

Survey on Tourism Willingness, Preferences, and Influencing Factors of Residents in Zhejiang Province under the Vision of a Better Life

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Abstract

The tourism industry is closely related to the highly developed socio-economic quality, and how to grasp consumers' travel intentions and preferences is the key to promoting the economic recovery and development of the tourism industry. This article takes residents in Zhejiang Province as an example and conducts a questionnaire survey from June to October 2023 to deeply explore their travel intentions and preferences after 2023. Fifteen key indicators are selected to construct an evaluation index system for the influencing factors of residents' outbound tourism. Factor analysis is used to extract the influencing factors. The results indicate that after 2023, the general willingness of residents in Zhejiang Province to travel has increased, and there have been significant changes in the sources of destination information and booking channels for tourism preferences compared to before. Factors affecting Zhejiang residents' travel abroad include comprehensive tourism services, travel behavior preferences, and tourism promotion methods. Finally, based on the research results, countermeasures and suggestions are proposed.

Keywords

Residents of Zhejiang Province, tourism willingness, tourism preference, influencing factors.

1. Introduction

Since 2020, the tourism and sightseeing industry in China and around the world has been impacted unprecedentedly, and its development has been hindered. However, data shows that the growth momentum of China's tourism industry is relatively strong, and from January 2023 to present, the tourism industry has shown a trend of recovery. Data shows that during the Spring Festival of 2023, people's consumption enthusiasm was released, and tourism consumption increased significantly compared to 2022. In terms of travel, the railway passenger volume increased by 27.3% year-on-year in the 15 days before the Spring Festival. In terms of tourism, there has been a significant increase in orders for multi platform tourism products. Ctrip data shows that in the four days leading up to the 2023 Spring Festival, various tourism formats including hotels, homestays, and tickets have exceeded the same period in 2019; According to the Hainan Department of Transport, as of January 21, the total number of passengers entering and leaving the island has reached 1.444 million, a year-on-year increase of 50% and a 13% increase compared to 2019. These data indicate that people have a strong desire and willingness to travel outside after 2023. As the main consumer driving the economic recovery of the tourism industry, how to grasp consumers' travel desires and preferences is the key to promoting the economic recovery of the tourism industry and also related to the future development of the tourism industry.

2. Survey on Tourism Intentions and Preferences of Residents in Zhejiang Province

2.1. Research subjects and methods

The main subjects of this survey are permanent residents living in 11 urban areas within Zhejiang Province, including Hangzhou, Ningbo, Wenzhou, Jiaxing, Huzhou, Shaoxing, Jinhua, Quzhou, Zhoushan, Taizhou, and Lishui. The survey period is from June to October 2023. A total of 640 questionnaires were distributed through WeChat and Wenjuanxing, and 611 valid questionnaires were collected, with a questionnaire validity rate of 95.47%. The questionnaire mainly consists of three parts: residents' travel intentions, preferences, and factors that affect residents' travel.

2.2. Travel intention

According to Maslow's theory of needs, after meeting physiological and safety needs, people will pursue social needs and their willingness to travel will greatly increase. After experiencing sudden public crisis events, people's travel intentions and attitudes will also undergo certain changes, which in turn will affect their travel preferences. Therefore, the current tourism willingness and situation in Zhejiang Province can be analyzed from the perspectives of comparing the willingness to travel with before, the longest travel time reaching a few days, and the actual (prepared) destinations for travel [4]. The specific variables and descriptive statistical results are shown in Table 1. All questions are Single choice question.

Table 1: Survey on Residents' Travel Intentions in Zhejiang Province

Name	Option	Percentage (%)
Travel willingness compared to before	Weaker than before	11.13
	Stronger than before	53.19
	No changes	35.68
The longest travel time reached	1-2 days	25.53
	3-6 days	42.06
	7-15 days	9.82
	More than 15 days	3.44
	Not traveling yet	19.15
Actual (prepared) destination for travel	inside the city	9.00
	Province	31.75
	Outside the province	44.19
	Not planning to travel	15.06

Through a survey on the tourism willingness and attitude of residents in Zhejiang Province, it can be concluded that after 2023, the majority of residents have a strong willingness to travel, accounting for 53.19%. Nearly half (42.06%) of residents choose to travel for 3-6 days. However, it is worth noting that 19.15% of people said they did not travel after 2023, which may be related to health and safety, economic factors, transportation and tourism restrictions, psychological status, personal preferences and plans, and other reasons. After 2023, residents' travel plans have increased, with 44.19% choosing outside the province, 31.75% choosing within the province, 9% choosing within the city, but 15.06% choosing not to travel.

