Creation and Operation Management of Rural Health and Tourism Cooperative Service Platform

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Abstract

The rural health and tourism cooperation service platform is a platform project to provide comprehensive rural health and tourism information and support comprehensive online and offline tourism services for customers who have lived in cities for a long time and yearn for natural environment and ecotourism products. Firstly, this paper analyzes the products and services of the service platform. Then, it makes a PEST analysis on the rural health and tourism service industry. Finally, it analyzes the marketing strategy and business model of the service platform.

Keywords

Service Platform; PEST Analysis; Marketing Strategy; Business Model.

1. Introduction

Health is the inevitable requirement of promoting people's all-round development and the basic condition of economic and social development. Realizing national health and longevity is not only an important symbol of national prosperity and rejuvenation, but also the common aspiration of the people of all ethnic groups. Leisure and health tourism is rapidly becoming a healthy lifestyle for young people with active ideas and medium income. On weekends or holidays, taking family members to some surrounding resorts for leisure has gradually become a fashionable choice for urban residents to go out of reinforced concrete and integrate into nature. At the same time, modern urban residents have been living in a fast-paced life for a long time. They are eager to return to nature, seek healthy and upward life experience, and enjoy tourism, experience and health care at a low price [1]. Healthy tourism is a new tourism mode produced in the development of modern tourism. There is no complete concept in the academic circle. Relevant scholars believe that: Generally speaking, health tourism is a kind of tourism activity based on natural ecological environment, humanistic environment and cultural environment, combined with viewing, leisure and recreational forms, so as to prolong life, strengthen health, cultivate self-cultivation, medical treatment and rehabilitation [2].

In recent years, new rural tourism cooperatives have emerged in China's tourism industry. Rural residents have spontaneously complemented resources by taking advantage of their unique health care resources, forming small-scale and unique rural tourism cooperatives. However, most of the existing cooperatives have not yet formed industry norms, and the business mode has problems of non systematization, non specialization and non standardization, and the promotion of their tourism experience projects is also lack of strength. For the existing problems, we will launch a rural health tourism cooperation service platform. The rural health care tourism cooperation service platform will cooperate with the new rural tourism cooperatives. On the one hand, the online platform will promote the existing rural health care tourism experience projects of the cooperatives to provide customers with the most comprehensive health care tourism information and the most convenient tourism services. On

the other hand, it will provide industry standardized guidance to the new rural health care tourism cooperatives through professional management mode, Form scale. Rural health care tourism cooperation service platform is a platform project to provide comprehensive rural health care tourism information and support comprehensive online and offline tourism services for customers who have lived in cities for a long time and yearn for natural environment and ecotourism products [3].

2. Products and Services

2.1. Online Products and Services

As a service provider of rural characteristic health care tourism, health care service platform is an e-commerce system that provides health care tourism service information for many online users. The use process of users of the initial health care service platform is as follows:

(1) Search query for attractions. When users log in to our health care service platform, users can use different search methods to find their favorite travel destination. There are three search and query methods: users can directly enter the specific scenic spot name in the search bar and click "search"; If users are not sure of their travel destination, they can select different regions and provinces on the electronic map of the platform page according to their preferences to search for relevant scenic spots, or enter some keywords in the search column to conduct in-depth search, such as specialty name, climate conditions, entertainment items, etc; If users don't have any ideas, they can click on the scenic spots and routes recommended by mobile advertisements on the main page of the platform to understand. After the platform has been in operation for a period of time, the background management personnel of our company can count the number of views of users of each scenic spot, determine the first three scenic spots with high click through rate, and place their name links under the search bar by the background operation, which is not only convenient for users to find, but also conducive to the publicity and promotion of scenic spots.

(2) One stop reservation for scenic spot projects. After entering a scenic spot section, users will first see the introduction of the scenic spot, mobile real photos, Baidu map business cards and contact information. At the top of the section, users can click on different tabs according to different services. This is the most important section of our platform and a one-stop service for scenic spot projects, all selected items will be placed in "my order".

