



Comparative Analysis of Red Tourism Consumer Market

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Abstract. How to promote the high-quality development of red tourism in the context of the new era is an important issue facing the development of China's tourism industry. Through the questionnaire survey method, this study utilizes 452 sample data to summarize three types of consumer markets based on the source market, the form of outing and the main body of the source, and analyzes the differences in demand, consumption preference and product perception respectively, to provide a reference for the positioning of the red tourism consumer market, red tourism product development and marketing.

Keywords: Red Tourism; Consumer Market; Consumer Behavior Research

1 Introduction

In the past ten years, the state has given great support to red tourism in terms of policy promulgation, system construction, introduction of talents and financial guarantee, etc. The development of red tourism is in good condition, and the number of people received by the national red tourism has increased rapidly, which has brought about good social and economic effects. However, China's red tourism market has not yet matured, and the mismatch between supply and demand of red tourism has become a prominent bottleneck in the high-quality development of red tourism in China, and the balance between the improvement of supply level and the stimulation of demand potential of red tourism needs to be optimized.

Red tourism consumer market is the driving force for the development of red tourism. This study analyzes the current situation of red tourism consumer market, compares the consumption characteristics and differences between different markets, and promotes the optimization and innovation of the supply side by paying attention to and sorting out the demand side, in order to put forward targeted countermeasures and suggestions for the development of the red tourism market, to boost the vitality of the consumption of red tourism and contribute to the sustainable development of the red tourism market.

2 Literature Review

2.1 Red Tourism

Red tourism is a characteristic way of tourism in China^[1]. Domestic research on red tourism began at the end of the 20th century, and a large number of scholars have carried out research around the concept of red tourism, red tourism resources, red culture and other aspects.

The concept of red tourism was first proposed by Zongyao Li in 2002, who defines it as a way of traveling to visit old revolutionary areas and relics and receive patriotic education^[2]; Later, Suying Yao proposed that red tourism is a type of excursion activity that uses the revolutionary memorial sites and spirits generated between 1921 and 1949 as attractions^[3]; Keshuai Xu expands the time dimension of red tourism to the recent past^[4]. The latest official definition from the Blue Book of Red Tourism: since modern times, the Chinese people, especially under the leadership of the Communist Party of China, to fight for national independence, liberation of the people, the country's wealth and people's happiness in the process of building great achievements formed by the memorial sites, markers as a carrier, to the revolutionary history, revolutionary deeds and revolutionary spirit of the connotation of the organization of the reception of tourists to carry out the memory of the study, visit and tour of the theme of tourism activities.

2.2 Tourism Consumer Behavior

The theory of tourism consumer behavior originates from the theory of consumer behavior. Consumer behavior is a comprehensive discipline, and its research has been deepened since the 1960s, with scholars defining consumer behavior from multiple perspectives and proposing a variety of models. From an economic perspective, Pratt suggests that consumer behavior is the action of deciding to exchange money for goods or services^[5]; From a sociological perspective, Williams suggests that consumer behavior is the elements of behavior that permeate the entire process of purchasing goods and services and that influence the purchasing decision^[6]. From a marketing perspective, Howard and Sheth proposed the Howard-Sheth model, which states that consumer behavior is composed of four components: stimulus, externalities, learning and response^[7]. Chinese scholars have been studying tourism consumption behavior since the 1980s^[8]. Jigang Bao conducted an empirical study of tourist behavior from the aspects of motivation, external motivation, and decision-making elements^[9]; Jiangzhi Long distinguishes the tourism consumption patterns of China's urban residents into passive, intermediate and active types^[10]; Rui Yang and Jie Cai each conducted an empirical analysis of the factors influencing the tourism consumption behavior of college student groups and female groups^{[11][12]}.

With the development of the industry and in-depth research, consumer behavior theories have been applied to the study of tourism consumption behavior, promoting the development of tourism consumption behavior theories, such as the representative "demand-motivation-behavior" and "stimulus-response" models^[13]. The Tourism

Consumption Behavior Model divides tourists' consumption behavior into three stages^[14]; Pre-decision and process, post-purchase evaluation phase, future decision-making phase.

3 Research Design

To better grasp the status quo of the red tourism consumption market, objectively and systematically collect, organize and analyze the structure and behavior of the red tourism consumption market, in September 2023, the research group carried out the red tourism consumption market survey, targeted at designing the questionnaires on red tourism consumption behavior, and obtaining information on the basic situation, behavioral styles, attitudinal tendencies of the research object through the questionnaire survey method, and a total of 452 valid questionnaires were collected and collated.

4 Data Analysis

4.1 Analysis of Differences in Demand for Red Tourism Based on Source Markets

The source market refers to the potential consumers and real consumers of a particular tourism product in the tourism area, and only when the potential consumers have the ability to purchase, the potential consumers can be transformed into real consumers. Based on this, this study divides the red tourism market into potential market and real market by combining whether or not there has been an actual red tourism outing experience. The red tourism potential market refers to the group of consumers who may have a demand for red tourism but have not yet had an actual red tourism experience, and the red tourism real market refers to the group of consumers who have participated in red tourism. According to the results of this research, the proportion of red tourism actual market is 86%, and the proportion of red tourism potential market is only 14%.

