

Rural Tourism E-Commerce Development and Network System Construction

Zhanhao Yin

Yantai Gold College, Yantai, Shandong, 265401, China

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Abstract: With the continuous progress of science and technology in our country, especially the extensive application of information technology, in the process of the development of rural tourism industry, influenced by the rapid development of e-commerce, the idea of constructing the e-commerce network of rural tourism emerged as the times require, and the organic combination of rural tourism and e-commerce network is not only an important construction measure to be taken in the construction and development of rural economy in our country, but also an inevitable link in the development of the times. This paper makes an in-depth analysis and research on the development of rural tourism e-commerce and the construction of network system, and puts forward scientific and reasonable suggestions to play an active role in the further development of rural tourism industry and the construction of new socialist countryside in China.

1. Introduction

With the rapid development of our country's social economy, the imbalance of urban and rural economic development is becoming more and more prominent, which has become an important issue restricting the stable and harmonious development of our country's social economy. Therefore, in recent years, our country has vigorously revitalized the rural economy, strengthened investment and construction in the vast rural areas, and promoted the rapid development of the rural economy, thus effectively alleviated the imbalance between urban and rural economic structure and effectively maintained the stable and harmonious development of our social economy. At present, in the process of rural economic development and construction, the full use of local resources to promote the development of rural tourism economy has been proved to be a successful rural economic development road. In today's society, the wide application of computer network technology promotes the formation and rapid development of e-commerce. The emergence of this new form of e-commerce plays an important role in promoting the development of our country's social economy. With the continuous improvement of e-commerce mode and the continuous expansion of business scope, the collision and integration of e-commerce business and rural tourism, the two must experience in the development process. In order to promote the development of rural tourism, it is necessary to combine it with information technology, electronic commerce and networking, construct the electronic commerce development and network system of rural tourism, so that the rural economy can be revitalized and developed.



Figure 1 Electricity sub-business business and township village tourism

2. Schedule the Development of Rural Tourism E-Commerce and Network System

Near In the past year, our country Strengthening the Force Rural construction, in-depth Development of rural resources Face the construction of rural tourism industry. Head Before, I Country tourism Industry development has achieved a certain degree of construction Fruit, and start and current Letter on behalf Information technology Technology, Internet technology and other organic results to promote the construction of rural tourism e-commerce and hair Exhibition. Township The construction and development of village tourism e-commerce Travel information dissemination to promote rural tourism Further development of the industry with of great importance. When Former China Village tourism The Development of Electronic Commerce It's just beginning. It's in its infancy. From The whole thing See, to fully develop and build e-commerce through the village tourism, not in the short term That's enough. Therefore, it must be combined My country The actual situation of the development of market economy, the development of rural tourism e-commerce and network system function construction, do a good job in the time regulation separate, separate Targeting Recent, mid-term and Design different development goals and plans in the long run, and then promote the stability of rural e-commerce and network systems according to the plan Construction and development through a gradual development process Rural tourism e-commerce and network system function gradually improved To form maturity. The Countryside Village tourism e-commerce and network system to promote the township Village tourism economy Industry chain All-sided development, play a positive role.

Yes Recent Development of Rural Tourism E-commerce and Network System China, China Need to be established Powerful Tourism Information Network and databases. Note that in addition to the requirements must have better End goodness and end Outside of integrity, travel information networks Construction of And to move The characteristics of state and information richness Effectively enhance rural tourism The publicity of the industry, Promoting the Rural Tourism Industry Economic and information development.

In the medium-term development planning of rural tourism e-commerce and network system, it is necessary to do a good job of network marketing in view of the actual development of rural tourism industry economy. At the same time, the use of network and e-commerce platform, but also to build a customer relationship management system, customer relations to implement information management. Through the e-mail information transmission, online investigation and other functions in the system, on the one hand, can further strengthen the promotion of the rural tourism industry, but also can be active enough to launch marketing services to customers, so as to effectively promote the economic development of rural tourism progress.