(3) Healthy tourism words. After logging in, users can click this section to directly enter the interactive communication platform to post and reply to posts, so as to promote communication between users, so as to create a relaxed, harmonious but warm tourism platform atmosphere. Users can exchange what they see and hear in rural characteristic tourism, conduct in-depth exchange of tourism experience, or share their own tourism experience and preferential activities on the platform. The setting of the discussion area is not only conducive to enhancing emotional exchanges among users and promoting tourism and making friends, but also promotes these rural characteristic tourist attractions on our platform. With the increasing popularity of user topics, it is bound to play a leading role, especially to drive the addition of new users, which is undoubtedly a platform for publicity and expansion. At the same time, some old users or company customer service point out the maze and share experience for new users, making this platform more warm and friendly. Our company will regularly push and update some new routes of health tourism and posts with the theme of health preservation, so as to guide users to talk about healthy life, healthy tourism and other topics; At the same time, the user suggestion module will be marked out on the platform, on which users can reflect all the existing problems of the platform or in the process of tourism. After viewing, the background management personnel can quickly and accurately understand the problems existing online and offline on the platform, and timely improve and solve them to

ensure user satisfaction. Government departments can also further understand the overall development of the company through this platform.

(4) Online mall. Users can click this section to buy healthy and healthy green food online, including local farm specialties, such as dry goods and vegetables, snacks and fried goods, fruit products, farm Cereals, pickled food, as well as seasonal fruits and vegetables and high-quality traditional Chinese medicine. The user's purchase process is the same as above and will not be repeated. In addition, the "online mall" supports users to reflect their own needs through the service platform to obtain the matching plan of healthy diet. The platform system supports users to input fuzzy keywords, and then recommend several healthy diet combinations according to their own cloud system. At the same time, the platform launched the manual service of "private customized health plan". According to the user's description and specific needs, the company's service personnel recommended a private healthy diet plan to the user after systematic analysis. The plan includes the selection and intake of fruits and vegetables, and provides cooking methods of dishes.

(5) Data consultation. This section mainly shares with users some data and charts related to rural tourism and health care tourism statistically analyzed by our company, because health care service platform is the first website and platform focusing on rural health care tourism in China after all. Data sharing and consultation is the social responsibility of our company, and can also bring more partners to our company. After entering this section, ordinary users can only see a small part of the data and charts counted by our company, and can roughly understand the operation and standardized data of our platform. There are no data charts and professional analysis of tourist preferences and market demand in some aspects. If the rural tourism cooperatives cooperating with us have such needs, they need to contact the company's service personnel on the platform, consult, sign the online confidentiality agreement, and pay a certain fee before they can obtain the unique login user name and password and consult the database of our platform.

2.2. Offline Products and Services

The health care tourism service platform takes O2O as the main operation mode, that is, the platform provides tourists with not only online health care tourism mode selection and travel, but also offline service organization - "health care tourism service center". "Health care tourism service center" is closely linked with the health care tourism service platform. Both are indispensable in the health care tourism service. Customers can book itinerary or package through the platform, and the service center will escort customers' journey and itinerary. The service center mainly has the following four functions:

(1) Resource integration and management. In essence, the health care tourism service platform mainly plays a third-party role between customers and rural cooperatives. First of all, the offline service center of the health care tourism service platform will be set up in places where many rural cooperatives are concentrated, which is mainly responsible for integrating and managing the health care tourism resources owned by many rural cooperatives, which can not only promote the local health care tourism resources of the cooperatives to customers, but also strictly control the quality of health care tourism services for customers. Secondly, while opening the platform to local rural cooperatives, the offline service center of the health care tourism service platform also plans to conduct field visits to the projects promoted on the platform and rural cooperatives, strive to integrate and standardize their registration, operation and service functions, and provide guarantee for the more standardized operation of the online service platform of the health care tourism service platform [4].

(2) Operational guidance and oversight. After the effective integration of resources, the division of labor of local rural cooperatives will also change. At this time, it is necessary for the offline service center of the health care tourism service platform to play its second and most important

