Research on the Hunan Rural Tourism Electronic Commerce Application Under Background of “Four Modernizations and Amphitypy”

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Abstract

In this paper, we conduct research on the Hunan rural tourism electronic commerce application under background of “Four Modernizations and Amphitypy”. The emergence of Internet completely changed the tourist business original environment of competition, undermined the inherent balance. The tourist business must reexamine own competitive ability and development direction under the new situation, judges this enterprise to create to compete the new superior the possibility. In the development of the tourism, people's attitudes towards the environment from indifference to passive attention to active the protection and construction, so as to rural ecological environment for the sustainable development has laid a solid foundation. In short, we should be optimistic about the tourism e-commerce, tourism e-commerce to see China's tourism industry bring new development opportunities. This paper proposes the new idea on the issues that will promote the further development of the related industries.

Keywords: Rural Tourism, Electronic Commerce, Applications, Four Modernizations and Amphitypy

Introduction

Along with our country market economy the unceasing enhancement of sustained development with national income, the expense idea of the consumer tends to the diversification and the personalized development gradually. The emergence of Internet completely changed the tourist business original environment of competition, undermined the inherent balance. The tourist business must reexamine own competitive ability and development direction under the new situation, judges this enterprise to create to compete the new superior the possibility. In the current Web2.0 environment, network travel consumers tend to search through the search engine to find the most valuable tourist service website, and through the tags, RSS, etc. to quickly browse the latest travel services information. In addition, online travel consumers are not limited to the online business information, product information and service information, more importantly, they will be through blogs, podcasts and community and other types of network platform to understand the other tourist plans or experience, in order to find more reliable information which hold the following advantages.

- To meet the unique needs of consumers. With the development of social economy and the improvement of the living standard, individualized consumption is increasingly

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becoming the pursuit of people's goals, reflected in the tourism industry that is the pursuit of personalized tourism-personalized travel routes, personalized travel experience, personalized souvenirs, etc., coupled with continuous improvement of high-speed transport network, greatly reducing the journey time, thus exacerbating the development of this individual needs.

- It has strong conjunction nature with the tourism industry and product. First, the relatedness of tourism industry is very strong, needs the transportation, posts and telecommunications, trade, light industry, urban construction, the culture and cultural relic and other department of the coordination and cooperation, when carries on the decision-making, besides we must consider that provides other dining, lodgings and relevant products and services to the tourist, but must satisfy various related professions the needs.

- The traveling electronic commerce can numerous travel supplier, the traveling medium and tourist link, the scenic area, the travel agency, the hotel and traveling related profession may draw support from the same website to solicit more customers.

- The traveling tour enterprise can carry on the interactive communication using the electronic commerce with the tourist, and the tourist can need to propose that to the tourist business according to oneself the new request and service demand, while the tourist business can act according to own situation promptly, in view of the tourist demand, designs the new tourist route or provides the personalization service, the improvement of this traveling modes of the business operation has also created more market opportunities for the tourist business.

Under this basis, this paper proposes the idea on the Hunan rural tourism electronic commerce application under background of “Four Modernizations and Amphitropy”.

![Figure 1. The Principles of the Rural Tourism.](image-url)
The Proposed Methodology

The Four Modernizations and Amphitypy. The Third Plenary Session of the 18th CPC Central Committee establishes the historical navigation aid again and develops the socialism with Chinese characteristics system improvement, the advancement country government system and government ability modernization as the comprehensive deepening reformation general objective. To the Hunan, realizes this general objective, must advance the practice of socialism with Chinese characteristics in Hunan thoroughly, the advancement government system and government ability modernization, made great breakthrough in national capital state enterprise reform, transform/shift the government functions, urban-rural integration reform and cultural organizational reforms while the two society constructions and other aspects. In the new era of the relay race, Hunan in many areas are solid start, lead the first, which is obvious to all "transcripts". Therefore, in the new round of reform, we should not lose in the new starting line, we must pressure-driven, and constantly enhance the courage of the reform, and always full of confidence in reform from the listed aspects.

- At present, the reform of Hunan is faced with a series of important opportunities: the strong push of market-oriented reform will bring a new round of development and rise cycle; the in-depth implementation of the strategy of central China's rise will add the inherent power of Hunan's new round of reform; A "regional development advantages, a new round of reform in Hunan force coordinates; natural resources, asset management system reform started as given the Hunan two-oriented social reform and construction of the city. All of these have brought a new round of reform in our province a rare "days."

- The total economic output ranked the top ten in the country for a long time, and it was transformed from a big agricultural province to a strong industrial province. The two types of society took the lead in the whole country, the industry transfer demonstration area in the national strategy in Wulingshan area, the ecological economy in Dongting Lake Area ready to come out. All of these, for our province a new round of reform provide a good "location".

- The practice of reform and opening up, so that the majority of the people across the province more and more deeply felt, and only unswervingly push forward reform, the people can get more benefits. Faced with a new round of reform tide, Sanxiang elders look forward to reform, the rich and the desire to enter into a more intense, longing for a better life, the color of life opportunities for more urgent. All of these, for the new round of reform in Hunan have created a valuable "peace".

The Tourism Electronic Commerce. The traveling informationization refers to through improves the traditional traveling production, and to assign and spend the mechanism to the utilization of the information technology, optimizes the operation of modern tourist economy by the development of informationization speeds up the tourist economy to grow, finally promotes the process of tourism industry full scale development. The essence with the support of the information technology that conform various tour information resources, making it the tourism development productive forces that becomes the optimized traveling production and operating activities and promotes the important means of tourism industry development.
Tourism electronic commerce will bring new development opportunities to the development of the China's tourism industry as it is a great opportunity for China to catch up with the world. E-commerce activities between tourism enterprises, the tourism enterprises and tourists will completely change the mode of operation of the modern tourism enterprises. Tourism e-commerce development in the ascendant, to carry out tourism e-commerce can effectively reduce the cost of access to information and delivery, improve product competitiveness, and information technology is one of indispensable supports. Therefore, we list the propose suggestions as the follows.

