

Study on Influencing Factors and Development Countermeasures of Leisure Tourism

Runfa Jia¹, Hongmei Gao^{1,*}, Pengyun Mu²

¹Department of Economics and Management, Tianjin Agricultural University, Tianjin, China

²School of Marxism, Shanxi University, Taiyuan, China

*Corresponding author. Email: gaohongmei@126.com

ABSTRACT

Economic development itself has the law of prosperity and depression, and the development of leisure tourism is also consistent with the law of economic cycle. To be specific, there are obvious light and peak seasons, which is a unique phenomenon of the tertiary industry. As tourism industry is highly inclusive, its influencing factors are complicated. In order to avoid the phenomenon of low and peak seasons caused by comprehensive factors, resulting in large economic benefit gap, unbalanced regional development, limited travel conditions and consumption behavior, this paper mainly analyzes the influencing factors from five aspects: leisure time, consumption habits, family structure, transportation and income. Then from the perspectives of vacation system, improving high-speed railway network and three family structures, feasible countermeasures and suggestions are put forward to promote the development of tourism industry.

Keywords: Leisure tourism, Influencing factors, Consumption habits.

1. INTRODUCTION

In 2020, Opinions on Promoting Consumption Expansion, Improving Quality and Accelerating the Formation of a Strong Domestic Market, issued by the National Development and Reform Commission, pointed out that consumption is the ultimate demand and the lasting driving force for economic growth. Internal consumption is one of the troikas driving economic development. Promoting the income of residents and stimulating their consumption potential and ability are the basis of tourism development [1]. The free control of personal time and improvement of spending power make tourism become possible. Therefore, different departments put forward suggestions from the aspects of economy, vacation time and measures to benefit the people, aiming at realizing the recovery and development of tourism economy and environment [2]. This is a process of continuous exploration, which requires the close cooperation of the government, enterprises and individuals.

2. ANALYSIS OF THE INFLUENCING FACTORS OF LEISURE TOURISM

2.1. Leisure Tourism is Greatly Influenced by Leisure Factors

During the seven-day of Spring Festival in 2019, Beijing received 8.117 million tourists, an increase of 5.3% year on year. During the four-day of Labor Day in 2019, Beijing received 6.851 million tourists. It can be seen that vacation is an opportunity for the development of tourism, and it is also an opportunity for people to travel. Looking at the development of tourism around the country, we found that it basically ushered in the peak during the holidays, and entered the trough after the holidays, showing a wave-like fluctuation. Even after the epidemic, the tourism industry also follows such a rule. It can be seen that people's tourism planning cannot be separated from the time limit. According to the Annual Report on Leisure Development in China 2017-2018, in 2012, urban and rural residents in China had 1,774 hours and 1,766 hours of leisure time, which decreased to 1,407 hours and 1,441 hours by 20.69% and 18.40% respectively in 2017. However, the annual leisure time of German

residents is 2190 hours, which is about 1.2 times of that of Chinese residents.

From the perspective of cities, working overtime is an important reason for the reduction of leisure time of the main tourist group. There are two major forms of working overtime. One is that people take the initiative to work overtime at the expense of hard-won holidays, in exchange for high overtime expenses. The other is passive overtime, which is not negotiable. However, the accumulated holidays are delayed or changed, which makes it difficult for leisure tourism to take shape. From the rural point of view, when the social status and economic income of the villagers are improved, their lifestyle has also been changed, and the rural residents, as the main consumers of tourism, are also given more attention. With the application of mechanization in agriculture, a lot of time is saved, and farmers have more time for tourism consumption. It is found that income factors have little influence on the tourism consumption of rural residents, who mainly choose short-distance travel and self-driving tour [3]. However, it takes a lot of time to plant and harvest. In addition, pesticide spraying and watering have not been fully mechanized in some areas, which cannot be separated from the operation of machinery and the control of time by people. The spare time is fragmented, which limits people's travel.

Less paid vacation days, fragmented vacation time, and limited farming time will lead to excessive concentration of tourists' travel time, which leads to tourism fever. After the holiday, however, the tourist attractions would be in a depression.

