

Innovation of Private Customized Tourism Development Mode under the Tourism E-Commerce Platform

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Abstract—With the improvement of people's living standards and the promotion of their economic income, traveling outside has already become one of the main activities in people's leisure and entertainment time. Facing the increasing demands of the tourism market, the traditional mass tourism has been unable to satisfy the curiosity and satisfaction of modern tourists. For these reasons, the online private customized tourism has come into being. According to the different needs of tourists and their different consumption levels, tourism industries have developed different types of tourism experience projects and put them on tourism websites to meet the tourists' needs. In this way, visitors will be able to choose their own tourism projects through the Internet. The online private customized tourism has the characteristics of individualization, specialization, convenient and efficient, and strong pertinence. It can arouse the enthusiasm of tourists on tourism. In this way, it can realize the sustainable development in tourism industry sequentially.

Keywords—*tourism e-commerce platform; private customized tourism; development mode; sustainable development*

I. INTRODUCTION

With the rapid development of China's economy and society, tourism consumption has gradually become an indispensable activity in people's daily life. The stable social environment, stable economic income, fixed holidays and the continuous improvement of tourism laws and regulations have jointly created the vitality of tourism industry. Facing the growing consumer's demands in the tourism markets, tourists are no longer satisfied with the traditional tourism, but hope to have more personalized, exclusive and fashionable modern tourism to make up for the gap in the tourism markets. As a result, how to develop targeted and differentiated tourism experience projects is an imminent problem of modern tourism enterprises and travel agencies. The rising of private customized tourism has solved the plight of the tourism industries which has come into being for a long time and leads the tourism industry to develop towards a healthy direction. It's an upgrade and a transformation of the tourism industry, which plays an important role in the sustainable and healthy development in tourism industry.

II. DEVELOPMENT STATUS OF PRIVATE CUSTOM TOURISM IN CHINA

A. The definition of Private customized tourism

The word "customization" has been compared as one of the newest marketing fields in the twenty-first Century by Philip Kotler, a famous marketing professor in America. The word can be understood as a marketing approach that enterprises can list customer's demands in separated market segmentation when they are producing a product, and assemble the special needs of every tourists, then, satisfy their demands at the maximum. [1] Zhang Hong summarizes the private customized tourism as the following, tourism industries communicate with their customers firstly, then, let the tourists participate in the process of design, exploitation and p first should collect the needs and wishes of tourists, then, focus on consumer's demands to design the tourism activities, and meet the personalized experience of tourists travel activities finally. But Han Jing and [3]Zhang Hui believes that customized tourism is a way that tourists can follow their own hearts and develop tourism programs according to their own needs and hobbies. Customized tourism is more convenient and comfortable than traditional tourism. [4]Ren Hengdong believes that customized tourism as an emerging personalized tourism product. Tourism industries design products according to the consumer's subjective aspirations, which highlights consumer's contact and participation. Finally, it can arouse tourists' emotional resonance. [5] Through the above scholars' opinions on private customized tourism, we can summarize that customized tourism more emphasizes personalization and participation. Tourism industries design products to meet the visitor's wills on tourism according to their psychological needs and the tourism resources carrying capacity as the main purpose.

B. The development of on Private customized tourism in China

In the developed countries, private customized tourism is the most widely used way of travel, but it starts late in China and is just in the embryonic stage. It is a new way of tourism.

Different from the group tour and self-service travel, there are essential differences among the private customized tourism, the group tour and self-help tourism, as shown in the following table:

TABLE I. COMPARISON OF THREE WAYS OF TRAVELING

Type Contrast	Private customized tourism	Group tour	Self-help travel
Characteristics	Targeted, tourists accounted for the initiative.	More mandatory, passive tourists.	The itinerary is changeable and the tourists are planning independently.
Tourism mode	According to the needs of tourists choose the best travel plan	Travel with travel agencies	Self-driving travel or other
Tourism core	Choice according to tourist demand	Taking tourism products as the center	Choice according to tourist demand
Tourist satisfaction	Satisfied	commonly	Indefinite
Consumer groups	According to the requirements of tourist income and make travel plans, visitors are free to choose.	The demand for tourists' income is low, and the tourists can choose less.	According to the tourist income, tourists are strong.

Source: according to the structure adaptation in the chart of Zhang Xiaoxiao's article "customized tourism operation difficulty and strategy discussion".

From the above table, private customized tourism can greatly meet the psychological needs of tourists whether in route planning or travel and time arrangement, and it wins tourists' favor by its one-on-one docking services and personalized arrangements, as the transformation of the traditional tourism promotion.

