

Current Status and Development of Urban Residents' Tourism Consumption—Based on the Analysis of 1687 Questionnaires in Ningbo

Zhang Xuejing

Ningbo Institute of Technology, Zhejiang University, Ningbo, Zhejiang Province, China

nitxj@163.com

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Abstract. As tourism is increasingly becoming fashion and pursuing of people's lives, the tourism consumption of urban residents is very important to the development of tourism destinations. 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 and draw the appropriate conclusions.

1. Introduction

To enhance the pulling effect of consumption on domestic demand is the key point to achieve sound and rapid development of macro-economy. At present, in the "consumer-led era", consumers are the real and ultimate investors, especially in the situation that the risk of economic recession caused by the current financial crisis has not been relieved, stimulating consumption is still the main driving force to promote the healthy and rapid economic growth, consumption is an important topic that should be paid attention to by the theoretical community, and the main significance of consumption research lies in seeking how to develop consumption effectively. Tourism is a comprehensive consumption behavior, which has a strong consumption relevance, effectively promotes domestic consumption and economic growth, promotes the development of service industry and optimization of industrial structure, and is very important for achieving sound and rapid economic development. In the current situation of insufficient domestic consumption demand, tourism consumption shows great vitality. As tourism consumption has the characteristics of consumption relevance, industry driving, resource value-added and economic pulling, it plays an active role in upgrading consumption structure, optimizing industrial structure and promoting the establishment of resource-saving and environment-friendly society.

The World Tourism Organization (WTO) defines tourism consumption as the consumption that occurs when the social role of consumers is transformed into a specific "tourist". It emphasizes that tourism consumption is the cost that tourists spend on purchasing all tourism products in the process of tourism. The development of tourism consumption is influenced by the degree of economic development, the change of life style, the level of national urbanization and other factors [1]. Due to different social environment, knowledge level and economic development level, residents in different regions, especially rural residents and urban residents, have significant differences in tourism consumption [2]. The relationship between urban residents' tourism consumption and economic growth was analyzed and the results showed that urban residents' tourism consumption has an obvious role in promoting the total economic growth and the tertiary industry [3]. In fact, this difference has been noticed by scholars for a long time. Some scholars proposed to optimize the structure of tourism consumption in terms of the development of shopping tourism resources, the construction of entertainment infrastructure and the development and innovation of tourism products by comparing the proportion of per capital smallpox expenses of domestic urban residents [4]. With the rapid development of economy and society in recent years, great changes have taken place in all aspects, no matter in economic and social environment, life style or regional differences. Therefore, it is of great significance to understand the current situation and development trend of urban residents' tourism consumption.

Tourism consumption is affected and restricted by many factors, including the demographic characteristics of tourism subjects, disposable income, tourism resources, tourism product structure

and other factors. From the existing research literature [5-8], due to different research purposes and methods, the factors considered are also different. This paper mainly analyzes and considers the current situation and development trend of urban residents' tourism consumption from the investigation of six factors, such as food, housing, travel, shopping and entertainment.

2. A Survey on the Tourism Consumption of Urban Residents

In order to understand the specific situation and influencing factors of urban residents' tourism consumption and explore the further optimization of the supply of tourism products, we conducted random sampling survey in Ningbo City and other nine counties and cities at the same time on May 11-14 and October 5-8, 2019. According to the proportion of urban population in each county, the sample size was 160-220. A total of 2000 questionnaires were sent out and 1687 valid questionnaires were recovered. The overall situation is as follows:

Table. 1: Samples Profile

Demographic variable	Item	Number	Percentage (%)	Demographic variable	Item	Number	Percentage (%)	
Gender	Male	813	48.2	Age	Below 18	76	4.5	
	Female	874	51.8		18-25	798	47.3	
Family Avenue (RMB)	Below 30,000	356	21.1		26-35	354	21.0	
	30,000-80,000	646	38.3		36-45	201	11.9	
	80,001-120,000	336	19.9		46-55	159	9.4	
	120,001-300,000	186	11.0		Above 55	96	5.7	
	300,001-500,000	73	4.3		Single	354	21.0	
	Above 500,000	93	5.5		Two couples	223	13.2	
Profession	Civil Servant	184	10.9		Family Structure	Family of three	742	44.0
	Personnel of public institutions	175	10.4			Three generations in the same hall	231	13.7
	Enterprise staff	415	24.6	Four generations in the same hall		7	0.4	
	Student	253	15.0	Education	Other	130	7.7	
	Teacher	175	10.4		Junior School and below	150	8.9	
	Soldier	12	0.7		High School	398	23.6	
	Salesman	145	8.6		Junior College	597	35.4	
	retired personnel	101	6.0		Graduate	427	25.3	
	Other	57	3.4	Sum		1687	100	

From the above table, it can be seen that the distribution of demographic characteristics such as gender and annual household income of the survey sample is basically consistent with the overall situation of urban residents in Ningbo, so it can be concluded that the situation of the survey sample basically reflects the basic situation of tourism consumption of urban residents in Ningbo.

