

# Research on the Factors of College Students' Choice of Tourist Destinations in Sichuan Province

Yumei Zhuo\*, Simin Yang

Southwest Petroleum University, Chengdu 610000, China

\*1504344478@qq.com

## Abstract

College student tourism has become a hot topic, and at the same time, college students have become one of the main forces in the source market of tourism destinations. In this paper, by investigating and studying the factors of college students' tourism destination choice in Sichuan Province, we analyze the 18 influencing factors affecting college students' tourism destination choice in Sichuan Province by using factor analysis and put forward a series of targeted recommendations based on this, which will help the development of tourism in Sichuan Province and promote the development of China's domestic tourism industry.

## Keywords

Factor Analysis; Tourism Destination; Sichuan College Students.

## 1. Introduction

### 1.1. Research Background

With the development of the economy and social progress, people's living standards continue to improve, the main contradiction in our country has quietly developed and changed from the need for material culture to the demand for a better life. College students, as a new generation of young travelers active force, is gradually being emphasized by the society, more and more college students are eager to broaden their horizons and grow their insights by means of tourism, as an important way to understand the society in which they live.

### 1.2. Research Significance

In the current wave of tourism, the characteristics of tourism in various places are becoming more and more distinctive, which not only enhances the cultural influence of the region, but also significantly promotes the enhancement of the local economic level. Tourism has been deeply rooted in the daily life of modern people, and college students, as a consumer force that can not be ignored, have a very influential consumption tendency in the field of tourism. Therefore, how to skillfully utilize this resource, fully explore the potential of tourism, and inject more strategic thinking into its marketing strategy has become a topic of far-reaching theoretical and practical significance.

## 2. Literature Review

Nowadays, tourism has developed into one of the industries with very strong momentum and large scale. Peng Jiaqi and Wang Jingxian (2020) explored the key factors of tourism destination selection and their resulting impacts from the perspective of Chinese residents through a questionnaire survey [4]. Fang Fei and Jin Ming (2024), on the other hand, based on the perspective of tourists' satisfaction perception, constructed an evaluation system of indicators for regional tourism destinations, and quantitatively evaluated regional tourism destinations by using factor analysis and IPA analysis [6].

As for the choice of college students' tourism destinations, He Chushi (2016) analyzed the survey of school college students' tourism choice factors by using factor analysis [1]. Geng Jie (2018) investigated the decision-making factors affecting college students' choice of graduation travel destination through empirical research [2]. Yan Xiaoling and Guo Zhiyong (2019) used a random questionnaire survey method and data analysis software to study the behavior of college students' travel destination selection [3]. Hu Weifang (2020), on the other hand, took the minority region of western Hunan as the research object, and conducted a study on issues such as the influencing factors of the university's choice of tourist destinations [5].

To sum up, there are still few studies on tourism destination choice and the factors of college students' choice of tourism destination, especially for college students in specific regions, and the choice of tourism destination of college students in each region may be very different due to geographical differences, therefore, this study takes college students in Sichuan Province as a starting point to analyze their tendency to choose tourism destinations for the purpose of Sichuan Province Tourism construction and promoting tourism development is of great significance.

### **3. Research Design**

#### **3.1. Questionnaire Design**

This study is mainly in the form of a questionnaire on the factors focused on the choice of tourist destinations in colleges and universities in Sichuan Province, through the questionnaire data statistics to quantify the importance of college students on the choice of tourist destinations, a more intuitive and systematic display of college students in Sichuan Province on the choice of tourist destinations focusing on the factors, in order to analyze the importance of the choice of tourist destinations for college students in Sichuan Province In order to analyze the importance factors of college students' choice of tourism destinations in Sichuan Province, and to put forward suggestions for the future development direction of the tourism industry in the face of college students' groups.

#### **3.2. Research Methods**

This paper adopts the factor analysis method to analyze the 18 factor indicators. Based on the constructed index evaluation system, a questionnaire is designed, which mainly contains two parts. The first part is the basic information statistics related to college students in Sichuan Province, including gender, age, education, monthly income 4 items, and screening questions, whether to attend colleges and universities in Sichuan Province; the second part is the importance of 19 evaluation indicators based on the choice of tourist destinations by college students in Sichuan Province, mainly using the Likert 5 scale scoring method, which, in the evaluation of the importance of the degree of importance, will be very important, In the evaluation of importance, 5, 4, 3, 2, and 1 points were scored as very important, relatively important, generally important, not too important, and very unimportant respectively. In order to ensure the rationality and rigor of the survey, a pre-survey was conducted on five college students in Sichuan Province before the questionnaire was distributed, and the relevant details of the questionnaire were adjusted on the basis of the pre-survey, and the reliability and validity analyses of the corresponding questions were conducted, and the 18 valid indicators established in the original questionnaire design were retained in the end.

