

Research on the Innovative Development Mode of Online Travel Service Industry Under the "Internet +" Environment

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Keywords: "Internet +", Tourism Service Industry, Innovation and Development, Strategy.

Abstract: The new generation of information technology has boosted the generation of "Internet +", and the tourism industry has accelerated the "touch net" and has been developing in line with the Internet. This paper first describes the characteristics of the "Internet +" innovation mode from five aspects: innovation driven, technological innovation, cross boundary integration, extensive application and structural reshaping, and then analyzes the basic principles of the innovation and development of the tourism service industry under the "Internet + tourism" mode of integration and development, from strengthening the Internet infrastructure, the interactive tourism terminals and the Internet of things in tourism areas. Construction of facilities, promotion of online online tourism, smart tourism, intelligent operation of tourism public service system, online marketing mode and other aspects give specific actions to develop tourism under the "Internet +" environment, from building a relaxed development environment, enhancing the "Internet + tourism" innovative service capabilities, guiding the "Internet + tourism" policy innovation, and promoting tourism service enterprises. The development of overseas markets and other aspects of the "Internet + tourism" integration and development of safeguards. On this basis, the internal development mechanism of the tourism service industry under the "Internet +" environment is put forward from the micro level of business philosophy, transaction mode, scientific development strategy, staff team, enterprise management system, enterprise internal monitoring and enterprise culture, so as to provide a theoretical reference for the development of the tourism service industry..

1. Introduction

Since the 1990s, the global service economy has developed rapidly, the domestic industrial structure has been continuously adjusted, optimized and upgraded, the economy has continued to grow, and the international competition environment has become increasingly severe. The competitive environment of Chinese enterprises has changed greatly, and they can no longer adapt to the original resource competition. The development of the times has gradually turned to service competition. Tourism is an important part of service industry[1]. The improvement of people's living standards, the increase of one-time personal time, the rise of the popularity of paid holidays, and the improvement of tourism mode and conditions have greatly promoted the growth of tourism demand. The demand model changes from quantity speed to quality efficiency. The rapid development and popularization of network technology and communication technology will continue to promote the rapid development of mobile Internet industry[2]. With the development of the times and the rise of wireless tourism, tourism resources and information technology, especially mobile Internet information technology are closely combined. Tourism products, production methods, tourist consumption patterns, constantly create and update the huge economic value of society. The new generation of information technology will promote the integration and development of Internet technology and traditional industries, and form "Internet +". This is a new form of network information technology and a new standard of economic and social development under the innovative development strategy. Under the environment of "Internet +" innovation and development, the tourism industry is irresistible, accelerating the "touch net" and deepening the integration with the Internet. Under the optimization of the original transaction mode, offline and

online transactions have been carried out at the same time, greatly expanding the tourism business. At the national policy level, various conditions have been created for the development of "Internet + tourism". For example, in 2015[3]."several opinions" and "positive network actions" on "further promoting investment and consumption in tourism" should be fully unified as guidance on promoting network technology in China's tourism industry. Active cross-border integration and development of "Internet + tourism", innovative new service products and new national consumption hotspots. With the complete integration and development of "Internet + tourism", the tourism industry continues to innovate, and new forms, new models and new products are emerging. The innovative environment is the innovative product and service development mode of tourism industry. In order to better understand this article is the tourism industry development strategy research of "network +" innovative environment of tourism, the internal development mechanism of tourism enterprises is discussed.

