# Research on the Management and Development of Online Tourism in the New Era

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*Abstract:* As a new business form produced by the perfect combination of tourism and e-commerce, online tourism has shown a rapid development momentum in recent years. In recent years, the transaction scale of China's online tourism market has increased sharply. This explosive growth rate has made online tourism a remarkable industry and had a great impact on people's tourism consumption habits and ways. However, with the rapid development of China's online tourism industry, the industry is also full of great challenges such as price war and difficult tourism operation supervision. Firstly, by introducing the relevant knowledge background, this paper shows the convenient experience brought by "online tourism management" from the advantages and related applications of online tourism management, points out the relevant regulatory difficulties, and explores the Countermeasures for the relevant regulatory difficulties from the regulatory difficulties.[1]

*Keywords:* Online Tourism Management; Advantage; Regulatory Difficulties

## Preface

Online tourism management is formed on the basis of traditional tourism management mode under the condition of network economy. Due to the rapid development of Internet and tourism in China, China's online tourism operation has a strong Internet foundation support. The rapid development of online tourism market has become an important marketing channel in the tourism market. However, with the maturity of the online tourism market, the market competition will become more intense. Online tourism management has rapidly climbed into the sunrise enterprise with the most development potential in China.

## 1. Overview of relevant background knowledge.[2]

Online tourism has developed for more than 20 years in China, from the initial period of low Internet utilization to the growth period of tourism e-commerce opened by the rapid development of information technology, and then to today, with the emergence of smart phones and tablets, the prosperity of mobile devices and mobile networks has opened the development of Tourism app.

In September 2020, the Ministry of culture and tourism promulgated the Interim Provisions on the management of online tourism operation and service, which stipulates many rights and obligations between tourism operators and tourists.[3]

## 2. Advantages and application of Online Tourism Management

## 2.1 Advantages of Online Tourism Management

## 2.1.1 Resource comprehensiveness

Online tourism operators have very good resources, including the investment of capital from all parties, the recruitment of high-end talents, and the convenience of modern Internet technology.

### 2.1.2 Economy

Compared with traditional travel agencies, online travel operation does not need to add additional funds for store rent and daily management, and the cost will be relatively reduced, including employee salary, etc.

### 2.1.3 Fast and accurate

The online tourism management platform can query you a lot of reservation information about airlines, fares, strategies, accommodation and so on in a fast, convenient and simple way in a short time.

## 3. Application of Online Tourism Management

## 3.1 Emirates joins hands with Huawei to improve user experience

Since January 2020, the official app of Emirates has been officially launched in Huawei's "application market", providing rich functions for passengers to plan their travel. Emirates and Huawei will further expand their cooperation to a shared platform. It is learned that in the next stage of cooperation, it is planned to integrate Emirates app and Huawei wallet to expand a wider range of application functions for passengers.

## 3.2 OTA giant ——Ctrip[4]

Ctrip was originally a computer network company. In a short time, Ctrip tourism network grew rapidly and realized the online one-stop service of travel products. "Producing services like manufacturing", Ctrip's core competitiveness is to use technology to manufacture high-quality services on a large scale.

## 4. Difficulties in online tourism supervision

## 4.1 Tax revenue

## 4.1.1 Problems in tax management of online tourism enterprises[5]

In the process of online tourism management, most operators have the phenomenon of chaotic use of bills. Because the tourism industry itself does not pay taxes in full according to the face value, and the use of invoices is not standardized, it is more likely to have the problem of confusion in filling and issuing invoices.[6]

## 4.1.2 Online tourism enterprises have made "wonders"[7]

In order to attract and attract tourists through the network platform, online tourism operators have come up with "new" ideas and constantly launched new tourism projects and activities such as ecological tourism. However, according to the tax practice of territorial management of the tax authorities, the tax at the main activity place can only be collected by the local competent tax authorities, and the personnel of the competent tax authorities are limited, resulting in the lack of management power and the situation of "unable to manage", resulting in the loss of many taxes in vain. It leads to the polarization of operators. Some operators have closed down due to the elimination of competition, and it is difficult to collect taxes; The operator at the other end is unable to pay the tax due to the long operation time without tax and the large amount of tax to be paid, resulting in tax arrears.

## 4.2 Contracts

In the operation of online tourism, the contract signed is no longer a traditional contract, but an electronic contract.

Electronic contract is ambiguous, mainly to deceive, mislead and even cheat consumers. Businesses have the right to draft contracts. Some enterprises abuse their rights, write their own illegitimate interests into contracts, unilaterally set rights, obtain interests and exempt responsibilities, and unilaterally increase the responsibilities of consumers.

## 5. Optimization strategy of Online Tourism Management[8]

## 5.1 Introduce laws and regulations on Online Tourism[9]

For the lack of targeted regulations on supervision, management and punishment in the online tourism industry, relevant functional departments should study and promulgate relevant supervision and management measures and systems as soon as possible, and standardize the marketing methods of online tourism websites, E-contract signing and other relevant legal acts.

## 5.2 Formulate normative contract text

From the perspective of protecting consumers' rights and interests, formulate relevant standardized contract texts, clearly stipulate various links such as prior agreements and conditions, in-process supervision, post accountability and rights protection, and promote them on a large scale in the online tourism industry. The order requires all operators to sign standardized transaction contracts with each consumer, So as not to infringe upon the rights and interests of consumers again.

## Conclusion[10]

Today's society is an information society. In order to achieve sustainable, healthy and rapid development, traditional industries must be closely combined with advanced information technology, especially tourism. Promoting the development of the whole tourism industry with the informatization of tourism industry is a new and urgent subject entrusted to us by the times. How to operate online tourism safely, smoothly and legally needs to rely on legal means. I believe that with the continuous improvement of tourism informatization, online tourism management will build an authoritative, efficient, safe and convenient platform for online communication and online transaction among tourism managers, tourism operators and tourism consumers.

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