

# Analysis of Influencing Factors and Countermeasures for Value Co-creation in Online Tourism Enterprises

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**Abstract:** *The proliferation of internet technology has transformed the tourism landscape, with online tourism enterprises emerging as pivotal players. The concept of value co-creation, which emphasizes the collaborative efforts of enterprises, consumers, suppliers, and other stakeholders in jointly creating value, holds paramount importance for the sustainable growth of these enterprises. This paper delves into the multifaceted influencing factors of value co-creation in online tourism enterprises and formulates comprehensive countermeasures. By exploring macro-environmental dynamics, industry-specific characteristics, and enterprise-level strategies, this study aims to provide theoretical insights and practical guidance for online tourism enterprises striving to enhance their competitive edge and foster win-win relationships.*

**Keywords:** Online tourism enterprises, Value Co-creation, Influencing Factors, Countermeasures.

## 1. Introduction

In the digital era, online tourism enterprises have revolutionized the way people plan, book, and experience travel. By leveraging internet platforms, these enterprises seamlessly integrate tourism resources, offering tailored services that cater to the evolving needs of diverse consumer segments. However, amidst escalating market competition and increasingly discerning consumer preferences, achieving value co-creation—a process that transcends traditional transactional models to foster deeper engagement and mutual benefit—has emerged as a strategic imperative for online tourism enterprises.

This paper broadens the scope of analysis beyond mere identification of influencing factors to include a nuanced understanding of their interplay and the implications for enterprise strategy. By systematically examining macro-environmental factors, industry characteristics, and enterprise strategies, we aim to contribute to the literature on value co-creation in the online tourism context and offer actionable recommendations for practitioners.

## 2. Analysis of Influencing Factors for Value Co-creation in Online Tourism Enterprises

### 2.1 Macro Environmental Factors

#### 2.1.1 Policy Environment

**Government Policy Support:** Favorable government policies can significantly bolster the growth prospects of online tourism enterprises. For instance, tax incentives, funding support, and regulatory frameworks that encourage digital innovation can stimulate investment and expand market opportunities. Conversely, restrictive policies or uncertainty in policy directions can impede growth and hinder value co-creation efforts.

**Improvement of Laws and Regulations:** A robust legal

framework ensures fair competition, protects consumer rights, and fosters trust in the online tourism market. Clarity in laws governing data privacy, contract enforcement, and dispute resolution mechanisms is crucial for enterprises to engage confidently with consumers and partners in value co-creation endeavors.

#### 2.1.2 Economic Environment

**Level of Economic Development:** Economic growth directly correlates with increased disposable income and travel budgets, thereby expanding the consumer base for online tourism services. As economies prosper, so does the demand for diverse and personalized travel experiences, presenting opportunities for enterprises to innovate and co-create value with consumers.

**Market Competition Pattern:** Intense competition forces online tourism enterprises to continually innovate and differentiate their offerings. While it challenges enterprises, competition also drives the adoption of advanced technologies, the development of novel service models, and the enhancement of customer engagement strategies—all critical for value co-creation.

#### 2.1.3 Sociocultural Environment

**Consumer Habits:** The rise of digital natives and the ubiquitous nature of smartphones have reshaped consumer behavior. Modern travelers rely heavily on online platforms for information gathering, comparison shopping, and service bookings. This shift underscores the importance of having a strong online presence, engaging content, and seamless user experiences for value co-creation.

**Trust and Loyalty:** Building and maintaining trust is fundamental to value co-creation. Consumers are more likely to engage in value co-creation activities with enterprises they perceive as trustworthy and reliable. Hence, enterprises must prioritize transparency, honesty, and ethical business

practices to foster long-term loyalty and advocacy among their customer base.

## 2.2 Industry Characteristic Factors

### 2.2.1 Technological Factors

**Development of Internet Technology:** The relentless advancement of internet technology has transformed the online tourism landscape. High-speed connectivity, mobile-friendly interfaces, and enhanced security protocols have made it easier for enterprises to reach and engage with consumers globally. Moreover, these technologies enable real-time data analytics, personalization, and dynamic pricing strategies, critical for value co-creation.

**Application of Big Data and Artificial Intelligence (AI):** Big data and AI technologies empower online tourism enterprises to analyze vast amounts of customer data, uncover insights, and make informed decisions. By leveraging these technologies, enterprises can offer hyper-personalized travel recommendations, optimize service delivery, and predict consumer behavior, thereby enhancing the value co-creation experience.

