

Study on the Development Strategy of Tourism E-commerce in Zaozhuang City

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Abstract. In the context of wide Internet plus application, tourism e-commerce has played a very important role in the development of tourism. More and more tourists are browsing and selecting tourism products online. Zaozhuang City has also increased investment and construction efforts for tourism e-commerce in recent years. However, at present, there are still some problems in the tourism e-commerce development such as imperfect websites, lack of talents, lack of social cognition and so on. In this paper, through the proposal of some measures, such as strengthening the construction of comprehensive platform and system for tourism e-commerce in Zaozhuang City and cultivating professional tourism e-commerce talents and strengthening tourism e-commerce marketing efforts, it may provide some guidance or reference to further promote the development of Zaozhuang City's tourism e-commerce and tourism industry.

1. Introduction

Internet and mobile communication technology nowadays are widely used, and many industries have been affected or impacted by the e-commerce. Tourism e-commerce is also becoming a key factor in the further development of tourism when tourism activities are becoming more and more common demand for the public.

(1) The tourism industry has great potential for development, and is increasingly developing towards socialization, globalization, modernization and industrialization

Since the reform and opening up, with China's economic and social development and income growth, China's tourism industry has changed from the original reception use to common entertainment and experience use. Under the guidance of macroeconomic policies and driven by huge consumer demand, China's tourism industry is experiencing a transformation from quantitative change to qualitative change, from growth in quantity to quality improvement, from extensive management to intensive development and is undergoing a new stage of development with development towards socialization, globalization, modernization and industrialization. National Tourism Administration held a China Tourism Industry Promotion Symposium in 2016 and made it clear that in the next 20 years to 35 years, China's tourism industry will be in the golden age of development. This provides a good development prospect and market condition for the development of tourism e-commerce, which is an important part of the tourism operation links.

(2) Tourism e-commerce has opened a new model of tourism product circulation, which is an important part of tourism innovation and development

Before the arrival of the Internet plus era, tourists were more accustomed to the traditional face-to-face ways for choice and purchasing of tourism products, but traditional tourism product purchasing mode has shortcomings such as unequal information, lower transparency, which is more obvious and exposed to the consumers in today's information age. In the possession of a certain number of tourism product information, the consumers' needs are increasingly personalized, diversified, convenience-oriented and rational. The consumers look forward to a more convenient, efficient, safe and high-quality mode to access the tourist information and enjoy the travel advices and services. Therefore, in face of today's changing demands from tourism consumers, the development of tourism needs to be better combined with e-commerce, so as to improve the

consumer experience of tourists.

(3) The rapid development of e-commerce and the evolvement of the Internet have provided the necessary technical conditions to the development of tourism e-commerce market

In recent years, Internet technology has undergone an unprecedented development. In order to meet the social development requirements and gain the breakthrough development advantages, many traditional industries have included the Internet technology and have gained a certain development scale and industry advantages, meanwhile, the Internet technology has also profoundly influenced and changed people's way of life. In the context of arrival of mass tourism ^[1], more tourism companies have begun to integrate with the Internet efficiently. The rapid development of Internet technology can provide the necessary technical support for faster and better development of the tourism industry.

2. The current situation and problems of tourism e-commerce in Zaozhuang City

(1) The status quo of tourism e-commerce development in Zaozhuang City

Zaozhuang City is located in the north of China's north-south climate boundary line with unique climate, rich natural and cultural tourism resources, Weishan Lake Red Lotus Wetlands, thousands of acres of Guanshi Pomegranate Garden, Baodugu National Forest Park and other natural landscape as well as Taierzhuang Ancient City, Taierzhuang War Memorial Hall, Railway Guerrilla Commemorative Park and many other historical and cultural landscape. In recent years, under the promotion of Zaozhuang Two Days Tour Activities, Zaozhuang City's tourism industry has shown a rapid development momentum. In 2014, Zaozhuang City received a total of 17.0081 domestic and foreign tourists, and gained tourism comprehensive income of 12.74 billion yuan. In 2015, Zaozhuang City received a total of 18.7388 million domestic and foreign tourists, and gained tourism comprehensive income of 15.257 billion yuan. In National Day holiday of 2016, Taierzhuang ancient city alone received tourists for 436,700 person-time, and then ranked first in 5A scenic passenger traffic. In order to further promote the development of tourism, since 2013 Zaozhuang City government has begun to implement the "Internet plus" action plan in the city. They set up a platform for the development of the Internet and e-commerce enterprises, and took the "smart city" construction as a goal to develop "smart tourism", including cloud construction for aspects of e-government, industry, e-commerce, intelligent transportation, food safety and environmental protection. In 2015, Zaozhuang Government Network and Hospitality Shandong Zaozhuang Network and other tourism information construction work were completed. And it continued to improve the construction of the municipal platform, district (city) level platform, enterprise platform and other intelligent tourism information platform, and launched the "Zaozhuang tourism" APP platform. In order to implement the policy spirit of the national "tourism toilet revolution", the software included "toilet positioning" function, so as to achieve the convenient function of one-touch positioning and navigation of tourism toilets. To further enhance the city's tourism intelligent service level, and to expand the tourists and citizens' information accessing channels about tourism in Zaozhuang, in 2016 the first batch of intelligent touch screen terminals for tourism query were installed in where the tourists are crowded and in BRT stations. At the same time, Taierzhuang Ancient City, Baodugu National Forest Park, Guanshi Pomegranate Garden, China Travel Service Zaozhuang Branch Office and other tourism organizations have established their own WeChat public number or other e-commerce platform.

