Study on the Selection Preference of Self-guided Tourists for Family Hotels*

Taking Jiaochangwei of Dapeng Bay, Shenzhen, China as an Example

Xilin Zhang
Tourism School
Sichuan University
Chengdu, China 610065
Tourism and Historical Culture College
Zhaoqing University
Zhaoqing, China 526061

Dan Yang
School of Management
China West Normal University
Nanchong, China 637002

Abstract—**Family hotels have become one of the important accommodation options for Chinese self-guided tourists. There are many factors that affect tourists' choice of family hotels. Through a questionnaire survey in the Jiaochangwei tourist area of Dapeng Bay, Shenzhen, China, and using the spss statistical analysis software for factor analysis, the five factors affecting customers' choice of family hotels are extracted: Convenient public transportation, surrounding entertainment and leisure facilities, surrounding gourmet dining, surrounding shopping facilities, condition of family hotels and their surrounding accommodation. At the same time, the environmental factors evaluation of the above five aspects of family hotels in the tourist area of Jiaochangwei was analyzed accordingly.**

Keywords—family hotel; self-guided tourists; consumption preference; factor analysis; Jiaochangwei of Shenzhen, China

I.   INTRODUCTION

In recent years, with the popularity of self-guided tours and backpacking tours in China, people's travel styles, visiting styles, and even the choice of accommodation have become more and more personalized. Especially for young students, they are often keen to arrange their own trips, choose attractions, and book accommodation facilities through a network of third-party booking platforms or official websites. Young people who pursue fashion and individuality will be attracted by family hotels and inns with local characteristics when their income is not high. Based on the tourists' psychology of seeking special and the needs of tourists to experience the life of local people, in recent years, there have been a large number of family hotels in the vicinity of scenic spots in China's tourist cities. The management of family hotels is not limited to the original owner of the house. Many people join the family hotel management team for their personal interests. After renting or buying a house, they are carefully designed and decorated to create accommodation with home-like atmosphere. As a complement to hotels and other accommodation facilities, the family hotel not only enhances the tourist accommodation capacity of the tourist city, but also provides an opportunity for visitors to experience the original Aboriginal life.

The family hotel not only provides sleeping space or a temporary stop for visitors, but also has an in-depth experience of local humanities and nature. The atmosphere created by the family hotel space, people, events and things related to family hotels enhance the local cultural experience and involvement of visitors, giving visitors a unique and unforgettable experience. Therefore, paying attention to the needs and preferences of tourists for the location characteristics of family hotels, identifying the key factors affecting tourists' choice of family hotels, it has certain reference value for family hotel entrepreneurial business decision-making.

II.   LITERATURE REVIEW

A.   Research on Hotel Location Selection

Generally, the location of the target market and the tourist travel motivation determine the location of the hotel, and different locations should be selected for different types of visitors. The location of the hotel should consider the choice of regional entrance, market entrance, nearby transportation facilities and public facilities, traffic flow patterns and other factors. Among them, the accessibility of the hotel should be regarded as an important indicator of hotel location. The accessibility is based on the distance from the hotel to the traffic node and the nearby residential area. The convenient location can improve the hotel's operating efficiency. David and Kevin (2000) [1] used classical economic research methodology to analyze the spatial distribution of different hotels in London. Research results show that economical and business hotels are mostly located outside the city's main urban area, while luxury hotels occupy more of the city's central area. Lamer Pamela (2000) [2] specifically discusses the spatial characteristics of small hotels with suburbanization and marginalization.

Shane Harris (2001) [3] summarized the reasons for the rapid expansion of European brand economy hotels, pointing out that transportation systems, hotel brands, and consumer behavior choices affected their expansion speed. A survey of key factors in the UK's economic success by Brotherton and Bob (2004) [4] also demonstrates the importance of transportation and consumer choice. Urtasun and Gutierrez (2006) [5] in order to study how the location of newly built hotels is influenced by similar competitors, citing the data of 240 hotels in Madrid from 1936 to 1998, based on the relevant variables, established the evaluation of the hotel and its product evaluation model, mainly from the aspects of geographical location, price, space and service, finding that geographic latitude, price dimension and scale dimension are very important.

