

RESEARCH ON THE QUALITY IMPROVEMENT OF GUIZHOU TOURISM COMMODITIES

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With the rapid development of social economy, tourism has gradually become one of the pillar industries of national economic development in various provinces of China. As one of the western provinces with extremely rich tourism resources, and due to the strong support of the state and provincial government, the tourism industry in Guizhou has achieved rapid development. This paper aimed to enrich the localization of tourism commodities and improve the quality of tourism commodities and to provide suggestions for the construction of the quality improvement path system of tourism commodities in Guizhou. Through the methods of literature review, theoretical interpretation, field investigation, classic case analysis, in-depth interview and questionnaire method, we have defined the types of tourist commodities in Guizhou, existing problems with their manufacture and sales, as well as the opportunities and challenges, it is concluded that the ways to improve the quality of tourist commodities in Guizhou province are as follows: searching for characteristics, concentrating investment, cooperating management, classifying promotion, innovation management, association participation, brand maintenance, perfect certification, creative publicity, joint marketing, benefit sharing, inclusive co-construction.

Keywords: tourism; commodity; Guizhou; innovation governance; brand maintenance

Introduction

Research Background

The tertiary industry is gradually becoming an important factor in the economic and social development of Guizhou Province of China, and the contribution of tourism in the tertiary industry is also rising rapidly. The status and role of tourism in the economic and social development of Guizhou is becoming more and more prominent, which has become one of the important supporting and advantageous industries of Guizhou Province.



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In the “Several Opinions of the State Council on Promoting the Reform and Development of Tourism Industry” issued by the State Council in 2014, proposals concerns the reform and development in the field of tourism and shopping industry were put forward in the aspects of optimizing the varieties of tourism commodities, building tourism commodity brand projects, studying and improving the policy of tax refund for shopping, regulating the market of tourism commodities and building special shopping areas. In the “Opinions on Further Promoting Tourism Investment and Consumption” issued by the General Office of the State Council in 2015, it is pointed out that the characteristic tourism commodities should be enriched and upgraded, the mass entrepreneurship and innovation in the tourism commodity industry should be promoted solidly, and the attractiveness of tourism commodities to tourists should be enhanced by encouraging market entities to develop and enrich the types of tourism commodities.

In Guizhou Province, the tourism industry is composed of six elements, among which "purchase" has been a relatively weak link in the development of provincial tourism. At present, there are many problems, for example, the scale of tourism merchandise business entities is still small, the degree of industrialization is low, it lacks professional talents, the overall proportion of shopping in the tourism merchandise market is also low, the brand power is weak, the homogenization phenomenon is serious, the price of local tourism merchandise is too high, and the institutional mechanism is inadequate.

Purpose and Significance of the Study

The purpose of this study is to investigate the achievements, advantages, disadvantages, opportunities, challenges and problems in the development of tourism commodities in Guizhou, so as to help Guizhou tourism commodities achieve quality improvement, and continuously enrich the theoretical research on tourism commodities localization and quality improvement, giving suggestions for the construction of the path system of Guizhou tourism commodities' quality improvement .

Literature Review

By combing the research results, it is found that the vast majority of current research is on two aspects: the problems that exist or the suggestions of measures.

For example, through the study of tourism commodities in Yulin (China), it was found that in the development of tourism commodities, problems such as lack of cultural connotation, serious homogenization and poor packaging (Yan, 2017) are common. Through the study of tea tourism commodities, it was proposed that integrating of cultural characteristics of the tea regions and improvement of tea quality are the main paths to attract tourists to buy (Pan, 2018).

Research on tourism commodities in Guizhou mainly focuses on two aspects: problems in the process of development and the development strategies.

For example, through the study of Guizhou Miao ethnics silver tourism commodities, it is found that there are significant problems of the quality, prices and sales channels (Yang & Liang, 2016).

In the process of developing tourism commodities in Guizhou, we should adhered to traditional characteristics, explore cultural connotations, and use market demand as a guide to position the target receptive population for tourism commodities (Zhang et al., 2016; Zhong, 2003).