### 2.2.2 Industry Chain Integration

**Supply Chain Management Capability:** Effective supply chain management is vital for online tourism enterprises to ensure seamless service delivery and timely fulfillment of consumer needs. By forging strong partnerships with suppliers, distributors, and other stakeholders, enterprises can leverage their collective resources and expertise to co-create value across the entire tourism value chain.

**Resource Integration Capability:** Integrating diverse resources such as tourism products, information services, and support infrastructure enables enterprises to offer comprehensive travel solutions that cater to the diverse needs of consumers. This integration fosters synergies, enhances operational efficiency, and promotes value co-creation through collaborative efforts.

### 2.2.3 Market Competition and Cooperation

**Market Competition Situation:** In a highly competitive market, online tourism enterprises must continuously innovate to stay ahead. This includes developing unique selling propositions, refining marketing strategies, and enhancing customer service. By doing so, enterprises can attract and retain customers, fostering value co-creation through meaningful interactions and experiences.

**Cross-border Cooperation:** Cross-border partnerships with hotels, airlines, scenic spots, and other tourism-related enterprises can significantly expand an online tourism enterprise's reach and offerings. Such collaborations facilitate resource sharing, risk mitigation, and market penetration, ultimately contributing to value co-creation through complementary strengths and shared goals.

## 2.3 Enterprise Strategy Factors

### 2.3.1 Marketing Strategies

**Brand Building and Promotion:** A strong brand identity is the cornerstone of any successful online tourism enterprise. By consistently communicating a clear brand message, offering exceptional customer experiences, and engaging in strategic promotional activities, enterprises can build trust, loyalty, and advocacy among their target audiences, laying the foundation for value co-creation.

**Personalized Services:** Personalization is key to value co-creation in the online tourism industry. By leveraging customer data and insights, enterprises can tailor their offerings to individual preferences, enhancing customer satisfaction and fostering deeper engagement. This approach not only meets consumers' expectations but also creates opportunities for enterprises to differentiate themselves in a crowded market.

### 2.3.2 Service Innovation

**Product Innovation:** Continuous product innovation is essential for online tourism enterprises to remain relevant and competitive. By developing novel travel packages, introducing cutting-edge technologies, and exploring untapped markets, enterprises can stimulate consumer interest and foster value co-creation through shared exploration and discovery.

**Service Process Optimization:** Streamlining service processes improves operational efficiency, reduces costs, and enhances customer experience. By adopting lean principles, automating repetitive tasks, and leveraging technology to simplify complex procedures, enterprises can focus on delivering exceptional service and fostering value co-creation through seamless interactions.

### 2.3.3 Customer Relationship Management

**Customer Data Analysis:** Customer data is a valuable asset for online tourism enterprises. By leveraging big data analytics tools, enterprises can gain insights into customer behavior, preferences, and needs, informing strategic decisions and personalization efforts. This data-driven approach enables enterprises to anticipate customer needs, offer tailored solutions, and foster value co-creation through predictive engagement.

**Customer Interaction and Feedback:** Active customer engagement is crucial for value co-creation. By establishing effective communication channels, enterprises can encourage customers to share their experiences, provide feedback, and contribute to the continuous improvement of services. This open dialogue fosters a sense of ownership and collaboration, enhancing customer loyalty and satisfaction.

## 3. Countermeasure Analysis

### 3.1 Macro Environmental Countermeasures

#### 3.1.1 Actively Respond to Government Policies

In the rapidly evolving regulatory landscape, online tourism

enterprises must adopt a proactive stance towards government policies. This involves setting up dedicated teams to closely monitor policy dynamics, ensuring that any changes are promptly communicated to relevant departments within the organization. By timely adjusting enterprise development strategies to align with policy directives, enterprises can position themselves favorably to take advantage of emerging opportunities. Additionally, engaging in constructive dialogues with policymakers and industry associations can help shape favorable policies and secure government support and preferential treatments, further boosting the enterprise's competitive edge and facilitating value co-creation.

### 3.1.2 Strengthen the Study of Laws and Regulations

Compliance with laws and regulations is not only a legal obligation but also a strategic imperative for online tourism enterprises. To ensure adherence, enterprises should invest in comprehensive legal training programs for employees, particularly those involved in decision-making processes. Establishing a robust internal compliance framework can guide business operations, minimize legal risks, and protect consumer rights. Moreover, active participation in industry forums and regulatory consultations allows enterprises to contribute to the shaping of laws and regulations that are conducive to fair competition and sustainable market growth, thereby fostering an environment conducive to value co-creation.