The influencing factors and evaluation indicators of hotel location selection are an important research area for hotel location. Michael M Coltman (1989) [6] believes that hotel location selection decisions must not only consider traffic conditions, but also business districts, convention centers, and airports. Gray and Liguori (1998) [7] proposed a number of factors to consider in the location selection of a hotel in a feasibility study for hotel construction including the regional economic environment, local regulations, height restrictions on buildings, number of parking lots, public facilities, accessibility and accessibility, geographic factors, natural resources, and base size. William S Gray and Salvatore C Liguori (2002) [8] not only emphasize the convenience and accessibility of transportation, but also the overall regional economic environment, regulations, geographical factors, natural resources and regional area. Pan (2002) [9] studied the factors influencing factors such as suitability, traffic convenience, visual effects, public facilities and other services, implementation of specific rules and regulations, and available space when studying the location selection of family hotels classification. Among them, the main focus is on the overall facilities, traffic conditions around the hotel and the future expansion of the hotel. Susana Cró and António Miguel Martins (2017) [10] used a logit model that combines accommodation and location characteristics to study the potential factors affecting hotel and hostel location, using 274 hotels and inns in Lisbon, Portugal. The study found that accessibility, restaurants and cultural attractions are key factors in the selection of low-end hostels; while high-end hotels choose to stay away from nightlife and away from the business district.

B. Research on Factors Affecting Customers' Choice of Family Hotels

Dawson & Brown (1988) [11] pointed out that geographical location, dietary characteristics, service quality, local customs, prices, advertising etc. are factors that tourists will consider when choosing a family hotel. Johns (1992) [12] believes that the seven aspects of catering, service personnel, accommodation, facilities, location, service quality and environmental atmosphere provided by the family hotel are the key to tourists' evaluation of accommodation services. Alastair.M.M (2008) [13] and others believe that family hotels provide a limited number of rooms to the property owners, so that they can feel the local characteristics and tourism resources. It is important to have tourism resources around the family hotel. Clark (2001) [14] believes that family hotels are tourism products that are shared with the local environment, and the local environment is very important. Nuntsu Jassio Poulos, Haydam (2005) [15] argues that family hotels are attractive to tourists because family hotels are usually small and close to nature. This "home away from home" has a quiet, intimate atmosphere and a very personal service that allows tourists to get close to strangers and destination communities. McIntosh (2005) [16] studied New Zealand hotels and found that customers chose hotels because of the hotel's personalized and friendly service, home-like atmosphere, high-quality products, geographical location and the added value of the hotel owner's cultivation. Aggett (2007) [17] found through empirical research that hotel location, product quality, uniqueness, service diversity and service personalization are the five major factors influencing small hotel customers. The design and uniqueness of the hotel is the core factor for the differentiated competition between small hotels and large chain hotel brands. Location selection and service quality are the main reasons that influence consumers' purchasing decisions.

C. Review of the Study

From the existing research, small hotels will consider the geographical location, traffic, location, overall environment and other factors when managing the location selection. Customers will consider various factors such as location, service quality and environmental atmosphere when choosing a family hotel. Due to different cultural backgrounds and consumption habits, tourists from different countries and regions will have different preferences for the needs of family hotels.

III. STUDY METHODS

A. Location of the Research Case

Jiaochangwei is located at Dapeng Peninsula, Dapeng New District, Shenzhen, with a total area of about 330,000 square meters. It is located in the subtropical monsoon climate zone and has a mild climate throughout the year. The tourism resources at the end of the field are extremely rich. There are Dapeng Ancient Towns nearby, such as Dongshan Temple and Yangtai Mountain, as well as blue sea and several kilometers of sandy beaches. Dapeng City is about 1 kilometer away from the end of the field. It has ancient dwellings and ancient streets. It is the most complete Ming and Qing Defense Center in China and is the national key cultural relics protection unit in Shenzhen. Dongshan Temple, adjacent to Daya Bay and Jiaochangwei, is magnificent and beautiful. In the 1990s, due to the inconvenience of traffic conditions, Shenzhen Dapeng New District was not appreciated to develop. After the return of Hong Kong and Macao, with the rise of the coastal tourist attractions in the east of Shenzhen, such as Meisha, and the increase in the number of visitors to and from Hong Kong and Macao, the number of tourists on the Dapeng Peninsula has gradually increased, and family hotels have begun to appear. From 2006 to 2011, as tourists' enthusiasm for the coastal tourism industry in Dapeng New District continued to rise, the

family hotel industry at Jiaochangwei gradually developed. Since then, due to the influence of foreign investment, the family hotel industry has developed rapidly.

