

A Survey of College Students' Tourist Consumption Demand after "00"——Taking Guangzhou as an Example

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Abstract: Aiming at the problem of tourism consumption demand of post-00 college students with little research at present, taking the post-00 college students in Guangzhou as the starting point, based on the sample survey, the paper explores the characteristics of tourism demand of college students after 00, and summarizes the post-00 college students. The general law of tourism behavior, and based on this, proposes to develop the university student tourism market in the new era.

1. Introduction

With the substantial increase in the per capita income of Chinese residents, tourism has become a popular way for people to choose.[1-6] In recent years, colleges and universities have expanded their enrollment in successive years, and the number of people receiving higher education in China has been expanding.[7-11] The increasing number of college students has become a non-negligible consumer group in the tourism market. With the continuous improvement of college students' spending power, tourism has become an important part of college students' consumption, and college students have also become important tourist sources.

It was born in the millennium after 00 and is considered to be the generation that opened the new era. Adults in the first batch of 00 in 2018. Tencent's social insights and Tencent's User Research and Experience Design Department released the "Tencent 00 Research Report", revealing the "Second Generation", "Growing Generation with the Internet", "More Advocating Free Generation", "Love Play The unique consumption attitude of the generation after the 00.

2. Research background and significance

The domestic research on college students' tourism consumption demand mainly includes empirical analysis of college students' tourism consumption demand, analysis of college students' tourism behavior, and investigation and analysis of post-80s college students. For example, Wang Jiahui (2018) used Shijiazhuang University students as an example to analyze the current situation of college students' tourism consumption behavior; Qiu Shengrong et al. (2013) took Fujian Agriculture and Forestry University as an example to study the tourism consumption behavior of college students; Chen Chun (2008) on post-80s tourism motivation and tourism consumption behavior Relationship research. Mu Hongmei et al. (2018) empirical research on college students' tourism consumption behavior. However, there is very little research on the tourism consumption of college students after 00, and the research on college students after 00 in Guangzhou is rare.

Based on this, this paper will discuss the tourism consumption demand of post-00 college students in the study of few scholars in China, and take the tourism consumption demand of post-00 college students in Guangzhou as the starting point, and conduct a preliminary investigation based on the sample survey to explore the group of college students after 00. The characteristics of tourism demand, summed up the general law of college students' tourism behavior after 00, and proposed the development of college students' tourism market in the new era.

3. Survey study design, method and overall analysis of samples

3.1 Research design

3.1.1 Survey content

Focusing on the purpose of the survey, guided by the theory of tourism motivation and tourism marketing, the main contents of this survey include the basic information of college students after 00, the perception of travel, willingness to travel, motivation, preferences, consumption, travel experience, Travel characteristics and other aspects.

3.1.2 Survey design

The questionnaire is divided into three parts, a total of 25 questions. Among them, the first part is the basic information survey, designing five questions, focusing on the school, profession, gender, and monthly living expenses of the respondents; the second part is the travel attitude matrix; the third part consists of 19 questions, including the frequency of travel. Survey of tourism information acquisition channels, tourism destinations, travel time, travel scope, consumption, accommodation, travel, travel, purchase, entertainment, etc. during the travel process.

3.1.3 Survey respondent

The sample of this survey comes from 10 colleges and universities in Guangzhou, including Sun Yat-sen University, Guangdong University of Foreign Languages, Guangzhou University, Zhongkai Agricultural Engineering College, Guangdong University of Technology Huali College, Guangzhou Business School, Guangdong Light Industry Vocational and Technical College, Guangdong Mechanical and Electrical Vocational College. Technical College, Guangdong Industry and Trade Vocational and Technical College, Guangdong Baiyun College, Guangzhou Urban Construction Vocational College. The schools sampled include comprehensive universities, higher vocational and technical colleges, and independent colleges, covering the first batch of undergraduate and second batch of colleges and universities in Guangzhou, and they are all at different levels in Guangzhou. Higher representation in institutions.

3.2 Research method

This paper adopts the empirical method of sample survey, selects the college students from 10 colleges and universities in Guangzhou as the entry point, and uses the questionnaire as the main tool. With the questionnaire star network survey platform, according to the sample survey plan, personally or please assist the staff to help The survey points issue and recycle questionnaires, focus on feedback information, and control the quality of the survey.

3.3 Survey study sample analysis

A total of 275 questionnaires were distributed in this survey, and 275 questionnaires were collected, of which 224 were valid questionnaires, and the effective rate of the questionnaire was 81.45%. Among them, undergraduate and junior college students each accounted for 50%; liberal arts students accounted for 57.59%, science and engineering students accounted for 42.41%; male students accounted for 42.41%, female students accounted for 57.59%.

4. Analysis of the research results of college students' tourism consumption demand after 00

4.1 After 00, it is generally agreed that tourism is a way of life and has a high willingness to travel.

After 00, college students expressed their preference for tourism, and recognized tourism as a fashion and life pursuit. They also agreed that tourism is a way of reading thousands of books, traveling thousands of miles, and knowing what to do. Before going to college, more than half of the 00 had more than 4 travel experiences (excluding the spring and autumn tour organized by the

school), of which 25% of the number of trips before going to college after 00 reached more than 7 times. Because, after 00, compared with the post-90s, there is a better material condition basis and the family's rendering of the tourism concept. For some 00, travel is not a surprising thing.

