

Function Analysis of Honesty and Precision Management System in Internet Tourism Industry

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Keywords: Internet, Honesty in Tourism Industry, Precision Management

Abstract: How to accurately manage the integrity of the tourism industry? the Internet big data system platform provides it with effective means and ways. Through the reasonable design and function setting of the platform, the efficiency and accuracy of the integrity management of the tourism industry will be effectively improved. At the same time, it is also necessary to combine the self-discipline cultivation of the integrity awareness of all kinds of subjects in the tourism market and the establishment of a long-term dynamic management mechanism, so as to ensure accurate implementation and produce lasting results.

1. Introduction

Tourism is an important development pole of the current national economic growth.^[1] Compared with other industries, its payback period is relatively short and its return on investment is high in a benign economic environment. It is especially in line with the current concept of green economy, thus becoming one of the hot areas for capital entry. Starting from 2015, the state advocates the combination of tourism and the Internet industry to create new concepts of tourism formats such as "internet + Tourism" and "Smart Tourism".^[2] The goal is to establish a big data platform for online tourism. Which is a good opportunity for tourism industry integrity to carry out precision, and one of the keys to implementation lies in the realization of the function of the online tourism data platform.

2. The main types of lack of Honesty in the tourism business

2.1 Tourism promotion information is not honest

Tourism promotion channels mainly include the following aspects: traditional paper media, TV broadcasting media, Internet media and personal mobile media. There are many ways to do this, from the promotional product lists issued by tourist outlets, the promotion of personal mobile terminal information, to the holding of large-scale festival events, and to the cooperation with all sectors of society for publicity. There are many types and methods. The first priority of promotion is to attract the eyes of consumers. Therefore, from a formal point of view, the visual effect of promotion is more and more fine. However, the root cause of the product is the serious homogenization of the product. Therefore, the phenomenon of "difference between pictures and actual products" is extremely easy to occur. When this difference exceeds a certain danger and danger, and exceeds the consumers' general understanding of the product and the provisions of relevant laws and regulations, the dishonesty of promotion information will eventually occur. This is also one of the dishonesty phenomena most criticized by tourism consumers in the market survey.

2.2 Tourism contract is dishonest

After two necessary stages of offer and acceptance, the tourism contract was declared to be established. It is the guarantee to guarantee the rights of both parties of tourism activity subject and urge both parties to perform their obligations reasonably. The "Tourism Law" implemented in 2013 also clearly stipulates the necessary components of a tourism contract. Especially after the implementation of the national tourism supervision service platform, the electronic contracts of all

tourism enterprises must be uploaded to the website for data storage and supervision. However, judging from the specific operation of the tourism industry, the process of concluding the contract is not completely clear. Some tourism enterprises have " compulsory consumption" or " price discrimination" clauses when signing contracts with tourism consumers. Sometimes, in order to avoid legal provisions, they adopt supplementary agreements to stipulate additional rights and obligations, which are often one of the root causes of complaints, disputes and even lawsuits between tourism consumers and tourism operators.

2.3 Lack of Integrity in Online Tourism

The complaints about online travel mainly focus on: the high cost of returning and changing the air ticket package, the unauthorized cancellation of online accommodation orders, and the alteration or cancellation of tourist attractions or some items. Among them, the air ticketing reservation and hotel accommodation reservation have always had the highest complaint rate, which is mainly reflected in the fact that the travel plan of consumers is affected due to the cancellation of reservations or cancellation of flights by consumers, the failure of normal check-in due to the lack of information confirmation on the website after reservation or cancellation of reservations without authorization by consumers, the false quotation of products, and the untimely handling of problems on the network service platform. Especially in the aspect of online tourism consumers' rights protection, besides seeking the help of consumers' associations, there is almost only one way for tourism consumers to lodge complaints on their own, and there are relatively few online tourism platforms offering site services offline.

3. The Basic Model of Integrity Supervision in Internet Tourism Market

The direct advantage of the Internet is that it is fast and convenient, and shortens the space-time distance between ports. At the same time, based on the digital characteristics of the Internet, it is bound to produce a large amount of data when running. The data itself is not attractive. However, the real significance of Internet big data lies in the correct analysis of meaningful data and the judgment of the nature and laws of things relying on big data. Tourism activity itself is colorful and complicated. Every tourism market behavior will definitely produce a lot of information. Putting it under the Internet data platform, combined with functional software, will bring about a leap in efficiency in many aspects such as tourism market dynamics, tourism market behavior, tourism market management, etc. It is of great significance especially in the field of integrity and precision supervision of the tourism market.

