

Research on the Development Strategy of Special Tourist Souvenirs in Jilin Province*

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Abstract—This paper expounds the concept of tourist souvenirs by studying existing theories, collating materials and studying relevant cases, and classifies tourist souvenirs in order to find their characteristics and functions for the following research. Then, the author analyses the development status of tourist souvenirs abroad and at home. In addition, in this paper, the development of tourism souvenirs in Jilin Province will be discussed. Based on the analysis of the existing theory and actual situation, the author puts forward the problems in the development of tourism souvenirs with Jilin characteristics, and finally offers the corresponding solutions to the existing problems.

Keywords—*Jilin Province; tourist souvenirs; development strategy*

I. INTRODUCTION

Tourist souvenirs are an important part of tourist commodities and the income of tourist souvenirs also occupies a large position in the tourism economy. Therefore, it's important to attach great importance to the status of tourist souvenirs. Compared with other provinces in China, the tourism industry in Jilin Province is relatively backward, and the income of tourist souvenirs is relatively small. So, the research on tourist souvenirs in Jilin Province must be strengthened.

II. SUMMARY OF TOURIST SOUVENIRS

A. The Concept of Tourist Souvenirs

Tourism is an emerging subject. The concept of tourist souvenirs has not been clearly defined in academic circles. But it can be confirmed that tourist souvenirs belong to tourist commodities as a key part. Different from other tourist commodities, tourism souvenirs can directly reflect the local conditions and customs of tourist destinations. Broadly

speaking, tourist souvenirs are all things that can commemorate a tourist destination, which will trigger tourists' memories of where they have gone, such as a handful of soil, a postcard, a stone. Based on the commodity attributes, tourist souvenirs are the goods that be purchased by tourists in the process of tourism and are easy to carry with regional or ethnic characteristics.

B. Classification of Tourist Souvenirs

Because of its lack of academic support and various types of definition, the classification of tourist souvenirs is difficult to be clear. It can be roughly classified from several perspectives:

The first one is defined according to the function of tourist souvenirs: tourist-based commemorative souvenirs and gifts, tourist-based commemorative practical products, tourist-based commemorative food, etc.

The second one is distinguished according to the manufacturing process: manufactured industrial products and handicraft products. Among them, industrial products are manufactured by production machines, which can be produced in batches; hand-made products are exquisite, which can reflect distinct regional culture, but can not be manufactured on a large scale, and the cost is high.

The third one is defined as commemorative, gift and collection according to the function of tourists' purchase. It is explained that tourists use them as souvenirs or as gifts to others; collection emphasizes that souvenirs need higher commercial and aesthetic values.

C. Characteristics of Tourist Souvenirs

1) *Commemoration*: For a tourist souvenir, memorabilia is the first consideration of tourists when buying souvenirs. No matter what kind of tourist souvenirs, tourists can have the feeling of "seeing things and thinking about the tourist

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attractions" because of them, so that they are allowed to review their travel experience through the items.

2) *Art appreciation*: Different from other commodities in tourist areas, tourist souvenirs should be beautiful, giving tourists a fresh sense, and enjoy the value of appreciation as works of art.

3) *Portability*: Tourism is an activity in which people travel to different places by means of transportation, which is different from their daily living environment. Therefore, the convenience of carrying tourist souvenirs is also a necessary factor for buyers to consider.

4) *Regionalism*: Souvenirs are often the embodiment of local culture and characteristics. Different historical, physical, geographical and cultural environments of tourist destinations create different regional characteristics, and the corresponding design of tourist souvenirs is also different. On the other hand, only under specific geographical conditions can the unique souvenirs of tourist destinations be produced, such as wild *Ganoderma lucidum*, snow toad and *boschniakia rossica* native to Changbai Mountain.

III. ANALYSIS ON THE PRESENT SITUATION OF TOURISM SOUVENIRS DEVELOPMENT IN JILIN PROVINCE

A. Special Tourism Resources in Jilin Province

Jilin Province is located in the hinterland of Northeast Asia and the central part of Northeast China. There are many ethnic minorities in Jilin Province. It has rich natural resources, human resources and national culture. Summer resorts and winter ice and snow projects are the focus of Jilin tourism. During the snowy season from 2016 to 2017, 61.9908 million people were received for ice and snow tourism in the whole province.