B. Data Collection and Methods

The researchers used the self-guided tourists of the family hotel in Jiaochangwei, Dapeng New District, Shenzhen as the survey object, and asked the family hotel guests about the needs of food, housing, travel, tourism, shopping and entertainment. The needs assessment scale for family hotel guests adopts the Likert five-level scale method. The questionnaire was completed during May 6 to May 16, 2018. A total of 300 questionnaires were distributed, 236 questionnaires were actually collected, and 204 questionnaires were valid. In terms of gender, men accounted for 46.1% and women accounted for 53.9%. In terms of age, 2.5% are under 18 years old, 66.2% are 18-30 years old, 16.2% are 31-45 years old, 7.8% are 46-60 years old, and 7.4% are over 60 years old. In terms of occupation, enterprise employees accounted for 11.8%, corporate managers accounted for 8.3%, government units accounted for 3.4%, business owners accounted for 1.5%, farmers accounted for 6.4%, individual industrial and commercial households accounted for 4.4%, students accounted for 45.1%, and retirees accounted for 5.9%, freelancers accounted for 13.4%. In terms of education level, 37.3% were below high school, 6.4% were of college degree, 53.4% were undergraduate, and 2.9% were masters and above. In terms of monthly income, 48.5% of the people below 2000 yuan, 32.8% of 2001-4000 yuan, 14.2% of 4001-6000 yuan, 2.5% of 6001-8000 yuan, and 2.0% of 8,000 yuan or more. In terms of tourist accommodation, 12.7% of the individual living methods, 18.6% with the couple, 28.9% with the family, 29.4% with the friends, and 10.3% with the schoolmates. In terms of daily living expenses consumption budget for family hotels, 38.7% of the standard is lower than 150 yuan/day, 36.8% is 151-200 yuan, 15.7% is 201-300 yuan, and 5.4% is 301-400 yuan, over 400 yuan is for 3.4%.

IV. STUDY AND ANALYSIS

A. Analysis of the Reliability and Validity of the Questionnaire

The data of the questionnaire was analyzed by IBM SPSS 21.0. Firstly, the questionnaire was tested for reliability. The results showed that the Clone Bach coefficient value was 0.895, which was greater than 0.7, so that this questionnaire has high credibility. The correlation and validity of the questionnaire content were tested by Bartlett's Test of Sphericity and KMO value. The results of the validity analysis showed that the statistical value of the Bartlett's Test of Sphericity (Approx. Chi-Square) was 2106.803, and the significance coefficient (Bartlett's Test of Sphericity) is 0.000, which is less than the significant level of 0.05; KMO value is 0.839, which is greater than 0.7. All this indicates that the content of this questionnaire is high in validity and there is a correlation between variables, which is suitable for factor analysis.

B. Exploratory Factor Analysis

Factor analysis adopts principal component analysis method (PCA), and uses varimax orthogonal rotation to extract a total of 5 common factors. The extracted common factor 1 consists of 5 elements, close to the main road, near train station, near bus station, near subway station and near bus station, being named as the travel convenience factor. The extracted common factor 2 consists of four elements, a playground, a theater, a sports fitness and a bar nightclub, named entertainment and leisure factor. The extracted common factor 3 includes three elements of gourmet flavor, fast food restaurant and beverage coffee, which is named as gourmet food and beverage factor. The extracted common factors 4 include four elements of tourist attractions, historical blocks, shopping plazas, and commercial streets, named as shopping factor. The extracted common factor 5 includes three elements: quiet environment, good security and good greening, and is named as the accommodation environment factor. The total of 5 common factors has total variance explained of 65.987%. Detailed statistical data is summarized in "Table I".

TABLE I.   PUBLIC FACTORS NAMING & ANALYSIS

Dimension and Item Description	Easy to Travel	Entertainment	Food and Drink	Attractions and Shopping	Accommodation	α
Easy to travel						.821
Close to the main road	.703					
Close to the train station	.767					
Close to the motor station	.776					
Close to the subway station	.540					
Close to the bus stop	.736					
Entertainment						.816
Amusement park		.733				
Cinema/ theater		.790				
Physical fitness		.688				
Bar/Night club		.735				
Gourmet food						.758
Gourmet flavor			.736			
Fast-food restaurant			.695			
Drink and coffee			.701			
Leisure shopping						.809
Leisure spots				.668		

Dimension and Item Description	Easy to Travel	Entertainment	Food and Drink	Attractions and Shopping	Accommodation	α
Historic block				.516		
Shopping plaza				.659		
Commercial street				.606		
Accommodation						.778
Quiet environment					.830	
Good public security					.623	
Good greening					.746	

C. Analysis of Factors Affecting Self-guided Tourists' Choice of Jiaochangwei Family Hotels

1) Travel convenience factor: When a tourist goes out to travel, the length of stay and the choice of transportation method are based on the location of the family hotel. The convenient transportation environment will bring a wealth of customers to the family hotels in the area. According to the questionnaire survey, when tourists choose to stay in a hotel, the first place is whether it is convenient to travel around the family hotel. In terms of the travel convenience factor ranking in the location where the family hotel is selected, the importance rankings are: close to the bus station (M=3.88)> close to the subway station (M=3.85)> close to the city main road (M=3.61)> close to the train station (M=3.26)> Close to the bus station (M=3.22).

