

Study on the Optimal Management of Green Service Supply Chain of Travel Agency

Yan Ji ^a, Hong Liu ^{b,*}

¹College of Applied Technology, University of Science and technology, Liaoning 114051,China;

²College of Business Administration, University of Science and technology, Liaoning 114051,China.

^ajiyan76@163.com, ^{*}nyliuhong@163.com

Abstract

Supply chain management in manufacturing enterprises, is a kind of management theory and model of popular. In recent years, supply chain management has also been applied to the service industry, and travel as a tourist service industry is one of the three pillars, play a decisive role in the production and consumption of tourism products. With the development of Internet information technology, the emergence of new tourism intermediary business to the travel agency industry have a huge impact. in the face of opportunities and challenges, how to deal with the travel agency has become the most urgent task of survival and development of travel agency industry. Aiming at the disadvantages in the development of travel agency industry, at home and abroad for the supply chain, green supply chain, service of travel agency service supply chain theory research, inductive analysis of travel agency service supply chain type, construction of travel agency service supply chain.

Keywords

Travel; Travel agency service supply chain; Green supply chain management.

1. Introduction

The tourism industry has become the global economy and the most powerful and the biggest one of the industry, the relevant major, comprehensive ability, can greatly promote the economic growth. With the accelerating process of global economic integration, China economic growth momentum is good, China tourism industry in the future ten years will have great development. The age of the Internet, the core of the traditional travel agency is under the new tourism intermediary enterprises in the travel e-commerce website as the representative of the impact. Facing the opportunity and the challenge, how to deal with the travel agency have become the most urgent task of survival and development of travel agency industry. Based on this, this paper travel service supply chain construction and optimization problems in the development of travel agency industry, such as between supply chain enterprises lack of cooperation, low efficiency, weak synchronization problem, every node in supply chain and monomer small scale, weak in strength, stability and so.

This paper mainly adopts the method of combining standardized research and empirical research, and gives priority to the standard research. Combining the merits of existing in China's travel agency problems in the development of foreign travel vertical division of labor system, comprehensively and systematically construct the service supply chain management mode of travel agency. This paper attempts to the traditional supply chain classification is introduced to the travel agency in the service supply chain, elaborates the different sizes of the travel agency in the different development period, the relationship between the application of supply chain management theory of balanced quality, cost, time of the three.

The travel agency service supply chain research can be very good to meet the various demands of tourists. How to deal with the rapidly changing market environment in today's context; timely grasp the needs of tourists, timely response to the tourist demand has become the main desire to travel. Research of the travel agency service supply chain to enhance the core competitiveness of travel

agencies, travel agencies although is at the core position in the organization of tourism activities, but due to the smaller, weaker, more market appears is between travel and tourism suppliers independent competition, not only damage the healthy and orderly development of the tourism industry, but also damage the interests of tourists greatly. Therefore, the small and medium-sized travel agencies through optimizing the allocation of resources to achieve economies of scale and scope enhance the core competitiveness of travel agencies.

2. Travel Agency Theory Review of Green Service Supply Chain

2.1 Product Supply Chain

Supply chain management (SCM) originated from Michael. Porter published in 1985, "competitive advantage" in the book of "value chain" of the concept of ^[1], the 1986 Council of logistics management to make the definition of SCM, points out SCM is an external customers and suppliers of enterprise logistics management.

The supply chain management model, enterprise can find the best partners in the most short time, quality with the lowest cost, the fastest speed, the best to win the market. In the face of the supply chain management mode is the global competition of a buyer's market, which to many varieties, small batch production instead of mass production.

In 2000, the famous scholar Ma Shihua made a perfect definition of supply chain in the "supply chain management": supply chain is around the core enterprise, through the control of information flow, logistics, capital flow, starting from procurement of raw materials, intermediate products and final products are made, and finally by the sales network products to the hands of consumers the suppliers, manufacturers, distributors, retailers, until eventually, users are combined into an integral functional chain structure model of ^[2].

Supply chain is ultimately to customer demand oriented, supply chain formation, operation is a certain market demand based on the action, in the process of supply chain, and customer demand is the driving force source flow of information flow in supply chain, logistics, and capital.

