

Effectively Integrate Tourism Product Development into the Tourism Poverty Alleviation Demonstration Zone: Taking Sichuan Ebian Yi Autonomous County as an Example

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Abstract

In the establishment of provincial tourism poverty alleviation demonstration zones, the utilization and development of local tourism resources are inseparable. As an important part of tourism products, tourism commodities are not only an important indicator for the creation of demonstration areas, but also a key link for resource utilization and poverty alleviation. After comprehensively analyzing the practice process of tourism commodity development in the provincial-level tourism poverty alleviation demonstration zone in Ebian Yi Nationality Autonomous County, this paper puts forward the ideas and countermeasures for the development of tourism commodities in the establishment of provincial tourism poverty alleviation demonstration zone.

Key words: Tourism poverty alleviation; Demonstration area; Creation

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1. EXPLORATION AND PRACTICE OF TOURISM COMMODITY DEVELOPMENT IN THE ESTABLISHMENT OF

PROVINCIAL TOURISM POVERTY ALLEVIATION DEMONSTRATION ZONE

1.1 Developing Tourism Products Relied on Scenic Spots

At present, Heizhugou Scenic Area is the most important scenic spot in the county. It has been rated as the national AAAA level scenic spot, national forest park, national nature reserve, national water conservancy scenic spot, provincial scenic spot and provincial natural heritage. The total area of the scenic spot is 575 square kilometers. The Yi population accounts for more than 98% of the total population in the region. It is also the main settlement of the Yi people. The local villagers focus on the agricultural products such as tea, bamboo shoots, gastrodia elata, ginseng, walnut, alpine bacon, and regional products such as silk embroidery, silverware and lacquerware, striving to develop three series of rural tourism goods. They are specialty foods, local products and cultural souvenirs. At present, the business households in the scenic spot account for 34.3% of the business operators.

1.2 Developing Tourism Products Based on Rural Tourism

In recent years, the tourism bureau of Ebian Yi Autonomous County took the opportunity to create a provincial-level tourism poverty alleviation demonstration zone which included all the 129 administrative villages in the county, and deeply explored the advantages of culture, ecology and agriculture in each administrative village, focus on creating A-level scenic spots and developing star-rated farmhouses and homestays. The local county government took the three tourism poverty alleviation demonstration villages in Vallo Village, Xingxing Village and Gujing Village as the key objects to build. Efforts were made to integrate funds in poverty alleviation and agriculture to solve the more prominent problems such as tourist reception centers, merchandise display and sales, tourist toilets and signage.

1.3 Relying on Locality and University Cooperation to Develop Tourism Products

In 2017, in order to give full play to the advantages of science and technology and talents in colleges, promote scientific and technological innovation, and promote poverty alleviation work, the Ebian Yi Autonomous County signed a cooperation agreement with Leshan Normal university and Leshan Vocational and Technical College. Both sides work together on major issues in various neighborhoods such as tourism and education development. In the rural e-commerce, the two sides carried out precise poverty alleviation and personnel business training. In the aspect of tourism, they carried out cooperation in tourism planning, collection of tourism commodity creation, training of tourism practitioners, and construction of rural tourism practice bases. In the development of tourism products, the two sides cooperated on the national arts and crafts series, national costume series, Chinese herbal medicine health care products series, green food, customs, customs and so on.

2. PROBLEMS IN THE DEVELOPMENT OF TOURISM COMMODITIES IN THE ESTABLISHMENT OF PROVINCIAL TOURISM POVERTY ALLEVIATION DEMONSTRATION ZONES

2.1 The Use of Resources in the Development of Tourism Commodities is Seriously Insufficient

In Ebian, the local special resources for the development and utilization of tourism commodities are abundant. Among them, the development conditions of bamboo shoots, tea, Chinese herbal medicines, embroidery and musical instruments are relatively mature. The unique 650,000 mu of natural bamboo forest grows in the virgin forest. The bamboo shoots have become the national feast for Nixon. The existing tea planting area in the Ebian County is 48,000 mu, including 35,000 mu of new tea gardens and 13,000 mu of old tea gardens. (Xu, 2017) There are a large number of Chinese herbal medicine resources for the development of tourism products. There are more than 1,000 kinds of Chinese medicinal materials of wild plants, such as Codonopsis, Tianma, Fritillaria, etc. There are more than 10 kinds of mineral Chinese herbal medicines such as cinnabar, gypsum and realgar. Ebian Yi embroidery includes costumes, shoes and various accessories. The craftsmanship is unique, the workmanship is exquisite, and it has high ornamental value and collection value. The traditional musical instruments of the Ebian Yi people include Yueqin, Chord and Huqin. However, as far as these special resources are concerned, most of them have not yet been exploited and used. There is still a gap between the real tourism products and the products that have been developed and utilized are also relatively low-end. single.

