

Exploration and Marketing Tactics of Special Tourism Food in Liangshan Shredded beef

Yuxiang Liu

Tourism and Urban-Rural Planning College Xichang University, Xichang 615013, China

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Abstract: Because of its unique material and production method, Liangshan shredded beef not only loved by local people, but also become one of the important tourism goods. This paper put forward a series of exploration and marketing tactics for Liangshan shredded beef as a kind of special tourism food based on the analysis of the existing problems in the production process and the aspects need to improve from the existing production technology, and combination of the tourism consumer market investigation research.

1. Introduction

The history of shredded beef has a long history and is a kind of delicacy full of regional specialty. Inner Mongolia, Xinjiang, Qinghai, Gansu, Sichuan and other ethnic minority areas, due to unique natural conditions and ethnic customs, are the main export areas of shredded beef specialty tourism food. Located in the southwestern part of Sichuan Province, Liangshan is the largest Yi community in China. The local shredded beef is selected from the yak leg muscles of the western plateau with the finest meat and the longest muscle fiber. It is supplemented by dozens of natural plant seasonings, to traditional folk craftsmanship and Liangshan natural climate, combined with modern preservation techniques refined but become, not only retained the raw beef is rich in nutrients, but also has the unique local specialty, which can be eaten along the natural fiber direction of yak meat, can be more easy to enter, with low fat, nutrient-rich, pure taste, the entrance slagging and tongue to taste. Its easy-to-eat and easy-to-carry features are special flavor foods for tourism, leisure and gifts, which are favored by consumers. After nearly 10 years of development, Liangshan shredded beef has become a local tourist specialty food, gradually showing a situation of short supply.

2. Production process of Liangshan shredded beef

2.1. Production process and key points

2.1.1. Production process

The general process of shredded beef is as follows: raw beef → picking → cleaning → Remove beef tendons, segmentation → removing water → adding additives → pickling → drying → cooking → Remove beef tendons for the second time, segmentation → drying → packaging → sterilization → outside Packaging → finished products.

2.1.2. Processing main points and regulation

(1) Raw material meat pretreatment

Fresh yak leg muscles are generally selected for the processing of shredded beef. Skin, bone, muscle, fat and myofilm of raw meat are removed and divided into beef strips of certain specifications along muscle fibers. The standard is length × width × height. = (40 ~ 60) cm × (4 ~ 7) cm × (2 ~ 3) cm, soaked in water to remove blood, dirt, drained and set aside.

(2) Pickling

According to the weight of the raw meat and the cured meat formula, a certain amount of curing material is evenly sprinkled into the beef strips. After fully mixing, the meat is cured at 5 ~ 10°C for 2 ~ 3 days, and turned once every other day. Keep the temperature in the marinade room constant to ensure that the beef is marinated evenly. In the pickling process, the salting preparation mainly has salt, sodium nitrite, white granulated sugar, etc., in order to make the product have a unique flavor, and also possible to add a certain spice during pickling. The amount of salt is similar to each brand, but the amount of sugar and other spices changes greatly. There is no uniform standard, to suit the taste of consumers as the principle.

(3) Drying

After the curing, make the beef strips in a single layer, leaving a certain gap between the product and the product to prevent adhesion between the products. Baking at 65-70°C for 18-20h, and sifting 2~3 times during baking, in order to prevent the surface of the dried meat from hardening, hindering the evaporation of moisture inside the dried meat, and control the moisture content of the beef strip after baking to 25 to 30%.

(4) Cooking and airing

The baked beef strips are further cooked for 80-90 minutes, and the food is spread out for 2 to 3 hours. According to the shape of the meat and the required specifications of the product, they are divided for the second time. After cutting, the mixture is spread for 1 to 2 hours and vacuum packed.

(5) Sterilization

The packaged shredded beef was sterilized by high temperature, sterilization formula: 15min-20min-15min/121°C reverse pressure cooling 0.2MPa. The sterilized product generally needs to be kept at (37 ± 1) °C for 5 to 7 days for bacterial culture inspection to ensure the quality of the product.

3. Investigation on the development of specialty tourism food of Liangshan shredded beef

3.1. Survey of tourists' willingness to consume

As a specialty tourist food, the survey of tourism consumption willingness of Liangshan shredded beef is mainly aimed at tourists, so local consumers are intentionally excluded. The survey time was selected during the Torch Festival and National Day in 2017. The survey locations were in scenic spots, tourist shopping spots and supermarkets. During the period, 386 valid questionnaires were screened according to the source and purpose of the consumers.

