Construction of e-commerce platform for agricultural tourism products under the background of big data

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Abstract. In recent years, the rapid development of information technology, such as the Internet of things, cloud computing and mobile Internet, has driven the production, circulation and consumption of agricultural tourism products in China to become intelligent. Through innovation, building agricultural tourism e-commerce platform, can realize the upstream agricultural tourism resources with end consumers of rapid convergence, and just in time to build a true and complete database, the agricultural tourism industrial structure adjustment and upgrade play a great role. Based on the background of big data, the author in the agricultural tourism products based on the analysis of the electronic commerce development present situation, combining with the characteristics of the era of experience economy tourism consumption and puts forward the innovative development of China’s agricultural tourism products e-commerce platform strategy.

1. Development status of e-commerce platform for agricultural tourism products in China

With the rise of e-commerce dominated by alibaba, shopping has become a hot trend on the Internet [1]. At present, nearly 600 million Chinese netizens are an important force to promote the further development of e-commerce in China [3]. The continuous development of Internet technology led to a huge change of China's social economy, the electronic commerce as a product of the development of the Internet, it makes the traditional implements the electronic commerce activity, informationization, have formed a convenient electronic trading new form, opens a new network marketing channels, electronic trading can not only reduce business costs, improve profits, also can quickly build up customer loyalty, is advantageous for the branding and communication. Agricultural tourism products compared with other products, production cycle, logistics management, warehouse, more complex reservoir scheduling, the dependence on traditional channels to its supply chain is higher than other products, it also means the development of the agricultural tourism products e-commerce will face great challenge and pressure.

As energetically popularization of network technology, various types of e-commerce platform across the country, after ten years of development, the agricultural tourism products e-commerce platform has also formed a "two super - how strong - niche" in the competitive landscape, "two super" is refers to two super monopoly website, including "ali sites" -- taobao, day cat "fresh" meow, "jingdong sites" -- jingdong mall and so on, "ali is a web site" and "the jingdong net station" added up to more than 80% of the total market share; "How strong" refers to "I buy network" "shop one" and other sites with strong competitiveness; "Small crowd" refers to small websites with certain characteristics, such as "China
geographical product mall”, "long bao traceability mall”, "tian tian orchard” and so on. E-commerce platform of agricultural tourism products for the transformation and upgrade of the agriculture in our country provides a good opportunity and good help, but with the increasing of e-commerce platform, agricultural tourism products of the production, sales are increasing pressure: in the face of many choices, consumers tend to be more selective, shop around for the product quality, price, service platform of the demand is higher and higher. In order to gain a place in the fierce e-commerce competition, every big business should pay more attention to the product quality, service attitude and marketing strategy of production and sales.

Agricultural tourism products e-commerce transaction mode is plural, an increasing demand for talent Progressive step by step with the development of electronic commerce, the development of each big platform and trading patterns are changing, from the Angle of platform, the agricultural tourism products e-commerce model mainly includes government websites of the agricultural tourism products, agricultural tourism product futures market network trading platform, the agricultural tourism products retail website, etc.; From the perspective of driving, it can be divided into supply chain driven, marketing driven, product driven, channel driven and service driven. From the Angle of supply chain model, main to B2C model as the main, to do not break again after delay stretched out F2C -- - straight for farm, C2B -- - services to consumers and C2F -- - order agriculture, CSA -- - community support agriculture, etc. Various kinds of new supply chain model. Agricultural tourism products e-commerce platform and operation mode of flowers provides more favorable and convenient for consumers to purchase services and resources, lead to control of business model need more specialized talented person to boot, timely correct in a timely manner. The survey found that in China's agricultural field.

Understand the network marketing technology professionals, is a serious shortage of the current personnel engaged in e-commerce are mostly farming for a living, knowledge level is limited, and the rare opportunity to contact with Internet, insufficient understanding of the whole agricultural market and development prospect of the Internet, in agricultural markets often appear chaotic phenomenon[2]. Therefore, the constant popularization of farmers' professional technical knowledge and the introduction of talents should be the key tasks in the development of e-commerce of agricultural tourism products.

Most of the agricultural tourism product platform, and data fusion is imminent agricultural tourism products is the books, clothing and the 3 c e-commerce hot after the new hot spot, the appearance of e-commerce platform with the agricultural tourism products, many people saw the agricultural tourism products "spring" of the era of e-commerce, various capital have also blend in this field, but most of the platform is due to the disorder of market competition, high cost, low price and trapped. At present our country has nearly 4, 000 transactions involving agricultural tourism products of e-commerce platform, but can profit is only 1%, which in turn led to a rural electronic commerce the climax of financing and merger and reorganization, such as "everyday orchard” the jingdong group strategic investment for tens of millions of dollars. Many small agricultural tourism products e-commerce platforms are just like a flash in the pan, and fruit shops, tetu.com, procurement brothers and so on have not been able to escape the closure of the fate. This development also indicates that the e-commerce platform of agricultural tourism products in China has various defects and deficiencies in guiding production, circulation and consumption. Current agricultural tourism electronic commerce credit system product serious loss, so how can the agricultural tourism products and agricultural e-commerce big data system reasonable combination and applications, will be an effective way to solve the disordered competition.

