

Research on Perception Reality of Sports Tourists--a Case Study of Chinese Ski Tourists

Zhijian Bai, Yang Zhang*

Macau University of Science and Technology, Macau, China

*Corresponding author

Keywords: Travel experience, Ski travel, Influencing factors, Satisfaction

Abstract: Ski tourism is a highly experiential tourism product. It has the characteristics of participation, excitement, fun, entertainment, and challenge. It has become the most fashionable winter tourism option today. As different tourists have different experiences and experiences on ski tourism, if you want to make tourists happy and unforgettable experience, make tourists happy and return, and increase the rate of revisit, ski tourism companies have to write about the factors that affect the tourist experience, so it is necessary to study and improve the quality of experience for ski tourists from the perspective of tourism experience, so as to participate in the market cake division in the fierce market competition. This article first establishes a ski travel experience impact structure model, questionnaire survey, and then uses statistical research methods to study the main factors and personality factors. Finally, suggestions are made to improve the quality of ski tourists' experience.

1. Introduction

Sports tourism refers to tourism activities that are conducted away from the family to participate in or watch sports due to non-commercial reasons. As the logical starting point of a research, the concept, classification, and characteristics of the research object should be clearly unified. By studying the related literature on sports tourism, we know that there are as many as dozens of definitions of sports tourism in China. So far, the domestic tourism and sports academia have not given a unified and authoritative definition of sports tourism. Different scholars from different side discusses the concept of sports tourism. This not only shows that sports tourism research is deepening, but also shows that these concepts are indeed flawed, or are too broad or do not grasp the special attributes of sports tourism.

Gibson pointed out that sports tourism is characterized by three behavioral modes. It is defined as a leisure-based tourism activity in which people go out temporarily to participate in or watch a sports game or to nostalgic for sports.[1] Based on Redmond's dissertation on the subject of holiday sports tourism, he pointed out three types of sports tourism: active sports tourism (tourism for sports events or events); sports sports tourism (tourism for sports events) and so on.[2] Leiper explained the concept of tourism on the basis of the theory of the framework of tourism attraction, and finally combined sports and tourism to point out the concept of sports tourism: sports tourism is based on sports, and it is an activity that travels in a limited time as tourism-based sports must be characterized by rules, competition, and fun.[3] Most scholars tend to refer to active and passive forms of sports tourism. At this point, the concept of sports tourism has become increasingly clear.

From the analysis of existing research literature, most scholars categorize sports tourism based on the "participation behavior" of tourists, and divide sports tourism into participatory and non-participatory (ornamental). This is in line with the popular concept of sports tourism in China: "participation" or watching sports activities for the purpose, or tourism activities with sports content as the content. Of course, there are other different divisions of sports tourism according to different classification standards.[4]

Starting from the concept and essential attributes of sports tourism, taking the characteristics of sports tourism as the standard and combining the practice of sports tourism, sports tourism is

divided into sightseeing sports tourism, competitive sports tourism, vacation sports tourism, fitness and entertainment sports tourism and expansion. Five types of sports tourism; from the perspective of tourism resources, sports tourism can be divided into four types: vacation, entertainment and leisure, folk custom and sightseeing; from the motivation of sports tourists, sports tourism can be divided into leisure sports tourism, Fitness sports tourism, sports watch tourism, stimulation sports tourism, competitive sports tourism, etc . From the perspective of experience economy, sports tourism is divided into four types of tourism: entertainment sports tourism, education sports tourism, aesthetic sports tourism, and exciting sports tourism. form. According to the different purposes of tourists, sports tourism can be divided into sports event tourists, tourists who observe sports events, tourists who spontaneously perform sports activities, and tourists who visit sports resorts.

2. Research on the Content of Ski Tourism Experience

2.1 The Essence of Ski Tourism is Experience

The essence of tourism is one of the core issues of tourism research. The tourism phenomenon is a complex socio-economic phenomenon, and the core behind this phenomenon is the tourism experience. From the nature of tourism, tourism experience is one of the core attributes of tourism. The process of tourism is the interactive experience of people, things and things, such as the tourist and the tourism manager of the tourism destination, local residents, travel companions or other tourists met, various activities involved, and the environment and atmosphere of the tourism destination.[2] On the surface, tourism is an activity for tourists to seek pleasure from different places. In fact, it is essentially a pursuit of different experiences or feelings. Today, the concept of people's tourism has gradually developed from the previous leisure tourism and sightseeing tourism to more advanced ones. The “experiential tourism” stage emphasizes the integration and participation of tourists in social culture, historical events, and beautiful scenery of the rivers and mountains.

