

Analysis of Rural Tourism Product System of Jiangxiang Village in Suzhou

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Abstract: Nowadays, with the development of economy, rural tourism plays an increasingly important role in tourism industry. Most of our country's rural tourism product system still stays at the level of tourism, lacking suitable tourism product items, which can not meet the deep-level demand of tourists who are increasingly growing in popularity. Through the study and analysis of Jiangxiang Village as an example of tourism products combined with the actual situation of rural tourism, improve and analyze the rural tourism product system, find out and point out some problems in the product system, and put forward corresponding measures to provide new ideas for the construction and optimization of rural tourism product system.

1. Research Background

1.1 Objects of study

Jiangxiang Village, a barren land decades ago, ranked as the top 300 influential villages in 2017. Jiangxiang Village takes full advantage of its superior geographical location, rich recreational activities, beautiful scenery and other characteristics, creating a set of leisure and entertainment, picking and shopping, research and development and other multi-functional scenic spots. With the rapid development of rural tourism, the impact on rural and tourism is deepening. However, the unique economic and cultural values of tourism products are also of different significance.

This paper takes Jiangxiang Village and Suzhou as examples to analyze the product system of rural tourism. Through the six elements of food, housing, transportation, travel, shopping and entertainment, and through surveys and data comparison, it draws relevant conclusions to make suggestions and references for its development.

1.2 Research method

1.2.1 Literature survey method

According to the needs of the research direction of this paper, the research direction of the paper and the scientific and reasonable basis of the paper itself are confirmed by searching books related to "Jiangxiang Village, Suzhou", "Rural Tourism", "Tourism Product System" and a large number of related papers in the library of Suzhou economic and trade Vocational and Technical College.

1.2.2 Field investigation method

Statistics are made on Jiangxiang Village, Suzhou catering (such as brand, price, scale, quantity), accommodation (such as house price, service, quantity), travel mode, scenic spot route, entertainment, etc. At the same time, on-the-spot investigation of scenic spots' routes will help us to understand the current situation and shortcomings of tourism products development in scenic spots.

1.2.3 Questionnaire survey

1.2.3.1 Questionnaire content

The questionnaire consists of two parts:

The first part is the basic personal data of the interviewees, including age, gender, location and other indicators, focusing on demographic characteristics survey.

The second part carries out targeted investigations according to the different identities of the interviewees, mainly investigating tourists' factors in purchasing tourism products and types of

tourism activities, and mainly investigating scenic area staff and local residents which tourism products are most popular, passenger flow, scenic area deficiencies and improvement suggestions, etc. Respondents are asked to select a suitable score and tick “√” to indicate their satisfaction.

1.2.3.2 Questionnaire time and method

The survey was divided into four days.

Trial Survey: From April 30, 2019 to May 2, 2019, a trial survey was conducted on tour guides and tourists who had visited Jiangxiang Village. Ten copies a day were distributed, totaling 30 copies.

Official survey: on May 2, 2019, questionnaires were distributed to all scenic spots in Jiang Xiang village scenic spot. a total of 200 questionnaires were distributed and 194 were recovered, of which 183 were valid and 11 were invalid, with an effective rate of 91.5%.

The recovered data is first entered into the Excel database, and then quantitative analysis, to accumulate data and experience for future research.

2. Sample Analysis

2.1 Demographic characteristics of the questionnaire

2.1.1 Gender

The proportion of men and women among the interviewees was 57.38% and 42.62% respectively. According to the data, the number of men and women is equal and there are more men, most of whom are family leisure tourism.

2.1.2 Age

The age of the respondents is mainly young people, and middle-aged people also occupy a large part, of which 6.56% are under 20 years old, 39.34% are aged 20-25 years old, 28.42% are 25-30 years old, 30 years old- The age of 40 is 16.94%, and that of the age of 40 is 8.74%.

2.1.3 Location

Among the interviewees, 67.21% were from Suzhou, while 19% were from outside Suzhou and 19% from other cities. 67% and 13.11%.

2.2 Sample analysis of questionnaire

2.2.1 Vehicle

Among the interviewees, the types of transportation were studied according to different places of residence (Suzhou city and outside Suzhou city were merged into Suzhou local). the survey showed that from different areas where tourists are located, Suzhou local people usually drive private cars to scenic spots, and there is no limit on how long they can play, reflecting that most tourists travel to scenic spots by themselves. Secondly, tourist buses are convenient and fast, while most of the tourists in other cities are transported by tourist buses, the first is the distance restriction. Secondly, it reflects that most of the foreign tourists are for group tours, comfortable and convenient but time-limited, followed by private cars, and the number of pedestrians is the smallest.