Lack of localization characteristic agricultural tourism development, e-commerce platform to show life in recent years with the rapid development of our country's economy as well as the reality TV show emerge in endlessly, the experience and the screen heat effect, and so did the tourism market, including agricultural tourism also positively flooded into the development of tourism, under the background of the agricultural tourism operators hope through to the agricultural tourism product design, for the development of agricultural tourism carve out a new field full of potential, but in the actual research

Only to find that a lot of disadvantages, in the process of farmyard, farms in order to attract tourists, such as some strongly KTV, singing and dancing performances and other entertainment facilities and places, eating, living, etc as in city hotel, the guesthouse model, inherent in the agricultural tourism
products not reasonably planning the utilization of resources, lack of the localization of agricultural life, production characteristics, some characteristics will be best of agricultural tourism products as a kind of accessory in selling, is difficult to make the journey the unique features of local atmosphere and native.

In such an agricultural tourism development and the status quo of the agricultural tourism products development, e-commerce platform more focused on the agricultural tourism products promotion and sales, it is difficult to find the development of agricultural tourism publicity, lack of innovation and vitality.

2. Analysis of tourism consumption characteristics in the era of experience economy

With the development of our country agricultural era, industrial era, people are no longer satisfied with simple eat, wear, live, line basic needs, the pursuit of spiritual enjoyment, and it is against this background of experience economy generated a comply with the demand of the new economic form[5]. Under this pattern, consumers are no longer satisfied with the demand for product features, more eager to get a different experience, from product design of the product's personality, emotional sustenance, the demand of environmental protection concept on the agenda[6].

2.1. Consumers pay more attention to emotional experience of products

In many cases, the demand for product functions has been basically satisfied by powerful information technology and industrial force, so the user's emotional experience has become a new selling point of the product. The development of the Internet users emotional experience this element to appear to the greatest extent, and even become central to the success of the test market measure, for example, some local scenic area will be dedicated for the tourists set fishing, picking fruit and vegetable, attracted many consumers, from shallow surface for the consumer behavior is a function of product purchase, but basically reflect the purchase of a new experience. In the original travel demand structure, tourists generally pay attention to the stand or fall of scenic spots and how much, but today, tourists significantly more value of emotional experience, for example, in a lot of reality TV show, the program team will be set according to the different characteristics of scenic spots and different game link, such as parent-child class program "where dad" link "rob room" interaction in the competition, let the adults and children can experience in entertainment area brought about by the unique folk customs, which constantly enrich ourseives in travel, foster the good quality of bears hardships and stands hard work.

2.2. Transformation of tourism consumption consciousness

Tourist consumers shift from focusing on the product itself to the feeling of receiving the product. Modern tourists pay more attention to where and how to get this product than to what kind of product they get. They pay more attention to the process rather than the result. The ultimate goal of tourists is to pursue a happy experience, that is, to pursue novelty, intimacy and pride, hoping to get a sense of satisfaction in mutual communication. The success of starbucks coffee in the coffee market, for example, shows that people prefer to spend more money to enjoy the feeling of coffee at starbucks, rather than stay at home or office and drink instant coffee to quench his thirst.

2.3. Change tourist consumption habits to emotional ones

Consumers move from rational consumption to emotional consumption. With the development of society and economy, the consumption pattern of consumers follows the stages of rational consumption, sensory consumption and emotional consumption. When people buy the product key is no longer only value the quality of the products and prices, but to those who pay attention to is able to satisfy their needs emotional level, social level and the identification significance of goods, perceptual consumption stage. Emotional consumption reflects the dual themes of pursuing personal orientation on the basis of high technology and paying attention to the socialization of society and natural environment. Tourism consumption is a higher level of needs produced by people on the basis of meeting the basic material life needs. Tourism itself is a kind of fashion, a way of life, its place in the send to others, identity, taste and other information at the same time, let tourists experience another life, appreciate different ground
amorous feelings, and feel the colorful world. In the process of tourism, tourists expand their own life circle, change their social roles, and enrich their knowledge accumulation. In such a travel process, which is free from the daily constraints and changes the role of identity, people pursue the pleasure feelings brought by the stimulation of the external body and mind. The intrinsic need of tourism determines that tourism consumption is more of the components of emotional consumption.

