

## Analysis on the Development of e-Commerce Tourism

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**Keywords:** E-commerce tourism, Tourism, Network economy, Countermeasures

**Abstract:** With the rapid development of information technology and the popularization and application of the Internet, e-commerce has already entered the tourism field and become a new mode of tourism transaction in the e-commerce era. E-commerce tourism refers to the electronic implementation of all aspects of tourism business activities through advanced network information technology, including information release, marketing promotion, product reservation and the electronic internal management of tourism enterprises. The position and influence of e-commerce tourism in the tourism industry are also constantly improving, and gradually become the decisive factor in the reorganization of tourism enterprises and the reorganization of business flows. The future development of e-commerce tourism has unlimited potential. This paper analyzes the problems existing in the development of China's e-commerce tourism, and puts forward corresponding countermeasures on how to better develop e-commerce tourism in China, so as to meet the more rapid development of China's tourism industry.

### 1. Introduction

As one of the representative products of knowledge economy, e-commerce has become the main economic and trade mode in the world today and a new growth point for economic development [1]. Compared with the traditional economy, the network economy not only has the incomparable characteristics of rapidity, high permeability and self-expansion, but also helps to eliminate the information asymmetry in the traditional economic activities [2]. Tourism and finance, software and publishing are the four application fields of e-commerce, and e-commerce tourism accounts for about 20% of the global e-commerce trade volume [3]. Enterprise research mainly focuses on how travel agencies, hotels, scenic spots and specialized e-commerce tourism enterprises use e-commerce means to carry out operations. At this stage, the development of e-commerce tourism integrates the different characteristics of traditional tourism enterprises and tourism network marketing, and integrates the traditional non-traditional advantages to carry out resource integration. It can be said that e-commerce tourism is a perfect combination of tourism and e-commerce, which will surely promote the rapid development of tourism industry and become a new driving force for its sustainable development in the future.

### 2. The Impact of Electronic Commerce on Tourism

#### 2.1 The Impact on the Operating Cost of Tourism Enterprises

The characteristics of tourism activities objectively require breaking administrative regions and establishing industrial chains. Tourism activities cover a wide range of industries, and it is difficult for individual regions to have an advantage in every aspect. Publishing and transmitting information through network media has many advantages, such as low cost, wide coverage, fast information transmission, convenient two-way interactive communication, etc., and network operation does not require expensive store rent and huge personnel expenses. Tourism websites began to appear. Internet-based airline tickets and hotel reservations developed rapidly. Some large travel agencies began to build information systems and e-commerce platforms. Various online tourism channels also set foot in e-commerce tourism. It has changed the monopoly advantage of enterprises in traditional marketing to some extent [4]. After obtaining more information, customers will conduct more examination and selection of enterprises to ensure that they can purchase better products.

Make full use of electronic network technology, avoid the disadvantages of small capital and scale, and make our tourism enterprises in an invincible position with differentiated and low-cost tourism products.

## **2.2 The Impact on the Behavior of Enterprises and Tourists**

In the network era, the production efficiency of an enterprise is mainly determined by its business operation mode. Therefore, with the fundamental change of the marketing concept and management mode of the enterprise, the organizational form of the enterprise must be changed accordingly. Reflected in the tourism demand is the pursuit of independent and personalized tourism, that is, personalized tourism routes, personalized tourism experience, personalized tourism souvenirs, independent choice of tourism products. Tourism products are the integration of information on food, housing, transportation, travel, shopping, entertainment and other links and transmission to consumers with tourism needs. The sales process of tourism products is actually the transmission process of product information [5]. With the promotion of information and network technology, it is more realistic and urgent to establish a trans-regional network industry chain. Tourism enterprises can not only sell their products through traditional offline channels, but also promote and market their products through the Internet. In the future, with the aim of improving competitiveness and meeting the needs of the public, e-commerce tourism enterprises will start from the management fields of customers, brands and funds, seize market opportunities, develop and maintain customers, and improve competitiveness and service quality.

