Study on the Effective Supply Mechanism of Rural Tourism Products

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ABSTRACT: We can grasp the path of effective supply of rural tourism commodities from the mechanism to increase the supply capacity of supply subject of rural tourism commodity. From the aspects of operation mode, transaction channels, etc., a comprehensive study will be conducted to improve the supply of rural tourism commodities, make up the shortcomings of tourism products industry for rural tourism, and cultivate new and sustainable growth points for rural tourism.

Keywords: rural tourism goods; effective supply; mechanism

From the experience of France, Japan, South Korea and China Taiwan, rural tourism not only can effectively promote agricultural efficiency and increase farmers’ income and rural prosperity, but also promote farmers’ ideas, behaviors, lifestyles and ways of rural production organization. Major changes have taken place in the social structure and effectively promoted the process of rural modernization. Under the new normal economic background, rural tourism promotes the deep integration of agriculture, tourism, education, culture, health and other industries through the use of tourism + and ecology +, providing new impetus to agricultural supply-side reform and balanced economic development.

The research on the effective supply of rural tourism commodities has received the attention of the academic community. As of December 2016, a total of 378 research papers on rural tourism supply have been published in CNKI, focusing on the integration of production factors, product structure optimization, industrial restructuring, upgrading of consumption environment and supply system construction. The research results are fragmented that it is difficult to grasp the effective supply of rural tourism from the mechanism of the path to solve the scarcity of rural tourism supply of goods.

1 CONNOTATION OF THE EFFECTIVE SUPPLY OF RURAL TOURISM COMMODITIES

1.1 Rural tourism

Rural tourism is not new words. The Book of Songs has described that tourists play in the outskirts of the city. In Shi Shuo Xin Yu, a famous book written in 400AD in China, has recorded large number of scenes on the outing of scholars. In Europe, the rapid development of urban civilization in the 18th century brought about the economic phenomenon of rural tourism. Scholars have not completely defined the concept of rural tourism, but generally agree that rurality is the basis for attracting tourists to rural tourism and it is the most important symbol of rural tourism.

1.2 Rural tourism products

Based on the theory of supply and demand, it produces scarce rural tourism products to solve the problem of supply and demand for tourism products. Using the narrow concept of tourism products, that refers to the local characteristics and characteristics of unique tourist destination, which have practical value and exchange value. Rural tourism goods carry the double value of meeting the shopping needs and disseminating the image of tourist destination, which is an important part of rural tourism.

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1.3 Effective supply of rural tourism products

At present, the key factor that restricts rural tourism is the insufficiency of rural tourism products with local characteristics and high quality, which makes it difficult to carry out rural tourism activities that meet the consumption demand of the market and undermines the effective dissemination of rural culture and the sustainable realization of earnings.

Firstly, there is a significant inefficient supply of rural tourism goods. Ineffective supply showed poor demand for tourism products, serious homogeneity, invisible local cultural characteristics, and poor quality. Rural tourism products are not synonymous with low quality and low price. They should be high quality products with cultural characteristics that are in conformity with the concept of modern consumption. They have the unique creativity and superb craftsmanship. They are the most valuable industrial and are source of profits in rural tourism activities. Secondly, the effective supply of rural tourism commodities needs mechanisms to play a role. It involves the process of organic coordination and coordination of the supply subject, operation subject, operation mode and supply channel, which is the process of constructing the effective supply mechanism. By exploring the coordination mechanism between different elements, the mechanism of rural tourism goods supply is completed and the transition of rural tourism goods from invalid supply to effective supply is realized.

The effective supply mechanism of rural tourism commodities refers to organically linking the basic elements of supply of rural tourism commodities in a certain mode of operation to form a coordinated and effective operation mode and system. The main suppliers, operating entities, supply methods and channels are coordinated and organically coordinated to form an effective supply mechanism for rural tourism commodities.

The effective supply mechanism of rural tourism commodities is to increase the supply efficiency of rural tourism commodities, reduce transaction costs and generate effective incentives.

2 DIFFICULTIES AND CAUSES OF EFFECTIVE SUPPLY OF RURAL TOURISM GOODS

No demand is invalid supply. The effective supply is affected by the quality of the product and the cost price. All effective supply will be attributed to the combination of one or both of them. Rural tourism is in the ascendant in the country, with diverse interests and different modes of operation, leading to outstanding problems in the supply of rural tourism commodities. The survey found that rural tourism products account for about 17% of the total income of rural tourism. Through the effective supply, improve rural tourism commodity economic value and social value.