2.2 Service Supply Chain Theory

Service supply chain refers to the service industry in the application of supply chain management theory system and service related entity products; service supply chain refers to the relationship between supply and demand of different production among the main service industry. Characteristics of service supply chain is mainly decided by the characteristics of service products, due to the different properties of service products and manufacturing of products, features and product supply chain resulting in service supply chain is different, the following characteristics of service supply chain:

Invisible. The difference of service products and traditional products in the manufacturing, service products can not directly show in front of customers, only can be in the process of using the service of service quality, customer satisfaction is an important index to measure the service level of supply chain management.

Heterogeneity. Because of the intangible characteristic service products, led to the service product heterogeneity, each service provider services are not the same, each customer's needs are not the same, so how to define a big problem of quality of service and service supply chain.

At the same time. In the service industry, service providers and travel agency for consumption is often occur at the same time, the time required to provide services, service quality, service facilities demand exists many uncertainties, the service quality management has become more difficult.

Perishable. Service products as a non entity product, regardless of the time or can not be stored, in the space of resale or returned, when the purchase or consumption and after service, the service also disappeared, this also led to the service supply chain demand link is also very unstable ^[3].

2.3 Travel Agency Service Supply Chain Theory

There is no formation of a travel agency service supply chain complete definition, constitute elements according to the travel agency service supply chain, we can define it as: the travel agency as the core enterprise, in order to meet the demand of the tourists, through coordination and control of the information flow, service flow, capital flow, from the design the tourism products, production, assembly, packaging, to the final sales to tourists in the process, functional chain structure composed of travel and tourism, catering enterprises, transport enterprises, the tourism accommodation industry direct suppliers and tourism indirect suppliers.

In the traditional mode of operation, the travel agency charged with the organization and coordination of many in the tourism industry, to connect the component connected tourism. Usually, the travel agency is assembled by purchasing related services, formed to meet the different needs of tourists integrity service product, then combined product sales to tourists, therefore, tourism must be based on the travel agency as the core, service system to form a service to tourists, travel agencies offer tourists tourism service product integrity and harmony depend entirely on the travel agency organization coordinated ability.

2.4 Difference and Connection Service Supply Chain and Product Supply Chain

Service supply chain and product supply chain all belong to the category of supply chain management, supply chain service is derived and the development based on product supply chain is, in some ways they have in common, in particular, service supply chain and product supply chain with two points in common: the first point is defined from the point of view, both competition and cooperation is in the market environment, a dynamic network of supply and demand rapid response to environmental changes by suppliers, intermediaries, customers. The second point is the ultimate goal of them consistent, all is in order to shorten the response period, reduce cost and unnecessary costs, provide the greatest benefit to the customer, value added and to the entire value chain.

There are many differences between the service supply chain and product supply chain, the difference between them often embodied in the operation mode, the stability of supply chain and supply chain channel length of. For service supply chain, because the service is intangible and perishable, so the service enterprise may not through the upstream channel storage and sale of long service products and services, has the very strong consumer participation, the customer participation plays a decisive role in forming the final service products, which require service enterprises must carry out communicate directly with consumers, reduce the transaction cost, rapid response to customer needs ^[4].

Therefore, the service supply chain generally takes shorter supply chain channel, similar to the service providers -- service integrator -- consumers such three levels of service supply chain.

3. Current Situation and Problems of Green Travel Agency Supply Chain Management

3.1 Present Situation of Travel of Supply Chain Management

At present, our country for the supply chain management of travel agencies is generally divided into two types:

One is the supply chain management of internal travel agency industry, between the main research areas include tour wholesalers and supplier of vertical division of labor and how travel agencies through the effective integration of expanding scale of travel agencies, improve the core competitiveness of travel agencies, enhance the travel agency in the chain of influence and fusion power, to maintain the stability of supply chain; travel agency market segmentation, characteristics, professional operation, get rid of the present situation of follow the pattern of the wind market, achieve the level of the division of domestic agency, international agency accountable.

One is the supply chain management of external travel agency industry, main research field is the relationship between travel and tourism between the supplier and the travel agency and tourist, such as the construction of information sharing platform for enterprises to reduce operating costs, improve

the efficiency of information transmission, through the performance appraisal for the selection of travel suppliers, through mergers, joint ventures, strategic alliance, cooperation and tourism suppliers, travel through the network technology and open up new channels to attract tourists.

