Research on Service Innovation Mode of "Internet plus Tourism" Against the Background of the Integration of Culture and Tourism

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Abstract—**"Culture and Tourism Integration" and "Internet plus Tourism" are hot topics under the guidance of national policies in recent years, but previous studies in this field have relatively neglected this aspect of service innovation. And service innovation is of great significance to promote industrial integration and better realize the tourism supply-side reform. To this end, the article combines the four-dimensional mode of service innovation, studies typical service innovation events of Ctrip Tourism Group, sums up its successful experience in the process of service innovation, and expounds the inspiration of current tourism companies in service innovation. The research has certain enlightenment to promote the development of the new format of the integration of culture, tourism, and the Internet, to form a tourism enterprise brand, and to meet the service needs of tourists.**

Keywords—culture and travel integration; service innovation; internet plus tourism; four-dimensional mode

I.   INTRODUCTION

Service innovation is one of the important ways to promote the development of modern service industry and one of the important features of industrial integration. Since the implementation of the "515 Strategy" by the country, the deep integration of the Internet and tourism has been established as a national development strategic action [1]. In recent years, the government has also put forward the relevant policies of "promoting travel by text, displaying text by travel, and insisting on integrated development". The realization of service innovation through industrial integration has been placed in a very important position [2]. However, the contradiction between tourist demand and tourism service supply is becoming more and more prominent. Therefore, innovating the tourism service mode is of great significance for improving the quality of tourism services. From the perspective of industrial integration, culture, tourism, and the Internet are all important components of the modern service industry. The service innovation will promote the deep integration of the three, generate new service forms and service products, and achieve quality services on the supply side supply. Therefore, based on the "four-dimensional mode" of service innovation proposed by scholars such as Bilderbeek, this article applies it to the tourism industry and analyzes the service innovation activities of Ctrip Tourism Group as a case in order to provide theoretical research on tourism service innovation The new idea also hopes to provide support for the government and related enterprises to carry out the development of "tourism plus".

II.   LITERATURE REVIEW

Cultural and tourism integration is a specific form proposed according to the theory of industrial integration. McIntosh first proposed the term culture and tourism. In the process of culture and tourism, tourists can learn from others' historical culture, heritage, contemporary life and thought [3]. The formation of a new format of culture and tourism has led to the emergence of specific forms of service innovation. New culture and tourism products incorporate cultural heritage or industrial cultural elements. The dance of Tahiti in Hawaii and the Torch Festival in Edinburgh are the products of festivals and activities produced by the integration of culture and tourism [4]. "Internet plus tourism" has made some achievements in leading service innovation. The application of big data, digital scenic spots and smart tourism has brought tourists a better service experience.

Scholars represented by Barras and others have obtained rich research results in the field of service innovation. Regarding the service innovation process, Barras believes that the evolution law of service industry innovation activities starts with efficiency-increasing progressive process innovation, undergoes fundamental process innovation of quality improvement, and appears as product innovation of new services [5].The Chinese research achievements on service innovation are parallel to the development of the service industry, and have experienced the development process of the three perspectives of technologism, service orientation, integration research[6]. Because service has the characteristics of intangibility that is different from technology, technology is only a basic element in service innovation. Therefore, the emergence of an integrated research perspective brings technicalism and service orientation into a research perspective. From the perspective of industry integration, Shen Jing(2016) proposed that logistics companies need to focus on industry

collaboration, increase the input of advanced technologies, and maximize the output of innovation[7].

The "Internet plus tourism" service innovation mode under the guidance of the new format of cultural and tourism integration is a mode of the integration of three industries; the application of Internet technology, through promoting the integration of cultural and tourism, acts on service innovation. The integration of culture and tourism also needs the help of Internet technology to improve the quality of tourism services. From the perspective of supply, products and resources are specific forms of services provided by tourism enterprises. The essence of service innovation is to provide tourists with high-quality services from the perspective of the supply side. The scope of application of the service innovation mode determines that the particularity of different industries needs to be taken into account in the process of service innovation; the cross-industry nature of the tourism industry determines the need to study service innovation from an integrated and systematic perspective, and the research conducted on the basis of integration is relatively lacking. Due to the diversification of service innovation subjects, most of the previous studies only considered both the customer and the enterprise. The multi-agent in the next phase of the research is no longer limited to both the customer and the enterprise. The external environment focuses on collaborative innovation between different companies, and the internal environment focuses on factors that are likely to trigger intermediary effects, so as to achieve better enterprise service innovation performance and enable the company to achieve sustainable development.

