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Study on the development of urban residents' tourism consumption—based on the analysis of 1687 questionnaires in Ningbo

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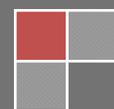
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ABSTRACT

As tourism is increasingly becoming fashion and pursuing way of people's lives, the tourism consumption of urban residents is very important to the development of tourism destinations and relative industries. Making sense of how urban residents consume their tourism product become more and more important. In this paper, we studies the status of urban residents tourism consumption and development trend based on the analysis of 1687 questionnaires made in Ningbo. The conclusions are drawn that travel is more and more popular, the room of local tourism development is bigger, self-help travel become a popular trend and the factors of tourism is traditional.

KEYWORDS

Tourism consumption; Status; Development; Questionnaire analysis.



INTRODUCTION

Tourism is a comprehensive consumption with strong consumer association, it effectively stimulating domestic consumption and economic growth which was driven by the service sector and industrial structure optimization, and it is very important to achieve sound and rapid economic development. In the current situation of insufficient domestic consumption demand, tourism spending preached exuberant vigor and vitality. Since tourism consumption correlation with consumer, it is very meaningful for upgrading of consumption structure, optimize the industrial structure, promote the establishment of a resource-saving and environment-friendly society have a positive effect.

Study area

World Tourism Organization positioned tourism consumption as such a kind of consumption that the social role of consumers was transferred to specific "tourists", which emphasizes on the purchase cost of all tourists spend on the travel products generated in the tourism process. Li thought that the development of tourism consumption is influenced by the level of economic development, lifestyle changes, national level of urbanization and other factors^[1]. Pan and Dong hold such an opinion that residents of different regions are significant differences in terms of tourist spending due to the different environment and levels of knowledge and economic development for social reasons^[2]. Zhang (2008) analyzed the relationship between urban tourism spending and economic growth, the results showed that the total consumption of urban residents travel has a significant role in promoting economic growth and the tertiary industry^[3]. In fact, this difference has already been noticed by scholars, Li and Xia put forward that the structure of tourism consumption should be optimized from the aspects of tourism product development and innovation and others^[4]. With the rapid development of China's economy and society in recent years, the difference between both the economic and social environment, lifestyle, or between areas, a huge change occurs almost in all parties. Therefore, understanding the current situation of urban residents and tourism consumption trends has a very important significance.

There are so many factors of tourism spending including the main tourist demographics, disposable income of a variety of factors, tourism resources, tourism product structure. From the existing research literature^[5-8], due to the means and methods for research purposes is not the same, factors to be considered is also not the same. This study is to analyze the status and developing tendency of urban residence based on the investigation of the 6 factors including meals, lodging, traveling, purchasing, and entertainment.

METHODS

In order to understand the specific situation of urban residents and tourism consumption factors, discussed how to optimize the supply of tourism products, the authors made the investigation from May 11, 2013 - 14 and 10 March 5 - 8, 2013, respectively, while the two periods in Ningbo City and other urban random sample survey in nine counties. The investigation is made according to the proportion of the urban population in urban counties, the sample size for random sampling ranged 160-220 copies. Survey questionnaires were distributed and 2000 were returned 1,687 valid questionnaires. The overall situation is in the following TABLE:

It can be seen that the demography of the samples of the study is basically in accordance with the general status of the urban residence in Ningbo. It can be considered that the situation of the survey sample reflects the basic status of Ningbo urban residents of tourism spending effectively.

DATA ANALYSIS AND RESULT

In order to know whether different characteristic tourist samples have variance on different variables and evaluate the construct validity respectively, we made variance analysis and confirmatory factor analysis firstly. The result of variance analysis demonstrated that there is no significant variance between samples with different education, different salary and different profession.

Based on the variance analysis, we made a totally frequency analysis and got some result of urban residents tourism consumption characteristics. Totally, we divided the analysis into 3 parts: status of urban residents' tourism consumption, factors of destination choosing and future trends in tourism spending.

Status of urban residents' tourism consumption

The percentage of two times of traveling of Ningbo urban residents in the past year is the majority accounting for 35.1%, one time is 30.8%, three times is 20.8%, four times and five times is respectively 6.1% and 7%, and even a tour conducted have not had over the past year is only 0.1%.

The average total consumption of the Ningbo urban residents traveling is 2853.5 yuan for each person. The proportion of spending on meals, lodging, travel, entertainment, purchasing, tickets and so on were 14.54%, 16.92%, 23.33%, 12.62%, 22.43%, 8.49% and 1.67%. Traffic and shopping are the two biggest part of tourism consumption expenditure of urban residents.

