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# “畅行旅途”一站式旅游服务平台的设计与实现

## 摘 要

现如今，互联网技术可谓是蓬勃发展，越来越多的行业转变为“互联网+”的运行模式，旅游网站的发展便是其中之一。可是随着人们生活水平不断提高，从而产生了更高的精神需求，旅游网站虽然虽然迅猛，但是许多旅游网站并没有从用户的角度出发设计网站内容，不能很好的满足用户需求。而随着“定制旅游”从小众需求越来越发展到大众需求，亟需理清用户需求，从而设计出一个好的旅游网站。

本文以“畅行旅途”一站式旅游服务平台的设计与实现为例，完成了网站的分析、设计和实现。首先，从宏观上分析了课题的研究意义及国内外研究现状。其次，从用户需求的角度入手，分析网站的设计理念。网站采用 Java 语言，利用 SQL 语句进行开发和设计，结合了 CSS 框架技术，充分利用 J2EE 体系构架的优势，实现用户和商家信息的整合，为用户提供服务。

总的来说，旅行不一定每个人都喜欢，但是人类物质生活的重要组成部分，为了满足用户需求，我们应该不断剖析网站可能存在的问题并加以改进。

**关键词：**Java web；SQL；旅游服务平台；电子商城

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## ABSTRACT

Nowadays, Internet technology can be seen as vigorous development, and more and more industries are turning into "Internet plus" mode of operation. The development of tourism websites is one of them. However, with the continuous improvement of people's living standards, resulting in higher spiritual needs. Although tourism websites are rapid, many tourism websites do not design website content from the perspective of users, which can not meet the needs of users. With the development of "customized tourism" from small demand to public demand, it is urgent to clarify the needs of users, so as to design a good tourism website.

This paper takes the design and implementation of one-stop tourism service platform as an example to complete the analysis, design and implementation of the website. Firstly, it analyzes the significance of the research and the research status at home and abroad. Secondly, from the perspective of user needs, this paper analyzes the design concept of the website. The website uses Java language, SQL statements for development and design, combined with CSS framework technology, makes full use of the advantages of J2EE architecture, realizes the integration of user and business information, and provides services for users.

Generally speaking, travel may not be enjoyed by everyone, but it is an important part of human material life. In order to meet the needs of users, we should constantly analyze the possible problems of the website and improve it.

**Key words:**Java Web; SQL; tourism service platform; e-mall

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