

A Survey Report on the Consumption Behavior Characteristics of Parent-child Tourism in Southern Sichuan

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Abstract

The purpose of this study is to summarize and analyze the consumption theme, tourism motivation, group, crowd structure, activity selection and the development of tourism product and other aspects of parent-child tourism to get the current situation, difficulties, restriction of development and landscape planning features of the project of parent-child tourism in Southern Sichuan, based on that, it puts forward a set of reasonable promotion programs or suggestions for parent-child tourism marketing, base planning and construction, leisure tourism development. In the meanwhile, it is beneficial to improve the knowledge structure of juveniles, physical development training, harmonious parent-child relationship, which aims to understand the characteristics of parent-child tourism behavior outside the third-tier cities in China, and to provide to provide the basis for countermeasures under the current parent-child tourism boom.

Keywords

Southern Sichuan; parent-child tourism; consumption behavior; survey report.

1. Introduction

Came from folklore, parent-child travel, a parent-child tourism product, is a form of tourism that involves both parents and their minor children, which integrates cognitive experience of family affection and leisure. A day trip on the weekend and holiday family trip has become a fashion trend. With the opening of the two-child policy, the return of Chinese traditional culture endows parent-child tourism with more significance, such as natural education, the traditional customs of the Chinese nation, the traditional filial piety, etiquette and so on, all of them need a platform to spread or promote education through entertainment.

By now, parent-child tourism boasts stable customer base, good social identity, and broad development prospects. The main forms of expression are as follows: 1). With the joint participation of parents and their minor children, it is a travel around or quick tour including cognition, experience, family affection and leisure. 2). Under the background of increasing awareness of parent-child education, it is independent from family travel and children's travel, which focuses more on the relationship between parents and children, with activities as the main body. 3). A day trip with experience organized by school and parent committee that mainly held in spring and autumn. 4). Organized by training institutions and travel agencies for the purpose of education, experience or expansion, usually one week to half a month, basically concentrated in the summer and winter holidays.

Parent-child travel consumption is a big market, this study explores the status and contribution of parent-child tourism in the tertiary industry by investigating the consumption behavior of parent-child tourism. Through literature research, it is found that there are more studies on parent-child tourism consumption behavior in big cities or income groups, while there are fewer studies on parent-child tourism consumption behavior in third-tier cities or small and medium-sized cities. This research is conducted on the background of 5 cities

outside the third-tier cities in Southern Sichuan, China, together with consumption characteristics, to provide specific suggestions to local tourism industry and Tourism Development Planning and Decision-making departments.

On the basis of the existing problems above, it is necessary to further understand and find problems in the whole parent-child tourism industry from the perspective of society or government, and put forward sound suggestions for reference by tourism departments or related tourism industries.

2. Literature Review

In 2018, the travel ability index of domestic residents reached a new high that up to 17.8%, mass tourism has become a trend. We can see from the regional distribution, the travel ability index still higher in the southeast coastal areas and lower in the northwest region, however, the gap between the travel ability index of the central and western regions and the eastern region has narrowed. The 2018 top 10 cities ranked by the travel ability index of Chinese urban residents, in turn, is Shanghai, Beijing, Nanjing, Wuhan, Hangzhou, Suzhou, Guangzhou, Chengdu, Shenzhen, Zhengzhou.

In recent years, the format of tourism has been undergoing rapid changes. With the continuous growth of young consumer groups, people's daily life and travel online rate is increasing, now we are in the era of new tourism. On May, 20th, 2019, at the news conference on the strategic cooperation between tongcheng along and mafengwo.com with the theme of Smarter Trip, Better Life, both of them jointly released the New Travel Consumption Trend Report 2019 (hereinafter referred to as "Report"). To understand the requirements, using habit, and market trend for a whole new generation of consumers at present. Users also have a increasing demand for the richness of travel products and the convenience of one-stop consumption. A data from tongcheng along shows that apart from the traditional transportation, accommodation and tickets, users also expect to get more interrelated tourism services on the same platform [4].

