Research on Travel Agency Management System

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Abstract: With the further deepening of China's opening to the outside world and the growth of residents' income, tourism has become a fashion. Facing the constantly changing tourism market, travel agency management and industry management are constantly being updated. Travel agency management integrates the six major tourism information resources of "food, accommodation, transportation, sightseeing, shopping, and entertainment." The tourism industry has entered an unprecedented stage of development and faces fierce competition. Only by exploring and mastering tourism services and the market demands of tourists can an enterprise survive and develop in the competition and choose good management. The management system organically combines a large amount of complex and seemingly unrelated data, and its images reflect the relationship between market supply and demand, which can produce a multiplier effect for correct decision-making.

Nowadays, science and technology are constantly improving and computer science is becoming increasingly mature; its powerful functions have been recognized by people. It has entered every field of human society and is playing an increasingly important role. As part of computer applications, using computers to manage the various kinds of information of a travel agency has advantages that manual management cannot match, such as fast retrieval, convenient search, high reliability, large storage capacity, good confidentiality, long service life, and low cost. These advantages can greatly improve the efficiency of travel agency data management, and are also an important condition for the scientific and standardized management of an enterprise and its integration with the world. Therefore, it is necessary to bring the Internet into the management of travel agency business.

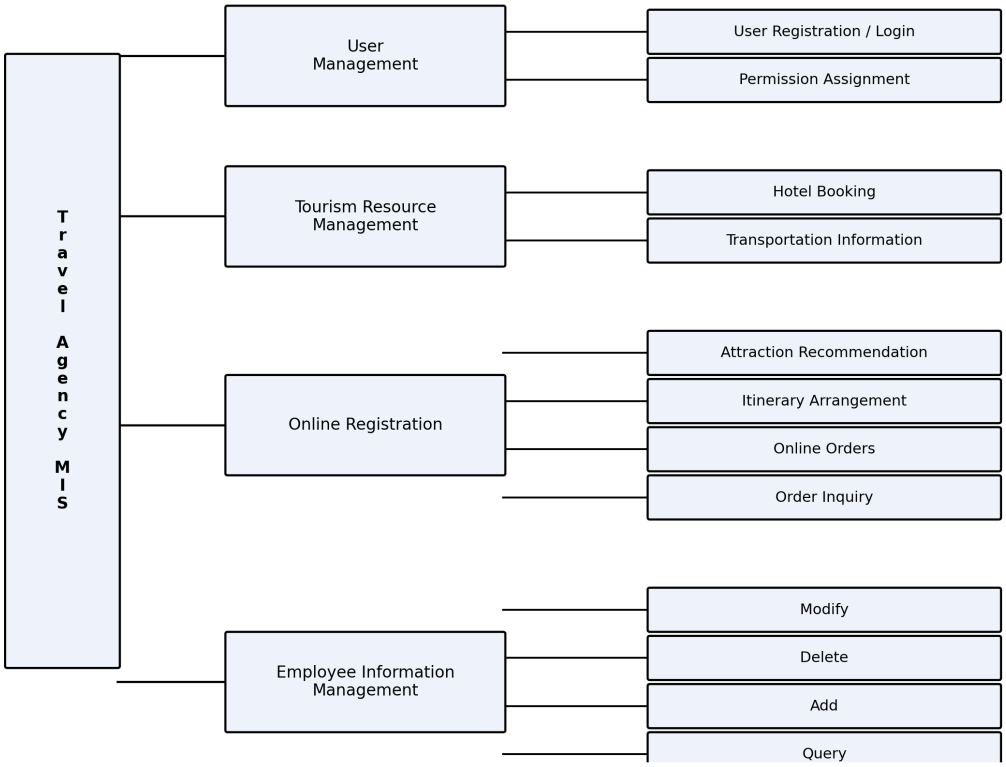
Keywords: systematization of travel agency management | tourism computer Internet technology | tourism information integration

Why Study Travel Agency Management Systems?

With the development of the Internet, people choose to travel in diversified ways. Due to the influence of online travel agencies and e-commerce platforms, travel agencies are no longer satisfied with the traditional operating model. As competition among peers becomes increasingly fierce, traditional travel agencies have to explore

new tourism business models, and operators' peer competition grows ever stronger, prompting the emergence of travel agency management systems. In recent years, the online travel market has developed rapidly; some tourists book online travel products such as hotels, air tickets, and attractions online, realizing self-guided travel without relying on travel agencies. Traditional travel agencies are caught in a dilemma in which their market share is being squeezed. However, apart from these "external troubles," the "internal worries" of traditional travel agencies still persist. The transformation of the tourism industry is irresistible, and intelligence and informatization are the development trends of modern travel agencies. Today, when the "Internet+" prevails, traditional travel agencies find it increasingly difficult. A travel agency management system is not simply about using Internet technology, but about using Internet thinking to promote the deep integration of the travel agency management system with the Internet, achieving genuine transformation and upgrading.

The figure below shows the related businesses of a travel agency management system under normal circumstances.



The Advantages of Studying Travel Agency Management Systems

(1) Optimizing organizational structure and standardizing business processes

Through automated workflows, the various business processes of a travel agency are closely integrated, so that the work of individual personnel is integrated into the entire standardized business process of the enterprise; at the same time, the various business data generated are stored in a unified database, thereby avoiding duplication of work and losses caused by personnel turnover.

