



Research on the Development of Characteristic Tourism Commodities in Liaoyuan City

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Abstract. Characteristic tourism commodities play an important role in the development of regional tourism. The development of characteristic tourism commodities in Liaoyuan will enhance the tourism income level within the region and enhance the visibility of the tourism industry in Liaoyuan. This paper analyzes the current situation of tourism commodity development in Liaoyuan city, points out the existing problems of tourism commodity development in Liaoyuan city through investigation and statistics data, and puts forward development countermeasures by combining with the existing characteristic tourism commodity resources in Liaoyuan City.

Keywords: Liaoyuan City; Characteristic; Tourist commodities; Development; Research;

1 Introduction

Under the background of the 13th Five-Year Plan period, the concept of “innovation, coordination, green, openness and sharing” has been under fully implementation and development in Jilin Province, promoted by “Tourism plus”, to further advance structural reform on the supply side of tourism. In the 13th Five-Year Plan of tourism development in Jilin Province, it is required to carry out product innovation and enhance the new system of tourism products. This requirement covers ecological summer leisure tourism products, cultural tourism products and rural tourism products. In the master plan of tourism development for Liaoyuan City, Jilin Province (2016 - 2030), it is required to integrate the existing shopping resources, highlight the characteristics of local customs and local specialties of Northeast China, attach importance to marketing planning, improve the guarantee system, and enhance the popularity of local tourism commodities.

2 Current Development Status of Tourism Commodities in Liaoyuan City

2.1 Current Development Status

In recent years, Liaoyuan municipal Party Committee and municipal government have been attaching great importance to the development of tourism. Liaoyuan city as the “hometown of Chinese cotton socks”, “hometown of Chinese folk culture and art (paper-cut)”, “hometown of Chinese farmers painting”, “hometown of Chinese pipa”, “hometown of Chinese folk art (song-and-dance duet)”, “hometown of Chinese sika deer”. There are a lot of new measures in the development and construction of scenic spots, tourism has a certain development, the corresponding tourism products have also made considerable progress. In recent years, Liaoyuan city government has been actively enhancing the production and creativity of characteristic tourism commodities, and the characteristic tourism commodities has achieved a certain popularity and influence in the country.

2.2 Problems Existing in the Development of Tourism Commodities of Liaoyuan City

2.2.1 The Number of Tourists Is Relatively Less.

Table 1. Number of tourists in Liaoyuan City from 2016 to 2019

Year	Number of people (x10, 000)	Proportion in the whole province (%)
2016	253.02	1.5
2017	305.48	1.6
2018	346.35	1.56
2019	405.22	1.64

Table 1 shows that in 2016, the total number of tourists in Liaoyuan city reached 2,530,200 people, accounting for 1.5 % in the proportion of the province; in 2017, the number of tourists in Liaoyuan city reached 3,054,800 people, accounting for 1.6 % in the proportion of the province; in 2018, the number of tourists in Liaoyuan city reached 3,463,500 people, accounting for 1.56 % in the proportion of the province; in 2019, the number of tourists in Liaoyuan city reached 4,052,200 people, accounting for 1.64 % in the proportion of the province. From the above data, it can be seen: in recent years, although the number of tourists showed an upward trend in Liaoyuan City, its proportion in Jilin Province is still very low. The number of boutique Liaoyuan tourist routes is limited, and cannot be recognized by the vast number of tourists.

2.2.2 Sales Revenue Is Too Low to Form a Scale.

Most of the tourism commodities business owners in Liaoyuan City adopt the management mode of small workshops and shops. For example, the pancake workshops in Xiaosiping are all small family-style shops, in which scale effect couldn't formed and less profit would generated in production and sales. As far as the whole region is concerned, the tourism market in Liaoyuan is still short of specialized large-scale tourism shopping malls and branded tourism shops.

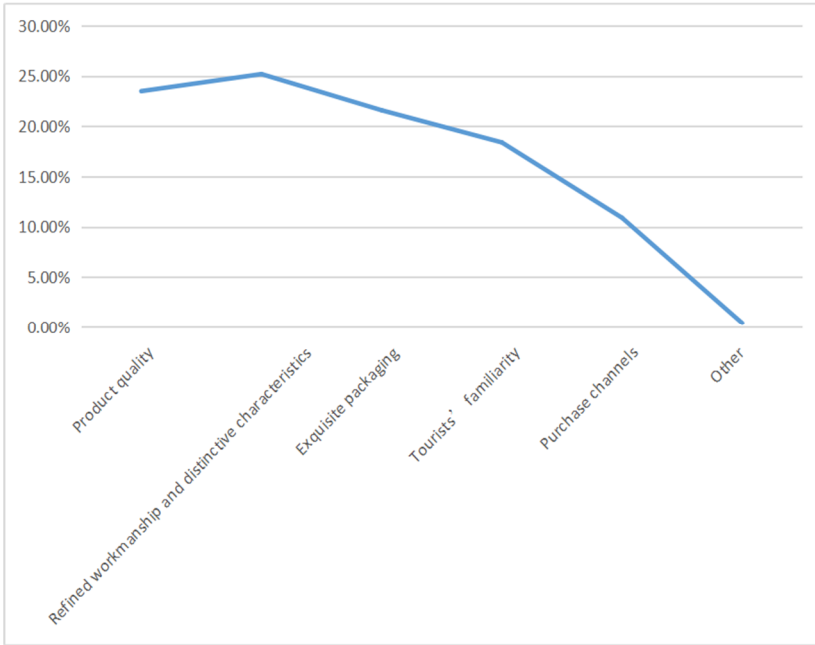


Fig. 1. Users' demand for tourism commodities in Liaoyuan City

The data in Figure 1 suggest that in the demand of tourism consumers in Liaoyuan city for tourism commodities, tourism commodities of refined workmanship and distinctive characteristics account for the highest proportion, which is 25.2%; the proportion of the quality of tourism commodities ranked second, which is 23.5%. It can be seen that tourists have higher requirements for tourism commodities of Liaoyuan City in the aspects of the workmanship, characteristics and quality, to which development and research should be focused.