Ski tourism is a participatory, entertaining, challenging, high-grade, stylish and healthy outdoor sport. In recent years, with the development of ski sports, the improvement of living standards, and the implementation of the long vacation system, it has created a new development for ski tourism. With a vast space, the ski resort has also begun to leap from “point” to “line”, and has become a huge industry worldwide. Modern ski tourists not only pursue individualized tourism, but also pay more attention to quality tourism, and experience value plays an important role in it. For most ski tourists, they are eager to realize the value of the experience during skiing.[3] Ski tourism provides them with the opportunity to “escape” society and enjoy the speed and passion, excitement and joy brought by skiing. Get rid of the anxiety and anxiety of daily work. On the one hand, ski tourism has increased the close relationship between family and friends and promoted communication through mutual assistance, sharing of common skiing experiences, and participation in various ski activities. On the other hand, the improvement of skiing skills, conquering nature, and stealing pleasure also increase the value of skiing experience activities.

2.2 Relative Lack of Research on Ski Travel Experience

After consulting relevant literature, there are more researches on tourism experience, but less research on ski tourism experience, and in-depth and detailed analysis of ski tourist experience is even more scarce. The lack of research restricts the perfection of ski tourism research in our province. In order to ensure the sustainable development of ski tourism, the research of ski tourism experience must be improved as soon as possible. With the unprecedented rise of the experience economy, the word “experience” has also received unprecedented humanistic care in the development of China's tourism. Therefore, participatory and challenging tourism sports such as skiing should even include skiing and experience in its research scope. .

2.3 Relationship between Tourism Satisfaction and Ski Tourism Experience

Tourist satisfaction is based on customer satisfaction in marketing, and then developed into ski

tourism. Customer satisfaction was proposed by Professor Fornell of the University of Michigan, USA. The satisfaction theory currently has good guidance in all walks of life.[5] The significance is relatively broad, and the satisfaction theory is also valuable for ski tourism. The formation of the level of satisfaction of ski tourists is that during the ski resort's play, the ski tourists will be satisfied with this ski trip through the actual perception of the facilities, services, environment and resources of the ski resort. Pizam [4] also believes that tourism satisfaction has two meanings. When the previous expectations are not significantly different from the actual experience, tourists will feel satisfied. On the contrary, tourists are not satisfied. The current mode of comparing travel expectations with actual experience is generally recognized by the travel industry, and is especially applicable to ski travel experiences, as shown in Table 1 below.

Table 1 Relationship between Satisfaction and Ski Travel Experience

Skiers are dissatisfied when the actual perceived value of the ski resort < than the expected value of the tourist
When the actual perceived value of the ski resort = the expected value of the tourist, the skier is satisfied
When the actual value of the ski resort > the expected value of tourists, skiers are highly satisfied and even loyal

3. Factors Affecting Ski Tourist Experience

3.1 Quality of Ski Travel Experience

Mass, the original meaning refers to the amount of matter contained in an object, a physical quantity that measures the inertia of the object. According to the quality evaluation system, quality refers to the degree to which a set of inherent characteristics meets requirements. The quality of tourism experience refers to the degree of satisfaction that a tourist receives in the process of leaving a tourist source to travel to a tourist destination, and then returning to a long-term residence after the end.

Based on the above concepts, we can come up with a definition of the quality of the ski travel experience: from ski tourists leaving their long residence, to the ski resort, and back to their place of residence. The extent to which the needs of this ski tourism have been met after the ski tour. There is a positive correlation between the quality of ski tourism experience and the satisfaction of ski tourism. It is reasonable to replace the quality of ski tourism experience with ski tourism satisfaction, that is, the higher the quality of ski tourism experience, the higher the satisfaction of ski tourism.

