

# Research on Customer Relationship Management of Forest Tourism Service Industry Based on CRM System

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**Keywords:** CRM system; forest tourism service industry; customer relationship management

**Abstract:** Eco-tourism has achieved rapid development in recent years and is extremely prominent in the global tourism industry. Among them, the development of forest tourism is in good shape and the development speed is very fast. Based on the perspective of customer relationship, the article will analyze the service problems in the forest tourism service industry and explore how to adopt CRM technology and ideas to improve the quality of domestic forest tourism services to a higher level.

## 1. Introduction

Domestic forest tourism has achieved rapid development in recent years, and a large number of enterprises serving the forest tourism field have been able to grow rapidly. Among them, the service characteristics of the tourism service industry are more significant. However, as a whole, such domestic enterprises lack the strong brand awareness, low service quality, and small scale of operation, which cannot effectively adapt to the rapid development of forest tourism.

## 2. Concept definition

The meaning of forest is the various types of tourism activities that are mainly used for tourism, which are based on forest parks and other forest landscape resources within the forest area. Forest tourism allows visitors to enjoy the beautiful ecological environment of the forest, return to the natural life that has nurtured human civilization, and let the people living in the modern fast-paced social life find the wildness of the mountains and forests. Forest resources cover a variety of functions including rest, protection of the ecological environment, and production of forest products.

Customer Relationship Management (CRM) refers to the related technologies and ideas for managing customer relationships. This business philosophy is “customer-centric”, through the use of relevant information technology in the customer service, technical support, sales, marketing and other aspects of the enterprise to increase and improve the relationship between customers and enterprises, thereby serving customers. Provide more personalized, fast and quality services to attract and maintain more customers, and optimize the relevant business processes for customers, and strive to achieve the old customers retention and new customer acquisition costs minimized, so that the company's competitive strength Achieving a qualitative leap with the ability to adapt to the market.

## 3. Forest tourism service industry and customer relationship management

### 3.1 Forest tourism e-commerce and customer relationship management promote development

On the one hand, customer relationship management provides a considerable development space for the forest tourism service industry to transition to the e-commerce model. Only by starting from the dimensions of performance, structure and strategy can an enterprise be “customer-centric”. From the perspective of e-commerce environment, enterprises have surpassed traditional enterprises in making information into enterprise assets, using information to create value, and information processing. Traditional companies conduct customer relationship management and provide

e-commerce-based front-end tools for enterprise customers, complementing the travel e-commerce website with a tool designed to meet the individual consumer needs of consumers. It can transform the traditional forest tourism service industry into a modern enterprise based on e-commerce.

### **3.2 Forest Tourism E-Commerce achieves win-win between enterprises and customers through CRM**

CRM is ahead of the management concept, and enterprises and customers break the contradictory relationship between supply and demand. CRM belongs to the “learning relationship” and is in the category of cooperative game. E-commerce uses customer relationship management to achieve a win-win effect between the company and its customers. It regards “win-win” as the foundation for the development and existence of CRM relationships. The company is responsible for providing customers with excellent and high-quality services and products, and customers return appropriate prices to the company. Both the supply and demand sides have gradually formed a good relationship of mutual benefit and long-term stability. Obviously both parties are very satisfied with this result. In addition, corporate CRM clearly puts forward the relevant goals of the company's pursuit of profit, and is an indicator of the formation of the best customer relationship. The establishment of a CRM system can effectively improve the business development of the enterprise, enhance customer service capabilities, and actively discover and retain more customers, making them one of the profit centers of the enterprise.

## **4. Management objectives of CMR in forest tourism service industry**

CRM is a business model and business strategy that adheres to customer focus. It covers two major aspects. First, the company has the relevant strategic concepts of customer relationship management, and secondly, the networked and informatized level of enterprise computerized management technology. The formation and implementation of CRM is inseparable from contemporary network information technology. Applying CRM to forest tourism companies, it mainly covers the following management objectives:

(1) Establish, promote and expand the “one-on-one” customer service network for tourism enterprises

Enterprises should use advanced network communication facilities, means or traditional methods to increase the number of target customers, provide customers with the services and products they need, and provide them with the services and products they need in a timely manner.

(2) Establish a fast, accurate and reliable communication relationship with customers

In accordance with the service information and customer information, the company dynamically formulates service, sales and product strategies that are in line with the development trend of the target market.

(3) Tourism enterprises can use their intelligent analysis system to find their own loyal customers, and mine useful market information to provide effective assistance and basis for making correct management decisions.

