

SWOT Analysis on the E-commerce System of Mt.Jiuhua Tourism in the Big Data Age

Yun Li¹

¹ Guangdong University of Foreign Studies, China

Correspondence: Yun Li, Guangdong University of Foreign Studies, China

Received: April 15, 2016

Accepted: April 26, 2016

Online Published: May 2, 2016

doi:10.5430/afr.v5n2p84

URL: <http://dx.doi.org/10.5430/afr.v5n2p84>

Abstract

Since the 1870s, new technologies and inventions have become more and more popular. It is now the era of big data, which has been a focus of research in science, technology, economics, and social studies. In the last decade, the rapid development of computer technologies and the Internet has pushed the emergence of semi-structured and unstructured data, such as audio, video, text, and images. With data volume and categories experiencing rapid development, social networking services, and cloud computing have been widely used. Due to the commencement of big data age, not only Mt.Jiuhua tourism has witnessed numerous changes, but also Mt.Jiuhua E-commerce tourism with diversified dimensions has become increasingly important. Many tourist attractions have already applied big data research into their economic development. This dissertation want to analyze the current status of Mt.Jiuhua E-commerce tourism in the big data age by using SWOT method in order to find a new solution to develop tourist economy.

Keywords: Big date, Mt.Jiuhua tourism, E-commerce, SWOT analysis

1. Introduction

Following the international trend, China has seen ubiquitous E-commerce application in every field under the circumstances of increasing popularity of internet, and Mt.Jiuhua tourism is no exception. However, compared with other industries, Mt.Jiuhua E-commerce tourism seems to be neglected because of a couple of reasons. Mt.Jiuhua is located in Qingyang, Anhui province which is a deprived city. The mountain is famous for its Buddhism culture. Though, a lot of people coming here to make a wish, local economy still can't be stimulated because of many factors (Severin AJ, 2011). There is no supporting industries related to Mt.Jiuhua E-commerce tourism. People who have received higher education choose to work somewhere else, like Shanghai, Beijing. So the reality is that workers with special skills are limited. In the big data age, workers who are familiar with high technology are very important (Olofson V, Eastwood M, 2011). The government do not have supporting policies to attract investment from outside. So the current situation is that Mt.Jiuhua has a lot of tourist resources but they can not be used to improve local people's life.

No study has touched on the design and development of Mt.Jiuhua tourism E-commerce system in the big data age, which is still a novel and confusing world for the public. The situation of Mt.Jiuhua E-commerce tourism in the big data age is depicted and analyzed. The big data age is the unchangeable international flow (Du H, Wang J, Liu YN, 2014). Following this tide, a new Mt.Jiuhua tourism E-commerce system should be implemented to inform the industry insiders of utilizing big data and maximizing the benefits so that they can produce niche products and services for the huge tourism customers.

This thesis can be divided into four parts. First, this paper will briefly introduce the current situation about Mt.Jiuhua tourism. Second, its E-commerce system along with its problems will be shown to everyone. Then, the current big data situation and its effect on Mt.Jiuhua tourism will be discussed. Third, it will provides references for taking advantage of big data to promote the development and the enormous potential of Mt.Jiuhua tourism by using SWOT method to study the current status of Mt.Jiuhua tourism in the big data age. The last part is conclusion. In order to follow the current big data tendency, a brand-new E-commerce system consisting of one-stop website, WeChat, microblog and app was presented. It is proposed that economic big data will become a new solution in developing tourist economy.

2. Overview of Mt.Jiuhua E-commerce Tourism

2.1 Application of E-commerce in Mt.Jiuhua Tourism

Due to the unbelievable development speed of internet, Mt.Jiuhua tourism could be displayed as a product in the E-commerce platform combining the on-line presentation and the off-line field experience. Mt.Jiuhua E-commerce tourism means applying IT technology to the process of Mt.Jiuhua tourism production, marketing and management. It's clear that the targeted clients are basically urban citizens, who are always on-the-go or believe in Buddhism. With few time to request and wait for paper brochures, busy urban travelers are ideally suited for on-line travel planning. Most clients plan their trips individually, hence they tend to search relevant information and make plans on the internet (Yu WY, Yan CG, Ding ZJ et al, 2013). Mt.Jiuhua tourism businesses are lack of channels to make themselves known to the targeted customers. By using modern IT Technology, Mt.Jiuhua tourism companies can reach new customers, track tourists, take online reservations, and offer information about their products and services. Internet is the most convenient and efficient way for Mt.Jiuhua tourism companies to launch marketing and promotion strategies on one hand. Clients also benefit from the discount tourism products published on the internet on the other hand. Normally speaking, Mt.Jiuhua tourism products are mainly short-time individual trips, from which it can be deduced that the application of E-commerce in Mt.Jiuhua tourism is very underdevelopment. In other words, there's still great potential of the development of Mt.Jiuhua E-commerce tourism.