Through innovation the use of various regional characteristic resources is continuously explored and the concept of tourism commodities is continuously improved (Chen, 2019). Another example - an empirical study in Gansu (China) - found that five principles that is market-oriented, ecological-oriented, characteristic-oriented, value-oriented and government-led should be followed in improving the quality of commodities (Cao, 2018).

The research on the localization of tourism commodities is mainly about the development strategy. For example, based on the study of tourism commodities in Sichuan (China), the research and development strategy of "point-line surface-platform" was proposed to enrich the cultural experience (Zhou, 2016), and through the study of Hainan sports tourism commodities, it was proposed to strengthen the portfolio development of tourism resources and sports to enhance the distinctiveness and competitiveness of commodities (Zhao, 2016; Ye & Cheng, 2005).

In general, the researches on tourism commodities in Guizhou mostly select representative individual commodities, (not the overall). Secondly, there is a lack of research on the tourism commodities localization. Thirdly, a problem how to promote the tourism commodities localization and to improve the quality of local production still needs to be explored.

Therefore, this study intends to enrich the theoretical research on the localization and the quality improvement of tourism commodities by studying the quality improvement of tourism commodities in Guizhou, and to give suggestions for the construction of the path system for improving the quality of tourism commodities in Guizhou.

Research Methodology

In addition to the traditional literature reviewing and theoretical interpretation methods, the following three methods we used:

Field Survey Method was used to obtain first-hand information and data, and to combine with quantitative analysis tools.

Typical Case Analysis Method studied to discover the problems, causes and mechanisms of localization and quality improvement of tourism commodities, as well as the mechanism of the development of tourism economy driven by tourism commodities localization and quality improvement.

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Questionnaire Survey Method in order to have an in-depth and detailed understanding of the current situation of tourism commodity quality in Guizhou Province. Survey was conducted during the period of October 8th to 23rd, 2021, Questionnaire Star software and WeChat were used to conduct the survey among the staff of government units in Liping County, Qiandongnan Prefecture, the staff of Zhaoxing Dong Village Development Company, and some tourists, commodity sellers, commodity movers, and commodity producers in the attractions of Zhaoxing Dong Village.

Totally 183 questionnaires were distributed, 172 were collected, with a recovery rate of 93.9%. From them 164 were valid, with an efficiency rate of 95.3%, and the specific statistical results are analyzed as follows (Tab. 1).

Table 1 - Summary of basic information of respondents
(results of the author's survey)

Questions	Options	Number of people (person)	Percentage (%)
1. Your gender?	Male	88	53.6
	Female	76	46.4
2. What is your age?	25 years old and below	24	14.6
	26-35 years old	37	22.8
	36-45 years old	49	30.2
	46-55 years old	22	13.5
	56 years old and above	32	18.9
3. What is your education?	Under college	37	22.6
	College	48	29.3
	Bachelor's degree	64	39.1
	Postgraduate	9	5.4
	Doctorate and above	6	3.6
4. What is your occupation?	Civil servant, institution employee	34	20.7
	Enterprise employee	22	13.4
	Visitors	67	40.8
	Individuals	41	25.1
5. Your average monthly income?	2000 yuan and below	12	7.3
	2001-4000 yuan	23	14.1
	4001-6000 yuan	58	35.4
	6001 yuan and above	71	43.2

The fifth question is a multiple choice about results of tourism commodity development in Guizhou (three possible answers to choose), 75.6% of respondents believe that it will increase regional consumption income, 71.3% believe that the tourism commodity economy will effectively develop, 61.6% believe that ethnic culture will spread, followed by rural revitalization promotion, employment levels improving and industrial structure optimization (Tab. 2).

Table 2 - Questionnaire on the current situation of tourism commodity quality in Guizhou (II)
(results of the author's survey)