### 3.1.3 Pay Attention to Economic Development Trends

Economic development trends significantly influence consumer behavior and market dynamics, making it imperative for online tourism enterprises to stay informed. By conducting regular market research and leveraging economic indicators, enterprises can anticipate shifts in consumer preferences and adjust their product and service strategies accordingly. For instance, as economies grow, consumers may demand more luxurious or adventure-based travel experiences, necessitating the development of new service offerings. By being agile and responsive to these changes, enterprises can maintain their relevance in the market and continue to foster value co-creation with consumers.

## 3.2 Industry Characteristic Countermeasures

### 3.2.1 Increase Investment in Technology

Technology is the cornerstone of value co-creation in the online tourism industry. To stay ahead of the curve, enterprises must invest heavily in internet technology, big data analytics, artificial intelligence, and other emerging technologies. This investment should encompass not only the acquisition of hardware and software but also the development of in-house expertise and partnerships with technology providers. By leveraging these technologies, enterprises can personalize services, optimize operations, and enhance the overall customer experience, thereby fostering deeper engagement and value co-creation.

### 3.2.2 Deepen Industry Chain Integration

The tourism industry is inherently interconnected, with

suppliers, distributors, and other stakeholders playing crucial roles in value creation. To maximize value co-creation, online tourism enterprises must deepen their integration with these partners. This involves establishing long-term cooperative relationships based on mutual trust and shared goals. By collaborating closely, enterprises can leverage each other's strengths, share resources, and jointly develop innovative service offerings that cater to diverse consumer needs. Such integration not only strengthens the entire value chain but also fosters a culture of collaboration and value co-creation among all stakeholders.

### 3.2.3 Flexibly Respond to Market Competition

Market competition is a constant in the online tourism industry, requiring enterprises to be agile and adaptable. To maintain their competitiveness, enterprises must closely monitor market dynamics and competitor activities. This includes tracking pricing strategies, analyzing service offerings, and assessing customer feedback. Based on this information, enterprises can flexibly adjust their market strategies and service models, ensuring that they remain relevant and appealing to consumers. By being proactive and responsive to market changes, enterprises can solidify their market position and continue to foster value co-creation with consumers and partners.

## 3.3 Enterprise Strategy Countermeasures

### 3.3.1 Strengthen Brand Building

A strong brand is the cornerstone of any successful online tourism enterprise. To enhance its popularity and reputation, enterprises must engage in multi-channel and multi-form brand building and promotion activities. This includes leveraging social media, influencer marketing, content marketing, and other digital channels to reach and engage with target audiences. By consistently communicating a clear brand message and delivering exceptional customer experiences, enterprises can build trust, loyalty, and advocacy among consumers, laying a solid foundation for value co-creation.

### 3.3.2 Promote Service Innovation

Service innovation is essential for online tourism enterprises to remain competitive and relevant in a rapidly changing market. To foster innovation, enterprises should establish dedicated teams or departments focused on research and development. These teams should work closely with other departments, including marketing, sales, and customer service, to identify areas for improvement and develop new service offerings. By continuously innovating, enterprises can meet the evolving needs of consumers, enhance customer satisfaction, and foster value co-creation through the creation of novel and exciting travel experiences.

### 3.3.3 Optimize Customer Relationship Management

Effective customer relationship management (CRM) is crucial for online tourism enterprises to enhance customer satisfaction and loyalty, thereby fostering value co-creation. To optimize CRM, enterprises should establish a

comprehensive CRM system that integrates customer data from various sources, including online bookings, customer service interactions, and social media activity. By leveraging big data analytics, enterprises can gain insights into customer behavior, preferences, and needs, informing personalized service offerings and targeted marketing campaigns. Additionally, establishing an effective customer feedback loop allows enterprises to continuously improve their services and maintain a high level of customer engagement, further enhancing value co-creation.

#### 4. Conclusion

Value co-creation in online tourism enterprises is a complex and systematic process involving multiple aspects such as the macro environment, industry characteristics, and enterprise strategies. By deeply analyzing the influence of these factors on value co-creation, we can propose corresponding countermeasures and suggestions. In future development, online tourism enterprises should actively respond to government policies, increase investment in technology, deepen industry chain integration, promote service innovation, and optimize customer relationship management to achieve a win-win situation and sustainable development for enterprises, consumers, suppliers, and other parties.

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