III. METHODOLOGY

This research project has employed a case study approach to study tourism enterprises' service innovation events. A case study is a common qualitative research method. In order to better explain the service innovation process of tourism enterprises, this paper chooses Bilderbeed's four-dimensional mode as the theoretical basis. Bilderbeed and others used the integrated research method of unifying products and services to distinguish and integrate key factors in the innovation process, and proposed a "four-dimensional mode" of service innovation, as shown in Figure 1.The four dimensions are the new service concept, client interface, new service delivery system and technology, the innovation of one or several dimensions and the interaction of other dimensions, which means the completion of a service innovation as a whole [8]. Ctrip Travel Group won the "Best Travel Service Innovation Award" in 2016. Therefore,studying the successful experience of Ctrip Tourism Group has reference significance for optimizing the service innovation mode of tourism enterprises. This article selects 24 corporate events related to service innovation published by Ctrip.com from 2003 to 2019 as cases, and analyzes Ctrip Travel Group in conjunction with a four-dimensional mode.

Fig. 1. Four-dimensional mode of Service Innovation

IV. CASE STUDY

A. New Service Concept

The service innovation of tourism is intangible, and its innovation result is a new method to solve a problem in the specific service process, or a concept that can gather groups with the same consumption value concept. The "Ctrip Gourmet Forest" project launched by Ctrip Tourism Group. The concept of "Gourmet Forest" advocates a high-quality travel catering experience. It is a combination of delicious food and a good dining experience. It is also the interaction between local material culture and intangible culture such as humanities and historical heritage. Blending, this is the unique experience of travel food service. The "Fun to Local" project, through the realization of the distinction of this local scene, has gradually evolved the definition of tourism into "local local localization" and "local local localization"; travel users hope to get more localized life in the travel destination Experience, local users want to find new landscapes and new ways of playing in the cities where they live. Both of these are conceptual innovations generated by deep analysis of consumer demand.

B. Client Interface

Client interface mainly includes the way services are provided to customers and the way of communication and cooperation between customers, it is extremely important to establish a good communication and reputation between tourism enterprises and consumers. The premise of good communication is to understand the needs of consumers. Therefore, the innovation of customer interface requires a lot of consumer information. Ctrip's big data management background for tourists provides information support for the innovation of customer interface. Since the establishment of China's first online booking platform for international air tickets in 2004, Ctrip has successively launched UnionPay mobile payment, China's first aviation Italian insurance policy sales network platform, overseas hotel reservation platform and global ticket reservation platform. It realizes the good service docking between hotels, scenic spots, banks, insurance companies and tourists, improves the way the services are provided to tourists, and increases the service efficiency of the tourism process.

C. New Service Delivery System

The "Service Delivery System Dimension" is closely related to the "Client interface" dimension. This dimension focuses on finding a suitable internal organization arrangement and management to encourage employees to develop and provide new service products; Ctrip's service delivery system innovation is aimed at services safety issues, optimize internal organization arrangements, and form a tourism safety management center. These include 7 major mechanisms including global supplier travel safety standards, travel warning centers, and global destination emergency assistance mechanisms, covering the entire journey from departure to travel. According to the types and severity of different types of security incidents, the organization grants appropriate authorization to employees to enable them to initiate guarantee mechanisms and response measures at different time points and for customers in different situations, and can make flexible plan choices; With its own service capabilities and qualities, it can perform emergency response within 30 minutes when it encounters terrorist attacks or major natural disasters.

D. Technology

Since tourism service innovation often occurs in the interaction between service personnel and service personnel, the technical dimension is an optional dimension in its service innovation process, but due to the high correlation between the tourism industry and other industries, In the new format of the integrated development of "Culture plus Internet plus Tourism", innovation in the technical dimension has greatly promoted the development of tourism service innovation. Ctrip has independently developed and established a visual order display system and personalized recommendation system. The 250 million user groups on the platform will generate nearly 4T of browsing and booking behavior data every day. With the help of the visual order system, Ctrip can understand the departure place and the real-time, analyze reports on the popularity of destinations and post user travel trends. The personalized recommendation system is mainly aimed at the user's booking process, by analyzing the user's geographic location and browsing behavior, guessing the tourists' travel intentions, and simultaneously pushing the appropriate products and routes, which greatly saves the user's booking time.

V. RESULTS

Judging from the entire process of Ctrip's service innovation activities, service innovation may be an innovation in a certain dimension, but in terms of the overall implementation of a service innovation, it is a specific combination of the above four dimensions. The emergence of new services means the formation of subdivision concepts. It is necessary for employees to change their working methods and their relationship and function with customers, and improve service efficiency through technology. Correlative innovation between different dimensions is the fundamental way to play its role and an important guarantee for innovation to be realized. Combining the successful experience of Ctrip Travel Group, some results for carrying out service innovation activities for different types of travel enterprises are proposed.