Questions	Options	Number of people (person)	Percentage (%)
5. What do you think are the results achieved in the development of tourism commodities in Guizhou? (choose three answers)	The economy of tourism commodities has been effective	117	71.3
	Drives regional economic development	86	52.4
	Increased regional consumption income	124	75.6
	Improved employment levels	98	59.8
	Industrial structure was optimized	79	48.1
	Rural revitalization is promoted	97	59.2
	National culture is spread	101	61.6
6. What do you think are the advantages of tourism commodity development in Guizhou? (choose three answers)	Government policy support	123	75
	Rich in its own cultural and tourism resources	134	81.7
	Solid foundation for commodity production	98	59.8
	Convenient transportation	41	25
	Rich variety of tourist goods	31	18.9
7. What do you think are the disadvantages of the development of tourism commodities in Guizhou? (choose three answers)	Insufficient innovation in the development of tourism commodities	128	78.1
	Commodity production methods are relatively backward	107	65.2
	Lack of scientific management	114	69.5
	Relative lack of tourism resources	67	40.8
	Insufficient variety of goods	59	35.9
8. What do you think are the opportunities for the development of tourism commodities in Guizhou? (choose three answers)	Government's attention	132	80.5
	Rural revitalization strategy provides opportunities	108	65.9
	Rapid socio-economic development	128	78.1
	Rapid development of network technology (e.g., fast and jitterbug live)	131	78.9
	Decentralized development of tourism goods	119	72.6

After that, when asked about the disadvantages of the development of tourism commodities in Guizhou 78.1% of the respondents thought that the development of tourism commodities was not innovative enough, 69.5% thought that there was a lack of scientific management, 65.2% thought that the producing methods of commodity

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are relatively backward, only 40.8% of the respondents chose the relative lack of tourism resources, and only 35.9% of the respondents chose “not enough variety of commodities”.

The next question is a multiple-choice question designed to address the opportunities for the development of tourism commodities in Guizhou. Through the survey, in order of the number of respondents, they chose importance to the government, the rapid development of Internet technology (such as Quick Hand and Tik Tok), the rapid development of social economy, the decentralization of tourism commodities and the rural revitalization strategy provide opportunities.

Table 3 - Survey questionnaire on the current situation of tourism commodity quality in Guizhou (III)
(results of the author's survey)

Questions	Options	Number of people (person)	Percentage (%)
9. What do you think are the challenges facing the development of tourism commodities in Guizhou? (choose three answers)	Competition in tourism markets in other provinces and cities	134	81.7
	Plagiarism of tourism goods	129	78.7
	Insufficient innovation of tourism goods	124	75.7
	Risk of losing traditional crafts	107	65.2
10. What problems do you think exist in the process of developing tourism commodities in Guizhou? (choose three answers)	Competition from other provinces and cities in the tourism market	127	77.4
	Plagiarism of tourism products	119	72.7
	Weak brand power	114	69.6
	Serious homogenization phenomenon	121	73.8
	High price of tourism goods	138	84.1
	Institutional mechanism is not perfect	118	71.9
	Inadequate mechanism of cultural tourism integration	107	65.2
	Lack of professional talents	119	72.6

When asked about the challenges facing the development of tourism commodities in Guizhou (multiple choice question), 81.7% of the respondents believed that other provinces and cities compete in the tourism market, 78.7% believed that tourism commodities are copied, 75.7% believed that tourism commodities are not innovative enough, and 65.2% believed that traditional crafts are at risk of being lost (Tab. 3).

The last question asked about the problems in the tourism commodities development in Guizhou (multiple choice questions), and the problems were, in descending order of the number of respondents, high prices of tourism commodities, competition in the tourism markets of other provinces and cities, serious homogenization, plagiarism of tourism commodities, lack of professional talents, inadequate institutional mechanism, weak brand power and inadequate mechanism of cultural and tourism integration.

Research results

Achievements in the Development of Tourism Commodities in Guizhou

First, the tourism commodity economy has achieved remarkable results. The development of tourism commodities has promoted the regional economy, optimized the economic industrial structure and stimulated the regional consumption income.

Second, tourism commodities have contributed to the overall moderate prosperity, employment level has been raised, regional industrial structure has been optimized, and the process of rural revitalization has been promoted.

Third, tourism commodity culture has achieved remarkable results, and the culture of ethnic areas has been retained, spread and enriched, which is consistent with the survey results.

