

Study on the Motivation of Cruise Tourists in Sanya

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Abstract: In recent years, cruise tourism has become a new star in China's tourism industry. With its huge consumption and the huge driving force of tourism-related industries, cruise industry has formed a new tourism economy with attractive prospects. As an important tourist seaside city in southern China, cruise tourism development of Sanya has a unique advantage. With the steady progress of the second phase of the Sanya Phoenix Island Cruise Port, the development of cruise tourism will have a profound impact on Hainan Island and its surrounding areas. However, in recent years, Sanya cruise tourism market has been developing slowly, and the number of ships arriving in Sanya has been decreasing. The cruise tourism market in Sanya has been decreasing year by year. Through literature research and field survey, this paper takes the cruise tourists in Sanya as the research object, and conducts a basic analysis of the factors affecting the current cruise tourists, and what is more, uses SPSS to analyze the data to find seven motivations for current cruise tourists. Finally, combined with the research results, the following suggestions were proposed to further develop the cruise market in Sanya: diversifying cruise ship price portfolio; enriching cruise tourism products; and increasing cruise tourism marketing campaign.

1. Introduction

The development of cruise tourism has shifted to the east area, and more and more international cruise companies have opened Chinese routes. China has become the fastest growing emerging market in global cruise tourism market. At the same time, with the continuous improvement of the concept of national consumption, the "cruise dream" of common tourists is no longer out of reach, and the development potential of China's cruise tourism market is huge. As an important tropical coastal tourist city in China, Sanya has a unique advantage in developing cruise tourism. However, in recent years, the Sanya cruise tourism market has been developing slowly, and the number of ships arriving in Sanya phoenix cruise port has been decreasing. The data shows that from 2013 to 2015 Star Cruise opened port route in Sanya phoenix cruise port, and until 2018, Star cruise finally returned to Sanya. The share of Sanya cruise tourism in the tourism market has been decreasing year by year.

2. Research status

The development of western cruise tourism has matured as early as 1990s. In terms of cruise travel motivation, the study found that cruise travel motivation includes social, family, cultural exploration, short-term escape, comfort, special enjoyment, pursuit of prestige, shopping, time and cost (Teye et al 2003; Josiam et al. 2009; Andriotis 2010). However, domestic scholars pay less attention to cruise behavior and cruise products. In terms of cruise purchase decisions, the research found that factors affecting consumers' purchase of cruise tourism products include psychological, economic, cultural, social, marketing incentives, perceived risks, opportunities and capabilities (Wu Chunyan 2012; Zhang Weijia et al 2013; Zhou Yichen 2015).

According to the China Cruise Development Report, in 2014, China's domestic ports operated a total of 466 voyages, an increase of 14.78% compared with the previous year; the number of passengers entering and leaving the cruise reached 1.173 million, an increase of 43.36% compared with the previous year. In 2030, the total number of cruise passengers in China's ports will reach 30 million. The rapid increase in the number of tourists is forcing research on the behavior of cruise

ships. In particular, with the further improvement of the supporting facilities of the cruise port in Sanya Phoenix Island and the non-freezing port throughout the year, the cruise routes in Southeast Asia and Northeast Asia can be opened, and the potential tourist market for cruise ships is huge (in 2017, Hainan Province received 67,450,100 tourists, and all the tourists in Hainan will be the potential consumers for cruise tour). It is very urgent to study on the motivation of cruise tourists in Sanya.

3. Analysis on the cruise tourists' motivation in Sanya

3.1 Analysis on the factors affecting Cruise travel in Sanya

In the research of the factors affecting the purchase decision of cruise tourists, domestic scholars analyze the influence of various factors on the consumption behavior of cruise tourists based on the model of "purchase-decision" and construct the model as shown in the following figure:

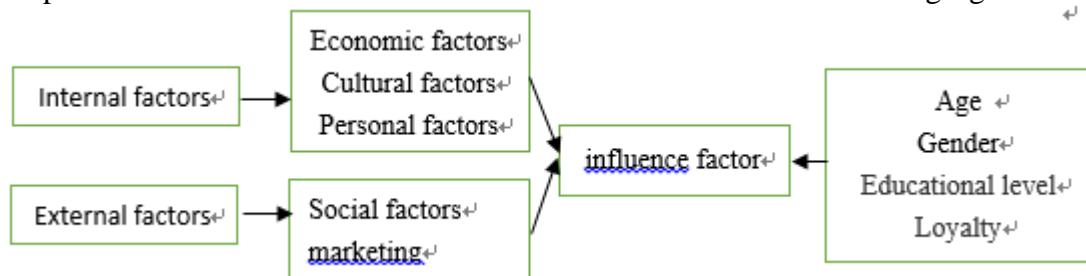


Figure 1 Model of the influencing factors on cruise passengers

3.1.1 Analysis on internal factors

(1) Economic factors

The freely dominant economy of cruise ship owners has an impact on the generation of cruise purchase decisions and decision bias.

According to the survey on the acceptability of cruise passenger price, the cruise passengers in Sanya have a higher price concern for cruise travel, and 54.19% of the tourists said they can accept the price: less than 5,000 yuan/person, and as the price increases, the willingness to travel by cruise has fallen sharply.