## **5. Suggestions for the introduction of CRM into the forest tourism service industry**

### **5.1 Transforming the concept of the company**

Market competition is becoming more and more fierce. The past ideas can no longer create stronger competitiveness for enterprises. For enterprises, customers are the core resources of enterprises. Therefore, forest tourism service industry enterprises should effectively organize various resources inside and outside the enterprise according to the specific tourism needs of customers to meet their consumption needs, and provide consumers with targeted tourism services and products to form enterprises. The virtuous circle of customer relationships enables the tourism supply chain to maintain strong stability and development capabilities.

## **5.2. Establish a long-term strategic framework and planning**

It is necessary to conduct in-depth research on the overall strategy of the tourism market, closely combine the current changes and development trends of the tourism market, and formulate a strategic framework and long-term planning that are consistent with the actual situation of the enterprise. The forest tourism service industry is in the context of the network economy, and the new opportunities and challenges facing it are unprecedented. The forest tourism service industry enterprises should adhere to the customer-centered development concept, analyze the development and changes of the market, explore relevant legal policies, analyze the trends of the world tourism market, and formulate targeted strategies based on the actual situation of the enterprise.

## **5.3. Uniform channels to ensure customer communication**

The forest tourism service industry enterprises provide relevant services and products to customers through channels, which is the most important thing to effectively retain loyal customers. Therefore, the industry should adhere to the customer-centered development philosophy, through the creation of a sound network, the use of advanced technology, the formation of a coherent, diversified, unified channel. It is important to ensure the effectiveness, consistency and coherence of multi-channel communication, because the channel is unified to effectively improve internal efficiency.

## **5.4. Establish a customer relationship database with marketing capabilities**

In CRM, the importance of the database is self-evident. Therefore, the forest tourism service industry should adhere to the tourist-centered service concept and regard it as an important part of the industry enterprise development chain, allowing visitors to transform from outsiders to themselves. Enterprises should build their own customer relationship database, input relevant information and files of each visitor into relevant databases, maintain contact with all visitors for a long time, and treat each of them as the object of long-term promotion and service of the company. In this way, companies can gradually build a long-term stable customer base. Moreover, it should also be based on the computer management system of travel agencies, hotels, scenic spots, expand the scope of industry networking, promote resource sharing, and create a nationwide tourist information resource library.

## **5.5. Utilize advanced technologies and tools**

In order to better carry out supply chain management, we must make full use of advanced tools and technologies. Enterprises in this industry should make full use of various types of advanced technologies and tools to effectively integrate the external systems of the industry and various available resources within the industry, build their own core competitiveness, gradually adapt to the development and changes of the tourism market, and meet the tourist needs of tourists.

## **5.6 Cultivate a team of highly qualified personnel**

Nowadays, market competition is becoming more and more fierce, and talent competition is its fundamental content. In order to improve the level and ability of supply chain management, the forest tourism service industry should build a team of exquisite salesmen with the spirit of innovation and pioneering, strict discipline, high professional quality and efficient operation. It is necessary to closely contact the specific characteristics of informatization construction, conduct business training and business education for all levels of application and management talents, so that enterprises can continuously improve the level of tourism informatization, enhance their comprehensive capabilities, and create and cultivate both familiar information technology and proficient in business.

In the context of the network economy, the traditional forest tourism service industry has been affected by many aspects such as cost, information and tourism demand. To this end, the introduction of customer relationship management into the forest tourism service industry can reduce costs, actively adapt to and meet the strong needs of people's individualized tourism, and

improve the economic benefits and service efficiency of the forest tourism service industry. Therefore, tourism enterprises should update their ideological concepts, overcome various difficulties such as low quality of personnel, low introduction costs, and low level of informatization. They should continue to change their business management ideas, formulate scientific and rational CRM strategies, and ensure that customers communicate through unified channels. And exchange, build a large customer relationship database with good marketing functions, cultivate professional CRM talents, and enhance their ability to use advanced tools and technologies.

## **6. Conclusion**

Nowadays, the domestic forest tourism service industry is developing rapidly, and there is an increasingly fierce market competition among forest tourism enterprises. How forest tourism enterprises can effectively break through the past service methods, continuously improve service quality, and form a strong vitality to promote sustainable development of enterprises is a major issue worthy of in-depth study. The feasibility and necessity of applying CMR to forest tourism service industry were demonstrated, and the related management process and management objectives of CMR in this industry were discussed. Through the introduction of the CRM system, forest tourism companies are assisted in identifying their current e-commerce development process and forecasting its next needs to help them identify the market with the greatest value. It can be said that the forest tourism service industry uses the CRM system and will gain considerable market space in the future.

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