function, that is, to guide and supervise the local business of rural cooperatives. In terms of business guidance, the offline service center of the health care tourism service platform is mainly responsible for guiding the allocation of human, financial and material resources of cooperatives. In addition, it also assists local rural cooperatives in developing local health care tourism resources; In terms of business supervision, as a third party, the health care tourism service platform is mainly responsible for the supervision and control of the business development of rural cooperatives and all links of business - "food, housing, transportation, tourism, shopping and entertainment". The staffs can irregularly spot check the local accommodation provided by the rural cooperatives, and conduct a comprehensive inspection on the hygiene, diet and living environment of the selected accommodation. If there is unqualified accommodation, the health care tourism service platform will investigate the relevant responsibilities of the rural cooperatives, and negotiate to cancel the qualification of unqualified guest houses to receive tourists; On line shopping, Kang Yang tourism service platform also plays a supervisory role. For example, when online payment is made, the Kang Yang tourism service platform will cooperate with the third party platform, and after consumers confirm receipt, they will pay the seller the money. The health care tourism service platform can organize staff to carry out irregular surprise inspections on offline physical stores under the jurisdiction of cooperatives, and close down and rectify stores that are illegally operated and complained by consumers.

(3) Information release and promotion. As the offline service center of the health care tourism service platform is rooted in the location of health care tourism resources, it is convenient for it to timely explore the relevant local health care tourism resource information, assist the local rural cooperatives to publish the relevant information on the online platform in time, and offline can also do some relevant preferential and publicity activities through the existing tourist sources, Strive to publicize and promote the local health care tourism related information to each customer through the health care tourism service platform [5].

(4) Information feedback and deep cooperation. The health care tourism service platform will also randomly select tourists who have experienced health care tourism locally, invite tourists to comment on all aspects of local health care tourism services, and use this information to reasonably allocate and integrate local health care tourism resources.

3. PEST Analysis

3.1. Political Factors

In recent years, people have paid more attention to health issues, especially those living in some big cities, will begin to choose to travel to rural areas with good ecological environment. Under this general trend, rural tourism has developed rapidly. At the same time, this rapid development has also brought disorderly competition in the rural tourism industry. In order to coordinate the interests of rural tourism cooperatives, In some areas with rich tourism resources and good integration of rural primary, secondary and tertiary industries, some rural areas began to establish rural tourism cooperatives, explored standardized management and professional operation, and achieved the results of high farmers' participation, wide benefits and industrial integration. In order to standardize rural tourism cooperatives, in 2007, the law of the People's Republic of China on Farmers' professional cooperatives was officially promulgated and implemented. Rural tourism cooperatives have been widely recognized all over the country. Rural tourism cooperatives have sprung up all over the country, and their functions have gradually broken through the scope of coordinating internal competition. Relevant departments and many provinces have also taken corresponding measures to promote the development of rural tourism cooperatives. In 2010, the notice of Shandong Provincial Tourism Administration on vigorously developing rural tourism professional

cooperatives issued by Shandong Provincial Tourism Administration clearly stated that the vigorous development of rural tourism cooperatives should be taken as the key point and breakthrough point to promote the forward development of rural tourism in the whole province in the coming period.

3.2. Economic Factors

With the continuous development of China's economy, people's living standards are improving day by day. In 2020, the national per capita disposable income was 32189 yuan, an increase of 4.7% over the previous year. After deducting price factors, the actual increase was 2.1%. With the improvement of income level, people also have higher requirements for living standards. People began to pursue a healthier lifestyle, and going to rural tourism with good ecological environment is the choice of many people at present. In addition, poverty alleviation has always been a point raised by the Chinese government. In the future, the development of rural tourism will drive the development of local economy and promote employment, which will undoubtedly be strongly supported by the local government. With people's respect for health, the prospect of rural tourism is very good. Therefore, our company came into being. The service platform after the integration of traditional rural tourism cooperatives and e-commerce will integrate various resources as much as possible, so as to facilitate people to quickly find their favorite tourism routes and modes. We will update tourism resources in time and strive for a healthy tourism and lifestyle that everyone can find through our platform.

