

Analysis on the tourist market of "Attractionless Tourism " in Hainan

Jing Yan^{1, a}, Hongshuang Zhang^{2, b}

¹ Sanya university, Sanya, Hainan Province, 572000, China

² Sanya university, Sanya, Hainan Province, 572000, China

^a359235440@qq.com, ^b47532567@qq.com

Keywords: "Attractionless Tourism ", tourist market, tourism Intention, Hainan

Abstract. There are many problems in the "scenic spottourism" in Hainan, the "Attractionless Tourism" provides an opportunity for the innovation and development of Hainan's tourism industry. This article through the questionnaire survey and the data analysis method, from the overall situation of the tourist source and the tourist's "Attractionless Tourism" intention to analyze the "Attractionless Tourism" market, it has provided the basis for the development of the "Attractionless Tourism" in Hainan.

Introduction

Hainan has a good tourism resources, in recent years, has attracted a large number of domestic and foreign tourists to come to travel, tourism industry has also led to the development of other service industries. However, Hainan tourism "zero negative membership fee" is known to all, attractions tickets is higher, tourism service quality is poor and other issues has been for tourists criticized. The emergence of the concept of "Attractionless Tourism" breaks the traditional mode of thinking of "scenic spots" as the destination, and introduces the purpose of tourism activities from the emphasis on the results to the whole process. Through the development of "Attractionless Tourism" can be better in tandem with Hainan tourism resources, promote tourism consumption; to bring new profit point for tourism operators, promote regional economic development, increase farmers' income; increase the overall attractiveness of tourism in Hainan, the promotion of the development of Hainan's tourism industry differences; solving the problems of the current tourism of Hainan "zero negative membership fee", attractions tickets is higher, tourism service quality poor; to promote Hainan's tourism industry's sustained, healthy and orderly development; to create a new situation of Hainan tourism.

Analysis of the current situation of tourist market is one of the prerequisites and bases of tourism development. The purpose is to understand the general situation of the tourism market and the demand of the tourism products in the development area through the appropriate ways and methods. This paper analyzed the "Attractionless Tourism" tourist source market from the overall situation of the tourist source and the tourist's "Attractionless Tourism" intention.

The basis of the customer market research of "Attractionless Tourism"

At present, the research of "Attractionless Tourism" is mainly concentrated in the basic research field, empirical research is relatively few, and the research of the tourist market is limited. According to data access, at present there are Guo Yanfang, Song Baoping (2010) in Xi'an 3 universities as an example, the study based on discrete model of college students "Attractionless Tourism" ^[1]; Jian Yufeng, Liu Changsheng (2010) in Changsha and Zhangjiajie compared to the way of the analysis of the status quo of the "Attractionless Tourism" ^[2]; Wang Jiping, Zhang Ning (2011) investigated the Shanghai and Suzhou, "Attractionless Tourism" market ^[3]; Huang Dan, Jiang Hong (2013) took Shanghai as an example, investigated "Attractionless Tourism" present situation ^[4].

Current situation of tourism customer source market in Hainan

According to the Tourism Department of Hainan province in 2006 to 2015 in the first half of the number of tourists and tourism revenue statistics,2015 in the first half,the province received a total number of domestic and foreign tourists 24905000 passengers,an increase of 11.1% over the same period last year,of which the number of tourists to spend the night to 20864900,an increase of 10.6%. Total tourism revenue 24.63 billion yuan,an increase of 13.7%. 2006 - 2014 annual Hainan tourism reception details are shown in Table 1 and table 2.

Table 1: Statistics on the number of tourists in Hainan province from 2006 to 2014 Unit: Thousands of people

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014
Number of tourists to spend the night	16050.2	18455.1	20600	22503.3	25873.4	30013.4	33203.7	36725.1	40601.8
Growth rate	5.8%	15.0%	11.6%	9.2%	15.0%	16.0%	10.6%	10.6%	10.6%

Table 2: Tourism revenue in Hainan province from 2006 to 2014 Unit: Billion yuan

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014
Tourism income	14.14	17.14	19.23	21.17	25.76	32.40	37.91	42.8	48.5
Growth rate	13.1%	21.2%	12.2%	10.1%	21.7%	25.8%	17.0%	13.0%	13.2%

As can be seen from the table1,the number of tourists in Hainan continued to grow,2010 and 2011,the number of tourists increased at most,growth rates were 15% and 16%,respectively,from 2012 to basically maintain a growth rate of 10.6%;Table 2 shows that the growth of tourism revenue and the number of tourists growth is similar,but also increased year by year,2010 and 2011,the largest increase of 21.7% and 25.8%. The increase in 2010 and 2011 Hainan tourist number and income,in part by the beginning of the implementation of international tourism island construction,stimulate the tourists will,therefore,tourists are attracted to new things,Hainan with "The One Belt and One Road" and"Multi plans integration"and other new policy opportunities,development"Attractionless Tourism"will bring new growth point for tourism in Hainan,it has important significance for promoting the development of tourism in Hainan.