2.1 Current situation of tourism consumption of urban residents

In the past year, most of the urban residents in Ningbo went out for two times, accounting for 35.1%, 30.8% of them went out for one time, 20.8% of them went out for three times, and less went out for four times and five times, 6.1% and 7% respectively. In the past year, only 0.1% of them did not go on one time.

According to the survey, the average total consumption of Ningbo urban residents for each trip is RMB 2853.5, and the proportion of their spending on the six elements of food, housing, travel, shopping and entertainment is as follows. It can be seen from table 2 below that transportation and shopping are the two largest parts of urban residents' tourism consumption expenditure.

Table 2. Proportion of expenditure of each part

Item	Accommodation	Transportation	F & B	Entertainment	Shopping	Scene spot tickets	Other
Proportion(%)	16.92	23.33	14.54	12.62	22.43	8.49	1.67

According to the survey, 93.7% of urban residents said that they would increase their consumption expenditure in the next tourism, while only 6.3% of urban residents said they would not increase their consumption. Among them, the proportion of entertainment project expenditure is the highest, which is 33.3%, followed by shopping, which is 17.7%. It will increase the proportion of catering, accommodation, transportation, entertainment and other projects expenditure by 14.1%, 8.7%, 9.8% and 7.7% respectively. This shows that although the shadow of the economic crisis has not disappeared, people's travel expenses have not been significantly affected. See Table 3 for details:

Table 3. Tourism items planned to increase consumption

Item	Proportion (%)	Item	Proportion (%)
F & B	14.1	Shopping	17.7
Accommodation	8.7	Entertainment	7.7
Transportation	9.8	Other	2.3
Scene spot tickets	33.3	No increase	6.3

2.2 Factors of tourism destination selection

2.2.1 Factors affecting destination selection

Among the factors that influence the choice of tourist destination, price is the most important, time is the second, traffic is the second, and other factors are round-trip distance, personal physical strength, image of tourist destination, public security and other factors.

2.2.2 Ways to understand tourist destinations

Among the ways for Ningbo urban residents to know the tourist destination, the network way is the most, accounting for 32.6%. The proportion of newspapers, magazines, TV broadcasts and friends' introductions is almost the same, 17.3%, 15.1% and 19.9% respectively. The proportion of travel agencies' introductions to know the tourist destination is only 9.8%, and the proportion of brochures' introductions to know the tourist destination is the lowest, only 5.3%.

2.2.3 Tourism purpose

In Ningbo, most of the travel purposes of urban residents are for leisure and recreation, accounting for 70.6%, the others are 33.4% for visiting relatives and friends, 9.3% for business / professional visits, 7.1% for religious worship, 1.9% for health care, and the total number of other travel purposes is only 9.4%.

2.2.4 Familiarity of tourism media

Among the residents of Ningbo City who are familiar with Ningbo Tourism media, Ningbo TV station has two sets of alar tourism programs, 56.5% of them have seen this program, followed by Zhejiang TV Minsheng station leisure Jiangnan program, 44.3% of them have seen this program, followed by Ningbo daily alar tourism column 19.8% and alar tourism magazine 14.5%. It can be seen that TV media is still a popular form of media for urban residents.

2.2.5 Vehicles

Although the proportion is not as high as expected, self driving is the most preferred means of transportation for urban residents in Ningbo, accounting for 26.5%, followed by long-distance bus 22.8%, airplane 20.4% and train 17.7%, while other means of transportation such as bus, taxi, ship, bicycle and hiking are less, 6.1%, 1.9%, 2.8%, 1.0% and 0.7% respectively.

2.3 Tourism consumption trend

2.3.1 Possibility of Tourism

In the next year, 69.2% of Ningbo urban residents plan to participate in tourism, 26.5% are still vague, and only 4.3% of them are clear that they will not participate in tourism, which shows that the travel rate of Ningbo urban residents is still very high.

