

A Brief Discussion on the System Architecture of Tourism Logistics Services: Take Qingcheng Mountain Featured Agricultural Products as an Example

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Abstract. In this paper, we summarized the system framework of tourism logistics services from the system target, key elements, framework, organization and security etc.

Introduction

In the narrow sense, tourism logistics refers to the flow of materials in tourist activities, mainly including the flow of tourists' belongings and the flow of goods produced by the purchase and sale of tourist goods[1]. Generalized travel logistics refers to the tourism activities related, involving goods flow of all relevant activities of the comprehensive, including goods transportation, storage, handling, distribution, information processing and processing. Therefore, the part of the logistics industry that directly serves the tourists is the cross-section of the logistics industry and tourism industry, namely the tourism logistics service.[2]

As a research field emerging in the theoretical circle, tourism logistics is a new thing produced under the expansion of traditional logistics industry. Its main purpose is using logistics technology, methods, ideas, operation system to provide a more scientific management concept and operating technology for the tourism industry.[3]

Qingcheng mountain is a famous scenic spot in China, Sichuan province, which has a long history and high humanistic value. There are many featured agricultural products, such as kiwi fruit, bacon, tea, bamboo shoots, *Ligusticum wallichii*, *Magnolia officinalis*, egg, *Ginkgo biloba*, etc. Fig.1 is the picture of the kiwi fruit, bacon, tea, bamboo shoots and the *Ginkgo biloba*. Most of the Qingcheng mountain featured agricultural products are food, some of it are traditional chinese medicine raw materials.



Figure 1. The Qingcheng mountain featured agricultural products

Liu discussed about the standardization strategy of the agriculture products in this area.[4] Zhang and Tian discussed about the circulation channels of the kiwi fruit in this area.[5] Yang and nue

discussed about the competitiveness of the agriculture characteristic advantage industry at this area.[6] Yang discussed about the tourism development strategy of Qingcheng mountain in his paper.[7] Che discussed about the countermeasures of agricultural circulation development in Sichuan province.[8]

To dig and improve the market competitiveness of Qingcheng mountain featured agricultural products, to upgrade the local tourism, to achieve sustainable development of the local tourism, we should strengthen the development and publicity of Qingcheng mountain featured tourism, and vigorously develop the logistics system and platform of Qingcheng mountain featured agricultural products.

Tourism Logistics Service System Architecture

In Deng’s paper, he used a model to describe the system framework of tourism logistics services, taking featured commodities of Sichuan salt tourism regions as an example.[1] In this paper , we are going to use a similar model to describe the system architecture of tourism logistics services of Qingcheng mountain featured agricultural products. Fig.2 is the structure of the model. We are going to describe the system architecture of tourism logistics services of Qingcheng mountain featured agricultural products in five parts, system objects, system elements, system architecture, system organization, and system guarantee.