2.2 Problems Relating the Current E-commerce in Mt.Jiuhua

After so many years development of E-commerce, Chinese tourists have already accustomed to shopping on line, but electronic transaction in Mt.Jiuhua tourism is rarely touched due to a couple of reasons. Though a series of websites involving in Mt.Jiuhua tourism were created and offered a lot of related information to tourists, no actual transaction has ever been completed on line. Up to now, Mt.Jiuhua E-commerce tourism development is still in its preliminary stage. There is no authoritative and efficient website covering Mt.Jiuhua tourism. Although the majority of tourists tend to log on to the internet for reservation or booking, it's impossible for them to plan their trips ahead on the internet as there is no such E-commerce platform (Wu XD, Zhu XQ, Wu GQ et al,2014). And even for some popular websites, they fail to interact with potential customers actively. Generally speaking, tourists have to collect the information they need, book tickets independently. Why is Mt.Jiuhua E-commerce tourism under-developing? Firstly, they don't provide instant on-line customers' services. They can only be reached by calling. Secondly, they are lack of tourists' Feedback, tips or comments. Because most tourists choose unfamiliar tourism destination, hence they must totally prepare themselves for this trip to avoid unexpected troubles before they set off (Silver, N., 2012). Nowadays, people cherish individual feelings, so tourists become more mature and educated, who are no longer trust the published official information but prefer to search travel tips or experiences written by other tourists who have already been to the destination, which seems more real, trust-worthy and practical. With no advanced ideas, Mt.Jiuhua tourism websites only constructed an empty Shell, which lacks human-touch content, attractive pictures, mutual view presentation, direct tourist service, and on-line communication with tourists.

2.3 Big Data Age and Its Effect on Mt.Jiuhua E-commerce Tourism

The year of 2013 is the first year of big data age. Gary King, the director of Harvard's Institute for Quantitative Social Science says "It's a revolution". Big data are regarded as the most critical resources, which yield numerous impacts on every field. With the rapid growth of social networks, mobile bandwidth, and so many mobile terminals, the data created have surpassed any time in history. All industries need to depend on big data for accurate and useful information (Davison R M, Harris R W, Vogel D R., 2005). SOCAP defines Big Data as "the productive use of data in units of measure that far exceed megabytes and gigabytes." That means use the data that customers are already generating to offer them better, more targeted and generally more profitable services and products. Travel is already ripe for this kind of use. With so much available information about a specific consumer, transaction or destination become one of detailed, precise personalization. Mt.Jiuhua tourism companies must work across silos to gather the myriad data points created by a consumer at different places in order to win at true personalization more effectively. Companies of Mt.Jiuhua tourism must collect and combine all these data from different in-house systems to obtain new insights and make next-step business strategies. Data analysis and decision-making based on these customers' data are the distinguish features of big data age (Tien,J.M. & McClure, J.A.,1986). Big data is a relatively recent term that has been coined to describe the easy-to-follow trail of digital footprints which internet users must leave behind inevitably revealing who they are, what they buy, where they go, and so on. Based on the data analysis, not only tourism destinations were graded, but also people got to know the real-time tourists number and traffic situation (Nong C X.,2012). In this way, they could arrange or adjust travel plans to avoid going to those crowded places. Focused on data, Mt.Jiuhua E-commerce tourism industry will improve their product matrix for further development

into a new stage, when superior interactive and personalized services can be delivered to the tourists.

3. SWOT Analysis on the E-commerce System of Mt.Jiuhua Tourism in Big Data Age

3.1 Strength

Though the number of farmer accounts for 34% of the total population in China, their income occupies only 10% of GDP (Wu G L., 2013). It's getting harder and harder for people around Mt.Jiuhua area to make a living because land, water and labor are considerably decreasing. During the course of modernization and urbanization, people in Mt.Jiuhua area have more life choices instead of only sticking to the land for their whole life, therefore most of them flood into the city to work as migrant workers or build modern skyscraper to host urban guests, both of which are more lucrative than the traditional way of earning their bread.

Owing to limited resources and skilled workers, Mt.Jiuhua tourism businesses only rely on traditional advertising tools to market their brand and even to promote their new tourism products. They don't have enough budgets for marketing campaigns even though they may come up with terrific promotion ideas because it's impossible for them to spend a fortune on public media such as newspaper, TV and websites. Along with the coming of big data age, the out-of-date marketing way for Mt.Jiuhua tourism businesses has totally been changed. Due to the popularity of the internet, almost everyone's life is being recorded in the electronic way. It's urgent for rural tourism businesses to make them showed on the internet through various ways, change from off-line advertising to on-line free marketing channels such as social network websites, and launch some new marketing activities towards the segmented market by carefully analyzing the collected effective data.