2.2.2 The types of tourist activities

The tourists are divided into different regions (merging the city inside and outside of Suzhou into the local area of Suzhou) and classified according to different arrival purposes. The survey shows that leisure vacation is the choice of tourists in Suzhou and other cities according to the type of activities. Secondly, scenic spot sightseeing also accounts for the majority. These two types of activities are the traditional basic methods of rural tourism. Picking experience is followed by cultural experience, which reflects that the traditional tourism mode is dominant in Jiangxiang Village.

2.2.3 Buying factors of tourism products

According to the factors that tourists consider when choosing tourism products at different ages, tourists under the age of 20 consider the cultural connotation most when choosing tourism products, then the practical function, then the product price and finally the cultural connotation of the products. Tourists aged 20-25 consider the novelty of the product first, then the cultural connotation, then the price of the product, and finally the practicability of the product when purchasing tourism products. When choosing a tourism product, the 25-30 year old tourists first consider the product price, then the cultural connotation, followed by the practicality, and finally the novelty of the product; the tourists who are under 40 years old first consider the product when purchasing the tourism product. Cultural connotation, then practicality, followed by product prices, and finally product novelty.

From the perspective of gender differences, women consider the most price when choosing a tourism product, then the practical function, followed by the cultural connotation, and finally the novelty of the product; When men buy tourism products, they first consider the novelty of the products, then the cultural connotation, secondly the practical function, and finally the price of the products.

From the survey, we know that the tourists are mainly young and middle-aged people, and the differences in age also lead to different factors for tourists to choose tourism products. 39.34% of young people and 6.56% of young people are energetic and lively, and are interested in some high-tech and novel products, while the middle-aged people pursue comfort, comfort and class, and have higher requirements on the practicability and cultural connotation of the products. And gender differences also lead to the tourism process, because of their different values and purchase hobbies, 42.62% of women first consider the price of products, not very interested in novelty and cultural connotation, 57.38% of men are fond of novelty products, not taking into account the price of products.

2.2.4 Passenger flow

From the seasonal distribution of tourists in Jiangxiang village, the peak season of Jiangxiang village tourism is mainly spring, summer and autumn, with the largest number of people, relatively uniform distribution of passenger flow and the highest peak in summer.

Spring in the south of the Yangtze River, the weather is sunny and flowers are blooming. It is the best time for scenery. The short and long holidays in April-June are concentrated, such as Qingming Festival, May Day outing, etc. It is suitable for outing. Tourists can fly kites in Wetland Park for picnic, barbecue area and shooting ground to welcome visitors at any time. At this time, strawberry loquat in 100 mu orchard is also for visitors to taste. Summer is the summer vacation, teachers and students travel more, the comfortable accommodation environment and catering attract holiday tourists, watermelon, cantaloupe and grape fruits are full of garden, dry and sweet taste; The autumn wind is bleak and the forest is soaked. Walking in the sunshine of the scenic spot has a unique flavor. It is also the mature period of fruits and the best season for picking experience. In winter, the cold wind blows hard and everything is depressed. Orchards recuperate. The temperature of the barbecue expansion area is low in the open air. The development and resources of tourism projects are not in place, resulting in a significant reduction in passenger flow.

2.3 Sample analysis of field investigation

2.3.1 Tourism product

Tourism products refer to tourism line products that consist of services and physical objects, including transportation, accommodation, entertainment and other facilities and equipment, projects and corresponding services sold to tourists, and activity item products provided to tourists by individual enterprises such as tourist attractions and tourist hotels. Through field investigation, Jiangxiang Village and Suzhou are classified into six categories: food, housing, transportation, travel, shopping and entertainment.

Table 1 Statistics of tourism products in jiangxiang village

Food		Name		Jiang Xiang Pingju Building		Yinlu		Business district	
		Per capita consumption		Per capita 60 yuan		Per capita 70 yuan		Per capita 30 yuan	
Housing		Name		Jiang Xiang Pingju Building		Yinlu			
		Price, number of rooms		168 yuan/night, totally 25 rooms		888-1688 yuan/night, 28 rooms in total			
Transportation		Travel category		Day trips		Company regimental headquarters		Take a holiday	
		Per capita consumption		Per capita 50 yuan		Per capita 100 yuan		Per capita 200 yuan	
Travel		Project type			Tourist car			Bicycle	
		Price			100 yuan per car			A deposit of 100 yuan, 20 or 25 yuan per hour	
Shopping	Product category	Hand lace	Chair cushion	Scarf	Small square towel	Travel mat	Creative red envelope	Pillow	Duck eggs and eggs
	Price	260 yuan	99 yuan	108 yuan	200 yuan	718 yuan	98 yuan	79 yuan	45 yuan per box
Entertainment	Product category	Fishing	Fruit picking watermelon	Strawberry	Cherry Tomatoes	Muskmelon	Grape		
	Price	20 yuan/hour	8 yuan/kg	30 yuan/kg	35 yuan/Basket	15 yuan/kg	28 yuan/kg		

