

Research on Internal Mechanism and Interactive Path of Cross-Border Tourism and Cross-Border e-Commerce

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Abstract: Cross-Border e-Commerce is the Result of the Mature Development of e-Commerce and the Product of the Evolution of e-Commerce to Market Segments. under the Tense Situation of International Trade, Countries Have Adopted Implicit Trade Protection Measures to Promote the Development of Their Trade, Which Has Seriously Aggravated Trade Frictions among Countries. Ordinary People and Cross-Border e-Commerce Officially Joined the Ranks of Cross-Border Consumption, Promoting Close Economic Exchanges between Countries. the Research on the Implementation Path of e-Commerce Will Help to Improve the Level and Operational Efficiency of e-Commerce in Chinese Enterprises. under the Background of the Development of Cross-Border Electronic Commerce, the Coordination Problem between Cross-Border e-Commerce and Cross-Border Tourism Has Become Increasingly Prominent. It is of Theoretical and Practical Significance to Explore the Synergy between Cross-Border e-Commerce and Cross-Border Tourism from the Perspective of Mechanism and Path. This Paper Briefly Expounds Cross-Border Tourism and Cross-Border e-Commerce Activities, Explains the Internal Mechanism between the Two, and Proposes the Interactive Path between Cross-Border Tourism and Cross-Border e-Commerce.

1. Introduction

At Present, the International Market is Oversupplied and the Overseas Market Economy is Weak. At Present, China is in the New Normal Stage of Economic Development, and the Domestic Economy is in the Throes of Industrial Restructuring and Upgrading [1]. the Development of Cross-Border e-Commerce Has Been Emphasized Many Times in the Foreign Trade Policy Issued by the Chinese Government, Which Has Clearly Defined the Important Role of Cross-Border e-Commerce in Foreign Trade. Cross-Border e-Commerce Refers to a Kind of International Commercial Activity in Which Trading Subjects Belonging to Different Customs Territories Reach Transactions through Cross-Border e-Commerce Platforms, Make Payment and Settlement, and Deliver Commodities and Complete Transactions through Cross-Border Tourism [2]. the Development of Cross-Border Electronic Commerce Has Promoted the Development of Cross-Border Tourism and Cross-Border Payment Related to It [3]. e-Commerce is a New Trade Mode Based on the Internet and Represents the Future Development Direction of Tourism. the Biggest Change Brought about by the Development of Global Economy to the Consumer Market is the Trend of Global Development of Consumer Channels and Products. under the Background of World Economic Integration, the Level of Foreign Trade Can Reflect a Country's Comprehensive Strength to a Certain Extent [4]. the Research on the Implementation Path of e-Commerce Will Help to Improve the Level and Operational Efficiency of e-Commerce in China's Enterprises. Cross-Border Consumption Has Become the Mainstream Form of the Global Economy, and Consumer Exchanges between Countries Are Not Limited to the Exchange of Commodities between Enterprises and Industries [5].

Cross-Border e-Commerce Originates from the Development and Integration of e-Commerce, Economic Globalization, and International Trade. It is Also a Product of the Evolution of e-Commerce to a Segmented Market [6]. Ordinary People and Cross-Border e-Commerce Have Officially Joined the Ranks of Cross-Border Consumption, Which Has Promoted Close Economic Exchanges between Countries. under the Situation of International Foreign Trade Tensions,

Countries Have Adopted Implicit Trade Protection Measures to Promote the Development of Domestic Trade, Which Has Seriously Aggravated Trade Friction between Countries [7]. It is Very Important to Clarify the Application of e-Commerce Technology for China's Foreign Trade. It Can Further Strengthen the Supervision and Management of e-Commerce Platforms, Thus Improving the Trade Ability and Level of Foreign Trade Enterprises in a Targeted Way. in Terms of External Environment, the Popularization of the Internet and the Progress of Information Technology, Accelerating the Transmission and Transparency of Information Are Conducive to the Development of e-Commerce Industry into an Internationalized Cross-Border Electronic Commerce [8]. It is of Theoretical and Practical Significance to Explore the Synergy between Cross-Border e-Commerce and Cross-Border Tourism from the Perspective of Mechanism and Path. How to Promote Further Exchanges between the Two, Combine Cross-Border e-Commerce and Tourism Industries, and Realize in-Depth Economic and Cultural Exchanges between Countries Are Worth Our in-Depth Thinking and Exploration.