Tourism consumption trend: Tourism consumption has been further upgraded. With the rapid rise of urban leisure customers group, the market potential of tourism consumption is huge. At the same time, with the rapid growth of urban leisure customers, the contribution of tourism consumption grows slowly. Therefore, the potential of tourism consumption needs to be further explored. The consumption upgraded to "Fine Food and Comfortable Accommodation". In the past three years, the number of the annual growth rate of consumption for tourists in destination on "A Bite of Fine Food" is more than 20%, and the number of the annual growth rate of consumption in holiday villas is more than 30%. There is great demand in holiday travel, cultural tourism has become a hot spot. The average daily consumption amount of holiday travel and the number of consumption are more than twice that of ordinary days. In National Days in 2018, the consumption of key museums increased by 28.1% [5].

Parent-child tourism is based on the continuous improvement of people's living conditions, the society attaches great importance to minor children's education and physical and mental development and the deep-sensitive of the market to "parent" and "child" tourism. Parent-child tourism is a form of tourism that combines education with travel which takes continuous improvement of people's living conditions, the society attaches great importance to minor children's education and physical and mental development and the deep-sensitive of the market to "parent" and "child" tourism as background, based on the subdivision of family travel and children's travel, centered on parents and their minor children, to enhance the communication between parents and their children, to cultivate children's rich life experience, healthy habits, positive world outlook and outlook on life values. Those families

with children are willing to travel with their children, so that they can gain knowledge and get close to nature through tourism, which will objectively increase the consumption demand of family tourism. Moreover, with the increase of the number of children, travel costs will increase as well, such as transportation, accommodation, catering, tickets and other consumption. The travel consumption expenditure of families with children is significantly higher than that of families without children, and with the increase of the number of children, family travel consumption expenditure presents an increasing trend[6].

From the perspective of the ratio of travel expenses to total household income, the higher the level of education, the stronger the demand for family travel, and the stronger the spending power of travel. With the improvement of China's economic level and the increase of residents' income, family structure is changing, and family tourism began to rise in China at the end of the 20th century. Zhou Zhiyuan pointed out that with the change of family structure, a family with three members is more conducive to travel in his study of China's family tourism potential and product development[7].

3. Research Method

3.1. Population Statistics

The subject of this study is a wide range of tourism target population, gender and age are not included in the statistical range. The questionnaire survey has a wide range of people, including university teachers, fleet personnel, commonweal men, members of Reading Club, traveling group, parent-child communication group, democrats, colleagues, classmates, relatives and friends, etc. Each ID can only be voted once, so there is no double-counting problem. The questionnaire survey of this study was released by SO JUMP, and all valid questionnaires with normal responses were automatically collected.

3.2. Questionnaire Setting

Through the anonymous survey method of SO JUMP, this questionnaire is conducted on several consumption behaviors of economic indicator of consumption, content consumption, parent-child tourism products and consumption goal. When completing the questionnaire, first selected 11 people for a trial, which shows that the contents of the questionnaire are consistent with the current consumer behavior of parent-child tourism and the purpose of the survey can be understood.

3.3. Data Collection

The questionnaire was released on December 10, 2019 and ended on December 31. It took online release which was released in colleague group, traveling Group, Parent Group, Parent-child Group, Entertainment Group, Public Group, classmate Group, Life Group and other groups in the internet and collected 311 questionnaires. Since each ID can only be answered once, if there is no answer or the selected answer does not conform to the specification, the system of SO JUMP will not count that in, and all the collected questionnaires are valid. This questionnaire contains more than 306 pieces (Zikmund,1997), which is universal and general, and can represent the real thoughts of parent-child tourists in Southern Sichuan.

4. Research Report

4.1. The Consumption Behavior Characteristics of Parent-child Tourism in Southern Sichuan

4.1.1. In Terms of Consumption Habits, Park Activity Consumption is the Main Consumption Item of Parent-Child Travel Consumption

The questionnaire demonstrated that over 43% responses choose park activity consumption as the main consumption item of parent-child travel (as figure 1 shows). In terms of the consumption habits of parent-child travel, 65.92% of respondents chose experiential activities. People take part in parent-child travel with the purpose of parent-child travel, hoping to get closer to their children by experiencing the activities of the project.

