

Research on the Development Model of Rural E-commerce in the Smart Tourism Environment

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Abstract. Through the research and analysis of the current situation and existing problems of e-commerce development in Aba area, it points out the problems and shortcomings of the current development of rural e-commerce. The paper puts forward the development mechanism of rural e-commerce under the smart tourism environment and the related problems that need to be clarified. Combined with the actual situation of the region, it gives specific suggestions for the development of e-commerce in the smart tourism environment.

Keywords: Smart tourism; rural e-commerce; development model; e-commerce; innovation and entrepreneurship.

1. Introduction

Aba Prefecture is located in the northwestern part of Sichuan Province, adjacent to the Chengdu Plain, and adjacent to Qinghai and Gansu in the north. It is the closest to the provincial capital cities in the minority autonomous areas of Sichuan Province, and has many tourist and e-commerce quality resources. Smart tourism is an important part of smart city, an advanced stage of tourism information development, and a profound change after the construction of “Golden Brigade Project” and “Digital Tourism”. Since July 2011, Smart Travel has been officially proposed by the National Tourism Administration and put into action. At the same time, it has issued relevant wisdom tourism construction planning, requirements and construction guidance opinions, and selected smart tourism cities and scenic pilot units. For example, there are currently 13 wisdoms in Sichuan. Tourism pilot cities and 33 smart tourism pilot areas. At present, smart tourism is in full swing in China, various smart tourism construction versions and models are being explored in relevant regions of the country, and the National Tourism Administration has also designated 2014 as the China Smart Tourism Year, which provides a development for China's smart tourism development. An inevitable choice.

As a new type of online trade, e-commerce is a product that has been fully developed and combined in information network technology, mobile payment technology and modern logistics, which has enabled enterprises and consumers to get rid of the traditional business constraints and gradually grow and develop. The essence of e-commerce mainly includes two aspects, one is the network electronic method, and the other is the business activity, that is, the traditional business activities are electronic and networked. At present, China has become the world's largest online retail market, and online shopping has also become an important force driving the development of China's e-commerce market. Among the nearly 4.2 billion netizens in the world, China accounts for about 800 million of them. It is the country with the largest number of Internet users and the largest e-commerce market in the world and is still growing.

2. Status and Problems

Combined with the actual situation in the Aba area, from the perspective of the construction and development of smart tourism, the construction of smart tourism is still in its infancy, lacking depth and breadth. At present, the related research on smart tourism mainly focuses on concepts, architecture and construction plans. At the same time, the construction goals in different regions are not clear enough, the construction content is not sufficiently detailed, and the construction effect is difficult to examine, which makes it difficult to fundamentally solve the requirements of wisdom.

Convenience, effectiveness and practicality. The main reasons are analyzed: on the one hand, because the construction of smart tourism in China is still in the exploration period and preliminary practice period, the lack of perfect and reasonable top-level design and framework theory of smart tourism makes it necessary for a process evolution to effectively change to this status; On the one hand, cloud computing, big data, artificial intelligence, location computing, social networks and Internet of Things under the Internet + thinking have brought effective solutions to the construction of smart tourism, and have become an important technical support for building smart tourism, but lacking A reasonable technical system framework lacks an effective resource integration plan, and there is no suitable theoretical model as a guide. More is a concept of smart tourism and construction plan planning, which leads to the current smart tourism construction effect is not obvious, availability Not good, it is more difficult to bring effective travel recommendation services to tourists.

In this smart tourism environment, the current e-commerce development also faces many shortcomings. Specifically embodied in the following aspects:

2.1 In Terms of Platform Construction

In addition to Taobao, Tmall, Jingdong, Suning, Vipshop and some imported cross-border e-commerce platforms and export cross-border e-commerce platforms, many enterprises and organizations are also building their own network e-commerce platform. As a result, various types of network e-commerce platforms and websites are too complicated, and there is also a lack of specialized operation and maintenance. In particular, self-built platforms, after construction, mostly focus on “sales”, but lack of “camp” related work, the sales of goods are often too cumbersome, resulting in less satisfactory commercial results, weakening the actual role of e-commerce platforms. At the same time, the construction of information infrastructure in the Aba area is still unable to catch up with the development needs of e-commerce, and there is still a certain gap from the development level of developed areas.