1) *Natural tourism resources*: Mountain-type tourist attractions: there are Changbai Mountains, Afa Mountains in Jiaohe city, Yuhuang Mountains in Tonghua, etc. in Jilin Province with forest coverage of 43.4% and beautiful ecological environment; water tourist attractions: Yalu River, Tumen River, Chagan Lake, Xianghai Nature Reserve, Diaoshuihu Waterfall, Julong Spring, etc. They have beautiful scenery and can be used as resorts for sightseeing and recuperation; biotourism resources: arbors, Horqin grasslands, alpine gardens, wildlife habitats, bestow on nature a variety of animal and plant resources; weather and climate resources: snow and fog. Unique ice and snow tourism resources occupy an important part of winter tourism in the country.

2) *Humanistic tourism resources*: Historic relics: Gwanggaeto Stele, Manchukuo Palace and Eight Departments sites, Shengjing Paddock, World Cultural Heritage of Koguryo King city, mausoleum as well as noble tombs, etc., and they are of great significance for China's historical research; architectural landscapes: Prajna Temple, Kuanyin Ancient Temple in Jilin Province, Jade Imperial Pavilion, Beishan Park, Longtan Mountain Park, Jilin Province Museum, Nongan Ancient tower etc.; humanistic activities: Errenzhuan, Northeast Yangge, Jiju Opera, Beishan Temple

Fair, etc., showing Jilin Province's artistic wealth accumulated from generation to generation, so that the tourists who participate in them can fully appreciate the local conditions and customs of Northeast China.

3) *Ethnic custom tourism*: Manchu quadrangles, Mongolian Nadam Fair, challenging Korean springboards and swings make tourists truly feel that China is a multi-ethnic family.

In addition, the tourism resources such as gourmet foods of exquisite raw materials, various techniques and rich variety can provide new ideas for the development of tourism souvenirs with Jilin characteristics.

B. Current Situation of Tourism Souvenirs in Jilin Province

According to the tourist resources of Jilin Province, the tourist souvenirs of Jilin Province can be roughly divided into two categories: the one is native products. Known as "king of all herbs", ginseng contains a variety of saponins and polysaccharides, which promote skin blood circulation and make cells regenerate after long-term use of ginseng products. Changbai Mountain in Jilin Province is the main ginseng producing area in China and even in the world, with ginseng output accounting for 85% and 70% of the total national and world output respectively; antler, *Rhodiola alpina* and *Cistanche deserticola* have high medicinal value; Changchun city flower of kaffir lily, black fungus in Jiaohe city and Tonghua wine are all on tourists' purchase list. The other one is the arts and crafts products: Songhua Stone and Songhua Stone Inkstone. Songhua stones have varied shapes and colors and can be carved into various exotic stones. Since the Qing Dynasty, Songhua Stone Inkstone is still a precious tourist souvenir in Jilin Province. There are also root carvings made from the roots of the old trees in Changbai Mountain, Songhua Lake swing log carving made from sound roots and trunks immersed in lake water for many years, bark paintings with the birch bark as the main material are all works of art combining nature and manpower. Finally, paper-cut, straw knitting and other pure handicraft products are also important constituting parts.

The tourism industry in Jilin Province has started since the reform and opening up. After more than 40 years of development, it has formed a certain industrial pattern and become a regional pillar industry, contributing to regional economic development. According to the current statistics, the tourism industry of Jilin Province is developing rapidly and continuously in 2017. The total tourism revenue of Jilin Province is 347.7 billion Yuan, which is 20% higher than that of the previous year, accounting for 8.7% of the GDP of the whole province. However, the tourism commodity income only accounts for 10% to 15% of the total tourism revenue. In 2016, the total tourism revenue of Guangdong Province reaches 1156 billion Yuan. There is still a big gap between Jilin Province and other developed tourism regions in China.

IV. PROBLEMS IN THE DEVELOPMENT OF SPECIAL TOURIST SOUVENIRS IN JILIN PROVINCE

A. Design of Products

1) *Single product model and lack of characteristics*: After decades of development, tourism industry has shown a more and more prosperous scene, but there are still a handful of commodity kinds in market. Many of them are even produced more than a decade ago, but still displayed in the shop counter. The inadequate investment in tourism product R& D in Jilin Province leads to insufficient innovation, so that for the products that should be eliminated, there are a few of alternatives in line with market demand.

Jilin Province is rich in tourism resources. By means of the strong atmosphere of Manchu culture and Korean culture, there are countless special projects available for development, but few of them are special ones. Changchun Movie Wonderland, an AAAAA scenic spot in Jilin Province has six souvenir stores. They seem to meet the shopping needs of tourists, but almost every gift shop sells the same goods. What's more, the kinds of commodities are also limited to children's toys and daily necessities, which can be bought all over the country, and there are few products with Jilin characteristics.

