

The Institutional Innovation of the Development of Online Tourism Smes in the Context of Big Data

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Keywords: Big Data, Smes, Innovation

Abstract: in China, Small and Medium-Sized Enterprises Are Mainly Operated by Entrepreneurs. Due to the Lack of Resources, They Need to Rely on Entrepreneurship and Innovation for a Long Time to Promote Business Growth. Nevertheless, Smes Play a Very Important Role in China's Economic Development. Different Resources Will Lead to Different Behaviors of Smes. Therefore, It is Necessary for Small and Medium-Sized Enterprises to Identify and Use Innovation Opportunities, Propose Planning Objectives and Formulate Long-Term Strategies. At the Same Time, through Cooperation with the External Environment, We Can Get the Average Return and Realize the Strategic Competitiveness. the Spirit of Innovation Strategy Can Encourage Small and Medium-Sized Enterprises to Manage and Identify Sustainable Competitive Advantages. Then, through It to Find New Business Opportunities, Sme to Strengthen the Management and Adjustment of Resources. in China's Economic Development, Small and Medium-Sized Enterprises Play an Important Role. the Rapid Development of Small and Medium-Sized Enterprises Has Become an Important Part of China's Market Economy, Promoting the Development of Social Productivity. Therefore, More and More Small and Medium-Sized Enterprises Establish Their Competitive Advantages and Intangible Assets through “Bottleneck Assets”, Which Are Combined, Transferred, Accumulated and Protected. the Resource-Based Theory Evolved from the Core Competitiveness Emphasizes That the Company's Competitive Advantage Lies in Its Valuable Tangible and Intangible Resources. Because of the Heterogeneity of Resources, It Can Change Short-Term Competitive Advantage into Sustainable Competitive Advantage. Most Smes Are Good At Finding Opportunities. Information Source is the Key to Decision-Making. the Ability of Rapid Analysis and Analysis Can Provide Smes with Sustainable Competitive Advantage, So It is Also Worth Paying Attention to the Core Competitiveness.

1. Introduction

Online Tourism is an Information Sharing Mode, Which Relies on Internet Technology to Meet the Needs of Tourists, Including Information Technology, Product Booking and Service Evaluation. This Information Sharing Model Breaks the Limitations of Traditional Store Sales and Market Docking, and Forms a New Cross Regional and Cross Market Business Model, Which Has Been Pursued by Consumers and Tourism Information Providers. According to the Statistics of China Institute of Business Industry, in 2017, the Number of Users in China's Online Travel Booking Market Reached 3.47 Million, with a Transaction Scale of 828.6 Billion Yen. Most of the Users of Offline Travel Booking Have Transferred to Online Booking. Capital Has Played an Important Role in Promoting the Scale and Market Structure of China's Online Tourism Market. in Particular, At the Beginning, the National Tourism Administration Determined 2014 as the “Year of Smart Tourism”, and Determined the Market Positioning of Online Tourism from the National Strategic Level. in 2015, There Were 188 Online Tourism Investment Activities in the Capital Market. But the Next Year, Things Got Worse. in 2016, Online Tourism Companies Invested More Than 100 Times in the Capital Market. Dozens of Online Tourism Smes, Such as Jiaoya.com and Fun.com, Have Been Found and Declared Bankrupt. the Common Reason is That the Capital Chain Has Been Broken. According to the Capital Attributes Represented by Ota Electronic Ip and Qunar, the

Capital Comes from Formal Financial Institutions and Capital Markets, While the Capital of Online Tourism Sme Mainly Depends on Internal Financing, and the Capital Scale is Small. This is Refuted by the Fierce Competition of the Giant in the Future[1]. in Fact, a Lot of Private Capital is Scattered Outside the Formal Financial System. Moreover, It Often Puts Social Security At Risk in the Form of Illegal Finance. How to Guide and Guide the Private Capital to Enter the Small and Medium-Sized Enterprises of Online Tourism Reasonably Needs System Innovation, Guidance and Regulation.

