

An Exploratory Study on Power Mechanism of Tour Service E-Business in China

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ABSTRACT

The proliferation of electronic business throughout the travel industry is having profound effects on business strategies. Tour services in China are taking full advantage of E-Business in traditional management. This paper presents a model of tour service E-Business, and the key factors relative to power mechanism of tour service E-Business in China. The process consists of three phases: (1) decreasing operational cost, (2) dynamic company organization, and (3) advancing E-Business strategies and business mode. Informatization is a core part of this model. There are two patterns to this model: external power pattern and internal power pattern. External power pattern is concerned with not just the industry structure but also market competition while the internal power pattern is associated with operational cost and the dynamic organization in tour services. This model is also used to analyze one successful tour service E-Business in China, Shanghai Spring International Travel Service (china-sss.com), and to verify the dynamic system principle of this model. At the same time, we also put forward some points in the evolving process in terms of actual conditions in China.

Keywords: Tour service , Informatization , Electronic Business , Dynamic System, Power Mechanism,