4.2 Friend recommendation, network information is the main channel for obtaining tourist information after 00

Nearly 80% of the college students will get travel information through the Internet (website, WeChat, travel app, etc.). In addition, friend recommendation is also the main channel for obtaining information. And travel comprehensive booking APP (Ctrip, where to go, flying pig, Tuniu, etc.), sharing APP (WeChat circle, vibrato, Weibo, etc.), B&B APP (Tour House, Airbnb, Peter, Piglet) Short-term rental, etc.) is a travel app commonly used in the travel process after 00.

4.3 The purpose of travel is to increase knowledge, leisure and relaxation, and diversify tourism products.

After 00, college students mainly hope to achieve growth insights through tourism, enrich their experience, cultivate sentiment, relax and relieve stress, and in addition, travel with classmates and friends is also a big purpose.

In terms of the choice of tourism products, after 00, college students prefer food experience (65.18%), natural landscape (57.14%), history, culture, art (46.43%), theme park (45.98%), etc. Four types of tourism products.

4.4 Like to go with friends and family, prefer to travel freely

After 00, college students valued who they traveled with. 84.38% after 00 choose to travel with friends, followed by family or male (female) friends; choose to travel alone accounted for 28.57%. 55.8% of the students after 00 said they would definitely go on a graduation tour. Freedom is the favorite way for college students after 00.

4.5 The number of tourist days is concentrated in 3-7 days, mainly for domestic tourism.

After 65.63% of 00 college students, the number of tourist days is 3-7 days, 8-15 days accounted for 15.63%, and within 3 days, 14.29%. In terms of tourism areas, 33.93% travel outside Guangdong Province, 32.14% travel within Guangdong Province, and 20.98% travel within and around Guangzhou.

4.6 Winter and summer vacations are the peak of travel. After more than 70%, college students travel at least once a year.

After 00 college students who have winter vacations and major holidays, it is normal to take advantage of winter, summer vacations and holidays. After 76.43% of 00 college students said that they traveled during the summer vacation, accounting for 62.59% during the winter vacation, 20.45% for the 11th Golden Week, and 19.64% for the weekend. After more than 70%, college students travel at least once a year, of which 32.14% are traveling twice a year, and 19.2% are three times.

4.7 Travel accommodation, catering, shopping likes to have special features, and the transportation is mainly comfortable.

After 00, college students prefer special homestays for tourist accommodation; local catering is preferred for tourism and catering; specialty snacks and specialty handicrafts are the main choices for tourism and shopping. Tourism round-trip transportation does not blindly pursue the economy. Comfort is an important consideration. 75% of the trains that take the high-speed train and the train are selected, and 38.39% choose to fly.

4.8 The amount of single-time tourism consumption is between 800-2000 yuan, and the proportion of accommodation and transportation expenses is large. The travel expenses are mainly based on family support.

After more than half of the 00, the average amount of spending on college students is between 800-2000 yuan, of which 801-1500 yuan accounts for 27.68%, and 1501 to 2,000 yuan accounts for 23.21%. In the tourism spending project, accommodation expenses accounted for 67.86%, transportation expenses accounted for 63.39%, food and beverage expenses accounted for 45.09%, and shopping expenses accounted for 36.16%.

Family support is the main source of travel expenses, accounting for 75.45%; travel expenses are from 68.3% of the living expenses saved in peacetime; travel expenses are from 44.64% of part-time income.

5. Suggestions on the development of college students' tourism market after 00

In summary, it can be seen that after 00, college students' demand for tourism is not only about play, but also in shopping, food, accommodation, etc., and paying attention to tourism experience and quality. And more families after 00 are willing to pay for their children to travel, so that children can see more widely. The younger generation headed by 00 will be the main consumer of the tourism market.

In view of how tourism-related enterprise departments can better develop the post-00 student travel market, from the perspective of travel destinations and travel agencies, the following suggestions are made:

(1) For tourist destinations. First of all, tourism destinations should pay attention to the proportion of college students in their own source markets, and recognize the intensity of college students' travel aspirations after 00 and the actual tourism spending power. Secondly, tourism destinations must be targeted for marketing after 00 college students. Specifically, according to the 4PS marketing rules: Product, Price, Place, Promotion, targeted design of tourism products based on post-00 college student travel needs, and fully consider the current 00 After college students' demand for tourism experience and quality.

(2) For travel agencies, group segmentation is carried out when designing on tourist routes. Although college students prefer to travel freely after 00, travel agencies should still pay attention to the university student tourism market and design special tourist routes for college students after 00. For example, after 00, college students can design a study tour program; in addition, in order to meet the quality of tourism needs after 00, add multi-featured tourism projects, such as the net red food tourism project, cultural and creative tourism projects, etc.

6. Conclusion

In terms of travel marketing, travel destinations and travel agencies can make full use of the mobile Internet and social media. After 00, college students like to play card net red spots and travel parties, photo sharing to shape their personal image. Tourism destinations and travel agencies should adopt marketing channels that are acceptable to college students after 00. For example, they can use more online marketing, such as Weibo marketing, WeChat marketing, and short video marketing.

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