- To implement the strategy of broad and deep marketing strategy that the premise is that the resources of this tourism enterprise website must be very adequate. In that general, the implementation of this strategy for the tourism market targeted by the target market is large.
- Implements wide shallow strategy marketing strategy the website is mainly the traveling class portal, for example with Tongcheng and others. What this kind of website mainly provides is the traveling class service information, itself does not have on the website carries on directly carries on the function of electronic commerce transaction, the most leading role of this kind of travel site for the channel that some traveling platforms of downstream provide to be possible for entering, thus provides the cyber-community to serve, but the come income of this marketing strategy came from the advertizing cost that the downstream travel site pays.
- The implementation of narrow and deep strategy of this type of site generally do not directly do their own business to enhance the visibility of advertising, it will not spend too much cost to enter the width of the channel above, that is, Internet visitors to enter such sites platform The channel is not a lot of such sites mainly through some large well-known portal sites and other types of tourism alliance to seek source, that is to say such sites do not set up their own brand that lacks the conditions for independent survival can only be for large-scale portal site tourism section to provide technical support and service support.

**The Hunan Rural Tourism Countermeasures.** The diversity of rural tourism participation, the wide participation of the main body, the comprehensive tourism benefits, especially the
promotion of urban and rural cultural exchanges by the local governments is the essential pattern. In our country, development of rural tourism should rely on the development of village community, but the resident participates in the rural tourism development is the way that must be taken of community full scale development. In 2004 our country promoted "Chinese common people life tour" tourist theme, its goal was "enters the common people to live through tourist, the common people participated in the tourism activities", led the full scale development of rural economy society in the city and countryside tourist interaction. Based on the above ponder, this article proposed the concept of participation rural tourism, hoping can more pay great attention to the sustainable development of local community in the development of rural tourism, enabling it to manifest the common people to live that protects the common people culture. The characteristics of Hunan village cultural landscape resources can be then summarized as the following aspects.

- **The resources function formidable and comprehensive return is considerable.** Hunan rural cultural landscape resources, powerful, in addition to the general value of ornamental, but also for medical, education, adventure, support, such as health resort Nanyue Mountain, former residence of Mao Zedong education resort, exploration sites to sit Longxia, and so on.

- **Rich in resources, wide spatial distribution.** Hunan is a vast land and the rural cultural landscape is rich in resources and spatial distribution.

- **Landscape type is complete, high taste level.** At the same time, the Hunan village cultural landscape resource type is complete, including general article, waters scenery, biological, meteorological climate and ruins vestige, building and facility, travel product and humanistic activity and other landscape types. On the other hand, the Hunan village cultural landscape resources in the nature are also the high grade, has the lake Hunan characteristics and local flavor, quite typical such as Zhang Guying village settlement landscape and Yuanjiang River Danxia landform landscape and Ziquejie terraced field cultural landscape, some of them have been listed as the world heritage and Chinese well-known tourist scenic zone table of contents.

- **The profound culture foundation deep and local flavor is rich.** Hunan is a cultural province, the country is vast the local breath is very rich. Tour in Hunan, everywhere can feel the broad and profound understanding of Huxiang culture, Huxiang culture unique charm.

Under the supervision and general guidance of the community, farmers began to pay attention to environmental sanitation and pay more attention to environmental protection in the process of the participation in tourism, and gradually brought the whole community farmers to pay more attention to environmental protection. It fundamentally raised residents' environmental protection consciousness. In the development of tourism, people's attitudes towards the environment from indifference to passive attention to active protection and construction, so as to rural ecological environment for the sustainable development has laid a solid foundation. And here, we propose the further suggestions for the development of the Hunan rural tourism pattern.

- In the planning and design layout, should design a special hotel, restaurants, casinos and the resorts, the development of agricultural and sideline products with special characteristics and tourism products for tourists sightseeing, tasting, shopping, participation, leisure and many other activities.
• Through the propaganda promotion work, improves the popularity of rural tourism, the influence of some expanded rural tourism. The government takes superintendent its primary responsibility is to play the guidance and coordinated role should concentrate on formulating, revision and in the legal framework and industry specification of improvement rural tourism economy as through propagandizes the big traveling idea and mold country overall traveling shape to the national.

• The overall image of the rural tourism scenic area of the relationship between the overall interests of the area, but also a relationship between the core interests of the operators. This requires the local government and functional management departments to the interests of the majority of the tourists, local business interests the healthy development of tourism in the long-term interests and actively guide and standardize management.

Conclusion

In this paper, we conduct research on the Hunan rural tourism electronic commerce application under background of “Four Modernizations and Amphitropy”. Travel websites use Internet platform and marketing link to provide convenient and efficient travel services, while traditional travel agencies are mainly for the operational aspects of the market research, product development, providing reception security, so that travel sites and travel agents business organic integration and complement each other. In the development of tourism, people's attitudes towards the environment from indifference to passive attention to active protection and construction, so as to rural ecological environment for the sustainable development has laid a solid foundation. In short, we should be optimistic about the tourism e-commerce, tourism e-commerce to see China's tourism industry bring new development opportunities. In the later time, we will test the performance of the proposed method.

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