## 4. Data Analysis

### 4.1. Data Sources

The collection of research data was carried out through the distribution of questionnaire star questionnaire, the respondents were college students studying in Sichuan, a total of 64 valid data were retrieved.

### 4.2. Reliability and Validity Analysis

#### 4.2.1. Reliability Analysis

The reliability test lies in testing whether the collected examination results are consistent with the desired results. Usually Cronbach's Alpha value is used to measure the reliability, the value of this value ranges between 0 and 1, Cronbach's Alpha coefficient (Cronbach's Alpha) between 0.65-0.70 is the minimum acceptable value, between 0.7-0.8 is quite good, between 0.8 -0.9 is very good. Importing the data into SPSS software for analysis shows that the Cronbach's Alpha coefficient (Cronbach's Alpha) is 0.927, which meets the basic criterion of being greater than 0.7, indicating that the questionnaire used in this study has a good reliability.

**Table 1.** Reliability statistics

Cronbach's Alpha	Cronbachs alpha based on standardized terms	item count(of a consignment etc)
.927	.917	23

#### 4.2.2. Validity Analysis

As the premise of factor analysis is to know whether there is correlation between the factors, so first of all, the obtained data will be imported into the SPSS software to carry out the KOM measure and Bartlett spherical test, when the value of the KMO measure is higher and closer to 1.0, it indicates that there are more common factors between the variables, and the obtained data are suitable for factor analysis, and the value of the KMO value for the current data is 0.841, which is completely suitable for factor analysis. It is completely suitable for factor analysis. The value of Bartlett's spherical test is 873.219 (with 153 degrees of freedom) and the value of concomitant probability is  $0.000 < 0.01$ , which reaches the level of significance and is suitable for factor analysis.

**Table 2.** KMO and Bartlett's test

Kaiser-Meyer-Olkin metric for sampling adequacy.		.841
Bartlett's test of sphericity	approximate chi-square (math.)	873.219
	df	153
	Sig.	.000

### 4.3. Data Description

#### 4.3.1. Proportion of Sample Structure

Among all the interviewees, the proportion of male and female students is half each, which is a balanced proportion. And in the age distribution, 18-22 years old accounted for 45.31%, 23-26 years old accounted for 45.31%, these two age groups are the main group of this interview, followed by 27 years old and above accounted for 9.38%. In terms of education, the majority of respondents also have a bachelor's degree or higher, with 65.63% of respondents with a bachelor's degree, followed by 25% with a master's degree, and finally 9.38% with a specialist's degree. In the survey on monthly living expenses, 51.56% of the respondents' living expenses are between 1,000 and 1,500 yuan, 29.69% are between 1,500 and 2,000 yuan, 17.19% are more than 2,000 yuan, while only 1.56% of the respondents are below 1,000 yuan.

### 4.3.2. Descriptive Statistical Analysis

Descriptive statistics of the valid samples by using SPSS statistical software are shown in Table 3 below:

**Table 3.** Descriptive statistical analysis

Variable	Median	Crowd	Mean	Standard	Deviation	Minimum	Maximum
Topography	4	5	4.07	1.16	1.35	1	5
Natural landscape	5	5	4.33	1.06	1.12	1	5
Historical sites	4	3	3.75	1.09	1.89	1	5
Lifestyle	4	4	3.77	1.05	1.11	1	5
Cultural and sports activities	3	3	3.49	1.10	1.22	1	5
Accommodation facilities	4	4	4.25	0.87	0.76	1	5
Specialty Dining	4	5	4.30	0.91	0.82	1	5
Shopping	3	3	3.14	1.14	1.30	1	5
Tourism transportation	4	5	4.21	0.96	0.92	1	5
Performing arts	3	3	3.26	1.11	1.23	1	5
Budget	4	5	4.28	0.96	0.92	1	5
Perceived distance	4	4	4.02	0.90	0.80	1	5
Duration	4	4	4.05	0.89	0.80	1	5
Reference group	4	4	4.00	0.93	0.86	1	5
Media influence	4	3	3.72	0.96	0.92	1	5
Resident hospitality	4	5	4.23	0.91	0.82	1	5
Market Regularity	5	5	4.33	0.93	0.87	1	5
Security	5	5	4.51	0.87	0.75	1	5