2. Internal Mechanism of Cross-Border Tourism and Cross-Border e-Commerce

With the wide spread of Internet technology and the gradual improvement of tourism industry infrastructure, cross-border e-commerce has developed rapidly in international trade driven by big data technology, mobile Internet of things system and cloud computing technology. The cross-border e-commerce ecosystem depends on the e-commerce ecosystem, but it is different from the e-commerce ecosystem. Its complexity is far greater than the e-commerce ecosystem. In the cross-border e-commerce ecosystem, species are not only the main body of its composition, but also the basic element of its composition, but also the most active element in the system. Cross-border tourism and cross-border e-commerce are centered on border economic and cultural exchanges. Many cross-border e-commerce products are brought into China through tourism activities, and then form a market. As a new subject, cross-border electronic commerce's teaching is characterized by practicality, development and comprehensiveness. The second common mechanism of cross-border tourism and cross-border e-commerce is that both are based on passenger flow. After the market for cross-border tourism and cross-border e-commerce needs to be formed, the traffic volume of a certain tourism line determines the success rate of product or service marketing.

The e-commerce business model has broken the time and space limit of goods and consumption, and cross-border electronic commerce has further expanded this trend. Judging from the current situation of applied tourism undergraduate education, the nature of tourism industry's service determines that the talents it needs are applied talents. Due to the structure of demand for tourism talents, the talent training goal of China's applied tourism undergraduate education is determined. The data communication link consists of GPRS communication module, telecom operator base station and data processing center. Location data and other related data generated by electronic tour guide card positioning are first transmitted to the telecommunication service operator through GPRS channel, and then the operator transmits the data to the data processing center through Socket technology, and vice versa. The principle of data communication link is shown in Figure 1.

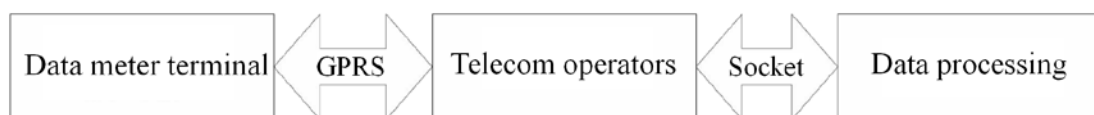


Fig.1 Principle of Data Communication Link

The increasing number of tourists makes the arrangement of cross-border tourism routes more complicated, and the products and services of cross-border tourism are continuously upgraded. At the same time, the huge passenger flow has become the carrier of information. The realization of cross-border e-commerce and cross-border tourism functions cannot be independent of other species including cross-border payment, customs, information network, etc. There are different degrees of mutual influence and correlation between species. With the help of the cross-border electronic commerce model, both parties to the transaction can publish supply and demand

information on the cross-border electronic commerce platform, and with the help of Internet technology, traders around the world can obtain relevant information. The implementation basis of enterprise e-commerce is internal management informatization. Without informatization, there would be no success of enterprise e-commerce [9]. Enterprise informationization involves many changes in concept, management mode and product development. It is a brand new management revolution. Despite the rapid growth of cross-border e-commerce transactions in China, cross-border e-commerce in China is still in the stage of development. E-commerce itself is consumed in different places, but this does not mean that e-commerce can not achieve experiential marketing. In the process of cross-border tourism, tourists can use and consume a certain kind of goods in advance, which can lay the foundation for the follow-up business operation.

