Research on the Problems and Countermeasures of Tourism Shopping in Heilongjiang Province

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Abstract. Shopping plays an important role in tourism. However, the development speed of tourism shopping in Heilongjiang province is slow, and there are still many problems, such as scattered shops and small scale; cannot meet the needs of tourists; low market share, restricts the development of Heilongjiang's tourism industry. Therefore, it is necessary to give full play to the leading role of the government, attach great importance to tourism shopping, increase the proportion of lifestyle tourism souvenirs, explore the cultural attributes of tourism souvenirs, and so on, to promote the overall development of tourism economy in Heilongjiang Province.

1. Introduction

As a big province of tourism resources, Heilongjiang province has the advantaged conditions for developing tourism. After more than 30 years of unremitting efforts, Heilongjiang's tourism industry has made considerable development and progress, and the contribution rate of tourism to the tertiary industry of the province is increasing, playing an important role in the rapid development of the tertiary industry of the province. In 2018, the province received 182.09 million domestic and foreign tourists, an increase of 11.0 percent over 2017. Among them, it received 181 million domestic tourists, an increase of 11.0 percent, and 1.09 million international tourists, an increase of 5.1 percent. Total tourism revenue reached 224.40 billion yuan, up 17.6%. Domestic tourism revenue reached 220.78 billion yuan, up 17.7%, international tourism foreign exchange revenue reached 540 million US dollars, up 12.0% [1]. The tourism has become an important driving force for the tertiary industry in Heilongjiang province to grow faster than the national average in the past few years.

Shopping occupies an important position in the six elements of tourism, and tourism shopping is also one of the elements of the tourism market system. Many famous tourist areas in the world have developed tourist souvenirs that reflect their regional charm and cultural characteristics and are popular with tourists. From abroad, such as the Eiffel Tower earrings in France, the Statue of Liberty key chain in the United States, the small windmill in the Netherlands, the kimono dolls in Japan, the small waist drums in South Korea and the matrons in Russia, etc. In China, double-sided embroidery in Suzhou, Shoushan stone in Fuzhou, silk in Hangzhou, Yun brocade in Nanjing and Pu ’er tea in Yunnan are also tourist souvenirs with distinctive regional characteristics. As an important part of tourism products, Heilongjiang province's existing tourist souvenirs cannot meet the growing consumption needs of domestic and foreign tourists.

2. Problems of Tourism Shopping in Heilongjiang Province

2.1. Shops are Scattered and Small is Scale

In 2009, Heilongjiang Province People Government issued Heilongjiang province government clerical office letter No.(2009) 54, named <Notice on Accelerating the Construction of Tourist Commodity Souvenir Exhibition and Sales Center in Heilongjiang (Harbin) of Heilongjiang Province People Government clerical office>. In order to implement strategic decisions of Heilongjiang Provincial Party Committee and Provincial Government on the construction of Northern Countries Scenic Tourism Development Zone, promote research and development, production and sales of tourism commodity, souvenirs and the local characteristic products in
Heilongjiang province, according to the notice spirit, the province has developed and built the Heilongjiang (Harbin) tourist commodity souvenir exhibition and sales center in Jinan International Shopping Plaza in the Daoli district of Harbin central street.

The exhibition and sales center covers an area of 10,000 square meters, of which the first phase covers an area of 6,000 square meters. It has officially opened for business before the Spring Festival in 2010. According to the target set by the circular, the project will become the largest exhibition center of tourist souvenirs and local specialty products in Heilongjiang province after completion and operation. The exhibition center did not play a real role, Jinan International not only did not become a exhibition center of tourist souvenirs and local characteristics products, let alone the largest, is just a comprehensive hypermarket.

2.2. Can't Meet the Needs of Tourists

A lot of Russia amorous feelings souvenir that a few businessmen sell are homemade, tourist trust is not high, bring about low sale amount, seriously affect the whole economic benefit of tourism. Some tourist souvenirs and tourist commodities have neglected their using functions, such as, the development of a large number of Russian handicrafts, tourist souvenirs and tourist handicrafts deviated from the practical and life-oriented development track, which cannot meet the shopping needs of tourists. Heilongjiang province urgently needs unified planning, management and in-depth development of the Russian tourist souvenir market.

