



A Brief Discussion on Tourism Service Management from the Perspective of Supply Chain

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Abstract: The background of economic globalization has intensified the competition in the tourism industry, and the management of the tourism service supply chain has to some extent affected the competitiveness of enterprises, which is a relatively important factor. The tourism service supply chain involves multiple links and stakeholders, and its operation has complex and dynamic characteristics. Enterprises must deeply understand its meaning, structure, and challenges in order to achieve efficient management optimization. This article briefly analyzes the meaning of tourism service supply chain and the significance of tourism service management from the perspective of supply chain. It also explores the problems and management principles of tourism service management from the perspective of supply chain, and proposes effective strategies for tourism service management from the perspective of supply chain for reference.

Keywords: supply chain perspective, tourism services, management

1. Introduction

With the vigorous development of informatization, the tourism industry has already occupied a place in the global economy. However, as an important component, the tourism service supply chain also faces many challenges such as resource scarcity, unstable service quality, and information asymmetry. So, to solve these problems, it is necessary to carry out tourism service management from a supply chain perspective. Assisting in optimizing resource allocation, improving service quality and efficiency, strengthening information sharing and risk management can enable enterprises to better meet the needs of tourists, and effectively enhance their competitiveness and sustainable development capabilities.

2. The meaning of tourism service supply chain

The simplest way to put it, the tourism service supply chain is to integrate service providers in various tourism links such as food, accommodation, transportation, travel, shopping, and entertainment to meet the needs of tourists, forming a complete supply chain. In this network chain, service providers in the above links connect their respective information, logistics, and capital flows to jointly complete tourism service management. In addition, the current tourism service supply chain not only includes traditional hotels, scenic spots, travel agencies and other tourism suppliers, but also includes emerging online tourism platforms, mobile applications and other modern technological means, truly realizing the diversification and diversity of the tourism service supply chain.

3. The significance of tourism service management from the perspective of supply chain

3.1 Improving tourism service efficiency

In the traditional tourism service model, poor information and collaboration between various service links lead to low service efficiency, which is very common. From the perspective of supply chain, tourism service management can maximize the collaboration and integration of various links. Through effective information sharing and process optimization, it can significantly improve service efficiency, reduce waiting time and complaint rates for tourists, and save operating costs for enterprises.[1]

3.2 Enhancing the competitiveness of tourism enterprises

With the intensification of competition in the tourism market, the core competitiveness of enterprises tends to provide personalized and differentiated services. Through supply chain management, enterprises can better integrate internal and external resources, actively and quickly respond to market changes, and tourists can experience customized tourism

experiences. Under differentiated services, enterprises can stand out in fierce market competition.

3.3 Promoting the upgrading of the tourism industry

Tourism service management from the perspective of supply chain can help promote the upgrading of the entire industry. On the one hand, enterprises reduce costs and improve economic benefits through centralized procurement, process optimization, and other means; On the other hand, supply chain management promotes cooperation and resource sharing among enterprises, promotes industrial clustering development, and enhances the competitiveness of the entire industry.

3.4 Improving tourist satisfaction

The most important criterion for measuring the quality of tourism services is undoubtedly tourist satisfaction. From the perspective of the supply chain, tourism service management can provide tourists with a high-quality experience throughout the entire journey, striving to provide high-quality services in various aspects such as booking, travel, and feedback. In comprehensive and meticulous service, the overall satisfaction of tourists is inadvertently improved, which enables the enterprise to achieve long-term development and lays a solid foundation for its word-of-mouth dissemination.

3.5 Realizing sustainable tourism development

China's economy is undergoing sustainable development, and tourism enterprises should also respond by paying attention to environmental protection, resource conservation, and social responsibility. Tourism service management from the perspective of supply chain enables enterprises to achieve green procurement, energy conservation and emission reduction, promote cooperation with local communities, and provide tourists with more meaningful travel experiences. This sustainable tourism development model ensures the long-term development of enterprises and also contributes to the inheritance of local economy and culture.

4. The problems in tourism service management based on supply chain perspective

4.1 Information asymmetry

In the tourism service supply chain, the smoothness of information flow is related to the quality of service. Due to the lack of effective information sharing mechanisms in the current tourism service supply chain, information asymmetry often occurs between various links, and service providers cannot timely grasp the real-time needs of tourists, seriously affecting the timeliness and accuracy of services.

4.2 Insufficient resource integration

Due to the particularity of the tourism service supply chain, which involves many links, resource integration has become the key to achieving overall optimization. However, in the actual operation process, different interests and information asymmetry in each link lead to various problems in resource integration, which results in low resource utilization efficiency, slow service response speed, and insufficient satisfaction of tourist needs.