3.2 Factors Affecting the Quality of Ski Tourists' Experience

Tourism experience is the result of the interaction of many intricate factors. Understanding which factors restrict the experience effect is the focus of this article. Many experts and scholars have done some useful explorations in this area and established different models. These models help us understand the factors that influence the travel experience to varying degrees, with Chris Ryan's research having the largest and most profound impact.[5]

(1) Prior factors

This part mainly includes the personality characteristics of skiers. Different regions, nationalities, and growing environments will naturally produce different psychological characteristics. This factor is difficult to control for tourism companies. Personality characteristics include: region, gender, age, preferences, personality, interest in skiing, skiing expectations, motivation and so on. Ski tourism itself is irritating. Young people are the main market for skiers. Cheerful people are more likely to immerse themselves, while introverts will consider other people's views on themselves, and the experience will be affected. Similarly, for a skier, it may be that the mood in the morning is good, and the experience effect is good. The mood in the afternoon is not good, and the effect is very different. In particular, skiing expectations and motivation play a subtle role in the skiing experience. Psychologically, the direct cause of behavior is attributed to motivation. The widely accepted "push and pull" theory can explain this problem and the reason for motivation. There are

two: one is internal drive, and the other is incentive. The different psychological characteristics of each skier naturally produce different quality of experience and feelings, and this different mental state will accompany the whole activity of ski tourism, which will change with the change of the receiving signal and the degree of stimulation.

(2) Interference variables

With the popular extension of mass ski tourism and the upgrading of the structure of ski tourism consumption, ski tourists have become increasingly demanding of ski-related elements, and have put forward higher requirements for their psychological experience and comfort during skiing. . The comfortable and safe ski trip makes skiers have a good experience and consume exquisite experience products. It mainly includes delays in ski tourism, comfort, convenience, accessibility, companionship, the quality of ski resort accommodation, and the richness and excitement of ski activities. The vehicle plays a role of space shift during the ski journey, and is an important part of the entire skiing experience. Since the snow field is generally far from the urban area, it takes more time on the car. Emotional irritability plays a key role in skiing when you spend more time in the car. Investigator Jennie Small once conducted a survey on the factors that affect the travel experience.[6] Most tourists pay more attention to the choice of travel companions. Especially for ski tourism, ski tourism is different from usual sightseeing tourism, and requires the cooperation and encouragement of peers. The words and deeds of the peers are very important for the ski tourism experience. The health factors in the two-factor theory are reflected in ski tourism, including the quality of accommodation and other facilities. Without these factors, the ultimate satisfaction of the ski tourism experience cannot be formed.

(3).Behavior

This part is the key to influencing factors, the integration and exclusion of ski tourists and ski sports, and the determinants of tourism expectations and practical perception. This part can be explained by Xie Yanjun's "challenge one skill" model.[4] The OR line is a ski travel experience satisfaction line, and skiers are satisfied with the ski travel. When the skier's own skiing skill is higher than the ski challenge level (length and height of the ski track), the skier thinks that the skiing has not achieved the expected results, boring and lack of passion. Next time, he will find a ski resort with more difficult challenges. When the skier's own skiing skills are lower than the ski challenge level, the skier's psychological feeling is timid, restless and panic.

The result of the ski tourism experience is the ultimate satisfaction of the ski tourism, which is satisfactory, average, and dissatisfied. Ski tourists may encounter unexpected frustration or even disappointment during skiing activities. They will immediately be inconsistent with the expectations of coming to the ski resort and form a strong contrast. If they are negative in the next experience, the result will be dissatisfied. Tourists did not get the return expected. However, the skier's demand has great flexibility. The ski resort can be made up for in other ways. There may be unexpected gains. The skier adjusts the previous expectations until a satisfactory ski tourism experience is formed.

4. Status Analysis of Ski Travel Experience

With the improvement of people's living material level, people's economic level, life concept, and cultural accomplishment, the experience quality of ski tourism activities naturally finds differences. The factors affecting the quality of ski experience are due to multiple controllable and uncontrollable factors. As a result of the combination of factors, if the ski resort wants to create a beautiful and memorable experience for skiers, it should focus on the following aspects.

From the data analysis conclusion, it seems that the overall experience of skiers' ski tourism is still good, but there are many problems that need to be improved. of the 500 questionnaires, 70. 4% thought the ski tour was satisfactory, and 11.8% thought it was very satisfactory. See Table 2 for details.

Table 2 Statistics of Overall Feelings

Option	Number	Percentage
Very satisfied	59	11.8%
Satisfied	352	70.4%
Normal	43	8.6%
Dissatisfied	32	6.4%
Very dissatisfied	14	2.8%
Total	500	

4.1 Ensuring Safety in the Skiing Experience

Safety is the main concern of ski consumers. Good transportation environment system, fast cableway and cable car system, updated snow-making system, and safety guarantee system. It is the key to solve these problems. Instructors with rich skiing experience help skiers to control the speed. During the skiing process, there must be ski staff on site, signs of dangerous snow conditions, and progress of snow and snow pressure. Safety training for ski resort managers, ski instructors, and staff should be conducted in a timely manner. The prevention, treatment and use of equipment that often occur in skiing must be performed from time to time to establish a standardized assessment mechanism. We will deal with small accidents on-site, and provide medical assistance to the snow accidents in large accidents to ensure the safety of skiers. Every mouth should regularly carry out security inspection work on the snow facilities and equipment, and find out and deal with the hidden dangers in time. Attaching importance to skiing safety is in line with the people-oriented scientific development concept and the guarantee for the sustainable development of the ski industry.

