Analysis on the Present Situation and Countermeasures of Tourism Electronic Commerce in China

Qiang Zhang, Zhi-quan An and Peng An

Abstract: The development of tourism e-commerce is conducive to changing the traditional business model of tourism, to provide tourists with personalized services to meet their needs, to diversify the form of tourism services, and to reduce the operating costs of tourism enterprises. In the process of tourism e-commerce development in China, although the development of tourism e-commerce website is rapid, the function of tourism e-commerce service is increasing, the scale is expanding and the influence is increasing. But there is still insufficient understanding of tourism e-commerce, tourism e-commerce security lower, lack of personalized services and complex talent shortage and other issues. In this paper, these problems was analyzed, and the countermeasures to develop tourism e-commerce was puts forward.

Keyword: Travel business, tourism e-commerce, manage

1 Introduction

With the rapid development of e-commerce, with the development of e-commerce, China's online travel e-commerce market is developing rapidly, and tourism e-commerce has broken through the traditional business model and means of tourism, with its low cost and high efficiency. By the major tourism enterprises and tourists love, but still in the initial stage, the overall level of development is still low, and foreign countries, especially Europe and the United States and other developed countries, it is a far cry from.

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2 The Basic Situation of Tourism E-commerce

Tourism e-commerce refers to the electronic information technology through advanced means to achieve the electronic business of all aspects of tourism, including through the network to publish, exchange tourism basic information and business information, electronic means of tourism marketing, tourism pre-sale service; Through the network query, booking travel products and pay; also includes the internal tourism process of electronic and management information system applications.

Tourism e-commerce is the combination of traditional tourism and information technology products, and technology is always in the continuous development of the update, so from the perspective of tourism information to define tourism e-commerce more scientific, with modern communications and network technology to broadband, Mobile, integration direction, tourism e-commerce should also include the use of wireless Internet and modern communication technology to achieve the collection of tourism information, integration, and application activities.

Information technology has been applied to all aspects of tourism e-commerce activities. The common development mode of tourism e-commerce includes e-commerce (B2B) between tourism enterprises, e-commerce (B2E).

Each development model has formed a different mode of operation. Its function can be summarized as the following four aspects: tourism information services, a variety of travel services, inquiries and reservations, travel e-commerce site personalized service for tourism enthusiasts to provide a platform for independent communication.

3 The Present Situation of the Development of Tourism E-commerce in China

China's tourism e-commerce site began in 1996, the National Tourism Association to participate in the investment in the founder of the China Travel Network, after years of exploration and accumulation of tourism sites gradually into the mature and steady development stage. At present, tourism e-commerce has become the major tourism companies, hotels, sites compete for the focus. CNNIC latest data show that as of June 2013, online booking tickets, hotels, train tickets and travel trips reached 113 million Internet users, accounting for 22.4% of Internet users. At the end of December 2012, online booking of air tickets, hotels, train tickets and travel trips reached 112 million, accounting for 19.8% of Internet users. Half a year, the penetration rate of online travel booking users increased by 2.6%, 21 million people.

With the increasing living standards of the people, the demand for tourism services is getting higher and higher, and the arbitrariness of tourism products is obviously increased. This is not only a challenge to tourism enterprises, but
also brought opportunities for its development. Tourism enterprises use tourism e-commerce platform relevance, real-time, rich and convenient, so that tourism e-commerce services continue to increase and improve. Tourism e-commerce function is increasing, mainly because the tourism e-commerce platform with tourism information collection, dissemination, retrieval and navigation functions. Some tourism companies even use the tourism e-commerce platform to launch one-stop services, such as hotel reservations, car rental services, local specialty products to buy, book movies and KTV entertainment, etc., for people’s travel, accommodation, tourism and so provide a series of perfect and affordable The service. In addition, there are tourism enterprises through the tourism e-commerce platform to carry out microblogging marketing, making it a brand image, promote tourism products, enhance their influence as an important means.

4 The Problems in the Development of Tourism Electronic Commerce in China

In China, more than 90% of tourism enterprises for small and medium-sized tourism enterprises, these small and medium-sized tourism enterprises on the application of e-commerce is generally low. Computer application technology is still in the primary application stage, basically can only do some simple word processing and the most common data report processing, far from playing the desired advantage. In addition, China's tourism e-commerce started late in the tourism network business ideas and development direction is still in the exploratory stage, such as the lack of complex tourism sites talent, most of the existing tourism e-commerce talents are e-commerce technology known for tourism Product design tourism product marketing and other knowledge is limited, and both familiar with e-commerce, and proficient in tourism knowledge of the compound talents are particularly lacking. China's e-commerce laws and regulations in the construction of a serious lag, the lack of effective national legal protection. Consumer protection is an important part of e-commerce, but due to technical and human factors such as the impact of China's network and computer systems, poor security, consumer privacy is difficult to protect, viruses, false sites, hackers, etc. Phenomenon is not uncommon. China's current e-commerce laws and regulations are also ineffective level, the system is unclear, incomplete, cannot effectively e-commerce practice in the outstanding problems to guide and regulate.

4 Development Countermeasures and Suggestions of Tourism Electronic Commerce

At present, the domestic tourism e-commerce service content is single, the lack of personalized service, it is difficult to meet the diversification of tourists, personalized needs. To promote the development of tourism
e-commerce, tourism enterprises must improve its service functions, through the tourism e-commerce platform for tourists to provide diversified, personalized service. To this end, we should speed up the application of e-commerce in the tourism industry, popularization and improvement, and actively explore new models of tourism e-commerce, cultivate new formats, and promote its diversified development. Tourism enterprises should be based on market demand and its own characteristics, through the tourism e-commerce platform to continuously expand the scope of business for tourists to provide comprehensive, diversified services to facilitate their food, shelter, travel, shopping, entertainment, etc., to achieve set, Group, payment, service monitoring, complaints management in one of the "one-stop" service. In doing a wide range of services at the same time, we must thoroughly investigate the market, understand consumer demand, and highlight the personalized service. According to the travel time, consumption level, personal interest and so on the intelligent design of tourist routes, optimize the personalized travel program for tourists to choose their own; the establishment of online travel supermarkets, travel by tourists on each of the booking project free Selection and combination, so that it can be in accordance with their own wishes to travel, to achieve "publicity personality, close to nature, relax" to maximize their own behavior; integration of tourism resources to promote the development of tourism information, integrated tourist information, To accurately understand their behavior, interests, preferences, the introduction of different needs to meet the needs of different services to enhance the tourism e-commerce personalized service capabilities.

5 Conclusion
The rise of tourism e-commerce, to the people's life has brought great convenience, people do not have to travel to no longer have time to travel agency registration and trouble, and people can travel e-commerce in the home Internet easy to do these things. Of course, e-commerce as a new industry, its development is facing both opportunities and also face from all aspects of the challenge, in order to achieve rapid development, it needs the tourism industry in the various companies to actively seize the opportunity to actively innovate, Increase the intensity of scientific research and development, change the traditional concept of development, breaking the traditional way of development of the shackles, I believe that with the pace of time, tourism, e-commerce will become the mainstream tourism industry, to people's lives more convenient Services to promote the rapid socio-economic development.

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