Most of the family hotels of Jiaochangwei are located in Shenzhen Dapeng New District, with convenient traffic access and diverse tourist attractions. According to incomplete statistics, there are about 8 bus stops near the end of the field, distributed in the north, east and west of Jiaochangwei, and the beach in the south. This is very convenient for tourists to choose transportation routes. For self-driving tourists, there are about 10 parking lots in Jiaochangwei, and of each, the number of parking spaces ranges from 100 to 300. For tourists who take a car or train to the end of the race, they can take the bus from Shenzhen Dapeng Bus Station to Jiaochangwei, which takes about 40 minutes. If you take a taxi or a car, it takes only 18 minutes. Shenzhen East Railway Station is a little far from Jiaocahngwei, and it takes 2 hours and 30 minutes by bus.

2) Entertainment and leisure factor: Tourists staying in family hotels are not only to meet the needs of accommodation, but a major reason is to get rid of the troubles of daily work and life, and let the body and mind stretch. Therefore, family hotels with recreational facilities or family hotels with recreational facilities are more likely to be popular with tourists. The results of the survey indicate that the importance rankings in the selection of entertainment and leisure factors around the location of the family hotel are: Theater (M=3.07)>Playground (M=2.97)>Bar Nightclub (M=2.73)> Sports and fitness venue (M=2.56). There is no theater around Jiaochangwei that needs to be perfected. Operators can provide karaoke and chess room for their entertainment while their economic strength allows. However, there are entertainment venues such as KTV, public house and Karting Club and Archery Hall. In general, the variety of recreational facilities at

Jiaochangwei is relatively complete, but the number is not particularly large, which may not meet the needs of tourists during the tourist season.

3) Gourmet food and beverage factor: Gourmet food and beverage is also an extremely important part of the trip. Characteristic dining often allows visitors to improve the quality of tourists' travel. In terms of the selection of gourmet food and beverage factors around the location of the family hotel, the local survey showed the importance of ranking: gourmet flavor (M=4.02)>beverage cafe (M=3.44)>fast restaurant (M=3.21). Jiaochangwei is developed on the waterfront resources, so seafood is the main food of the place, accounting for about 70% of all food and beverage industry. In addition to seafood, there are also Hakka dishes, Chaoshan dishes, Hunan cuisine, and special kiln chickens at the end of the field, which greatly satisfy the needs of tourists from different regions. In addition to the staple food, there are 8 cafes around the hotels, with 3 near the beach. Visitors can enjoy coffee while enjoying the view of the sea during their leisure time.

4) Tour shopping factor: During the outings, tourists are bound to visit the local attractions and purchase souvenirs. In terms of the selection of leisure shopping factors around the location of the family hotel, the survey shows the importance of ranking: Shopping Plaza (M=3.46)> Leisure Attractions (M=3.40)> Commercial Street (M=3.39)>Historical District (M=3.14). There are abundant tourism resources around Jiaochangwei. In addition to the sandy beaches and the vast sea, there are tourist attractions such as Dongshan Temple, Dapeng Fortress and Dapeng Ancient City Museum. Dapeng Ancient City is not only rich in cultural heritage, but also has many gift shops for visitors to purchase. Jiaochangwei is far from the city center, there are no commercial buildings and large shopping plazas, but there are about 10 convenience stores around and a medium-sized supermarket to meet the daily needs of tourists.

5) Accommodation environment factor: The quietness, security and greening of the accommodation environment are the basic requirements for people to stay in the accommodation environment. Studies have shown that tourists are most concerned about whether the accommodation is quiet or not. In terms of selecting the environmental factors in the surrounding area of the family hotel, the survey results show that the importance of the ranking is: good public security (M=4.46)> quiet environment (M=4.12)> good greening (M=3.87). The quietness of the accommodation provides visitors with high

quality sleep. Most family hotels at Jiaochangwei are close to the beach, and there is still a distance from the highway - Yintan Road, so there is an advantage in the accommodation environment. In terms of greening, the development of the surrounding greening environment is poor due to the development is based on the beachside tourism resources. In the case of public security, the hotels have installed and used access control systems and safety management systems to ensure the personal safety and property safety of tourists lived in family hotels.