C. The features of private customized tourism

The "13th Five-Year tourism development plan" points out that listing improvement of tourism quality in plan, putting the tourism standardization construction into practice, and pushing "quality tourism" into the tourism markets and designing high-quality service brands and a series of plans. Supported by relevant policies in the country, the tourism industries occupy the main holidays at a rapid development speed. People also pay more attention to the service qualities of travel agencies and tourism companies, the staff's professional standards and price during travel at the same time when they choose travel outside. To sum up, private customized tourism has the following characteristics:

a) Service --- reception personalized. Private customized tourism takes one-on-one service in the reception of tourists, which can really make visitors enjoy personalized service, visitors' special requirements during the travel can also obtain corresponding individual privacy protection. It provides specific travel service for each visitor.

b) Visitors can participate in the design---flexible modes. Private customized tourism is more flexible, visitors can personally participate in making travel plans, which can avoid

the disputes caused by inadequate communication. If there are any insufficient points that need to be amended, the staff always gets ready to communicate with tourists face-to-face until they solve tourists' problems and work out new travel plans that tourists want.

c) The accurate location---tourists's demands are different. Private customized tourism can locate tourists' travel plans accurately according to their income status, time arrangements and family members, associating with tourists' own consumption levels and travel imagination, which can avoid cost wastes and unnecessary losses for tourists caused by inaccurate location. Therefore, private customized tourism can satisfy tourists' different requirements.

d) Tourists' satisfaction improves---comprehensive service. Private customized tourism wins tourists' favor and satisfaction by its high-end personalized designs of tourism projects and comprehensive service level, and has led the development direction of tourism industries in the future.

III. THE APPLICATION OF TOURISM E-COMMERCE PLATFORM IN CUSTOMIZED TOURISM

With the rapid development of information technology, especially the rapid development of the Internet, e-commerce has ushered a new development era and has brought a profound and meaningful change to the whole society. Electronic information technology is increasingly developed, it also plays an active role in the development of e-commerce platform and the tourism industry. Through the Internet platform, tourism electronic commerce can realize the diversified development and has played a positive role in promoting China's tourism industry.

A. The development of electronic commerce

The development of e-commerce is closely related to the level of information technology. Compared with the developed countries, China's e-commerce started relatively late, and the management and operation mode is also different from developed countries. Electronic Commerce (E - Business) can be summarized as the following, with continuous deepening and exploration of the Internet and e-commerce, people gradually realize that e-commerce is not only a technical problem, but also they need to pay more attention to the enterprises, focus on management, and concern about far-reaching influence which brought by all the Internet industries and enterprises. Electronic business is widely used in various industries and the operating modes are various, such as online recruitment, online advertising, online booking, online securities, online banking, online games, online magazines, online music and electronic books etc. E-commerce is a way that enterprises keep contact with their customers. Enterprises can obtain customer's suggestions through e-commerce platform to catch their needs, customers can also learn the latest dynamic conditions and collect required information that they want.

B. The development trend of Tourism e-commerce

Tourism e-commerce refers to improving exchanges and transactions among the tourism enterprises, tourism

enterprises and suppliers, tourism enterprises and tourists through advanced information technology, improving internal processes among enterprises, and promoting knowledge sharing. It's a collection of professional knowledge, which contains consumer psychology, customer information, communication technology, computer network technology and other disciplines. Demonstrating and promoting the value of "network" and "tourism". It has characteristics of wide range of users, no time limit, industries can communicate with their customers directly and the operation cost is especially low. With the help of e-commerce development platform, enterprises introduce tourism to tourists from the field of e-commerce, and it has greatly increased tourists' selectivity on travel. Tourism e-commerce is the product of rapid development of tourism industry. It has distinctive representatives and epochal character and is an important way for tourism industries to develop healthily.

C. The impact of tourism e-commerce on tourism industry

The rapid development of tourism brings great opportunities for the development of tourism electronic commerce. Tourism e-commerce is loved by many tourism enterprises as its low operation cost. In 1990s, the National Tourism Bureau established a "Golden Tour Project", which pushed the tourism e-commerce for tourism enterprises and tourists. "Golden Tour Project", as a public business information service platform, carried out tourism e-commerce public service activities, and provided the operation platform and solution schemes for tourism enterprises. "The establishment of the golden tourism project" established the basic framework for Chinese tourism e-commerce. [6] Through the platform, visitors can not only save much time when they choose to travel outside, but also it provides tourists more selectivities. In addition, the enterprises can publish relevant travel price discount on tourism e-commerce platform to attract more attention of tourists, therefore, they can achieve transactions between tourists and tourism enterprises more quickly and smoothly.

IV. THE DEVELOPMENT MODE OF PRIVATE CUSTOM TOURISM INNOVATION UNDER TOURISM E-COMMERCE PLATFORM

With the continuous improvement of people's tourism consumption level, people have spent their holidays visiting and playing in the tourist attractions, and fully enjoy the fun brought by travelling. In addition to showing people's pursuit of spiritual enjoyment, such as literature, body and beauty, tourism is also manifested in individual consumption demands such as multi, new and odd. Therefore, private customized tourism is an inevitable choice as the transformation to upgrade and develop China's tourism industry.

