

题 目： 旅游网站盈利模式研究——

以“马蜂窝”为例

旅游网站盈利模式研究——以“马蜂窝”为例

毕 业 论 文 中 文 摘 要

摘要：随着科技的高速发展、人们生活和消费观念的改变、交通运输的发达、人们收入的大幅提高等，旅游业也得到了新的发展。传统的旅游业已经不能满足人们的需求，在线旅游网站作为一种新的形式诞生。

我国是旅游资源非常丰富的国家，有着巨大的旅游市场。2019年上半年，在线旅游用户规模在6月达到近1.5亿人，在线旅游网站的发展日益繁荣，市场竞争也十分激烈。马蜂窝旅游网作为其中的一员，成立于2006年，在探索盈利模式的道路上不断努力。目前，马蜂窝已经有了100亿的交易总额，其盈利模式只是简单的佣金加广告费。本文通过以马蜂窝为例来研究旅游网站的盈利模式，发现其中的问题并提供解决方案，为在线旅游网站如何长远走下去提供帮助。

关键词 旅游网站 盈利模式 马蜂窝旅游网

毕 业 论 文 外 文 摘 要

Title Research on the profit model of tourism website—Take Ma Fengwo tourism network as an example

Abstract

With the rapid development of science and technology, the change of people's life and consumption concept, the development of transportation, and the substantial increase of people's income, tourism has also been developed. The traditional tourism industry has been unable to meet the needs of people, online tourism website as a new form of birth.

China is a country rich in tourism resources and has a huge tourism market. In the first half of 2019, the number of online tourism users reached nearly 150 million in June. The development of online tourism websites is booming, and the market competition is also very fierce. As one of them, Ma Fengwo tourism network was founded in 2006 and has made great efforts to explore the profit model. At present, Ma Fengwo tourism network has a total transaction volume of 10 billion yuan, and its profit model is just a simple Commission plus advertising fee. In this paper, Ma Fengwo tourism network as an example to study the profit model of tourism websites, find out the problems and provide solutions, and provide help for online tourism websites how to go on in the long run.

Keywords Tourism website profit model Ma Fengwo tourism network

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/548115074075006104>