

# The Development of Tourism Formats Based on E-commerce Platform

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**Abstract:** With the penetration of the Internet to all walks of life, tourism e-commerce has occupied a part of the world in the tourism industry. This paper holds that the integration of e-commerce and tourism is an inevitable trend. With the rapid development of the tourism e-commerce industry, a series of problems have emerged. This paper describes and gives a series of suggestions on the problems of incomplete website information, lack of personalized services, lack of talents, and imperfect laws and regulations.

## 1 Introduction

In 2012, Yu Yang first put forward the concept of "Internet plus" at the fifth mobile Internet expo of analysis. In recent years, the Internet has exerted a profound influence on all industries; especially tourism. E-commerce has a great influence on the development of tourism. Nowadays, tourism e-commerce has occupied a part of the tourism industry.

## 2 The Integrated Development of E-commerce and Tourism

E-commerce is based on network technology and a series of Commodity Exchange as the center of the business activities, is the traditional business activities of electronic, information. The integration of e-commerce and tourism is to take the network as the main body and use electronic technology to operate various commercial activities of tourism. Tourism enterprises can make full use of the network platform to upload pictures and images of scenic spots and other information for sales, and tourism users can also obtain relevant tourism information through this platform to meet their booking and purchase needs. The transaction cost of e-commerce is less than that of traditional business, which is better reflected in tourism. One of the characteristics of tourism services is invisibility. What tourism enterprises need most is information exchange, and what tourism users need is service experience. E-commerce is based on the network platform; the network platform can easily and quickly provide and exchange information, greatly reducing the cost of tourism information exchange. The integration of e-commerce and tourism can not only reduce the cost of tourism, but also solve the difficult problem of e-commerce logistics. Physical logistics can always encounter a variety of problems, such as price damage, delivery time is long. The insufficient development of logistics also limits the development of e-commerce. However, tourism does not have such problems. From the perspective of demand, tourism users need tourism experience, which is an invisible service. In this process, there is no need to carry out physical exchange, so tourism is more suitable for e-commerce compared with other physical operation industries. E-commerce and tourism are interdependent relations; the integration of the two is an inevitable trend.

## 3 Development Status of Tourism E-commerce

In recent years, with the continuous improvement of people's living standards, people's spiritual needs are also rising, the public's enthusiasm for tourism is increasingly high, and tourism e-commerce is still in the stage of development, a large number of enterprises into the tourism e-commerce industry. The entry of e-commerce giant Alibaba group has made the already fierce

competition even faster. Alibaba launched Alitrip, a new project based on the two platforms of Alipay and Taobao. With a large amount of capital and a good reputation, alitrip quickly gained a share of the tourism market. Ctrip, Qunar and other major traditional tourism e-commerce platforms also tend to be stable, and in the stable development at the same time as possible to seize market share. Although the tourism e-commerce market is huge, it is difficult for new enterprises to enter the market. The biggest way for China's tourism e-commerce enterprises to seize the market is to lower the price and attract customers. But the new enterprise does not have the financial support to be unable to compete with it, can only be sacrificed in this war without smoke. Not only the new enterprises are faced with the dilemma of not being able to fight the "price war", but also many old enterprises are losing a lot in the "price war". This kind of "price war" damages not only the interests of individual enterprises, but also causes the stagnation of the whole industry.

## **4 Tourism E - commerce is Facing Problems**

### **4.1. The Website Information is Incomplete**

At present, China's tourism e-commerce website construction is not complete, information is very scattered. Despite being well-known sites such as C-trip, Qunar and Tuniu.com, there is a lack of information, incomplete content and slow update. Most of the tourism e-commerce sites, just established a website, but did not form a corresponding set of system. The tourism information displayed on its website only includes a brief introduction of scenic spots and a single route introduction. The functions of the website are very basic, such as information inquiry, ticket booking and so on. The website information insufficiency has seriously affected the consumer experience. Faced with such a huge amount of travel information, consumers cannot quickly search the website, it is difficult to get the information they want, and even face the invasion of many advertisements. Consumers on the tourism e-commerce website cannot achieve satisfaction, let alone customer loyalty, and have enough customer loyalty is the root of the enterprise's long-term survival.

### **4.2. The Service is Single**

In recent years, with the improvement of people's living standards, people's demand for individuation is also increasing. For the tourism industry, people are no longer satisfied with the past tour of the fleeting style but pay more attention to personalized experience. However, at the present stage, the development of China's tourism e-commerce far behind people personalized needs. Most of the services provided by China's tourism e-commerce platforms only include ticket, air ticket and ticket booking functions. The page design of each major website and functional service are almost the same, serious lack of enterprise characteristics. These sites remain traditional travel services and do not integrate e-commerce with tourism. Many tourism e-commerce enterprises reduce the quality of service to reduce costs to carry out low price promotion, but received a series of customer complaints. Tourism e-commerce enterprises should improve service quality to attract customers instead of blindly reducing costs. Too single service is difficult to improve the quality of service, pursue personalized service is urgent.

### **4.3. Lack of Compound Talents**

At present, China's tourism e-commerce is facing a serious problem - lack of professional talents. China has a large number of tourism management talents and e-commerce talents, but the lack of two kinds of ability at the same time a diverse talent. Although the relevant personnel engaged in tourism have a full understanding of tourism information and tourist psychology, they do not understand the operation mechanism of E-commerce. It is difficult for e-commerce professionals to obtain tourism industry information, comprehensive tourism industry knowledge. The information asymmetry caused by the lack of diverse talents has greatly hindered the development of China's tourism e-commerce. The lack of technical ability also limits the development of China's tourism

e-commerce and makes it more difficult for enterprises to build network platforms. In such an environment, China's tourism e-commerce enterprises cannot operate at a high speed, and can only try to maintain the balance of technical personnel of both sides, in order to reduce the impact of talent shortage on the tourism e-commerce industry as far as possible.