3.3. Social Factors

Modern people are more eager to find a healthy way of life because of their high work pressure and fast pace of life. Many rural areas and regions with good ecological environment begin to seize this business opportunity and use their existing resources to attract people to rural tourism. Rural tourism is booming. However, the scale of farmhouse entertainment industry and the disorderly competition brought by cluster development, In addition, the lack of rural tourism management strength, low technical level and serious homogeneous competition generally make government departments, rural grass-roots organizations and farmhouse operators find it necessary to establish professional cooperative organizations for self-discipline management. In this case, rural tourism cooperatives have developed, although rural tourism cooperatives have played an important role in promoting the development of rural tourism, because rural tourism cooperatives are still a new thing in China, there are still many problems to be faced and solved in practice. These problems are mainly due to the short emergence time of rural tourism cooperatives and the immature development of relevant rules and regulations. Many cooperatives lack strict institutional norms, and even if there are corresponding norms, they are not strictly implemented, resulting in confusion in the internal management of cooperatives. At the same time, the number of Internet users and network penetration in China are rising rapidly, which is more conducive to the development of our health tourism electronic platform. We combine rural tourism cooperatives with e-commerce. On the one hand, we can quickly match suitable tourism routes for customers. On the other hand, we can also effectively and orderly manage tourism cooperatives, which is more conducive to the development of rural tourism.

3.4. Technical Factors

The integration of the Internet and various industry fields can continuously form new industry forms. In the development of rural tourism, the emergence of new formats such as rural tourism e-commerce, Internet Finance and location services is based on the Internet. Rural e-commerce solves the shopping problem in rural vacation and brings unlimited business opportunities. In the future, with the closer combination of the Internet and rural tourism, more emerging business forms will inevitably be produced, promoting the transformation and upgrading of

rural tourism to digitization, networking and intelligence. At present, the potential and influence of the Internet in spawning and cultivating new consumer demand are becoming clearer and clearer. For example, the application of intelligent hardware such as aerial photography in tourism, and the combination of mobile terminals and tourism products produce dynamic scenes. Convenient electronic booking system, tourist experience sharing post bar and dynamic display of rural tourism resources have objectively promoted the growth of new consumption of rural tourism. With the Internet as the link, it can realize all-round innovation covering technology R & D, development and manufacturing, organization and management, production and operation, marketing and other aspects, and provide an important driving force for driving the quality and efficiency improvement development of rural tourism. WeChat, Microblog and other we media have strengthened urban-rural interaction and narrowed the distance between urban and rural areas. In the wave of the mobile Internet era, WeChat, Microblog and other we media are choppy and developing rapidly. Everyone can use this carrier. Everyone is a disseminator, constantly accumulates loyal users, forms a certain reputation in the user group, and forms a benign interactive promotion platform. For example, some rural tourism operators have gradually explored new business models on platforms such as Taobao, Jingdong Mall and WeChat mall by integrating regional high-quality agricultural product resources and agricultural tourism resources and relying on the Internet for promotion and marketing.

4. Marketing Strategy

4.1. Marketing Objective

Our marketing goal is to expand the market, expand the platform to all parts of the country, occupy a major position and market share in similar websites or projects, so that all areas to be lifted out of poverty on the platform can be lifted out of poverty and poverty, and make tourists relax and live a healthy life, Strive to make the people of the whole country work together to make their own efforts and contributions to the "targeted poverty alleviation" work.

4.2. Channel Strategy

The rural cooperative service platform is mainly a new type of innovation, which is "Internet plus rural health care tourism". At the beginning stage of the health care industry, it is the time when we began to vigorously publicize and open up the market, which is mainly divided into network channels and offline channels.

4.2.1. Online Channel

(1) Wechat client. As social software is more and more widely used in China, WeChat stands out among many social software and is welcomed and supported by more and more users because of its simple use, convenient communication channels and relatively high privacy and confidentiality compared with QQ. Therefore, official account official account has been issued in the publicity stage of our company at the beginning of its establishment. But since the project is a new innovation project we promoted, we intend to establish a new official account for the new rural cooperative service platform. The old users of Zhi Zaixin can solve the latest trend of the rural cooperative tourism service platform through the public number. Provide new and old customers with the most convenient channel to understand h rural health tourism cooperation service platform. In the official account official account, we will set up a special tab for the new project, click on it to enter the new project H, the public number of the rural cooperative travel service platform can also be directly entered through the official account of the project. From the time of the project's completion, we plan to publicize the project regularly on the official account. We can get 5 points on the platform by sharing the publicity of the official account, and enjoy 5 yuan discount when placing the order.

