Research of tourism business CRM system based on internet environment

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ABSTRACT

With the popularity of the Internet, under the strong internal demand of the powerful information technology, concept of customer relationship management (CRM) system in the tourism electronic commerce application is the inevitable requirement of e-commerce development to the mature stage. In the era of e-commerce, taking the customer as the center of customer relationship management becomes the key to tourism enterprises to enhance their core competitiveness. This article is based on Internet environment, analysis of tourism e-commerce feasibility of implementing CRM system, taking ctrip network example analysis of the tourism electronic commerce profit model and system architecture of CRM.

KEYWORDS

Internet; Tourism electronic commerce; CRM system.

INTRODUCTION

With the advent of the era of Internet, technology improve constantly, to form the different from the traditional service mode of Internet, such as electronic commerce mode. For the tourism industry, and other similar industries such as banking, insurance, communication. All of them are need customer support industry. Travel agencies, tourist traffic, tourist hotel as the three pillars of modern tourism. With other travel companies in the process of building a enterprise informationization strategy competition for customers. Its performance and customer relationship management strategy advocated in each center management concept. With the gradual rise of travel sites, tourism electronic commerce has begun to gradually mature after several years of development, tourism electronic commerce and customer relationship management (CRM) referred to as a hot research topic

UNDER THE INTERNET ENVIRONMENT OF TOURISM E-COMMERCE

Summary of tourism e-commerce

Online Travel Agent, OTA, is a new concept, refers to the advanced network information technology, on the basis of implementing tourism each link of the electronic business activities. Including released on the Internet, communication basic information and business information related to tourism, using the internet or other electronic means to promote tourism promotion, tourism activities of pre-sale and after-sale service. Through the network inquiries, booking travel products and payment, tourism enterprise internal processes electronically, and the application of management information system is also included[1].

The development of tourism e-commerce is in the Internet environment, on the basis of tourism information database, electronic commerce bank. Tourism is using the most advanced electronic means operation and distribution business system. The process for the tour operator online inquiry, quotation, order, payment, delivery and a series of business activities[1].

Tourism electronic commerce development and the present situation

More mature with the development of electronic commerce, the domestic each big travel agencies have set up their own professional web site on the Internet. Or using a few intermediary site such as where to network, ctrip, taobao provide platform for electronic commerce. At first, the domestic professional tourism web site is very limited, the content is relatively simple, mainly of enterprises to reduce, most of the information website only stay in the stage of professional portal. Such as the country's main tourist routes, scenic spots, out of common sense and works of travel writing introductions. The travel website though the clear concept and clarity of thought, but on the whole, lacking the support of professional resources, factors such as scale, content, visibility is limited, lead to traffic is not optimistic. Broke out in a thorny issue, people gradually realize that "on site" tourism electronic commerce, its basic same pattern, content, redundant construction, serious lack of characteristics. After that, all the travel sites in comprehensive analysis of the current tourism environment and under the Internet environment. To make their own accurate positioning, comprehensive understanding of self, establish characteristic site, in cooperation with well-known intermediary website, realize resources sharing, make the space of Internet tourism market operating real formation.

At this stage, all the online travel enough giant and risk investment hot spot has turned to tourism electronic commerce. The world tourism organization predicted that the next five years tourism e-commerce will account for a quarter of the total amount of global travel deals. At present, the world's major tourist group, about a quarter of the tourism products is to order via the Internet. Many countries will aviation, automobile, hotel, attractions, travel agencies and other tourism enterprises and related enterprises set up their own network. Along with informationization level improving, to the prosperity of the tourism industry, tourism electronic commerce has changed the traditional travel agency operation pattern which is developing at an unprecedented speed.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