TABLE 1 : Demography of samples

demography	item	number	percentage (%)
sexual	Male	813	48.2
	Female	874	51.8
Annual revenue	Under \$5000	356	21.1
	\$5,000--\$13,000	646	38.3
	\$13,001--\$20,000	336	19.9
	\$20,001--\$35,000	186	11.0
	\$35,001--\$60,000	73	4.3
	\$60,001 and above	93	5.5
	Civil servant	184	10.9
Occupation	Employees in public institution	175	10.4
	Employees in enterprise	415	24.6
	Students	253	15.0
	Teachers	175	10.4
	Army	12	0.7
	Employers	145	8.6
	Retired	101	6.0
	Other	57	3.4
	Under 18	76	4.5
	18-25	798	47.3
Age	26-35	354	21.0
	36-45	201	11.9
	46-55	159	9.4
	55 and up	96	5.7
	Single	354	21.0
Family structure	Married with no kids	223	13.2
	Married with kids under 18	742	44.0
	Married with kids above 18	201	11.9
	With grandsons	37	2.2
	other	130	7.7
Education	Under junior high school	150	8.9
	Senior high school	398	23.6
	Junior college	597	35.4
	Undergraduate	427	25.3
	Master and above	115	6.8

According to the survey, 93.7 percent of urban residents said that the consumer spending of next tour will be increased, only 6.3 percent of urban residents said it would not increase spending. Among them, the highest proportion of project expenditures to play, was 33.3%, followed by shopping, 17.7%, mainly will increase catering, accommodation, transport, entertainment and other project expenditure ratio was 14.1%, 8.7%, 9.8% and 7.7%. This shows that although the shadow of the economic crisis has not yet disappeared, but people's travel expenses are not significantly affected. TABLE 3, as follows:

Factors of destination choosing

Among factors affecting urban residents in Ningbo choosing tourist destination, the price is the largest, followed by time, traffic, the other factors were round trip, personal energy, tourism destination image, tourist destinations and other security factor.

The ways of understanding tourism destination of Ningbo urban residents, the internet is the largest which accounting for up to 32.6%, that followed by newspapers, magazines, television broadcasting and friends, the three channels

are almost the same proportion respectively, 17.3%, 15.1% and 19.9%. Honestly, the proportion introducing through travel agents actually is only 9.8%, which of advocacy manual is the lowest of only 5.3%.

Among the tourism purposes of urban residents in Ningbo, leisure and recreation is accounting for 70.6%, which followed with visiting friends and relatives 33.4%, business / professional access 9.3%, religious worship 7.1%, health care 1.9%, other purposes is accounting to only 9.4%.

As for tourism medium, the urban residents were familiar with 5-6 kinds among which ALA Traveling in the second brand of Ningbo TV Station was the top. The cover percentage is 56.3%. Followed by Jiangnan Leisure of Zhejiang TV Station (Covering percentage was 44.3%), ALA Tourism Column of Ningbo Daily (Covering percentage was 19.8%), and ALA Tourism Journal (Covering percentage was 14.5%). From the data a conclusion can be drawn that the native tourism medium were more popular among urban residents because they were usually nearer with the urban residents' daily life.

Although not expected proportion so high, but the transport of choice for urban residents in Ningbo City is still the most self-driving which accounting for 26.5%, which followed by long-distance buses 22.8%, planes 20.4%, trains 17.7%. The proportion of other transportation way such as city buses, taxis, boats, bicycles and on foot is so small which is 6.1%, 1.9%, 2.8%, 1.0% and 0.7%.

Future trends in tourism spending

The traveling proportion of Ningbo urban residents in the next year was 69.2%. The proportion of obscure willing was 26.5%. The proportion of clearly not traveling is only 4.3%. This shows aht urban residents in Ningbo travel rate is still very high.

Of the future travel time, the proportion of travel during the Spring Festival holiday or a small long holiday was 36.5% which was the highest. Weekends, paid holidays, summer vacation, days and other times were 24.1%, 16%, 8.5%, 4% and 11%.

For destination, 22.6 percent of urban residents choose Ningbo locally, the proportion of selecting the destination inbound Zhejiang province was 23.6%, the proportion of selecting the destination outbound Zhejiang province was 36.9%, which of Hong Kong, Macao and Taiwan was 9.4%, 5.5% was abroad.

For the tourism time length, 14.3% samples choose a day trip, 21.5%, 22.6% and 14.7% samples choose a night, two nights and three nights, the proportion of choosing 4 nights was 9.3%, which of 5 nights and above was 17.7%.

From the survey, 93.7% of the samples have the plan to increase their tourism consumption. The distribution was: food and beverage was 14.1%, living was 8.7%, transportation was 9.8%, tourism was 33.3%, purchasing was 17.7%, leisure was 7.7%, and others was 2.3%.

For travel way, 51.1% samples chose to organize their own itinerary by themselves, 31.7% chose travel agency group, 7.8% chose to be arranged by the unit, and 5.8% chose half exercise. 1.9% samples hoped to participate in an informal group, and 1.7% samples choose other ways.