2.2 The Added Value of Tourism Goods is not High

Tourist goods often represent the cultural symbol of a place, a business card for this place, and a tourism product that can be taken away. As an important part of the tourism industry chain, the role of tourist shopping in the entire tourism process is self-evident, and its proportion is increasing in the structure of tourism consumption. The edible tourism products that have been developed by Ebian are mainly spicy mustard, tea, honey, etc. The tourism arts and crafts mainly include Yi people's bags, accessories, etc., musical instruments are basically undeveloped, and the prices of these products range from a few yuan to several hundreds. the product experience and collection value is obviously insufficient, which seriously affects the enthusiasm of tourism enterprises, especially the enthusiasm of group travel agencies.

2.3 The Brand Effect of Tourism Commodities Has not yet Formed

The tourism resources of Ebian are very rich, and the development of tourism is relatively early. However, the brand awareness of tourism products is relatively weak. At present, the well-known tourism commodity brands have registered trademarks with a few products about the Heizhugou Scenic Area as the carrier. In addition to having a certain influence, other tourism products are still in the stage of mass sales, and the brand effect is still far from being formed. According to the relevant requirements of the "Sichuan Tourism Poverty Alleviation Demonstration Zone Standards", there is still a big gap in the construction of existing tourism commodity brands. At present, apart from the demonstration effect of the embroidery products, other tourism products have not yet belonged to their own brands.

3. THE COUNTERMEASURES FOR THE DEVELOPMENT OF TOURISM PRODUCTS IN THE ESTABLISHMENT OF PROVINCIAL TOURISM POVERTY ALLEVIATION DEMONSTRATION ZONES

3.1 Tourism Commodity Development is Combined with the Employment of the Poor Population

According to statistics, in the developed countries of Europe and the United States, tourist shopping account for 50% to 60% of total tourism revenue. In developed countries in Asia, tourism and tourism account for more than 40% of total tourism revenue. (Chen, 2014) The employment increase in tourism is very obvious. The main purpose of the tourism poverty alleviation demonstration zone is to scientifically guide tourism poverty alleviation work, comprehensively improve the effectiveness of

tourism poverty alleviation, and promote the employment and income increase of the poverty-stricken population in the demonstration area. Therefore, in the establishment of tourism poverty alleviation demonstration zones, local farmers can sell local farm and sideline products to solve employment. They can also produce or sell local special tourism goods or handicrafts to achieve the goal of increasing employment income. Commodity development enterprises work to achieve employment income. At the same time, the government should actively guide and increase incentives and support for enterprises or individuals that produce, process and sell tourism commodities. For tourism commodity development enterprises to solve the problem of employment and income increase of the poor, it is necessary to give more preferential funds and land policy.

3.2 Combination of Tourism Commodity Development and Public Brand Construction

“The development of regional public brands is conducive to local governments to take advantage of industrial advantages, protect high-quality resources and promote industrial transformation and upgrading”. (Lu, 2017) Public brand construction is currently widely used in agricultural products. Unlike agricultural products, tourism products are more extensive and more content-rich. Therefore, public brand construction is also suitable for other fields, including tourism products. In the establishment of the tourism poverty alleviation demonstration zone, in order to realize the combination of tourism commodity development and public brand construction, it is first necessary to solve the problem of product positioning. It is necessary to comprehensively examine the existing resources in the region, and to extract representative elements from it, through repeated refinement. Secondly, it is necessary to carry out all-round linkage. Governments, enterprises, industry associations and village groups must treat public brand construction as their own in the development of tourism products. At the same time, in terms of design packaging, quality and price of products, it is necessary to form a consensus, and there will be no incidents of mutual demolition and mutual price reduction that will undermine the brand image of tourism products. Thirdly, it is necessary to work hard on the operational mechanism, the effective combination of tourism commodity development and public brand construction, involving all aspects of the relationship. Therefore, it is necessary to establish a government-led development, marketing and supervision mechanism to ensure the development of tourism products and the construction of public brands, continue to develop.

3.3 The Combination of Tourism Commodity Development and Tourism Talent Training and Development

In the establishment of the tourism poverty alleviation demonstration zone, the biggest problem of tourism commodities is the talent problem. Tourism commodity

talents include personnel from relevant government departments and tourism commodity planning units, consulting units, design units, research and development institutions, sales enterprises, management departments of commercial blocks, and commodity market management departments. In February 2017, Sichuan Province launched a five-year initiative to introduce tourism talents in ethnic areas, focusing on the needs of tourism industry and talent team construction in ethnic areas, with the aim of comprehensively improving decision management, innovation capabilities and business skills to create high-quality tourism. To solve the problem of insufficient talents for tourism commodity development, on the one hand, we must optimize the team of tourism commodity management talents through public recruitment and flexible introduction. On the other hand, we must realize the professionalization of tourism commodity social talents through industry training and corporate recruitment. At the same time, it is necessary to combine the school-enterprise cooperation, expert consultation and other means to enhance the level of tourism commodity development with the help of external superior resources.

