Research on the Image Management of Ctrip Cross-Border Tourism Product Project

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Abstract

This study aims to improve the image management of Ctrip's cross-border tourism projects. In the process of this research, study is conducted from the perspective of customers from three aspects: (1) Customers' evaluation of Ctrip's cross-border tourism project. (2) Customers' evaluation of the information quality of cross-border tourism projects in Ctrip's Internet information. (3) Analyze and evaluate the relationship between the information quality of Ctrip's cross-border tourism projects and their cognitive image. Based on literature review and relevant theoretical framework, the correlation between Ctrip cross-border tourism project image and information quality has been proved. The results show that the information quality of Ctrip cross-border tourism projects can directly affect the image of enterprise projects through the evaluation of Ctrip cross-border tourism project image. Finally, other influencing factors in the image building of Ctrip cross-border tourism projects need to be further explored.

Keyword: Ctrip, Cross-border tourism product, the image, information quality.

Introduction

Ctrip is a Chinese online traveling company with a long history, strong technical foundation and certain development advantages (Wang HM, 2022). The cross-border tourism product project management of Ctrip has a great influence to the development of enterprise and it is the effective way to improve Ctrip's own competitiveness, therefore, Ctrip must strengthen the related research, and highlight the characteristics of cross-border tourism products in order to achieve the goals of development and improvement of the actual benefits and value. At the same time, it would promote Ctrip in product development, management, cost control, channel establishment and other aspects to improve its core competitiveness, provide enterprises with sustainable development power, and enable it to participate in international market expansion, and enhance market share.

Against the backdrop of the global epidemic, China, as the largest outbound tourism market, is still in a period of recovery. The tourism market is uncertain due to the repeated epidemic, so maintaining the stability of tourism enterprises has become the main work of most tourism platforms at this stage. Nevertheless, Ctrip has once again become a dark horse in the tourism industry, focusing on digital transformation and quality improvement to enrich product supply (Li ZG, 2022). In 2021, Ctrip's domestic tourism products in China have successfully shifted to short-distance and rural areas, and compared with 2019, the hotel reservation volume increased by more than 50%. In addition, Ctrip has always focused on international tourism products, and now its cross-border tourism projects are more inclined to short-distance and natural landscape Tours. It can be seen that China's neighboring countries have become popular, including South Korea, Thailand, Vietnam, Japan and other neighboring Asian countries (Zhihu.com, 2020).

Therefore, Ctrip can take advantage of the current environmental opportunity to improve quality through digital transformation and gain greater operating benefits in cross-border tourism product projects. The main content of this paper is to discuss the problems existing in Ctrip's cross-border tourism product project management, such as increased competitive pressure, high operating cost, lack of diversified business channels, and imperfect management system.

From the perspective of online tourism consumption structure, online

accommodation and online vacation tourism account for an increasing proportion, but online transportation still dominates. Take 2018 as an example, online transportation accounts for 69.9%, online accommodation 19.3%, and online vacation tourism 10.8%. From the perspective of online tourism consumers, the post-80s and post-90s are the main groups. In 2018, the per capita number of trips in China was 4.0, and 57% of the post-80s and post-90s have the dream of traveling around the world. In terms of age structure, according to the analysis of analysis data, among the online tourists in China, 18.8% are under the age of 24, 16% are between 24 and 30, 43% are between 31 and 40, and 22.2% are over 40 (Zhang YF, 2014). In general, online tourism has a broad market space and a good development background, and relevant enterprises should strengthen relevant investment and constantly improve their performance.

Ctrip is an online tourism company with a long history, strong technical foundation and certain development advantages. However, in the face of the new situation, such as how to combine tourism resources with information technology, how to innovate products, how to provide high-quality and efficient services, how to enhance customer satisfaction have become the core topics of enterprise development. In order to seize the opportunities and better meet the challenges, Ctrip must be market-oriented, take the path of innovation and development, and gradually strengthen the core competitiveness, so as to achieve the sustainable development goals. At the same time, it is necessary to realize the importance of product, service and project management, establish the idea of development from management and benefit from management, constantly improve their own management level, improve the realistic value of products or services. In this paper, Ctrip's cross-border tourism product project management is taken as the specific content to summarize the existing problems, analyze the causes of the problems, and formulate development goals and management strategies, so as to provide useful reference for the implementation of Ctrip's cross-border tourism product project management.