Both travel agency supply chain, are complementary relationship, internal supply chain to determine the external form of external supply chain, supply chain and reaction in the internal supply chain.

3.2 Travel Agency Problem of Supply Chain Management

The travel agency has not establish the core status and responsibilities. If the enterprise wants to become the core enterprise in the supply chain, must meet two conditions: one is exchange center, logistics distribution, dispatch center as the information in supply chain coordination, overall planning, central clearing of funds. The two is also should have a certain degree of influence, attraction, fusion power, can improve the whole chain efficiency and overall efficiency by unified scheduling for other enterprises in the supply chain.

From the reality of the situation, the travel agency in the tourism industry is not at the core of its responsibilities, the travel agency is subject in tourism and hotel, traffic status, and known as the travel industry of three big pillar, but which is formed by the tourism special functions (bridge travel supplier and tourists), is not decided by the competitiveness and influence. Compared with the corporate travel accommodation, catering enterprises and transportation enterprises, are characterized by small scale, weak competitiveness, poor management, goodwill is not high.

Changes in tourism enterprises on the market reaction are too slow. When the network marketing into people's life, travel agencies found the original supply chain has been a big change, the operating mechanism of this new environment change of the travel agencies must adjust. Environmental change is mainly reflected in two aspects: one is the change of the market information, tourist preference transfer and network marketing, independent travel suppliers to strengthen, through the network technology, tourism suppliers can even independent of tourists contact, no longer rely on travel agency coordination, which makes not measurable increased travel agency business activities^[5]. Two is a travel agency risk increases, including financial risk and operational risk, tourism has the characteristics of seasonal and time of travel agency, leading to income is not stable, the cost management to reduce travel capital turnover rate, improve efficiency in the use of funds, is of great significance to reduce financial risks. The travel agency business risks embodied in the characteristics of travel of high risk, the late development of China's market economy, many small and medium-sized travel agency business risk consciousness, the lack of a sound risk management system and risk early-warning system, leading to low degree of anti risk enterprises.

Tourism enterprises lack depth and breadth. At present, tourism suppliers offer discounts to the travel agency, travel agencies to provide tourists travel suppliers, such cooperation is mainly concentrated in the price and quantity of enterprise, fight the enemy separately, responsibility heart is not strong, it is difficult to test, and make the unstable relationships, travel agencies and other suppliers not too much involved some deeper cooperation.

The causes of this situation are mainly in the following two reasons:

The regional barriers exist. Some areas have "limit other travel agencies is to safeguard the interests of the region," subjective, unified market segmentation, restricted by some administrative acts and policies, such as abuse of preferential policies.

The lack of cooperation between enterprises. China's tourism spot distribution is seriously uneven, mainly distributed in the south, the eastern coastal area, travel time distribution is uneven, mainly concentrated in the golden week period, one can imagine, the national two large and small travel agency to seize the area thousands of internal friction that several big ten serious, and equal cooperation and travel suppliers to, travel suppliers is also very difficult to have a strong desire to cooperate with the travel agency.

The information asymmetry between tourism enterprises. Information asymmetry information between the corresponding economic individual unevenly, asymmetric form of economy. Aspects of

this kind of information asymmetry in Tourism: Tourism vendor specific facilities and services are not very understanding, and some information on the travel agency travel provider is heard; because tourism characteristic as well as the lack of information sharing platform, in the tourist season, travel agencies do not know tourism suppliers can provide sufficient incentives tickets, air tickets, beds, at the same time, the supplier is not clear the travel agency can provide sufficient source for it; the information asymmetry between travel agencies and tourists, as tourists in the first selection of travel agencies, do not know the strength of travel agencies, often just choose the low price of travel agency, at the same time, the travel agency also unclear tourist preference, not designed with the tourists will travel product; information asymmetry can lead to travel because of the lack of adequate tourism information lead to policy mistakes lead to travel between the unfair competition and so on some phenomena;

4. Countermeasures to Optimize the Service Supply Chain of Travel Agency

4.1 Perfect Travel Vertical Division System

The travel agency to become the core of enterprise service supply chain, must be re confirmation of current dividing system of travel agency, the travel agency responsibilities, reduce duplication of construction, change the situation at present each other down, can take the following measures:

Change the large travel to travel wholesalers, become the core enterprise in supply chain. To speed up the process of travel agency group, large-scale travel agencies through mergers, acquisitions and other ways to re integration, the formation of a certain strength of the travel agency group, by virtue of the brand effect, financial and technical support to build tourism wholesale platform, from travel suppliers of raw materials, combination and distribution to travel retailers.