## **3. Problems in the Development of e-Commerce Tourism in China**

### **3.1 The Network Infrastructure Needs to Be Improved, and the Overall Development Level of e-Commerce Tourism is Low**

China is the epicenter of the earthquake, and the network economy started late. The infrastructure of the network is not perfect, and the data transmission capacity is still far from the expected level. A small number of tourism enterprises that have taken the lead in the use of e-commerce are limited by the immature macro environment of e-commerce, and their e-commerce functions are mostly at a low level. This is mainly reflected in the fact that the network infrastructure in our country still needs further improvement. At present, enterprises do not have a good sense of service. They think more about maximizing their own interests and ignore the communication with consumers. At the same time, as the main force in the development of the network economy, the legal supervision and moral constraints of e-commerce are still blank, and the effective identification of consumers is affected [6]. Through various methods, customers have a preference for products, which can effectively distinguish them from similar products provided by other competitive enterprises, thus enabling enterprises to occupy a favorable position in the market competition. This is an effective means of market competition. We found that at present, the proportion of websites set up by travel agencies in China is not high, and the number of independent domain names is relatively small. Attraction introduction and online booking, reservation, car rental and other modules have become almost fixed content, which cannot meet the needs of personalized tourism.

### **3.2 Limitations on the Number and Level of Internet Users**

The theory of increasing marginal returns holds that the network economy is a typical economy of increasing returns. The positioning of the website is not accurate, and many e-commerce tourism operation modes, target markets, operation modes and service contents are very similar, which makes it difficult to form unique advantages. Therefore, tourism websites must provide a better service or product, or seek new foothold and development opportunities, or make sales rapidly expand, so as to make profits. From the industrial point of view, China's tourism industry, especially inbound tourism, has made outstanding achievements after more than 20 years of development, but from the development form in recent years, tourism has basically been in the end

of spontaneous demand-driven growth. Among the professional tourism websites, hotels and airline tickets booking are the most powerful ones in e-commerce, and some of them are mainly engaged in tourism information services. the e-commerce function is generally weak or absent. Under the influence of traditional ideas, many consumers lack trust in e-commerce tourism, which makes it impossible to believe that the trust between products and services creates a contradiction between the two. However, 90% of China's tourism revenue of over 400 billion yuan comes from commercial individual tourists and family self-help tours [7]. Market behavior will be affected by market structure and market performance. Monopoly and competition in the industry determine the way enterprises will compete.

### **3.3 The Capital Cost for Website Operation and e-Commerce Platform Construction is Relatively High**

At present, the promotion cost of tourism websites in e-commerce accounts for a significant proportion of the total capital investment. However, the promotion process cannot produce immediate performance. The characteristics of cost investment and long profit cycle in market promotion determine the high cost of the construction of tourism websites and e-commerce platforms. The industrial chain within an administrative region may be only one link or several links in the industrial chain. It is unrealistic to establish a complete tourism industrial chain within the region by relying on one's own strength. Therefore, it is necessary to rely on the surrounding regions to give full play to their respective advantages [8]. Website construction is only a formality and information update is slow. Some tourism enterprises and administrative departments have outdated website information, and some have not even changed the information and data from a few years ago. In recent years, China's hotel industry has been continuously carrying out branding operations, and many brand hotels have begun to vigorously develop vertical sales, which diverts online booking services of some e-commerce tourism websites and poses a great disadvantage to the profitability of e-commerce tourism enterprises. The traditional business management mode cannot meet this demand, and the aggregation, visualization, high speed and low cost information processing capability of e-commerce tourism can just meet the demand of numerous long-distance and small-batch tourism consumption [9].

## **4. Countermeasures for Developing e-Commerce Tourism in China**

### **4.1 Provide a Good Macro Environment for e-Commerce Tourism**

Government departments should support the development of e-commerce tourism from various aspects. Mobilize all forces to form a macro environment suitable for the development of e-commerce tourism. Provide hardware and software support for the development of e-commerce tourism. Taking the vast number of self-help tourists as the target customers, and based on their consumption psychology and consumption characteristics of self-help travel, it provides targeted personalized custom service with obvious difference characteristics. The gold travel project, which is the focus of the tourism sector, should become a platform for all tourism enterprises to share. Taking customers as the center, designing different products and services for different customer groups, and paying more attention to the smooth communication channels with customers, so that customers can truly understand the service quality of enterprises and e-commerce tourism. To promote and create barrier-free tourism and seamless services between regions, to promote the smooth flow of tourism between tourism destinations and between tourism destinations and tourist sources, and to realize the integration of tourism planning within the cooperation region. Encourage enterprises to develop tourism products according to the characteristics of the Internet, and within a certain period of time give preferential incentives and policy support to enterprises that actively carry out information and e-commerce.