Through the investigation of the tourism commodity market in Liaoyuan, although local tourism commodities has formed a certain scale, tourism commodities that have high quality, refined workmanship and distinctive characteristics, exquisite packaging, enjoy familiarity among the public are relatively scarce, and there is no suitable channels for purchase. Some of the tourism commodities developed in Liaoyuan City are having local characteristics. However, due to the low level of tourism development, the limited flow of tourists, the lack of sufficient purchasing power for characteristic tourism commodities, sales income is till very low.

2.2.3 The Market System of Characteristic Tourism Commodities Is Not Whole-some.

Table 2. Investigation on the market system of characteristic tourism commodities in Longshoushan Kuixing Tower

The staff point of view of Longshoushan Kuixing Tower	Proportion(%)
There is no specialized tourism shopping market	24.3
Failed to subdivide tourists source market	21.5
The potential consumer market has not been developed in combination with local characteristics	26.8
Shopping channels are relatively limited	24.4
Other	3

In Table 2 is a result of investigation in Longshoushan Kuixing Tower scenic area of Liaoyuan City. The research object for the data is the working staff in Longshoushan Kuixing Lou scenic area. Data in Table 2, those who believe that “There is no specialized tourist shopping market” accounting for 24.3 % of the total number; “The failure to subdivide tourists source market” accounting for 21.5 % of the total number; “the potential consumer market has not been developed in combination with local characteristics” accounting for 26.8% of the total number; shopping channels are relatively limited accounting for 24.4% of the total number; and “Other” accounting for 3 % of the total number.

3 Countermeasures for the Development of Characteristic Tourism Commodities in Liaoyuan City

3.1 Enhancing Media Publicity to Attract Tourists

Liaoyuan City can make use of various tourism festivals such as Pipa Tourism Culture Festival, Food Culture Festival, Paper-cut Art Festival and Farmers Painting Art Festival to expand the tourism publicity and social reputation of Liaoyuan City, so as to comprehensively recommend characteristic tourism commodities, such as socks products, Longquan spring wine, gourd paintings, paper-cut, peasants’ paintings and other products, with the target of attracting more tourists from medium and long distance to stay for longer days.^[1] With the tripartite cooperation among the government, tourism industry associations and characteristic tourism commodities enterprises,^[2] various forms of online new media publicity could be carried out, and online famous anchors could be invited to promote the marketing of characteristic tourism commodities in Liaoyuan by using various online media platforms such as TikTok, and WeChat. The factors of tourists’ experience should be fully taken into account in the design of tourism commodities, so that the tourism commodities themselves could be both attractive and intuitive. For example, in the process of industrial tour in Northeast Socks Park of Liaoyuan City, socks products can be organically integrated with Manchu paper-cut products, so that a new tourist experience project could be devel-

oped, that is, tourists can paste the paper-cut art patterns designed by themselves on cotton socks products, for example, paste the “Fu” character works cut out by tourists on cotton socks products, with the purpose of enhancing the interesting experience of tourism commodities and the participation of tourists.

3.2 Setting Up Diversified Forms of Tourism Shopping Stores, Increasing Tourism Income, and Expanding the Scale Effect

In large tourist attractions and central commercial blocks of Liaoyuan city, it would be advisable to establish tourism shopping supermarkets, souvenir shops, chain stores, specialty stores, vending machines as well as other modes for shopping, so as to meet the demand of different tourism consumers to the purchase of characteristic tourism commodities. In the same scenic spot, it is necessary to pay attention to the regionalization and hierarchical setting of tourist shopping locations, so as not to cause homogenization to tourist commodities in the shopping stores.^[3] It is also essential to improve service quality of characteristic tourism commodities in Liaoyuan City, as the quality of tourism services is one of the important factors affecting the income of tourism commodities.^[4] For current small workshops and small shop businesses in Liaoyuan City, it would be very essential to pay attention to the on-site service and after-sales service of tourism commodities, so as to promote the large-scale operation of products with high quality services,^[5] and lay a solid foundation for increasing income and enhancing social benefits of characteristic tourism commodities enterprises.^[6]

3.3 Establishing and Improving the Market System of Characteristic Tourism Commodities

The establishment of the market system for characteristic tourism commodities in Liaoyuan city should be based on the needs of tourists.^[7] Flexibility and adaptability should be taken into account for tourists' demands of diversity, variability and personalized for tourism products, and the construction and development of characteristic tourism commodities in terms of seasons and space.^[8] Liaoyuan Municipal government should strengthen macro-control and supervision, maintain the operation order of characteristic tourism commodities,^[9] put an end to unfair and vicious competition, control the quality of characteristic tourism commodities, and protect the legitimate rights and interests of tourism consumers.^[10]

4 Conclusions

It is necessary to develop the characteristic tourist commodities of Liaoyuan city. Through the integration of the current resources of characteristic tourism commodities, incorporating the contents of excellent tourism routes and tourism festival activities in Liaoyuan City, the simplex way of commodity sales would be transformed into a compound operation of characteristic tourism commodities with artistic and experien-

tial characteristics, so as to increase the income of characteristic tourism commodities on the basis of tourists' comprehension of the production techniques, production process, history and culture of characteristic tourism commodities, and ultimately enhance the popularity and brand effect of local tourism industry in Liaoyuan.

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