2. Research

2.1 Small and Medium-Sized Enterprises

Table 1 Organizational Effectiveness Of the Competitive Value Framework

	Flexibility	Control
Inside	Team culture	Layered culture
	Cohesive force	Organizational process of authority clearing line
	Morale	Toe the mark
	Support each other	Stability and predictability
	Corporate culture	Rational culture
External	Flexibility and creativity	Clear task
	Acquisition of resources	Planning and productivity
	Responding to changing external environment	Efficiency
	Growth and Entrepreneurship	Measurable results

In China, more than 99.5% of enterprise groups are small and medium-sized enterprises, which are the important foundation of national economic and social development. The rapid development of private enterprises has become an important part of China's market economy, promoting the development of social productivity[2]. According to the publication of four departments of the Ministry of industrial information, the National Bureau of statistics, the national development and Reform Commission and the Ministry of finance can be divided into three types: small and medium-sized micro enterprises according to their industries, incomes and capabilities. This research mainly focuses on small and medium-sized enterprises. Therefore, agriculture, forestry, animal husbandry, fishery, industry, construction, transportation, information transmission, software and information technology services are appropriate definitions for the industries of small and medium-sized enterprises: more than 20 employees, 300 yuan of operating income and 300 yuan of employees, 200 yuan of small and medium-sized enterprises; construction industry[3]: 300 yuan of operating income, 60 yuan of above and 300 yuan of total assets, and 50 yuan of small and medium-sized enterprises Wholesale of less than RMB Yuan: retail enterprises with more than 5 employees, less than 20 employees and business income of more than 1000 yuan and less than 5000 yuan are retail enterprises of small and medium-sized enterprises: transportation industry of small and medium-sized enterprises with more than 10 employees and less than 50 years old, business income of more than 100 yuan and less than 500 yuan: 30 small and medium-sized enterprises with more than 200000 employees, business income of more than 2 million yuan and business income of less than 10000 yuan[4]; Storage industry: small and micro enterprises with more than 20 employees, less than 100 employees, and more than 1 million yuan of business income and less than 10 million yuan of employee income; information communication industry: small and medium enterprises with 10 employees, less than 1 million yuan of employee income and less than 10 million yuan of employee income[5-6]; software and information technology service industry: employees with more than 10 employees and less than 100 people Operation of real estate development with an operating revenue of 1000 yuan and 1000 yuan above, total assets of 200 yuan and 50 yuan, real estate management industry: employees and less than 300 people above, operating revenue of more than 300 people, and business services of small and medium-sized enterprises with an operating revenue of 500 yuan below: employees of more than 10 people, employees of less than 100 people, total assets of less than 1 million yuan, small and medium-sized enterprises The number of employees of the enterprise is less than 800000 yuan[7]. Other unlisted enterprises: more than 10 employees, less

than 100 employees of small and medium-sized enterprises. It is reported that SMEs have different scales in different industries.

2.2 Big Data

In 2015 Guiyang international big data industry expo and Guiyang summit, in the era of global big data, Premier Li Qingyang? In today's world, a tide of technology and industrial revolution is rising. Data is the most basic resource and the most important productivity. Big data, cloud computing, Internet and other new technologies are rapidly integrated. It will change people's production and life style more and more profoundly. "Internet +" plays an important role in improving the industry and the overall competitiveness of the country. Li Qingyang stressed that China is a country with a large population and large information applications, as well as a country with large-scale data resources. Therefore, big data industry has unlimited development space. At present, China is conducting research under the "network +" action plan[8]. In order to achieve a comprehensive development of all life's huge data dependent innovative business model, in order to promote learning, formulaic, scientific decision-making and government management, new ideas are used. And solve public problems such as transportation, health care, education, etc., help a large number of entrepreneurship and innovation, maintain rapid growth, and provide tools for China's economy to move from the middle and later stage to the level. In addition, Li Qiang, the distance between time and space of the Internet has been shortened. Huge data has brought opportunities to the development of industries, different countries and regions. The "network +" focuses on the development of time and data security, which can bring more effective, greener and more Huimin[9]. In order to promote the cooperation and deeper application of the new development trend, more and more "exchange interactive learning, share the results" Convergence.