2.3. Tourism preferences

Table 2 : Survey on Tourism Preferences of Residents in Zhejiang Province

Primary variable	Secondary variable	Descriptive statistical results		
		Frequency	Percentage	Ranking
Tourism products	Popular among the masses	124	20.29	2
	Having a brand effect	69	11.29	3
	Beautiful but impractical	29	4.75	4
	Products that meet basic needs and offer high cost-effectiveness	389	63.67	1
Before 2023 Information sources of tourist destinations (Multiple Choice)	Short video	426	69.72	1
	micro-blog	207	33.88	3
	travel agency	148	24.22	5
	Official account of the scenic spot	172	28.15	4
	Tourism website	131	21.44	6
	Recommended by family and friends	306	50.08	2
	other	130	21.28	7
2023 Information sources of tourist destinations (Multiple Choice)	Short video	450	73.65	1
	micro-blog	264	43.21	2
	travel agency	150	24.55	5
	Official account of the scenic spot	182	29.79	4
	Tourism website	144	23.57	6
	Recommended by family and friends	232	37.97	3
	other	115	18.82	7
Ticket booking channels (Multiple Choice)	Travel related software/mini programs	433	70.87	1
	Review software/mini programs	219	35.84	3
	Official platform of scenic spots	281	45.99	2
	Live streaming/short video platform	157	25.70	5
	Professional ticketing software	206	33.72	4
	E-commerce shopping software	82	13.42	6
Travel elements (Multiple Choice)	Experience	464	75.94	1
	story	191	31.26	5

	Gameplay	184	30.11	6
	Artistic sense	192	31.42	4
	Leisure play	407	66.61	2
	outdoor sport	200	32.73	3
	Trendy shopping	143	23.40	7
	other	98	16.04	8

This article mainly analyzes the travel preferences of residents who have already traveled from several aspects, such as tourism products, sources of destination information, ticket booking channels, and travel factors. The specific results are shown in Table 2. In terms of choosing tourism products, residents in Zhejiang Province are more inclined to choose products that meet basic needs and have high cost-effectiveness (63.67%), which may be due to the economic recession from 2020 to 2022. People are more inclined to save rather than consume, live within their means, consume appropriately, and pursue a rational consumption concept. In terms of obtaining information on tourist destinations, mass media such as short videos and Weibo remain the main sources, accounting for 73.6% and 43.2% respectively. Recommendations from family and friends have decreased from 50.1% to 38%. It can be seen that the decrease in the number of people meeting each other between 2020 and 2022 has made the role of mass media increasingly important. On the ticketing channel, travel related mini programs are chosen by the majority of people (70.9%). Emerging ticket booking methods such as live streaming and short video platforms are also emerging (25.7%). Experience (75.9%), leisure and entertainment (66.6%), and outdoor sports (32.7%) have become essential elements of tourism.

3. Analysis of Factors Influencing Resident Tourism in Zhejiang Province

3.1. Feasibility test of factor analysis

The applicability of KMO and spherical Bartlett test for factor analysis. According to the test results in Table 3, the KMO value of this study is 0.903, which is above 0.7, indicating strong correlation between variables and suitable for factor analysis; In the test, the chi square approximation value of 4963.619 was obtained, with a significance value of zero, below the standard of 0.05. It can be proven that the questionnaire is effective and has a good structure.

Table 3: KMO and Bartlett tests

KMO sampling suitability quantity		0.903
Bartlett's sphericity test	Approximate chi square distribution	4963.619
	Freedom	105
	Significance	0.000

3.2. Extract factors

According to the relevant analysis process, principal component analysis was used to extract factors. After trial analysis, three factors were finally extracted from 15 evaluation indicators. From the table below, three common factors with eigenvalues exceeding 1 can be found. After analysis, the explanatory power of the total variance exceeded 60%, which was 64.505%.