Research Objectives

The paper mainly focuses on the research of the problems existing in Ctrip's cross-border tourism product project management and strategies for solving these problems, the details are as follows:

1. Ctrip cross-border tourism product project management status, including development bottlenecks, influencing factors, public demand and so on.

2. Ctrip cross-border tourism product project management problems, and analysis of the causes of the problems.

3. formulating the strategy of cross-border tourism product project management for Ctrip, and put forward to how the implementation Suggestions to ensure the smooth implementation of relevant policies, including product design, cost control, channel expansion and management system improvement.

Literature review

1. Ctrip cross-border tourism product

1.1 Ctrip's corporate characteristics

Ctrip was founded in Shanghai in 1999 and listed on Nasdaq in 2003, employing more than 40,000 people. Ctrip is the largest online tourism service platform in China, with more than 8,000 domestic and foreign tourism suppliers cooperating with it, and one of the most influential tourism platform enterprises in the context of the Internet (Zhang Y and Li GQ, 2022). The brand positioning of Ctrip is "capricious", "bold" and "fashionable". "Go without saying" is written as a sign of officially entering the mobile Internet (Guo

WW, 2022). It can be seen that in the early stage, Ctrip took service quality as its advantage and attached great importance to customer satisfaction. "Limited treatment" and "compensation" ushered in a good brand reputation for Ctrip's excellent service. However, with the widespread use of digital technology, enterprises rely more and more on automation, and become satisfied with the status quo, gradually tend to forget the nature of services, and we will find that the problem is management. Ctrip recently opened the "mixed office mode" caused a hot social discussion. In this new office mode, management has become the biggest problem (Wang Wei, 2022). The advanced management and control system helps Ctrip to strengthen internal control, reduce the incidence of problems, and promote the realization of development goals. In this study, Ctrip is defined as an integration of research objects with independent corporate culture and management mode.

1.2 Ctrip cross-border tourism product

Cross-border tourism is a concept based on geographical space, which means that the tourist destination is in a state of "separation" and in different administrative regions due to the existence of administrative boundaries (Li

Mingjian,2019). Cross-border tourism is the integration and docking of tourism resources, so as to realize the innovation of tourism business, increase income and create more market opportunities. However, cross-border tourism partners and products are limited by regional systems, culture and other aspects, which increases the complexity of management (Li Mingjian, 2019). In this study, Ctrip's cross-border tourism product project management is defined as a commodity, which needs to analyze and integrate tourism resources of different regions and countries to form cross-border tourism products, and develop hotels, transportation and other related businesses according to the products, thus expanding business scope and increasing income.

1.3 Ctrip cross-border tourism project management

Research on the use and management of cross-border tourism resources. Through research, Hu LF points out that the structure of tourism resources, the particularity of administrative boundaries, the history of administrative divisions in China and people's geographical concepts will all affect the implementation of cross-border tourism projects(Hu LF,2014); Qiu JQ pointed out through research that border areas have a good foundation in tourism development, but they are affected by sovereign boundaries, resulting in the development, use and management of tourism resources being controlled by multiple parties, with poor coordination and unclear responsibility (Qiu JQ,2016); Liu YQ took cross-border tourism products in Yongzhou, Hunan province as the research object and proposed a win-win cooperation model (Liu YQ , 2016). In this study, Ctrip's cross-border tourism product project is defined as a commodity, needs to analyze and integrate the Ctrip mine projects in different regions and countries of the tourism resources information management, the formation of cross-border tourism products, and according to the product's brand image management, so as to improve the customer's perception of the product image creation, and expand the scope of business, The effect of increasing income.

