

The Factors Affecting Residents in Developed Coastal Areas to Travel: Taking Haiyan County as an Example

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Abstract—In response to the Central Government's request for "beautiful China" and the call of the Zhejiang Provincial Committee for the strategic deployment of "two beauty Zhejiang", the tourism industry will be further cultivated as a strategic pillar industry of Haiyan national economy and a strategic emerging industry supporting the future. In order to realize the strategic deployment and development goal of Haiyan County as a national excellent tourism destination, this paper further clarifies the direction and goals of tourism development in Haiyan County. This paper adopts field research and quantitative research methods, and takes Hainan County residents as a research carrier to conduct research on Haiyan County, analyzes the current situation of residents' travel in Haiyan County, behavioral characteristics, preferences of residents' travels, and the influencing factors of residents' behavior and travel preferences in Haiyan.

Keywords—Haiyan County; current situation; behavior; preference

I. INTRODUCTION

Tourists are the main body of tourism activities and phenomena. By studying different behavior characteristics and ways of tourism consumers, understanding consumption preferences, tourism consumption rules and tourism decision-making of different regions and different people, it is not only helpful for the government of tourist destination and related enterprises to improve their operation and adopt targeted marketing strategy, but also has important guiding value for better planning and development of tourism places and upgrading and transformation of tourism products (Xu, 2006).

Tourism behavior refers to the characteristics of tourists' choice of destination, season, mode and purpose, as well as the characteristics of related tourism consciousness, tourism effect and tourism demand (Lu et al, 2012). Preference is an important decision-making factor that affects people's travel. Understanding the preference of tourists is not only conducive to predicting people's travel behavior, but also

helps people in the field of tourism planning and marketing to develop tourism products, routes and experiences that tourists like (Liang, 2006).

II. BRIEF INTRODUCTION OF HAIYAN COUNTY

Haiyan County, affiliated with Jiaxing City, Zhejiang Province, was founded in Qin Dynasty. According to the sixth census in 2010, Haiyan County has a resident population of 430.9 thousand. Annual statistics show that, by the end of 2013, the per capita disposable income of urban resident was 41262 Yuan, and that of rural residents was 20683 yuan. The per capita consumption expenditure of urban residents and rural residents were 26701 yuan and 13385 yuan respectively, and the Engel coefficient of urban and rural households were 26.4% and 36.1% respectively. By the end of 2014, the per capita disposable income of urban residents and rural residents in Haiyan County increased by 8.9% and 10.0% respectively over the previous year. In recent years, under the correct leadership of Haiyan County Committee and county government, and with the joint efforts of various departments, such as Haiyan County Travel Committee, the tourism of Haiyan County has achieved considerable development. In 2013, its tourism economy developed steadily. Throughout the year, 4.3566 million tourists from home and abroad were received, with a total of tourism revenue of 3.873 billion yuan. In 2014, Haiyan tourism economy grew rapidly, receiving 5.01 million tourists from home and abroad in the whole year, and the total of tourism revenue for the whole year was 4.469 billion yuan.

III. METHODOLOGY

Questionnaire survey method: Haiyan County Tourism Committee presided over the distribution and recovery of the questionnaire. 4124 questionnaires were distributed and recovered, and the effective recovery rate was more than 95% after sorting out, so the quality of questionnaire recovery achieved the desired purpose.

Case study method: Haiyan County is known as "the home of fish and rice, the palace of silk, the state of etiquette, and the place of tourism". In 1985, Haiyan County was listed as a coastal economic open zone by the state council, and it is one of the top 100 counties of comprehensive strength in china. This paper takes Haiyan County as an example to study residents' travel wishes and preferences.

Literature research method: by consulting domestic and foreign academic journals, this paper refers theoretical achievements of the influencing factors of consumption preferences of foreign tourists to China (Ma et al, 2005), the domestic tourists' motivation (Yuan et al, 2011; Zhang & Lu, 2004), tourism consumption behavior (Cai & Zhao, 2005; Wang & Yang, 2009) and tourism behavior (Hu, 2007; Zhang & Xiang, 2002).

IV. RESEARCH RESULTS

A. Basic Willingness of Haiyan Residents to Visit



Fig. 1. Tourism planning of Haiyan residents.

Survey data (as shown in "Fig. 1") shows that 31.5% of the residents have a clear travel plan, and people who have a clear travel plan usually have a clearer understanding and planning of their itinerary and their tourism behavior will not be easily changed. 52.0% of residents said they were uncertain, and this group of people is a potential tourist. Unlike residents who have a clear travel plan, once they are able to meet appropriate reasons or destinations that suit their preferences, they will have a motive to travel, so they are the target of travel agencies. Only 16.0% of the residents said they had no travel plans at all. This part of people has the weak travel motivation; unless there are special reasons, it is difficult to change their travel behavior.