3.1.1. Demographic characteristics of tourist samples

It can be seen from the statistics that the proportion of 18 to 45 years old accounts for 64.1%. The income of people in this age group is stable and the travel rate is high. Monthly income between 2000 and 6000 Yuan accounts for 71.5%, indicating that the middle-income population has a higher travel rate. The survey also showed that the income of science, education, culture and health personnel, financial trade service personnel and Enterprises and public institutions management personnel was stable, and there was a time for travel, so the travel rate was also higher.

Table.1. Demographic characteristics of tourist samples

Tourist sample statistical characteristics	Classification	Frequency N=386	Percentage (%)
Gender	Male	189	48.9
	Female	197	51.1
Age	17 years old and below	12	3.1
	18 to 30 years old	138	35.8
	31 to 45 years old	109	28.3
	46 to 60 years old	67	17.3

	61 years old and above	60	15.5
monthly income	No	25	6.5
	Less than 2,000 yuan	51	13.2
	2000 to 4000 yuan	210	54.4
	4000 to 6000 yuan	66	17.1
	More than 6000 yuan	34	8.8
	Career	Civil servant	30
Enterprises and public institutions management personnel		58	15.0
Professional technical personnel in science, education, culture and health		75	19.4
Financial trade service personnel		87	22.5
Worker		20	5.2
Farmer		5	1.3
Military, police, political and legal personnel		3	0.8
Students and interns		40	10.4
Retired staff		45	11.6
Other professionals		23	6.0
Local visits		1 time	88
	2 times	126	32.7
	3 to 5 times	112	29.0
	5 or more times	60	15.5

3.1.2. Survey of tourists' willingness to consume

In the survey of tourists' willingness to consume, the survey was mainly conducted on the purchase intention, understanding degree, purchase preference and satisfaction degree of Liangshan shredded beef. The survey results are shown in the figure below.

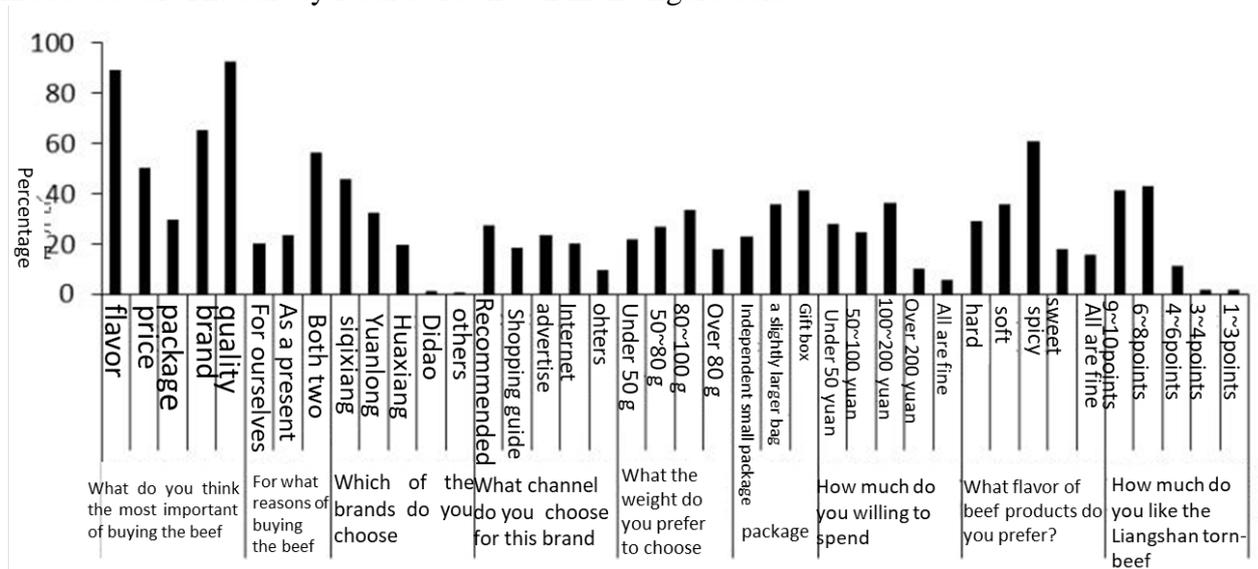


Figure 1. Tourists consumer attitudes survey

It can be seen from the survey results that: 1) Tourists mainly pay attention to quality and taste when choosing food-based tourism commodity, and brand is also a major factor affecting purchase. 2) As a souvenir, the purchase purpose is slightly more than the one you enjoy. 3) The vast majority of tourists buy shredded beef from well-known local brands. 4) As can be seen from the table,

