

Development and Innovation of Agricultural Leisure Tourism Products Based on the Concept of Whole Product Vision

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Abstract: Based on the analysis of the concept of whole product vision, The article analyzed agricultural leisure tourism products in shaanxi, point out that agricultural leisure tourism operators of Shaanxi should develop and innovate products, improve the perceived value and satisfaction of tourists from the concept of whole product marketing, then they can improve customer loyalty. And in this paper, we take it as the system of integrated marketing influence each other of the agricultural leisure tourism development and the whole product concept, we Put forward the innovation and development way of agricultural leisure tourism products for future in shaanxi.

1. Introduction

Since the 1990s, with the acceleration of China's per capita disposable income increase and the city urbanization process, more and more city residents expected to leave the noisy city, surrounded by green mountains and rivers to the countryside, which can relax the fast pace of city and physical and experience the fresh and simple rural life^[1-2]. The agricultural leisure tourism industry competition also appeared hot trend with the development of global economic integration, and the development of agricultural leisure tourism products in Shaanxi relative to other provinces, starting late, small scale and depth extension product ,poor brand benefit (such as chongdugou farmhouse of Henan province , Beijing folk village and Sichuan farmhouse), which is very grim of facing the agricultural Leisure tourism market. Based on this, this article discusses the development and innovation of Shaanxi agricultural leisure tourism products from the whole product concept.

2. Agricultural Leisure Tourism Products from the Perspective of the Whole Product Concept

2.1 The Evolution of the Whole Product Concept.

A product is usually understood as a physical entity with a specific physical form and use, such as a shoe, a cup, a plane, etc. But from the point of view of modern marketing, products refer to that people's demand satisfaction through market exchanges^[3,4], that is, the product concept is composed of visible entities and invisible services, which has a very deep connotation. There are the following views on the research of the whole product concept; Philip Kotler first put forward the three level product conceptual model in the book of "marketing management" in 1976, including core products, form products and additional products. In 1984, he put forward the five level product conceptual model. On the basis of his three level model, he added potential products and expected products^[5], Other scholars such as Leavitt proposed four level structure of the whole product concept in 1986 , including tangible product attributes, expected products, additional products and potential products; Bennett put forward the structure model of the two level in 1988, including the core products and additional products; Zeke mander proposed the composition model of the whole product concept in 1993, it also belong to the two-tiered structure, but there is a difference in additional products^[6,7].

With analysis the theoretical of the scholars on the above, we obtain the whole product concept can be divide in different levels, but their main point is the same, namely the product extends to deep level, and break through the traditional product form, which has opened up a broad road of the

whole product concept for the enterprise product development and innovation.

2.2 Agricultural Leisure Tourism Products of Shaanxi from the Perspective of the Whole Product Concept.

From the perspective of the whole product concept, the core level of agricultural leisure tourism products is directly used to provide visitors with values that meet the basic needs of tourists to buy travel products, such as five street village of Shaanxi District stay in the farm characteristic, through the traditional architecture to provide material forms of eating, living, traveling, shopping and entertainment for tourists. The form level of agricultural leisure tourism products is the external form of realizing tourists' basic needs (eating, living, walking, traveling, buying and amusing). Such as five street village of Shaanxi provide the egg fried toon and Guokui clip snacks for the visitors, which meet the tourists demand; that the local beautiful pleasant features of the mountains and rivers, fresh air, orchard farmland meet the tourists travel demand. Therefore, the form product is the concrete manifestation of the core product, and it also determines the overall sensory experience of the tourists to the agricultural leisure tourism products. The additional level of agricultural leisure tourism products refers to the additional benefits and services of the tourists in the process of consuming products. For example, in the ancient town of the five street village of Shaanxi, the farmer's family provided the safety of the person and property for the tourists. It can be seen that the high quality additional products are particularly important for the competitive tourism industry, which not only promotes the core and form level of the overall concept of products, but also improves the brand benefit of agricultural leisure tourism product.

Therefore, in order to expand the market and form competitive advantages, the agricultural leisure tourism products of Shaanxi must develop and innovate agricultural leisure tourism products of the whole product concept, which make the agricultural leisure tourism achieve differentiated and characteristic development.

