

Tourism Cyber-marketing is relying on the on-line service communicators, computer technologies, telephone communications and digital inter-related Medias etc. in order to make its utmost goal come true. Actually, it is focusing on connecting the tourists with the agency directly based on computers internet technologies; it can supply better tourism products and service to the tourists. C-trip is the leading guide in this respect.

Furthermore, C-trip is good at supplying excellent service for the business tourism. It includes the total tour from hotel-rooms reservation, flights booking, business vocation management and even tourism inquiring [10]. C-trip extends the chain by offering information service and other related business tourism service. This is quite accessible and convenient for the business tourists.

5. Advanced Management System and Innovative Service Models

At present, C-trip is a mega-giant enterprise in on-line tourism service, she occupies more than 50% shares, is totally a leading marketing sector [11]. Tourism service is existing among the whole process including information offering and transforming, before-sale service and after-sale service [12], not just an intermediary gainer for that middle-man's fee.

In terms of management, the oriental countries and western ones have totally different views. Chinese enterprises pay much attention to someone's leading wisdom, team spirit and go all out to do a business. Western ones focus on systematic regulations. In that case, C-Trip chooses to build up regulated system in terms of management. The commercial operation models are quite important for both herself and her competitors. This is just a start to place emphasis on models, set-up points, competing captivity and potential ability in seeking after much progress in the foreseeable future. The issue of Chinese enterprise's management has always been problematic. They are influenced by both traditional culture and western management theory, but absorbing is not easy in real practice. To keep up with the tide, C-Trip dedicated herself to operate her own operation mode, by going deep in her modes how she shapes her operation methods and behaviours, C-Trip is trying hard to shed some light on future reform of C-Trip's development in playing an decisive role in Chinese tourism industry service. She will develop herself rapidly to continuously occupy a pivotal position in tourism industry in providing not only information technologies and many kinds of tourism operation platforms, even promoting technological communication innovation in E-commercial mode [13].

Many other tourism E-commercial companies' failure was due to overly ambitious expansion policies, too much spending on price war, property protection and short-eyed commercial multiple investments. The price war between two Chinese online travel companies C-trip.com (NASDAQ: CTRP) and eLong.com (NASDAQ: LONG) in 2012 has lead to huge losses for both. C-trip announced last July it would invest \$500 million into low price promotion lasting for the

following year, which caused significant net profit drop in the third quarter 2012—a total 40 percent. Nevertheless, e-Long also paid a lot for the price war as the sales and marketing costs of E-long has grown by 110 percent to \$144.7 million in the third quarter of 2012 from the \$69 million over the same period in 2011, which resulted in a \$33.1 million deficit of e-Long in the long challenge [14]. How to achieve localization of operation system, how to become most powerful in both software and hardware, C-Trip has always been seeking after these goals. C-Trip understands that there are great differences in operation activities for people of different background, morality, values, and communication style. Some ones only drive for achieving effect, but any operation without culture adaption is not workable in practice.

6. The Functional and Innovative Modes of C-Trip

In terms of the C-Trip's influence in China tourism industry, she has synthesized the most valuable operation points and e-commerce operation modes in a scientific way. Due to the long time incompetence of the government to offer, many tourism operators do not trust the government. Therefore, it is quite understandable that Chinese generally prefer some e-commerce enterprises to official e-commerce nets. This tourism operation organization usually has cost single form of business operation can have the lowest cost. By C-Trip's e-commerce platform, good collaboration bases on trust. Therefore trust is an important factor to maintain operational effectiveness and keep operational survival. To keep going, C-Trip is focusing on designing the company's regulations and principles; on the other hand, she is to sermon to herself. Therefore C-Trip's staff are good at introspection, easy to communicate, and easy to carry out a comprehensive self-management. This mode is what C-Trip Company initiates and finds effectiveness to strengthen her internal management and help her to create numerous miracles.

C-Trip is in line with the "lowest agency costs principle. Then she will lower the management cost by reducing conflict and therefore improve the effectiveness of management. However, there is a hard nut to crack for C-Trip in the future.

7. The Features of the C-Trip's Commercial Models

Without caring any modes, whether you use fork or knife or chopsticks, the most functional one is to use the instruments quite functional and beneficial in larger scale, in higher layers of the mechanism. C-Trip is an OTA tourism agency, she leads the on-line tourism world. Her IOS app software is very advanced, this software advanced many other OTA company many years. From this, each tourist can know the time of the former flight, it can give any tour groups much accessible service individually. This property industry, C-Trip invest much more, for example, She bought Hong Kong Yongan Company, and later then she marketed her special product 'the program of Hong Kong City tour', then the other one 'Hainan City Tour'. She has hundreds of buses for sightseeing. By package-tour airline, package tour service, she makes a lot of money. Furthermore, C-Trip controls the hotel reservation

system of China powerfully. The supplying of package tour service and suppliers mode create many kinds of term account, this needs derivative instruments to run these financial operation for more benefits.

8. The Commercial Features of the C-Trip's Innovative Models

The innovation of the C-Trip's commercial mode means that any organizations offer basic and logical changes innovatively, it includes factors' change and transformation between these factors and dynamic mechanism. That is to say, any new and created methods and modes must be beneficial most.

(1) From the customers' view, the enterprise should aim at designing the behaviors of the enterprises. The vision has more extroversion and to be opening. In other word, it can offer the clients additional value. This is a basic idea. Logically, the point is how to meet up with the clients' needs, how to make them effective, this is totally different with technologies' innovation, C-Trip's innovative mode is related with technologies, but the focus is on the economical factors and accessibility, not the technology itself.

(2) This mode shows that it could be more systematic and basic, it is not only the change of some factors. It reflects many factors' great changes, this needs most strategic modifications, that is to say, a kind of collectiveness innovation. It dedicates by the service innovation, including service contents, methods and its organizational innovative operation ways.

(3) From the performance view, the totally new products or services may create a brand-new trend in beneficial industrial area. At least, the enterprises can gain the power of competence and dynamical abilities. The formation of the traditional innovation can make the internal effectiveness more functional and lower costly. The worst is that the other enterprises can be easily to copy.

Therefore, C-Trip has to be more innovative and intelligent, the final aim is to be a more professional and functional tourism on-line service company, not just a middleman.

9. Conclusion

In the future, C-Trip, the online travel agency in a professional and innovative way, claimed to have invested \$500 million to wave a year-long promotion campaign, as previously reported by International Financial News. However, such details were not confirmed in the firm's second quarter financial results reports released on July 24 [15].

Despite being the number-one online travel company in China, C-trip's business continues to grow. The company recently posted better-than-expected second-quarter results with its per-share profits increasing from 25 cents to 33 cents. That's well above analysts' projections for 29 cents.

Sales also walloped analyst's estimates, increasing 28% to \$70 million, nicely above the \$64.5 million projections. The boost in sales was a direct result of increases in air ticketing revenues and hotel reservation revenue, up 32% and 16% respectively.

And C-trip's management is looking for even more growth going forward, projecting to grow around 25% in the third quarter. Plus, the company should greatly benefit from the 2010 Shanghai World's Fair, which could bring 70 million people to the event. Now, that's going to boost hotel reservations in Shanghai and the surrounding area — and you can bet a good portion of these attendees will book their hotels online. So China's number-one online travel company still has plenty of room to grow, equalling incredible profits for investors. Shares are already up 112% year to date — and this is just the beginning. C-trip still has large gap to catch up the innovative train.

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