

# **New Era, New Logistics' Supply Chain Value Integration, Promotion and Empowerment of Commercial Travel Real Estate Market Linkage---- based on Big Data Tool**

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**Abstract:** In the new era, under the background of new logistics, there is cross-market risk in the linkage of business and travel real estate market, which has the interactive influence of uncertain environmental attribute performance; The linkage of commercial and tourism real estate market is put forward by the development strategy of "big tourism", "big consumption", "big infrastructure", "big finance" and so on. In essence, it is the result of the integration of commerce, tourism and real estate industry. In combination with China's reality, this paper explores the intrinsic mechanism and feasibility of improving the chain value of the business travel real estate market linkage--based on big data tools. Research methods: pay attention to the current situation of practical experience and theory at home and abroad, standardize the combination of research and empirical research, adopt the method of action research, supplemented by investigation method, statistical method and so on. The research results are as follows: the big data tool bring the advantages of policy application support, market scope expansion, market complementary advantages, the superposition of supply chain and industrial chain, and the integration of supply chain and value chain. The importance and potential influence of the study are reflected in the fact that with the help of big data tool, the opportunity and feasibility of improving the linkage performance of the commercial real estate market may lead to the improvement of the supply chain value of the commercial travel real estate market linkage, empower the real estate industry and the supply chain service industry, and bring great benefits.

## **1. Introduction**

One of the central problems in the analysis of resources and capabilities of commercial travel real estate market linkage is how to organize the vertical chain-supply chain. With the help of big data, the linkage of commercial travel real estate market mainly brings the value promotion, integration and empowerment of supply chain: it brings economic benefits, value growth and improvement in macro and micro aspects. At present, big data, as a practical tool, has penetrated into every industrial and commercial organization, which will become an important factor of production and the basis of decision-making. Big data has seven trends: mobile big data, real-time big data, Internet of Things, social network big data, public big data etc [1]. Big data has been used in 18 industries, including retailing, transportation, tourism and leisure, management consulting and so on [2-3].

The research of real estate at home and abroad based on big data' background mainly focuses on the real estate evaluation industry and the real estate brokerage industry (see the following references) [4-6], There are few research results on the linkage of business and real estate based on big data.

## **2. The value integration of supply chain based on the linkage of commercial travel real estate market——based on big data tool**

With the help of big data tool, it is helpful for commercial real estate to cross-merge with the consumption data of tourism real estate market in the early stage of development, fully consider the local customs and customs, consumption habits, etc., adjust the location and positioning of commercial real estate and tourism real estate from the height of strategic adjustment, accurately determine the development scale of commercial real estate market, the breadth of development intensity and format choice, and the dynamic grasp of consumer groups. With the help of big data tools, it is helpful to consider the local elimination in the construction stage of commercial real estate and tourism real estate in the selection of housing type, decoration standard, environmental protection material, intelligent electrical appliance and so on. In addition to the demand of the payers, with the help of big data statistics, the survey tools draw lessons from and refer to the data of tourists around and over the years to expand the consumption space of the commercial real estate market, promote the full use of the data of the tourism real estate market, but also reduce the vacancy rate of the tourism real estate market. With the help of big data tool, it is helpful for commercial real estate in the later sales stage, property management stage combined with tourism real estate itself and tourism real estate market data statistical analysis, produce mutual reference effect, in order to carry on the phased development.

With the help of big data tool, the supply chain of commercial real estate market linkage produces cross fusion: profound changes have taken place in the aspects of data collection, audition of design scheme, purchase and hoarding of building materials, etc. This change expects to bring about the reduction of development cost, the acceleration of sales progress and the change of market order of commercial travel real estate linkage market. This change is described and predicted from the macro and micro levels below:

### **2.1 Cross integration at macro level-superposition of supply chain and industrial chain**

This paper studies the relationship between vertical chain, and on this basis, on the basis of chain, expounds the analysis framework of resource and ability between enterprise and market. With the help of big data tool, the commercial travel real estate market linkage in the aspects of data collection, audition of design scheme, supply of building materials, etc., makes the data, design scheme and the supply chain and industrial chain of building materials superimpose: promote the data acquisition from a tool to an industry, make the design industry produce profound changes in the collection of design schemes, auditions, cost savings and so on, and make the building materials industry environmental protection. The direction of customization and economy; Business Travel Real Estate Industry and big data Industry, Design Industry, building materials industry in the supply chain supply side of the superposition.