(2) Official Microblog push. Before the rural health care tourism cooperation service platform is about to be put into public use (proposed as the previous week), the rural health care tourism cooperation service platform will also be vigorously publicized on the official Microblog. In response to this publicity, our proposed topic is "give a trust to the rural health care tourism cooperation service platform and give you an unforgettable trip". During this week or so, we will update the relevant information of the project platform every day, interact with the public, and arrange special working groups to answer the questions raised by the public in shifts, Strive to let the masses have an in-depth understanding of the platform and strive for more potential customers. During this period, the rural health care tourism cooperation service platform can also negotiate and cooperate with Sina's Microblog celebrities, and let them work with our spokesman Zhang Yixing to help the rural health care tourism cooperation service platform forward and publicize in the publicity stage and early stage of use. At the initial stage of public use, the rural health care tourism cooperation service platform can issue corresponding benefits to consumers who have asked questions by lottery every month. For example, if the winning consumers travel through the rural health care tourism cooperation service platform, they will receive 50 yuan vouchers, etc.

(3) Mobile phone client. Smart phones have become our daily necessities. For the majority of users, the unique charm of smart phones often lies in the application software in mobile phones, that is, what we often call app. These apps gradually extended the Internet and e-commerce to mobile clients, formed the mobile Internet, and greatly changed our lives. In the early stage of publicity, we plan to establish a mobile app client, so that customers and potential customers can fully understand our new rural health tourism business anytime and anywhere, and can also recommend tourist places, tourist routes, food, accommodation and entertainment methods for users according to their travel intention anytime and anywhere. Each user can independently choose any matter in tourism through the app. Through this client, it can be customized at the lowest cost, which can greatly improve the satisfaction of users.

(4) Website marketing platform. Compared with the convenience of WeChat publicity and mobile app marketing, although the rural health care tourism cooperation service platform website has certain limitations in use (for example, the website can only be used on computers), the audience groups of the website and mobile client are different to some extent, that is, the use experience of website users and mobile client users may be different, These are mainly formed by consumers' long-term consumption habits and consumption preferences. On the website, we not only provide corresponding customer services, for example, consulting services provided to users at any time, recommending travel related matters for users, etc., but also provide Internet banking payment interface and Alipay interface for the property and advertisers who need to be settled, so as to save the cost and cost of related links.

4.2.2. Offline Channel

The offline publicity and promotion of rural health care tourism cooperation service platform is mainly aimed at the middle-aged and elderly groups who do not often use and pay attention to network information. Although this group does not often pay attention to network information, it can not contact us through the online platform of rural health care tourism cooperation service platform like young people. However, these consumer groups are also a large part of the rural health care tourism cooperation service platform market. Therefore, it is also necessary for us to promote online and offline through traditional platforms.

(1) Television publicity. TV publicity is one of the necessary channels for offline publicity of the rural health care tourism cooperation service platform. The rural health care tourism cooperation service platform can negotiate with radio and television companies to attract potential customers by broadcasting TV programs in prime time and interspersed with the advertisements of the rural health care tourism cooperation service platform. In addition, as

rural health care tourism is an emerging industry, many people don't know much about it. H rural health care tourism cooperation service platform can attract people's attention by sponsoring popular TV programs, so that interested customers can actively understand the relevant information of rural health care tourism cooperation service platform, so as to become potential customers.

(2) Radio publicity. Many people will relieve their boredom by listening to the radio while driving, which can also become one of the offline publicity channels of the rural health care tourism cooperation service platform. We can broadcast advertisements on the radio through cooperation with radio and television companies. You can also cooperate with popular radio programs, participate in radio interview programs in the name of rural health care tourism cooperation service platform, or become a sponsor of radio programs, etc.

(3) Newspaper and magazine columns. Although the network has been very developed, newspapers and magazines are not outdated, but are still closely related to people's life. Rural health care tourism cooperation service platform can also cooperate with publishing houses or magazines to make special columns for the publicity of rural health care tourism cooperation service platform in newspapers and magazines. The purpose of early publicity is mainly to let customers understand the emerging industry of rural health care tourism; Based on the publicity in the early stage, the rural health care tourism cooperation service platform can be used as a model in the later stage to strengthen the publicity and enhance the popularity of the project, so as to achieve the purpose of expanding the market.

4.3. Marketing Strategy

As a product, the rural health care tourism cooperation service platform is mainly in the form of app and website, connecting the rural areas that can carry out health care tourism and need to get rid of poverty and poverty with the users who want to help the poor through health care tourism. In terms of product marketing and publicity, we mainly adopt online platform promotion, government department assistance and offline star publicity.