2. "Internet +" Innovation Mode Characteristics

"Internet +" is the further upgrading of Internet information technology. The new pattern of economic and social development driven by the new mode of Internet development and innovation driven development strategy is closely related to Internet and information technology. It is another practical product of the Internet and provides rich network resources for promoting economic and social development. Therefore, based on the Internet, we develop "Internet +"[4]. This is the new form and new form of the Internet. This new development mode, the combination of network and communication technology of network platform as the center, promotes the innovation of traditional industry and traditional industry development mode of network technology and combination, and improves the development profit of traditional industry[5]. Therefore, "network + traditional industry" is not only the weight of the Internet and traditional industries, is not it? On the contrary, when the allocation of social resources for network technology, traditional industries and resource integration is optimized, its role is a complete game, please forgive me. We will promote social innovation as a leading factor in development and enhance the capacity and productivity of social innovation and development. Zhao Zhen pointed out that the essence of the Internet 2 is to give the enterprises new capabilities to form "new competitive means" faster, and to subvert the essence of the concept of "Internet +" - traditional enterprises. Liu Zhou believes that "Internet +" is a dynamic evolution process, and its purpose is to promote the economic and social system to keep pace with Pareto's optimality. Cross coverage system of technology, economy, society and culture. Technology is a new strategy to establish a complex network physical system covering all aspects of economy and society, and to optimize production service mode and resource allocation mode. That is a new paradigm for promoting economic innovation and social harmony. To sum up, this article thinks that "Internet +" has the following characteristics.

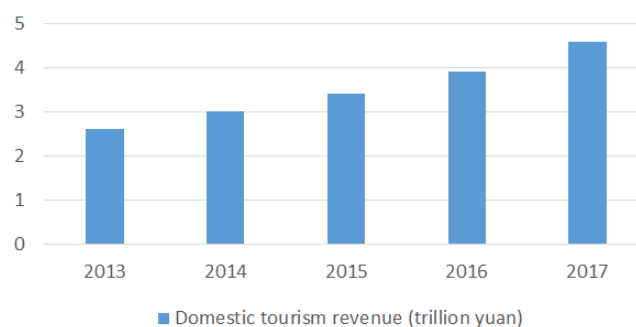


Figure 1 Total domestic tourism revenue in recent five years

2.1. Innovation Driven

"Internet +" is not a simple Internet technology, but an innovative development mode combined

with communication technology[5]. The Internet plus traditional industrial mode can promote the innovative development and coordinated development of traditional industries, cultivate new development capabilities for enterprises, and promote the rapid upgrading of traditional industries. Technological innovation "network +" is a network-based technological innovation. Network technology plays a full role in optimizing the allocation of social resources, promoting technological innovation in various industries, providing creativity for social development and creating a new ecological environment. Promote the rapid development of society.

2.2. Bboundary Integration

The "+" in "Internet +" represents cross-border integration of the Internet and traditional industries. This cross-border integration is not a simple application of the Internet in traditional industries, it needs a process of value creation[6]. The deep integration of value creation elements of Internet chain industry is one of them. Production factors create value for enterprise development.

2.3. Wide Application

"Network +" technology is closely related to traditional industries and may be widely used. For example, "network + industry" forms industrial network, network + forms "financial network finance", network + city forms "intelligent city", network + city constructs "traffic network". + medicine, Internet + education, Internet + government affairs, Internet + agriculture and so on.

3. Innovation Strategy of "Internet + Tourism" Integration and Development

Tourism and the Internet are two new and significant forces to promote economic and social development in the world today. Tourism is the foundation of development, and Internet is the wing to promote tourism development. Under the tide of "Internet + tourism", new forms of tourism, new models and new products are emerging. Driven by this wave, the tourism industry should speed up the "touch the net", actively promote the integration of offline and online, and promote the great development of tourism[7]. This section will mainly elaborate from the basic ideas of innovation and development, specific actions of innovation and development, and development guarantee measures.

3.1. Innovative Ideas of Developing Tourism Under the Environment of "Internet +"

The popularity of "Internet +" technology has accelerated the breadth and depth of the integration of tourism and the Internet. It is easier and more direct for people to contact tourism services. To improve tourism innovation and innovation advantages and speed up the development of China's tourism industry, the author puts forward the basic idea of the development of China's tourism industry under the "Internet +" innovation environment.