DISCUSSION AND CONCLUSIONS

It can be drawn from the above data analysis that the tourism consuming of Ningbo urban residents has such a developing tendency:

Residents tend to normalized travel, proportion of leisure tourism will rise

From the data research, it can be found that Ningbo urban residents traveled for 2.23 times in average in the past year, which is in consistence of travel frequency of Shanghai residents. In nationwide, travel ratio of urban residents in Ningbo is very high. In tourist destinations, Hong Kong, Macao and Taiwan accounted for 63.1% which is far higher than the national average of 22%. The emergence of long-distance trend is mainly caused by two reasons, first, urban residents Ningbo higher disposable income, the second is the development of local tourism Ningbo is not perfect.

Traveling motivation is an important indicator of the maturity of residents in an area, leisure travel motivations presages a travel market area residents have been or being in transition from sight-seeing era to leisure era. Based on the above analysis, Ningbo urban residents prefer to leisure and recreational resort which is accounting for 70.6%. From the statistic analysis of travel time, place and projects intended to increase next time, we can found that running after leisure will be the main purpose of of leisure Ningbo urban residents.

Young people will become key markets

The survey found that, although the proportion of tourism currently selected in Ningbo city and the surrounding compared to only 22.6%, and the trend of long-distance travel is more and more obvious, the developing space of local tourism is still great. This is mainly due to three factors: Firstly, the leisure needs of Ningbo urban residents increased firmly under increasing pressure of urban life, people tend to have a short relax on the weekend; Secondly, according to the survey, the impact of urban residents in Ningbo factors destination of choice, price, time, and transportation were the three most important factor. Considering these three factors, local tourism will undoubtedly have a strong advantage; Thirdly, for the samples, the proportion of who considered themselves were very familiar with Ningbo was only 3.8%, that's 22% of more familiar, it was 50.9% of the average, and less familiar and very unfamiliar was respectively 17.7% and 5.6%. So long as the

marketing tool is properly, the proportion of urban residents in Ningbo City in the local tourism will be significantly improved.

It can be found from the data analysis that there was a significant influence from the residents' age to the familiarity. Ningbo urban residents under 25 years were familiar with the lowest level of the city's tourism resources, the total proportion of selecting common, less familiar and very unfamiliar was up to 88%, which of 26-35 years old group was 64%, the group of over 36 years of age was much better, the proportion is up to 80%. Thus, the space is very large to develop local tourism. To improve the "Ningbonees travel in Ningbo" ratio should primarily take appropriate means to publicize the major markets, especially for young, the propaganda should make full use of the network platform. Meantime, the marketing should also emphasize the importance of taking into account the lower price which was important for the object market. The scenic spots ticket prices should be minimized to gather popularity, while improving service quality to improve the reputation propagation effects between residents.

Self-traveling become more and more popular in tourism

Survey shows that when people had a local travel, the self-tourism proportion is up to 83%, when traveling in the local province, the proportion is high as 59%, only when they are out of the province or outbound, the proportion of travel agencies organizing was significantly increased. Meanwhile, there was a relatively close relationship between the travel mode and length of time. Generally, the shorter the time, the more inclined to organize their travel by themselves.

The reason why the urban residents selected self travel was because the itinerary is relatively free, and which of selecting the package travel, half-package price or organized by unit is because they need not have to worry about arrangement. There was a significant relation between the travel way and travel experience, in general, the richer tourism experience, the greater the proportion of self organizing tends. Although the self-organizing tourism activities in all travel purposes was accounted for a large proportion, there was a greater relationship between tourism purposes and forms of tourism organizing of Ningbo urban residents. Those who purposed on entertainment and leisure prefer package tours, and those who purposed on visiting relatives and friends and religious tourism are more inclined to self-help tourism.

In the survey, the proportional form of self-driving tour was 31.6%, higher than the national average. Despite the high proportion of samples by trains, buses and other modes of transport airplane ride, but they often occurred in the inter-regional tourism. For the local and surrounding areas travel itinerary, the proportion of self-driving was up to 42%, which would be further improved on holidays cases because of the fear of public transport way congestion and other factors. On the other hand, people increasingly enjoy the freedom journey, but do not like to be bothered by accommodation, catering and other aspects of reservation, so half-package market is also popular. Therefore, agencies should continue to develop new products for urban resident designing series of half-package travel products,.

Urban resident focused on traditional factors

Urban residents in Ningbo focused mostly on the price, time and transportation. Compared with the Shanghai market which is much more maturity, security, physical and other factors of concern attracted less attention.

From further analysis of the data it can be found that there was a close relationship between tourism factors and household annual income. In general, the higher the household income, the less bound by the tour price, but more restricted by travel time.

As can be seen from the cross-analysis of the factors affecting travel and tourism organization, those would choose self organizing travel if they have taken the tour price into account. The difference between their organizing way is up to 56%, which of those taking destination image into account is 61%.

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