4.3 Insufficient cooperation and coordination

There are numerous stakeholders involved in the tourism service supply chain, and their goals, interests, and behaviors are also different. In practice, the lack of effective cooperation and coordination mechanisms often leads to problems such as service interruption and inconsistent service quality, which not only affects the tourist experience but also damages the brand image and market competitiveness of enterprises to a certain extent and has a negative impact.

4.4 Lack of risk management

Various risks such as natural disasters, political risks, and economic fluctuations are often faced by the tourism service supply chain. Moreover, the existing risk management mechanism is still not well-established, and the lack of early warning and response measures for potential risks makes it difficult for enterprises to effectively respond to unexpected situations, which may lead to service interruptions and significant losses.

4.5 Technological application lags behind

Modern information technologies such as big data analysis, the Internet of Things, and artificial intelligence have broad application prospects in the tourism service supply chain. However, many enterprises still adhere to traditional operating models, cannot effectively utilize advanced technologies, and service efficiency and customer experience have not been improved, seriously limiting their innovation ability and market competitiveness.

4.6 Lack of unified standards and norms

Each link in the tourism service supply chain has different standards and regulations, which can lead to uneven service quality, varying degrees of impact on tourist experience, and may also damage the brand image and market reputation of enterprises. In addition, it also makes cooperation and coordination between enterprises extremely difficult.

5. Principles of tourism service management from a supply chain perspective

5.1 Customer-first principle

Customers are always the core of tourism services, and customer first is also the primary principle of tourism service management from the perspective of the supply chain. Enterprises need to fully understand and meet the needs of customers, and provide services that meet their expectations from the perspective of tourists. And we also need to pay attention to the experience and satisfaction of tourists, and win their trust and loyalty with high-quality services.

5.2 Principles of cooperation and coordination

From the perspective of the supply chain, each link in tourism service management must have clear responsibilities and goals, and through effective communication mechanisms and collaborative efforts, ensure the continuity and consistency of services. Under reasonable cooperation and coordination, reduce costs, improve efficiency, and enhance risk resistance, in order to maximize the value of the entire supply chain. So companies need to establish partnerships, establish clear cooperation agreements and communication mechanisms, in order to ensure smooth collaboration between various links.

5.3 Principles of information sharing

Information sharing can improve service response speed and accuracy. Establishing an information sharing platform can update and transmit the needs of tourists in real time, improve resource supply efficiency, understand service status, reduce information asymmetry, reduce decision-making risks, and improve the transparency and efficiency of the entire supply chain. In addition, with the strengthening of information technology construction and the establishment of comprehensive information systems, enterprises have also achieved more accurate and reliable information. At the same time, it is necessary to strengthen information exchange and cooperation with partners, and jointly promote the realization of information sharing.

5.4 Risk management principles

The tourism service supply chain faces various risks, and it is essential to establish a sound risk management mechanism to provide early warning and assessment of potential risks. By developing an emergency plan, it is possible to ensure rapid response in case of emergencies, thereby reducing losses. Meanwhile, strengthening cooperation with insurance companies can also provide high-quality protection for potential risks.

5.5 Principle of continuous improvement

With the changes in the market and the upgrading of consumer demand, tourism service management should be continuously improved and innovated. Enterprises should pay attention to market dynamics and tourist feedback, continuously optimize service processes and improve service quality. By introducing advanced technology and management methods, we can improve service efficiency and market competitiveness. And we also need to pay attention to environmental protection and sustainable development, providing tourists with a green and healthy tourism experience. In addition, it is necessary to pay attention to industry development trends and technological innovation, and actively explore new business and service models.

6. Tourism service management strategy based on supply chain perspective

6.1 Optimizing resource allocation

[2]Optimizing resource allocation in the tourism service supply chain is crucial. Enterprises should start from the overall perspective, analyze the bottlenecks in each link, allocate resources reasonably, and achieve the maximum value of the entire supply chain. In practice, enterprises can adopt advanced resource management technologies and methods to improve resource utilization efficiency and response speed. By accurately predicting market demand and utilizing historical data, market trends, and customer feedback (as shown Figure 1), we can better plan resource allocation and ensure that service supply matches demand. At the same time, enterprises should pay attention to environmental protection and sustainable development, make rational use of resources, and reduce negative impacts on the environment.



Figure 1. Guilin tourism market trend information sharing

6.2 Improving service quality

Tourists are most concerned about service quality in tourism services, and enterprise competition is often centered around it. From the perspective of the supply chain, enterprises should focus on quality control of the entire service process, from product design, service provision to after-sales feedback, to ensure that tourists receive a high-quality experience. Enterprises should strengthen employee management, improve the professional competence and service awareness of service personnel. At the same time, establish an effective quality monitoring and evaluation mechanism, promptly identify problems and take improvement measures. Through continuous improvement and innovation, the service quality, enhance tourist loyalty and word-of-mouth effect can be enhanced.