Analysis of tourists' intention to "Attractionless Tourism"

In order to grasp the current situation of Hainan's "Attractionless Tourism" market,the author investigated the intention of tourism (including potential tourists and real tourists) in October to November 2015. The survey adopts random sampling method,through the network and the field distribution of two forms of a total of 262 questionnaires,of which 251 valid questionnaires,the effective rate of 95.8%. Respondents have 95 people in Hainan Province tourist,accounted for 37.8% of the total surveyed;he rest of the tourists from Hebei, Guangdong, Fujian, Jilin, Liaoning, Heilongjiang, Yunnan, Jiangxi, Sichuan, Qinghai, Anhui, Shaanxi, Henan, Zhejiang, Hunan, Jiangsu, Beijing, Tianjin and other 18 provinces and municipalities directly under the central government. The survey of the respondents from a wide range of sources, can fully reflect tourists' intention to "non scenic spot tourism" in Hainan.

The basic information of tourists

Table 3 shows in this survey the gender balance,slightly more women than men,53.8% of respondents;age structure in young and middle-aged,respondents under the age of 40 accounted for 67.7% of the total survey,elderly tourists less proportion,4.8% of respondents;from the cultural point of view,53.8% of the respondents for college / university degree,and 29.5% of the respondents for master degree or above,majored in overall high level;occupation,occupation of a more balanced distribution;monthly income showed below 2000 yuan accounted for 22.7%,the main reason is the

occupation in 19.5% for students,there is no fixed source of income,respondents overall monthly income of 4000 yuan more than accounted for 53.4% of the respondents,with certain tourism consumption capacity.

Table 3: Tourists basic information statistics

Project	Content	Constitute options (number)	Percentage (%)	
Gender		Male(116)	46.2	
		Female(135)	53.8	
Age ¹		18- 30 years old(87)	34.6	
		31- 40 years old(83)	33.1	
		41- 50years old(51)	20.3	
		51- 60 years old(18)	7.2	
		Over 60 years old(12)	4.8	
	Degree of Education		Junior middle school and below(22)	8.8
		High school / vocational high school / secondary specialized school(20)	7.9	
		Junior college / University (135)	53.8	
		Master degree and above(74)	29.5	
		Civil servant (41)	16.3	
Occupation		Government-affiliated institutions staff(45)	17.9	
		State-owned enterprise staff(25)	10.0	
		Private enterprise staff(50)	19.9	
		Student(49)	19.5	
		Retired personnel(19)	7.6	
		Other(22)	8.8	
	Monthly income		Below 2000 yuan(57)	22.7
			2001- 3000 yuan(21)	8.4
		3001- 4000yuan(39)	15.5	
		4001- 5000 yuan(54)	21.5	
		5001- 6000yuan(23)	9.2	
		6000 yuan or more(57)	22.7	

Travel non scenic spot tourism experience and intentions in Hainan

Investigation of tourists in Hainan tourism experience and intention can understand Hainan "" market potential;through statistics of tourism in Hainan tourism intention,understand the tourist preference of tourism activities,and other information can provide reference for "Attractionless Tourism " development and design.

Tourism experience in Hainan

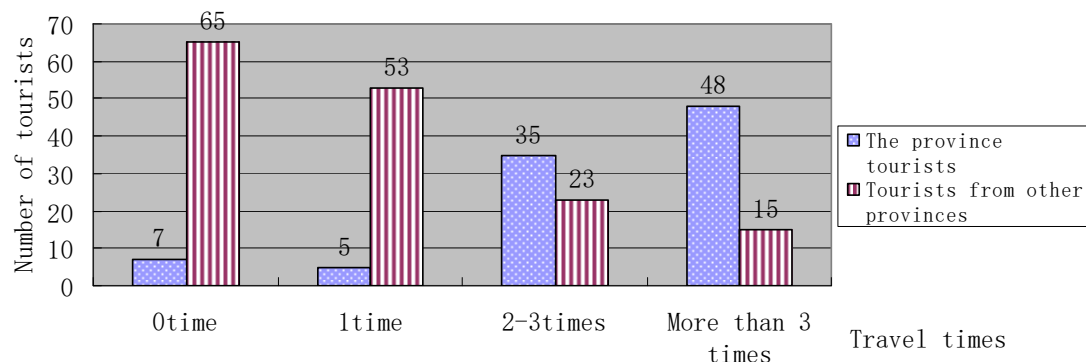


Figure 1: Domestic and foreign tourists in Hainan travel experience statistics

1. In order to ensure that the respondents can understand and answer all the questions,and because of the special nature of the "non scenic spots" mode,it is not suitable for minors to travel alone,the survey respondents were 18 years of age or older.