3. Research Conclusion

3.1 Jiang Xiang Village's rural tourism product system lacks richness

In the questionnaire survey and interviews, most tourists think that the tourism products of Jiang Xiang village need to be further improved and innovated, limited to sightseeing and picking, leisure fishing. Compared with other rural tourism such as Tongli ancient town, the products are single and identical. For example, there are fewer targeted tourism products such as shopping and vacation, which results in uneven distribution of less passenger flow and lower consumption level with shorter stay time, affecting the economic benefits of the whole village.

Jiangxiang Village, whether in terms of the number of programs or development projects, is relatively chaotic in the planning of empty products. Different programs can be added in different seasons, such as Hundred Flowers Festival and agricultural products exhibition in spring, mountain development and competitive sports in summer, picking festival, bonfire party and barbecue party in autumn, etc. In winter, new tourism projects such as skiing, outdoor ice skating, and winter swimming competitions are attracting tourists. In the planning of the business district, new types of snacks are added to separate the single food.

Jiangxiang Village's tourism products are of low level, unclear market segmentation and lack of characteristics and attraction for tourists. The tourism product system with distinct personality and clear positioning will bring unique experience to tourists. Therefore, in the development of rural tourism product system, we should strengthen the theme by improving the level of tourism products, speed up the development of characteristic tourism products, with localized characteristics and culture, so that tourists can really enjoy the pleasure of rural tourism and meet the various needs of tourists to a greater extent.

3.2 Development and promotion of tourism products with different customers

According to the survey, the sex and age of tourists all affect tourists' buying behavior of tourism products. During the tour, due to the different physiological and psychological factors of men and women, their purchasing preferences and values are also different. Tourists of different ages have different choices of tourism products. Youth and teenagers are energetic and lively. They are interested in some high-tech and novelty products, while middle-aged people pursue comfort and grade, and demand higher practicability and cultural connotation of products.

Therefore, male customers and young people are the main purchasers of rural tourism products in Jiangxiang Village. When developing rural tourism products, Jiangxiang Village should consider the preferences of different groups and the acceptance of products. It should take the preferences of tourists as the leading factor, subdivide the masses and improve the attraction of tourism products, such as bungee jumping, rock climbing and other outdoor development activities. During the promotion, the public number of WeChat will be used to publicize and forward the activities of friends circle to praise the free tickets, or local big V microblog will be invited to publicize, postcards of some classic scenery and products can also be printed, or some famous anchor network red will be invited to broadcast live.

3.3 Jiang Xiang village's rural tourism product system lacks innovation

Tourism products in Jiang Xiang Village are still at the primary level, while high-quality tourism products should fully mobilize tourists' independent participation, entertainment and enjoyment. Besides having local characteristics, Jiang Xiang Village's tourism product system should also incorporate local characteristics into newly developed products. At the same time, different plants and trees are planted in the festival, and classical activities such as Hundred Flowers Festival and Picking Festival are held. Photography Festival and "Flowers and Seas" theme show are held by the theme attraction of Hundred Flowers Festival, which are deeply popular with tourists. And in the course of the tour, let tourists personally participate in the production of DIY tourism products, let tourists personally pick melons and fruits to produce agricultural by-products, experience the joy of creating value.

4. Limitations

Due to the lack of the content of the research object of the time problem itself, the problem is not comprehensive and detailed, and in actual operation, the number of questionnaires is small and there is no representative data, which may lead to some deviations between the survey data and the actual situation.

The survey and analysis were divided into four days, and the time was too short. It takes only one day in the field trip, which makes the survey data results not fully objective and representative, and deviates from the actual situation.

Jiangxiang Village, Suzhou have a large scope, which will inevitably be missed in the field investigation. At the same time, there is no repeated review in the whole process. Therefore, the excel data collected is not comprehensive enough and the research value is somewhat reduced.

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