2. Ctrip cross-border tourism project image management

The brand image of the service industry began in the 1950s and has been mainly studied by brands (Lu TH,2001). Roth studied the effects of culture and social factors in different countries on brand image (Roth,1995). Both are based on research in the field of product marketing. Studies have shown that brand image is associated with customer loyalty, and

customer loyalty can be predicted by brand image (Lessig,1973). In addition, some scholars found that the influence of service brand image should first be perceived by customers and affect customer satisfaction and loyalty through perception introduction (Bloemer, etal,1998). This shows that customers' perception of brand image is also counterproductive to the brand. Customers' perception of brand image is related to brand marketing process and dissemination of relevant information (Jiang LX and Lu TH, 2006). In this study, Ctrip cross-border tourism brand image generated by the customer, customer produce cognitive image through access to relevant information, so here Ctrip brand image is defined as a cross-border tourism project information through Ctrip damage to the image of the customer information, so as to read and feedback of the project, for ultimately reshape the brand image of the whole project management process.

3. Customers' cognitive image of products

Today, with the rapid development of service industry, service has become the economic center of developed countries in the world, and China's service industry occupies an important position and proportion in the economic structure.

People's overall perception of the brand has become an important part of consumers in the process of digesting information, which is the definition of brand image from the perspective of informatics. Another explanation is that the client constructs a network of memories in his mind for serial associations from a cognitive perspective (Keller,1993). Nowadays, many people believe that brand image is dependent on customers, and consumers' subjective perceptions and opinions affect customers' consumption behaviors (Fan XC and Chen J,2002). In this study, corporate image, also known as brand image, is defined as the cognitive image generated by Ctrip's products in cross-border tourism projects from the perspective of customers, and its image is evaluated and analyzed.

4. Ctrip's cross-border tourism project information quality

The impact of online tourism information quality on cross-border tourism. Sun Dan points out through research that the richness, timeliness and attractiveness of online tourism information are the main factors affecting cross-border tourism (Sun Dan, 2018). In the research process, Liu Li strengthened the role of online tourism information from the aspects of entertainment image, social image, natural image and cultural image,

and strengthened the promotion of cross-border tourism products (Liu Li, 2018). Zheng Siwei concluded through model study that the characteristics of online tourism information are closely related to the image of cross-border tourism products, and attention must be paid to the improvement of information quality (Zheng Siwei, 2017). In this paper, tourism information quality is defined as the influencing factor of cross-border tourism projects.

Conceptual Framework

Based on the theoretical framework and literature review, the research framework of this paper is combined with the actual situation of Ctrip to establish a research conceptual framework. The specific steps are as follows: First, the existing research on Ctrip cross-border tourism projects is studied and evaluated, and the research conceptual framework is reconstructed by referring to relevant theories. Then redefine and study Ctrip cross-border tourism project results and divide them. At the same time, according to the data sampling data analysis framework association, using the way of cooperation with enterprises, through enterprises to send questionnaires to customers. This paper examines the relationship between Ctrip cross-border project information quality and customer cognition through theoretical research and empirical analysis. The conceptual framework of this paper is shown in Figure 1.
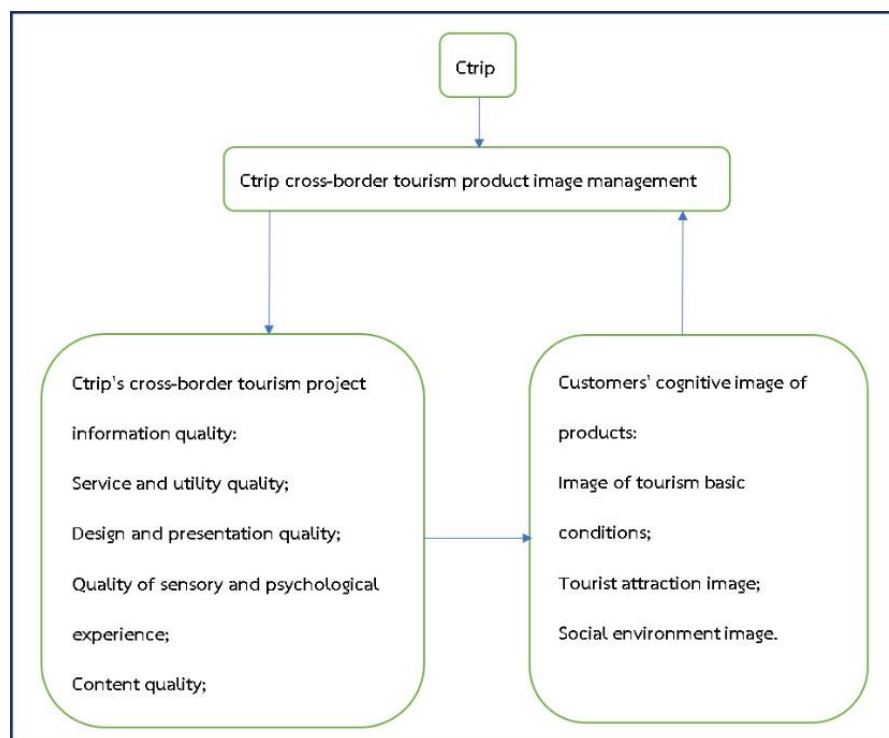

