

Research on the Construction of Tourism Hotel's Product and Service System under the Background of Internet Plus

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Keywords: "Internet+" Background, Tourist Hotel, Product, Service System

Abstract: In the background of Internet+, tourist hotels are also facing some challenges while ushering in development. Based on this, this paper analyzes the influence of "internet+" background on tourism hotel products and service system, and puts forward the strategy of constructing tourism hotel products and service system under the "internet+" background in order to enhance the comprehensive competitiveness of tourism hotel in the market and promote the steady development of tourism hotel industry.

1. Introduction

With the continuous development of economy and society, our country has gradually stepped into the Internet era, the previous tourism hotel business model has been unable to meet the development requirements of the new era, so it is urgent to be innovated and adjusted. Only by optimizing, integrating and innovating the resources of the Internet can we realize the maximum utilization of the Internet resources, which will help to further improve the service quality of the tourist hotel and enhance its competitiveness in the market.

2. Impact of the "Internet Plus" Background on the Tourism Hotel Product and Service System

2.1. Promote Innovation in the Concept of Development, Customer-Centred

In the background of Internet+, the past development concept of tourism hotel cannot meet the actual needs of the market, the Internet+ for tourism hotel development concept and model put forward higher requirements, which means that tourism hotel should follow the pace of development of the times, make appropriate adjustments to the concept of development, in the development period, need to establish a customer-oriented service concept, in the hotel products and services to change the concept of homogenization in time to provide personalized professional services for consumers. This is the most important impact of Internet+ background on tourist hotels, and it is also the future development trend of tourist hotels, which should be paid full attention to.

2.2. The Accuracy of Data Analysis Expands the Customer Resource Base

The application and popularization of the Internet has given birth to big data, with the rapid development of Internet technology and big data technology, big data analysis has been widely used in various industries, promoting the steady development of various industries. Tourism hotels can use big data analysis to locate the different needs of customers, and on this basis to carry out the innovative work of product and service development. In the context of Internet Plus, the first step of the tourist hotel needs to be accurately aware of the actual needs of the customer, and then innovate the hotel's products and services, so as to meet the actual needs of the customer, is conducive to expand the scope of customers, accumulate more customer resources for the hotel, and contribute to the future development of the tourist hotel.

2.3. Transformation of Traditional Marketing Methods and Implementation of Customized Services

For tourist hotels, scientific marketing strategy is the main way to improve their own market competitiveness. In our country, tourist hotels usually adopt a single marketing form, the path of propaganda is limited, mainly concentrated in the fields of TV and newspaper, and few tourist hotels will notice the combination of online and offline, which has a serious impact on the marketing effect of tourist hotels. Under the background of Internet+, the hotel has to change its marketing mode and method in the past, and promote the customized service in the fierce market competition. In this way, we can accurately obtain the needs of customers, point out the direction for the innovation of hotel products and services, and promote the innovation and upgrading of hotel industry products and services, which is a new development requirement for tourist hotels put forward by the Internet + background.

2.4. Higher Requirements for the Management Workforce

For tourist hotels, Internet+ is not only a new concept of development, but also a new management model. Therefore, with the continuous development of Internet technology and its continuous penetration in the hotel industry, hotel talent team management is facing higher standards and requirements. Tourism hotel in the past development, there are some deficiencies in the management, formed a set of fixed development model, it is difficult to get a breakthrough from the point of view of management, this will lead to tourism hotel in the process of development will always encounter one or another difficult problems. With the birth of Internet+, tourist hotels must constantly improve their own human resources, pay attention to the cultivation of talent, so as to ensure the sustainable development of tourist hotels [1].

3. The Strategy of Constructing Tourism Hotel Product and Service System under the Background of "Internet Plus"

3.1. Achieved Innovation in Product Design

First, to achieve full coverage of WIFI and combine it organically with the hotel's marketing promotion. The birth and application of the Internet have brought great influence to people's production and life activities, so in the background of Internet+, the development of tourism hotel is based on WIFI full coverage. According to the survey, nearly 80% of customers who choose and stay in the hotel are particularly concerned about the hotel's WiFi signal problem, the time required for network access and the steps to log in to WiFi, etc. If the login procedure is too cumbersome and the speed of network access is very slow, it will seriously affect customer satisfaction. Not only that, the hotel can provide online services, integrate some hotel-related marketing content, timely update of hotel pictures, sharing customer's stay experience, these are conducive to the promotion of the hotel, can enhance the competitiveness of the hotel in the market, can help the hotel to seize more market share [2].