A. Create Cultural and Experiential Service Concepts

Conceptual innovation in tourism service innovation has the greatest impact on the entire innovation process. The market background of the integration of the cultural industry and the tourism industry has spawned many new concepts, such as research travel, red tourism, etc. To develop new service concepts. The new IP-based service concept of culture and tourism is to create a tourist attraction with its IP-based conditions into a brand theme with cultural soul and originality, and infiltrate all aspects of tourism planning, design and marketing, etc. It is supported by information technology and passed to tourists in the form of services through tourism activities. On the one hand, it is to create an IP for cultural and tourism resources. After the IP is integrated with cultural products, the tourism resources will provide tourists with a cultural identity and travel experience in an intangible form of service; The two film and television works "Flower Thousand Bone" shaped the IP of Changbai Mountain Scenic Area and Guangxi Waterfall. On the other hand, the development of culture and tourism product IP, Yaduo tapped different IP elements such as community interaction, drama concept, and carefully selected product experience to create The Drama Hotel, and Yaduo Strictly Selected Hotel. Let consumers feel a "cultural social scene", serving people with common interests and values, so that they can find a sense of belonging and experience the products and services with the most sense of identity.

B. Establish a "Trust Core" Client Interface

Tourism has evolved from the era of group travel with "things clustering" to the era of global tourism with "people divided into groups". Trust is the core condition for the realization of a new customer interface. A new client interface with customer trust as the core needs to be established. Customer trust mainly includes three levels: trust from service content, trust in service evaluation and trust in service experience.

At the service content level, customers need to have a preliminary understanding of related services before making a purchase decision. Tourism enterprises use AI, AR and other technologies to improve the presentation of content, so that customers get a clearer understanding at the content level. At the service evaluation level, tourism e-commerce services enable tourists to build an initial sense of trust in services by reading the evaluation of related services, and evaluation becomes a way to gain trust. The customer service system such as the Travel Safety Management Center established by Ctrip Travel Group has received good user evaluation and formed a membership group of nearly 300 million. Finally, at the service experience level, customers need to experience the service after making a purchase decision. During the experience process, a deeper level of trust will be established. This trust will not only make the tourism enterprise better understand the characteristics of customers, but also it makes customers decide whether they will repeat purchases or spread to other customers. Tourism enterprises should use trust as the core, inject culture connotation into the content, use technology to optimize services, implement instant feedback and response mechanisms for evaluation, and improve the quality of service in the customer's travel experience.

C. Construct the "Collaborative Co-creation" Service Delivery System

The dimension of "service delivery system" is closely related to the dimension of "client interface". This dimension focuses on finding a suitable internal organizational arrangement and management to urge employees to develop and provide new service products. In the traditional business era, the rules of corporate management are promoted layer by layer in the vertical field, extending outward to form their own products, services and technical barriers. Now it is necessary for enterprises to form an atmosphere of "collaborative creation" and form "community values". For example, study travel service, as a new service concept in a market segment, requires employees to have the values of "cultivating people with morality" and a corporate culture with "educational feelings". Tourism enterprises can establish corporate culture through organizational learning, optimize organizational process drive by using new technologies, and implement a certain incentive mechanism to encourage employees to participate in the innovation of service delivery system, and employees and managers can work together to make employees have co-creative values.

D. Build an Intelligent Service Network

As an important means to link the other three dimensions, technology plays an important role in the whole process of service innovation. Through the use of new technology, it makes the service of "Internet plus Tourism" in new business type has three characteristics: novelty, experience and influence. The "Zhejiang fun" tourism information service platform built in Zhejiang Province uses big data and mobile Internet technology to provide high-quality services in the whole process of Zhejiang tourism. The global Zhejiang navigation system is based on hand-drawn maps and integrates public services such as audio guided tours and catering. It makes tourists get a better tourism experience. Under the

influence of new technology, tourists spread through minority channels such as moments and Weibo, which is becoming more and more accurate, and customers make intelligent choices according to their own hobbies. Channel precision also helps to find some customers with common interests, making users more and more sticky, forming a "culture tourism community" or "fans", everyone becomes the next communicator and achieve group fission.

VI. CONCLUSIONS AND IMPLICATIONS

Based on the theory of the four-dimensional mode of service innovation, combined with the realistic background of the integration of literature and tourism and "Internet plus tourism", this study discusses the ways of service innovation of tourism enterprises, taking Ctrip Tourism Group as a case. This article analyzes its innovation measures in each dimension in the process of service innovation, and further puts forward the specific ways of service innovation according to its successful experience. The conclusions are as follows: conceptualization innovation is carried out by shaping the literature and tourism product IP and the literature and tourism resource IP; Establish a trust core customer interface of content trust, evaluation trust and experience trust; organize learning, reward mechanism and technology drive to establish a collaborative service delivery system to improve the knowledge and skills of service personnel and transmit them within the organization to form a corporate service culture and build an intelligent service network through the Internet and other information technology to make the whole service process efficient and fast.

Since this study is a cross-cutting field involving culture, tourism and internet industries, this article focuses on the service innovation mode applicable to new business type formed by these three industries. However, the process of tourism activities involves all aspects of food, accommodation, transportation, tourism, entertainment, and shopping, as well as many industries other than culture and the Internet. Therefore, the follow-up study can be further discussed from the perspective of the ecosystem of multi-industry integration. How to establish the mode and approach of service innovation?

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