#### **4.4. Lack of Credit Mechanism and Imperfect Laws and Regulations**

Compared with other developed countries, China's tourism e-commerce started late, but developed rapidly, so related problems also emerged. Among them, the most important is that laws and regulations are not perfect. Although China has issued a series of relevant laws and regulations, but because of its lack of a complete legal framework, the tourism e-commerce market will be very chaotic. Not only will there be some illegal procedures in the operation of tourism enterprises, but also it is difficult to protect the consumer rights and interests of tourism users. Moreover, some tourism enterprises will walk on the edge of the law to compete maliciously. In the long run, tourism companies will find ways to make profits in legal gray areas, which will harm the rights of consumers. Such phenomena as price increase followed by preferential treatment, big data killing, and various bundled sales have affected consumers' shopping experience, leading to consumers' distrust of tourism e-commerce enterprises. The decline of consumer loyalty will weaken consumers' enthusiasm for tourism e-commerce, which will lead to the loss of a large number of users.

### **5 Suggestions on the Development of Tourism E-commerce**

#### **5.1. Sound Website Information**

Improving the website information of tourism e-commerce is a very important link in the current development of tourism e-commerce. Tourism e-commerce is based on the network platform and operation. The network platform is the user's first impression of the enterprise, is also the user chooses the enterprise's first threshold. The network platform should integrate many travel information quickly so that users can search the information they want easily and quickly. Tourism e-commerce enterprises should be equipped with professional technical personnel to operate the website, timely update tourism information, improve tourism routes, do a good job of feedback mechanism, reduce customer complaint rate. The promotion of tourist attractions on the e-commerce platform can increase the number of consumers, thus bringing great benefits to the enterprise. The website security construction is also essential; most consumers are still very worried about the online payment system security and information leakage and other network information security problems. Consumers pay more attention to information security than the website experience. Ensuring consumer information security is a key factor in the construction of tourism e-commerce platform. Therefore, improving the information of tourist attractions and improving the security mechanism are the two key factors for the construction of e-commerce platform. Only in this way can we improve customer satisfaction, attract potential customers and seize market share.

#### **5.2. Focus on Personalized Needs**

In the traditional tourism industry, the operators of tourism enterprises cannot understand the preferences of each consumer and cannot conduct differentiated marketing according to different consumers. Most of the traditional travel agencies take a single route and single service, homogeneous marketing. However, under the background of the rapid development of big data, tourism E-commerce enterprises can know the preferences and characteristics of each consumer through big data, which lays a foundation for differentiated marketing in the tourism industry. Homogeneous products can no longer meet the current needs of people for tourism, the pursuit of personalized service is the future development trend of tourism industry. Tourism is an experiential industry, very different from industry. Industry pays more attention to the production line of homogeneous products, while tourism pays more attention to personalized services. Therefore,

different from other E-commerce enterprises, the pursuit of personalized service is the future development goal of tourism E-commerce enterprises. While ensuring the quality of service, the tourism E-commerce platform should provide customized tourism route planning and other personalized services. At the same time, tourism E-commerce enterprises should also carry out different product research and development according to different markets. Age is a relatively important factor affecting tourism destinations. Major tourism E-commerce enterprises should divide them into different target markets according to age and carry out corresponding marketing.

### **3. Cultivate Diverse Talents**

The development of all walks of life is inseparable from high-level talents, human resources is one of the most important resources to start an enterprise. In today's society, enterprise competition is more talent competition. However, in the tourism e-commerce industry, there is a lack of high-quality talents. Although more than half of the universities and colleges in China have set up tourism management major, among them, the undergraduate universities and colleges pay more attention to theoretical education and the junior colleges and universities pay more attention to practical application, few of them combine the teaching of e-commerce technology and tourism professional knowledge. The development of tourism is closely related to the e-commerce industry. Therefore, tourism-related personnel should enhance their network skills and qualities. Colleges and universities should also offer some courses such as network construction and software design for students, pay attention to the connection between online system and reality, and cultivate diversified talents. If conditions allow, we should specially cultivate talents related to tourism e-commerce, and strive to achieve a high level of development of tourism and e-commerce. Only when talents are cultivated can the industry develop better.

### **4. Improve Laws and Regulations and Establish a Credit System**

Sound laws and regulations are one of the important factors for the development of tourism e-commerce industry. The chaotic market order must be controlled by the government. The government should make overall planning for the tourism e-commerce market, optimize the original laws and regulations, and improve the whole system of laws and regulations. For each enterprise in the market, it should play a guiding and normative role to prevent malicious competition in the market, protect the rights and interests of consumers, and truly purify the market. Strengthening credit supervision is beneficial for consumers to distinguish different enterprises and provide more reliable enterprise choices. The establishment of credit system serves as a warning for enterprises. In the comparison of many enterprises, they can recognize their own shortcomings and make optimization and correction. Healthy competition among enterprises can drive the development of the whole industry and attract more potential consumers to enter the market.

### **6 Conclusion**

The Internet and big data are still the main development trends in the future, and the proportion of tourism e-commerce in the tourism industry will continue to rise. Although the development of China's tourism E-commerce industry is still facing many problems at the present stage, China can combine the current national conditions and development situation, formulate relevant solutions, pursue personalized tourism E-commerce platform, always pay attention to diversification and personalized requirements, and do a good job in the development of the whole industry.

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