No matter what has happened and changed in Mt.Jiuhua E-commerce tourism, customers are always essential to its success. Tourists of Mt.Jiuhua prefer individual trips rather than group trips. To be more specific, instead of finding travel agents for useful information or transactions, tourists tend to search their favorite tourism destinations all by themselves mainly via the internet dominated by various social networks. Now most social networks are free and easy to use, the most important thing is that they are open to all the people throughout the world. Essentially what is at the center of big data age tourists' personal preferences. And Mt.Jiuhua E-commerce tourism businesses are able to predict potential customers' traveling demands(like religion), engage in real-time interaction with tourists, deliver tailor-made travel packages and ultimately establish a close, stable and long-term relationship with tourists.

3.2 Weakness

Companies of Mt.Jiuhua E-commerce tourism don't have too many skilled personnel. People in Mt.Jiuhua have very poor education background and they barely have any IT knowledge, not to mention the newest IT trend like big data. Personnel of Mt.Jiuhua tourism are often high-school dropouts and also receive little vocational training. They absolutely are not qualified tourism professionals because they don't possess the skill kit. For some older staff, they even don't know how to operate a computer. They are reluctant to learn new things and make certain changes, therefore Mt.Jiuhua E-commerce tourism business is kind of framed into the old ways. It's tremendously difficult for them to train themselves to embrace the IT world. And bosses of Mt.Jiuhua E-commerce tourism don't plan to send staff out for some skills training because the cost is too high. These personnel lack of skills in this sector are obstacles to Mt.Jiuhua E-commerce tourism businesses aiming to catch up with the big data initiatives (Lü Y Z, Kong C Y., 2011). Mt.Jiuhua doesn't have sufficient investment and capital. Though the recent travel boom brings huge benefits to the tourism sector, it's not the case for Mt.Jiuhua E-commerce tourism businesses. It's also understandable that they just don't have enough capital by themselves. It's not common for them to attract outside investment because they don't have certain relations and don't know how to sell their projects to other investors. In order to upgrade network system, they need to buy new computers, laptops, modems, wireless router and smart phones, which need a lot of funds. Mt.Jiuhua E-commerce tourism business is in need of the flow of investment and capital and also need to equip its staff with high technology.

3.3 Opportunity

The popularity of China ranked No.1 around the globe, so its netizens also took the most part of the world. Internet has already become an indispensable part in everyone's daily life (Qiu X Q., 2009). The most convenient way to access to or gain information is via internet. As long as the internet is available, you can get whatever information you want from the net no matter where you are. Especially in big data age, people's data on the internet can be stored in the cloud. We already stepped into the data explosion era, therefore, to some extent; internet has been recognized as one of the most reliable information sources. It's a break-or-make point for Mt.Jiuhua E-commerce tourism practitioners and they'd better to take most advantage of useful data to make their E-commerce tourism business flourishing. After so many years of IT construction, basically every village now is able to have access to the internet.

IT infrastructure in the countryside has been completed. As many cities implemented smart city programs aiming at wifi-coverage across the entire city, this trend will certainly extend to the countryside. As we can see, internet will have a great effect on Mt.Jiuhua E-commerce tourism development. Considerable economic accomplishments have been achieved in recent years, which led to dramatic changes in others aspects of our society, thanks to consistent opening-up and reform policy. People are now living a relatively comfortable life and realizing their dreams. They are no longer pursuing materials only. As people have more disposable money on their hand, they begin to spend more on other things like traveling. For a typical so-called middle-class family in China, who believe in Buddhism, it's quite normal for them to have at least one private car enabling them to go traveling wherever they want, which is perfect for Mt.Jiuhua E-commerce tourism.

3.4 Threat

Privacy is unquestionably the biggest threat undermining people's information safety in the big data age. This kind of threat can be avoided because of internet. People gradually realized the danger of personal data exposed on the internet, so they are becoming more and more concerned about privacy invasion and leak. Government also needs to make some laws to protect people's private information. Everything you put on the internet will be stored as the big data. Though you may only share personal things in a small circle, it's still feasible to obtain the data from anywhere around the world. It can be said that your whole life can be electronically tracked and recorded. If the data gathering is seen as creepy or invasive, the consumer will not be pleased and the companies will lost those consumers' loyalty. People will not trust you any more. For instance, Mt.Jiuhua E-commerce tourism firms can make contacts with you just because they know you are near their area by collecting your map data, however you probably don't like the fact that someone else knows your whereabouts. You also feel disrespected when contacted by strangers without any hints before. Consequently, when companies utilize the data to fulfill their marketing or business needs, some users may feel threatened or violated.