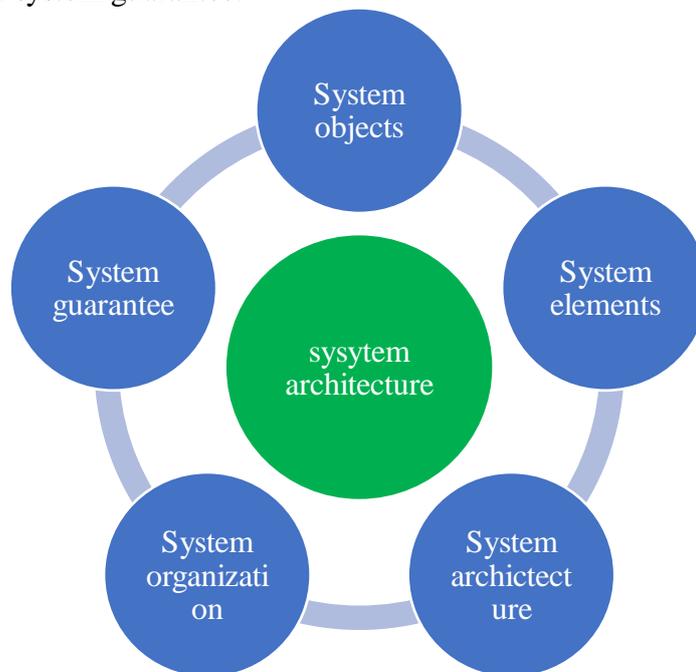


Figure 2. Tourism logistics service system architecture

System Objectives. We should construct the logistics service system for Qingcheng mountain featured agricultural products. According to this logistics service system ,the traditional transportation mode of the tourism items will change into the modern logistics service mode, and the logistics service enterprises will be more competitive, the development and the sale of Qingcheng mountain featured agricultural products will be more efficient. In addition, the sales of agricultural products will be transferred from the place of origin to the tourism destination, even directly into the O2O mode. Through this, the tourism enterprise of this area can make more competitive sales strategies. And the logistics service enterprises will have more and more orders. Finally, the tourism enterprises and logistics service enterprises will get a win-win situation.

System Elements. According to the laws and characteristics of the development of modern logistics, the infrastructure of tourism logistics service system should include logistics node(distribution center), logistics equipment(such as vehicles, loading and unloading equipment,etc.), logistics participants(the consumers, producers, sellers, logistics enterprises and the

relevant government departments of Qingcheng mountain featured agricultural products), as well as the logistics information platform of Qingcheng mountain featured agricultural products (commodity information, sales information, logistics information, etc.) and logistics service policy support system (relevant laws and regulations, policy). The five elements can construct the logistics service framework of Qingcheng mountain featured agricultural products. The logistics enterprises should provide the logistics equipment and run the distribution center efficiently. The relevant government departments should develop effective policies. All participants (the consumers, producers, sellers, logistics enterprises and the relevant government departments) should participate in the establishment of logistics service information platform.

System Architecture. As a whole, the logistics service system of Qingcheng mountain featured agricultural products must have these functions: production, processing, packaging, storage, loading and unloading, information processing, etc. These tourism logistics service activities cannot be separated from the corresponding infrastructure, social environment, information network, policies and regulations.

System Organization. The organization structure of the Qingcheng mountain featured agricultural products logistics service system includes the logistics service consumers, the logistics service providers, the intermediary channels and the relevant government agency. The logistics service consumers are mainly tourism consumers and the producers and sellers of the agriculture products. The logistics service providers are various types of logistics enterprises. The intermediary channels include logistics service trading places, financial institutions, trade associations, scientific research units, etc., so as to connect the production and consumption of tourism logistics services organically. The relevant government agency is a special tourism logistics service participant. Through the guidance, regulation and supervision of the tourism logistics service market, the relevant government agencies guarantee the orderly development of the tourism logistics service market.

System Guarantee. The protection of the logistics service system of Qingcheng mountain featured agricultural products is the logistics facilities and social environment, including local information network, local policy environment, transport infrastructure, warehouses, logistics parks, distribution centers, equipment and electronic data interchange system, GPS and other software development.

The implementation of the system architecture of tourism logistics services of Qingcheng mountain featured agricultural products has to be accomplished in many ways. Such as establishing the information service platform, setting up the tourism logistics center, using the TPL system, the strong support from the local governments, etc. [1] The interest of all participants must be fully considered. The producer can obtain the maximum return to provide the most standard version of the pollution-free featured agricultural products. Consumers can easily purchase products that are satisfactory and reasonably priced. Perhaps consumers can share the delicious agricultural products with relatives or friends after the tour. Government department can have a more positive image. Sellers and logistics enterprises can benefit.

Summary

In this paper, the design of the tourism logistics service system with the example of Qingcheng mountain featured agricultural products is theoretically designed. The author hopes that this article can provide a reference for the construction and development of local tourism logistics services on behalf of Qingcheng mountain featured agricultural products sales.

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