2.2. Leisure Tourism is Affected by Consumption Habits

China is an industrious and thrifty country. The traditional concept of tourism is to spend the least money to enjoy the best service. Its consumption habits are mainly formed by the long-term accumulation of different factors such as social environment, age, education level and economic ability. According to age, the population can be divided into old, middle-aged, youth and juvenile. The elderly will advocate frugality more after going through hard years, and their consumption tends to be practical and material. They have a low demand for spiritual consumption similar to leisure tourism. Most of them are passive consumers, and their travel time and frequency will be limited; Middle-aged people have experienced a leap from backwardness to development in China, and have a certain material foundation and consumption ability, but they are also deeply influenced by the elderly. They inherit the diligent and economical lifestyle and advocate moderate consumption. Moreover, they have a clear understanding and control over their consumption level. They think that leisure tourism is not necessary

consumption, but occasional consumption that will be triggered under certain conditions. Young people live in a society rich in material and spirit, and have now become the mainstay of social development. Similarly, immediate consumption and impulsive consumption have become the main consumption forms of young people. "Go on a trip at any time" has made tourism break through the limitations of time, space, economy and career, and the destination has changed from "where I can go" to "where I want to go". Tourism has become an effective way to relieve the pressure of work and life. Teenagers, as a new generation, are the hope of the country. Meanwhile, children are the main body of consumer groups. Their social status and consumption quality have been improved. The types of consumption are more diverse. Children can be seen in tourist facilities and commodity shops in many scenic spots. More attention has been paid to the wishes of teenagers, and their consumption habits have changed from instant consumption to advanced consumption. The consumption pattern of "thinking before you act" will gradually become outdated, instant consumption and present consumption will become the mainstream consumption patterns, and advanced consumption will become the current and future development trend.

2.3. Leisure Tourism is Restricted by Family Structure

In the tourism consumption structure, young people are the main force of tourism, and at the same time, they are also the main creators of labor and wealth. However, there are some differences in the family structure. In modern cities, family is the main component of tourism, and parents and children are the main factors which need to be considered when people make travel plans. At present, the general family structure in China is "4-2-1", that is, parents of both husband and wife, couple and children. Because of the existence of family and multiple identities, it is not appropriate to let go of anyone. Based on the analysis of three family structures, including husband-wife family, nuclear family and extended family, it is found that men in husband-wife family have great influence on tourism decision, which is mainly affected by Chinese traditional culture. Children in nuclear families have great influence on tourism decision-making, which is mainly affected by contemporary one-child and two-child policies, and their status has been invisibly promoted. Parents and children in extended families have great influence on tourism decision-making, which is mainly affected by the above two factors [4]. Three generations have different ideas, so the consumption items are different. How to "prescribe the right medicine" for the three types of families can not only meet the needs of different subjects, reduce conflicts, but also achieve positive interaction with the tourism industry. Such problems remain to be discussed.

2.4. Leisure Tourism is Restricted by Regional Traffic Conditions

Ancient literati often abandoned themselves to mountains and rivers, and used poems and songs to express their feelings about the beauty and magnificence of nature. They often visited places of interest and shuttled between mountains and rivers. Due to the traffic conditions at that time, hiking and driving carriage became common forms of going out. As a result, most of the time was spent on the road instead of sightseeing. With the progress and development of society, the modes of transportation have become diversified, which provides convenient conditions for the development of leisure tourism. However, the current traffic development is not balanced. Taking high-speed railway as an example, cities with high-speed railway have unique location advantages and get more economic benefits because of their superior traffic conditions. Unbalanced development of high-speed railway will lead to unbalanced development between cities with or without high-speed railway. Unbalanced development of transportation will also lead to unbalanced development of tourism industry. By 2020, the eastern part and the southern part of China's high-speed rail lines will develop more intensively and rapidly than the western part and the northern part respectively. From this point of view, it can be seen that transportation is an important factor affecting tourism [5]. Different modes of transportation will affect its regional accessibility to a certain extent. Tourism traffic accessibility refers to the accessibility of a given location to a tourist destination through a specific mode of transportation, which reflects the potential development opportunities and capabilities of socio-economic and tourism links between the departure place and the destination [6]. If you want to be rich and build roads first, good traffic conditions are an important condition to realize the development of tourism economy and make consumers have a deep understanding and close contact with the local people. It is also an important way to attract consumers together, from which the cities and regions along the traffic lines will also benefit the most.