Conversion of the small and medium-sized travel to travel retailer. Change the existing small and medium-sized travel to travel retailers, enterprises will be the core resources completely in the customer market, grasp the market demand, the demand of information collection, collation and induction, focus on product development, promotion and tourist business.

4.2 Change Concepts, Strengthen Service

The travel agency must change their concept, first of all is to shift from tourism product sales of tourism products in the areas of business advisory services. The travel agency may charge fees from the corresponding advisory agency, is win-win cooperation. From the individual, save the information query, booking time. Travel agency from the point of view, to attract new customers, win economic benefits, but also gain a good reputation; second is to cooperate with universities, improve the quality of personnel services. And university cooperation, hand travel agencies to hire teachers in Colleges and universities for the training of staff, to attract tourism college students to the company practice. On the other hand, colleges and universities also can invite travel agent and teach students practical knowledge; and then expand the business cooperation with other tourism enterprises. At present there are travel and self-driving tour market, but are generally travel agency responsible for group purchase agent scenic spot ticket / accommodation and other services, and without the cooperation of the deep, because the self-driving tour has high risk, only have the perfect service system and logistics support large travel agency enterprises can play a coordinating role very good; at last implements the network marketing the use of information network technology. At present the real tourism enterprises, especially small and medium-sized travel agencies to completely abandon the network this piece of the market, only the network as a promotional tour product channel is improper, interactive and convenient network marketing platform, is the future trend of development.

4.3 Extend the Supplier Choice and Pay Attention to Market Segmentation

In general, the travel agency has three kinds of strategies in the selection of suppliers:

One is based on tourism destination of tourists; travel agencies can consider that although the same management level is not high but still reached the minimum standard of travel supplier contract. Two is a travel agency to mutual cooperation, common to the tourism suppliers bargaining, give ban

amounted to less than the minimum service requirements of suppliers. Three is to improve schedule reference travel supplier and improved schedules, travel agency progress through view supplier improvement to consider whether the selection of suppliers, to focus on those small but very potential suppliers.

Extend the supplier at the same time learn market segments. First of all, in the development of the scenic spots, new culture and new science and technology content, the only way to form their own characteristics, to create their own brand, so as to attract tourists; secondly, to seize the focus, closely the pulse of the times, the launch of the new tourism projects and tourism routes; thirdly, the travel agency publicity but also learn to ride, not only confined to a single site, can cooperate with each other in between the spots, jointly create practices, combined with brand is actually similar to the business community, is a more sophisticated market segmentation method.

4.4 Establish and Improve the Information Openness System

Establish and improve relevant laws and regulations. A sound legal environment is the basis for the healthy and orderly development of the tourism industry to ensure the transaction parties, mutual supervision, according to the law, the law. The government should formulate corresponding measures agency travel to punish unfair competition in market competition behavior, and let the injured party has the good channel.

Science and technology security. The rise of telecommunication technology and Internet technology based on tourism demand to change, personalized, customized direction, tourists can not only obtain the comprehensive travel information, also can be in the online booking, accommodation, share travel experiences, this model greatly impact the traditional travel agency market share, even change the tourism pattern on the other hand, but also makes the traditional tourism must change, ensure the tourist's right to know, the tourism market tends to be transparent.

The travel agency industry self-discipline. The travel agency is the agency of tourism trade, direct contact with tourists, the information asymmetry between the travel agency and tourist is the biggest problems, first of all to develop travel agency long-term business sense, in the promotional products to the tourists should be fair and objective, at least not to deceive, travel contract should be transparent, such as tour guide, tourist routes and tourist or travel irregularities punishment cases are illustrated, and fully guarantee the tourist's right to know, then it is necessary to strengthen the management of travel agency industry associations, industry associations to assume the maintenance of travel agency industry order function, according to certain standards will travel service classification, such as travel agencies scale, strength, service quality and so on, to the restraint to the travel agency, the choice of tourists travel to reference.

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