2) *Problems in product quality*: Not only for souvenirs, but also for food, housing, transportation, travel, shopping and entertainment, quality are important factors for tourists to consider whether to consume or not. The popular commodities sold in the scenic spots, such as memorial keys, badges, children's toys and ceramic water cups, are inexpensive but not of high quality. Tourists generally report that these souvenirs can be used just for a short time and tend to have a high degree of damage. It is also difficult to guarantee the quality of products packaging. Plastic bag packaging and paper bag packaging are the main forms. Poor packaging is also an important cause of commodity damage. Another one is improper packaging, such as Yanji rice wine in glass bottles, which is inconvenient for tourists to carry and fragile during transportation.

3) *Lack of brand image*: The shaping of brand image is very important to the overall image of tourist souvenirs. Except for a few products with great advantages such as "Three Treasures in Northeast China", other products are not well-known at all and only local specialty can be regarded as signboards of tourist souvenirs in Jilin Province. Changbai Mountain ginseng, velvet antler and other competitive products are also dazzling because of too many manufacturers and uneven qualifications. In view of the above reasons, the tourist souvenirs in Jilin Province can not attract tourists powerfully with little influence, and in response, it is difficult to embrace a well-known brand, forming a brand effect.

B. Management of Tourist Souvenir Market

Since the implementation of the Tourism Law of the People's Republic of China on October 1, 2013, the tourism industry in Jilin Province has gradually embarked on a

standardized and scientific development path, but the existing problems can not be ignored. The lack of improvement of management mechanism by relevant government departments often results in a situation of joint supervision by multiple departments in scenic spots, which leads to unclear responsibilities and mutual shirking of responsibilities. To a large extent, the development of tourist areas is hindered. In addition, the formulation and supervision of inspection standards in the industry are not rigorous. In order to improve profits, enterprises will manufacture products that are not of good quality and have no ability to intercept them in time after production, so that crude and disorderly manufactured products enter the market. Seriously, inadequate regulation sometimes may cause irreversible consequences.

C. Sales of Characteristic Tourist Souvenirs

1) *Lack of sales strategy*: Nowadays, stalls and shops near tourist attractions are the main sales channels of tourist souvenirs. Sales method is still traditional one that sales staffs promote to customers in front of them, resulting in small sales of souvenirs and a single source of income. To achieve the effect of "blooming everywhere", it requires a combination of various means. The publicity effect is also an important factor affecting the sales performance. Tourists tend to have a desire to shop through prior knowledge of tourism products, which has a driving effect on the sales of tourism products.

2) *Lack of sales personnel*: The professional quality of salesmen in scenic spots also affects the sales volume of souvenirs. Currently, the situation is that the salesmen have little or no knowledge of the characteristics and functions of commodities and lack of scientific marketing theory. They often only sell high-priced products, which are not suitable for tourists, making tourists have psychological conflict. Therefore, it's necessary to attach importance to train sales talents with the theoretical knowledge. In addition, the service attitude of salesmen also plays a vital role. Today, with the vigorous development of the tertiary industry, attention must be paid to service awareness. Some salesmen with poor service attitude have seriously reduced the purchase desire of the tourists they serve. There are many occasions of salesmen fighting with customers in the news, which shames the image of a place's tourism.

3) *Market positioning of tourist souvenirs*: The development of tourism souvenirs in Jilin Province is still in the primary stage, and the theoretical research is still in the obscure state with vague market positioning. The role of positioning is to find competitiveness in the market according to the characteristics of products and make products more targeted by segmentation so as to serve specific consumers, finally forming a competitive advantage. Obviously, tourism commodities in Jilin Province have not yet been specifically classified based on specific regions, strata and ages.

V. DEVELOPMENT STRATEGY OF TOURIST SOUVENIRS IN JILIN PROVINCE

A. Design Strategy of Special Tourist Souvenirs

1) *Strengthening innovation and enhancing regional characteristics*: Enhancing regional characteristics is the key factor to attract tourists to buy special tourist souvenirs. The unique rural tourism resources can be used to create commemorative commodities of elements such as *Tukang*, paper-cut for window decoration, special delicate *Doubao*, pork pickles and so on. The cultural connotation of ethnic minorities is also the key point. The Manchu people began to live in the Changbai Mountains four thousand years ago. Correspondingly, inherited Manchu folk culture has a long history and distinct characteristics. So, the Manchu folk souvenirs should highlight such elements as *cheongsam*, riding and shooting. Besides that, due to the Korean people mainly living in Yanbian Korean Autonomous Prefecture, Korean language ethnic costumes, eating habits all can be utilized. Meanwhile, special attention should be paid to distinguishing the Korean characteristics of our country from the cultures of Korea and the Democratic People's Republic of Korea.

