The Function and Evolutional Model Research on Tourism E-commerce

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Abstract: Tourism E-commerce in the tourism industry, as the application function on its own for the long-term development of tourism, plays an important role in E-commerce, and the E-commerce tourism site as a tourist carrier and its function determined the functions of tourism E-commerce. Moreover, the evolution of E-commerce and tourism are closely related to the evolution of tourism websites. The evolution of E-commerce can guide our future tourism development.

Key words: tourism E-commerce; function; evolutional model

Tourism E-business is the application of E-commerce in tourism industry, through advanced information technology to improve the internal and external connectivity tourism, namely, improving tourism enterprises and upstream suppliers, tourism and trade exchanges between the business and tourists. Tourism enterprises are asked to improve internal business processes and increase the huge industries; the special collaboration with the internal division of the industry, value chain and product portfolio, and its many different types, complex functions also reflects the characteristics and cultural characteristics of different regions which is big tourist obstacle to further our knowledge of E-commerce. Giving tourism as a major industry of economic pillar industries, tourism E-commerce is the future direction for the development of tourism, and its important role can not be ignored. While as one kind of E-business, combining the tourism industry, tourism E-commerce itself indeed has its own unique component and characteristics. E-commerce and the effects of tourism are reflected in the recognition and acceptance of it. E-commerce tourism site as a tourist carrier to bear the tourism E-commerce functions, and therefore, the functional research of tourism E-business is mainly to analyze the E-commerce website.

1. The Function of the Tourism Site

As a means of E-commerce portals, tourism site in the last century was the era of the Internet economy surging profits, which is the most likely means of E-commerce. Tourism has also been foreseen for the most suitable industry for the development of E-commerce industries. However, after years of ups and downs, failed to tourism websites such as E-commerce, originally envisaged as the “star”, most of the network of tourism enterprises had not obtained more income or expanded more business. Today, the tourism websites are survived because they no longer had shouted slogan “bury traditional travel agents”, but managed to combine travel with traditional way to achieve profitability. Strong contrast, a heavy lesson has given rise to businesses and individuals to think of the development of E-tourism. This paper believes that the key reason for the failure of the tourism site is that the site is similar to various tourism website, and lacks its own characteristics, and it has not accurate market positioning and serious reproducible building, that is to say, tourism website doesn’t have the accurate
positioning functions of establishing their own websites.

1.1 The factors of affecting tourism website functions

The function of the tourism site, just like the production of a new product to market positioning, can only function accurately. Tourism website, the probability of survival in the market will be bigger. As a special product, the positioning of website is affected by many factors.

1.1.1 The institutional context in tourism website

The website has classified many different ways. Due to the website will provide third-party operators to provide the tourism site into (venture capital background) tourism website, tourism brokers (traditional travel agents) provided by the website, products direct marketers website (also including hotels and airlines, the two websites), website of government background and local website. Although these are engaged in tourism E-commerce website with different institutional background, the website will focus on the establishment of different conditions of market economy to get its characteristics in order to survive. Institutions engaged in different backgrounds means that their functions are different, and then the establishment of the tourism site must connect with past expertise, play their strengths and not put the content of the website position very comprehensive. But website should provide consumers with all the travel information and services to enhance its profile in the field as far as possible to gradually change from the traditional tourism sector to E-commerce.

1.1.2 The power situation in the tourism sector

The cost of establishing different travel websites is different and the cost difference in establishing a single travel information service website and a comprehensive tourism website is enormous, especially the mode of E-commerce operation needs to spend the cost of investment, which means the regular maintenance and updating spend a great deal of money. However, in this area of E-commerce in tourism websites still has a small portion of the profits. A lot of the day-to-day operation of the tourism site on the traditional mode of operation is a profit to make up for the loss of tourism websites. Therefore, the website must be considered in establishing the strength of the tourism situation. It is indisputable that E-commerce is the future direction for tourism development in tourism, but as a tourist agency it has to operate according to our ability and develop travel E-commerce step by step.

1.1.3 The development strategy in tourism sector

Tourism development strategy pointed out the direction for the future development of tourism websites. This is the pre-positioning operation of the website in the early establishment of tourism websites, in which the goal is to attract users to click and raise its profile. At this time the position is rather ambiguous. With the increasing maturity of the tourism site, the travel agencies development strategy should reflect the function of tourism websites. At this time it represents a true tourism site in the tourism sector to a large extent. It is a reflection of the tourism sector in the virtual world, so from the point of view of long-term development, the function in tourism site must rely on the development strategy of tourism sector.

1.2 Function analysis on tourism site

The specific function of the tourism site is said to provide some kind of website content and services, according to the above analysis and considering these three major factors, the function of the tourism site can be found in the following two aspects.