V. CONCLUSION

This study conducted a survey on the needs of self-help tourists of the family hotels at Jiaochangwei in Dapengwan, Shenzhen, China. Survey results show: (i) Family hotel customers are mainly concentrated in the 18-31 age group, mainly students, their cultural level is generally higher; income is mostly in the range of 2000-4000 yuan, and the source market is dominated by mid-and-low-end consumers. (ii) The family hotels in Jiaochangwei have good accessibility and it is convenient for tourists to travel; The entertainment and leisure facilities are relatively complete to meet the needs of tourists; A wide variety of food and beverage options are available to tourists; There are a lot of tourist resources, and many attractions; Family hotel security environment is good; It is far from the city and the atmosphere is quiet, which ensure the quality of tourists' sleep. In general, the hotels at Jiaochangwei can meet the needs of out-of-town tourists for family hotel accommodation. (iii) When choosing a family hotel accommodation, self-help tourists focus on 5 factors: the convenience of public transportation in the family hotel area, the surrounding entertainment and leisure facilities, the surrounding food and flavor restaurants, the surrounding shopping facilities, and the accommodation environment of the family hotel and its surrounding.

This study can help family hotel investors, homeowners and managers assess the various factors in the location of a family hotel and provide them with the necessary support to determine potential site selection and further development. At the same time, since the survey area of this study is limited to Shenzhen, the universality of the research conclusions needs to be further tested.

REFERENCES

[1] David J Egan, Kevin Nield, Towards a theory of intra-urban hotel location[J],Urban Studies, 2000, 37(3):611-621.

[2] Lanier Pamela, How big is small? A study of B&B, Country Inns,and small hotels, The Cornell Hotel and Restaurant Administration Quarterly, 2000, 41(5):90-95.

[3] Shane Harris, Comment: 'The Future of the European branded budget hotel sector, Journal of leisure property, London, 2001(3):113-118.

[4] Brotherton, Bob, Critical, Success factors in UK budget hotel operations, International Journal of operation & Production Management, 2004(9):944-969.

[5] Urtasun A, Gutierrez I, Hotel location in tourism cities: Madrid 1936-1998[J]Annals of Tourism Research, 2006,33(2):382- 402.

[6] Coltman M M. Tourism Marketing[M]. New York: Van Nostrand Reinhold, 1989.

[7] Gray, W.S Cliffs, NJ.,Liguori. Hotel and Motel Management and Operation, third ed [M], Englewood: Prentice-Hall, 1998.

[8] Gray W S, Liguori S C. Hotel and Motel Management and Operations (the 4th Edition)[M]. Englewood Cliffs, N J: Prentice-Hall, 2002:186-200.

[9] Pan C M. Market concentration ratio analysis of the international tourist hotel industry in Taipei area[J]. Tourism Management Research, 2002,2(2):57-66.

[10] Susana Cró, António MiguelMartins. Hotel and hotel location in Lisbon: looking for their determinants. Tourism Geographies, 2017,8: 504-523.

[11] DAWSON C,BROWN T. B & Bs: A Matter of Choice[J]. Cornel Hotel and Restaurant Administration Quarterly, 1988,29(1):17-21.

[12] JOHNS N. Quality management in the hospitality industry[J]. International Journal of Contemporary Hospitality Management,1992,4(4):3-7.

[13] Alastair.M.M.,Philip,L.P.,Gianna,M.,Nandini,N.,Joseph,T.O.(1996).S pecial Accommadation: Definition,Markers Served and Roles in Tourism Development[J]. Journal of Travel Research, 2008,9(3): 18-25.

[14] Clark.J. Rural tourism in Roznava Okres, a Slovak case study[J]. Tourism Management,2001(22): 193-202.

[15] Naney Nuntsu, Dimitri TassioPoulos, Norbert Haydam . The bed and breakfast., market of Buffalo City (BC), South Africa: Present status, constraints and success factors[J]. Tourism Management. 2005, 25:512-522.

[16] McIntosh A, Siggs A. An exploration of the experiential nature of boutique accommodation [J]. Journal of Travel Research, 2005, 44: 74-81.

[17] Mandy Aggett.What has influenced growth in the UK's boutique hotel sector[J]. International Journal of Contemporary Hospitality Management, 2007(19):169-177.