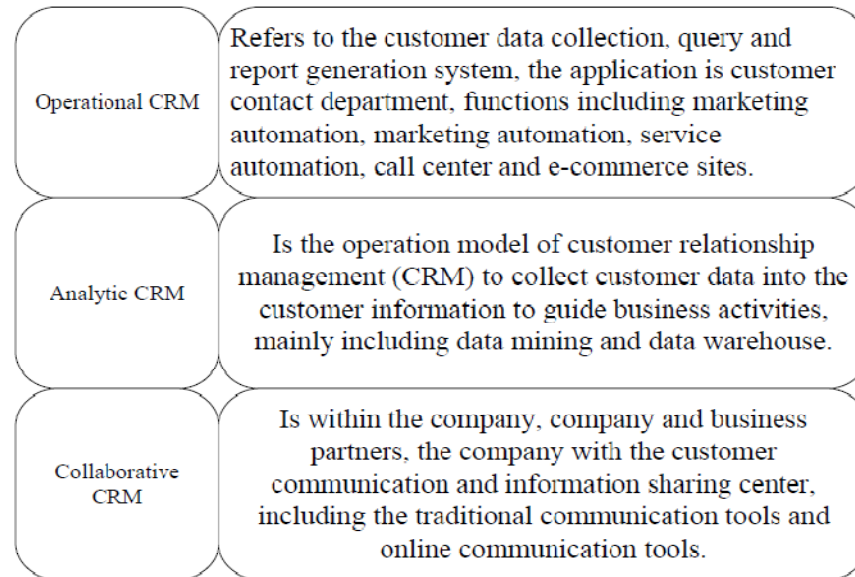### The concept of customer relationship management (CRM)

Customer Relationship Management, CRM is a kind of take the Customer as the center of the operation and Management concept, the purpose is to improve the new Management mechanism between enterprises and customers. In the enterprise marketing, sales, service, technical support and other customer related field, human resources, effective integration of business processes, professional and technical, involving every field of customers or consumers for the enterprise to provide perfect integration, making the enterprise can low cost, high efficiency to meet customer requirements. And it based on the basis of a learning relationship with customers, a one to one marketing mode, make the enterprise to the greatest extent to improve customer satisfaction and loyalty, recovers lost customers, retain existing customers, continuously develop new customers, and firmly grasp the depth of mining live can give enterprise to bring the most value customer group. Deep mining and firmly grasp the customer groups can give enterprise to bring the greatest value[3]

The core content of customer relationship management (CRM) in the continuous improvement and the management of enterprises is through the sales, marketing, customer service, support, and other business processes related to customer relationship. And constantly improve the automation degree of each part, so that the sales cycle shortened, the cost of sales,

expand sales, revenue and profit increase, occupy the market share growth. Constantly looking for new market opportunities and sales channels, and eventually fundamentally improve the core competitiveness of enterprise, make enterprise in an impregnable position in the middle of the current intense market competition. CRM as a customer - oriented operation strategy, it is not a software system or some exotic curiosity-a solution looking for operation management. It will be a variety of channels of communication with customers, such as face to face, telephone contact, such as WEB access way, enterprises can choose the appropriate channel and the be fond of according to customer communication way for effective communication with potential customers. If you want to make your own take good care of the customers and making profits, to maximize the operating of must sink, continuous learning and thinking, in the continuous accumulation of practical experience in the trial and error.

The type of customer relationship management (CRM)

Customer relationship management can be divided into three types, respectively is operating relationship management, analysis, customer relationship management (CRM), collaborative customer relationship management (CRM).

Operational CRM	Refers to the customer data collection, query and report generation system, the application is customer contact department, functions including marketing automation, marketing automation, service automation, call center and e-commerce sites.
Analytic CRM	Is the operation model of customer relationship management (CRM) to collect customer data into the customer information to guide business activities, mainly including data mining and data warehouse.
Collaborative CRM	Is within the company, company and business partners, the company with the customer communication and information sharing center, including the traditional communication tools and online communication tools.

Figure 1: The type of customer relationship management (CRM)

The feasibility of CRM application in the tourism electronic commerce

Customer relationship management in the tourism electronic commerce can be used to integrate communication channels, integration of tourism enterprise internal services, provide personalized service of humanity. The purpose of CRM is to identify customer needs, and its implementation in the tourism electronic commerce platform as shown in Figure 2.

In terms of integration of communication channels, CRM can be almost all the media communication channels are integrated, such as WEB, TEL, WAP, FTP, E - MALL, FAX and traditional way of face to face communication and communication, etc. The aim is to meet the requirements of different customers. No matter the customer through what channels and enterprise contact, CRM can get consistent information timely, accurate, which can improve the quality of tourism enterprises service for customers, reduce business operating costs, make some employees can be freed from the reception work, to other jobs, reduce enterprise human resource cost.

