourist commodities on the basis of integrating elements and improving tangible value---Building brands .To highlight the cultural theme as the starting point, according to the commodity characteristics, target market, purchasing purpose, creating four brand types: basic quality type---Reliable quality and high cost performance ; quality functional type---functional, prominent features; emotional taste type---showing culture and filled with emotion and the last one extreme type---reflecting the noble identity and honor. With the market orientation of "people owns what we excel", we can build brand by quality, set up brand image of reliable quality and improve repurchase rate.

4.3. Pay Attention to Collaborative Innovation

The status quo of homogeneous competition of tourism commodities determines the necessity and importance of collaborative innovation. Traditional tourism development generally consists of market research prediction, commodity system structure, specific development design, sales circulation, market evaluation and one-way transfer of work and cooperation. If something goes wrong, it will return to the upstream department to repair which is high cost, long cycle, low efficiency and can not keep up with the market rhythm. The development of tourism commodities should follow the laws of market economy, fully mobilize all stakeholders such as producers, sellers, tourists, R & D institutions, so that the development and design can be directed not only downstream but also directly towards the market. Integrate the idea of innovation into the whole process of development, concentrating intellectual resources, shortening the development cycle, increasing the creativity of tourism commodities and improving the market fit degree through collaborative innovation that is dynamic, open and information sharing.

4.4. Strengthen Standardized Management and Market Supervision

The special point of comparing tourist commodities with ordinary commodities is that the process of tourists from seeing commodities to deciding to buy is often very shorter, and they know less about the commodities, information asymmetry leads to fraudulent behavior in tourism commodity markets. The phenomenon of low quality and quality deceiving tourists has a bad effect on the tourist shopping image. At present, we should establish a quality certification system for tourism commodities and strengthen quality supervision by relying on relevant administrative regulations and policies and regulations; establish a credit restraint mechanism for government departments, industry associations, and production and sales enterprises; establish a convenient and convenient system. establish a transparent and simple after-sales security system that provides after-sales service with "compensation in advance"; speed up the planning and construction of large-scale tourist commodities shopping distribution centers,

standardize the order of trade in tourist commodities, and improve the tourist shopping environment, set up a good tourist shopping image.

Acknowledgements

This paper sponsored by China Western National Economy Research Center, Key Research Base of Humanities and Social Sciences of State Ethnic Affairs Commission of the People's Republic of China; Project title: An empirical study on effect perception and participation intention of tourism poverty alleviation in ethnic areas. Project number: CWEER201605.

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