2.5. Leisure Tourism is Affected by Income Level

Income level is one of the essential indicators and basic conditions for travel. The average person spends their life working and chasing wealth. The improvement of the income level of urban and rural residents plays a positive role in stimulating the tourism industry. When the rigid demand is met, there will be new and higher-level demand [7], which is in line with Maslow's hierarchy of needs theory. The same is true in the field of leisure tourism. When wealth is accumulated to a certain extent, new consumption demands and forms

will appear, and leisure tourism will become a new consumption behavior. According to statistics, the tourist source and destination of the top 10 tourist cities in May Day 2020 were all developed cities such as Beijing, Shanghai and Guangzhou, but their tourist income cannot be ranked among the top three. The number of tourists in Jiangxi, Guizhou and other cities was 3 to 4 times that of Shanghai and 6 to 7 times that of Beijing. However, their income was only about 1.5 times that of Shanghai and 3 to 4 times that of Beijing. The reason is that there is a big gap in per capita consumption level, with per capita consumption of 531.28 yuan in Jiangxi and 1343.71 yuan in Shanghai, which leads to the fact that the number of visitors is directly proportional to tourism income, but the proportion is small. In 2019, the per capita disposable income of Shanghai was 69,441.56 yuan, and the per capita consumption expenditure of residents was 45,605.14 yuan; The per capita disposable income of Jiangxi Province was 26,262.45 yuan, and the per capita consumption expenditure of residents was 17,650.47 yuan. Travel spending is influenced by other household expenditures and families have different choices in allocating their discretionary funds to other aspects of expenditures, so the income level and disposable income are limited to a certain extent [8]. It can be seen that income level and per capita disposable income are important conditions that affect tourists' consumption tendency and choice. Taking Beijing as an example, it can be seen from Figure 1. that the per capita consumption level of Beijing has been steadily improved and a qualitative leap has been achieved. Compared with 2015, the per capita consumption expenditure of residents in 2019 increased by 27.3%, and the improvement of consumption level benefited from the increase of disposable income. The change of disposable income also affects the development of tourism industry.

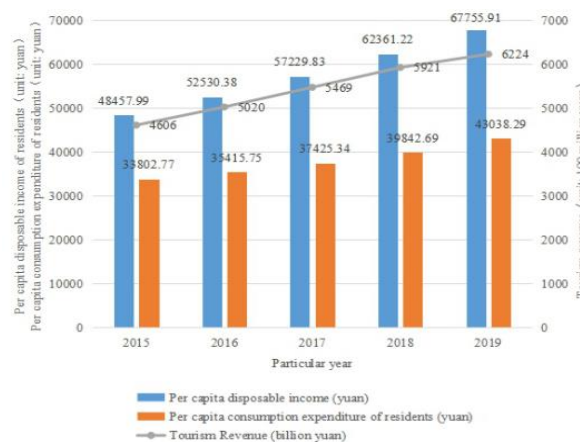


Figure 1 Statistics of tourism in Beijing from 2015 to 2019

In 2019, the per capita disposable income of residents increased by 39.8% compared with 2015, and the tourism income of Beijing in 2019 increased by 35.1% compared with that in 2015, and the growth rates of the two are relatively similar. It can be concluded that there is a positive correlation between residents' disposable income and tourism income, and the correlation degree is relatively high. The income level and per capita disposable income are the necessary conditions and important premise for tourists' consumption tendency and consumption choice.