The dotted line part represents the information flow in the tourism market transaction process, and the solid line part represents the feedback and supervision channels in the tourism market transaction process. Among the three major sectors of the tourism market based on the Internet data platform-supply side, market intermediary and consumer side-data information is transmitted within each sector. The tourism consumer sector is somewhat special because there is no systematic connection between individual consumers, but there are also channels for communication through WeChat or personal media. Among the three major sectors, there are channels for exchange and feedback of data information flow, while within the platform, There are two basic ports: functional departments and tourism market entities. The tourism operation and activities of each segment can be reflected in each port immediately. Meanwhile, feedback and supervision mechanisms can also reach each segment of the market through corresponding channels. In order to prepare for the development and prominence of other entities on the platform, other ports should also be reserved.

4. Application of Integrity and Precision Management Function Module in Internet Tourism Industry

Based on the above-mentioned model analysis, its thinking is mainly reflected in the specific functional modules when it is implemented in the actual management of integrity and precision in the tourism industry.

Information release function: This function will realize a series of authoritative tourism information recognized by functional departments, including price of tourism products, product description, general situation of tourism destinations, tourism traffic, tourist flow, parking spaces in scenic spots, weather conditions, credit ranking of tourism enterprises, ranking of tour guides, reward and punishment publicity, etc. For tourism enterprises, a series of information related to tourism management such as changes in the tourism market, tourism dynamic information, changes in the number of tourists, changes in tourism vehicles, etc. are released in real time. After registering through a computer or a mobile phone terminal, tourism consumers can receive important information short message notifications sent by the platform to registered users to remind tourists to pay attention.

Personalized customization function: This function will collect, summarize and classify data, and accurately provide travel route tips, travel product templates and travel consultation to tourism consumers who need it according to key information indicators such as frequency, time span and consumption amount. At the same time, it will help tourism consumers customize personalized travel products. When tourism consumers encounter tourism dishonesty incidents, they can carry out processing route tips and information feedback according to the actual situation of different subjects.

Market transaction record function: This part of function is the most important part of the platform system. Tourism consumers register with their real names on the platform and pay attention to the public number. The electronic version of the tourism contract signed with the tourism operator in the early stage of the tourism activity uses credit cards, Wechat or Alipay to pay when consuming during the tourism activity. If the payment is made in cash, the other party is required to issue tax invoices. The transaction process will leave marks in the platform system. For example, the electronic ordering system in the catering industry launched in Sanya City in the past two years can accurately determine the types and unit prices of dishes ordered by tourists. These will serve as important evidences for tourism consumers to carry out tourism activities. In the later period, if complaints or dishonest behaviors of tourism operators occur, the data and information in the platform system will become important evidence materials.

Credit rating and publishing function: This function is set for the business behavior of tourism operators. Its evaluation indexes mainly include complaint rate, complaint handling feedback, tourists' evaluation statistics, business qualification, business behavior compliance, business materials completeness, price transparency, tax payment, etc. Through the above evaluation indexes, credit rating of tourism enterprises is published periodically, and reward and punishment mechanism is established to give priority to market promotion to those with excellent rating, or to directly conduct year-end reward.

Record function of tourists' dishonesty: The dishonesty phenomenon in the tourism market is not only aimed at tourism operators, but also occurs frequently for tourism consumers. The frequent appearances are uncivilized tourism behavior and dishonesty behavior in the process of tourism transactions. Therefore, the system platform combines tourism consumption records and the result records of dispute mediation conducted by functional departments to evaluate the credit rating of tourists and, if necessary, to publicize and punish dishonest tourists in combination with blacklist system.

Data analysis function: This function is also one of the important functions of the platform system. Through recording, summarizing and analyzing massive data of tourism market activities, corresponding statistical analysis reports are periodically generated, especially in the field of integrity management, which provides scientific basis for functional departments, helps functional

departments to find the implementation points of accurate management, and improves the efficiency and authority of integrity and accurate management of tourism market.

5. Conclusion

The core of the concrete implementation in the field of honest and accurate management of tourism industry under the background of the Internet is as follows: First, the improvement of technical means, as the mode and function of the system platform described in this article, will play a fundamental supporting role in the process of accurate management. It is the application of Internet big data platform that can make the accurate management of tourism industry truly implemented; The second is the self-consciousness and self-discipline of all kinds of subjects in the tourism market. From a subjective point of view, technical means can play a supervisory role, but it is basically a reflection of the will of the market subjects. Therefore, in order to produce practical results in the accurate management of the tourism industry, it is also necessary for tourism operators, tourism consumers and tourism functional management departments to improve the urgency and seriousness subjectively. This requires the education, publicity and training of tourism integrity combined with technical means to form a subjective awareness of integrity and a market atmosphere. The third is to establish a long-term supervision mechanism. The tourism market is a dynamic development process. The accurate management of tourism market integrity is also a dynamic process. Whether it is a technology platform or a management mechanism, it must be continuously updated in combination with the development of the tourism market. Besides, market integrity, as a good side of human nature, needs long-term supervision and cultivation, and at the same time, combined with rewards and punishments mechanism, in order to truly implement the accuracy and produce lasting results.

Acknowledgement

This paper is supported by Construction of high quality vocational colleges in Hainan province. (Education of department of Hainan province)

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