Internal services in the integration of tourism enterprises, CRM will give full play to the functions of sales and business plan market, companies will make full use of the Internet and other media resources of cheap, reduce the service cost of enterprise. At the same time, enterprises can also establish a variety of business projects, a variety of customer groups, the unification of the customer database, and through the summary analysis, the enterprise customer group, make different marketing plan and marketing. Provide personalized services, human nature tourism industry a special service and sell tourism products of special industries, customers personalized service demand more prominent. CRM can subdivide the target customer, subdivide customer base to make use of the information in the database, such as for new client system will automatically identify customer types. And then a complete record of customer information, and to provide users with timely, interactive, multi-channel, omni-directional service. At the same time it can also provide customers with customized business rules and sales advice. And through E-mail, telephone and other means to increase the follow-up service. We still can use the data mining technology to CRM user data statistics and finishing, further makes the corresponding data analysis, and analysis the relation of the enterprise as much as possible to understand the preferences and needs of customers. In the most appropriate time, through the convenient channel to provide clients with personalized, more appropriate service[5]
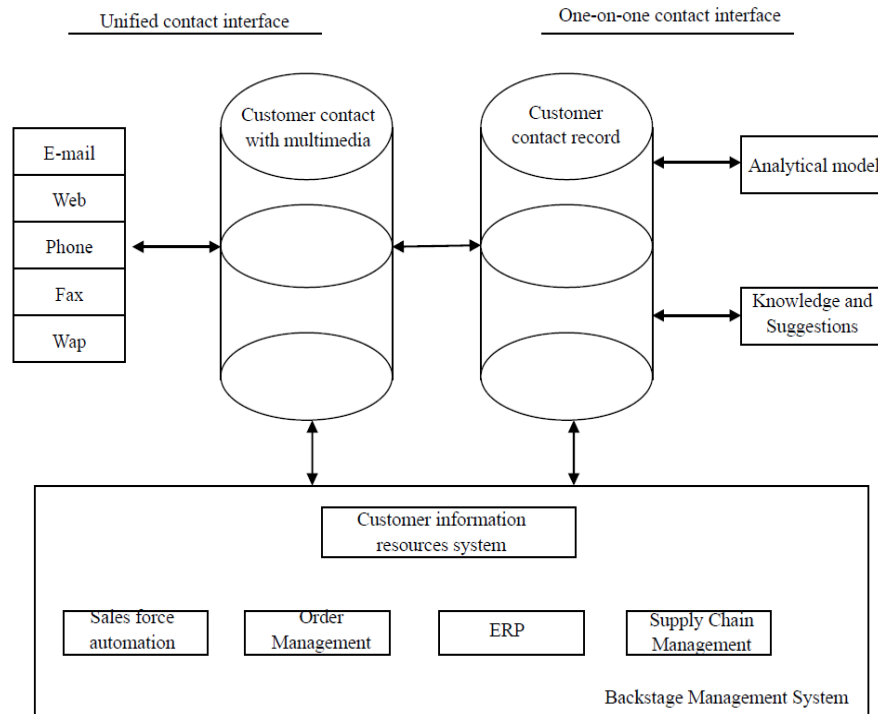
Figure 2: Travel CRM implementation of e-commerce platform