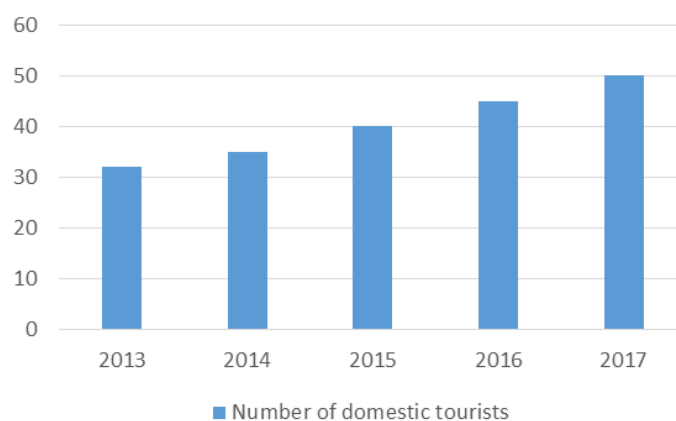


Figure 2 Tourists in the past five years

The market is the inevitable outcome of the division of labor and the development of commodity

economy. It is the condition for the smooth exchange of commodities. It has the characteristics of unity, openness, competition and order[7]. The tourism industry in the market environment and the infiltration of "Internet +" technology have developed into each other, so that they can promote each other and guide each other in the process of development. The decisive role of the field in the allocation of tourism resources promotes the rapid and healthy development of tourism in the "Internet +" environment.

Tourism is a popular service industry, which enables the public to relax, enjoy the mood and enjoy the natural industry[8]. It has the characteristics of openness and sharing. The emergence of "Internet +" technology can not only enable the tourism industry to create more new products and services, but also create new consumption patterns. It is an important driving force for the development of tourism. The combination of tourism and the Internet needs to create an open and inclusive market environment and form an open and shared mode of "Internet + tourism".

3.2. "Internet +" Specific Actions to Develop Tourism

"Internet +" is developed on the basis of the Internet. It is a new form and new format of the Internet. This new development mode mainly embodies the combination of the Internet platform and communication technology. It can be seen that strengthening the construction of the Internet infrastructure in various areas of tourism is the primary task of developing tourism under the "Internet +" environment[9]. For example, we should strengthen the full coverage of all the transportation points (aviation airports, railway or highway transport stations, cruise terminals, etc.), tourist accommodation hotels, catering hotels, shopping spots on tourist routes, scenic spots and other wireless networks, 3G/4G and so on. To ensure the effective operation of the "Internet + tourism" infrastructure.

"Internet +" is produced to promote more convenient use of network information services by tourists, and to promote more online interaction. Besides mobile phone terminals owned by tourists, they should also pay more attention to strengthening the transportation points (airports, railway or highway transport stations, cruise terminals, etc.), tourist accommodation hotels, restaurants, and tourist routes. The construction of PC, touch screen, tablet computer, SOS phone and other terminals in the main places such as spots, scenic spots and other places will promote the interaction between tourists and terminals, improve the efficiency of tourists' travel and tourism autonomy.

4. Conclusion

To sum up, this paper has carried out a basic theoretical research on the innovation and development strategy of the tourism service industry under the environment of "Internet plus tourism". In the future, we will further study the formation mechanism of the innovation and cooperation mode between the upstream and downstream enterprises in the tourism service supply chain, and optimize the operation and coordination methods of the tourism service supply chain under the innovative cooperation mode, and the different benefit distribution mechanisms and methods of the cooperative alliance. How does it affect the stability of the alliance? How does the application of new marketing channel mode affect the operation decision-making of enterprises, the coordination method of tourism service supply chain and the formation and operation decision-making of cooperative alliance.

Acknowledgements

Jiangsu Province University Philosophy Foundation Project "Comparison of Online Tourism Business Models and Research on Innovation Development" (2018SJA1227);

Key Social Science Project of Nantong Vocational University "Comparison of Business Models of Online Tourism Enterprises and Research on Innovation Development Strategy" (17SK01)

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