

The Impact of Tourism E-Commerce on Customized Tourism in the Big Data Era

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Abstract. With the rapid development of network technology in the contemporary era, China strongly supports the integration of Internet technology and tourism to form an Internet + tourism mode. With the development of economy, the frequency and depth of mass tourism have increased significantly, the demand for travel tourism has increased gradually, and the further development of tourism has been promoted. The popular package and ordinary tourism e-commerce are no longer meeting the current people's needs for tourism. Individualized tourism consumption stands out in the tourism consumption market. At present, when people choose travel products, they pay more attention to the experience and content of the journey. Therefore, the customized tourism model meets the needs of the people. In the era of big data, tourism e-commerce develops rapidly. It collects massive information through network technology and forms a large database. Under the background of big data, it is beneficial to promote the development of customized tourism by formulating corresponding tourism modes according to people's needs and individualization. This paper discusses the impact of tourism e-commerce on customized tourism under the background of big data era.

With the development of time, our economy, network, and information have changed completely. In response to the development of the times, we need to form a new outlook. Experience economy, big data era and advanced network technology have a significant impact on our lives. In the process of development of Internet + technology, more and more Internet technologies provide convenience for our lives, and people are more and more dependent on network technology and practical Internet + technology, so tourism e-commerce products become the first choice for mass travel consumers. Under the background of this big data and experience economy, the public will pay more attention to their own experience and the route they need in the process of traveling, which can meet the personalized needs of the public. In addition, in the era of big data, it can provide better, higher quality and more appropriate reference for the public, and improve the value and quality of customized tourism. Therefore, tourism e-commerce provides experience reference for customized tourism in the era of big data. Individualized customized tourism and routes are more in line with the needs of mass consumers, and more mass consumers have better tourism experience.

1. Customized Tourism

Customized tourism is quite different from ordinary tourism in business products. Ordinary and traditional tourism business methods formulate routine routes based on the situation of the public, which are relatively immobilized and common. It is difficult to meet the personalized needs of the public consumers. Customized tourism is gradually expanding in the context of the personalized needs of the public. The mode occupies a corner of the tourism e-commerce market. Customized tourism is tailor-made tourism e-commerce products according to consumers' needs and wishes. In the process of product customization, more attention is paid to consumers' situation, which can arouse consumers' emotional resonance. Customized tourism products involve individualized travel routes, accommodation, travel modes, entertainment content, and play content, and pay attention to the personal experience of consumers. They are inevitable tourism products in the development of the current era.

2. The Characteristics of Customized Tourism in Tourism E-commerce

2.1 Data and Information Become the Link of the Value Chain of Tourism Services.

There are many tourism products and experiences accumulated during the operation of tourism e-commerce mode. Under these conditions, the content of customized tourism mode can be collected and analyzed according to the data of tourism e-commerce to perfect customized tourism and improve the value of customized tourism service. And under the background of big data, tourism e-commerce can find personalized consumer information based on big data and collate the data to find out the essence of customized tourism. The common and traditional tourism modes have the characteristics of standardization and unification. They lack or weaken the application of big data information, which is the difference between the ordinary and traditional tourism e-commerce mode and the customized tourism mode. But between the tourism e-commerce mode and the customized tourism mode, the data information is the link connecting the value chain of the tourism service. The customized tourism mode can improve the value of the tourism service according to the data information of tourism e-commerce mode, such as analyzing the needs of consumers in the early stage of tourism e-commerce, the development direction of the tourism market, the need of tourism service and personalized information in the process of tourism to realize the high efficiency, high cost-performance experience and high personalized experience of customized tourism.

2.2 Customized Tourism Has Extended the Service to Tourists with the Help of Tourism E-commerce.

Ordinary traditional travel e-commerce products and their services are relatively solid. They have arranged travel matters in advance during the journey, which can meet most of the needs of the general public, but some of the content does not meet the needs of some consumers, and its experience service has been limited. Therefore, customized tourism is improved on the basis of tourism e-commerce, and an extended service for customized consumers is added. It can follow up the development of customized tourism consumers according to the information of big data and background information technology, and understand the experience of customized tourism consumers. In the era of big data, tourism e-commerce has mature and safe technology services for consumers, and can customize the travel consumers' journeys and deal with unexpected situations in a timely manner, providing consumers with reasonable and effective solutions and extended services, improving consumers' sense of travel experience and quality. At the same time, the return visit service has been opened up on the basis of tourism e-commerce, which provides reference for the rationality of personalized travel and the combination of individualized needs, and can retain the number of travel consumers.