2.4. Consumers are becoming more environmentally conscious
As the environmental pollution becomes more and more serious, the public's awareness of environmental protection is constantly strengthened, and the food, clothing, housing and travel in daily life are closely related to the health and environmental protection. Along with the network era of big data update, information gradually become flatter, network users can end, thanks to the Internet anytime and anywhere, overlooking the myriad data gathered through all kinds of any side of the world, such as weather, air pollution, natural disasters, etc., around each group information seems to be to swear: human life sincere commendable, healthy price is higher. Pollution problem is imminent, it is imperative to environmental governance, under the urgent situation, people are more eager to travel through life products designed to meet the demands for healthy environmental protection, so many people will be willing to deep into rural tourism, taste genuine organic fruits and vegetables. The model of green and environment-friendly tourism products will also become a clear direction for future tourism development.

3. Innovative construction of e-commerce platform for agricultural tourism products in the context of big data
Every year in China at present, the phenomenon of the high yield and low selling agricultural tourism products, especially in the food after the "ten consecutive increase", China's grain appeared high yield, high inventory, high cost and high import "four high" phenomenon, every year there are a lot of agricultural tourism products at a loss for sale, or even no one to buy, therefore strengthen the big data in the agricultural tourism products in the field of electronic commerce application can effectively solve this problem. Based on big data, the author puts forward some Suggestions on the construction of e-commerce platform for agricultural tourism products in China.

3.1. Strengthen the guidance of big data and reduce the competitive pressure of agricultural tourism products e-commerce platform
Each e-commerce platform has its own characteristics of customer data, each big platform to share in the fierce competition, the need to be effectively integrated use of these data resources, implementation flow, in order to create maximum value, which is the core content of the era of big data. In addition, most of the agricultural tourism products are fresh products, which have a high demand for time and need to be updated frequently. If in farming to collect data and through different equipment update, keep equipment under complex operations between the data update, will need more time and energy, there are still some data not accurate enough, the best way is in the production update, using big data e-commerce platform can simplify the complex operations. A simple example: a certain farm has a batch of ripe watermelon, watermelon field corresponding producers in the field to obtain the latest data, take out a cellular phone access to the platform quickly registration to farm production data, and update the latest supply information on the network platform, and wholesalers of farm managers and pre watermelon can receive SMS alerts the first time. In the field of application, large data in different systems of the vast information, make reasonable analysis for the development of "precision agriculture" thought provides powerful data and technical support, can be widely used in soil fertility, yield distribution management, etc., can provide high quality agricultural tourism products, can also be related to climate data analysis, product prices, terminal and other effective consumer demand information, accurate judgment agricultural tourism products quality, demand and prices, then generate accurate order, realize the seamless joint between supply and demand, realize the agricultural tourism products e-commerce platform precision marketing, Avoid the lag or waste in the production and transportation
of agricultural tourism products, and slow down the vicious competition caused by price transfer or product quality among various e-commerce platforms.

In the electronic commerce platform specific improvement, must pay attention to check, down to the agricultural tourism products, to consumer information to data records, concrete can be through the ministry of agriculture in coordination with the administration of state food and drug supervision and administration, focus on building origin quasi cohesive mechanism, market access, speed up the national agricultural tourism product quality and safety traceability information platform construction, the green pollution-free agriculture tourism products include all quality tracking pilot range, to point with surface, gradually realize agricultural tourism product traceability of production, preservation and sales chain development. Such as use of IC card, qr code, bar code, such as information technology, completely record the meat, vegetables from production to distribution of detailed information, consumers can be in the form of e-commerce platform and code for the source of the product, price, production time, quality and timely verification query, once appear quality problem can change or complaints, safeguard consumer rights and interests to the greatest extent, it also easy to make consumers produce sticky, can actively promote the agricultural tourism product branding and expand sales channels. We will severely crack down on the export of low-quality and non-conforming products and effectively ensure the orderly and sound development of e-commerce platforms for agricultural tourism products.

3.2. Realize the learning and sharing of agricultural tourism e-commerce platform and vigorously cultivate data talents

For a long time, lack of professional talents is a big stumbling block of agricultural e-commerce, e-commerce platform construction and maintenance has become the key to restricting its development, and the big data technology can well solve the problem. Although may leave the major problems in e-commerce service provider to do, but the development of electronic commerce technology, marketing strategy formulation, the application of large data need professionals to support, so the construction of large-scale e-commerce platform can give full play to the high-tech enterprises, e-commerce park of institutions of higher learning, and other aspects of talent advantage, take the strategy of combination of introduction and training of professional talents, improve the overall level of our country agriculture big data operation. Concrete can learn through the platform to establish relevant section, such as breeding, planting technique, network marketing, logistics, transportation, big data management and application of learning, such as online teaching platform can send professionals, focus on consumers, the concrete application of e-commerce platform, farmers issues of concern to explain in detail, such as the audience can through the platform timely attention and study related knowledge, improve their application ability and level of data, promoting agricultural development and innovation.