2) *Producing products of high-quality* : It's necessary for relevant government departments to formulate corresponding quality testing standards and grades for enterprise products. Then, supervisory departments should strictly inspect the quality of products followed by punishing manufacturers who produce products that do not meet the standards, and legally restricting the production of low-quality products. It is pretty vital to integrate small workshop production in Jilin Province to build production agglomeration areas and expand the scale of production, assisting to facilitate the implementation of quality testing. In addition to the improvement of the quality of the goods themselves, it's better to ameliorate the service performance of the packaging. The exquisite packaging is also one of the reasons why young people buy souvenirs.

3) *Shaping the brand image of tourism souvenirs in Jilin Province*: Good brand image depends on the good reputation of customers for products, which is not achieved overnight. To analyze the current situation in Jilin Province, enterprises shall first rely on well-known products such as Changbai Mountain ginseng and pilose antler to drive other unknown products. By deeply processing ginseng products as well as other local products and integrating other related products, an industrial chain can be formed. Then, with the help of traditional media and new media, consumers are allowed to have a certain understanding of the products and penetrate the brand concept. Finally, it will be better to maintain good contact with buyers and do after-sales work well to promote secondary consumption of tourists.

B. Strengthening Market Management of Tourist Souvenirs

Strengthening the market management needs the efforts of all relevant government departments: it's important to improve the relevant market rules and regulations, so that there are laws

to follow; strictly require pricing standards according to product grade to prevent businesses from pricing at will; clarify responsibilities of management departments in scenic spots to avoid the responsibility prevarication of each other when accidents occur; set up effective supervision. Institutions should promptly discover unreasonable low-price competition and the atmosphere of cheating customers in the market. Then, scenic spots without operational qualification must be closed down to protect tourists' consumption rights and interests; establish a complete complaint mechanism. In recent years, when people find unreasonable social phenomena, they mostly choose to expose them through the network media, which just shows that people often can not find a way to complain when they encounter problems.

C. Sales Strategy of Special Tourist Souvenirs

1) *Increasing marketing methods*: Although the sales point near the scenic spot is the place where tourists can directly contact the characteristic tourism commodities of Jilin Province, the world has entered the Internet era, and the role of the network can not be underestimated. The network sales platform makes the performance of the majority of small and medium-sized enterprises leap forward, but when searching the key word "tourism souvenirs of Jilin Province" in Alibaba website, there are only 207 items, indicating that Jilin Province is still in the initial stage of selling tourist souvenirs by means of network marketing. The province should attach importance to network marketing and strive to operate it well. In addition, for better sales, it can also combine various marketing methods scientifically and carry out integrated marketing. In general, Jilin Province should make full use of appropriate ways based on its own situation.

2) *Developing the professional quality and service consciousness of salesmen*: It's wise for gift stores in scenic spots to train salesmen before they take up their posts, so that they know the attributes and functions of products well, and then they can introduce the products to consumers comprehensively. Relevant personnel should improve their service awareness and quality. Foreign tourists who are not familiar with the local conditions will be more worried about being cheated. In this situation, active, enthusiastic and thoughtful service helps to make customers feel at home. In addition, enterprises should implement reward and punishment measures, because fair reward and punishment will improve the enthusiasm of employees.

3) *Perfecting the market orientation of tourist souvenirs in Jilin Province*: The tourist souvenir market is vast, so it is necessary to find the target market with pertinence. The survey shows that the proportion of female tourists is obviously higher than that of male tourists in certain behavior of purchasing tourist souvenirs, so it's wise to pay more attention to the preferences of female tourists in research and development. Although there are more female commodities than men in the market, the details are still ignored. The production of rare medicinal materials in Jilin Province is high, and medicinal liquors are favored by older tourists. But

there is still more room for its resource utilization, and the broad market space for developing products for women's nourishment of life shall not be ignored. In terms of commodity pricing, at present, Jilin Province's tourist souvenirs are more priced at low or middle-grade, with fewer high-grade goods and low consumer acceptance, but its development space can not be denied. Meanwhile, currently, Jilin Province still fails to accurately find the market demand for high-grade tourist souvenirs, resulting in the vacancy of this part of the market.

VI. CONCLUSION

At present, the related concepts of tourist souvenirs need more systematic research by professionals. The tourism characteristics of Jilin Province also need people with lofty ideals to constantly develop and innovate the traditional products. Then, these innovative results should be applied to tourist souvenirs. The professionals shoulder the responsibility that put forward problems and solve them through the joint efforts of the government and the people to fully reflect the graceful bearing of Jilin and grant the tourism souvenirs of Jilin Province more competitiveness, finally driving other industries in the province, and improving the overall economic benefits of Jilin Province.

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