(1) Online platform promotion. One month before the project of rural health care tourism cooperation service platform is launched, our company should first publicize it on the company's official website, which can be in the form of graphics, animation or video, in order to highlight the new characteristics and competitive advantages of the products. On this basis, we should also introduce in detail the use method and convenience of the platform, and highlight the innovation and positive social significance of the platform.

(2) Assistance from government departments. In the development stage of the project, our company put forward the concept of "rural health tourism in line with China's national conditions", combined with China's national conditions, responded to the "targeted poverty alleviation" work in China's current poverty alleviation stage, which has the social significance of actively promoting poverty alleviation in the health tourism industry. Therefore, we will take the initiative to cooperate with the government to build and promote the project, and use the advantages and quality of the platform to convince the government. The cooperation and promotion with the government can not only make our platform full of vitality, but also drive the development of tourism, health, rural local economy, employment and popularity together with the government, and remove the "poor village" The hat of "poor county" contributes to making up for the "poverty short board" on the road of building a well-off society in an all-round way.

(3) Offline star publicity. The main purpose of our company's offline publicity is to promote the project to potential users, so that everyone can meet their own needs for tourism and health through the platform, and also make their own contributions to poverty alleviation through the platform. After research and discussion, our company plans to select Zhang Yixing as the image spokesman of the product, not only because Zhang Yixing is a young and promising young

general in the entertainment industry, but also because he also actively participates in charity and other public welfare activities. Through the announcement of "2016 China Charity celebrity list" by Phoenix public welfare on March 3, 2017, we learned that Zhang Yixing ranked 15th, and Zhang Yixing was determined to develop in China only in August 2015. In a short time of about a year, his support for charity was listed with other stars or even more than some stars, which is enough to show Zhang Yixing's strength and image. Our company plans to choose Zhang Yixing as the star endorsement. We can shoot special advertisements or promotional films, even press conferences and press conferences to promote our new projects, so that our company can not only enjoy the popularity of stars The "fan effect" brought by participation can also enable Zhang Yixing to improve his image through this platform of far-reaching social significance.

4.4. Customer Management

Customer management mainly means that before a new project is put into construction and use, the enterprise explores the needs of customers, the costs customers are willing to pay, the convenience of customers and communication with customers, and provides products according to the needs of consumers, or "private customization" for consumers. Therefore, the enterprise provides more than products.

(1) Customer filing strategy. Customer filing strategy is to master the customer's individual characteristic information, such as gender, age, occupation and hobbies, so as to understand the customer's consumption tendency. After the enterprise establishes files for customers, it uses network information technology to update customer files in real time according to the passage of time and changes in the situation.

(2) Grasp customer demand strategy. The rural health care tourism cooperation service platform is a service-oriented platform, so we should adhere to the principles of "customer first" and "customer-centered" throughout the whole business process. In terms of design, the rural health care tourism cooperation service platform fully takes into account the customer needs learned during the market research period. It provides customers with a variety of ways in terms of location, accommodation and catering, which can be matched at will. It can even form a team to determine the accommodation mode by participating in the game. This series of designs are interesting and can fully consider the customer needs, Improved customer satisfaction and laid a foundation for the promotion of the platform.

(3) Strategies to reduce costs paid by customers. The "cost" mentioned here not only refers to the cost invested by enterprises in establishing and operating rural health tourism cooperation service platform, but also includes the cost customers are willing to pay, that is, the ideal pricing in the sales of physical products. When customers choose services on the rural health care tourism cooperation service platform, they will not only consume money, but also spend time and energy, which constitute the total cost of customers choosing services. When customers choose health care tourism services on the rural health care tourism cooperation service platform, they will also tend to minimize the relevant costs (including monetary cost, time cost and energy cost), so as to maximize their effectiveness. Therefore, in the interface design of the home page of the website and mobile app, the rural health care tourism cooperation service platform can not only allow customers to make independent choices through their own preferences, but also help customers with "selection difficulties", that is, customers select any two schemes or locations to compare in the system, so as to choose the best choice, This design greatly reduces the total cost when customers use the rural health care tourism cooperation service platform.

