The design and Realization of Tourism Electronic Commerce Platform based on WEB

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ABSTRACT: This paper discusses the design and implementation of tourism e-commerce platform, the requirements listed in the system requirements are realized and solved in this platform, we construct several modules of tourist routes, ticket booking, member information management, message plate, server-side data management, to realize the problems encountered in the process of Tourism aspects. This platform combine tourism products with services together, it can provide a network sharing platform for the development of tourism.
KEYWORD: E-commerce; Tourism industry; JSP; Database;

1. INTRODUCTION

With the rapid development of the Internet technology, informatization and networking of tourism industry makes the consumer's shelter, food, travel, entertainment, purchase, and other tourism elements of life become more convenient, greatly promote the development of tourism, also brought huge economic profits. The simple definition of tourism electronic commerce, the Internet for the theme, tourism information collection, and electronic bank based on tourism, commercial operation by using electronic means of business system. From 1996 to the present, tourism electronic commerce has been rapid development, at present, the existing 5000 much home website can provide basic information, tourism, professional tourism website to reach more than 400, mainly covers the travel portal website, characteristics of tourism website, area three categories. The website becomes an indispensable part of the informationization of tourism industry, but now our country tourism e-commerce websites exist the problems of network security, information content is not perfect, the paper analyzes the current situation of tourism electronic commerce website, set up a comprehensive tourism e-commerce platform, and the key technologies of the platform development process carried out an in-depth inquiry.

2.THE OVERALL STRUCTURE OF TOURISM E-COMMERCE PLATFORM

2.1 The system business structure

The system takes the tourism electronic commerce platform as the center, to recommend the scenic area, tourism strategy / scenic tourist destination, scenic spot map navigation strategy for entrance, displays all related information such as the scenic area, city, scenic spots, cultural resources, geography, traffic, weather, festivals, equipment, resources and so on display, and can enter the other scenic spots of the same with the scenic spot with the scenic tourist city or other scenic spots of the same strategy. The system of business structure is shown in figure 1.

2.2 Technical architecture

The system adopts three layers of structure: data layer, business layer and presentation layer, data layer support all the relational database (recommended by Oracle), business logic layer using the spring unified affairs, configuration and other aspects of management, convenient maintenance business in the future, the presentation layer uses decorator principle to unify maintenance to keep the style of the page.The technology architecture is shown in figure 2.

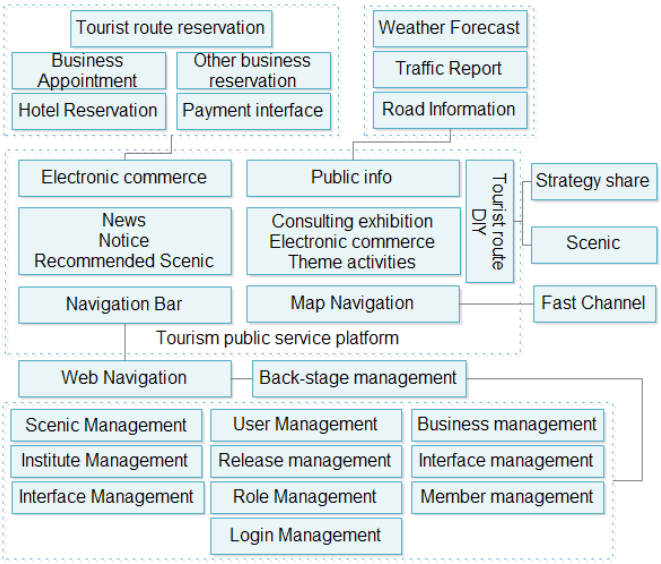

Fig.1 The structure of system business

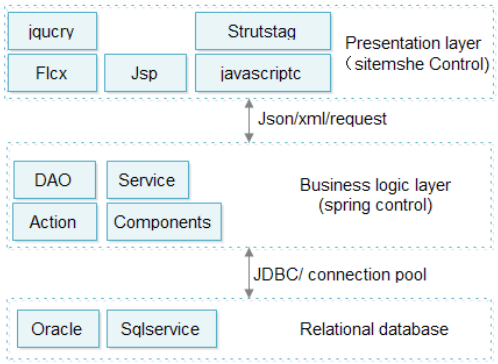

Fig.2 Technical architecture diagram

2.3 Hardware deployment

Members link the SSO server, barrier free login to a business service platform and public service platform through the Internet / mobile networks. Ordinary users access to the platform through the client browser. The business service platform and public service platform share data through the interface in the data center, hardware deployment is as shown in Figure 3.

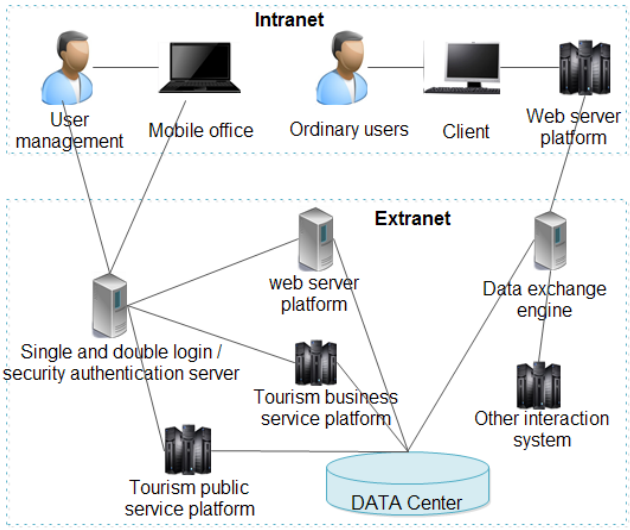

Fig.3 The hardware deployment diagram

3. THE REALIZATION OF TOURISM E-COMMERCE PLATFORM

3.1 The overall implementation of front-end system

According to the technical background, Tourism electronic commerce platform research can be divided into 3 support platform: System platform: System platform mainly include server and the system software structure, such as the database, information query, file exchange, general tools, two provides a universal function. Network platform provide computer information through the network equipment and communication system switching service.

