

A Survey of Rural Residents' Travel Intention in Changsha and Its Promotion of Tourism Economic Development

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ABSTRACT

In a new pattern of development in which domestic and international double cycles reinforce each other, tourism has become a new growth point under the new normal. With the implementation of the rural revitalization policy, the income level of rural residents will increase. Daily life will also change with the choice of tourism has become a way of leisure and entertainment. This paper takes rural residents in Changsha as the research object, and uses questionnaire survey and interview method to investigate and analyze their travel intentions. The results are as follows: (1) The rural residents in Changsha have a strong desire to travel, but the per capital consumption level is low; (2) Single travel preference and low pursuit level; (3) Residents' consumption is most influenced by income level, consumption concept and leisure time. Therefore, this paper provides some suggestions and opinions for the development of rural tourism market in Changsha, thus promoting the development of rural tourism economy in Changsha.

Keywords: rural residents; travel intention; economic development; Changsha region

1. INTRODUCTION

In recent years, among the three major industries in China, tourism has gradually developed into a new industry with great vitality and potential. Tourism is considered by many scholars and economists as a consumption growth point and a new consumption bright spot with great potential in the rapid development of China's economy^[1]. With the implementation of the rural revitalization policy and the central government's emphasis on rural development, and the implementation of a series of policies to benefit farmers and support agriculture, the rural areas themselves have also carried out economic system reform and innovation^[2], which has greatly improved the income level of rural residents and provided an important force for the development of tourism^[3]. After the adjustment of agricultural structure, farmers' leisure time is richer than before, the probability of farmers going out to travel is increasing, and the tourism consumption market of rural residents is also expanding^[4]. At the same time, with the development of Internet era, the coverage of wireless network in rural areas is gradually expanding, and more

and more residents use smart travel services such as travel APP, mobile payment and smart tour guide^[5], which play an important role in tourism consumption.

Through the investigation and analysis of the travel intention of rural residents in Changsha, this paper finds out the potential of rural tourism market in Changsha, and according to the consumption habits of rural residents in Changsha, provides some suggestions for the development of rural tourism market in Changsha and contributes to the development of rural tourism market in Changsha.

2. RESEARCH AREA AND RESEARCH METHOD

2.1. General situation of Changsha area

The research adopts the method of sampling survey, and selects five famous towns in Changsha county which are developing rapidly and have high economic level at present. The general situation of the five famous towns is as follows:

Jinjing town, known as "Little Changsha", covers an

area of 144 square kilometers, governs 14 villages and 2 neighborhood committees, and has a population of 45,000.

Muyun Town, Muyun Street governs Muyun, Yuntang and Huayue Lake, with a total area of 64.96 square kilometers. It has jurisdiction over 11 villages and 2 neighborhood committees. The total population is nearly 80,000.

Xingsha Town is the new county of Changsha County and the location of Changsha Economic and Technological Development Zone, a national development zone. With a total area of about 68 square kilometers, there are 10 administrative villages and 11 neighborhood committees with a total population of 85,065.

Gao Qiao Town is located in the east of the county, 48 kilometers away from the county government, with an area of about 112 square kilometers and a population of nearly 31,000.

Huanghua town, with Changping Highway and Changliu Expressway running through the area, and five county and township roads connecting all parts of the area, has convenient traffic conditions, covering an area of about 169 square kilometers and a population of nearly 73,000.

2.2. Questionnaire design

The design of this questionnaire mainly involves the choice of tourism destination, consumption preference, consumption level and travel tools of rural residents in Changsha. In the questionnaire, the rural residents in Changsha area are analyzed on their travel motivation, access to travel information, travel resources and travel time, etc., and have a general understanding of the

Table 1 Travel preference

Tourism type	Natural landscape	Cultural relics	Modern city	Modern city
Tourism in the province (%)	10	4	4	2
Cross-provincial tour (%)	60	54	48	18

3.2. Consumption preferences of rural residents

In recent years, the travel rate of rural residents in Changsha is getting higher and higher, but the consumption level is low. According to the consumption preference of rural residents in Changsha area, the inquiry and investigation were made. For rural residents, shopping and fares are the most important consumption, which account for most of the total consumption. As for

Table 2 Proportion of travel consumption

Consumption type	transportation	accommodation	shopping	diet
Proportion (%)	41.4	20.3	28.2	10.1

factors that restrict the travel of rural residents in Changsha area.

2.3. Survey Methods

This survey mainly adopts the methods of random sampling, field distribution of questionnaires and interviews, and the survey objects are rural residents in five famous towns in Changsha County. In this survey, 200 questionnaires were distributed and recovered, with a recovery rate of 100%. Among them, 190 were valid questionnaires, and the effective rate was as high as 95%.

3. SURVEY RESULTS AND ANALYSIS OF CHANGSHA RURAL RESIDENTS' TRAVEL INTENTIONS

3.1. Choice of destination for rural residents

The rural area of Changsha has carried on the adjustment of agricultural structure, so the leisure time of rural residents becomes more. In addition, the development of rural tourism activities of Urban residents in Changsha makes the rural residents in Changsha more and more strong desire to travel. It can be seen from Table 1 that the travel destinations of rural residents in Changsha are mainly natural landscapes, cultural relics and historic sites, modern cities and ethnic customs, and the detailed destinations are Beijing, Shanghai, Xi 'an, Jiuzhaigou, Gansu and so on. According to the analysis, compared with the provincial tourism, the proportion of inter-provincial domestic tourism is the largest, while the provincial tourism is very little, and most of them are for visiting relatives and friends, and the consumption is not high

accommodation, it is mainly economical and the demand for accommodation is not strong. For eating, local snack bars are the main ones, followed by local famous restaurants with good reputation and economic benefits. For shopping, I like to buy local specialties, souvenirs or local costumes. From Table 2, it can be seen that for rural tourists, food and accommodation are not important in the tourism process. As can be seen from Table 3, the main consumption is shopping, and the most distinctive local products are the main ones.