Further statistical analysis,58.3% had the Hainan tourism experience of 156 visitors from other provinces,including 38 tourists to Hainan tourism 2 times above,duplicate tourism rate is higher;the provincial tourism in Hainan Province,tourism and frequency high,duplicate tourism rate reached 94.3%. Thus,Hainan with higher tourism popularity attracted many tourists to come to travel,travel more willing to repeat of Hainan tourism,Hainan tourism market greater development "Attractionless Tourism",will further enhance the Hainan tourism attraction,improve the revisit rate,promote the growth of Hainan tourism economy. At the same time,the data shows that the province of Hainan Province,the province's tourism frequency is high,is an important source of tourism development in Hainan group,in the "Attractionless Tourism" development should pay attention to meet the needs of Hainan province tourists.

From the way of travel,from the province's tourists have 85.2% choice of freedom;other provinces have 60.4% tourists choose to travel with the group,which includes the vast majority of the first time to Hainan tourism. Quite a few foreign tourists have a travel experience,once again travel to Hainan will choose the free exercise. We can see that the tourists on Hainan's familiar degree will influence the choice of travel,not familiar with the tourism destination will be obstacles for "Attractionless Tourism". Therefore,Hainan" Attractionless Tourism " development should be paid attention to in the tourism information sharing platform construction and tourism propaganda,provide sufficient information of tourism destinations for tourists and for its "non scenic spot tourism" to provide protection.

Hainan Tourism Intention

After the cross analysis,the survey results show that: Overall,respondents Hainan tourism intention is obvious,with the increase in the number of tourists to Hainan,the willingness of tourists to gradually reduce. Had once tourism experience to Hainan will higher than never to Hainan tourism,this reflects that the tourists in Hainan tourism want to enjoy that feeling again. Had 2 traveling experience tourism decline in enthusiasm that Hainan tourism need to add new elements,for tourists to provide different travel experience,further enhance the willingness to revisit. Therefore,the development of " Attractionless Tourism" has a strong practical significance.(as shown in Figure 4).

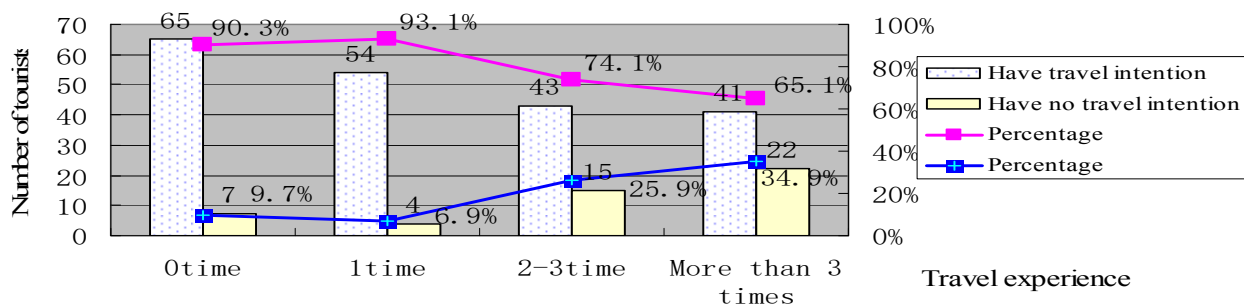


Figure 2: Comparison of tourists' intention to travel in Hainan

In the choice of the way of travel,the more the number of travel to Hainan,the greater the tendency to choose independent travel,compared to the traditional travel with the group,"Attractionless Tourism " is more attractive. Choose to travel to Hainan,in 211 of the respondents,66 said they would choose to travel with the group,including 58 people who have never had a travel experience in Hainan;choice of self-help tourism tourist arrivals to 145 people,accounting for all 68.7% of surveyed Hainan tourism intention. See table 4:

Table 4: comparison of the tourist experience and the choice of travel mode

Tourism mode	Number of visitors with the group	Percentage	Number of self-help tourists	Percentage
0 time	58	89.20%	7	10.80%
1 time	5	9.30%	49	90.70%
2-3 times	2	4.70%	41	95.30%
3 times	1	2.40%	40	97.60%
total	66	31.30%	145	68.70%

