Research on the Development of the Integration of the Internet and Tourism Industry

LiQing Lin*
Guangdong Industry Polytechnic, China

*Corresponding author e-mail: Linliqing@163.com

Abstract. With the improvement of living standards, the proportion of tour expenses has risen rapidly in household leisure consumption. Additionally, traditional tourism has been more and more integrated with the web since the blooming of the internet industry. This trend is the core driving force for the further transformation and upgrading of the traditional industry. Under this context, this paper extends research on the development of the integration of the internet and tourism industry, including the background, definition of “Internet + tourism”, problems and its growing trend.

Keywords: Tourism Industry, Internet, Development, Integration

1. Background
Since the beginning of the 21st century, with the nonstop innovation of information technology and the popularization of the mobile Internet, the birth and rapid development of the information industry has been promoted[1-2]. As an essential symbol of world economic and social development, the in-depth integration of production, life, and the Internet has evolved into a comprehensive social reform. The era of big data has provided an unprecedented good development environment for the tourism industry[3-4]. This is because tourism is highly dependent on information and is a typical information-based industry. Tourists are pursuing a more efficient, convenient, and reliable travel experience since Internet technology has profoundly changed the lifestyle of modern people. Through the travel information based on the Internet, a large number of online purchases of travel-related products and services are achieved. Driven by big data, people are using information technology to promote the structural transformation of the tourism industry[5-6]. The cross-border integration of the tourism industry and the Internet is both a general trend and an endogenous choice for its development and upgrading.

Following the trend of continuously popularizing the Internet and mobile applications, people’s travel and consumption modes have gone through a dramatic change. In China, the concept of
“Internet + Tourism” has been promoting since 2015. After that, the combination of the Internet and tourism is flourishing, providing opportunities for development for tourism websites and apps such as Ctrip, Qunaer and Mafengwo. The rate of online travel bookings through both computer and mobile terminals has increased rapidly. In general, the overall trading volumes rise continuously (see Figure 1). Relying on technologies such as GPS, network security, and mobile payments, tourists can tailor travel plans for themselves through using mobile phones to make travel plans and deal with chaos such as transportation, accommodation, and shopping in a more convenient and personalized way. Accelerating the development of the tourism industry and Internet integration can effectively attribute the elements of the tourism industry.

![Statistics and growth of China's online tourism transactions from 2009 to 2019](image)

**Figure 1.** Statistics and growth of China’s online tourism transactions from 2009 to 2019

2. The definition of “Internet + tourism”

“Internet + tourism” refers to the integration of the tourism industry and the Internet. It is an emerging field, which is the full use of information technology such as networks and databases to allocate, process, combine, disseminate, and sell tourism-related information, production factors and other resources with the purpose to accelerate the transformation of traditional tourism to modern tourism, which is characterized by high development speed and production efficiency. The integration means that within the scope of tourist destinations, an accurate and timely tourism information service system is established to support decision-making and consumption activities, which covers the whole timeline of a tour, including the basic information about the tourist destination, public environment information, tourist promotion information and tourist product information. They are planned and developed through reasonable planning. Various types of information are collected and summarized in an orderly manner.

In the future, the merging of the tourism industry and the Internet will fully make use of the Internet of Things, real-time mobile communication and cutting-edge technologies like augmented reality, virtual reality and 5G.

3. Problems
At present, the concept of “Internet + tourism” has been promoted vigorously throughout the country. There are still some problems, including 1) there’s no industry standard for the evaluation of information quality, 2) the management system, supervision, and coordination mechanism need to be improved, 3) imbalanced supply of tourism professionals and shortage of tourism information talents, 4) supporting facilities need to be strengthened, 5) low rate of sharing of tourism information resources

With the continuous expansion of the scale of online travel users, all these problems urgently need to be solved (see Figure 2).

![Number of Users in China's Online Travel Market, 2013-2019](image)

**Figure 2.** Number of users in China’s online travel market from 2013 to 2019

4. **The growing trend of “Internet + tourism”**

As the concept of big data and the Internet of Things have been widespread, the integrated development of the tourism industry with the Internet faces more challenges and chances.