2.3.2 Travel time

In terms of the choice of travel time in the future, the proportion of travel during the Spring Festival or small and long holidays is the highest, followed by weekends, followed by paid holidays, winter and summer holidays, working days and other times. See Table 4 for details:

Table 4. Travel time

	Spring Festival / long holiday	weekends	Paid vacation	workdays	Winter and summer vacation	Other
Proportion (%)	36.5	24.1	16	4	8.5	11

2.3.3 Destination

In the choice of the next tourism destination, 22.6% of the urban residents choose Ningbo, 23.6% of them choose to travel in Zhejiang, 36.9% of them choose to travel in other provinces, 9.4% choose to travel in Hong Kong, Macao and Taiwan, 5.5% choose to travel abroad, and 2% choose other items. Table 5 below:

Table 5. Next tourism destination

Tourism destination	Proportion (%)	Tourism destination	Proportion (%)
Ningbo	22.6	Hong Kong, Macao or Taiwan	9.4
Zhejiang	23.6	abroad	5.5
Inboard	36.9	Other	2.0

2.3.4 Duration

In the prediction of duration, 14.3% of one-day tour, 21.5%, 22.6% and 14.7% of the urban residents chose one night, two nights and three nights respectively, 9.3% chose four nights and 17.7% chose five or more nights. See Table 6 for details:

Table 6. Duration

Duration	one-day tour	1 night	2 night	3 night	4 night	Above 5 night
Proportion (%)	14.3	21.5	22.6	14.7	9.3	17.7

2.3.5 Consumption items to be increased

When asked if they would increase consumption and what consumption items they would mainly increase, only 6.3% of urban residents said they would not increase consumption, and the rest said they would increase consumption, which fully shows that although the shadow of the economic crisis has not disappeared, people's travel expenses have not been significantly affected. See Table 7 for details:

Table 7. Items planned to increase consumption

Item	Proportion (%)	Item	Proportion (%)
F & B	14.1	Shopping	17.7
Accommodation	8.7	Entertainment	7.7
Transportation	9.8	Other	2.3
Scene spot tickets	33.3	No increasement	6.3

2.3.6 Travel way

When urban residents were asked about the way to travel in the future, 51.1% of them chose to organize their own itinerary, 31.7% of them took part in the travel agency group, 7.8% of them were arranged by the unit, 5.8% of them chose semi independent travel, 1.9% of them took part in the informal teams and 1.7% of them chose other ways. See Table 8 for details:

Table 8. Travel way

	Independent	Group by Travel Agency	Participate in informal teams	Unit arrangement	Semi-independent	Other
Proportion (%)	51.1	31.7	1.9	7.8	5.8	1.7

3. Conclusion

From the above data analysis, it can be seen that the tourism consumption of urban residents has the following development trends:

3.1 Residents' travel tends to be normalized, and the proportion of leisure tourism will increase.

It can be found from the survey that the average travel frequency of urban residents in Ningbo in the past year is 2.23 times, which is similar to that of residents in Shanghai. From a nationwide perspective, the proportion of urban residents in Ningbo is very high. Among the outbound tourist destinations, Hong Kong, Macao and Taiwan account for 63.1%, far higher than the national average of 22%. The emergence of long-distance trend is mainly caused by two reasons: one is the high disposable income of urban residents in Ningbo, the other is the imperfect development of local tourism in Ningbo.

Travel motivation is an important indicator to measure the maturity of a region's residents' travel time. Leisure travel motivation indicates that a region's residents' travel market has or is transforming from the era of tourism to the era of vacation tourism. As shown in the above analysis, among the types of tourism that Ningbo urban residents prefer, leisure and entertainment vacations account for the majority, accounting for 70.6%. From the statistical analysis of the time and place of the next tourism and the project data to increase consumption expenditure, it can be found that the pursuit of leisure will be the main purpose of Ningbo urban residents to travel.