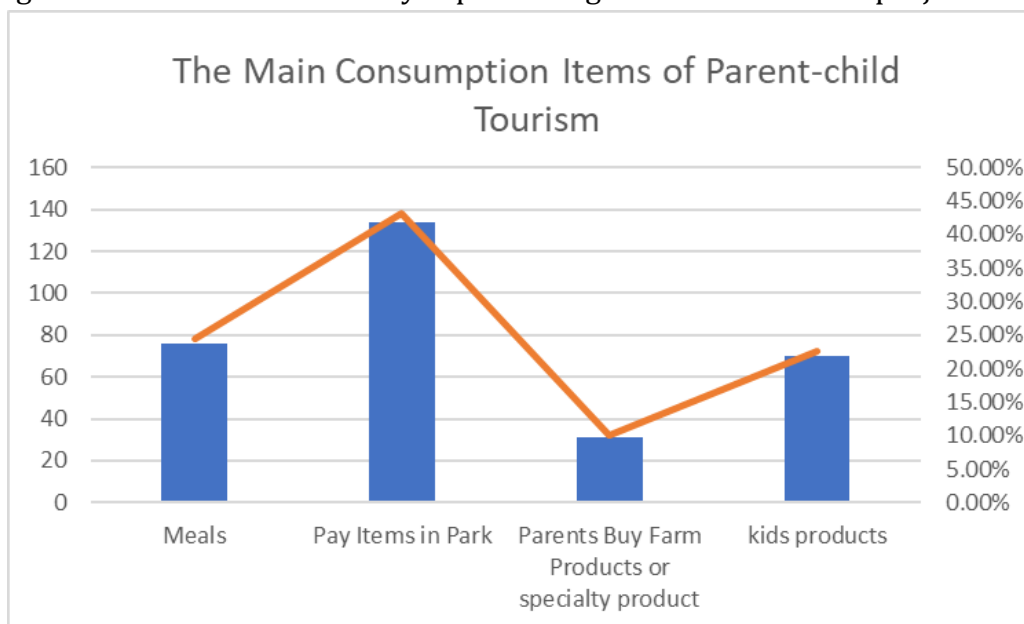


Figure 1 The Main consumption items of Parent-child Tourism

4.1.2. Compare to Eating, People are More Concerned about the Form, Environment and Content of Eating.

In terms of diet choice, more than half of the home-style food in the park were chosen, reaching 55.63%. This was followed by 37.3 % who chose to have a picnic or cook their own meal. In terms of eating content, 54.02% of the people choose the main dish in the park, and 23.15% of them choose the live poultry. In terms of dining environment (as figure 2 shows), 41.8% of people chose outdoor covered restaurants, while only 23.79% chose indoor restaurants. According to the survey, only 24.44% of the major consumption items chose meals, nearly 19 percentage points lower than the activity charging items ranked first in the park. These data show that in parent-child tourism, people are more concerned about whether the activity is attractive, whether the child learn from it or whether it has educational significance. Compared with traditional tourism, food is no longer the main consumption way of travel, but people are more concerned about what to eat, where to eat, eating atmosphere and so on.