4.2 Enriching Ski Tourism Products, Inspiring Tourists to Participate in the Experience

The development of ski tourism products should adhere to the 3E concept of tourism products as the principle and be guided by the improvement of the ski tourist experience. Under the premise of not reducing product quality, develop products that are economically feasible and acceptable to the public. The content includes: convenient booking system, smooth traffic, efficient cable car system, personalized service in skiing, high-quality accommodation, and convenient rental ski equipment system. Designed for beginner skiers, targeted skiing travel products can eliminate safety concerns, concerns during learning, and costs. It mainly includes ski lifts, cable car tickets, transportation, accommodation, special flavor food, ski course training, ski clothing, equipment purchase and rental. It can combine ski tourism with tourism resources of ethnic minorities, display unique folk customs and folk customs in front of tourists, and integrate minority culture into ski tourism.

4.3 Improve the Quality of Ski Resort Services

The quality of ski resort service experience is measured by service perception and service expectation. When the perception exceeds expectations, the service is considered to have special quality, creating a “surprise” ski travel experience. For the ski resort to improve the overall experience of skiers, all links in the ski resort must reflect high-quality service. The theoretical “funnel model” applicable to ski tourism can well explain that the entire ski experience is crucial for skiers' first skiing experience. Ski resort managers should pay attention to the business training of front-line employees and managers such as ski coaches, accommodation, restaurants, and shopping venues, including ski resort service standards, professional ethics, and international standards for service quality management systems, to improve the overall service level and provide Skiers provide high-quality experiences.

4.4 Improve the Supporting Facilities of the Ski Resort

Accommodation, catering, and shopping facilities are three essential parts of the ski resort. Therefore, the ski resort must be greatly improved to improve the quality of hardware facilities and ensure that ski tourists have no worries. Ski resorts can attract investment to optimize supporting

facilities through investment promotion or government cooperation. The design of the hotel is based on a unique theme experience. Snowflakes are fluttering in the interior, and ice cubes cannot be melted to attract tourists. Design different types of ski souvenirs for tourists with different personalities. Ski resorts can consider adding paragliders, rock climbing, go-karts, competitive sports, tennis courts, swimming pools, and alpine skiing services for junior skiers, etc. Strengthening the types and quality of supporting facilities at ski resorts can greatly increase the satisfaction of skiers.

5. Conclusion

This article discusses the quality of Heilongjiang ski tourists' experience from the perspective of experience. The research perspective is relatively new. The reconstructed ski travel experience influencing factor model is placed in it, and the model is verified by mathematical statistics methods, and a series of strategies that contribute to the operation and management level of Heilongjiang ski travel enterprises are proposed. The combination of ski tourism experience is a new area of tourism research.

References

- [1] Kühnen, M., & Hahn, R. Systemic social performance measurement: Systematic literature review and explanations on the academic status quo from a product life-cycle perspective. *Journal of cleaner production*, 2018,20(5), 690-705.
- [2] Yung, R., & Khoo-Lattimore, C. New realities: a systematic literature review on virtual reality and augmented reality in tourism research. *Current Issues in Tourism*, 2019,22(17), 2056-2081.
- [3] Chung, N., Lee, H., Kim, J. Y., & Koo, C. The role of augmented reality for experience-influenced environments: The case of cultural heritage tourism in Korea. *Journal of Travel Research*, 2018,57(5), 627-643.
- [4] Pinson, J. Heritage sporting events: Theoretical development and configurations. *Journal of Sport & Tourism*, 2017,21(2), 133-152.
- [5] González-García, R. J., Añó-Sanz, V., Parra-Camacho, D., & Calabuig-Moreno, F. Perception of residents about the impact of sports tourism on the community: Analysis and scale-validation. *Journal of Physical Education and Sport*, 2018,18(1), 149-156.
- [6] Rosa, P., Carvalhinho, L., & Soares, J. Developing a destination image through the perceptions of stakeholders: A case study. *International Journal of Tourism Research*, 2018,20(1), 60-71.