Table 4 - Opportunities and challenges for the tourism commodities development in Guizhou
(compiled by the author)

<i>Advantages</i>	The government provides an environment for innovation, the resources and cultural diversity provide the basic advantage, and the existing production base provides the advantage of expansion, which is consistent with the survey results.
<i>Disadvantages</i>	Lack of innovations in the R&D process of tourism commodities, relatively backward production methods, and lack of management in the sales market.
<i>Opportunities</i>	Poverty reduction through tourism and rural revitalization, progress of network technology, the decentralized development of tourism commodities, the rapid development of the domestic economy, and the spurt growth of tourism in Guizhou.
<i>Challenges</i>	Potential risk of losing traditional craftsmanship, the impact of external markets as well as copying, local tourism commodities lack the combination of characteristics and innovation.

Quality Problems of Tourism Commodities in Guizhou

Firstly, the scale of tourism commodity business entities is small, the degree of industrialization is low, and there is a lack of talents.

Secondly, the overall proportion of shopping in the tourism goods market is relatively low, the brand power is weak, the overall quality is not high, the homogenization phenomenon is very serious, foreign tourism goods flood the local market, and the price of local tourism goods is too high.

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Third, there are shortcomings in the institutional mechanism, the benefit-sharing mechanism is not perfect, the institutional mechanism for the integration of culture and tourism is not sound enough, and the role of associations and the government has not been given full play.

Suggestions and countermeasures for the tourism commodities development in Guizhou

Find characteristics and invest mainly on the chosen field

The vitality of tourism commodities depends on whether they are closely combined with the advantages of local speciality. We should be market-oriented, fully exploit the advantages of Guizhou local tourism commodities such as Guizhou wine, Guizhou tea and Guizhou silver. According to the analysis of the production scale and situation of different regions in Guizhou province, we should centralize the design of a certain kind of tourism commodities and make plans for the market development of tourism commodities in the corresponding producing region.

First, based on the resource endowment, we should find more Guizhou specialities. Guizhou is located on the Yunnan-Guizhou plateau, with many high mountains. The special geographical location and complex topography make the rich and various ecological conditions and climate of Guizhou, which provide a rich material basis for special tourism commodities. At the same time, Guizhou has a large number of ethnic minorities with a long history, and the rich culture of ethnics and folk history provide a deep cultural heritage for Guizhou's special tourism commodities.

Second, we should be market-oriented and strengthen the comparative advantage. Guizhou's tourism commodities also have to own certain regional characteristics, such as the current wine in Zunyi and silver ornaments in the southeast part of Guizhou, etc.

According to the different production scales of different regions in Guizhou province, we should produce and develop the tourism commodities selectively and in a concentrated way, and the scale effect of the industry should be enhanced by integrating upstream and downstream industries, so as to improve product quality and reduce intermediate costs, enabling regional tourism commodities have a comparative advantage both in production and sales.

Third, based on the participation of multiple parties, we need to improve production capacity. Diversified investment structure not only can expand the scale of industry production, but also can reduce the risk of enterprises.

Not only the government and state-owned enterprises should actively participate in the investment of tourism commodities, but also we should actively introduce private capital, foreign investment and other forms of capital into the development of tourism commodities, thus forming a diversified, multi-level, multi-channel investment pattern to enhance production capacity and promote diversified investment and financing methods for tourism commodities.

Collaborative management and classified promotion

As tourism is a new industry, the management of it is divided into different departments. The development, regulation and guiding of tourism commodities are undertaken by different departments. At present, there is also no unified opinion on the classification of tourism commodities in the academic community, and even the scope of tourism commodities is not uniformly defined.

Therefore, the coordinated management of various departments to promote tourism commodities in broad categories is a more applicable approach.

First, we need to improve the management mechanism and establish institutional security scheme. We need to improve the institutional mechanism for the management of tourism commodities and for the market supervision and comprehensive law enforcement to create a safe and civilized tourism environment.

Finally, by enhancing the main responsibility of enterprises, constantly optimizing the quality of tourism goods and establishing a standardized business principle, we will make the tourists feel at ease and assured.

Second, we need to strengthen the synergy effect of multiple parties and improve the communication system. Under the leadership of the government, we should fully mobilize and bring into play the enthusiasm of enterprises and social capital, and integrate them with the development of commodity industry organically, promote and develop productivity, and thus create a new situation.