3. Interactive Path between Cross-Border Tourism and Cross-Border e-Commerce

Due to the development characteristics of the cross-border e-commerce model itself and the current immature restrictions on the development of cross-border e-commerce, there are still unfavorable factors when using the cross-border electronic commerce model to develop foreign trade. When studying the synergy between cross-border e-commerce and cross-border tourism, the role of species needs to be considered. Since cross-border e-commerce and cross-border tourism cannot operate in isolation from other species, they cannot be separated from the perspective of species research. The combination of tourism and shopping consumption has become a necessity for the development of modern tourism industry. The penetration of e-commerce services in the process of cross-border tourism can not only solve the problems in cross-border tourism, but also realize the expansion of the cross-border e-commerce marketing market. China's cross-border tourism lines are not well developed and many supporting services are not perfect. Many supporting services that can participate in cross-border tourism do not have sufficient cooperation with large travel agencies and cannot be known and utilized by foreign tourists [10]. Because cross-border e-commerce has realized the collusion between producers and consumers, domestic producers can not only grasp consumer demand and export more abundant products, but also promote the growth of traditional foreign trade. National-level new zones should build a rich and perfect tourism product system and establish a good Eco-tourism System by means of cross-border e-commerce platform.

Although cross-border tourism and cross-border e-commerce have many common mechanisms, they can build interactive paths. However, cross-border operation involves many risks, especially in the Internet environment. Various network risks and security risks are more complex. Data mining process in financial analysis is generally composed of five main stages: determining the object of financial analysis, data preparation, data mining, result analysis and knowledge assimilation, as shown in Figure 2.

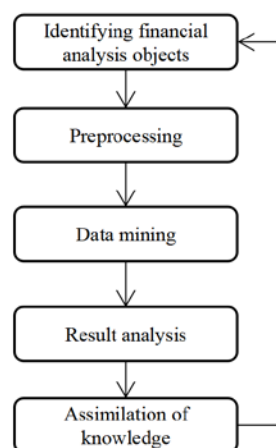


Fig.2 Data Mining Process in Financial Analysis and Management

Calculate the weight of price competition on each influencing factor, and the weight value indicates the relative strength of each factor in the whole system. The calculated weight results are

shown in Table 1.

Table 1 the Intensity Of Price Competition for Each Impact Factor

Impact factor	Action intensity
Security of Online Payment	0.123
User information security	0.053
Page style design	0.082
Page response speed	0.136
Convenience of communication	0.057
Integrity of goods received	0.119
Number of independent visits	0.228
Personalized service	0.700

To expand China's cross-border tourism and combine it with cross-border e-commerce, overseas tourists can have a virtual tourism shopping experience through the form of tourism anchors. This can not only realize the dissemination of domestic tourism products and tourism culture, but also realize the overseas publicity of Chinese products. However, due to the virtual nature of online payment, the third-party payment institution cannot confirm the real identities of both parties to the transaction, the transaction targets and the specific sources of transaction funds. Cross-border electronic commerce involves different countries. Trading subjects have broken through the national or customs restrictions, which is reflected in the geographical space displacement in commodity circulation. The lack of coordination between cross-border e-commerce and cross-border tourism shows some typical and significant characteristics, which need to be sorted out. In order to excavate and issue targeted solutions and countermeasures, and further promote the coordinated development of cross-border e-commerce and cross-border tourism.

4. Conclusion

The development of cross-border e-commerce is a product of the information age, and the development of tourism industry is also inseparable from the support of information technology. The internal mechanism of cross-border tourism and cross-border e-commerce in marketing is very consistent. Promoting the cooperation and interaction between the two can solve the problems of the current tourism industry and e-commerce industry. With the rapid development of cross-border e-commerce, new technologies and new concepts are constantly emerging, and cross-border e-commerce is in dynamic changes. If cross-border e-commerce enterprises want to have a long-term foothold in the international trading system, they must improve their innovation ability and provide overseas consumers with high-quality products and all-round services. The construction of the interactive path between the two requires the support of governments, the participation of professionals, and the establishment of special laws, regulations and regulatory mechanisms to avoid risks. Cross-border e-commerce can promote and sell goods through the Internet to reduce the marketing cost of goods. Enterprises are industry cells. The sustainable development of cross-border e-commerce industry ultimately depends on the international competitiveness of e-commerce enterprises. China's cross-border e-commerce should establish awareness of intellectual property protection, pay attention to the protection of brands and patents of domestic products, in order to achieve sustainable development in the cross-border tourism industry.

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