2.2 In Terms of Resource Conversion

There are many local characteristics and advantageous resources, such as agricultural special products and special tourism handicrafts, but this resource advantage has not been completely transformed into economic advantage, that is, the regional economic development mode is from the traditional production and sales model. The transformation and upgrading of the modern Internet integrated marketing model has not yet been fully realized. Such as the unique Tibetan Mastiff crafts in Aba, Wenchuan sweet cherry, Xiaojin apple, Jinchuan Sydney, wheat yak, various Chinese and Tibetan medicines and so on.

2.3 From the Perspective of Development Scale

The current comprehensive e-commerce development index is backward, the scale effect is not high, and there is no cluster advantage. Most of them are still in a single-player and separate mode of work.

2.4 From the Perspective of Development Model

There are three main types of e-commerce models in the region: First, the use of mature large platforms to carry out e-commerce activities, which is also the main choice of many local enterprises and individual farmers, such as Taobao, Tmall, Jingdong, and many more. To achieve the sales of local agricultural products; the second is to provide market operators with market information, production technology, policies and regulations, and the latest market information through the e-commerce information service platform established by the government; third, self-built by enterprises or units. The e-commerce website or platform, through the release of product information on the self-built platform and complete online settlement transactions and services, and finally complete the transaction through offline logistics. Comprehensive analysis of its e-commerce development model, mainly related to poor timeliness, serious homogenization, lack of brand competitiveness, lack of innovative marketing concepts, and the lack of perfect supply chain construction, increased product

circulation costs, resulting in overall operational efficiency Lower, did not form economies of scale [1].

2.5 In Terms of Talent Team

Aba is located in a minority area and is the second largest Tibetan area in Sichuan Province. Due to the natural conditions such as climate, geography and transportation, and the influence of many factors, there is a current situation of talent shortage. However, the development of the entire e-commerce industry requires a large number of professional skills and compound management talents, although the region is also actively implementing a more competitive talent introduction system, such as the implementation of high-level talent introduction projects, relaxing high-level talents to the state entrepreneurial innovation Restricting and formulating special support methods for high-level talents, but the overall situation of electric merchants is still not ideal. The efficiency and visibility of regional e-commerce operations are not high, and it is difficult to play its role. The scale and transaction volume of e-commerce industry still Being in a bottleneck state, it is impossible to achieve explosive growth.

3. Smart Tourism E-commerce Development Model

By further analyzing the development mechanism of rural e-commerce in the smart tourism environment, it is first necessary to clarify the related issues brought about by the Internet+:

3.1 The Idea of Rapidly Changing to the Internet+

IT has taken root in the informationized world. The IT-centric informationization process has affected the society and people's perception of informationization. However, IT is thinking about informationization from the perspective of digital and information, and has not effectively released the flow of information and data. Sex, it is difficult to reflect the value of information and data, it is difficult to explain the potential value of data, and it is impossible to understand and recognize the ever-changing and growing data volume. Therefore, it is necessary to gradually guide enterprises and people from IT to Internet + thinking, that is: now only has IT, does not have Internet + thinking, it is difficult to meet the requirements of interconnection and data, and it is easy to lose the innovation and development of smart tourism. mode.

3.2 The Consumer Population of Tourism Services is Uneven and the Tourist Trend is Difficult to Predict

In recent years, domestic tourism e-commerce has made great progress, but from the perspective of tourism consumer groups, the coverage of tourists is still unbalanced: mainly concentrated in the more developed towns in the first and second lines, and less tourists below the third line and in urban areas; The trend is not well predicted. Nowadays, under the guidance of the Internet + thinking and smart tourism environment, the development of rural and rural e-commerce will enable more urban workers below the third-tier to gradually adapt to the form of tourism e-commerce, that is, smart tourism e-commerce is increasing its horizontal development. The vertical development of towns below the third line and below should be accelerated.