Second, design the hotel products purposefully, provide the characteristic hotel service. In the previous development mode of tourist hotels, most consumers are passively choosing the various products and services provided by the hotel, both freedom and autonomy are affected to varying degrees. In the context of Internet Plus, tourism hotels need to use various big data platforms reasonably, collect information about customers' information, consumption trends, forms and habits of residence in all directions, and design hotel products on this basis, and provide characteristic hotel services to customers. To achieve this goal, we need to use CRM system to dig deep into and integrate the relevant information of customers at the time of consumption, and to analyze and utilize this information, to provide products and services according to the needs of customers, and to establish a long-term and stable cooperative relationship between hotel and customers.



Figure 1 Humane service of tourist hotel

Third, tourism hotels need to change the thinking of fighting alone and strengthen communication and communication with other subjects with a win-win attitude. For example, Hong Kong Peninsula Hotel, the hotel has always adhered to the concept of tourism plus medical development, customers can enjoy cosmetic surgery, plastic surgery and a series of medical services after staying in the hotel, through this method, can break through the competition constraints of product homogeneity, open up a higher attention, more attractive road, help to enhance the overall competitiveness of the hotel.



Figure 2 Hong Kong Peninsula Hotel

Fourth, the hotel needs to provide customers with a variety of payment options. In the new situation, customers in the settlement of freedom, efficiency and credit and other aspects of higher standards, each tourist hotel needs to break through the past checkout mode, using the form of WeChat Pay and Alipay payment, easy for users to pay. For example, ali's credit-housing service, which allows customers to stay without a deposit, can effectively improve customer autonomy and satisfaction, and not only help the hotel save the cost of settlement.

3.2. Access to Sales

In the link of brand promotion and service provision of tourist hotels, sales channels play a very important role, which is conducive to improving the competitiveness of hotels. Therefore, tourism hotels should focus on innovation and expand sales channels, from the source to improve the operational vitality and development potential of enterprises.

First, tourist hotels should dig deep and integrate network resources, strengthen the analysis and utilization of network information, and increase the sales volume of products and services. The hotel needs to optimize and perfect the construction of the official website continuously, update all kinds of information in time, the official website platform not only needs to have the hotel brief introduction, the product display and the communication telephone and so on content, but also can let the customer order the housing directly on the official website and the online communication, after the check-in end, can make the check-in comment in time, this kind of method is advantageous to enhance the customer to the hotel service satisfaction.

Second, there is a need to create an online distribution system with multiple elements. According to the current development of hotel industry in China, the channels of distribution mainly include travel app, Weibo platform and WeChat public number, etc., each major tourist hotel should hold some preferential activities on a regular or irregular basis, and then increase the passenger flow of

the hotel, provide customers with high quality products and good service, leave a deep impression on customers, so as to maintain customers and maximize the marketing value in the limited marketing cost.

Third, focus on customer evaluation and feedback. This requirement is key to the construction of product and service systems in tourist hotels. According to the survey results, the high star hotel's rating coverage is nearly 2.4 times that of the industry as a whole, especially for potential new customers, good customer evaluation is the main factor for customers to choose hotel products and services, if the evaluation of the hotel is relatively low, potential customers will hesitate or even give up. Therefore, tourism hotels should pay attention to maintaining their own relationship with customers, improve customer satisfaction with high-quality products and services, meet the individual needs of customers and various good needs, and let customers make good comments on the hotel on the network platform, which will help the hotel to further broaden the customer market [3].



Figure 3 Improve customer satisfaction with quality service

4. Conclusion

To sum up, in the context of Internet+, tourism hotels should innovate the concept of development, establish customer-centered service consciousness, change traditional marketing methods, rationally use various big data platforms, collect information about customers, consumption trends, forms and residence habits in all directions, adopt customized services to improve the comprehensive competitiveness of tourism hotels, improve customer satisfaction, and help tourism hotels open up a wider range of customer markets.

Acknowledgements

This work was supported by a grant from the National Social Science Foundation of China (No.15CJY069).

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