2.1 The restrict from subject for effective supply

Rural tourism goods lack an effective supply body. According to the characteristics of rural tourism operations, the types of rural tourism commodities are divided into villagers’ discrete supply (A-type discrete supply type); autonomous collective supply (B-type autonomous collective supply type); government, villagers, and tourism development companies participate in decision-making pluralism supply (C-type multiple supply type). The supply subjects of type A and type B generally lack modern business awareness, and have defects in skills and design concepts. Prof. Wang Degang (2014) believes that Type C will regard “who invests and who benefits” as the natural principle of tourism development, resulting in a series of ordinary villagers’ loss of control over rural development, deprivation of operating participation opportunities, and discounted interest distribution. Type C will be lack of effective incentives for subject that affects the effective supply of rural tourism commodities.

2.2 Conflicts of interest distribution of the operating subject

The main rural tourism product operators include rural tourism product design, production and processing, sales and other departments. In an ideal state, the interests of the operating departments are rationally allocated to achieve the optimum operational efficiency. In the production and operation of rural tourism products, the realization of ideal state is constrained by the lack of effective management and effective communication among different subjects. The deep contradictions of the distribution of interests among the operators led to the lack of cooperation among the main bodies and reduced the possibility of realizing the effective supply of rural tourism commodities.

2.3 Feedback channels weaken the feedback effect

Rural tourism commodity supply channels mainly use on-site transactions. The on-site trading process takes a short time, the feedback channel is mainly real-time feedback, and the feedback time occupies a low proportion of transaction time. The feedback time is an important guarantee for the feedback effect, and the feedback effect affects the adaptability of rural tourism commodities to the market. The ability of rural tourism products to adapt to the market will increase with the feedback effect, and the change of feedback channel will be based on the feedback effect improvement. Increase the transparency and effectiveness of the feedback process and improve the feedback channel.

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3 RURAL TOURISM SUPPLY STRUCTURE OF THE EFFECTIVE MECHANISM

3.1 The subject of supply

In this study, the subjects of rural tourism commodities supply are involved in villagers, collective and the government. Villagers’ organizations have spontaneous characteristics and the villagers’ supply is generally discrete and spontaneous, so the supply subject is limited by its own conditions, which is difficult to make effective judgments on market demand. To some extent, collective supply has overcome the discrete nature of villagers’ spontaneous supply and has the advantage of supply efficiency. In the absence of a master plan, the collective supply would cause the same problem of supply, such as homogenous competition in the market, resulting in a decline in the value of the product and a contraction in the profit margin. Under the well cooperation, the government, villagers, tourism, to some extent, will overcome the problem of discrete type and similarities. However, as Professor Wang Degang pointed out, if there is a contradiction between the distributions of interests among the three parties, the effective supply will also be negatively affected.

3.2 The operation of subject

The main operators include rural tourism product design, production and processing, sales and other departments. Around the long-term goal of rural tourism product supply, guided by market demand, all operating departments make overall plans for resources, make operational plans and complete the effective supply of rural tourism commodities. The rural tourism commodity design department aims to embody the cultural characteristics of the rural tourism area. The design, design, function, material, and price of the rural tourism commodities are the dominant position in the supply of rural tourism commodities.

According to the design, production and processing departments organize the appropriate technical staff for production and processing, to ensure the quality of production and processing. The sales department, as the terminal of the operation process, collects the feedback information from the market for the design department during the sales process, and finally completes the operation process through the design department to improve the design and restart the production and processing.

3.3 Supply channels

Supply channels connect supply, operation and consumer markets and influence supply and operations entities by capturing feedback from consumer markets. Real-time transaction supply is quick and convenient, but the consumer market is confronted with narrow asymmetric information and inadequate feedback, with incomplete information features. It is one of the ways to improve the supply channels by overcoming the shortcomings of real-time trading supply channels, expanding the scope of consumer markets and obtaining sufficient market feedback. The improvement of the supply channel will shorten the length of communication between supply providers, operators, and the consumer market, facilitate feedback and facilitate the exchange of information among various entities, and avoid the “psychological difference” caused by information asymmetry.

4 FACTORS AFFECTING THE EFFECTIVE SUPPLY OF RURAL TOURISM COMMODITIES

4.1 The supply of the main response to consumer demand

The responsiveness of the supply subject to consumer demand is proportional to the effective supply of rural tourism goods. The stronger response capacity, the stronger the potential effective supply. Changes in consumer demand will stimulate the supply of the main body to respond to the more rapid response, the more able to stimulate the potential supply of effective and constantly meet the needs of the consumer market and improve the market saturation of rural tourism products.

On the other hand, if the consumer demand persists or tends to shrink, the main supply chain responds sluggishly to the market demand and there is ample surplus from the potentially effective supply of rural tourism products, the potential effective supply capacity will continue to be weakened, and the homogenization of tourist commodities will be eliminated Features and other issues will become more and more prominent, or will be converted to invalid supply.