In To the countryside Tourism In the long-term development of e-commerce and network systems, It is necessary to further strengthen the integration construction of rural tourism e-commerce platform and improve the integration level. Same Rural tourism e-commerce should also be strengthened Information functions of service and network systems, including Complete optimization of information collection, processing, remote publishing and updating. except In addition to this, there will be online bookings and expenses Pay and other e-commerce functions for organic integration, make it a whole, to achieve integrated development. for To ensure the security of rural tourism e-commerce and network system, we need to strengthen the network Recognition of rural tourism e-commerce and network system implementation law Systematic management. In In the rural tourism e-commerce platform, we should strengthen the function construction and the consummation of the tourist center, thus for Tourists More available Yuanhua travel services, even Personalized services for all visitors Face upgrade Village Tourism Services Quality, promotion Rural tourism economy Sustainable development[1].



Figure 2 Enhancing the functional development and improvement of visitor centres

3. The Development of Rural Tourism E-Commerce and the Overall Structure of Network System Function are Optimized

In the process of designing rural tourism e-commerce and network system functions, different user types are needed, so different user interfaces are needed. At the same time, the design of interface and communication information channel should be designed and constructed for different users. To ensure that users can be able to rural tourism e-business network system for rational application.

Nowadays the society has entered the big data era, in the process of constructing the rural tourism e-commerce network system, we must realize the data information coverage and pay attention to the comprehensiveness of the rural tourism information. Not only to collect and analyze the information of the tourist location, but also to collect and arrange the information of the tourist enterprises, tourists and so on. and based on these data information, at the same time Internet as the basis, all Optimization of Rural Tourism E-commerce Development and Net The function of the network system is designed as a whole Huti For comprehensive Village tourism Electronic business services, significant Promotion Village tourism Services Quality.

In the countryside Village Tourism E-commerce The whole structure design process of network system China, Lord It should be divided into inner core layer, middle layer and outer layer Layers and other core modules blocks, each module has its unique function. Need To the core The main function of the module is clearly and reasonably divided Can have Efficiency optimization Rural tourism e-commerce network system service function, plus Qiang Township Village Tourism E-commerce Network System Construction the degree of perfection, thus Large number of visitors Higher-quality tourism services to increase tourist experience and promote the sustainable development of rural tourism economy[2].

4. The Development of Rural Tourism E-Commerce and the Construction of Network System Function System are Optimized

Yes Village Tourism Electronic Business Network Network system In the process of construction, we should improve the rural tourism e-commerce network system effectively. Its advance One step to improve service quality except Yes Rural Tourism Electronics Business network system function module to complete the design, but also pay attention to, in rural tourism electronics Business In network systems, Software systems with different functions also play a role Play a vital role in improving rural tourism electronic commerce Function Quality of Service Network System has a crucial impact.

Township Village tourism e-commerce network system is made by multiple Subsystem with Different Function Together, these subsystems include business communications, online marketing, and data Department of Analysis General, etc Wait, in the countryside Village tourism E-commerce network systems play an extremely important role. Village Tourism Electronic Commerce Networking System Normal To provide high-quality tourist services to the general public is also an important safeguard An indispensable part of the rural tourism e-commerce network system.

General Through these children with different functions System The combination and

coordination of action, rural Village Tourism E-commerce The platform is capable of collecting comprehensive travel information And timely release and update, but also to provide the majority of tourists Information Enquiry, presentation and communication services.except Besides, benefit Rural tourism e-commerce platform, visitors Not only are they available Information services required, and Enjoy booking, business communication and other services. Enhancing travelers'travel experience boosts the country Tourism Development of the industry, with Extremely important catalytic role[3].



Figure 3 Development of rural tourism industry

5. Conclusion

With the rapid development of modern social economy, rural tourism Industry construction has achieved better results. In today's society, the advent of the big data era makes the computer network become an indispensable part of the economic development of society. In the process of rural tourism industry economic development, we cannot ignore the important role and influence of computer network. Relying on the Internet, we must strengthen the construction of the rural tourism electronic business network system, promote the development of rural tourism industry information, and build a modern rural tourism economy on the whole, in order to revitalize the rural economy and build a new socialist countryside, provide an important driving force.

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