3. COUNTERMEASURES AND SUGGESTIONS FOR THE DEVELOPMENT OF LEISURE TOURISM

3.1. Improve the Vacation System

As for enterprises, they can introduce off-peak vacation and concentrated vacation. Off-peak vacation can not only effectively relieve the pressure of scenic spots, but also provide tourists with a satisfying traveling experience. Centralized vacation is a supplement to off-peak vacation. Centralized management of fragmented time can remedy consumers' regret that they cannot travel for a long time due to limited time. The combination of the two can make up for the depression after the peak tourist season, and make leisure tourism warm up. As far as farmers are concerned, the government can organize group tourism and ask for the lowest cost, regarding tourism as social welfare and preferential treatment for farmers to enrich their lives, or as rewards for individuals, families and groups who have made contributions to village-level collective and society, so as to bridge the gap between tourism and farmers. The specific selection criteria are formulated and supervised by the two village committees and all residents to prevent abuse of power and cheating. The integrated model of tourism, learning and research can be applied to villages and towns and enterprises, which can not only realize effective management and use of holidays, but also enhance the communication between people and the sense of collective honor.

Enterprises should cooperate with the government to implement the paid vacation system, and extend the paid vacation when conditions permit. Paid vacation is a right, not just a welfare. There are several ways to implement the paid vacation system. It can arrange four days of work and three days of rest in a week, optimize the current holiday arrangements to increase the length of vacation, appropriately extend the paid vacation system [9]. The government should supervise enterprises to reduce the attraction of overtime pay to employees, and thus increase their spare time.

3.2. Create Multi-Level Tourism Projects and Tourist Routes

Consumption habits are mainly affected by family income, living environment, education level and other factors. They can be divided into survival consumption, development consumption and enjoyment consumption. The primary task of survival consumers is to meet their basic physiological needs and improve their income, which needs the joint efforts of individuals, government and society. Only when their physiological needs are met can they advance to a higher level. Developing consumer group, occupying a large proportion, has a certain consumption ability. Moreover, it has obvious development space and consumption ability improvement space. The enjoyment group owns certain wealth. Therefore, they usually do not take economic factors into account when making travel plans. Their spending power is stronger than other groups, but this group of people is after all a minority. In order to achieve a benign development cycle and avoid social contradictions, tourism enterprises should take developing consumer group as the core to launch the middle and low-end, middle and high-end business, giving consideration to both the upper and lower levels of consumers.

As young people work under great pressure, they prefer pursuing fresh and exciting tourism experience for decompression. Therefore, tourism departments should give full play to local advantages and avoid homogenization and blind copying. When tourism enters the off-season, it is necessary to promote high-quality and low-cost tourism projects. At the same time, the tourism department should pay attention to the promotion of the elderly tourism, establish a professional tourism team for the elderly and provide corresponding subsidies. The most important thing is to stimulate the consumption intention of these people by providing them with an unforgettable and comfortable experience. Then it will not only help to stimulate secondary consumption, but also help to change their consumption concept [10].

3.3 Identify the Tourism Psychology of the Main Decision-Makers of Family Structure

Based on the above-mentioned different family structures, tourism enterprises, scenic spots or relevant departments, in the process of marketing and publicity, should formulate different tourism strategies for different family structures. Then the tourist families can get more wonderful travel experiences with the least investment and energy. Family members tend to make decisions together in the problem identification and final decision-making stage, while the wife plays a leading role in the information search stage [11]. In husband and wife families, men are the main decision makers, while

women are the main consumer groups. In nuclear families, children will have an influence on family's decision-making. Based on the one-child policy and the two-child policy, the proportion of children's expenditure is large. In addition, they are willing to consume in the process of tourism. Even if the price is higher than the normal price, parents will also pay for it, so as to meet the needs of children. From this point of view, tourism enterprises or departments should combine children's needs, preferences, psychology, nature and other factors to create entertainment project. The above suggestions can be applied to children in extended families. For parents and the elderly, they attach great importance to comfort. Therefore, tourism enterprises and relevant departments should provide them with pleasant environment, good quality and low-price products, and health preservation projects.