2.3 The Big Data Application of Tourism E-commerce Solves the Limitations of Modular Design on Customized Travel Online.

Relying on the travel e-commerce platform and using travel e-commerce data information, more people can learn about customized travel and improve the limitations of custom tourism students' modular design. Although customized tourism has a broad development prospect, it is currently only a niche consumer choice. Compared with ordinary tourism e-commerce products, it consumes less. It promotes customized tourism, route planning and trading on the basis of tourism e-commerce. In addition, it can reduce the operational workload and cost of customized tourism. In addition, a product content is decomposed into multiple sections of content based on the promotion and operation of ordinary travel e-commerce products, which allows customized travel consumers to freely match personalized content and provide consumers with high quality and personalized travel services with low-cost to meet the win-win needs of tourism companies and travel consumers.

3. The Influence of Tourism E-commerce on Customized Tourism in the Era of Big Data

3.1 Impact on Customized Tourism-related Businesses

There are more potential consumers in the tourism consumer market. The traditional tourism

e-commerce model is not attractive to potential consumers. It is necessary to constantly explore new tourism models and analyze the tourism needs of potential consumers. Customized tourism has the characteristics of potential development and personalization, and can meet the needs of potential consumers and stimulate the vitality of the tourism consumer market. How to grasp the new development direction of customized tourism and explore the needs of consumers is a competitive factor in the development of current tourism enterprises. Enterprises can analyze the consumer demand of different levels of consumers according to the big data information of tourism e-commerce, and launch tourism products with diversity, personalization and innovation.

3.2 Impact on Customized Travel Consumers

Customized tourism focuses on the needs and experiences of consumers and meets the individual needs of consumers. Therefore, for consumers with special requirements and different travel experiences, they can tailor a tourism product that meets their needs, so that the needs of consumers can be better met. In addition, the customized travel service is more comprehensive, including the extended services that ordinary traditional travel e-commerce does not have. It also can meet the needs of consumers in time, as well as helping consumers deal with problems in the travel process of consumers in a timely manner, and consumers can also adjust their travel plans based on big data information and real-time data information to obtain a better experience. Finally, the travel experience, value and quality of consumers can be improved.

3.3 Impact on Relevant Governments

After the development of tourism e-commerce, relevant government departments can provide targeted safeguards according to the big data information of tourism e-commerce and predict the travel situation scientifically and reasonably to provide real-time data information for consumers and provide timely alarm methods. Furthermore, it can collect relevant information of consumers and enterprises in time and help consumers to complain, and protect consumers' rights and interests and travel safety. At the same time, it can also formulate and improve the relevant policies of customized tourism according to the big data tourism e-commerce information to promote the healthy development of customized tourism.

4. Conclusion

Customized tourism occupies a great advantage in the era of big data. The network technology is used to analyze the large data and extract the effective information for customized tourism products and satisfying the needs of consumers. On one hand, it can collect valuable consumer experience information, excavate valuable travel choice content, provide more high-quality and appropriate choices for customized tourism consumers' product formulation, improve the value of customized tourism, analyze tourism services according to big data, and improve services according to the needs of consumers. On the other hand, we should improve the development of customized tourism on the basis of tourism e-commerce, provide high-quality services for consumers, meet their needs and improve their travel experience. Customization tourism belongs to the type of minority consumption at present. It can reduce customization costs and formulate tourism products with high experience value at low cost on the basis of tourism e-commerce. At the same time, tourism e-commerce can promote the development of customized tourism in the big data, make up for the shortcomings of traditional tourism e-commerce, and meet the travel needs of minority tourists. In the trend of development of the times, customized tourism has a good development trend with many potential markets. Finding potential consumers through big data analysis can promote the diversification of tourism e-commerce.

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