4. Conclusion

If Mt.Jiuhua wants to get full development of E-commerce tourism in this big data age, it needs to establish a dynamic multi-facet E-commerce system. Any company neglecting the influence of IT will be eliminated one day. Different from the old Mt.Jiuhua tourism E-commerce system focusing only on websites, the planned E-commerce system for today's society is multi-dimensional and multi-layer and more directly connected with the tourists. Considering that the present Mt.Jiuhua E-commerce tourism websites are normally small and lack of information, it's proposed to integrate those small-sized websites and create a large one-stop Mt.Jiuhua E-commerce tourism website. The website team takes charge of maintenance and marketing, and Mt.jiuhua tourism businesses pay annual fee for the website operation, which is win-win for both sides. Actually apps may even be more important than ordinary websites because of the dominance of mobile terminals and wifi coverage. Furthermore, communicating with the public through social networks has been developing rapidly over the past two years and it is popular now, like Wechat and Weibo. Users can also run their businesses via E-shop services provided by Wechat. Those platforms are featured in long-term triangle cooperation and communication, and it can serve as a strong foundation for a successful E-commerce system for Mt.Jiuhua E-commerce tourism.

References

- Bai Y H, Jiang D D. (2013). Strategies for developing rural tourism E-commerce in Wuhan City. *Tourism Overview*, (12), 204-205.
- Davison R M, Harris R W, Vogel D R. (2005). E-commerce for community -based tourism in developing countries. *Proceedings of the 9th Pacific Asia Conference on Information Systems*, Bangkok, 1396-1403.
- De Mauro Andrea, Greco Marco, Grimal-Di Michel. (2015). What is big data? A consensual definition and a review of key research topics. *AIP Conference Proceedings*, 1644, 97-104. <http://dx.doi.org/10.1063/1.4907823>
- Du H, Wang J, Liu YN. (2014). A time sequence protocol to achieve the effect of fair exchange without trusted third party. *Chin Sci Bull*, 59, 699-702. <http://dx.doi.org/10.1007/s11434-013-0075-7>
- Lü Y Z, Kong C Y. (2011). Survey and thinking on the situation of farmhouse enjoyment tourism E -commerce in Zhejiang. *Bulletin of Science and Technology*, 27(6), 950-962.
- Machanavajjhala A, Reiter J.P. (2012). Big Privacy:Protecting confidentiality in Big Data. *ACM crossroads*, 19(1), 20-23. <http://dx.doi.org/10.1145/2331042.2331051>
- Nong C X. (2012). Development mode of rural tourism E-commerce under the background of rural Informanization *Rural Economy and Science-Technology*, 23(8), 50-52.

- Olofson V, Eastwood M. (2011). Big data: what it is and why you should care. IDC http://sites.amd.com/us/Documents/IDC_AMD_Big_Data_Whitepaper.pdf. Accessed 12 Jan 2014.
- Qiu X Q. (2009). Rural tourism informatization in Yunnan. *Inquiry Into Economic Issues*, (8), 157-161.
- Severin AJ. (2011). Dealing with data: training new scientists. *Science*, 331, 1516. <http://dx.doi.org/10.1126/science.331.6024.1516-a>
- Silver, N. (2012). *The Signal and the Noise: Why So Many Predictions Fail - But Some Don't*. The Penguin Press, New York, NY
- Steve Hawkins David C. Yen David C. Chou. (2000). Awareness and Challenges of Internet Security. *Information Management & Computer Security*, 08, 131 – 143. <http://dx.doi.org/10.1108/09685220010372564>
- Tien, J.M. & McClure, J.A. (1986). Towards an operations-oriented approach to information systems design in public organizations. *Public Administration Review, Special Issue on Public Management Information Systems*, 27(7), 553-562. <http://dx.doi.org/10.2307/975577>
- Wu G L. (2013). Promoting rural tourism development by implementing E-commerce system. *Tourism Overview*, (10), 130.
- Wu Xindong, Zhu Xingquan, Wu Gongqing, Ding Wei. (2014). Data Mining with Big Data. *IEEE Transactions on Knowledge and Data Engineering*, 26(1), 97-107. <http://dx.doi.org/10.1109/TKDE.2013.109>
- Xiong J P, Liu C L, Yuan J. (2006). On E-commerce development and its network system construction of rural tourism. *Economic Geography*, (2), 340-345.
- Yu WY, Yan CG, Ding ZJ et al. (2013). Modeling and monitoring of online shopping business processes based on system behavior patterns. *J Comput Inform Syst*, 9, 1–8.
- Yu Zheng. (2015). Methodologies for Cross-Domain Data Fusion: An Overview. *IEEE transactions on big data*, 1(1), 16-34. <http://dx.doi.org/10.1109/TBDATA.2015.2465959>
- Zhang W L. (2011b). Strategies for developing rural tourism E-commerce in Sichuan Province. *China Business & Trade*, (8), 163-164.