### **2.2 Cross integration at the micro level: the integration of supply chain and value chain**

This paper studies the relationship between horizontal chain, and on this basis, on the basis of chain, expounds the analysis framework of resource and ability between enterprise and market. With the help of big data tool, the commercial travel real estate market linkage in the analysis of enterprise management data, the evaluation of design scheme, the saving of building materials and so on, makes the data, design scheme and the demand chain and value chain of building materials coincide: the commercial travel real estate industry and big data industry, the design industry and the building materials industry integrate in the demand side of the supply chain; The management of enterprises and the maintenance of market order should produce the appreciation of value, and the demand for construction materials should consider the rationality of value more.

## **3. The value promotion of supply chain based on the linkage of commercial travel real estate market——based on big data tool**

Big data' data characteristics and tapping potential bring new opportunities for the development

of various industries. All industries are actively in line with big data, and the real estate industry is also standing on big data' wave to find a way out of transformation. For data analysis, market analysis and market analysis, it is concluded that the importance of big data is that the direction of upgrading the future value model of commercial and travel real estate market linkage is to open and share and cultivate a new economy and market ecology. The value enhancement of supply chain in commercial travel real estate linkage market is reflected in the integration and analysis of linkage market data between large, medium and small cities throughout the country, which brings about the value enhancement of linkage market intelligence and knowledge discovery, and The city's function division is becoming more and more reasonable, the improvement of the city function, the government and the enterprise to grasp the characteristics of the city, the innovative and dynamic development, the mark of the city symbol, the prosperity of the local economy and culture, and the consumption of domestic demand; the core of the big data is the prediction, The key meaning of the large-scale data application in the business-travel linkage market is to use the scientific development and adjustment of the linkage market supervision system and policies, such as the forward-looking behavior of the data processing and mining to effectively forecast the information to be grasped, and has the effect that the business travel linkage real estate industry has a non-trivial effect; Establish a monitoring mechanism in the information sharing process of the business travel linkage market, and carry out the sharing of the shared data Supervise and manage to avoid malicious sharing of false information to disrupt the market mechanism.

With the help of big data tool, the value promotion of the supply chain of commercial real estate market linkage is reflected in the following aspects: data collection, audition of design scheme, purchase and hoarding of construction materials, etc. This change expects to bring about the reduction of development cost, the acceleration of sales progress and the change of market order of commercial travel real estate linkage market. This change is described and predicted from the macro and micro levels below:

### **3.1 The value promotion at the macro level-the advantage of policy application support brought by big data' tool**

It provides the guarantee and foundation for the moderate expansion of domestic demand and lays the foundation for the linkage between real estate and real economy (such as household appliances, glass, chemical industry, building materials, etc.). The linkage of real estate market is a kind of contradictory movement process. The effectiveness, deviation and complexity of transportation big data coexist, and the profound influence on the linkage market of small real estate, such as business travel materials and articles, is more complex and diversified, which provides the feasibility, conditions and main timing for the linkage of minority real estate market such as business, travel and goods. The linkage of commercial and travel real estate market is innovative. With the improvement of traffic conditions, the spatial evolution of market linkage has a special dynamic mechanism.

The advantages of policy application support brought by big data tools are as follows: the production of market information, the consumption system, the processing system of market related data, the linkage market space replacement policy, the economic monitoring (prediction) and early warning policy system based on big data, and the deep, medium and shallow integration policy between the visual display of minority real estate projects such as commercial travel and so on. With the help of big data, the optimization ways to improve the linkage performance of commercial travel real estate market can be explored as follows: analysis of urban characteristics, scale, history, cultural characteristics, formulation of long, medium and short-term linkage effects of different cities, linkage channels, linkage, etc. Policy, linkage direction, explore different cities to improve the business travel real estate market linkage performance measurement, behavior process mechanism and policy simulation research, fully demonstrate big data' support for policy formulation.