This project is set to set a limited number of topics: "if you (for the first time / once again) to travel to Hainan, more like the travel activities? (up to 3) for the understanding of the attractiveness of various kinds of tourism activities in Hainan. The 251 tourists who participated in the survey are the most favorite tourist activities for the seaside resort, and other types of tourism activities also reflect the different levels of attraction to tourists. See figure 3²:

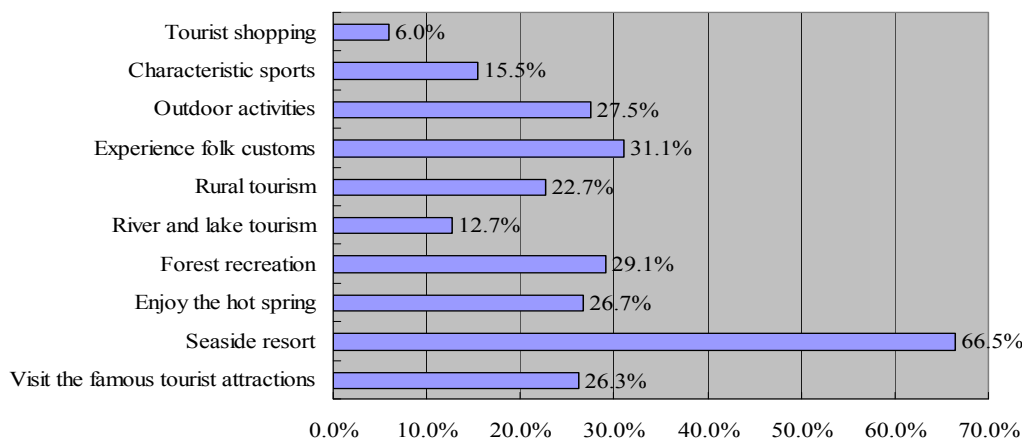


Figure 3: Degree of tourists' preferences for tourism activities in Hainan

As shown in Figure 5: Hainan is the most attractive tourist activities as coastal resort, Hainan tourism activities are ranked according to the preference of tourists, from favorite to the least popular as follows: Coastal resort (66.5%), Experience folk customs (31.1%), Forest recreation (29.1%), Outdoor activities (27.5%), Enjoy the hot spring (26.7%), Visit the famous tourist attractions (26.3%), Rural tourism (22.7%), Characteristics sports (15.5%), Rivers and lake tourism (12.7%), Tourism shopping (6.0%).

Tourists to experience strong vacation, leisure and tourism activities are preferred, the famous tourist attractions for tourists has a certain appeal, sightseeing tourism activities is not very popular, tourists do not like to travel shopping. The concept of "leisure" and "experience", which is put forward by "non scenic spot tourism", coincides with the tourist's preferences and has a stable market.

Conclusion

To sum up, Hainan tourism market is larger, with resource advantage, higher loyalty of Hainan tourist market; From the point of view of tourism intention, the seaside resort and other leisure, experience based tourism activities are more popular, at the same time, with the maturity of the tourists, more and more tourists tend to travel by themselves; "Attractionless Tourism" can increase the tourism experience is more attractive to tourists, Hainan has a source of the basis of the "non scenic spot tourism" development.

² The data source for this form is a number of multiple choice questions, the total sample number is 251, and the proportion of each option is greater than 100%.

References

- [1]Guo Yanfang,Song Baoping,Tian Xiangli. Students are not experience an empirical research on the influencing factors of tourist attractions -- Taking three universities in Xi'an for the Journal of cases [J]. Beijing Second Foreign Language Institute. 2010 (7).75-79. Reference to a book:
- [2]Yu Feng Jian,Liu Changsheng,Xu Jue. "Non scenic spot tourism development status and Countermeasures -- Based on the comparison and analysis of the tourism market in Changsha and Zhangjiajie Jane [J]. Tourism Forum. 2010 (3).756-762.
- [3]Wang Jiping,Zhang Ning,Li Minmin. Research on the tourist market of non scenic spots -- Taking Shanghai and Suzhou as an example [J]. Journal of Qingdao Hismile College,2011 (1): 5-9.
- [4]Huang Dan,Jiang Hong. Analysis and countermeasure research on the present situation of non Scenic Spot Tourism -- Taking Shanghai as a sample of the investigation of the origin of the [J]. Consumer Economy,2013 (2): 56-59.