TOURISM ELECTRONIC COMMERCE CRM SYSTEM

Tourism electronic commerce CRM closed-loop system

In the Internet environment, tourism electronic commerce implementation of customer relationship management include identification of customer needs and confirm with the customer communication and management, customer information for specific application level customer response and feedback, etc. In this process, in order to implement the specific application of customer information in the enterprise marketing activities and customer response and feedback of information can be input system again, realize the dynamic adjustment of enterprise marketing behavior. CRM implementation process is a dynamic cycle, cycle of the whole system cycle, forming a "seamless" closed-loop system, as shown in Figure 3[6]. CRM based on previous communication with the customer constantly accumulated in the process of information analysis and segmenting the customer base for restructuring, the communication strategy for the next step in the process of communication with the customer to provide the basis.
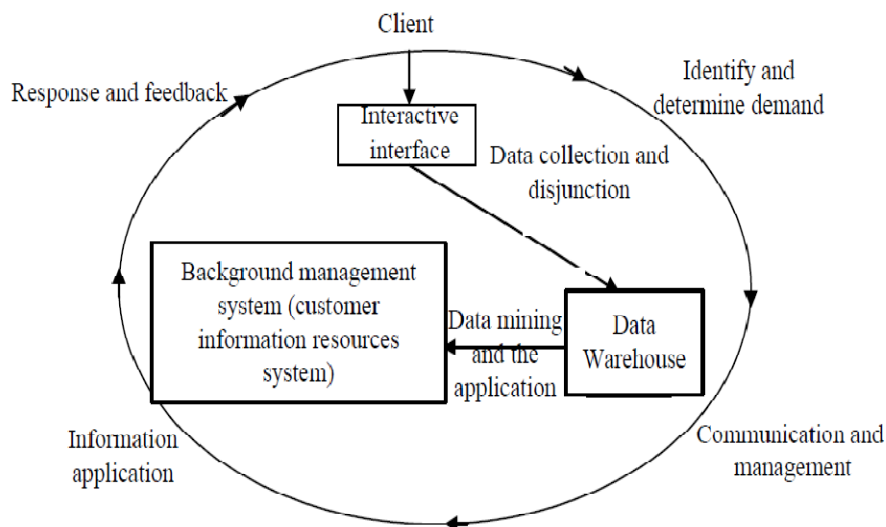

**Figure 3: CRM closed loop system of tourism electronic commerce**

Tourism e-commerce business models and CRM system architecture

At present, our country tourism electronic commerce development is more mature with ctrip, where net, etc. They are based on high technology as the means of travel service company, by telephone call center line and the Internet as the way, to tens of millions of registered members provide hotel reservation, ticket reservation, vacation reservation, travel management, preferential goods and travel advice, comprehensive travel service. Its main revenue for the above service fee and member and advertising revenue, profit model by website, destination hotel, airline ticket agents, cooperation travel agency, Internet market, namely by trading with netizens get booking fee, and from the destination hotel, air ticket agents, travel agencies and other cooperative enterprises obtain kickbacks, and suppliers is profitable for the customer at the same time, also create profits for themselves. The profit pattern of tourism e-commerce site, as shown in Figure 4[7].

Tourism electronic commerce into CRM system, its function can be summarized as three aspects. (1) To two parts sales and customer service information of the business process. (2) Communicating to the customer need the means of integration and automation processing, such as telephone network, etc. (3) Above two parts function by accumulated information processing, customer functions, strategy and tactics for the enterprise decision support. In the Internet environment, tourism electronic commerce CRM system in addition to including the basic content of the objective relationship management also to tourist center to add the characteristic content, ctrip network example, the CRM system concrete content as shown in Figure 5[8].
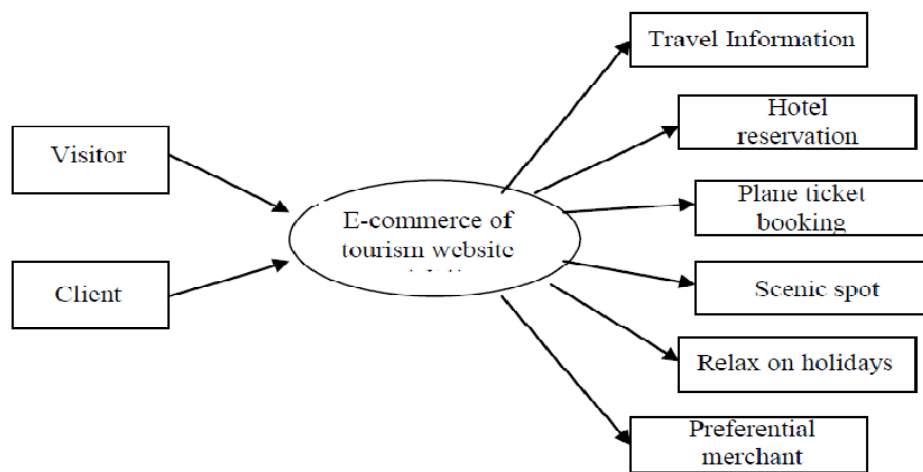
Figure 4: The profit pattern of tourism e-commerce sites
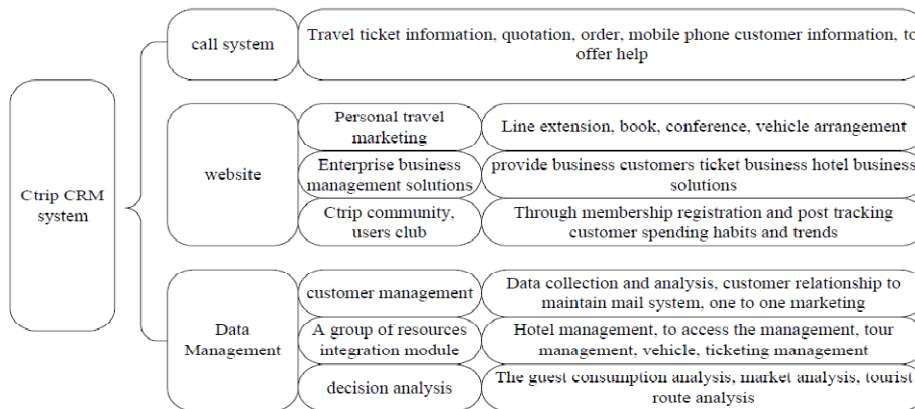
Figure 5: Tourist e-commerce CRM system - with ctrip network example