3.3 The Dominant Type of Development is not Clear Enough

Whoever pays for smart tourism construction funds and how to distribute income after construction has always been a problem that is not clear in the process of smart tourism construction. For example, Singapore, South Korea and other countries adopt a government-led approach to launch smart tourism. In the western developed countries, market-led smart tourism is developed. In the smart tourism construction in Sichuan Province, government-led promotion is often used. However, whether it is government-led or market-led, it is necessary to increase the transformation of traditional tourism e-commerce according to local conditions, in order to adapt to the current Internet + development trend, and to build a new smart tourism e-commerce platform with Internet + thinking.

3.4 Insufficient Innovation in the Business Model of Tourism E-commerce

At present, there are 13 smart tourism pilot cities and 33 smart tourism pilot areas in Sichuan Province, and more than 110 industries are directly related to tourism. According to the research report released by iResearch in 2018, the transaction volume of China's online travel market is 1,481.28 billion yuan, an increase of 26.3% over 2017. It believes that China's overall tourism industry is large in size and has maintained steady growth every year, accommodation and vacation. There is still much room for development. From 2001 to 2016, the overall income of tourism in Sichuan showed an increasing trend, from 7.3% in 2001 to 23.58% in 2016, an increase of about 16 percentage points, and more than 20% in 2015 and 2016. [2]. From the tourism data of Aba Prefecture, in 2017, Aba Prefecture received 29.095 million passengers and achieved a total tourism revenue of 23.572 billion yuan, down 22.6% and 26.0% respectively from the previous year [3].

According to the data released from the website of the Business Bureau of the People's Government of Aba Prefecture, in 2017, the transaction volume of e-commerce network in Aba Prefecture reached 6.863 billion yuan, an increase of 23.56% year-on-year, 2.68 percentage points higher than the average level of Sichuan Province, ranking 13th in the province; The online retail sales of 5.653 billion yuan accounted for 83.88% of the online transaction volume, which was 3.57 percentage points higher than the same period of the previous year. The province ranked fifth, and the service network retail sales ranked third in the province. In 2018, Aba Prefecture achieved an e-commerce network transaction volume of 6.06 billion yuan, ranking 17th in the province [4].

Analysis of data on tourism and e-commerce data in Sichuan and Aba Prefecture. Although the data of Aba Prefecture has declined due to natural disasters and other related factors in the past two years, in the context of smart tourism, Aba Prefecture is endowed with unique natural conditions and extreme rich in natural resources, the future is still very strong. Overall conclusions can be drawn: First, the tourism market is developing strongly, but the proportion of online travel transactions (including OTA) in total national income is less than 9%, indicating that tourism e-commerce development opportunities are still great; second, from online travel transactions In view of the fact, the core business of traditional tourism e-commerce is still based on ticketing, accommodation and vacation. Third, Sichuan Province has a large proportion of total tourism revenue in the country, and the innovation and entrepreneurial environment is superior, indicating the further development of tourism electricity in our province. The commercial space is large, and the provincial, provincial and provincial governments and the state have recently released a number of Internet +, (village) e-commerce development plans and guidance, creating greater development space for tourism e-commerce development; fourth, traditional The tourism e-commerce business model can not adapt to the development requirements of smart travel e-commerce under the Internet + thinking.

3.5 Using Tourism E-commerce to Carry Tourism order and Image is not Perfect

Due to the influence of traditional e-commerce model transparency, networking, informationization and tourism commercialization, tourism order and poor image occasionally occur (from time to time, there is poor guide language, forcing tourists to buy tourist goods, low-cost passengers, etc. The conflict with tourists has brought adverse effects to the local tourism industry; but it has always been a long-term concern and solution for all parties, and it has so far been difficult to obtain effective control.