1.2.1 Completeness in information

Fully reflects the information transparency in tourism website, tourism website can decide whether or not to provide complete information according to the actual situation. According to the U.S. online travel market transparency, tourism site will be divided into four different types. In China, more tourism sites have single
function area but very transparent, which also means higher prices. This model has been unable to meet the needs of market development, the website fully functional positioning of the information should be diversified. And it doesn’t have a high degree of transparency that can bring high efficiency of the market, consumers are different from a marketing perspective and people need know the segments of the market, so do the function of tourism websites.

1.2.2 Integration in content and services

Tourism website provides a single information services, some tourist information and services, or comprehensive information and services, which determines the functions of different travel websites. Here we should note it is not to say there is no information to provide a single integrated tourism website, tourism is the key to their own website and function, we must fully realize their tourism website features breakdown of the best areas for consumers, thus seek to maximize customer loyalty.

2. The Evolutional Model of Tourism E-commerce

Tourism E-commerce is the application in tourism industry with characteristics of perfect fit between the two industries, from the early days of E-commerce tourism was born and E-commerce to coexist. And the development of E-commerce is to maintain the characteristics of synchronous, in the space of just three decades experienced a rapid development. This development is mainly concerned with the rapid pace of technological upgrading and operating principles closely related to the maturity, so in the world, we can see the development and evolution of E-commerce.

The first stage (1994-1997): the early stages of E-commerce in tourism. More and more people had insight into seeing the tremendous opportunities offered by E-commerce which began to be used more to promote; in the early stages of E-commerce development, the use of all means was called the E-commerce, Internet intervene only changed the traditional trading patterns and extended the traditional to Internet transactions. In addition to the traditional trading patterns outside the original people added a choice in transaction. It can be said that this model complements with the traditional transaction methods, unlike the traditional trading patterns limited by time, geographical and other factors, but with some deficiencies like security, transaction integrity and so on. Therefore, the emergence of a new mode of transaction does not replace the traditional trading patterns, but the same book. Many enterprises have both, complementary to enrich and improve the existing business transaction channels.

The second stage (1997-2000): the initial stage of the development of E-commerce in tourism. The development of E-trading as the main feature has been significantly broadened its scope of application. The main model is the main focus of the academic and business sectors and the use of B2B, B2C and C2C, in which mainly through the Internet and E-commerce to achieve the optimal allocation of resources, integrate existing enterprise resources and improve efficiency, reduce costs and enhance competitiveness and make close relationship with customers and to find new profits from the model. In this process, including tourism enterprise supply chain system, resource planning and customer relationship management system and other systems can be an organic integration in order to meet the needs of the customers at the same time profit growth. At present, most of Chinese tourist enterprises adopt such channels to achieve E-commerce.

The third stage (2000- ): the enhancement of tourism E-commerce stage. Its developing focus has changed to P2P: path to profitability. The use of E-commerce in Tourism enterprises is more intensive, which is not confined to transactions and sales channels, but the advantages of E-commerce development towards the ultimate
profit-goal advance. Due to the rapid development of science and technology, the computer is no longer the only way to the Internet, through television; mobile communication equipment also can be connected to other channels. UNCTAD, the United Nations thus give the definition of M-commerce (mobile commerce) and defined as the use of wireless handheld devices and PDAs (Personal Data Assistants) for tourism goods and services transactions. At present, the use of M-commerce has already covered messaging services, mobile payment, financial services, logistics services, and so on. But it is not so popular in China which is still in the conceptual development stage.

3. The Evolutional Model in Tourism Site

The evolution model of travel and tourism E-commerce website are twins of crosstalk and common development. In the beginning development, commercial web site is simple and it changes and evolutes with the improvement of station functions and its complexity. Tourism development of E-commerce websites can be used to model the following five stages:

Stage 1: simple and isolated. Only a simple tourist information and suppliers or travel agents that are used to contact information are supplied. The basic information is provided pictures and text on the regional tourist destination. Website of the supplier organization is a regional destination. In these websites, with few links to other web sites they only have the function of tourist information, knowledge and attractions recommended by the functional journey in some basic information service spots.

Stage 2: interaction and complete. It provides travel-related information, including train or bus schedules, hotels and souvenirs; information provided support (electronic maps and tourist information) and product catalogs; users can find information on tourism products and services. The functions of such web sites, including the provision of services in stage 1 as well as electronic map, weather, flight (train, ferry, etc.) schedules and other support services.

Stage 3: linking dynamic. To Use destination website users access to the relevant products and services, including transport, accommodation and tourism products, cultural behavior and training center; it also provided a list of products and services, price information. Such sites provide basic information services, share information services and support information services.

Stage 4: booking online. On the basis of the above stages, the website allows consumers booking products or services by e-mail. It is still only using the traditional delivery. After further development, consumers can conduct online delivery, but only to credit card users.

Stage 5: high functional, comprehensive and completely. Through registering consumers’ ID, consumers can not duplicate ID for the direct purchase and website can provide more personalized service order.

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