access to information mainly depends on the recommendation and advertising channels of others. 5) Most tourists tend to buy 80 to 100 grams of weight, and gift boxes are favored. 6) The consumption of 100~200 Yuan is the most acceptable for tourists. 7) Taste preference favors spicy taste more, which is related to the subject of the survey is about 25 years old. 8) Up to 84.7% of the visitors in the survey like Liangshan shredded beef. In addition, from the purchase weight, packaging and expenditure amount of tourists, the consumption of tourists is significantly different from that of ordinary consumers.

3.1.3. Survey of tourists' willingness to recommend

In the further consumption willingness survey of the sample, the survey results are as follows:

Table.2. Tourists' willingness to recommend

Willingness to recommend	Frequency	Effective percentage (%)	Cumulative percentage (%)
Very willing	152	39.4	39.4
willing	176	45.6	85
Unwilling	8	2.1	87.1
Uncertain	50	12.9	100.0
Total	386	100.0	

According to the survey results, the vast majorities of tourists is willing to buy Liangshan shredded beef as a tourist commodity to buy home, and are willing to recommend it to others. It indicates that tourists' overall satisfaction with Liangshan shredded beef is high, and nearly 90% of them are willing to buy and recommend.

4. Exploration and Marketing Tactics of Special Tourism Food in Liangshan Shredded beef

4.1. Create brand system of Liangshan shredded beef

Under the psychology of people's pursuit of healthy living and green food, Liangshan shredded beef has become the preferred green tourism specialty food for foreign tourists relying on its good ecological and natural environmental conditions. According to the survey, 45.8% of the tourists chose the brand of "Chinese Memories and Wonderful Fragrance", and "Hua Xiang" is the second largest brand in Liangshan. Secondly, Yuanlong Enterprise registered the "Alpine Doll" brand in 2014 and promoted it as a new brand under its flag. Huantai enterprise is strong in strength and has also launched its own production of shredded beef, but it is not clear in brand positioning, and there is no special shredded beef brand trademark. In summary, the current number of brands of Liangshan shredded beef is small and cannot meet the growing demand of the tourism market.

Compared with general products, food products have higher requirements on quality. Once product quality problems occur, it will be a devastating blow to the enterprises. Therefore, strict quality control is the key to improve brand awareness and reputation. Strengthening brand building can be done at two levels. The first is the government and policy level. For example, the government can vigorously develop the shareholding system and the shareholding cooperative economy to attract social idle funds; actively strive for financial and other departments to increase support for food enterprises. In response to the prevalence of small-scale and self-destructive phenomena in individuals and private enterprises, we will strengthen the service mechanism and actively guide them to increase investment in tourism food, achieve scale efficiency, and strengthen economic strength. The second is the level of the enterprise itself. Enterprises must earnestly improve the quality of their products, and constantly develop tourism specialty foods with excellent internal quality, exquisite packaging, and easy to carry and edible convenient, and strive to improve the cultural connotation of products and expand sales channels.

4.2. Gradually form large-scale production, strengthen the supervision and management of product safety of shredded beef products and product development

Liangshan only a few large brands have their own production base. Take “Hua Ji” as an example. More than a dozen production bases have been established in Yanyuan County and Muli County at present. The annual processing capacity of the enterprise is 1,500 tons, but it still cannot meet the market demand, while other brands do not have their own production base to purchase beef raw materials from all over the country to process shredded beef products. In terms of food production safety, due to the rich nutrition of beef products, all links in the production process are susceptible to microbial contamination and the microbial indicators are unstable. In the past two years, the hand-pulled beef products of a well-known brand in Liangshan were reported for sampling inspection, and the total number of bacterial colonies exceeded the standard.