2.3. Marketing and Promotion are not Enough

Heilongjiang province has also developed some tourism commemorative (craft) products with distinct regional cultural characteristics, but limited by marketing and promotion, many products have not yet found a market. Heilongjiang Provincial Tourism Development Committee hosted the "2017 Heilongjiang Provincial Tourism Commodity (Souvenir) Creative Design Competition". Competition's aim is to fully utilize the characteristics of tourism resources, for the province's tourism commodity (souvenir) set production, supply and sales platform, promoting the market transformation and industry scale of tourism commodity (souvenir) gradually formed, expand the total size of the tourism economy, at the same time as "China's tourism commodity competition" to select entries, and launch " in Heilongjiang province will purchase special tourism goods" list. The competition has a total of 101 manufacturers exhibiting, selected works of more than 2000 pieces, including the past winning works of the national and provincial tourism products (souvenirs) competitions, tourism souvenirs, arts and crafts, folk customs, folk art, culture, art, health care products, native products, clothing, wine, beverage, food, decorations, travel supplies and tourist souvenirs of recent research and development, foreign tourists will buy local tourist commodities, etc. For example, northeast floral cloth product series, paper souvenir series, Qing tea house mineral water series, scenery souvenir series and wooden souvenir series developed and launched by Heilongjiang Xuexiang Tourism Development Co. LTD. Also calabash painting, Da embroidery, activated carbon reed painting of Qiqihar city .The market share, popularity of these featured tourism products are far from reaching expectations.

3. Development Countermeasures of Tourism Shopping Heilongjiang Province

3.1. Attach Great Importance to the Role of Tourism Shopping

Tourism commodity industry is one of the most extensive and potential industries in the tourism industry. Tourism shopping has become an indispensable part of modern tourism activities.

The prices of food, housing and travel always have a ceiling. In the case of limited elasticity of tourism destination supply, the income generated by tourism shopping has become a relatively important component of tourism operating income, which is directly related to tourism income and economic development, and plays a decisive role in expanding domestic demand and consumption. Attracting tourists to shopping has become one of the important indicators to measure the development degree of a country's tourism.
In 2009, the State Council document No. 41 <Opinions of the State Council on Accelerating the Development of Tourism>, put forward the requirements of developing tourism shopping and increasing the proportion of tourism shopping in tourism income. China National Tourism Administration has consecutively held China International Tourism Commodities Fair, China Tourism Commodities Competition, China Tourism Commodities Forum and other activities for seven years, which have played a demonstration and promotion role in the development of tourism commodities. In August 2014, the 31st document of the State Council, namely the <Several Opinions of the State Council on Promoting The Reform and Development of Tourism>, put the expansion of tourism shopping consumption as an important work in the development and reform of tourism, and China's tourism commodities finally entered a period of rapid development.

At present, the scale of China’s souvenir market is about 70 billion. As China’s tourism souvenir market continues to mature and improve, the demand for tourism shopping is constantly stimulated. Accordingly, in the future, the tourism market will provide more and more refined, high-quality, local characteristics, rich cultural flavor tourism souvenirs, tourism souvenir market scale will be further expanded. Tourism shopping has a great development space, the development of tourism shopping market is promising. Heilongjiang province must seize the opportunity and attach great importance to the role of the tourism shopping market. Only by attaching great importance to it, can take active and effective measures to accelerate the development of the tourism shopping market and promote the rapid development of the tourism economy.

3.2. Give Play to the Leading Role of the Government

Government should play a leading role, take strong measures, through the legal and administrative means, fundamentally change these phenomenons such as the tourism shopping market is chaotic, quality is uneven, cheat foreign tourists, set up trustworthy tourist shopping place image with excellent quality, enough characteristic and good service, make "shopping" truly become the most important part of Heilongjiang province tourism six elements.

The development mode of tourist souvenirs under the guidance of the government can be adopted. The government department takes the lead in setting up the tourist souvenir exhibition, exchange and trading center and research and development base to provide the most convenient exchange and trading platform for designers, tourists, scenic spots, manufacturers, sales points and sellers, and promote the maximum integration of production, supply and marketing. A relatively large scale of tourist souvenir distribution centers will be built, and the government will formulate administrative measures to raise the entry threshold for enterprises operating in tourist souvenir distribution centers. In the choice of tourist souvenirs, it is necessary to reflect distinct regional characteristics, gather the essence of local culture, and strive to make tourist souvenirs one of the symbols of regional culture in Heilongjiang Province. Should encourage competent tourist souvenir manufacturers to actively apply for trademark registration to help them create brands and famous brands.

3.3. Increase the Proportion of the Development of Living Tourism Souvenirs

In recent years, in the domestic tourism commodity sales, the proportion of lifestyle tourism commodities in the tourism shopping is also increasing year by year. When tourists travel abroad, the proportion of life industrial products they buy is as high as 80%, and they mainly buy life industrial products, including cosmetics, clothing, shoes, bags, electronic products, etc., while tourist souvenirs and crafts take up only a small proportion[2]. According to the needs of tourists, souvenirs, arts and crafts, agricultural and sideline products should not be the whole content of tourism commodities, and daily necessities needed by people must also be included in the tourism commodities.