We should strengthen the mechanism of multi-party collaboration and create leading groups to coordinate and promote the Guizhouization and quality of the region's tourism commodities. The government, enterprises and individuals should be effectively connected, and the establishment of communication channels and including effective communication into the development of the industry are deeper understanding of the development of the tourism commodity market.

They also mean we are optimizing the quality of tourism commodities toward a more benign direction. The stability of Guizhou tourism commodity market relies on the collaborative work of enterprises, government, social and grassroots organizations as well as the strengthening of their own construction.

Governance innovation and association participation

The association will be a main participant and a bridge between enterprises and the government, thus to achieve quality improvement of tourism commodities under the premise of ensuring the sustainable development of tourism. At the same time, through innovating governance model, the industry governance system can be improved to create good external conditions for the tourism commodity market.

First is to let the association play the role of "link" to provide good industry services. Industry associations are not only a self-regulatory organization, but also an effective communication link between the government and enterprises, conveying the needs of enterprises to the government. At the same time, the industry association represents the common interests of all enterprises, strictly monitors the industry's product quality and strives to enhance the quality and image of its members.

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Through the efforts of Association of Tourism Commodities, the belt of tourism commodity industry can be formed to provide good industry services, improve product quality and product innovation.

Second is to strengthen the association to form a competitive advantage by sticking together as a group. Tourism commodity association members exist in the whole tourism commodity system, including the research and development, primary processing, production, sales and other aspects.

The association should lead the members of each field to establish internal coordination mechanisms and mutual facilitation to reduce internal conflicts.

The formation of exclusive competitive groups and strategic alliances can improve the competitive advantage of tourism commodity enterprises to those outside the province and even foreign tourism commodity enterprises.

For example, the provincial tourism commodity association can consider use the unified marking "colorful and precious gift" or other better unified logo on the tourism commodities of all members, and the association will set up a professional department to certify the unified marked commodities to ensure high quality and fair price, so that tourists can buy them with confidence. All the unified labeled goods can get all members' recommendation and are exempt from the entry fee, display fees, agency fees, etc. in all links to reduce internal consumption and enhance competitiveness.

Strategically, tourism products in the province should be highly recommended, products with association label take priority over products outside the province, thus not only bypassing the restrictions of the Anti-Monopoly Law, but also improving the sales capacity of local tourism products.

Brand maintenance and certification improvement

In the past period of time the scale of the entities of tourism commodity production has been expanded, but there are still some problems in brand protection which are relatively weak links in the tourism commodity market in Guizhou.

First is to promote the establishment of certification trademarks. Guizhou does not have a certification brand of tourism commodities promoted by the government. China stipulates that there are four categories of trademark registration: commodity trademark, service trademark, collective trademark and certification trademark. Certification trademark refers to a sign that is controlled by an organization with the ability to supervise a certain commodity or service and used by individuals or units outside the organization to prove the origin, raw materials, manufacturing methods, quality or other specific quality of the commodity or service.

Such as "Beijing Gift" and "Shandong Gift". In essence, this brand with government background is the certification of the quality of local tourism products. The establishment of certification brand not only has the applicability of leading the brand system, but also has the feasibility of application.

Guizhou can promote the establishment of brand series such as "Colorful and Gui Gifts" and "Guizhou 100" by the provincial level to carry out tourism commodity

certification. Those who meet the requirements will be posted with the "Colorful and Gui Gifts" logo, and then 100 high-quality tourism products that can represent Guizhou can be selected, and the "Guizhou 100" logo will be posted, so that tourists can know the main tourism products in Guizhou and buy them.

Second is to establish the awareness of brand maintenance.

Under the condition of market economy, many traditional brand enterprises are facing severe challenges with their solidified business philosophy of "Good Wine is Not Afraid of the Deep Alley".

Some enterprises think that they are "century-old brands" and are inherited by their families, so they no longer need brand promotion and protection, which leads to a decline in market share or even bankruptcy.

These ideas which can weaken brand protection consciousness have had an adverse impact on the development of traditional "time-honored brands".

Guizhou Province is rich in ethnic and folk handicrafts. When developing traditional handicrafts, we should strengthen the awareness of local governments and traditional artists to protect intellectual property.