Figure 1 The Conceptual Framework

Research Methodology

The research idea of this paper is "finding the problem -- analyzing the problem -- putting forward the plan". On the basis of understanding the status quo of image management of Ctrip cross-border tourism products, this paper summarizes the existing problems and analyzes the causes of the problems, so as to formulate targeted development strategies and promote the realization of development goals.

1. Population and Sampling

1.1 Population

Exploratory factor analysis was used to analyze the whole sample, and relevant information was obtained through questionnaires issued by Ctrip's customer service department, so as to understand customers' evaluation of Ctrip's cross-border tourism information quality and the evaluation results of Ctrip's brand image established in cross-border tourism projects.

1.2 Sampling

The sample is brand-specific, and the research object is Ctrip's customers, whose customer information comes from Ctrip's customer service department. According to the study of Zhu Yan (2018), the number of 100 questionnaires is usually used and it shows reliable results. Based on a customer database of millions, I interviewed 2,000 respondents in this survey to get more reliable data. The passenger transportation Department of Ctrip randomly selected 2000 respondents and sent their email addresses to me, and THEN I sent questionnaires to the selected people. The specific calculation formula is shown in Figure 2.

$$X = AF + \varepsilon$$

KMO test and Bartlett sphericity test were used to verify whether the variable data were suitable for factor analysis. The KMO value was greater than 0.5 and the Bartlett test p value was less than 0.01, rejecting the null hypothesis. There was correlation between variables and the factor analysis was valid.

Figure 2 Factor analysis formula

2. Research instruments

The questionnaire surveys were designed as follows:

The first part is the basic information of the respondents, including nine items, such as gender, age, income, occupation, education level, average annual number of trips, Internet age, average daily online time, and access to tourism information channels.

The second part mainly focuses on the information quality evaluation of Ctrip cross-border tourism project management, totaling 24 projects.

The Likert scale model was adopted, with 1 point indicating strong disagreement and 5 points indicating strong agreement. Details are shown in the appendix.

3. The data collection

Data collection in this study is completed in three steps

First of all, in data collection, cooperation with Ctrip to complete. Send questionnaires to customers through Ctrip user platform to obtain data for prediction, verification and audit to ensure the authenticity and reliability of data.

Secondly, the collection method is mainly random sampling.

Finally, the data is collated again. In the process of work, the questionnaire survey is based on sampling method and data collection, and finally summarizes according to the data.

Research Results

All data collection was completed in cooperation with Ctrip. Some Ctrip issued 2000 questionnaires and collected them. The whole process took one and a half months from November 5, 2020 to December 20, 2020. Finally, 1624 questionnaires were collected due to unsuccessful submission of questionnaires, among which 1480 were valid due to

incomplete information filling, with an effective rate of 74%.

1. Basic Sample information

Male accounted for 42.4%, female 57.6%. 23.4% are under 25 years old, 40.4% are 25 to 35 years old, 24.1% are 35 to 45 years old, 8.7% are 45 to 55 years old, and 3.4% are 55 years old and tourists. In terms of educational background, 8.4% of those with technical secondary school degrees or above, 23.2% with junior college degrees, 53.2% with bachelor's degrees and 15.4% with master's degrees or above. In terms of occupation, 18.8% are employed in enterprises and institutions, 10.4% are civil servants, 21.0% are students, 17.6% are farmers, 20.1% are retirees, 1.3% are non-professionals and 10.8% are others. In terms of average monthly income, those with less than 3,000 yuan accounted for 18.9 percent, those with 3,000-5,000 yuan accounted for 24 percent, those with 5,000-8,000 yuan accounted for 41.0 percent, and those with more than 8,000 yuan accounted for 16.1 percent. In terms of the average times of using Ctrip's cross-border travel products, 42.2% use them less than two times, 40.8% less than three to four times, 8.2% five to six times, 4.8% seven to nine times, and 4.0% more than nine times. As you can see, more people use it two to four times. Those who used Ctrip for five