Heilongjiang Province should strengthen the development of lifestyle tourism commodities, focusing on the practical features of commodities, and develop more lifestyle tourism shopping products, such as flash disk, dinner mat, music box, silk scarf, jewelry, bookmarks, refrigerator stickers, T-shirts, canvas bags, etc., which can serve as companions for tourists; should not only open tourist souvenir shops, craft shops and agricultural and sideline products shops, but also develop all kinds of tourist commodity shops to meet the diversified shopping needs of tourists.
In the 13th Five-Year Plan for tourism development of Heilongjiang Province, the target of "characteristic tourism commodity system shall be basically formed and 5-10 tourism commodity exhibition and sales centers shall be built" has been determined. There must be a large number of life products in the characteristic tourism commodity system, and the tourism exhibition and sales center must also become the exhibition and sales center of the whole category, that is, it must really build the exhibition and sales center of the whole category of tourism commodities.

3.4. Explore the Cultural Attributes of Tourist Souvenirs

The role of vigorously developing tourism commodities is not only reflected in the promotion of economy, but more importantly, tourism commodities are also the epitome of the history and culture of a country or region, reflecting the regional characteristics of a tourist destination, condensing regional and folk customs, and imprinting the good memories of tourists during their travels.

Heilongjiang province also needs to conduct in-depth research on local culture, develop tourism resources and tourism products based on regional culture, and enhance the added value of tourism commodities. For example, relying on serialized products such as snow & ice, architecture and music can enhance the connotation and influence of regional culture. The province will go deep into the consumer market and conduct in-depth research on tourism souvenirs with own characteristics, such as wheat straw paintings and fish skin paintings, so as to develop and create more and better tourist souvenirs that meet the needs of tourists, have high aesthetic value and use value, and produce exquisite tourism souvenirs. In addition, more attention should be paid to young people, a huge consumer subject, adding popular elements in product development and design to enhance fashion sense.

The province should also develop high-end products to form different levels cultural and creative products include low, medium and high to meet the diversified demands of the market. While retaining the practicality of tourist commodities, the artistry and appreciation of tourist commodities should be strengthened. Tourists can enjoy them after buying them and improve their quality of life, so as to be favored by more tourists.

In addition, to adhere to the road of brand management, improve product awareness, improve the tourism souvenirs circulation channels, with good quality, fine workmanship, rich characteristics tourist souvenirs, intensify propaganda, broadening the circulation field, make tourists have more access to high quality of tourist souvenirs, better understand the product and recognition products, to expand tourist souvenir sales.

3.5. Establish the Concept of Continuous Marketing

Heilongjiang Provincial Online Creative Cultural Products and Tourism Products Creative Competition in 2020 is sponsored by The Heilongjiang Provincial Culture and Tourism Department and undertaken by the Heilongjiang Provincial Association of Cultural And Creative Industries. The purpose of this competition is to deeply explore the connotation of regional culture in Heilongjiang Province, integrate regional cultural spirit and characteristic industrial characteristics, improve the creative research and development level of cultural creative products and tourism products, and cultivate a batch of tourism products with close to life, good quality, preferential price, easy to carry, suitable for collection and gift.

The solicitation period is from August 25 to October 4. The categories of works include cultural relics, Intangible cultural heritage work categories, life creativity categories, rural folk custom categories, Scenic city categories, digital culture categories, integration and innovation categories. After the selection by the jury, the enterprise matchmaking meeting will be held at 10 o’clock on October 31, and the ordering promotion meeting will be held at 15 o’clock on October 31.

This activity will play a positive role to Heilongjiang province's tourist shopping market, but one competition and one promotion meeting are not enough. After the product is developed, the promotion of popularity and reputation cannot be completed overnight, but the concept of long-term marketing must also be established. Take the development of shopping market as the long-term task of the government, closely rely on the regional characteristics, only around the market demand, take a variety of measures, so that shopping really become an important part of the six elements of tourism.
4. Conclusion
In order to meet the demand of tourism supply-side structural reform and provide tourists with total factor tourism products and services, it is necessary to change the subordinate supporting role of tourism shopping for a long time and give full play to the important role of "shopping" in the six elements of tourism. Give full play to the leading role of the government and take effective measures to promote the healthy development of tourism shopping in Heilongjiang province.

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