4.2 The impact of the operating entity on the supply of the main body

The operating entity is related to the supply principal through operations. The stronger influence on supply subject from operating body, the greater coordination between the two parties there is. As one of the direct beneficiaries of the market behavior of tourism products, the operating entities are highly concerned with the effective supply and tend to profitably by affecting the effective supply of the supply entities. Based on the concern of the supplier and the market, the operator of the operation exerts influence on the supplier through the change of the operation decision. The stronger influence of two parts, the closer the relationship between them, the closer the coordination and cooperation, and the weaker the influence, the greater the disconnection.
4.3 Operational modes for control of imperfect competition

The operating model forms a market competition approach by associating supply and operation entities. Rural tourism commodity market has natural imperfect competition market tendency. Through market, contract, and credit methods, the negative impact of incomplete market competition on effective supply will be reduced, and effective supply will be stimulated.

4.4 Availability of access to feedback information ability

The more realistic and accurate feedback from the supply channel, the more significant the value of effective supply. The construction of supply channels helps to obtain and analyze the feedback information of consumer markets, promotes the cooperation between supply and operation entities and strengthens the potential and effective supply of resources. Through the improvement of channel construction, the feedback information can quickly and accurately reach the operators and form information symmetry, so that the consumer demand and the effective supply can be equalized so as to expand the potential effective supply and continuously increase the rural tourism products in the existing markets to meet the needs of consumers Consumer demand. Therefore, the faster and more accurate feedback of the supply channel, the more ability to grasp the latest market trends there is, the more significant the value of effective supply.

4.5 Supply channels to reduce transaction costs ability

The lower the transaction costs of supply channels, the more significant the potential benefits for supply and operation entities. Nowadays, the supply channels for rural tourism products are experiencing long periods of time, complicated operation and lengthy procedures, indirectly resulting in higher product costs and shrinking profit margins. To release the profit margin of supply channels, we need to adopt reasonable and scientific technical methods to simplify procedures and optimize operations, shorten the supply channels to the maximum extent, effectively reduce the transaction costs of supply channels, enhance the supply efficiency and increase the profit points.

4.6 The effective supply mechanism of rural tourism goods coordination ability of structures

By coordinating the cooperation among the various structures of the effective supply mechanism of rural tourism commodities, it will provide opportunities for long-term cooperation and reduce the overall transaction costs. Long-term and stable cooperation among the various structures effectively form a fixed mechanism model to reduce the cost due to the uncertainty of the intermediate link, and the cost of the outflow of instability, thereby reducing the overall transaction costs within the effective supply mechanism, and expanding the profit range, and the access to price advantage. In the meantime, it will also strengthen the coordination capacity of the various structures within the mechanism and promote each other.

5 THEORETICAL MODELS AND MECHANISMS FOR EFFECTIVE SUPPLY OF RURAL TOURISM COMMODITIES

5.1 Theoretical model

The effective supply of rural tourism products is through channels to effectively feedback information, reduce the overall cost of transactions, and thus generate effective incentives for different entities to meet consumer demand (See Figure 1).

5.2 Effective supply mechanism

(1) Individual supply - company operations - online and offline mixed supply mechanism

The individual supply has the characteristics of decentralization, spontaneity, and low cost, and through the company’s operations, it compensates for the individual supply of the spontaneity by means of a contract, and supplements the individual dispersion by a cooperative mechanism. The individual supply entity signs a contract with the operating company. The company is responsible for the design, production, sales, and market feedback of tourism products to achieve the results of effective supply. The individual through the

![Figure 1. Theoretical model of effective supply.](image-url)
cooperation mechanism with the company, unify sales, and increase revenue, while maintaining the originality of rural tourism products. Sex shapes differences experience. Introduce third-party monitoring mechanisms to reduce the drawbacks of incomplete market competition.

(2) Collective supply - non-profit operation - online and offline mixed supply mechanism

Collective supply has self-consciousness. To some extent, it overcomes the problem of the ability of individual supply and free rider problems. Through non-profit operations, the collective supply income and costs are more reasonable and incentives for collective effective supply. This mechanism also requires the use of third-party monitoring mechanisms.

(3) Cooperative supply - public welfare operation - online and offline mixed supply mechanism

The diversification of supply partners in cooperation will effectively avoid the problems of technology, capital, and free-riding in the supply of rural tourism products, reduce the negative effects of incomplete market competition, and provide effective incentives for supply entities, but face the distribution of benefits. Public welfare operations are mainly provided by government organizations, which have low operating costs, public welfare, authority, and the possibility of effectively coordinating the interests of supply entities, and avoid the incentives of the operating entities. The online and offline mixed supply takes into account the reasonable time and attitude of market information feedback, and collects feedback information offline to improve supply efficiency.

6 CONSTRUCTION OF EFFECTIVE SUPPLY MECHANISM FOR RURAL TOURISM COMMODITIES

To change the path of homogenization and inferiority of rural tourism commodities, from the perspective of the effective supply mechanism of rural tourism commodities, enhance the effective supply capacity of supply entities, cultivate professional and efficient operators, improve supply channels, and achieve effective supply of rural tourism commodities.