Fig. 2. Annual tourism budget for residents.

According to the survey data (as shown in "Fig. 2"), 37.8% of the residents had an annual budget of less than 5000 yuan, 32.4% of the residents had an annual tourism budget of between 5001 and 10,000 yuan, and only 6.4% of the residents with an annual tourism budget of more than 20000 yuan. As can be seen, with the increase in the budget, the proportion of the population presents a gradual decline trend.

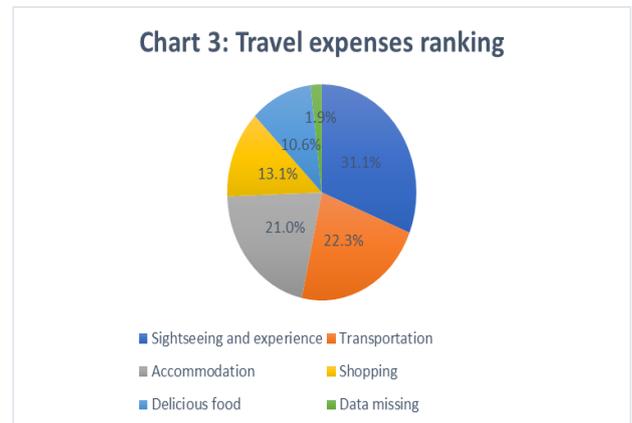


Fig. 3. Residents' travel expenses ranking.

According to the questionnaire (as shown in "Fig. 3"), Haiyan residents travel expenses are ranked as follows: sightseeing and experience, transportation, accommodation, shopping, and food. The ranking shows that their main purpose of travel is still sightseeing and experience. The transportation and accommodation spent, ranked at second and third, are necessary to achieve the sightseeing experience. Shopping and food, which belong to selective spending, are only listed fourth and fifth.

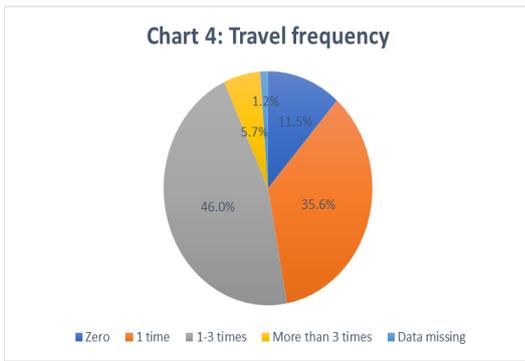


Fig. 4. Travel frequency of residents.

Survey data (as shown in "Fig. 4") shows that the distribution of Haiyan County residents' travel frequency is small at two ends and large in the middle. Nearly half of the residents traveled 1 to 3 times a year and most of the residents have travel behavior more or less.

B. The Preference of Basic Travel Behavior of Haiyan Residents

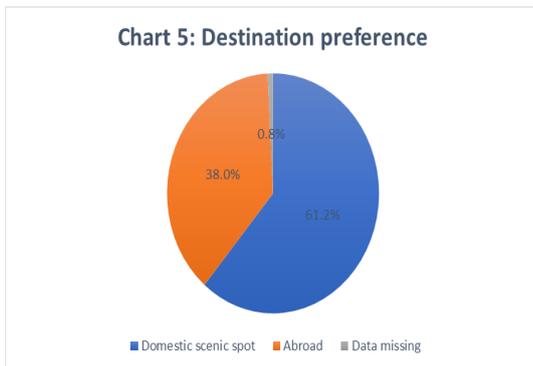


Fig. 5. Destination preference.

Among the destination choices (as shown in "Fig. 5"), domestic tourism is still the first choice for most Haiyan residents. It is evident that residents prefer short-distance tours, while outbound trips take more time.

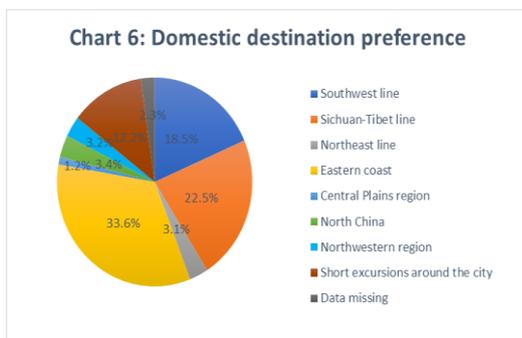


Fig. 6. Domestic tourism preference of Haiyan residents: Domestic destination preference.