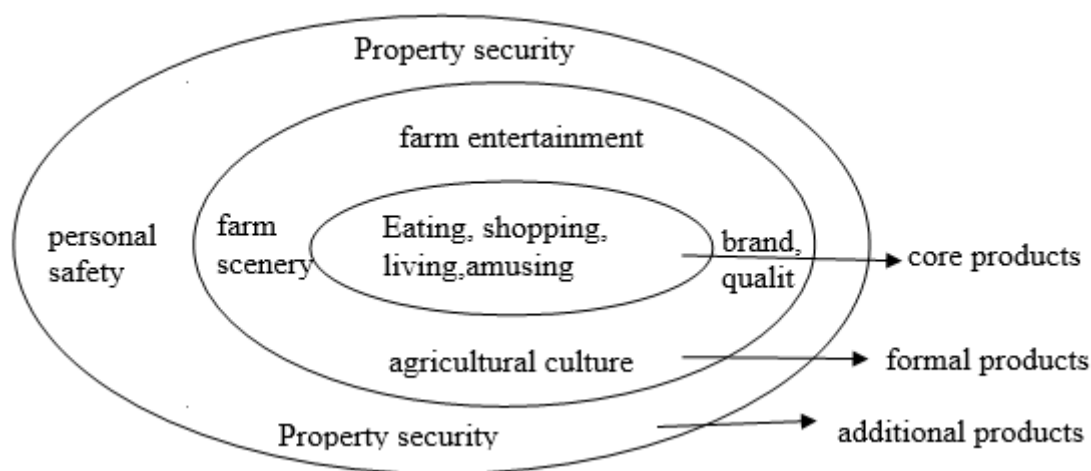


Fig. 1: Agricultural leisure tourism products from the perspective of overall product concept

3. Innovation of the Concept of Agricultural Leisure Tourism Products in Shaanxi from the Perspective of the Whole Product Concept

Based on the perspective of product concept, Shaanxi's tourism industry must take the concept of modern management^[8], it is the core for product development and innovation, which is the only way for sustainable development of Shaanxi agricultural tourism industry.

3.1 Introducing the Concept of Integrated Marketing.

Agricultural leisure tourism is a service industry, it is the core for providing tourists with high quality of agricultural leisure tourism products. The agricultural leisure tourism operators want to provide tourists with satisfactory products, you must import the integrated marketing concept, the development and innovation of agricultural leisure tourism products must be conceived from the

whole product concept point of view, because tourists buy products that are formed by eating, traveling, shopping and entertainment of the external material form experience. According to the barrel principle of management, the capacity of the barrel is decided by the shortest board. Therefore, the core, form and additional products should be designed from the perspective of integrated marketing, so as to improve the service level of the whole agricultural leisure tourism product.

3.2 Introducing the Concept of Customer Asset Value.

With the competition of the modern market, the marketing concept of enterprises is shifted from the core of enterprises to the core of customers. More and more industries recognize that loyal customers provide stable cash flow for enterprises, which is the concept of customer asset value [9,10,11]. The fundamental profit source of the enterprise is the customer, and the core of its production and operation is to obtain the customer resources. Introducing the concept of customer asset value, the development and innovation of Shaanxi tourism products must produce from the needs of tourists, the core products must put into practice from standardized market development strategy, which meet the needs of tourists on the basis of purchasing products. It is the implementation of differentiated strategy in the form of products and additional products, which is the target marketing strategy. It provides different agricultural tourism products for different tourists, and forms local characteristics of tourism, improves the satisfaction of tourists, forms the loyalty of tourists, they can drive repeat purchase, and they purchase value-added, which can improve customer asset value of agricultural tourism products, bring a stable cash flow for agricultural tourism operators.

3.3 Introducing the Concept of Social Marketing.

The concept of social marketing requires that enterprises not only pay attention to the interests of enterprises and customers, but also pay attention to the long-term development interests of the society. As a new service industry in rural areas, agricultural leisure tourism has not only solved the problem of local farmers' employment, but also made great contributions to the realization of the economic development of rural areas. However, in the process of rapid growth of agricultural leisure tourism in China, there are also some negative effects due to local lagging protection concepts and lack of corresponding management measures. For example, the rural environment pollution is serious due to the transition development, and the rapid increase of tourists not only causes the urban culture to penetrate into the countryside, but also leads to the loss of the original rural characteristics of the rural culture, and the uncivilized behavior of tourists, which destroys the original style and customs. Therefore, the development of agricultural leisure tourism products of Shaanxi must introduce the concept of social marketing, taking the interests of farmers' owners, tourists' satisfaction and the development of agricultural leisure tourism industry as the core, not only improving the current rural economy, but also to benefit future generations.