3.2 There is a large space for local tourism development, and young and middle-aged residents will become key markets.

According to the survey, although the proportion of people who choose to travel in and around Ningbo is only 22.6%, and there is a trend of long-distance travel, there is still a large space for Ningbo to develop local tourism. This is mainly due to three factors: first, the increasing leisure demand of urban residents in Ningbo City, people tend to relax in the weekend leisure time for a short time under the increasing pressure of urban life; second, according to the survey, the price, time and transportation are the most important factors affecting the choice of destination of urban residents in Ningbo City. There are three major factors of Ningbo. Considering these three factors comprehensively, local tourism undoubtedly has a strong advantage. Third, among the surveyed samples, only 3.8% think they are very familiar with Ningbo, 22% think they are relatively familiar with Ningbo, 50.9% think they are generally familiar with Ningbo, 17.7% think they are relatively unfamiliar with Ningbo and 5.6% think they are very unfamiliar with Ningbo. Therefore, as long as the marketing means are appropriate, the urban residents of Ningbo are at home. The proportion of local tourism will increase significantly.

From the data analysis, it can be found that there is a very close relationship between the familiarity of tourism resources and the age of urban residents. Ningbo urban residents under the age of 25 are the least familiar with the tourism resources of this city. The total of the general, relatively unfamiliar and very unfamiliar three items is as high as 88%, the total of the 26-35-year-old three items is 64%, and the age above 36 is much better. The total of the three items, which are very familiar, relatively familiar and general, is more than 80%. Therefore, the development space of local tourism is very large. In order to increase the proportion of "Ningbo people visiting Ningbo", we should take appropriate means to publicize the main market, especially in the marketing of young people, we should make full use of the network platform, and adopt some popular ways to publicize the atmosphere and tourism facilities of the tourist destination. At the same time, considering the importance of paying attention to the price of samples, we should try our best to reduce the ticket price of scenic spots, gather popularity, improve the quality of service, and improve the effect of word-of-mouth communication among residents.

3.3 Self service travel has become a popular trend, and tourism products need to be updated.

According to the survey, when people travel locally, the proportion of self-help travel is as high as 83%, and when they travel in the province, the proportion of self-help travel is as high as 59%. Only when they travel outside the province or when they travel abroad, the proportion of travel organized by travel agencies is significantly increased. At the same time, the travel mode is also closely related to the length of travel time. Half of the time, the shorter the travel time, the more

inclined to choose their own travel organization, and the longer the travel time, the more inclined to participate in the travel agency team.

The reason why urban residents choose self-service travel is that the itinerary is relatively free, while most of the residents choose package price, half package price or unit organized travel because this form is relatively easy to worry about. Further analysis shows that the choice of tourism organization mode is closely related to tourism experience. Generally speaking, the richer tourism experience is, the larger the proportion of self-help tourism is. Further analysis shows that although the self-help tourism organization mode accounts for a large proportion of all tourism activities, there is a great relationship between the tourism purpose and the tourism organization form of Ningbo urban residents. The tourism for the purpose of entertainment and leisure vacation is more inclined to package tourism, while the tourism for the purpose of visiting relatives and friends and religious worship is more inclined to self-help tourism.

In the survey sample, the proportion of self driving tourism is 31.6%, higher than the national average. Although the sample proportion of vehicles such as trains, buses and airplanes is relatively high, it often occurs in cross regional tourism. In local and surrounding areas, the proportion of self driving travel is as high as 42%. In holidays, the proportion of self driving travel will be further increased due to concerns about public transport congestion and other factors. Especially when Zhoushan cross sea bridge and the expressway network in the city are further improved, people will choose self driving travel more and more common. On the other hand, more and more people want to travel freely, but they don't want to be bothered by accommodation, catering and other aspects of booking, so the way of semi free travel is also very marketable. Therefore, travel agencies should continue to carry out product innovation, design a series of semi free travel products for the travel needs of Ningbo urban residents, and provide targeted guidance and help for the travel, which will effectively curb the industry. The downward trend of business volume.

3.4 Factors of travel tend to be traditional.

In the travel market of Ningbo urban residents, the choice of travel mode is also affected by many factors. Among the main influencing factors listed in this survey, price, time and traffic are the three most influential factors. Compared with Shanghai market, which is recognized as a mature market in China, the factors of public security and physical strength that tourists pay more attention to are not paid attention to.

Further cross analysis of the data shows that there is a close relationship between the influencing factors of tourism and the annual income of families. Generally speaking, the higher the family income is, the less constrained by the tourism price, but the more limited by the tourism time.

From the cross analysis of tourism influencing factors and Tourism Organization, it can be seen that for those who consider the factor of "tourism price", there is a significant difference between the self-help organization and other organization, reaching 56%; considering the factor of "destination image", there is a significant difference between the self-help organization and other organization. Up to 61%.

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