6.3 Strengthening information sharing

Information is a key element in tourism service management, and strengthening information sharing can improve service response speed and accuracy. Enterprises should establish a comprehensive information system to update and transmit real-time information on tourist demand, resource supply, service status, etc. This helps to reduce information asymmetry, reduce decision-making risks, and improve the transparency and efficiency of the entire supply chain. At the same time, by strengthening information exchange and cooperation with partners, and jointly promoting information sharing, enterprises can better meet the needs of tourists, improve service quality and efficiency, enhance their competitiveness and sustainable development capabilities.

6.4 Strengthening risk management

The tourism service supply chain faces various risks, and it is urgent for enterprises to establish a sound risk management mechanism. Developing emergency plans can provide early warning and assessment of potential risks, enabling quick response in case of emergencies and reducing corresponding losses.[3] In response to the identified risks, enterprises should develop corresponding risk management plans to prevent and control risks, and adopt a diversified supplier strategy, cooperate with multiple suppliers, and ensure the stable supply of resources. Establishing a culture of risk management within the organization, so that employees remain vigilant about risks in their daily work, and improve their ability to resist risks and achieve sustainable development.

6.5 Innovating business cooperation models

Innovative business cooperation models are an important direction for tourism service management. Enterprises should pay attention to industry development trends and changes in market demand, and actively explore new business service models. On the premise of strengthening cooperation and communication with partners, it is also necessary to establish a mutually beneficial and win-win cooperative relationship, thereby achieving resource sharing and complementary advantages, and providing tourists with more diverse tourism experiences and services. In addition, through the application

of innovative business cooperation models, the competitiveness and sustainable development ability of enterprises have also been significantly improved, injecting new vitality into the healthy development of the entire industry.

6.6 Strengthening talent cultivation

With the rapid development of the tourism market, consumer demand has also become more diversified, so talent cultivation has become a crucial link in tourism service management. Based on the perspective of the supply chain, talent cultivation is related to the overall competitiveness of individual enterprises, and is also an important factor affecting the coordination and efficiency of the entire supply chain. After training, employees can proficiently master more professional knowledge and skills, enabling tourists to provide better services. Efficient training also enables employees to better understand and execute the collaborative work mode of the supply chain, quickly enter the state, and enhance the collaborative ability of the entire team. At the same time, new elements are added to the training, focusing on strengthening cross departmental and cross domain cooperation, and improving the overall awareness and collaborative ability of employees. By introducing practical and case-based training methods (as shown in Figure 2), employees can better understand and respond to practical work problems. At the same time, companies should also help employees establish clear career development plans, provide growth opportunities and promotion opportunities, so that employees can see the long-term development prospects within the company and mobilize their work enthusiasm.



Figure 2. The third phase of practical training for tourism practitioners in Yanbian County

7. Future outlook

With the advancement of technology and changes in consumer demand, tourism service management will face more challenges and opportunities. In the future, tourism service management based on the supply chain perspective will pay more attention to the following aspects:

7.1 Intelligent management

With the development of technologies such as artificial intelligence and big data, intelligent management will become an important trend in tourism service management. Enterprises can utilize advanced technological means to achieve automation and intelligence of service processes, improve service efficiency and quality. At the same time, through data analysis, we can better understand the needs and behaviors of tourists, and provide more accurate and personalized services for them.

7.2 Sustainable development

With the increasing awareness of environmental protection, sustainable development will become an important direction for tourism service management. Enterprises should pay attention to environmental protection and resource utilization, promote concepts such as green tourism and low-carbon tourism, and provide tourists with a healthy and environmentally

friendly travel experience. At the same time, strengthen cooperation with local communities, promote local economic development, and achieve a mutually beneficial situation.

7.3 Personalized services

With the diversification of consumer demands, personalized services will become an important feature of tourism service management. Enterprises should pay attention to the personalized needs of tourists, provide customized and personalized services, and create a unique tourism experience. At the same time, strengthen interaction and communication with tourists, establish good customer relationships, and improve tourist loyalty and word-of-mouth effects.

7.4 Globalization cooperation

With the acceleration of globalization, global cooperation will become an important trend in tourism service management. Enterprises should strengthen communication and cooperation with international partners, jointly develop international markets, and improve their international competitiveness. At the same time, pay attention to international tourism trends and policies and regulations, strengthen cooperation and exchanges with international organizations, and promote the coordinated development of global tourism services.[4]

8. Conclusion

In summary, tourism service management strategies based on the supply chain perspective are an important means to promote the development of the entire industry. Enterprises can better meet the needs of tourists while enhancing their competitiveness and sustainable development capabilities, contributing to the development of the entire industry. In future development, enterprises should continue to pay attention to market changes and consumer demands, continuously optimize management, adapt to changing market environments, and promote the prosperous development of the tourism service industry.

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