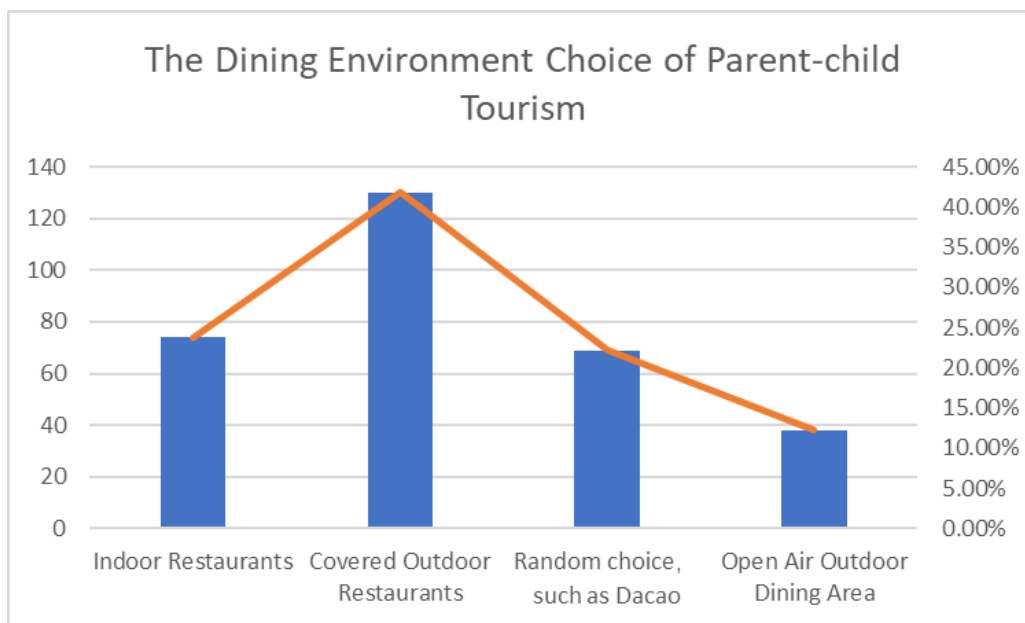


Figure 2 The Dining Environment choice of Parent-child Tourism

4.1.3. Per Capita Consumption of Parent-child Travel and Annual Consumption Reasonable Range

The survey shows that people pay more attention to reasonable consumption of parent-child travel. Among them, 107 people, accounting for 34.41%, hold the belief that 50-80 RMB per capita is a reasonable consumption range, which is on par with regular meals consumption in Southern Sichuan Regions. However, 26.37% of them believe that as long as everyone is happy, it doesn't matter if it's expensive (as figure 3 shows).

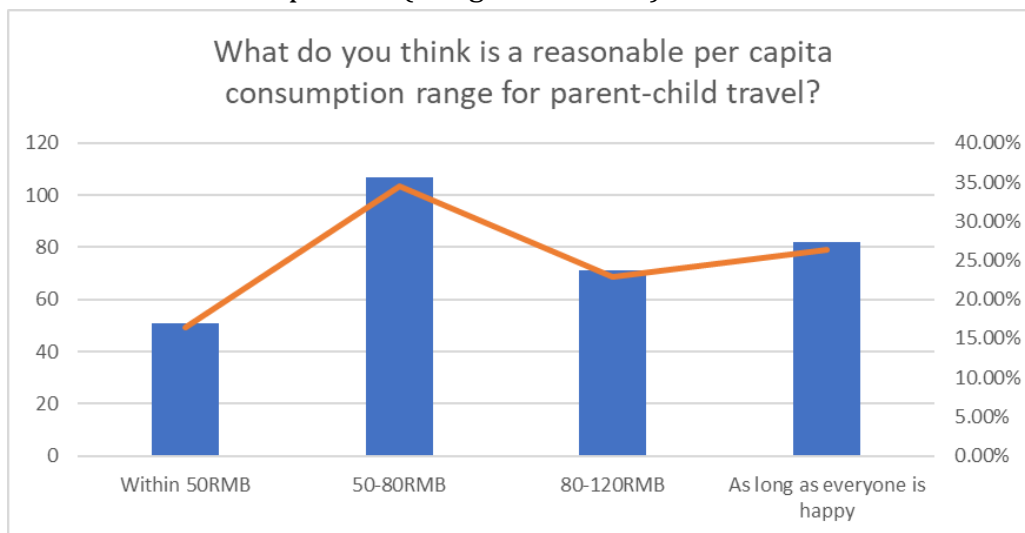


Figure 3 What do you think is a reasonable per capita consumption range for Parent-child travel?

More than a third of the family's annual planning for parent-child travel chose between 1,000 and 3,000 RMB. People are willing to spend a sum of money on parent-child tourism consumption, which also shows that the parent-child tourism consumption market is huge (as figure 4 shows).