4.1. **The application of information technology**

Recently, the in-depth integration of the Internet and the tourism industry will comprehensively improve its services and marketing capabilities in the current new era of 5G and big data. Therefore, it is necessary to study the development trend of Internet technology to promote the integration of new technologies and the tourism industry, focusing on the following two aspects, 1) to strengthen the role of interactive experience technology in the innovation of tourism marketing, which relies on new mobile communication technologies. The mobile terminal is used as the core to expand marketing channels and the promotion of tourism destinations, so that the tourism-marketing model is changed from offline to online and from PC to mobile. 2) to promote the application of mobile communication technology for tourists during the journey and give full play to it. The conveniences of mobile terminals serve the various needs of tourists, gradually realizing real-time, all-round digital services in the whole process of the journey.

4.2. **The improvement of service levels**

It is necessary to actively meet the increasing demand for tourist public information services, strengthening cooperation with online new media and operators to improve the capabilities of the collection and processing of public tourist information and establish efficient and timely public tourist information release channels. What is more, the information system should be developed based on
Internet technology to accelerate the electronification of tourism public information and services. Also, the construction of databases of tourism necessary information and standards of information resources should be sped up, and a set of long-term mechanisms for data collection, review, editing, publishing, and management should be established. Moreover, high-quality portals should be built.

4.3. Online communication and online marketing
Since the main body of the tourism industry’s marketing model has been changing from offline to online, from PC to mobile, online marketing can be used as an essential means for the integrated thriving of the tourism industry and the Internet, and the main channel of marketing as well. Marketing could be carried out, combining with the use of client programs to innovate marketing modes. For instance, WeChat public account and Weibo have become new channels for government agencies to communicate with the public, which means that it could also show advantages in tourism public services and marketing. At present, the tourism departments of most cities, counties, and districts, and tourism enterprises have opened official Weibo accounts. In the future, it is necessary to explore further the marketing model of mobile terminals such as WeChat for the fact that information in WeChat public accounts and APPs is highly diffusive. Marketing activities, such as reward forwarding, webcasting, and online voting, can be carried out.

![Forecast of China's Online Tourism Market Scale in 2020-2025](image)

**Figure 3.** Forecast of China’s online tourism market scale from 2020 to 2025 (100 million yuan)

5. Summary and the outlook
The Internet era is both a challenge and a rare opportunity for the tourism industry. It is of great importance for this traditional industry to make good use of Internet technology. Internet technology is applied to industrial integration. In this process, it is necessary to improve related systems such as privacy protection and qualification review to escort the healthy development of tourism industry integration and add momentum to its sustainable development.

Acknowledgement
Research on the mode and way of cultivating students' innovation and entrepreneurship ability in higher vocational tourism major(GDJG2019173).

References
[1] Chen J, Zhang X, Yan Z. Research on the Construction of Guangdong-HongKong-Macao Big Bay Smart Tourism Ecospheric Circle[C]//2019 3rd International Conference on Education,
Management Science and Economics (ICEMSE 2019). Atlantis Press, 2019.

[2] Kaur G. The importance of digital marketing in the tourism industry[J]. International Journal of Research-Granthaalayah, 2017, 5(6): 72.

[3] Li D. Research on the Application of Big Data Technology in Tourism Industry[J]. International Journal of Frontiers in Engineering Technology, 2019, 1(1).

[4] Wei Y, Zhang G, Weng W. The influence of “Internet Plus” on China's tourism: Evolution and breakthrough[C]//2017 International Conference on Behavioral, Economic, Socio-cultural Computing (BESC). IEEE, 2017: 1-5.

[5] Mutalib N A, Roespinoedji R, Istambul R, et al. How the Hotel Website Management Influence Hotel Supply Chain Management and Tourism Industry? A Case of Malaysian[J]. 2019.

[6] Yadav O P. Study on Internet Marketing Practices of Tourism Industry by Travel Agency of Nepal[J]. Pravaha, 2018, 24(1): 137-146.