4. Development Model Recommendations

4.1 Play Government Functions and Create a Development Environment

In 2018, the State Council's institutional reform plan merged the National Tourism Administration with the Ministry of Culture to form a new Ministry of Culture and Tourism. This initiative revealed two important information: First, the status of the tourism industry has been further enhanced and valued, the influence is growing, and the global tourism is affirmed. Second, the integration of cultural tourism has become the direction. Local governments should use the institutional reforms to support

the construction of tourism e-commerce in many aspects, and be the organizer and guide for smart tourism and rural e-commerce development. First, we must have a more feasible overall and long-term overall plan, do a good job of policy adjustment, and optimize the development environment. Second, we must actively promote the construction of smart tourism big data, so that it can establish a government-led public information platform [5].

From the perspective of the specific work of local governments, we should first invest the corresponding financial resources to support the construction of information network infrastructure and logistics systems, especially in minority areas, which can be used as one of the effective measures to help the local poverty alleviation; secondly, Establish a logistics center in the corresponding place to carry out agricultural special product processing, quality inspection and monitoring, packaging and quality supervision services; once again, it is necessary to strengthen cooperation with local universities to provide more and better manpower for regional smart tourism and rural e-commerce development. Resources and technical support [1]. Finally, through the vigorous development of smart tourism, smart tourism construction can play a better function in the three levels of tourism management, tourism services and tourism marketing [5].

4.2 Strengthen the Guidance

Strengthen the correct guidance to enterprises and the public, and further enhance the frequency and quality of online transactions in counties and cities from a horizontal perspective, accelerate the process of network construction in the town and the village from a vertical perspective, and guide and train and train in a step-by-step manner to transform the traditional Commodity trading methods; comprehensively improve the Internet's Internet + application literacy and thinking transformation programs, and build an easy-to-use tourism e-commerce and data analysis platform.

4.3 Choosing the Right Operating Plan

In accordance with the Internet + development strategy and guidance plan issued by the provincial party committee and the provincial government, according to local conditions, choose the government-led, or market-led, guided smart tourism e-commerce construction and business model operation plan; actively strengthen the construction of rural tourism e-commerce platform, enhance the town The level of tourism e-commerce application in villages and towns at the township level and below, and the development of a coordinated development plan for smart tourism e-commerce in the state, county, township and townships and below, and O2O (Online 2 Offline) operation mechanism.

4.4 Reverse Mechanism

Adopting a bottom-up "reverse force" mechanism to achieve the transformation of roles and functions, and promote the extensive development of tourism to upgrade to sustainable development. When formulating tourism e-commerce development plans in different areas of Aba, it is recommended to pay attention to the development of tourism e-commerce, the development of consumption transparency, the provision of tourism goods, and the formulation of poverty alleviation and benefit-minded people, so that the urban residents at the county level and below can really benefit and truly participate in The public's innovation and the entrepreneurial development are coming from the tide of industrial restructuring. In addition, in the development of tourism e-commerce, the tourism order and image construction will be included, and the tourism e-commerce will be correctly guided to establish a correct view of tourism consumption.

4.5 Data Platform Construction

It is necessary to speed up the data-centered tourism public service management and analysis platform reconstruction, strengthen the formulation of smart tourism e-commerce standards and standards, and establish innovative business models and implementation plans for smart tourism e-commerce with balanced income and good tourist experience. And cultivate a team of comprehensive talents that adapt to the technology, management and marketing of Internet + tourism.

5. Conclusion

The development of smart tourism has entered a new era. The development model and system of rural e-commerce in the smart tourism environment are also constantly explored and improved. At present, the development momentum of rural e-commerce is fierce. Although there are many outstanding problems in the development process, only to find the right problems and solve them in a targeted manner will be promising in the future.

Acknowledgements

The research of this thesis has been researched by the Sichuan Tourism Development Research Center project “Study on the development mechanism of Sichuan smart tourism e-commerce under the Internet+” (project number: LYC16-29) and the National Social Science Fund project “Running space based on the entrepreneurial ecosystem” Thanks to the support of the Mechanism and Promotion Policy Research (Project No. 16BGL023).

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