3.4. Improve the High-Speed Railway Network

In February, 2019, 1,220,610,000 people were transported by road in China, 1,108,430,000 in August, and 1,153,640,000 in October, ranking the top three in that year. Convenient transportation makes travel efficient and fast, which disperses the pressure of big cities and brings tourists to all parts of the country. Jiangxi, Hunan, Guizhou and other southern regions have become the new favorite of consumers. The rich natural resources with national characteristics and rural residential accommodation have become a major driving force to attract consumers. Through the analysis of the accessibility of Finland's highway and railway network, it is found that the population of Finland is concentrated in the areas with high potential traffic accessibility, and the accessibility of the railway network affects the changes of the national population, as well as the migration of tourist consumers brought by the transportation network [12]. The extension of tourism traffic has an impact on the development of the areas along the way. Removing traffic obstacles and ensuring smooth travel are of importance to guarantee the integrity of travel and promote economic prosperity [13].

The development of China's high-speed railway is unbalanced. In order to promote the development of tourism industry, the first thing is to develop the transportation industry. For the western and northern regions, the government should increase its investment in transportation and realize the two-step plan. The first step is to build a short-distance high-speed railway network in neighboring cities, so as to facilitate the travel in the region and neighboring cities. The second step is to build a long-distance and high-speed railway network across provinces and cities, so that local consumers and tourists can go out and foreign consumers and tourists can come in, thus realizing economic and resource exchange. The development of

high-speed railway has both the speed advantage of air transportation and the price advantage of railway transportation, which not only promotes the development of tourism, but also has strategic significance in the long run.

3.5. Maximize the Preferential Treatment of Consumers and Divert the Tourist Attention

Transportation and accommodation expenses are unavoidable expenses of leisure tourism. For example, the loss will outweigh the gain if the experience of tourists is affected by ticket or project price. In order to increase income and improve passenger flow, scenic spots launch package tickets or one-stop tickets, which are designed to facilitate tourists and reduce tourists' expenses. However, tourists still need to pay twice for some projects in scenic spots, which makes both the satisfaction of tourists and reputation of the scenic spot decline.

Therefore, in order to achieve economic recovery after COVID-19, some scenic spots have introduced free tickets, which has become an important measure to attract tourists and stimulate consumption. The launch of free tickets, discounts, special offers and other promotional products, combined with online purchase, is efficient and convenient for consumers. For example, 12 A-level tourist attractions priced by the state-owned government in Qingdao are free of admission. Hubei Provincial Party Committee and Government announced that from August 8 to the end of the year, Grade A scenic spots in the province will be open to tourists from all over the country free of tickets (excluding secondary consumption and transportation expenses in scenic spots).

Consumers with lower income will turn their attention to second-and third-tier cities, which are rich in natural and cultural tourism resources, with large resource carrying capacity. Some virgin land resources have been developed with fresher experience. In addition, the consumption level is lower; income and expenditure are matched. In order to attract tourists, the local government also gives tourists the greatest preferential treatment, avoiding the peak of travel and places recommended by online celebrity. It is wise to visit the scenic places that have just been developed or developed recently.

4. CONCLUSION

Time, income, transportation, consumption habits, family structure and other factors are indispensable conditions to promote the healthy development of tourism. The positive influence brought by these factors not only drives the development of tourism and benefits the main body or organization of enterprises. What's more, it promotes the local economic development,

enhances the income of local residents and improves the social status of the local people. According to the above study, the main conclusions are as follows:

(1) Due to the integration of industries and the blending of projects and businesses, the tourism industry has driven the development of catering, accommodation and other service industries, promoted the rapid increase of local economy, improved fiscal revenue, social security infrastructure, and people's living standards. They have become inseparable, complementary, interrelated with each other, and gradually become a community.

(2) Chinese tourists and consumers have a common herd mentality, which is prominent in leisure tourism. In order to avoid the phenomenon of blind follow-up, alleviate the bearing capacity of resources, and truly achieve the purpose of cultivating the sentiment of leisure tourism to relieve the pressure, this paper advocates that consumers change their consumption objectives, optimize consumption forms and change their consumption concepts, so as to realize the long-term coexistence and harmonious coexistence between human and nature.