years accounted for 23.6 percent, those who used Ctrip for 5-10 years 49.4 percent, those who used Ctrip for 11-15 years 18.1 percent and those who used Ctrip for more than 15 years 8.9%. Personnel more than 5 ~ 10 years, prove that Ctrip has a certain influence.

To sum up, Ctrip has more female customers and young customers have a higher utilization rate of cross-border tourism products. The user's basic education degree undergraduate degree is more. Customer income belongs to the middle and high population. This shows that Ctrip has a certain influence. Have a strong customer base. Ctrip's official website, Weibo and WeChat accounts and the websites of tourism enterprises account for a large proportion, which are the main online channels for promoting cross-border tourism products and projects.

2. Statistical score of sample characteristics

2.1 Analysis of Ctrip's Travel Information Quality

Ctrip cross-border tourism product

information quality evaluation factors include service and practical quality, design and presentation quality, sensory and psychological experience quality, content quality. The analysis results are shown in Table 1. The scores of the five factors all exceed 3 points. The positive result is that the sensory and psychological experience quality score is the highest. It can be seen that customers have a good psychological effect on the information quality of Ctrip cross-border tourism products and have emotional attachment. It can be concluded that the customer is "satisfied" with the information quality of Ctrip's cross-border tourism products, but not "very satisfied", so there is still a lot of room for improvement and improvement of the project. The negative result is that Ctrip's cross-border tourism product information has a low score in the quality of artistic design, which indicates that Ctrip's cross-border tourism product information is still lacking in visual beauty and there are some problems. Therefore, the artistic design of Ctrip's cross-border tourism product information should be improved.

Table 1 Ctrip cross-border tourism product information quality evaluation factor analysis

Factor	The reliability	The eigenvalue	Dispersion (%)	score
Service and utility quality	0.853	3.596	14.612	3.696
Design and presentation quality	0.807	3.567	14.677	3.766
Quality of sensory and psychological experience	0.822	3.113	14.544	3.778
Content quality	0.735	2.544	12.010	3.222
Artistic design quality	0.787	2.676	11.099	3.002
KMO=0.903, Bartlett=4879.552, DEGREE of freedom =244, Sig=0.001, reliability =0.901, and dispersion =57.309%				

2.2 Analysis of customers' cognitive image of products

From the analysis results of consumers' cognition and image of products, the scores of all indicators are above 3.5, indicating that tourists have a good image and high recognition of Ctrip's cross-border tourism products, but the score is no more than 4, proving that Ctrip's cross-border tourism products are not perfect in customers' cognition and there are some factors of dissatisfaction. Specific data see Table 2.

Table 2 Factor analysis of cognitive image evaluation

Factor	The reliability	The eigenvalue	Dispersion (%)	score
Image of tourism basic conditions	0.853	3.596	14.612	3.696
Tourist attraction image	0.807	3.567	14.677	3.766
Social environment image	0.822	3.113	14.544	3.778
KMO=0.903, Bartlett=4876.557, degree of freedom =246, Sig=0.001, reliability =0.901, and dispersion =57.309%				

2.3 Analysis on the relationship between Ctrip cross-border tourism project information quality and product image

Through correlation analysis, it can be concluded that $P < 0.01$. It proves that there is a significant correlation between the information quality of Ctrip cross-border projects and the cognitive image of products and services. Specific data are shown in Table 3.