Table 4: Results of eigenvalue and variance interpretation rate operation

Total variance of explanation									
Component	Initial eigenvalue			Extract the sum of squared loads			Sum of squared rotational loads		
	Total	Variance percentage	Accumulated (%)	total	Variance percentage	Accumulated (%)	total	Variance percentage	Accumulated (%)
1	6.451	43.010	43.010	6.451	43.010	43.010	5.550	37.002	37.002
2	1.993	13.285	56.295	1.993	13.285	56.295	2.077	13.845	50.847
3	1.231	8.210	64.505	1.231	8.210	64.505	2.049	13.658	64.505

3.3. Factor Naming

This article uses the maximum variance method to perform orthogonal rotation on the factor loading matrix to make the factors more named interpretable, and specifies to output the rotated factor loading matrix in descending order of the first factor loading. Table 5 shows the rotated component matrix.

Table 5: Factor Load Matrix after Rotation

	Component		
	1	2	3
Tourism service facilities X1	.823	.142	.105
The opening of a new tourism route X2	.799	.153	.159
Features of tourist destinations X3	.793	.046	.266
Tourism product X4	.785	.127	.097
Digitalization level of tourist destinations X5	.784	.156	.125
Health and safety situation of tourist destinations X6	.781	.149	.057
Traffic diversion situation at tourist destination X7	.771	.144	.041
Implementation and optimization of policies such as paid leave X8	.759	.224	.153
Health and Wellness Tourism X9	.190	.703	.107
Tourist Destination Featured Accommodation X10	.313	.663	-.013
Platform Discount Policy X11	.333	.627	.029
Cloud Travel X12	-.274	.546	.451
Celebrity recommendation X13	.359	.038	.833
Short video check-in craze X14	.376	.034	.788
Special Forces Style Check in Hot X15	-.070	.519	.599
Extraction method: Principal Component Analysis.			
Rotation method: Kaiser standardized maximum variance method.			
a. The rotation has converged after 6 iterations.			

As shown in the table above, tourism service facilities X₁, opening of new tourism routes X₂, characteristics of tourist destinations and attractions X₃, tourism products X₄, digitalization level of tourist destinations X₅, hygiene and safety situation of tourist destinations X₆, traffic situation of tourist destinations X₇, and implementation and optimization of policies such as paid vacation X₈ have a high load on the first factor, which mainly explains these 8 evaluation indicators. Factor 1 is named "Comprehensive Tourism Services".

Health oriented tourism X_9 , destination specific accommodation X_{10} , platform preferential policies X_{11} , and cloud tourism X_{12} have a high load on the second factor, which mainly explains these four evaluation indicators. Factor 2 is named "Travel Behavior Preference".

Celebrity recommendation X_{13} , short video check-in craze X_{14} , and special forces style check-in craze X_{15} have a high load on the third factor, which mainly explains these three evaluation indicators. Factor 3 is named "Tourism Promotion Methods".

3.4. factor analysis

Factor 1 "Comprehensive Tourism Services" Analysis: Through survey data, it can be found that several factors from the perspective of comprehensive tourism services have a significant impact on residents' travel. The respondents agree and strongly agree with the hygiene and safety situation of the tourism destination (77.58%), tourism service facilities (76.43%), scenic spot characteristics of the tourism destination (76.27%), tourism products (74.80%), digitalization degree of the tourism destination (74.47%), opening of new tourism routes (74.30%), traffic diversion situation of the tourism destination (74.14%), and implementation and optimization of policies such as paid vacation (71.03%), which will affect tourism travel and choices. With the rapid development of the tourism industry, especially the continuous improvement of service quality and the emergence of innovative products, residents are increasingly inclined to seek personalized, diversified, and high-quality services when planning and selecting travel plans. The improvement of comprehensive tourism services affects the satisfaction of domestic tourists, thereby influencing their willingness to travel.