(3) The progress of the country and the society provides a solid material foundation, excellent development environment and the inexhaustible momentum for the tourism industry. The steady development of the tourism industry feeds back the society and pushes the national economy forward. In this way, national progress and sustainable development of tourism can be achieved.

ACKNOWLEDGMENTS

Thanks for the open fund support of the Humanities and Social Science Key Base in Tianjin - Rural Modernization Research Centre.

REFERENCES

- [1] Noor Alam Hadiwijaya, Hamdani Hamdani, Andri Syafrianto, Zaidir Tanjung. The Decision Model for Selection of Tourism Site Using Analytic Network Process Method[J]. International Journal of Information Engineering and Electronic Business, 2018, 9(8): 23-31, DOI: 10.5815/ijisa.2018.09.03.
- [2] Tamir Anteneh Alemu, Alemu Kumilachew Tegegne, Adane Nega Tareegn. Recommender System in Tourism Using Case based Reasoning Approach[J]. International Journal of Information.
- [3] Olumuyiwa Matthew, Kevan Buckley, Mary Garvey. A Framework for Multi-Tenant Database Adoption based on the Influencing Factors[J]. International Journal of Information Technology and Computer Science, 2016, 3(8): 1-9, DOI: 10.5815/ijitcs.2016.03.01.
- [4] Jianjiang Jin. Present situation and influencing factors of tourism consumption of rural residents: Empirical evidence of Hangzhou[J]. Journal of Zhejiang Shuren University (Humanities and Social Sciences), 2015, 15(06): 32-36. "in Chinese".
- [5] Yu Liu, A study on the impact of family structure on tourism decision-making: A case study of Zhengzhou family tourism market[J]. Northern Economy, 2012(04): 9-11. "in Chinese".
- [6] Fang Chen, Analysis on the influence of high-speed railway on the pattern of regional tourism accessibility[J]. Journal of Transportation Systems Engineering and Information Technology, 2016, 16(04): 225-230+247. "in Chinese" DOI: 10.16097/j.cnki.1009-6744.2016.04.033.
- [7] Guiling Zheng, An empirical study on the impact of income of urban and rural residents on the dynamics of tourism consumption[J]. Journal of Commercial Economics, 2020(12):60-63. "in Chinese".
- [8] Sara Dolnicar, Geoffrey I. Crouch, Timothy Devinney, Twan Huybers, Jordan J. Louviere, Harmen Oppewal. Tourism and discretionary income allocation. Heterogeneity among households[J]. Tourism Management, 2007, 29(1). DOI: 10.1016/j.tourman.2007.04.008.
- [9] Qiyang Wang, Study on the influencing factors of tourism consumption of Beijing residents[J]. Social Sciences of Beijing, 2018(08):120-128. "in Chinese" DOI: 10.13262/j.bjsshkxy.bjshkx.180812.
- [10] Yu Zhu, Adjustment and suggestion of the present situation of regional farmer tourism based on the perspective of consumption behavior[J]. Marketing Management Review, 2017(11):222-223. "in Chinese".
- [11] Kuo-Ching Wang, An-Tien Hsieh, Yi-Chun Yeh, Chien-Wen Tsai. Who is the decision-maker: the parents or the child in group package tours?[J]. Kuo-Ching Wang; An-Tien Hsieh; Yi-Chun Yeh; Chien-Wen Tsai, 2004, 25(2). DOI: 10.1016/S0261-5177(03)00093-1.
- [12] Ossi Kotavaara, Harri Antikainen, Jarmo Rusanen. Population change and accessibility by road and rail networks: GIS and statistical approach to Finland 1970–2007[J]. Journal of Transport Geography, 2010, 19(4). DOI: 10.1016/j.jtrangeo.2010.10.013.

- [13] Suilian Tian, Analysis on the influence of tourism traffic on tourism destination[J]. Vacation Tour, 2019(04):4-5. “in Chinese”