The travel agency management system covers all business and financial operations of the travel agency, connects to headquarters platforms such as OTA (Online Travel Agency) platforms, Ctrip, Tuniu, Fliggy, and China Youth Travel, and interfaces with multiple downstream resources to enhance the experience — recording, grouping, transferring, sending, signing, billing, auditing, and so on; clarifying business processes; easily managing various individual resources, resource products, and guides. It achieves rapid information connection and provides financial data at a glance, saving a great deal of time and repetitive work, reducing the possibility of many errors, and greatly improving work efficiency.

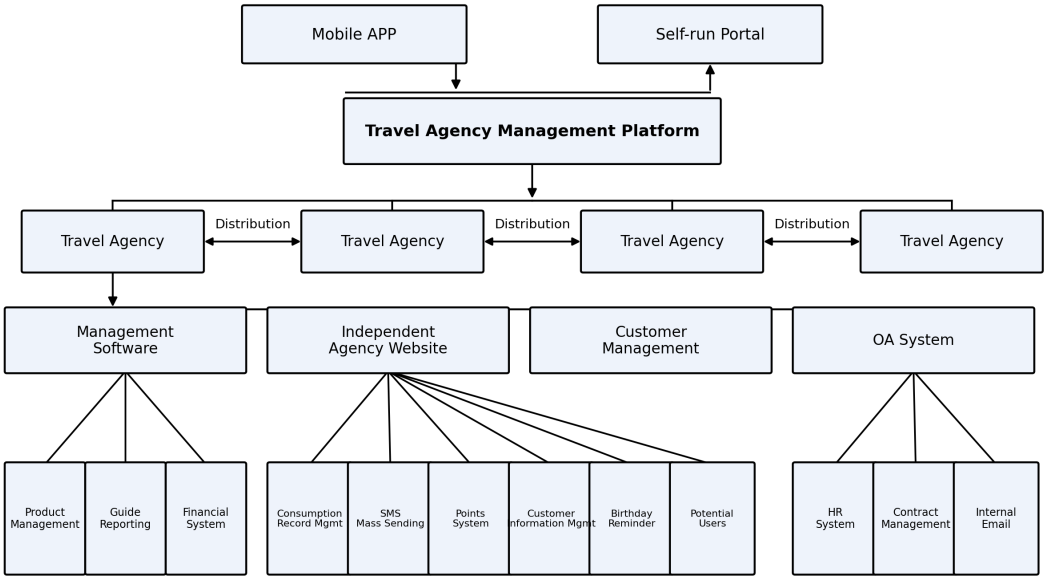
(2) Accelerating information transmission and data sharing within the agency

The application of the travel agency management system realizes the effective and smooth flow of travel agency information inside and outside the enterprise and data sharing. Operation and management information can be communicated and fed back in a timely manner among the various functional departments, responsible subjects, and business links within the agency, which is conducive to the travel agency's real-time control of operations. In this way, internal and external risks in operations can be discovered and responded to in time, so that all departments not only save a large number of tedious steps in overlapping business processes, but also ensure the accuracy of information transmission. Meanwhile, because the network has a "borderless" function in the information environment, the execution of management nodes can be accessed in time during the implementation of internal management, making the entire internal management process of the travel agency exist in the simplest way and meeting the needs of information users. This promotes the effective operation of internal management.

(3) Closely connecting finance and business professionals

Through the one-stop operation and management of the travel agency management system, the financial management module makes financial management control truly and closely connected with the business. We no longer need to worry about monthly statistics and bills. The system provides us with accurate, detailed, and standardized reports. The financial work of a travel agency becomes simple and orderly, with traceable operations. It automatically generates analysis tables favored by bosses, such as per-group profit statistics, capital balance sheets, and income status statistics, saving the agency a great deal of time and manpower and reducing enterprise costs.

(4) Supporting wise analysis for business decisions



In the process of integrating, automating, and making intelligent the business processing under the travel agency management system, some management nodes are set in the modules, improving real-time management through the travel agency management system and the randomness of the business. The travel agency management system can also set permission-level management. The separation and management of the responsibilities of each department complement each other, and all business information is automatically collected in one system, so that managers

can keep abreast of the various business data of each department of the travel agency at any time. Market sales data can be summarized, counted, and analyzed in real time, and a series of real-time statistical analysis reports can be adjusted and arranged in time to make wise decisions.

How to Choose a Travel Agency Management System?

(1) Look at the product functions — whether the product functions meet the requirements

Because of the special nature of the travel agency industry, its daily operations involve multiple departments crossing and interfacing with one another. Many orders need to be confirmed repeatedly and registered repeatedly, and so on. Therefore, a good management system will certainly have a complete and scientific management process, instant messaging, one-click report generation, and financial optimization.

(2) Look at the strength of the company — mainly how long the product has been on the market and whether it has stood the test of the market

A good brand will work on the product for a long time, carrying out extensive research on the needs of market users, product development, testing, launch, and update iteration. A good travel agency management system cannot be judged on appearances; understand the details of its product functions. At the same time, we must also understand the company's culture, brand history, and market response. A good product must be able to withstand users' polishing and market testing, and must be able to meet the needs of users.

(3) Look at the company's service — mainly reflected in the company's market response

Adhere to the principle of "service first," focusing on serving customers and developing products. Without professional market customer service, customers who encounter problems cannot find anyone to answer them, and the user experience is very poor.

In general, using rapidly developing computer network technology to integrate all resources that can be integrated, and to carry out division of labor and cooperation so as to better operate and manage travel agencies, is the trend of travel agency management today.