Commentary

Business Strategies for Innovations of the SMTEs

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DESCRIPTION

The term "technology infrastructure" refers to the Internet's technical underpinnings, encompassing gear such as computers, servers, routers, cables, network technologies, software, and communications, which makes it possible for e-commerce businesses to operate.

Making decisions on the vision and strategy for travel and tourism requires an awareness of technology infrastructure and, by extension, of what is and is not feasible.

The capital infrastructure has to do with how an e-business may get money and afterwards be valued. Because the Internet serves as a platform for mass communication, the media infrastructure is a crucial concern for all e-commerce management. Managers of online businesses must learn how to oversee a team that is in charge of the new communication venue's design interface, stylistic preferences, editorial guidelines, and content decisions. As a result, the manager of online sales is also a publisher of digital content on the Internet. He or she should decide on the formats used (such as print, audio, and video), the substance of the media, and editorial policy, which includes tone, style, and look-and-feel.

Strategies of Small and Medium sized Tourism Enterprises (SMTEs)

Internet launching SMTEs need to choose a business model that fits with their specific e-business goals and circumstances. External service providers offer them a lot of opportunity. Selective marketing should be used. The main focus should be on building a solid reputation in the community. Internet launching SMTEs can create a plan to immediately enter overseas markets and sell their travel-related goods and services.

Existing SMTEs should concentrate on two important strategies

- Expanding their selection of services and goods.
- Raising the standard of those goods and services.

To assure quality of service, they should restructure their websites to place a stronger emphasis on "customer retention" than "customer acquisition." The Internet can be used to reach global markets. Partnerships online between SMTEs or big businesses are crucial. They ought to use their resources to create an online community.

Their business environments should be taken into account while developing their e-business strategy.

Success depends on having a link to a Destination Management Organisation (DMO) website. The most crucial technological development is the creation of an online reservation system. Using "about us," "Frequently Asked Questions (FAQs)," and "contact centre" services are just a few of the steps that should be taken to regain the trust and confidence of customers. Existing SMTEs should think about concerns related to e-strategy, such as

- Target market segments.
- Increasing e-commerce activities.
- Establishing trust and confidence among e-consumers.

Implications of tourism policy

The government plays a crucial role in society. The fundamental tenet is that the market is driven by the private sector. If government intervention is required, it should try to support and enforce a predictable, minimum, consistent, and straightforward legal environment. The government should avoid placing unnecessary barriers in the way of e-commerce. It's crucial for the government to actively support entrepreneurship. Enhancing the legal and regulatory environment, moving government procurement online, and facilitating e-transformation in industry sectors are some of the major policy goals.

Legal and regulatory concerns should take into account contract validity and enforcement, intellectual property protection, consumer protection, and legal dispute resolution procedures (such as an e-commerce mediation committee). The policies address matters such as how tax laws should be applied to online transactions, user identification, place of residence, and the issue of tax evasion. OECD and APEC standards, for example, can serve as a foundation for e-commerce legislation and regulations. A programme of e-trust certification could be useful to boost

customer confidence and trust. Planning and implementation of online government procurement and government involvement in the e-transformation of industry sectors should happen over the course of a medium- to long-term period. Government assistance might take the form of tax breaks, financial assistance, and knowledge and information sharing amongst various businesses and research organisations.

A pilot initiative in Korea attempts to create a B2B network across all important industries. Also, the government has put into place a "System to Certify Venture Tourism Company," which aides the sector subtly. 11 enterprises were chosen as venture tourism businesses in 2001 and are eligible for support and advantages. Applicants are reviewed twice a year for the status of venture tourism. The majority of indigenous Korean software companies lack their own distribution networks. They thus pay distributors of their goods a commission of roughly 40%. This presents a considerable disadvantage in the cutthroat market. The government created a software cybermall to address this issue. The Internet shopping mall, which debuted in 1998, offers product displays and the option to make an electronic purchase.

CONCLUSION

Last words of wisdom for entrepreneurs, decision-makers, and industry experts, particularly SMTEs. These suggestions are made for the Korean e-tourism market, but they presumably also apply to the travel and tourism sectors in other nations.