### **3.2 The value of the micro-level is the extension of the market, the complementary advantage of the market**

Using big data to measure the effectiveness of commercial travel real estate market linkage, commercial travel real estate market linkage will invest more of its own key resources (scarce resources and bottleneck resources) into the core business, in order to constantly strengthen its value ability and maintain its value growth position. Combined with the "four-flow" value flow elements of supply chain, the value chain of supply chain service industry is constructed, and combined with the theoretical perspective of business model innovation, the following applied inquiry and case studies are made:

Inquiry research: big data technology first promotes the strategic transformation of the organization, involving two levels of strategy and implementation, including: using "big data supervision" mode "timely pruning" to standardize the operation of commercial travel linkage real estate industry, and the dynamic mechanism and process model of the evolution of spatial behavior of commercial travel linkage real estate market. As a tool of real estate financial innovation, big data is playing a more and more important role: big data, which constantly accumulates, contains a lot of deep knowledge and value that he does not have in a small amount of data, brings great innovation and business opportunities, and promotes the smooth flow of financing channels, efficiency and efficiency of financing performance.

Case study: under the environment of big data, the research on the transaction and pricing of data assets is not only related to the activation of data assets, but also the key point of data value realization, but also the value enhancement brought by the linkage of business and travel real estate market with the help of big data tool: finding real housing sources, publishing needs, online signing, online capital supervision, online inquiry loans, online search intermediaries, online transaction evaluation, online inquiry, Online transaction progress query, online laws and regulations query and so on. Big data, who brings value enhancement by the linkage of the business and travel real estate market, has the following words: online search keywords, browsing marks, words on online platforms and social tools. The unstructured data, which can reflect the housing will of buyers, the data of expectation and regional preference, the data of mobile phone access to base station in specific sales office, the sensor data of building elevator and so on, will become the important data to analyze and reflect the real estate market and hot spot, trend and trend, and so on.

### **4. The value authorization of supply chain linked to commercial travel real estate market——based on big data tool**

With the help of big data, the opportunity and feasibility of the linkage performance of the commercial travel real estate market are intersected and converged, which may improve the value of the supply chain linked to the commercial travel real estate market, empower the real estate industry and the supply chain service industry, promote a new round of growth in this industry, and drive the upgrading and upgrading of a series of upstream and downstream industries. This change is described and predicted from the macro and micro levels below:

Macroscopic level: One of the basic ideas of using big data is the transformation from pursuing data accuracy to data mixing, and the long-term and complexity of the new normal of economy urgently needs to carry out comprehensive strategy through comprehensive innovation of real estate, and promote big data development strategy with big integration; The new normal of the dynamic transformation of economic growth, the decline of potential economic growth rate, the acceleration of a new round of scientific and technological revolution and industrial revolution, promoting the linkage of the commercial and tourism real estate market to bring about a new round of economic growth, this round of economic growth is very trans-formative, the biggest characteristic is a high degree of uncertainty, not only the uncertainty and variability of the technological route, but also the policy environment, the uncertainty and variability of the economic model. These uncertainties continue to superimpose, promoting the rapid iteration of the new industry to the old industry; Increasing investment in science and technology, technological innovation, in software

development, data storage, prevention of virus intrusion, data analysis, identification of suspicious transactions, locking suspicious personnel user information and other aspects, need to continue to carry out scientific and technological innovation and progress; By using modern science and technology, such as network camera technology, fingerprint identification technology and other scientific and technological means, the customer network information must be consistent with the identity information of law enforcement departments, the personal credit system data network must be made public, and the financing risk can be accurately identified[7].