3. System Innovation

3.1 Restrict the Access of Online Tourism Market and Adjust the Monopoly Market Pattern of Online Tourism Market

The monopoly competition pattern of online tourism market has been formed. When private capital enters the small and medium-sized enterprises of online tourism, the capital holders can see the sustainability of business survival. In order to change the monopoly of online tourism market, we should support the expansion of online tourism SMEs in policy. First of all, the vacancy barrier of online tourism, improve the quantity control of small and medium-sized enterprises for even tourism, in order to avoid vicious competition, second, provide support for the existing tax and credit policies of small and medium-sized enterprises for online tourism, expand their existing scale, reward where to go and compete Ctrip for the training of enterprises and competition. Integrate the industrial chain of small and medium-sized online tourism enterprises, establish a unique value chain within the enterprise and a unique industrial chain outside the enterprise, and improve the product differentiation of small and medium-sized online tourism enterprises.

3.2 Establish Information Sharing Platform, Eliminate Information Asymmetry and Avoid Risks

Credit guarantee and risk aversion are the core factors of financing for SMEs, and online tourism SMEs are no exception. Finance is a kind of credit relationship and credit behavior. Corporate finance is a kind of credit constraint. This restriction comes from the asymmetry of information. As long as the information between individual capital and SMEs is transparent, the asymmetry of credit information can be avoided. As a result, choice and moral laxity. The concept of sharing in the field of private capital and the financing of the merger of small and medium-sized online tourism companies provide a special sharing platform for small and medium-sized enterprises in the tourism industry, and establish the recognition of the definitive coaches of the distribution information of the authoritative intermediary structure. In the aspect of risk aversion, private capital mainly struggles with bankruptcy risk. Online tourism belongs to asset light operation mode. The

traditional method of pledge of asset mortgage and bill income is not suitable for this field. In order to solve the risk of bankruptcy, the third-party guarantee should be introduced.

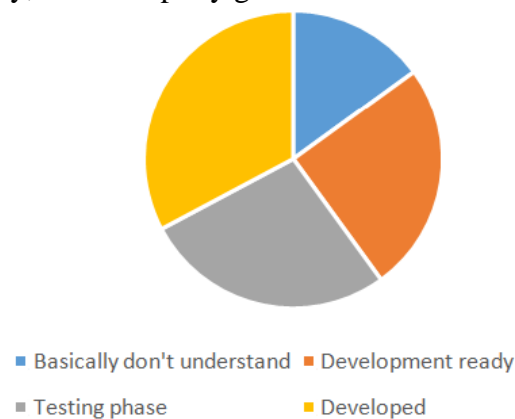


Fig.1 Use of Big Data of Domestic Companies

4. Conclusion

Research on institutional innovation is the core to understand the continuous transformation and development of China's society and tourism economy (Mabo, 2007). Institutional innovation of organization is one of the important fields. Organizations are not only influenced by technical requirements and resource dependence, but also deeply embedded in and influenced by social and political environment. The structure and practice of organizations reflect the rules, beliefs and practices existing in a larger society than organizations. Since the reform and opening up, China has been experiencing rapid and significant institutional changes, which come from the competition, contradiction and conflict among various institutional orders - state, market, occupation and company. China's institutional change provides us with rare research opportunities to understand the sources, elements and formation of new institutions in organizations and enterprises.

Acknowledgement

Jiangsu Province University Philosophy Foundation Project "Comparison of Online Tourism Business Models and Research on Innovation Development" (2018SJA1227);

Key Social Science Project of Nantong Vocational University "Comparison of Business Models of Online Tourism Enterprises and Research on Innovation Development Strategy" (17SK01).

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