Table 3 Shopping preference

Shopping type	Tourist Souvenir Products	Local specialty	Local dress	Local snacks
Proportion (%)	37	32	20	11

3.3. Consumption level of rural residents

For rural residents in Changsha, there is no stable income, and traveling consumption is also a form of planned economy. As can be seen from Table 4, the consumption of outbound tourism is mainly spent on essential transportation, followed by shopping, which

accounts for the majority of tourism consumption. Overall, tourism consumption level is relatively low. However, with the booming development of national tourism and the support and development of Changsha government for rural areas, the income level of rural residents in Changsha is gradually rising, and the improvement of their consumption level is just around the corner.

Table 4 Proportion of tourism expenditure

Consumption amount (yuan)	< 500	500-1000	1000-2000	> 2000
Transportation(%)	41	42	40	47
Shopping (%)	27	31	23	35
Other (%)	32	27	37	18

3.4. travel tools for rural residents

When rural residents in Changsha travel, most of them choose cars and trains. However, the rural residents in Changsha have little choice for the favorite travel tool-airplane. On the one hand, rural residents in

Changsha feel that air tickets are too expensive, and secondly, they feel insecure when flying in the air, so rural residents in Changsha hardly choose to travel by air. From Table 5, it can be seen that the choice of travel tools for rural residents is mainly by car and train, followed by self-driving, while few people choose airplanes.

Table 5 Selection of travel tools

Vehicle	train	automobile	airplane	Self-driving
Proportion (%)	63	29	6	2

4. CONCLUSIONS AND SUGGESTIONS ON THE SURVEY OF TRAVEL INTENTION OF RURAL RESIDENTS IN CHANGSHA

4.1. Investigation conclusion

4.1.1. Residents have a strong desire to travel, but their pursuit level is low

It is found that the tourism consumption of rural residents in Changsha has the following characteristics: with the improvement of income level, the desire for tourism becomes stronger and stronger; The destination is single, and most of them are sightseeing, visiting relatives and friends. Tourism consumption is unbalanced, with the largest proportion of shopping and transportation consumption, and the smaller proportion of enjoyment and entertainment consumption. Generally speaking, the tourism consumption of rural residents in Changsha is characterized by strong desire to travel and large number of tourists, but the consumption

expenditure is low and unbalanced, and the purpose of traveling is too single and not diversified.

4.1.2. Residents' consumption is most influenced by income level, consumption concept and leisure time

Through investigation and study, it is found that: firstly, although the income level of rural residents in Changsha area is higher than before, the social security system is not perfect and the tourism consumption of rural residents in Changsha area is not high; Secondly, the consumption concept of some rural areas in Changsha is relatively backward, and the consumption concept of "diligence and thrift, living within our means" is adopted. Third, the travel time of rural residents is uncertain. Many rural residents take advantage of the slack season to fertilize and loosen the soil, and their leisure time is difficult to guarantee. In a word, the low income level, backward consumption concept and the difficulty in guaranteeing leisure time

are all affecting the tourism consumption of rural residents.

4.2. Suggestions on developing rural tourism market in Changsha

The survey found that the travel rate of rural residents in Changsha increased significantly, and the desire to travel was stronger. In today's prosperous society of China's tourism development, we should speed up the development process of rural tourism market in Changsha area, and put forward the following suggestions:

4.2.1. The government should intensify the development of tourism market in Changsha and improve the level of tourism

First, the government can increase the intensity and depth of publicity, guide farmers to travel consumption. In rural areas of Changsha, there are few channels for rural residents to receive information, and they generally receive external information through TV broadcasting, newspapers and other means. The government can expand the information transmission channels and improve the construction of network facilities so that rural residents have more channels to know tourism information.

Second, the government should strengthen the training and leadership of rural residents in Changsha to improve the quality of farmers and promote tourism consumption. The government can advocate the village committee to hold regular study lectures to continuously improve rural residents' recognition of the outside world, improve their literacy level, open their conservative ideas, guide rural residents to travel, and implement preferential tourism policies for rural residents.

4.2.2. Tourism enterprises advocate farmers' tourism and strengthen their consumption concepts

First, the establishment of rural tourism organizations, make full use of various channels for publicity, guide rural residents to travel consumption. Changsha tourism enterprises can cooperate with shops, credit cooperatives and business halls that rural residents often contact, which can not only easily gain the trust of rural residents, but also promote and guide rural residents to consume tourism in a wide range.

Secondly, tourism enterprises in Changsha should subdivide the tourism market and enrich tourism products. At present, the purpose of rural residents' travel in Changsha is relatively simple, so tourism enterprises can design rich routes of scenic spots to enhance residents' interest in traveling and increase their knowledge.

5. CONCLUSIONS

The research shows that the travel rate of rural residents in Changsha is much higher than that of rural residents in other areas, which shows that the tourism market of rural residents in Changsha has great potential. I believe that with the Changsha government increasing support, publicity and development; At the same time, all tourism enterprises in Changsha attach importance to the development of rural tourism market in Changsha. Rural residents in Changsha improve their self-cultivation, use new media to increase their knowledge and improve their awareness of traveling; The tourism market of rural residents in Changsha can add a brilliant contribution to Changsha's tourism development!

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