HACCP system is currently being international Codex Alimentarius Commission recommended as the most economic and effective way to ensure food safety. It is the key control points for the growth and decline of microbial contamination during the processing of shredded beef and the production links that are prone to food safety problems, and established the implementation plan of the HACCP system to ensuring the safety of the final product, reducing costs and improving economic efficiency. At the same time, the combination of traditional processing technology and modern high-tech, such as vacuum drying, microwave drying technology, enzyme tenderization, calcium salt tenderization, mechanical tenderization and other methods, as well as the screening of starter, will continuously improve and improve the quality of hand-torn beef products.

In specific research and development, qualified enterprises should set up their own R&D centers. Liangshan shredded beef enterprises are all private enterprises, which are gradually growing bigger and stronger from small workshops, and most of their management models belong to family management. There is a lack of talent introduction and training. The research and development of tourism foods requires strong professionalism, and the research and development methods based on experience alone can no longer meet the scale of production and market supply. Food development requires professional guidance from the production of the product to the marketing of the food. The existing problem is that there are few professional R&D personnel, and the developed food stays at a low level and mutual imitation stage. For enterprises with weak funds that cannot independently complete research and development at the present stage, they can implement school-enterprise cooperation and establish an integrated model of production, education and research. The government should encourage and support enterprises to establish technical centers in cooperation with universities and scientific research institutions, explore the establishment of a food industry model integrating production, education and research, and improve the weight of science and technology in the development of tourism specialty foods in our state. In the development of the taste of shredded beef, it can be developed according to the consumer's consumption preferences.

4.3. Deeply explore and integrate diversified marketing models

With the maturity of the tourism consumption market, food enterprises have approached the limit in exploring marketing strategies. No matter from the price, channels, products, sales have been tried and reform, it can be said to be a variety of ways, one after another. However, careful study can still find that in the existing marketing strategies, some applications are not enough, some applications are not flexible enough, lack of combination and integration, some strategies are lack of continuity, traditional marketing strategies are many, new marketing concepts are less . The marketing strategies used in the marketing of Liangshan shredded beef specialty tourism foods are: channel strategy, long-channel sales model, short channel sales mode mainly network sales model; In terms of price and packaging strategy, different packaging combinations meet different consumer needs, but the price difference between different packaging is not large; the use of promotional strategies is mostly advertising strategies, mostly static print ads; price promotion strategies are few, because the cost of beef itself is high, and the consumer market The reason determined by the seller's market.

Marketing models and strategies that need further implementation are: 1) Cultural Marketing. As a special tourist food, its scope far exceeds the food itself. The reason why specialty tourism food attracts tourists is not only the taste of the food itself, but also the food can represent the local culture and represent the local characteristics, so it has the characteristics of tourism culture. In marketing, we should pay attention to injecting cultural elements. We can start with packaging design and advertising display, and make the brand value of shredded beef to a higher level. 2) Improve the distribution channel strategy. By adopting a model of agency, distribution or self-built sales channels, Liangshan shredded beef reaches a relatively high distribution rate. However, the main problem is that the distribution area is large, and cooperation with large supermarkets and self-built specialty stores are mainly in Sichuan Province. Through the promotion of the characteristics of its tourism products, it is necessary to strengthen the short channel mode of network distribution and local self-built stores, and reduce the distribution of middlemen, thus increasing the distribution rate of other provinces and cities. 3) Target market strategy. Shredded beef is a tourist snack food. From the survey results, the favorite people are concentrated in 18 to 35 years old. No product can meet 100% of the needs of all people, so it should be targeted. Focus on the customer base at this age, researching their travel preferences, and targeting food packaging design and improvement.

5. Conclusion

Developing characteristic tourist food can achieve the development effect that food and tourist industry complement each other and go hand in hand. Located in the mountainous area of the southwestern plateau of Sichuan Province, Liangshan has the original natural scenery, the plateau ecological environment and the ethnic customs. Therefore, it leaves the impression of nature, ecology and national style for tourists. The shredded beef naturally becomes a symbol of cultural characteristics, and let people mention that the food here will be associated with organic, green and healthy, and the local flavor is inseparable. Liangshan's shredded beef has become the most popular tourist product for outside tourists in recent years. The follow-up development of Liangshan shredded beef as a specialty tourist food is promising.

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Yuxiang Liu (1980-) Female, Xichang, Sichuan Province, Instructor of Xichang University, Master of Tourism Management, Research Direction: Tourism Product Development, Tourism Culture. The paper was funded by the project of Sichuan Provincial Department of Education, "Research on the Deep-developed Festival Tourism under the Regional Conditions of Liangshan" (Project No. 15SB0130).

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