According to the preference (as shown in "Fig. 6") of tourist destination, the east coast (Jiangsu, Zhejiang, Fujian, Guangdong, Hainan Sanya) is the most selected, the Sichuan-Tibet line (Sichuan, Tibet) and the southwest line

(Yunnan, Guizhou, etc.) are followed. There are also a few options for short trips around the city. Residents' preference for domestic tourist destinations has two distinct features: firstly, the preference for nearby areas or scenic spots close to their places of residence, and the cities or scenic spots along the southeast coast are either close to Haiyan or convenient for traffic; secondly, it is the area with obvious local or national characteristics which is different from Haiyan County, such as Yun, Gui, Sichuan and Tibet.

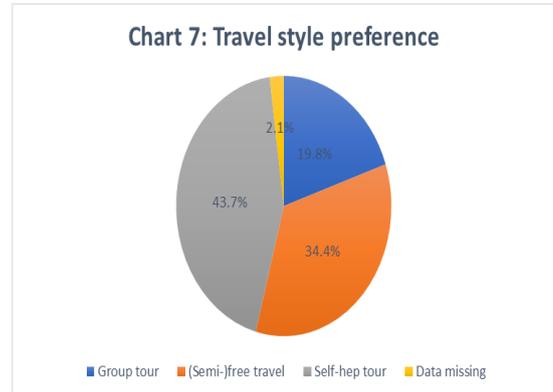


Fig. 7. Domestic tourism preference of Haiyan residents: Preference for travel style.

According to the survey data (as shown in "Fig. 7"), 43.7% of the residents chose self-help tours, another 34.4% chose (semi-)free travel, and only 19.8% chose group tours. The reason for this situation may, on the one hand, be affected by the negative news in recent years in the tourism market with the group, on the other hand, it also shows that the current residents' travel is no longer satisfied with the traditional way of glancing over things hurriedly. The residents' demand for tourism is more and more inclined to personalize custom service.

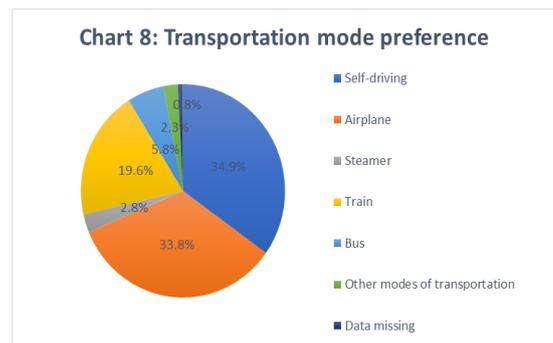


Fig. 8. Domestic tourism preference of Haiyan residents: Preference for transportation mode.

The survey (as shown in "Fig. 8") further found that self-driving overtook other modes of travel and became the first choice for residents, while aircraft and trains remained the main means of travel for residents. The reason why self-driving becomes the first choice is that self-driving can satisfy the preference of residents for close-distance tourism.

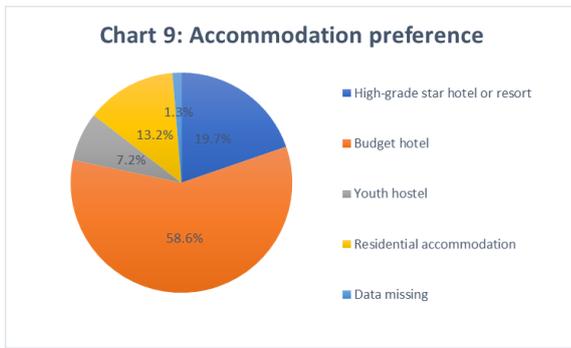


Fig. 9. Domestic tourism preference of Haiyan residents: Preference of accommodation.

The survey (as shown in "Fig. 9") shows that budget hotels are still the first choice for most residents, which accounts for 58.6%. In addition, 19.7% of residents will choose high-grade star hotels or resorts. 13.2% of residents choose residential accommodation, while only 7.2% choose ordinary youth hostels.