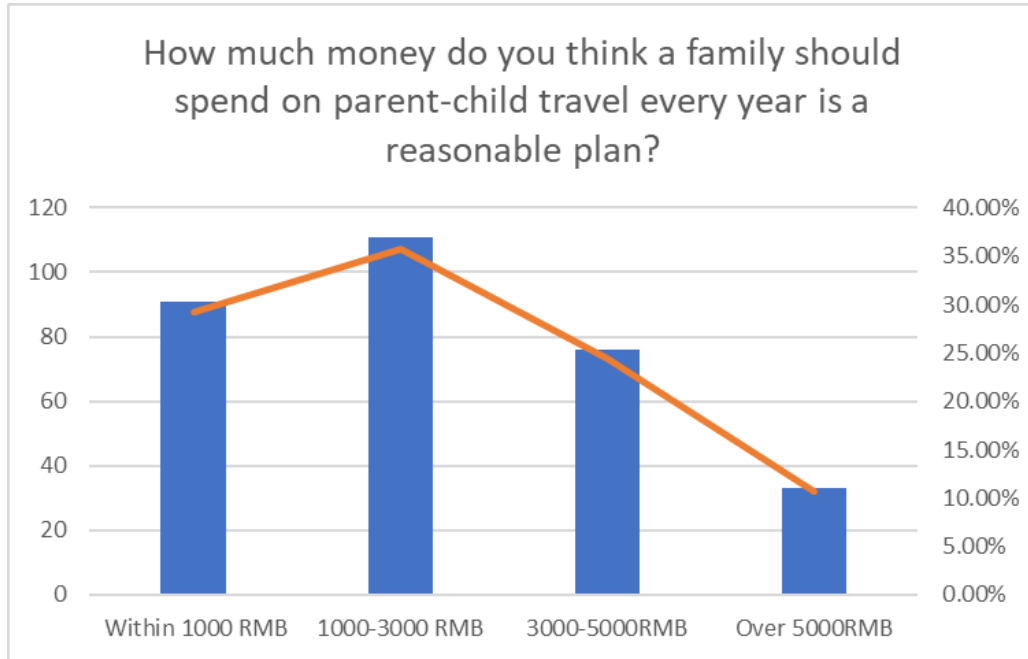


Figure 4 How much money do you think a family should spend on parent-child travel every year is a reasonable plan?

4.1.4. Accommodation Option for Parent-child Tourism

A Day trip of travel around is the main option for parent-child travel. A survey indicates that a third of the group chose to go back and forth on the same day instead of staying at a hotel. Those who choose hotel in destination accounts for 29.6%. It indicates that parent-child travel families have more expectations on the choice of destination under the premise that they must check-in (as figure 5 shows).