When new products are developed, we should quickly apply to the intellectual property department for intellectual property protection such as patents, designs, utility models, etc. This will protect tourism products with ethnic characteristics, and at the same time protect excellent traditional culture and innovation of tourism products.

Creative publicity and joint marketing

Through the marketing and promotion of tourism commodities, the circulation of commodities can be promoted and help publicize the image. In the marketing and publicity of tourism commodities, the government and enterprises should have good contact and communication.

The government should take the lead in promoting the marketing of tourism commodities in the general environment, and individual enterprises should form an excellent mode of cooperation between big marketing and small promotion, so as to jointly shape well-known local brands.

First, we should mark the unified logo of tourism commodities and focus on publicity and recommendations. For the tourism commodities selected as "Colorful Gui Li" and "Guizhou 100", we can make advantage of the relevant cultural and travel recommendation resources at home and abroad to help "selling goods".

We should display and sell the tourism commodities in the airport, the high-speed railway station, the highway service area, and the star hotel.

The tourism commodities will be introduced into airports, high-speed railway stations, highway service areas, star hotels, tourism distribution centers, travel agencies, scenic spots, rural tourist spots and homestay activities.

In the important tourism exhibitions or activities, we carry out the display and sales activities for tourism commodities to fully demonstrate the potential of Guizhou

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tourism commodities market and advantages, enhance the influence of local tourism commodities in Guizhou and improve the popularity of tourism commodities.

Second is to increase marketing investment and to promote through a variety of channels. Marketing is an important means of market competition, and it is necessary to establish a diversified marketing model to adapt to market demand.

First we should put more efforts in advertising and marketing, as tourists usually come from all over the world, and the buyers of tourism commodities are a wide range of groups, and all tourists have the possibility of consumption.

Therefore, when advertising and marketing, we should consider multi-channel promotion.

The second we should pay attention to is exhibition marketing, actively holding or participating in exhibitions which are a good platform to recommend tourism goods to consumers and distributors, and often in which we can achieve more direct marketing effect. The cost of participating in the exhibition is low, which will not cause excessive economic cost burden on the exhibiting organization.

Third is to strengthen the joint marketing and improve the publicity of small and micro enterprises. On the one hand, there are many small and micro-enterprises engaging in Guizhou tourism goods and there are many individual hand operators. This supply structure has increased the difficulty of marketing.

Small and medium-sized enterprises and individual handicraft operators, which are mainly engaged in the production of special tourism commodities, should be mainly supported in propaganda to find a number of special commodities that meet the market demand, through which we can expand the product market.

On the other hand, we should strengthen the coordination between the government and enterprises on the marketing of tourism commodities. In the marketing of tourism commodities, enterprises and the government are often independent of each other and lack of cooperation, so there is usually inconsistency between government marketing and enterprise production, and inconsistency between the marketing in small enterprises and governments.

Therefore, it is necessary to integrate the resources of various places, organizations or industries to establish a public platform for the promotion of tourism commodities, and jointly promote tourism commodities through mutual cooperation and mutual benefit.

Sharing the Benefit and Cooperate with Inclusiveness

A perfect benefit-sharing mechanism can maximize the interests of all parties while achieving fair distribution and promoting the healthy and long-term development of the tourism commodity market, which is in line with the motivation of local governments to pursue maximum benefits.

First, we need to promote the mechanism of benefit-sharing. Around the three main entities of tourism commodities: government, enterprises, tourists, we promote local economic development, expand the benefits of enterprises, protect the rights and interests of consumers as the goal, and establish benefit-sharing mechanism, which is

the fundamental strategy to promote the synergy of all parties and to achieve the benefits of cooperation.

Second, we should pay attention to the construction of a sound interest compensation mechanism. In the development of tourism commodity industry, the participation of market and government can help to create new opportunities for the development of tourism commodity industry in Guizhou.

At the same time in the open market, it is easy to form agglomeration benefits which may rob individual producers and backward areas of their chances in commodity production, resulting in operating difficulties for them and also the gap between developed and backward areas will continue to widen.

A sound mechanism for interest compensation is conducive to further promote the fair and just distribution of the benefits of multi-party cooperation, which helps to improve the overall efficiency of the tourism commodity industry and promote the coordinated development of the regional economy.

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