A. Private customized tourism development model

As a new mode of tourism, private customized tourism plays a decisive role in promoting the sustainable development of tourism. Private customized tourism, which regards consumer's demands as the first element, injects new vitality into tourism, and brings great convenience for tourists. The

characteristics of private customized tourism developing model contain the following aspects:

a) High quality: High quality private customized tourism is mainly provided for the following groups, media industries and business backbone elites in the political and academic circles, which have certain appeal or senior executives in large enterprises, the private or individual operators, Empty Nesters of higher income families, newly-married honeymoon couples. The foreign tourists, returned overseas Chinese or foreign friends learning in our country as their work. Those consumers who have the ability to accept the price of high-end customized tourism projects, and they also desire to pursue the private customized tourism.[7]

b) Economic convenience: Economy convenient private customized tourism focus on digging out better travelling experience projects to let tourists have more choices, which tends to be more economic in transportation, accommodation and catering shops, as long as visitors feel comfortable. While in the establishment of tourism projects, relevant departments should consider whether the tourism experience can bring comfortable and economic conditions to tourists and focus on the sense of happiness that those projects can bring to visitors.

c) Self planning: Self planning private customized tourism is popular among the young tourists who love adventure and yearn for stimulation. They pursue tourism that is out of ordinary travelling, as long as there is a detailed tour Guide, tourists can start off singlely or in group. Most of the target customers of self planning private customized tourism are young tourists with outstanding personalities, unique pursuits, novelties and self-restraint abilities.

B. The platform of tourism electronic business

As the third supporting industry, tourism plays a leading role in the economic and social development, and is a new light spot of the national economic growth in China. The development and application of tourism e-commerce information platform provide a strong basis for sustainable development of the tourism industry, especially for the promotion of private customized tourism, it also has brought new engines and new impetus to the sustained and healthy development of tourism industries.[8]

1) Developing online private customized tourism projects Actively

The widespread using of smart phones and computers has become a communication tool and a searching tool for people to get information from the outside world. As a mature client APP, tourism e-commerce information platform has been widely used in the tourism markets. Through this platform, the private customized tourism projects are exploited into online tourism products, then, those products are casted into the tourism e-commerce information platform, in this way, tourists can search engines to find experience projects that they need just through their computers or mobile phones.

Tourism e-commerce platform can make private customized tourism integrate into the markets more quickly, for example, the pursuit of exciting adventure tourism, leisure

tourism for recuperating and health care, family travel for those who want to get together with their family members, mountain tourism for people who like fitness, shopping and cosmetology tourism for women, etc. Private customized online tourism experience projects can not only save time, but also provide more detailed travel guides for tourists.

2) Cultivating tourism and Internet Plus + professional and technical personnel

To cultivate high technical personnel who have outstanding opinions, the relevant departments can start from the following aspects.

Before employ staff who want to work on the Internet private customized tourism projects, candidates should first study the basic knowledge of relevant laws and regulations and master Internet development and computer maintenance, then the enterprises should take corresponding assessment system, until the staff through the tests and reach the learning standard. Only through this way, they can be awarded the certificate of conformity.

Tourism industries should emphasize consumer's demands as the core for personnel who take part in the training of the Internet plus travel, plus travel and plus professional technics. From the perspective of tourists, regarding the development of private customized tourism experience as the main contents. Staff should also be familiar with all kinds of network technology operation. At the same time, they should have a sharp "smell" on the development trend of private customized tourism in the future. [9]

Enterprises should master certain knowledge of Internet marketing and marketing means, and make sure that they can exploit new marketing means at the first time that are fit for the development directions of tourism markets, and guarantee the private customized tourism can become the leading products under the spread of the Internet Information Technology.

3) Strong support and financial support from relevant government departments

The strong support and financial support from related government are basic guarantee for the online private customized tourism and experience projects to develop smoothly. On the one hand, the online private customized tourism experience projects lack credibility in the initial stage in the tourism markets, and the tourists lack certain understanding of it, so, it is difficult to avoid the corresponding obstacles in the process of implementation and operation. With the support of government, tourists can resolve the rejection to private customized online tourism and tourism industries can make private customized online tourism experience projects step into the tourism markets as quickly as possible, let visitors choose private customized online tourism projects safely as well. On the other hand, the research and development of private customized online tourism experience projects needs a longer period of time, and the costs are quite high, but tourism enterprises cannot support such highly expenditure by themselves. Therefore, they need financial support from the government. In addition, the relevant laws and regulations should be formulated to protect the legitimate

status of tourism e-commerce information platform and against opportunistic tourism enterprises or individuals. The government can also issue various preferential policies to ensure the normal operation of online private customized tourism.

V. CONCLUSION

Facing of the growing consumer's demands in the tourist markets, tourists are no longer satisfied with the traditional tourism, but hope to have more personalized, exclusive and fashionable modern tourism to compensate for the gap of the tourism markets. Therefore, how to develop targeted and differentiated private customized tourism experience projects is an imminent problem of modern tourism enterprises and travel agencies. In order to let the tourism industry develop towards a stable and healthy direction, tourism enterprises need to make tourism projects and items which are fit for the development of the markets. What's more, tourism industries also need to integrate modern science and technology with the tourism industry and promote the important role of tourism industry in the economic and social development, improve the operators' and community residents' income of the tourism destination, increase the fiscal earnings and promote national unity and social stability. The rise of private customized tourism industry has solved the plight of tourism industry which has come into being for a long time and makes the tourism industry develop in a healthy way. It is also a self-innovation of the tourism industries and provides an important guarantee for its sustainable and healthy development.

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