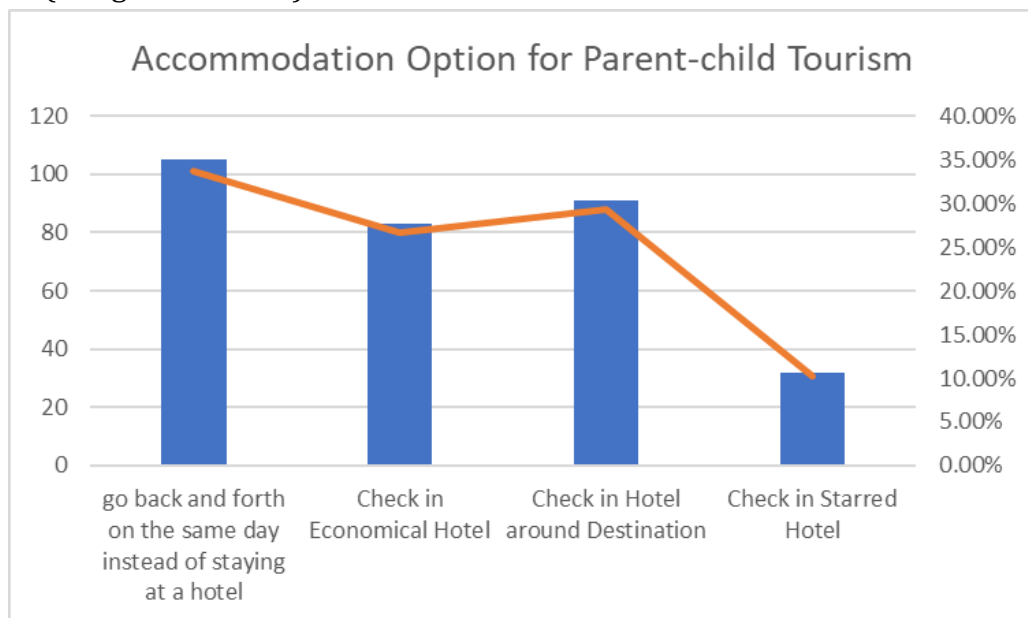


Figure 5 Accommodation option for Parent-child tourism

4.1.5. Main Gift Products of Parent-child Tourism Consumption

The survey shows that more than two-thirds of people take the picked fruits and vegetables home, more than 60% are more willing to take local specialties home(as figure 6 shows). It is a remarkable fact that near a third of people is willing to take plants and flowers home, which is inseparable from people’s growing desire for a better environment.

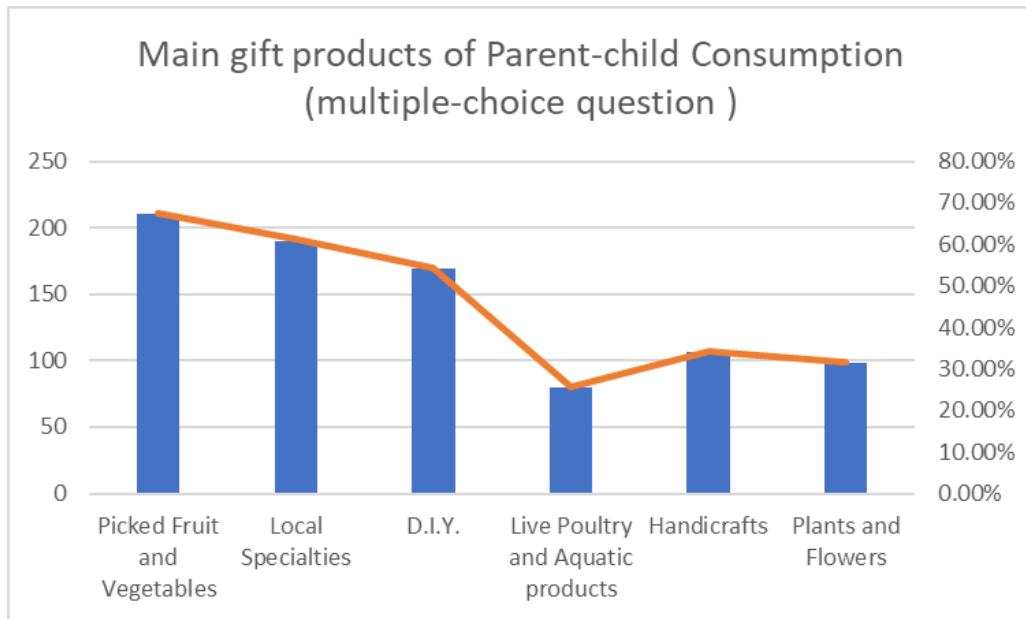


Figure 6 Main gift products of Parent-child consumption (multiple-choice question)

4.1.6. The Biggest Trouble of Parent-child Tourism

Nearly a half of people are worried about the safety problem from the survey (as figure 7 shows). This is generally inseparable from the main body of parent-child tourism, children’s safety is the first factor for parents to consider. Secondly, food safety is also a major concern.

