

# Research on the Development of Online Business Model of Hotel Tourism Enterprises

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**Abstract:** With the rapid development of China's economy and society, people's pursuit of the quality of service industry is also improving. The marketing management mode of hotel tourism enterprises has always been the focus of practitioners. Taking the market demand of hotel tourism enterprises in the new situation as the starting point, this paper introduces the value and significance of online business model, and puts forward relevant strategies to promote the development of online business model of hotel tourism enterprises for practitioners' reference.

**Keywords:** Hotel; Business model; Development direction

Introduction: The rapid development of information technology and Internet technology has greatly changed the ways and channels for people to obtain information. At the same time, the relevant marketing management mode of hotel tourism service industry has also changed. Practitioners in relevant industries should actively pay attention to the development characteristics and relevant advantages of online business model, and take targeted measures to optimize it, so as to ensure the further improvement of service quality of hotel and tourism enterprises.

## 1. Requirements of the market for hotel tourism enterprises under the new situation

After entering the information age, the continuous development of the market puts forward requirements for hotel tourism enterprises in terms of expansion of development fields, complexity of individual participation, comprehensive data application and personalized consumer demand. How to adapt to the development characteristics and new requirements of the consumer market under the new situation has brought certain challenges to Hotel tourism enterprises.

## 2. The value of online business model of hotel tourism enterprises

### 2.1 Further strengthen brand publicity

Based on the online business development model, hotel tourism enterprises can build the brand image in combination with the regional characteristics of the region, and realize the comprehensive promotion and publicity of the brand characteristics in combination with internet channels and new media channels, so as to continuously improve people's acceptance of the enterprise brand and promote the continuous progress of the enterprise's market reputation. For example, hotel tourism enterprises in coastal cities can launch one-stop services of visit, catering and accommodation in combination with their local regional characteristics, so as to make more extensive use of hotel tourism resources and promote the further manifestation of brand value.

### 2.2 Fully adapt to the personalized needs of the consumer market

Combined with the online business model, hotel tourism practitioners and relevant managers can comprehensively improve the local related projects according to the market development trend and market needs, constantly expand the project coverage, further adapt it to the changes of consumer market, fully enhance the enthusiasm and enthusiasm of tourists to participate in hotel tourism projects, and make the content of machine wine tourism products more diversified<sup>[1]</sup>.

### 2.3 Break through the limitation of time and space

By making full use of the online business model, consumers can analyze and study the characteristics of tourism projects through the Internet platform, and realize remote service ordering, which can fully reduce the publicity and marketing costs of hotel tourism enterprises, and further strengthen the experience of consumers and tourists. It is the key trend and direction of the development of tourism service industry in the future.

## 3. Strategies to promote the development of online business model of hotel tourism enterprises

### 3.1 Actively adjust the market service strategy

To further promote the continuous development of the online business model of hotel tourism enterprises, we should first more actively adjust the market service strategy, make the relevant service items and contents launched by enterprises more fit with the needs of

consumers, and strengthen the attraction of enterprise service items to consumers. Due to the continuous development of the economic environment, the needs of tourists and relevant consumers for the hotel service industry are also changing dynamically. Therefore, relevant industry managers and their practitioners should follow the development policy of adjusting measures to local conditions and build more perfect market service strategies and schemes, so as to make the service content more diversified and improve the service quality of hotel tourism enterprises. Enterprises should organize relevant technical forces to conduct comprehensive analysis and judgment on the current hotel tourism service market, process market data in combination with online business analysis tools such as IBM SPSS statistics and other software platforms, and form more intuitive image analysis results, so as to fully and comprehensively control consumers' market demand. It can also provide accurate information reference for the formulation of relevant service plans and service contents of enterprises. Relevant technicians and market analysts can analyze and evaluate the market development data through the online business information analysis platform, quantitatively measure the satisfaction of tourists and consumers, and predict the development direction of the future market in an all-round and multi-dimensional way, so as to make the relevant market service strategies launched by hotel tourism enterprises more in line with the relevant cognition of market development and further strengthen the service level provided by enterprises.

### **3.2 Real time integration of hotel tourism resources**

In order to comprehensively improve the economic benefits obtained by hotel tourism enterprises in the marketing process, so as to provide consumers and tourists with higher quality service content, relevant enterprise managers should integrate the hotel and tourism resources in the region in real time in combination with the mode of publicity and promotion, so that tourists and consumers can enjoy the service content provided by hotel tourism enterprises more concisely. Enable the economic value of relevant services to be displayed<sup>[2]</sup>. In addition, enterprise managers should also sort out all links in the whole industrial chain based on the online business development platform, and adjust and optimize the relevant links that affect the cost expenditure of industrial services and economic benefits, so as to enable hotel tourism resources to provide high-quality services for the consumer market.

### **3.3 Targeted development based on e-commerce platform**

With the continuous development and progress of enterprise online business model, e-commerce platform has gradually become a key node to integrate enterprise service content and facilitate the whole service transaction process. The promotion development of hotel tourism enterprises based on e-commerce platform can more efficiently manage and utilize the service information flow and service capital flow, and make the management cost and even marketing cost of hotel tourism enterprises more fully controlled. In addition, based on the unified and coordinated e-commerce platform, each hotel tourism service enterprise can also timely and effectively interact and communicate with the market fluctuation information and hotel tourism service resources, which more fully improves the management and marketing efficiency of hotel tourism service enterprises, and lays a good technical foundation for the integration and cooperation among enterprises.

### **3.4 Continuously improve the informatization online service level**

Since entering the era of information-based business development, the transmission speed of information and data is faster and faster, and the intensity of market competition is also increasing, which also puts forward new challenges to the managers of hotel tourism enterprises. Relevant managers shall actively take measures to optimize and adjust the service content and service form, so as to improve the information online service level in an all-round way, make it more suitable for the direction of market development and fluctuation, and improve the market reputation and competitiveness of enterprises. In the process of optimizing and adjusting the information service content, relevant enterprise managers should also comprehensively collect and integrate the relevant information of the hotel tourism service market based on the online business development model, process the information data through the management software, and timely interact with the Internet communication, so as to make the management mode of Hotel tourism enterprises more scientific and improve the enterprise management and service level<sup>[3]</sup>.

### **3.5 Strengthen the construction of laws and regulations system**

As the key guarantee of the online business development model of hotel tourism enterprises, building a perfect system and framework of laws and regulations plays an important role in the management and service of hotel tourism enterprises in China. Relevant administrative units and legislative organs should improve and perfect the relevant contents of laws and regulations in combination with the current market development of hotel tourism services, actively implement the development policy of governing the country according to law, build a good law-abiding atmosphere among social groups, make consumers in the hotel tourism market have a stronger awareness of rights protection and self-protection, and ensure the standardized and orderly development of the whole hotel tourism online business service market.

Conclusion: In a word, in the current development environment of market economy, online business model plays a key role with its personalized and convenient characteristics and advantages. Relevant enterprises should actively pay attention to the relevant contents of online business model and comprehensively sort out its basic characteristics and processes, so as to continuously develop the enterprise information management level and promote the continuous progress of China's tourism market.

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