(2) Cultural factor

At present, the number of local cruise ships in China is very small, and international cruise companies are basically monopolized by Western countries. The cruise itself is a certain form of carrier and performance of Western culture, and it also reflects the differences in people's lifestyles in different environments.

A survey of cruise tourism awareness in Sanya found that about 60% of cruise tourists have little or no clarity about cruise tourism, and another 40% of respondents only said that they have heard of cruise travel, but they have no idea of cruise destinations and cruise tourism products. This shows that the awareness of current cruise tourism in Sanya is very low, which has greatly restricted the development of cruise tourism.

(3) Personal factors

Cruise tourists with different ages, occupations, educational levels, and different ability to accept new things will have greater differences in the understanding of cruise travel and the purpose of travel, and all of these will affect consumer behavior.

In order to understand the influence of personal traits on the understanding of cruises, the author selects the relevant variables of individual basic characteristics for regression model analysis. It is found that the age, education level and family income level of cruise tourists have a greater impact on cruise awareness and related cognition. Residents with relatively mature ages, high levels of education, and affluent family conditions are more aware of cruise tourism.

3.1.2 Analysis on external factors

(1) Cruise facilities

For cruise, it generally includes: catering, cabin, gyms, duty-free shops, swimming pools, children's parks and other services and entertainment venues, compared with high-star hotels on land, it can better meet the needs of leisure travel vacations for cruise tourists.

(2) Shore Excursion

Another cruise travel product is shore excursion, which customers can visit the destination city, which complies with traditional Chinese people's travel. Therefore, the quality and content of the shore excursion is another factor that attracts visitors.

(3) Other factors

Other influencing factors can be understood as the way of cruise marketing and the attraction of emerging things. Firstly, the cruise marketing method directly acts on the channels and sources of information for cruise tourists. In addition, the attraction of emerging things will add to the taste of cruise travellers. For example, the Princess Cruise adds a wedding hall; the Quantum of the Seas adds Polaris.

According to the above analysis, the author found that the ranking of objective factors for cruise tourists in Sanya are: theme products on board(31%), cruise facilities(28%), onshore sightseeing activities(22%), service level(14%) and marketing (5%). This data shows that the attention of cruise tourists has gradually shifted to the products of the cruise ship, namely the design of the theme product activities and the cruise facilities. Improving the quality of onshore sightseeing activities and enriching cruise routes are of great significance for the development of Hainan cruise tourism market.

3.2 Analysis on the motivation of cruise tourists in Sanya

In order to further analyze the motivation of Sanya cruise passengers, through principal component and factor analysis, this paper gets seven main factors: factor 1 is defined as onboard entertainment motivation; factor 2 is defined as the motivation for onshore travel. factor 3: escaping from reality; factor 4 is called: early adopters; factor 5: aesthetic motivation; factor 6: realistic motivation; factor 7: learning and exploring motivation.

4. Suggestions on the expansion of cruise tourism market in Sanya

4.1 Diversification of cruise price combinations

Regarding the realistic motives of cruise tourists, the important reason for choosing cruise travel is the price. For Hainan cruise tourism market, the price should be controlled at a more affordable price. At the same time, various combinations of prices can be considered, such as combining the price of the guest room with the SPA; and combining the room with the onshore sightseeing.

4.2 Develop multi-theme cruise voyages

In the above survey, more than half of the respondents hope to participate in cruise tourism with their families. Cruise companies can divide the target market into honeymoon market, family market, elderly market and office-workers market.

Firstly, from the view of time and travel expenses, newlyweds attach great importance to honeymoon travel, and they have sufficient travel time with sufficient travel expenses plans, so for them the destinations can be romantic such as Maldives and Bali. The cruise company can also launch a cruise voyage with the theme of "love" at special occasions such as "Valentine's Day, Qixi Festival, 520"; secondly, for office workers and family market, due to the lack of free time, 2-3 days cruise route on the high seas can be added to attract them on weekends; thirdly, for the elderly market, due to factors such as physical health, the number of voyage days should not be too long, the destination should be located in the surrounding areas, such as Thailand, Vietnam, the Philippines and other Southeast Asian regions.

4.3 Create a dedicated cruise travel APP

With the rapid development of the Internet era, smartphones are popular all over the world, and APP is widely used. In order to comply with the development trend of the times, it is extremely urgent to create an APP with unique cruise tourism message. This app can be divided into the following four sections. First, "Understanding cruise tourism" is divided into two major sections, the interpretation of the concept of cruise tourism and some basic information of the cruise itself and the cruise company; Second, this section "Discovering the beauty of cruise tourism" is mainly presented in the form of travel notes and videos. Third, the "Experience Cruise Tour" mainly introduces a variety of cruise tourism products to visitors through reading travel notes; Fourth, "Cruise Travel Secretary" is mainly to answer the relevant questions of tourists, as well as accompanying travel tips. What is more important, the marketing promotion of APP is also crucial, some online software such as WeChat, Weibo, forums and other platforms should be used to broadcast cruise travel information.

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