4. The Development of Agricultural Tourism Products in Shaanxi from the Perspective of the Whole Product Concept

4.1 Development of Core Products.

The point for tourists to buy the core products of agricultural tourism is the emotional life of agriculture, which is manifested in the aspects of eating, living, traveling, shopping, entertainment and so on. However, it is not enough that the depth and width of the development of agricultural tourism products in Shaanxi. Compared with products in Chengdu and Beijing, the products are mainly agricultural food and natural scenery. Shaanxi is a unique local folk drama, such as dialect, folk village, Town, local festival customs, so the agricultural tourism product in Shaanxi must develop for local folk customs resources, which are the tourism product of ornamental, leisure, entertainment, vacation homes, delicacy, agricultural tourism products of the farming experience, popular shopping and so on. It can meet the different needs of target customers from the depth of

product development. And with the integration of global economy, city environment tends to be similar, and the agricultural life has obvious region difference, Xi'an is a civilized world tourist city, it has rich tourism resources, and they can develop international agricultural tourism products with favorable conditions for the domestic. According to research of the scholars, the agricultural tourism and the famous scenic spot tours are not competition relations, but complementary relations. After visiting the famous scenic spot, foreign tourists may choose one day agricultural tour and increase their understanding of local customs. Therefore, Shaanxi's agricultural tourism products should be developed from the depth and width of the product line, and improve the products related to the international tourism market and improve the comprehensive competitiveness of Shaanxi's agricultural tourism.

4.2 Development of form Products.

The form product of agricultural tourism is the physical carrier of core products, and the external form of products that tourists are really in touch with during the purchase process, which including agricultural tourism attractions, services, environment and management. The agricultural tourism attractions are including agricultural tourism, agricultural folklore, agricultural health, and agricultural entertainment etc. The resource management and agricultural tourism environment are including the sustainable development of agricultural tourism products of the rational development and utilization, it is specific in the form of agricultural tourism products, the price, quality, brand characteristics, etc., which can reflect the differences between the products and brand value. With the rapid development of agriculture and tourism economy, the competition between agricultural tourism business is becoming more and more intense, and the phenomenon of product homogenization is more and more, which leads to the difficulty of tourism market management. Agricultural tourism products in Shaanxi are mainly sightseeing, picking and fishing. They not only lack quality products, but also have a single species, which can not meet the needs of tourists at different levels. Therefore, it is the most important problem for practitioners to solve how to develop Shaanxi's agricultural tourism operators according to their natural resources advantages and develop. Shaanxi agricultural tourism operators must develop the product form from the overall product concept of the development and management, extending the life cycle of tourism product, changing the traditional and advancing with the times.

4.3 Development of Additional Product.

With the development of agricultural tourism industry, it have more and more types of homogeneity of agricultural tourism products, the innovation product is a whole mutual influence of the physical form of agricultural and service. Therefore, Shaanxi agricultural tourism operators must further analyze and summarize the additional products that affect the loyalty of tourists, strengthen the supervision of service and personnel training and service system, loyalty tourists' preferential policies, special treatment and other additional products, Such as improving the comprehensive quality of agricultural tourism service to change low quality the current status of agricultural tourism practitioners, fish, creating a high level of agricultural service team and professional service system, to the brand management, increase agricultural tourism service supervision and feedback, timely solve the disputes between practitioners and tourists, to improve the perceived value concept of the agricultural tourism products of the whole, a variety of features to meet the needs of the overall concept of tourist products, so as to obtain the competitive advantage in the industry.

Table 1 Innovation of Agricultural Tourism Products in Shaanxi

types	structure of the whole product concept	Product innovation	note
use value	core Products	The length and depth of tourism products will be developed to extend to meet the needs of tourists, such as the food, accommodation, transportation, travel, purchase and entertainment product	
additional value	Formal products	agricultural tourism attractions: natural scenery, pastoral scenery, farmhouse gourmet, farmers' entertainment, folk customs and so on agricultural tourism services: indoor and outdoor service level, transportation convenience, accommodation conditions, additional services, etc. agricultural tourism environment: rich and diverse resources, suitable climate, high quality ecological environment, etc. agricultural Tourism Management: the form, price, characteristic, quality, brand, etc. of agricultural tourism products	Forming the core competitiveness of the agricultural tourism industry in Shaanxi
	additional products	loyal customers' tracking services, preferential policies, training of tourism employees, tourism accident insurance products, tourism protection products, and supervision and management of agricultural tourism.	

5. Summary

With the acceleration of Chinese urbanization process, the agricultural leisure tourism industry of Shaanxi has developed rapidly. However, due to the lack of development of Shaanxi's agricultural leisure tourism products and market innovation, the agricultural leisure tourism products of Shaanxi have lagged behind and can not meet the needs of the rapidly developing tourism market. the agricultural leisure tourism industry of Shaanxi wants to achieve excellent results in the industry competition, and submits a questionnaire that makes tourists satisfied. It must integrate agricultural leisure tourism product resources, develop and innovate with the overall product concept as the core, improve tourists' satisfaction, and increase tourists' loyalty.

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