(2) The problems in development of tourism e-commerce in Zaozhuang City

1) Delayed information updates in tourism e-commerce sites

At present, in the web search platforms, the available information in Zaozhuang tourism sites is too old, the tourism and cultural activities and other information updates are always delayed online, and some web links are even not responsive, such development of e-commerce tourism can not meet the requirements of tourists but will affect the tourists' confidence and enthusiasm for choosing related tourism products online. In addition, based on assessment on capital, manpower, technology and other factors, the construction in the majority of tourism e-commerce web platforms in Zaozhuang City is still at a low level, and the construction of the relevant sites shows a trend

towards formalization and poor professionalism, which have seriously restricted the development of Zaozhuang's tourism e-commerce.

2) Tourism e-commerce platforms are scattered and messy and lack a unified and authoritative tourism information management platform

At present, Zaozhuang's tourism e-commerce development is very uneven, and most of the tourism enterprises are fighting each other. Although the city government has invested to establish a comprehensive tourism service platform, the information resources of various tourism enterprises can still not be collected to build an authoritative tourism information resource library. The dissemination efficiency of effective information on tourism e-commerce platform is pretty low, which affects the tourists' awareness of tourism resources and tourism information as well as the communication among the communication businesses, a unified and authoritative Zaozhuang City Tourism e-commerce platform still needs to be formed[2].

3) Lack of professional talents in tourism e-commerce

The construction, operation, management and maintenance of the tourism e-commerce platform requires comprehensive knowledge and skills in a number of fields. The practitioners need not only possess the knowledge and skills in the computer and e-commerce fields, but also possess the tourism expertise and marketing and other related knowledge[3]. University education resources in Zaozhuang area are relatively weak, it lacks information management personnel who are specifically professional in tourism industry, the talent introduction policy is not very attractive, so the tourism information technology professionals are relatively scarce.

4) Tourism operators lack motivation for further development, the social understanding of tourism e-commerce is not enough

The construction of tourism e-commerce platform needs to be invested with a lot of money, manpower and technology to manage and maintain the background system of e-commerce. According to the actual situation of the operation of Zaozhuang's tourism e-commerce at this stage, most of the tourism e-commerce platform transactions are not enough to produce economic benefits, and the profit model is not clear, making tourism e-commerce platform managers face difficulties and making the motivation for further investment weakening. Although since 2013 the Zaozhuang City government has increased the development of tourism e-commerce and construction, social recognition on Zaozhuang City tourism e-commerce is still not enough because of the lack of propaganda.

3. Development strategy of Zaozhuang City's tourism e-commerce

Zaozhuang possesses rich tourism resources. Under the background of "Internet plus", it should fully analyze the development advantages and shortcomings of tourism e-commerce, and fully grasp its development direction to construct structure-reasonable, full-featured, safe and convenient, fast and good e-commerce business platforms, so as to promote better and faster development of Zaozhuang tourism in future.

(1) Building a comprehensive and full-featured tourism e-commerce platform

In order to enhance the image of Zaozhuang tourism and to enhance the attraction of Zaozhuang tourism and promote the further development, it not only needs various tourism organizations to further strengthen the construction of their own platforms and improve the platform application functions, but also needs to build a highly comprehensive and full-featured Zaozhuang Tourism E-Commerce Integrated Platform for the real realization of Zaozhuang's tourism "one stop" service. In this platform, all the special tourism resources of Zaozhuang can be integrated, in addition, it can provide a complete supply chain of tourism resources to link the aspects of ticket booking, traffic booking, hotel reservations, catering and entertainment in series [4].

(2) The development of comprehensive tourism e-commerce talents

As Zaozhuang economy is relatively backward, it is difficult to attract highly professional tourism e-commerce talents, Zaozhuang tourism operators can get the e-commerce professional talents to meet the needs of tourism organizations by strengthening the targeted trainings. Zaozhuang City government or the major tourism enterprises can develop a variety of talent plans

to attract tourism information-related talents. Or they can choose good and outstanding travel practitioners with a desire to receive training to learn in the major universities or professional institutions, so as to strive to cultivate more professional talents. Tourism e-commerce organizations can also develop a long-term cooperation with the relevant colleges and universities to regularly entrust the latter to perform professional training for the former's tourism professionals to train specific tourism information professionals for the former [5].

(3) Strengthening the construction and promotion of tourism e-commerce, to achieve convenient, safe, personalized service experience of tourism e-commerce platforms

In recent years, the number and popularity of Internet users in China have increased rapidly, and the proportion of online consumption has increased rapidly, but tourism online consumption is still insufficient. The main reason for this situation is that the online trading environment of tourism products still has the shortcomings such as inconvenience of communication, lack of personalized service and lack of transaction security and other factors. Therefore, Zaozhuang City government can further support the tourism organizations and increase the investment in tourism e-commerce efforts to create a safe and stable online consumption environment for Zaozhuang tourism industry and to strengthen online communication and service capabilities of tourism organizations. The online e-commerce model can break the geographical boundaries. The consumers should be provided with safe, convenient, multi-faceted personalized selection and consumption patterns, and the propaganda and marketing system construction should be strengthened, so that more tourists can choose e-commerce consumption patterns and get better consumer experience from tourism e-commerce platforms, which also can bring more economic benefits and financial support for further tourism e-commerce operations.

Zaozhuang possesses a wealth of tourism resources, in the context of wide "Internet plus" application, the development of tourism e-commerce is the trend of the times, so Zaozhuang City should seize the current opportunities to develop tourism e-commerce. In order to achieve better results from tourism e-commerce construction, it needs a wide range of common efforts[6]. Through the construction of highly comprehensive tourism e-commerce platforms and strengthening and improving the Zaozhuang City's tourism e-commerce platform system, the establishment of convenient, personalized tourism e-commerce service platforms, and the advocacy and guidance towards online tourism consumption, it is expected to further enhance the image of Zaozhuang City tourism and promote the rapid development of tourism.

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