From ctrip can be seen in the CRM system, mainly divided into three parts:(1) The call center. The website seventy percent of business is done by the call center. Call center can implement information consultation, switchboard directory, complaint handling, telephone recording, fax application, dial the outside application function, these functions will shall be accepted by the reclined at the table on behalf of the classified, and the corresponding information provided by the responsible department. To ensure the accuracy of order processing and service of high quality. Dial the outside application function mainly through telephone, SMS on tuxedo customer satisfaction, in the form of visits, realizing the closed-loop flow process, the call center CRM to reduce operating costs, improve customer satisfaction, ease of management.(2) The ctrip website. The web site to provide clients with a large number of real information, such as scenic spots, hotels, travel and all kinds of preferential and discount information, etc. By advertising on the web portal to improve on the major engine

rankings. On the depth of the site, the establishment of a large database, booking center technology facilities and the introduction of tourist attractions, and provide personalized services for registered users, providing both online and offline consumer preferences. The background data processing system. The site powerful call center system combined with a web site, the background data processing, combine business and customer value perfectly, subdividing customer, understand customer needs.

Tourism electronic commerce development trend of the CRM system

Tourism electronic commerce the development of CRM system in the future, seeking to maximize customer value management concept and more perfect CRM system is very necessary, under the background of "customer-oriented" market, the management method of generation of B2B model. CRM system emphasizes the "starting from the customer, customer management object, the occurrence and development of customer life cycle to establish complete management business process, and according to the customer needs to match the business functions and business processes of the enterprise, business information and value to the customer status for dynamic management, improve enterprise's competitiveness and profitability. To give full play to the role of the CRM in tourism electronic commerce. In addition to establish customer-focused service concept, we should also be prepared to enterprise staff training and incentives, step by step to maximize the effect of the CRM system.

CONCLUSION

In the Internet environment, tourism electronic commerce in order to guarantee a steady stream of customers, meet the real needs of customers and profit. It is essential to introduce customer relationship management (CRM) came in. CRM system provides the tourism electronic commerce management and technical support, make the tourism electronic commerce will travel information, travel, business management, and mutual links, such as using the background data information, provide powerful data support for the enterprise, tourist resources database construction is the core of its implementation, the data warehouse and data mining technology is a major means of implementation. Tourism electronic commerce should choose according to own development stage of CRM system, and work closely with software vendors, in technology and management, always adhere to the concept of "take the customer as the center", all in the interests of the customer, analyze customer needs. Establish effective channels of composition with customers, achieve customers value.

ACKNOWLEDGEMENT

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