Application system platform: it realize various functions of the system, there are different software system to achieve. In addition, the tourism electronic commerce platform with the search module, including airfare search, line search, hotel search; the platform in order to maintain the operation of the system, but also the need for a system administrator to provide the password changes and other services; booking module including ticket booking, hotel reservation, attractions line booking etc.. The browser system module partition is as shown in figure 4.

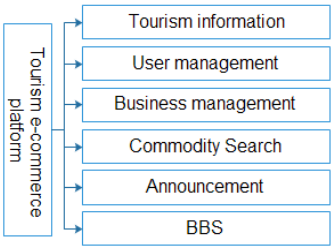

Fig.4 The browser module diagram

3.2 The core module of the system

(1) registered user login module realization

User management module of data flow is as shown in figure 5.

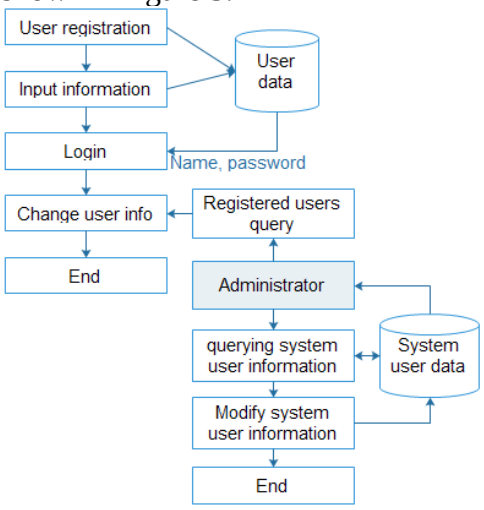

Fig.5 data flow diagram of user management module

The relevant implementation code:

```
function checkReg(name,value){
var nameObj=$("#"+name);
if (name=="usid"){
if (isValidUsid(value)==false){
alert(errTitle+"\n\n1,Name [["+value+"]] Has been registered, Input name again");
nameObj.removeClass("input_ok");
nameObj.addClass("input_err");
nameObj[0].focus();
$("#checkUsid").val("");
return false;
}
if (value.length<4||!Validator.Username.test(value)){
alert(errTitle+"\n\n1, Please enter your user name correctly, the first character is consist of letter,(4-15) digital ");
nameObj.removeClass("input_ok");
nameObj.addClass("input_err");
nameObj[0].select();
$("#checkUsid").val("");
return false;
}
nameObj.removeClass("input_err");
nameObj.addClass("input_ok");
$("#checkUsid").val("ok");
return true;
….
```

(2) Realization of order management module

Front end shopping generated orders cannot be implemented immediately, it needs the system administrator on the server passes the examination, it can be related to the operation. Order management module of data flow is as shown in figure 6.

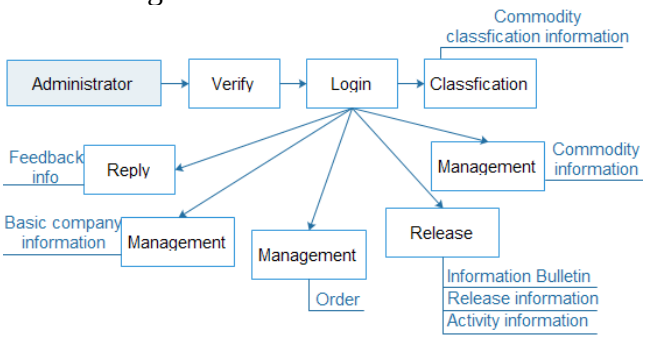

Fig.6 Data flow of order management module

Order query is a very important part of customer, so set the "order management" hyperlink in the navigation bar, for the convenience of users click the query, according to different conditions, we required order information.

The server administrator can also order with the corresponding order number or order status query. To understand the related commodity information in the order, the hyperlink will need to click on the corresponding order number to open the relevant page. Click the order number corresponding will run the interface, the administrator can modify the order status and deal with some overdue orders or bill according to the transaction.

The part implementation code for order inquiry:

```
<form name="report1_turnPageForm" method=post
action="http://www.jowong.com/reports/user/MorderDetail.jsp?1384407865184"
style="display:none">
<input type=hidden name="orid" value="20131114000046">
<input type=hidden name=srcId value=39448>
<input type=hidden name=report1_currPage value="">
<input type=hidden name=report1_cachedId value=39449>
```

```
</form><script language=javascript>
function report1_toPage( pageNo ) {
document.report1_turnPageForm.report1_currPage.value
= pageNo;
document.report1_turnPageForm.submit();
}
</script>
<script language=javascript>
function report1_saveAsExcel() {
var address =
"http://www.jowong.com:80/servlet/com.runqian.report.vi
ew.excel.ConfigExcelServlet?
url=http%3A%2F%";
window.open( address +
"&frame=report1_saveAs_frame", "",
"width=300,height=180, left=250, top=200, status=no
resizable=yes" );
}
</script>
….
```

4. CONCLUSIONS

This paper mainly studies the tourism electronic commerce platform based on Web, combine with Web application system, take B/S as the framework and the software of Dreamweaver as Webpage editorial assistant tools, using Java as the script and service environment, developed a practical value of tourism electronic commerce platform.

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