Micro level: With the help of big data' tool, the linkage of business and travel real estate market promotes the transformation of enterprises from extensive management of "paying attention to the whole" to the fine management of "paying attention to individuals", the expansion of financing channels, the upgrading of financing market services, and the anti-risk and mutual profitability of financing effect. Big data system of real estate market financing market as a social system shows openness, multilevel, surging and magnanimity. Complexity characteristics such as imbalance and adaptability. In order to ensure that market participants collect big data to the maximum extent, and objectively analyze big data, for example, big data real-time monitoring can be used to fine regulate and control individual irregular participants, so as to continue to open the market to other participants in good faith, so as to ensure that market participants collect big data and objectively analyze. For example, using big data real-time monitoring can fine control, remove individual irregular participants, so as to continue to open the market to other participants in good faith, so that for cross-regional, cross-provincial, cross-international development enterprises, can break down regional barriers-the complexity of data, information, environmental conditions; For example, big data can promote the structure optimization strategy of big data center complex network in business travel real estate market, promote the implementation of block data development strategy with fractal characteristics in real estate market, optimize the architecture design of business travel real estate market public platform based on cloud computing, and so on.

In particular, it is reflected in:

#### **4.1 Micro level: value empowerment of supply chain affected by trust in commercial travel real estate market linkage**

Trust promotes the change of the linkage concept of the commercial real estate market, the big data real estate finance first appears as the change of the thinking, the first will reverse the material mortgage culture of the traditional financial credit industry, directly push the credit into the value, the credit loan becomes the possibility, the main flow. Credit is abstract, but big data can establish a credit system to make the individual's credit or group credit specific. By combining the mass data together, the objective law is displayed, so that the credit of the person becomes clear, vivid and stereo, so that the credit of the individual or the group can be well grasped. Big Data Real Estate Finance is a Technology Advantage of Fast Development: IT Technology The improvement and perfection of the technology, the establishment and extension of the Internet, the emergence and application of big data (P2P) technology, make the market globalization, get rid of the limitations of the traditional region, make the market more concentrated, so that the enterprise scale is larger and the growth rate is faster. Trust becomes a flexible ability of enterprises, which can re-integrate the resources in the business travel real estate market; On one hand, promote the interactive development and independent development of real estate industry, service industry and manufacturing industry; In addition, the rapid development of big data technology provides a broad trust space for the business field, and deeply changes the resource integration mode, trading behavior, competition relationship and operation and research mode of the business tourism real estate market.

For example, the trust relationship between business travel real estate development enterprises, business travel real estate development enterprises and local government departments, business travel real estate development enterprises and commercial households, tourists, home buyers trust relationship between business travel real estate development enterprises and local government departments, business travel real estate development enterprises and merchants, tourists, home

buyers. The trust relationship between merchants, tourists and home buyers is handed down according to word of mouth.

#### **4.2 Macroscopic level: big data enable the real estate industry chain——major applications and benefits**

Using big data tool to design the top level of commercial travel real estate market linkage from a theoretical point of view, promote the real estate policy of commercial travel real estate market, recognize, try out, popularize, revise, hear, analyze the signal of small real estate market linkage, pay attention to the linkage between real estate policy and other departments (such as transportation department, aviation department, etc.), cultivate from the market, cultivate industry, cultivate enterprises, Design the path of development in terms of social cultivation, such as:

In "2019 Chinese real estate development enterprises 2019", "top 500 housing enterprises preferred supplier service provider brand" and other series of evaluation meetings, you pick hardcover big data grand release. As a big data service platform with (cric), you furloughed the real estate supply chain data all the time, which provided the most effective data service for the real estate development enterprises and the excellent suppliers in the industrial chain. Big data will try his best to empower the real estate industry chain, make the decision more accurate, and make the cooperation more efficient-systematically list the excellent assembly industrial park projects, assembly construction enterprises and installations in the country. Matching accessories enterprises [8].

#### **5. Conclusion**

The results of the study reduce the development risk of commercial real estate, tourism real estate and other niche real estate linkage market, and increase the application and benefit of linkage [9].The linkage of commercial, travel, property and other minority real estate market can make the division of urban function more and more reasonable, perfect the urban function, drive the inventory digestion of the mass real estate market with the minority, promote the government and enterprises to grasp the characteristics of the city, innovate the dynamic development, mark the urban symbol, prosper the local economy and culture, stimulate the domestic demand and consumption, and so on [10].

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