3.4 Tourism Commodity Development and the Integration of Characteristic Industry

According to the rules of the Sichuan Provincial Tourism Poverty Alleviation Demonstration Zone Standards, the characteristics of rural tourism mainly investigate the construction of rural tourism subjectivity, including rural tourism characteristic towns, rural tourism boutique villages, rural tourism maker bases and boutique features business operations of rural tourism. In order to realize the integration of tourism commodity development and characteristic business, we must first complete the overall planning of the tourism poverty alleviation demonstration zone, and in the process of planning and constructing rural tourism characteristic townships, rural tourism boutique villages and rural tourism boutiques, commodity development is organically combined. Secondly, it is necessary to combine tourism product development with local characteristic industries. The construction of tourism poverty alleviation demonstration zones cannot be separated from the development of characteristic industries. It is necessary to fully integrate local realities, integrate special resources, and use tourism industry to alleviate poverty and realize the development and utilization of tourism products. Finally, it is necessary to give play to the important role of the departments of commerce, agriculture and forestry in the construction of tourism poverty alleviation demonstration zones, implement the “tourism +” strategy, and promote the development of local agricultural and sideline products, forest by-products and rural e-commerce industries to maximize resource utilization. The maximization of the economic benefits of the people and the maximization of tourism poverty alleviation benefits will eventually realize the deep integration of tourism products and characteristic formats.

3.5 Tourism Commodity Development Combined With National Cultural Elements

Tourism goods are not pure commodities. They condense the folk customs of a place, precipitate the memory of a trip, and are the carrier of the unique culture of the tourist scenic area. They have high cultural content, strong craftsmanship, commemorative significance, collectability. As a carrier, tourism commodities can fully promote regional culture in the process of designing national traditional elements. The place where the tourism poverty alleviation demonstration zone was created often has a rich national cultural heritage and contains many national cultural elements. To realize the sustainable development of tourism commodity development, it is inseparable from the excavation and arrangement of national culture. In practice, on the one hand, it is necessary to systematically sort out the existing national cultural resources. "Market-oriented, deepen the cultural traditions of the nation, combine fashion and tradition, and consciously carry out innovations so that products not only reflect the cultural characteristics of the nation, and has a very good fashion and aesthetics." (Jing, 2015) On the other hand, it is necessary to combine the local realities, develop and utilize tourism products that conform to the aesthetic characteristics of modern people, and fully integrate the cooperation of school and land, counterpart support, etc., "providing intellectual support for the development of tourism products through the power of arts and crafts". (Hao, 2015) In the process of processing tourism commodities, the government must do a good job in policy protection and other services, build enterprises in tourism poverty alleviation demonstration zones, promote the employment of local people through the development and production of tourism commodities, and at the same time realize the creative transformation and innovation of national traditional culture.

3.6 The Combination of Tourism Commodity Development and Various Forms of Exhibition Platform Construction

The development of tourism commodities is not a simple production and processing. The ultimate goal of development is to achieve sales of products and bring good economic benefits. To realize the development of tourism goods and achieve good economic and social benefits, it needs to be completed in various exhibition platforms. First, through various trade fairs, such as Sichuan International Tourism Trade Expo, China Western International Expo, etc.; Second, through comprehensive service areas, such as highway service areas, key tourist attractions service areas, etc.; Thirdly, through the locality and university cooperation platform to achieve tourism product development and exhibition; Fourthly, through the rural e-commerce platform to achieve, in the conditional tourism poverty alleviation model village, the construction of tourism e-commerce platform can be used to promote the sale of tourism goods and the display; Fifthly, it is to use the counterpart to help the region or enterprises

to achieve, mainly through the tourism production and processing of products, product promotion and other means to achieve the combination of tourism product development and marketing, creating a good display and sales environment for the tourism poverty alleviation demonstration area.

CONCLUSION

Tourism commodity development, which is an important indicator for the establishment of tourism poverty alleviation demonstration zones, can be combined with regional characteristics and market demand to fully tap local resources and play a better role in demonstrating the employment of local poor people. Ethnic areas often have abundant natural and human resources, and there is a large room for selection of tourism products for development and utilization. However, due to adverse factors such as traffic conditions, the development and utilization of resources is insufficient, the added value of products is not high, and brand recognition is low. In order to realize the in-depth development of tourism commodities in the establishment of tourism poverty alleviation demonstration zones, it is the only possible to truly reach the factors such as the employment increase of the poor population, the construction of public brands, the cultivation and development of tourism talents, the characteristic format, the national cultural elements, and the construction of the exhibition platform. This fundamental purpose is to achieve sustainable development after the successful creation of the Tourism Poverty Alleviation Demonstration Zone.

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