V. FACTORS INFLUENCING THE TRAVEL BEHAVIOR OF HAIYAN RESIDENTS

A. Main Factors Affecting the Travel Behavior of Haiyan Residents

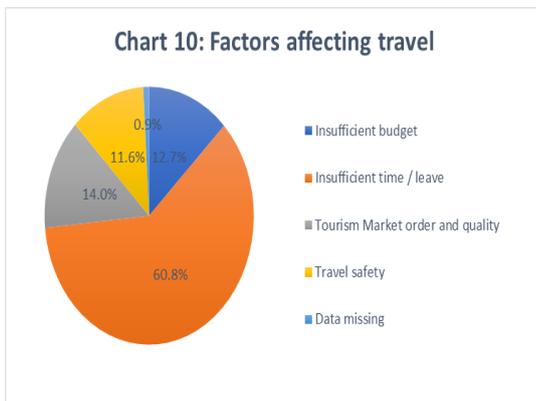


Fig. 10. Factors affecting residents' travel.

60.8% of residents believe that insufficient time / holiday will affect their travel, as shown in "Fig. 10". Residents who think tourism behavior will be affected by budget shortfalls account for 12.7%, and 14.0% will be affected by the order and quality of the tourism market. The proportion affected by travel security was 11.6%. It can be concluded that the primary factor affecting the travel of Haiyan residents is the lack of time / holiday.

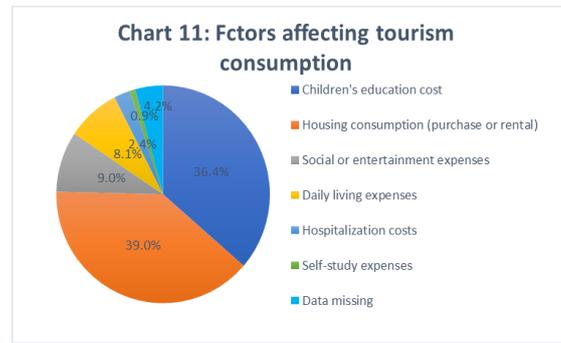


Fig. 11. Factors affecting residents' tourism consumption.

The factors that affect the residents' tourism consumption means spending on tourism have to be reduced because it was affected by the travel expenditure. (as shown in "Fig. 11") According to the data, 39.0% of residents believe that housing consumption affects their tourism behavior, and another 36.4% believe that spending on their children's education also has a significant impact on their tourism consumption. It shows that the current high housing prices and high education costs are the main factors affecting residents' tourism consumption, while other factors have no substantial impact on their tourism behavior.

B. The Root Causes of Residents' Travel

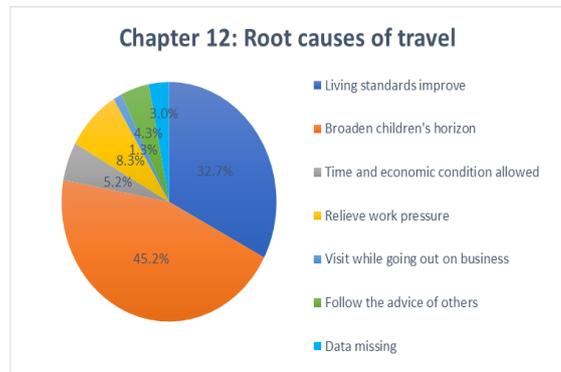


Fig. 12. Root causes of travel.

According to data (as shown in "Fig. 12"), the two main causes of residents' travel are higher living standards and expand the vision of children. It can be concluded that, on the one hand, with the improvement of living standards, the demand of residents to travel is increasing, and their intention to travel is constantly enhancing. On the other hand, more and more parents would like to expand their children's horizons and insights through the way of traveling.

VI. IDEAS AND COUNTERMEASURES FOR PROMOTING THE LONG-TERM DEVELOPMENT OF HAIYAN TOURISM

A. The Basic Thought of Promoting the Tourist Intention of Haiyan Residents

1) *Different types of tourists among Haiyan residents:* According to the travel behavior and willingness of the respondents, Haiyan residents can be divided into three

types: high-frequency tourists, potential tourists and low-frequency tourists. High-frequency tourists have a fixed travel plan in a certain period of time, and in the last two years, they have both outbound and domestic tourism experience. For high-frequency tourists, tourism occupies a very important proportion in their life, and they have a very clear understanding and planning of their own tourism behavior. The factors that can affect their tourism behavior are objective factors such as time, income and so on. The proportion of this type of tourists in respondents is not large, but the impact on the overall travel situation of residents is very obvious, and it is the main group of long-distance travel.

Potential tourists refer to residents who have had a certain travel experience but do not have a fixed travel plan for a certain period of time. For potential tourists, tourism is not the essentials of their life. Their travel behavior is relatively random and greatly influenced by the external objective factors. Once their travel needs or preferences are satisfied, their tourism behavior can be promoted. Potential tourists account for a large proportion of the respondents, and are important potential customers in the Haiyan tourism market.