Many online universities established by e-commerce system have brought positive enlightenment to people, such as "taobao university", "wanda college", "jingdong university" and so on. Take "taobao university" as an example. It is the core education training department of alibaba group. In the whole e-commerce ecosystem, it is responsible for cultivating talents for new business civilization. Unlike the traditional school model, it does not have its own specific team of teachers, but is carried out in the form of a seller lecturing to another seller. In addition, "taobao university" has cooperated with yiwu industrial and commercial college and chaoshan vocational and technical college in running schools and compiling relevant textbooks. In addition, it has also launched a recruitment platform for online job hunters in Amoy to provide good employment opportunities for potential e-commerce talents. "Taobao university" reflects the innovative thinking of the Internet, which is open, interactive and people-oriented. The cultivation of agricultural e-commerce talents should also take this as a model for learning and learning, break through the monotony and limitation of traditional teaching, and promote the formation of agricultural workers' Internet thinking from the perspective of methods and methods.
3.3. Innovate agricultural tourism products and enhance the interactive function of e-commerce platform

3.3.1. Seize the network opportunity and pay attention to the extension and innovation of technology

In the past, many innovative concepts were difficult to implement due to backward productivity, but now the rapid development of Internet technology has provided a broad platform for the spread of information, as well as the development of agricultural tourism product design provides a good idea. A few years ago, a game called "happy farm" was popular network, hundreds of millions of Internet users become one member of the team "stealing vegetables", a day in the "steal" and "steal" prevention, and even set up in the middle of the alarm clock "steal" food. In five years later, the "happy farm" in the end because of the needs of the consumers change operating bleak and announced the logoff, although virtual "happy farm" are no longer, but it used to but the brilliance and the reason for the closure of the agricultural tourism products design and e-commerce platform to build up to certain revelatory significance. Game "happy farm" to the management of the cultivation of crops, farm and dress up as the theme, advocating return to nature, far away from the city and the game industry, with a lot of city people's demand, and real farm can seize this demand of consumers, "happy farm" game mode for reference, the opening of a combination of offline and online e-commerce platform, agricultural tourism products on the platform to establish membership system, all members can be active at any time interaction, combine actual farm park, visitors can experience food, picking, fishing, aquaculture and other activities, the late can hire personal care according to their own conditions. Through the e-commerce platform, it can realize such behaviors as "stealing food", "buying food" and "selling food". The final fees can be paid online. This model will network e-commerce platform with perfect combination of agricultural tourism products guarantee tourists on a platform on the basis of the implementation of the save Labour when the province and the positive interaction and the real access to agricultural tourism products, also facilitate e-commerce platform for tourists footprint data record, accumulate potential customers.

3.3.2. The comprehensive opening of platform-based customized agricultural tourism product strategy

"Personalized service" and "personal custom-made" has become synonymous with the era of the "Internet +", in the life can achieve rapid transfer, prepaid phone, through the network shopping, taxi and other behavior, there is no time and space constraints, save time and effort. With the continuous breakthrough of Internet technology, the audience is still not satisfied with the status quo, and they will have higher life demands and spiritual desires. In the private tailored film, whether corporate dilettantes officialdom, chengru li elegant dream dreams, or eternal song dan-dan famous rich dream, all is a kind of state of ideal life experience, for the agricultural product design, should also pursue such a high level of spiritual enjoyment. Agricultural tourism products can be run in "private tailored" for the idea, as a child, for example for some growth in rural tourists, because now far from home, hard to avoid can have homesickness, agricultural tourism products e-commerce platform can take this opportunity to let's potential customers to fill in his hometown, some of the scenery, specialty, memories will detail, platform can according to customer's description, seeking its hometown the mos similar tourist attractions, travel process can be set up for the tourists some childhood familiar scenes, let "homesickness" have a place to send.

3.3.3. The concept of health and environmental protection runs in depth

In the "green economy" and "sustainable development" idea thorough popular feeling gradually today, the majority of tourists on the tourism environment problem have a more rational understanding, in the process of agricultural production and development of the tourist products healthy environmental protection concept, as the key to surrounding green food, organic food, pollution-free base construction emphasis, insist on cultivating ecological circular agriculture industries, build characteristic ecological agriculture demonstration zone, vigorously promote green pattern, green technology, green technology, promote ecological planting, to improve the efficiency, agricultural tourism products through green
pollution-free agricultural tourism products to convey to the tourists into healthy environmental protection concept. Agricultural tourism products e-commerce platform also will be green environmental protection as the focus, focus on the product packaging and posters reflect green pollution-free, seize the consumers care about topics, such as air pollution, such as genetically modified (gm) food to foil the benefits of agricultural tourism products, make the concept of healthy environmental protection throughout the agricultural tourism product, publicity.

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