5. Business Model

5.1. Definition of Business Model

Business model is the internal mechanism for enterprises to create value. It carries out business operation based on the architecture. Its purpose is to obtain profits by providing customers with products with increased value. The business model of a health care service website is what kind of value the website can provide to customers, for which customers, how to provide value, how to price the value provided, and how to maintain a competitive advantage in the process of providing value. The rural health care tourism cooperation service platform network is a powerful database system based on the Internet. It is the publisher of rural tourism information. The platform enables users to easily realize the online query, reservation and travel purchase services of food, housing, transportation, tourism, entertainment, shopping and other information involved in the rural tourism health care service of health preservation and returning to nature. Through sorting, provide users with the information they really want according to their requirements, and support online reservation, consultation, customization and other services.

5.2. Fund Source Analysis

Profit point is the key to the survival and development of tourism websites. To make a profit, the website must provide a better service or newer product than its competitors to tourists. After winning market recognition, it can quickly increase sales in order to obtain income. We analyzed the current profit model of mainstream tourism websites. Due to the business characteristics, tourism websites began to show their vitality. The operating revenue of some tourism websites has begun to grow rapidly. Our service platform is specialized health care experiential tourism. We classify and sort out the information and provide the information that users really want according to their requirements, providing value-added services, rural health care tourism cooperation service platform is the main source of income of Network Technology Co., Ltd. in the following aspects:

(1) Registration agency fee of rural cooperatives. This is the main profit source of rural health care tourism cooperation service platform, and rural tourism with investment intention. After passing the project assessment and signing relevant regulations, the cooperative will provide relevant data and materials to register on the rural health care tourism cooperation service platform. Our platform will charge registration fees and regular network operation fees.

(2) Transaction cost of tourism project. The booking agency fee of the rural health care tourism cooperation service platform is basically obtained from the return of the profit discount of the destination tourism experience project. Passengers book travel projects through the rural health care tourism cooperation service platform. The process is that passengers make home stay reservations through the website to the rural health care tourism cooperation service platform - the rural health care tourism cooperation service platform feeds back the reservation information to the rural cooperatives - the cooperatives provide project experience to tourists, Passengers pay at the front desk of the cooperative - the cooperative confirms the check-in information and pays its profit discount according to the agreement signed with the rural health tourism cooperation service platform.

(3) Value added services. The rural health care tourism cooperation service platform network is a powerful database system based on the Internet. Based on the huge data analysis system and analysis ability, the platform will regularly conduct professional analysis on the data of the whole platform, including industry preference analysis, customer value analysis, customer preference analysis, market demand analysis, health care tourism demand analysis, etc, This is of strategic significance for industry guidance. The platform publishes some of these data on the industry dynamic page. Cooperatives interested in investment will pay to query industry

wide data and detailed professional industry reports. Industry strategic guidance will also become another source of capital for platform value-added.

(4) Advertising revenue. The rural health tourism cooperation service platform also provides users with online and offline advertising. Advertising revenue will become an important source of revenue for information commerce websites with a large number of visits. These advertisements are not only limited to the traditional tourism industry, but also related to tourism, such as outdoor products, off-road vehicles, and even mineral water, DV, tents, etc. In addition to the advertising forms such as website banners, banners, buttons, floating cursors and couplets of the rural health care tourism cooperation service platform, the rural health care tourism cooperation service platform also offers health care information books. In addition, the rural health care tourism cooperation service platform also charges for the display of cultural products such as online brochures, tourist souvenirs and books of tourist spots, travel agencies and hotels.

5.3. Business Scope Analysis

The application of Internet technology has made great changes in the depth and breadth of the business scope of traditional tourism. Tourism websites have gradually expanded from providing tourism consulting services to people's six elements of "food, housing, transportation, tourism, shopping and entertainment". According to the service characteristics of the target customer group, the main target groups of the rural health tourism cooperation service platform are a small number of business travel customers and most leisure tourism customers. According to the different needs and characteristics of customers, the rural health care tourism cooperation service platform has formulated different service contents. For example, considering that business travel customers generally travel frequently, an enterprise business travel management system is developed. Enterprises can obtain comprehensive and detailed travel expense reports of the whole company through system implementation, and carry out effective cost management according to financial analysis.

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