Factor 2 "Tourism Behavior Preference" Analysis: Through survey data, it can be found that several factors from the perspective of tourism behavior preference have a significant impact on residents' tourism behavior. The respondents are more or more in agreement with the characteristic accommodation of the tourism purpose (77.09%), platform preferential policies (74.96%), and health tourism (65.30%), which will affect tourism travel and choices. However, only 30.11% of the respondents hold a relatively or very positive view on cloud tourism. After 2023, residents are more inclined towards experiential tourism modes. The way residents travel will be influenced by their travel behavior preferences. People will pay more attention to their physical health and recuperation, therefore, health tourism will be favored by more people. After 2023, people will make the most of the platform's preferential policies when planning their travel expenses. A major trend in the current tourism market is the pursuit of a sense of travel experience. People's demand for tourism is no longer limited to "seeing" and "playing", but more focused on the unique experiences and feelings gained during the travel process.

Analysis of Factor 3 Tourism Promotion Methods: Short video check-in, as an emerging promotion method, is particularly popular among young people. Through short video platforms, tourists can share their travel experiences and unique insights, creating a strong visual impact and emotional resonance. According to the survey, 50.08% of respondents hold a relatively positive or very positive view on the trend of short video check-in, indicating that short video check-in has become an effective means of tourism promotion, which can significantly enhance the popularity and attractiveness of tourist destinations. Celebrity recommendations are also a common strategy in tourism promotion. The celebrity effect can quickly increase the attention of tourist destinations, and many destinations attract potential tourists by inviting celebrities to serve as tourism ambassadors or shooting tourism promotional videos. 45.66% of the respondents hold a relatively positive or very positive attitude towards celebrity recommendations, indicating that the influence of celebrities cannot be ignored in the tourism decision-making process. Special Forces style check-in fever refers to checking in at multiple scenic spots in a day and engaging in a series of experiential activities. This promotional approach combines elements of challenge and experience, attracting tourists who pursue

excitement and personalized experiences. Although only 32.90% of the respondents expressed a certain level of agreement or strong agreement with this promotional method, this proportion still indicates that the special forces style punch in craze has certain market potential among specific groups of people.

4. Conclusion and Suggestions for Countermeasures

4.1. Conclusion

Under the vision of a better life, the public's willingness to travel has significantly increased. Among them, travel time is mainly 3-6 days, and out of province tourism has become the mainstream choice. In terms of travel preferences, the public prefers cost-effective travel products, and social media such as short videos and Weibo have become the mainstream channels for obtaining information. Experience, leisure and outdoor activities have become indispensable elements of tourism. Among the factors that affect travel choices, the quality of comprehensive services, personalized travel behavior preferences, and innovative tourism promotion methods are key. By deeply understanding and optimizing these factors, we can promote the sustained prosperity and development of the tourism industry.

4.2. Suggestion and countermeasure

4.2.1. Suggestions for improving comprehensive tourism services

Improve tourism infrastructure and provide convenience for tourists. Implement strict hygiene and safety standards, regularly inspect and evaluate tourism service providers. Protect and develop natural landscapes and cultural heritage in a reasonable manner, highlighting local characteristics. Develop themed tourism and experiential tourism products, such as rural tourism, ecotourism, cultural experience tourism, etc. Innovative tourism products that combine technological elements, such as virtual reality (VR) experiences, interactive exhibitions, etc. Collaborate with the transportation department to develop new tourist routes and transportation packages to improve the accessibility of the destination. Optimize the transportation network, improve road conditions, and reduce congestion. Collaborate with enterprises to provide employees with travel benefits and discounts, stimulating tourism consumption.

4.2.2. Suggestions for adapting to travel behavior preferences

Encourage and support the development of local characteristic accommodation services, promote integration with experiential activities such as local handicraft experiences and rural tourism activities, and provide richer travel experiences. Implement seasonal pricing and dynamic pricing strategies, adjust prices according to the peak and off peak seasons of tourism to balance demand. Utilize big data to analyze tourists' behavior and preferences, and accurately promote tourism products and services.

4.2.3. Suggestions for Strengthening Tourism Promotion Methods

Produce high-quality tourism related content, such as travel vlogs, guides, scenic photos, and videos, to attract interested audiences. Pay attention to the latest hot topics in short videos and incorporate these elements into your promotion. Collaborate with renowned travel bloggers and travel magazines to leverage their influence for promotion.

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