### **4.2 Innovating e-Commerce Tourism's Own Management Mode**

Enterprise-enterprise-consumer e-commerce model. This mode is the integration of traditional

B2B and B2C e-commerce business model. In this situation, enterprises must change to differentiated services if they want to obtain competitive advantages. With the rapid development of e-commerce tourism in China and the increasing number of tourism consumers, different groups have different preferences and needs for travel services provided by different enterprises. Online tourism enterprises should strengthen the network security work, such as the use of firewall technology to protect the security of the internal network of e-commerce platform; The data encryption technology is used to ensure that the e-commerce platform database is not illegally stolen by hackers. In this case, we should first break down the barriers of regional administration and trade and realize the integration of e-commerce tourism based on the Internet by taking advantage of the network's characteristics of no space restriction and convenient information integration. Under the regional network industry chain, the cooperation concept of "win-win" can be combined among various tourism enterprises to form a flexible and mutually beneficial on-line marketing. A regional e-commerce tourism service platform can be established for horizontal expansion and vertical extension. Participating in group buying by means of customer identification can satisfy the customer's needs in a more realistic way and at a suitable price.

#### **4.3 Effective Capital Operation to Obtain Financial Support**

Tourism enterprise is essentially a service company, and its service object is the customers we pay attention to, and the attention to the customers cannot be too much. Service-oriented e-commerce tourism faces a tourism consumer group whose demand tends to be diversified, subdivided and personalized. It also focuses on individual customer resources. Through cooperation with various scenic spots in the region in ticket sales, consumers can enjoy cheaper discounts than retail prices, thus realizing a win-win situation for all three parties. Enterprises obtain financial support from the market by issuing bonds or stocks, which are effectively used for the scale and brand building of enterprises, thus increasing the strength of financial support. Setting up a website is equivalent to e-commerce. At the same time, e-commerce tourism statistics should be strengthened and its main economic indicators should be included in tourism statistics. Tourism enterprises can only bring more sales, establish their own brand benefits, expand their influence and realize large-scale and networked operation by establishing an internal management information system, integrating with the Internet, building a distribution system for agents and an e-commerce platform for consumers.

#### **4.4 Vigorously Develop the Application of Mobile e-Commerce in Tourism**

Individual self-help travel will become the mainstream direction of the future tourism market. Mobile e-commerce with smart phones, smart terminals and other applications is favored by more and more tourists for its convenience and flexibility, which are not limited by time and space. If the number of tourism consumers does not increase to a certain extent and the price decreases to a certain extent, then the profit space of the enterprise will be lost and the price reduction strategy of the enterprise will be meaningless. To this end, the first thing to do is to conduct an online market survey, mainly using the interactive information communication channels of the Internet to carry out survey activities. It includes obtaining first-hand information and relevant information through questionnaire survey directly on the Internet and analyzing the group characteristics and tourism preferences of online consumers. To form an overall solution for tourists to travel. Tourists choose personalized online customization, which means that they only need to deal with a travel service provider to solve a series of problems such as traveling, eating, living, traveling and playing in the whole travel process. According to this, we have designed tourism products and services with different characteristics. Or let tourists design their own travel routes and itineraries, and tourism enterprises provide tailor-made order services according to customers' needs.

### **5. Conclusion**

In short, e-commerce tourism has brought new development opportunities to China's tourism industry. It is an important way to realize the strategic transformation of China's tourism industry

into a “world tourism power” and an important means to participate in international competition. Industry factors have a certain significant impact on the growth of the company. Compared with other types of tourism enterprises, the hotel industry has a better growth, while the tourism industry has a poorer growth. E-commerce tourism enterprises should seize this opportunity to integrate tourism resources, develop personalized and characteristic tourism products, meet diversified needs of customers, improve the e-commerce operation level of the entire tourism enterprise, and strive to improve the pre-sale, in-sale and after-sale service of tourism products. In the further development of e-commerce tourism in our country, the strategic alliance platform established between enterprises can achieve win-win results and will continue to be strengthened, providing better service quality.

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