6.1 Enhancing supply capability

The supply ability of the supply main body is an important basis for effective supply, and the strength of supply capacity determines whether the effective supply of rural tourism products can meet the needs of the consumer market. The stronger the supply capacity, the more able to meet potential consumer demand and provide sufficient basic space for effective supply. Through cooperation and training for discrete individuals, autonomous collectives, and multiple supply entities, a unified supply chain is formed, internal effectiveness is enhanced, supply capabilities of supply entities are enhanced, and the effective supply path of rural tourism commodities is improved.

On the outskirts of Chengdu, many agricultural receptionists are doing the business of bonsai, seedlings, and flowers at the same time. In the suburbs of Changsha, fishing is used as the main recreational activity in the suburbs of Changsha; Huairou in the suburbs of Beijing, although it also has fishing. In addition to large-scale fishing grounds, fishing is only a virtual one. By contrast, for the farmhouses in Panyu and Zhongshan of the Pearl River Delta, although they also have catering and fishing, etc., but most tourists are relaxed and happy. It can be seen that the rural tourism products in such areas as Chengdu, Changsha, and the Pearl River Delta are not limited to local products and handicrafts, but also enrich the connotation of rural tourism products according to their own characteristics and are loved by consumers. Rural tourism focuses on local conditions and reasonable development based on local characteristics. Rural tourism commodities also need to break stereotypes and increase the types of local specialty products. Rural tourism products that are different from other regions will be more competitive in the vast rural tourism consumer market.

6.2 Cultivating professional and efficient operations team

The operation team is an important guarantee for effective supply, which needs to complete the work including planning resources, formulating operational plans, designing, manufacturing, processing, and marketing rural tourism products. Training professional and efficient operation teams will promote the professionalization, mode, and standardization of operational processes; reduce inefficiencies in individual operations, quality insecurity, and uneven product variations. It will also help communicate suppliers and improve the operational model. Simplify supply channels, improve feedback systems, and achieve long-term goals for effective supply.

6.3 Inteactive trading with Internet+

The vast majority of current rural tourism products are handicrafts that have already been completed. There is only a simple buying relationship between tourists and these handicrafts and there is a lack of participation in commodities. The utility of such commodity consumption to tourists is not very great.

Internet+ interactive transactions include online and offline interaction, seller buyer interaction and cultural experience interaction. Rural tourism commodity supply channels mainly use on-site transactions. The process of on-site transaction is short, the proportion of feedback time occupying the transaction time is low, the obtained information is more limited, the purchase
of goods is limited to on-site purchase, and the customer source is limited. While some characteristics of rural tourism products are regional, tourists can only go to a specific area if they want to purchase, which results in incoherence of supply and demand for goods.

Adopt Internet + interactive transaction mode to integrate resources, and combine offline sales with online transactions, combine buyers’ needs with sellers’ production, distribute business cards to expand visibility while on-site trading, even if customers are not in a specific area. To the tourism products they need, this will greatly expand the market for rural tourism products, expand the scope of supply, increase supply efficiency, and obtain the necessary market feedback. At the same time, they can choose to cooperate with similar institutions like rural Taobao. The farmers are responsible for the supply of goods while the partners are responsible for the packaging and publicity of the goods at a later stage.

6.4 Improve the after-sales service of rural tourism products

Current rural tourism products are generally one-time transactions and basically do not have after-sales services. In fact, standing on the tourist’s point of view, many times, even if some rural goods are very characteristic, people are quite tempted, but sometimes due to the inconvenience of the itinerary and too much baggage, tourists often abandon the purchase of such goods.

The pain point of the consumer is the business opportunity of the operator. In such cases, if the supplier of the goods can cooperate with the express logistics company, the tourists will directly deliver the goods after purchasing the goods. It is believed that the market for rural tourism products that are not easily portable will be expanded.

7 CONCLUSION

Different combinations of effective supply mechanism structures for rural tourism products form different effective supply mechanisms, and the effective supply mechanism internally determines the outcome of supply. To explore a reasonable and effective supply mechanism, fundamentally solve the problem of ineffective supply of rural tourism commodities, and improve the economic benefits and social benefits of rural tourism. The incentives for effective supply of rural tourism commodities and the reduction of operating models the negative impact of imperfect competition is the key to achieving effective supply goals.

ACKNOWLEDGEMENT

This study was supported by 2016 Philosophical and Social Science Research Project of Fujian Province “The Impact of Village Governance Structure on the Effective Supply of Rural Tourism Goods” (No. FJ2016B099); 2016 Fujian Young and Middle-aged Teacher Education Research Project “Village Governance Structure on the Impact of Rural Tourism Performance” (No. JAS160156).

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