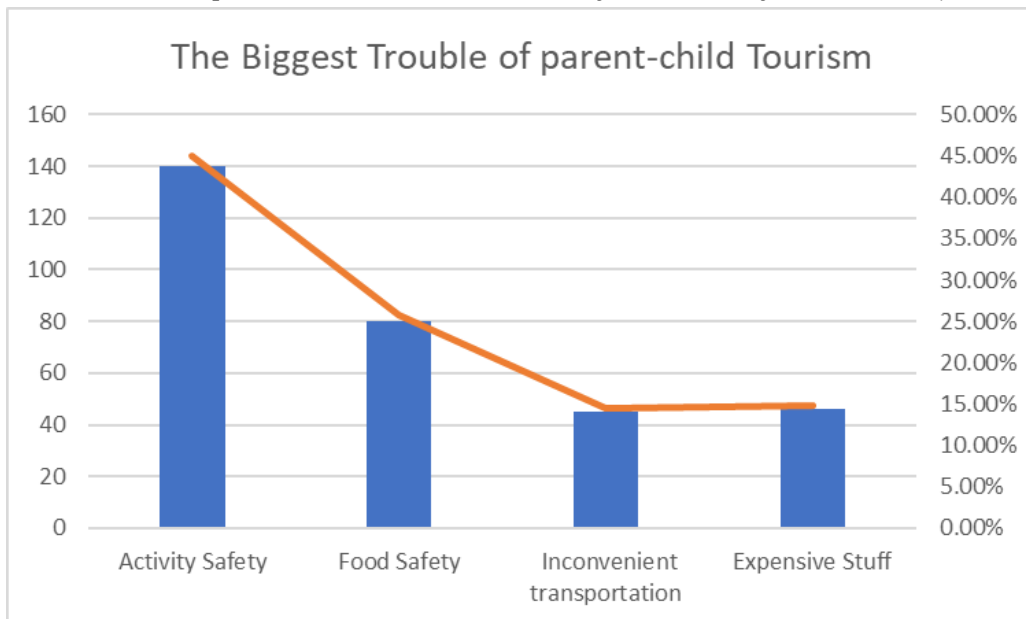


Figure 7 The biggest trouble of parent-child tourism

4.2. Enlightenment and Market Development Countermeasures of Parent-child Consumption Behavior in Southern Sichuan

4.2.1. Rich Content of Parent-child Activity is the Main Way to Expand Parent-child Tourism Consumption

In the process of parent-child tourism, parents actually don’t know how to built a good relationship with their children, which needs to be guided by the organizers. Many families are willing to take part in the themed parent-child activities in the park, hoping that the park can reasonably organize the participation of parent-child families and enrich the content of parent-child activities. Constantly introducing new parent-child activities and adding the

content of parent-child activities are effective measures to attract families interested in parent-child tourism to visit their destinations again.

4.2.2. Strengthening the Experience Process will Drive the Parent-child Travel Consumption

Parent-child travel experience can shorten the closeness and cohesion of the relationship between parents and children. We can see that more than two thirds of tourists are interested in the parent-child experience from the survey. In response to this special demand, in the design and development process of parent-child tourism products, it is necessary to constantly develop new experience designs, with emphasis on the experience process, to attract more people to visit again.

4.2.3. Theme-featured Products and Local Specialties Drive Parent-child Tourism Consumption for Many Times

With the continuous improvement of people's living condition, there is increasing pursue in natural and ecological products, such as fresh vegetables, fruits and live poultry and fish that can represent local specialties. Because of it is special and portable, and you can personally experience the picking process which has been favored by people. Through investigation, more than two-thirds of those surveyed were willing to participate in these secondary purchases which is up to 67.52%. These products not only enrich the theme content, but also drive the local economy growth, which needs to be constantly improved and standardized in the development and design.

4.2.4. Always Keep Safety First in Mind during Consumption Process

During the process of parent-child tourism, safety problem is the premise that all parent-child tourism can continue to develop. Safety problem is the premise and basis for the healthy development of parent-child tourism. Not only do tourists attach great importance to it, but management departments at all levels also include it into the annual task assessment, which is also of great significance to parent-child main body owners. Although there is no guarantee of 100 percent safety, put safety in the first place is the responsibility of government and competent departments at all levels owner tourists. Anyway, always keep the principle of safety first in mind.

5. Conclusion and Expectation

The survey summarized the consumption habit of parent-child tourism consumption in Southern Sichuan, consumption pattern, consumption objects, secondary consumer, accommodation and diet consumption, consumption budget, etc., and focused on the tourism consumption characteristics in Southern Sichuan, which providing a basis for Tourism Departments in Southern Sichuan to develop corresponding policies. This questionnaire survey adopts convenience survey method, which is not universal and may not be applicable in other areas. This study is only conducted in 5 cities in Southern Sichuan, with Zigong as the center. Due to the limited survey location, it may not available in other cities and regions. It only studies the consumption behavior in parent-child tourism this time, and it is possible to investigate and study the environment, facilities, function and emotion in parent-child tourism in the future.

Acknowledgements

Project support: Sichuan wisdom tourism research base project, Project No: ZHY17-05.

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