Low-frequency tourists refer to residents who have neither travel experience nor travel plans for a certain period of time. Because the low-frequency tourists lack of basic travel motivation subjectively, their travel behavior are more likely to be replaced by other behaviors. The proportion of low-frequency tourists in the respondents is not large; the group is difficult to become a tourist market customer base, no matter how the objective conditions change.

2) The basic characteristics of tourism preference of Haiyan residents: Overall, Haiyan residents prefer short-term domestic self-help tours, and self-driving travel modes. In terms of accommodation mode, they prefer relatively affordable budget hotels. At the same time, they pay a lot of attention to the sightseeing and experience of destination attractions. It is worth noting that the root cause of most family trips is to take their children out and increase their knowledge.

3) The basic thought of promoting the tourist intention and behavior of Haiyan residents: Through the analysis of the types of tourists of Haiyan residents above, we can see that there are great differences in the willingness and behavior of different types of tourists to travel. In view of the characteristics of different types of tourists, targeted countermeasures can not only be more suitable, but also improve the efficiency to a great extent.

For high-frequency tourists, in view of their independence of tourism behavior, the government departments should provide them with more efficient and convenient tourism services, and relevant tourism agencies should provide them with more personalized custom-built tourism services. For potential tourists, the government departments need to improve the intensity of tourism publicity, to provide them with more ways to understand

tourism information; the relevant tourism agencies should provide more selectivity for their travel, through price concessions, characteristic routes and other ways to stimulate the group's tourism behavior. For low-frequency tourists, the government departments should expand publicity efforts to make them aware of the benefits of tourism, cultivate their leisure lifestyle, and enhance their willingness to travel.

B. Countermeasures and Suggestions to Improve the Tourist Intention of Haiyan Residents

In accordance with the above-mentioned ideas, this study proposes corresponding countermeasures and suggestions from the following four aspects:

1) Expanding the publicity of tourism and enhancing the enthusiasm of domestic tourism: In view of the characteristics of Haiyan residents' preference for short-term tourism in China, tourism publicity should be strengthened by means of tourism programs, large-scale public welfare propaganda activities, news push etc., so that residents have a more comprehensive understanding of tourism resources and tourist attractions around the country. More supporting services should be provided for residents' travel behavior, and a variety of short-term travel routes should be introduced to provide more choices for residents to travel. At the same time, timely recommend high-quality tourism routes with local characteristics, such as Yungui, Sichuan, and Tibet, to encourage more residents to go out.

2) Establishing a perfect tourism information service system: As most residents prefer self-help and (semi-)free travel, more comprehensive, perfect and accurate travel information should be provided for tourists and updated on modern social network platforms such as WeChat, Weibo and so on. At the same time, professional tourism organizations are encouraged to provide professional tourism consultation and more authoritative and accurate tourism guidance and services for residents with self-help travel demands. It is also necessary to strengthen the construction of traffic infrastructure and traffic instructions, and improve the quality of roads leading to the surrounding scenic spots, in order to provide various, convenient and safe access channels for the residents of self-driving tours.

3) Meeting the needs of residents and create special "parent-child" tourism products: The study found that "parent-child travel" is becoming the first choice for more and more family trips. Parents hope to increase their children's insight and broaden their children's horizons by taking their children on a trip. Especially during the winter and summer holidays, special "parent-child" tours should be launched, during which visiting some famous universities and red tourist attractions can be added, in order to meet the travel needs of parents and children simultaneously.

4) Strengthening the intention of outbound tourism and reduce the worry about it: According to the investigation, some Haiyan residents also have a higher interest in outbound travel and transnational tourism. The travel

agency should choose more attractive destinations or tourist attractions, and focus on creating attractive outbound travel routes and tourism products. They should also improve residents' security and tourism services, and address worries about outbound travel. At the same time, increasing tourism diplomacy, cultural exchanges, economic and trade exchanges and establishing mutually beneficial destinations will also make residents feel exotic customs abroad, increase personal insight, and learn more knowledge.

VII. CONCLUSION

Haiyan residents' willingness to travel is greatly influenced by time and budget, and they pay attention to the sightseeing experience, so they are more inclined to short-term domestic self-tour. Haiyan residents can be divided into three types of high-frequency tourists, potential tourists and low-frequency tourists. Different measures should be taken for different types of tourists in order to enhance their willingness to travel. In general, measures such as strengthening publicity, improving tourism services, creating characteristic tourism products and ensuring safety can be taken to promote tourism development in developed coastal areas.

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