(1) The Real Market for Red Tourism.

The main body of red tourism participation shows a youthful trend, and young tourists aged 18-35 are the main force of red tourism. The majority of CPC members and members of the Communist Youth League focus on self-improvement and sublimation of moral sentiment, and red tourism has also become an important form of red cultural education for them. The educational level of red tourism tourists is generally higher, on the one hand, intellectuals have a strong demand for vivid classrooms to carry out patriotism education and revolutionary tradition education; on the other hand, talents are the foundation of national wealth and strength, and red tourism is the main force of red tourism. On the one hand, intellectuals have a strong demand for a vivid classroom of patriotism education and revolutionary tradition education; on the other hand, talents are the foundation of the country's wealth and strength, and red tourism is of great significance to their ideological and political construction.

(2) The Potential Market for Red Tourism.

Among those who have not participated in red tourism, 23% said that they are not willing to participate in red tourism in the future, and most of them think that red tourism is monotonous and boring, and the product is homogenized, In addition, influencing factors include personal interest and negative evaluations.

The red tourism market has great potential, the proportion of those willing to participate in red tourism in the future reaches 77%, most people want to travel spontaneously, in addition, more often choose to travel in the way of collective organizations such as schools and units, the potential market for red tourism-related activities show more interest, especially the cultural experience project. In terms of influencing factors, in addition to the general concern for sanitary conditions, tour environment and other facility characteristics, the quantity and quality of experience activities are also particularly important, while tourism commodities and the degree of popularity are less likely to affect their travel decisions, which also reflects that the potential market for red tourism has a lower degree of demand for tourism commodities and desire to buy or lower.

4.2 Analysis of Red Tourism Consumption Preferences Based on the Form of Outing

The form of travel is the various forms of outbound tourism organization presented by consumers under the influence of travel motives, travel routes, travel time, organization and other elements, including thematic travel, in-depth travel, leisure travel, sightseeing travel and so on. Based on this, this study combines the forms and motives of red tourism and divides the red tourism market into red tourism thematic market and red tourism embedded market., red tourism thematic tourism market refers to the red culture throughout the whole process of the tour and the whole link, is the goal of a clear, specifically for the red tourism activities of the consumer group, the red tourism embedded market is the group of consumers who only use red tourism as part of their outings. According to the results of this research, the market for thematic red tourism tours is higher than the market for embedded red tourism tours, accounting for 55% and 45% respectively.

(1) The Thematic Market for Red Tourism.

Thematic tourists tend to travel to units or schools and other collective organizations, mainly for active education in revolutionary history and passive participation in collective activities, to feel the red history and culture, to obtain spiritual incentives, especially for the red culture and experience of the project is full of interest, the degree of participation and integration is strong. Thematic tourists tend to travel for a short period of time, mostly for one-day trips, and their information source greatly depends on the publicity and promotion of collective organization activities. Thematic tourists have higher overall satisfaction, especially in the experience of activities, tourist goods and catering and other consumer characteristics of the dimension of high acceptance,

they will recommend their own red tourism outing experience to others, and the probability of willing to accompany friends and relatives to come back to leisure visit.

(2) The Embedded Market for Red Tourism.

Most of the embedded tourists are self-initiated trips, and their purpose of receiving education on revolutionary history is lower, and they are more interested in experiencing history and culture and natural and humanistic resources, and relieving physical and mental stress. Embedded tourists mainly rely on media publicity, revolutionary film publicity and recommendations from friends and relatives to obtain information about red tourism. Their overall satisfaction with red tourism is lower than that of thematic tourists, especially in terms of tourist commodities, intelligent facilities, catering quality and hospitality services. Embedded tourists' willingness to recommend red tourism scenic spots is higher than their willingness to revisit, while the vast majority of tourists are full of interest in thematic tours of red tourism, and 89% are willing to participate in thematic tours of red tourism in the future.

4.3 Analysis of Red Tourism Product Cognition Based on Market Entities

The main body of tourism consumption refers to the people who go out to travel in order to meet the demand for tourism, and there are different ways to categorize them according to different criteria, such as: according to age, it can be divided into youth, middle-aged, elderly main body of tourism consumption; according to occupation, it can be divided into college students, teachers, doctors main body of tourism consumption. Based on this, this study combines demographic characteristics with the differences in needs and preferences during the travel process, and divides the red tourism market into the student tourist market, the enterprise and institution tourist market and the mass tourist market. According to the results of this research, the student tourist market and enterprise and institutional tourist market are the most important components of red tourism, accounting for 41% and 45% respectively, and the mass tourist market accounts for 13%.

(1) The Student Tourist Market.