Table 3 Correlation test between network tourism information quality and product image

	Basic conditions of tourism	Tourist attraction image	Social environment image
Service and utility quality	0.567	0.488	0.546
Design and presentation quality	0.558	0.345	0.517
Quality of sensory and psychological experience	0.602	0.467	0.542
Content quality	0.603	0.436	0.603
Artistic design quality	0.605	0.455	0.589

Note: P < 0.05, P < 0.01

The influence of information quality factor of Ctrip cross-border tourism project on cognitive image factor can be shown by the data in Table 4. Firstly, the image of tourism basic conditions of Ctrip's cross-border tourism projects is affected by information quality factors to a degree of about 48.9%. The second is that the tourist attraction image of Ctrip cross-border tourism projects is affected by information quality factor of 29.3%. Finally, the social environment image of Ctrip cross-border tourism projects is affected by information quality factors to a degree of about 45.4%. To sum up, it can be confirmed that the information quality of Ctrip cross-border tourism project has a significant and positive impact on the cognitive image.

Table 4 Multiple regression analysis of information quality factor and cognitive image factor

The independent variables	The dependent variable	Regression coefficient		T value	P values
		B	Beta.		
Service and utility quality	Image of tourism basic conditions	0.213	0.167	3.487	0.000
Design and presentation quality		0.210	0.181	3.881	0.000
Quality of sensory and psychological experience		0.266	0.207	4.418	0.000

The independent variables	The dependent variable	Regression coefficient		T value	P values
		B	Beta.		
Content quality		0.341	0.272	5.023	0.000
Artistic design quality		0.332	0.213	5.010	0.000
Constant R = 0.382^2= 0.489 R^2= 0.487 F = 117.944, P = 0.000					
Service and utility quality	Tourist attraction image	0.351	0.312	5.552	0.000
Design and presentation quality		0.081	0.085	1.581	0.0212
Quality of sensory and psychological experience		0.261	0.207	4.082	0.000
Content quality		0.161	0.233	2.912	0.001
Artistic design quality		0.221	0.154	0.186	0.001
Constant R = 1.354^2= 0.293 R^2= 0.294 F = 53.424, P = 0.000					
Service and utility quality	Social environment image	0.242	0.202	3.995	0.000
Design and presentation quality		0.123	0.114	2.420	0.001
Quality of sensory and psychological experience		0.161	0.143	2.653	0.000
Content quality		0.403	0.352	4.553	0.002
Artistic design quality		0.333	0.325	3.938	0.001
Constant R = 1.283^2= 0.454 R^2= 0.446 F = 97.329, P = 0.000					

Note: P < 0.05, P < 0.01

Discussion and Conclusion

The study on Ctrip cross-border tourism project as the research object, through cooperation with enterprise obtaining firsthand investigation data, the analysis of Ctrip cross-border tourism information quality evaluation results of the project, and project cognitive brand image in the eyes of the customer evaluation result, obtained the Ctrip cross-border tourism project construction experience and problems in the image. Therefore, Ctrip's cross-border tourism projects can establish customers' cognitive image of the project through good information quality, thus creating a perfect brand image of the project. The main contents are as follows:

First of all, the background of Ctrip and the image of cross-border tourism projects were studied in the preliminary stage, and the domestic and foreign literatures were sorted out to finally determine the research ideas.

Secondly, by exploring the influence of five factors of Ctrip cross-border tourism information quality and three factors of customer cognitive image, it is proved that the information quality of Ctrip cross-border tourism projects has a positive and significant impact on customer cognitive image. On the contrary, in-depth detection is not carried out, but it does not affect the topic research of this paper, which can be further studied in the future.

Thirdly, on the basis of the original conclusions and analysis, corresponding suggestions are put forward based on the research of this paper. In terms of project information quality, service and public utility quality, Design and presentation quality, Quality of sensory and psychological experience, Content Quality, Artistic design Quality, to improve the brand image of Ctrip cross-border tourism projects, improve customer satisfaction.

Recommendations

In view of the image management problems of Ctrip cross-border tourism projects found in this study, the following suggestions are proposed:

1. In terms of project bank image management, enrich Ctrip's cross-border tourism information related content of Service and utility, Design and presentation, improve its quality, so as to improve customers' perception of foreign Image of tourism basic conditions.

2. Improve the Design and presentation quality and Artistic Design quality of Ctrip's cross-border tourism information to reshape customers' perception of foreign Tourist attraction image.

3. It can create 3D VR experience tourism and enhance the Design and presentation quality and Artistic Design quality of Ctrip's cross-border tourism information to enhance customers' attraction to project products. Improve customer recognition of foreign Tourist attraction image.

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