There are two main types of red tourism products for student tourists, one is school-organized trips, such as research, summer camps and other school activities to feel the red history and culture, commemorating the martyrs for the purpose; the other is the family's spontaneous short- and medium-term trips, parents take their children to visit museums and memorials on weekends, to create opportunities for children to broaden their horizons. Student tourists mostly focus on popular science activities, have a strong desire for knowledge, have the highest trip satisfaction, especially on the educational value and thematic image and other soft cultural features of red tourism attractions widely recognized, intelligent facilities for the young generation of strong attraction, hope to get tourist souvenirs after the tour. However, they are not satisfied with the existing intelligent facilities and tourist commodities in red tourism attractions.

(2) The Enterprise and Institution Tourist Market.

Red tourism products for enterprise and public institution tourists are mostly unit group building, short-term trips, feel the red history and culture to obtain spiritual incentives at the same time, into the nature and humanities in order to ease the physical and mental pressure of the usual work. Unconsciously obey or follow the unit organization of the tour is more prominent, including institutions to study and research, academic research. Intellectual tourists, who have higher cultural cultivation and aesthetics, participate in tasteful activities related to red cultural connotation, and emphasize the sense of experience of red tourism activities. Overall satisfaction of enterprise and public institution tourists is average, and they are disappointed with the performance of tourism commodities, intelligent facilities and reception services, which affects the overall sense of experience of red tourism experience.

(3) The Mass Tourist Market.

The mass tourist market consists of casual tourists, and their favored red tourism products are manifested as 1-2 day short-distance tours on weekends or holidays. Compared with the former two markets, which are obviously for academic purposes, mass tourists are more in pursuit of a balance between red humanities and natural scenery, and the advice of friends and relatives has a significant impact on their travel decisions. Instead of traveling in the past, mass casual tourists are interested in various types of activities in red tourism, especially some relaxing and fulfilling recreational activities. Mass tourists have low satisfaction with red tourism as a whole, especially with the homogenization, high pricing and poor quality of tourist commodities and experiential activities, and they believe that the quality of red tourism services is low and their professional knowledge is insufficient. Therefore, their willingness to recommend and revisit is even lower.

5 Conclusions and Recommendations

5.1 Conclusions

Through investigation and analysis, the red tourism consumer market is categorized into the following three types:

First, the real market for red tourism and the potential market for red tourism. The red tourism market is huge and has become one of the core components of China's tourism industry. The new forces of "youth" and "knowledge" are constantly injecting new vitality into red tourism, and the potential market for red tourism is developing strongly and has great potential for development.

Second, thematic tour market for red tourism and embedded tour market for red tourism. In contrast to the embedded tour market, the thematic tour market is more purposeful, often carried out in the form of group companion trips, with higher interest in red culture, expecting deep integration and experience, they are the most loyal core market of red tourism, and the satisfactory experience will prompt them to revisit the same place or spontaneously and vigorously publicize and recommend it. The em-

bedded tour market is more concerned about the sightseeing and service experience of red tourism scenic spots.

Thirdly, the student tourist market, the enterprise and institution tourist market and the mass tourist market. Student tourist market and enterprise and institution tourist market is the main target market of red tourism, they are with obvious study and group, and the nature of the organization is very high. While the mass tourist market shows more consumption performance for the purpose of sightseeing, is strongly influenced by holidays and anniversaries, expects rich and diverse forms of red tourism tourism products, and is more inclined to their own tourism experience and emotional satisfaction.

In addition, red tourism is basically in the primary and rough stage, the development mode of red tourism scenic spots is basically the same, the sense of site creation power is lacking, the homogenization of tourism commodities is serious, the structure of activity products is relatively single, the basic supporting facilities are old, the digitalization and intelligence level is low, the level of visitor reception services needs to be improved, the publicity methods and display means are not innovative enough, the surrounding restaurants and accommodations, etc. are incomplete or of low grade, and the visitors' experience is not strong and their satisfaction degree is not high.

5.2 Recommendations

First, aim at the target market and formulate the marketing strategy for red tourism. The overall development strategy of red tourism and the marketing strategy of the source market should be centered on the target market, and the publicity methods of red attractions should be increased. For example, relying on the form of "short video + live broadcasting", to create red content IP; emphasis on red cultural performances and red film and television works of publicity effect, become an important impetus to enhance the participation of tourists in red tourism.

Secondly, catering to market demand and promoting red tourism product innovation. The behavioral characteristics of different tourists are aimed at different tourism needs, and red tourism products should be developed according to the needs of the target market. First of all, improve the intelligence level of red tourism scenic spots, revitalize red tourism resources, innovate red tourism exhibition and display methods, and gradually change the traditional "sightseeing type" of red tourism into "experience type". Secondly, innovation and creation of red tourism products, in-depth excavation of red cultural connotation, the development of red cultural and creative products, highlighting the practicality, fashion and regionality.

Thirdly, we should break through the boundaries of the industry and accelerate the integrated development of red tourism. Strengthening the integrated development of red tourism, combining red tourism with ecotourism, rural tourism, study tourism, sightseeing tourism, sports tourism and other forms of tourism. Through the creation of new forms and new scenes, the formation of multi-industry integration of red-themed products and routes, expanding the extension and connotation of the red tourism experience, enhancing the endogenous momentum of red tourism, and boosting the high-quality development of red tourism.

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