First of all, from the maximum and minimum values can be seen, college students have their own views on the importance of factors for choosing tourist destinations, but in terms of topography, natural landscape, special food and beverage, tourism transportation, cost budget, hospitality of residents, market norms and security are particularly important, scoring very important people more; at the same time, in terms of cultural and sports activities, tourism shopping, tourism performances relative to the other areas less important.

## 4.4. Exploratory Factor Analysis

### 4.4.1. Factor Analysis

Through factor analysis, 4 male factors were extracted from the 18 tourism destination selection factors, and the cumulative variance contribution rate of these 4 male factors was 75.759%, which means that these 4 male factors explained a total of 75.759% of the total variables, as shown in Table 4 below:

**Table 4.** Total variance explained

Ingredient	Initial Eigenvalues			Extract Square and Load			Rotate sum of squares loading		
	Total	Of variance%	Cumulative %	Total	Of variance%	Cumulative	Total	Of variance%	Cumulative %
1	9.629	53.493	53.493	9.629	53.493	53.493	4.330	24.055	24.055
2	1.573	8.737	62.230	1.573	8.737	62.230	4.307	23.928	47.983
3	1.236	6.866	69.097	1.236	6.866	69.097	3.110	17.280	65.263
4	1.199	6.662	75.759	1.199	6.662	75.759	1.889	10.496	75.759
5	.929	5.162	80.921						
6	.690	3.833	84.753						
7	.544	3.022	87.775						
8	.349	1.940	89.715						
9	.335	1.861	91.576						
10	.304	1.691	93.267						
11	.279	1.551	94.818						
12	.236	1.312	96.131						
13	.193	1.075	97.206						
14	.182	1.010	98.215						
15	.140	.779	98.994						
16	.067	.371	99.366						
17	.065	.361	99.727						
18	.049	.273	100.000						

**4.4.2. Factor Extraction and Naming**

Factor 1 has large factor loadings in the seven items of "lifestyle", "cultural and sports activities", "accommodation facilities", "specialty restaurants", "reference groups", "media influence", and "hospitality of residents", with factor loadings of 0.5 and 0.5 respectively. "Reference groups", "Media influence", "Resident hospitality", with factor loadings of 0.662, 0.709, 0.686, 0.662, 0.709, 0.686, 0.750, 0.657, 0.700, 0.625, so it is named as "the original conditions of the tourist destination", and the variance contribution rate is 24.055%. The factor loading level of "specialty food and beverage" is the highest, reflecting that college students have higher requirements for specialty food and beverage in the destination and pay great attention to the food culture of the destination.

Factor 2 was found in "travel transportation", "budget", "perceived distance", "duration", "market standardization", and "travel time". "market standardization" and "safety", with factor loadings of 0.656, 0.758, 0.797, 0.827, 0.621, and 0.578, respectively, and thus named as "Tourism destination basic conditions", with a variance contribution rate of 23.928%. Among them, the factor loading level of "duration" is the highest, thus reflecting that college students are very sensitive to the time of traveling, probably due to their studies and not being able to dedicate much time to traveling, so the time factor is one of the most important reasons for them to consider.

Factor 3 has larger factor loadings in "topography", "natural landscape" and "historical sites", with factor loadings of 0.842, 0.845, 0.729 and 0.729, respectively, 0.729, so it is named as "Tourism destination observable conditions", and the variance contribution rate is 17.280%. The difference between "topography" and "natural landscape" is 0.842 and 0.845 respectively, which indicates that the natural scenery of tourist destinations is very attractive to college students.

Factor 4 has large factor loadings in "tourist shopping" and "tourist entertainment", with factor loadings of 0.851 and 0.772 respectively, so it is named as "entertainment conditions in tourist destinations". Therefore, it is named as "Entertainment conditions of tourism destination", and the cumulative contribution rate of variance is 10.496%. The factor loading of "tourism shopping" is relatively higher, indicating that college students are also more concerned about the convenience of shopping in tourism destinations, and prefer to have the opportunity to buy souvenirs and specialty products.

**Table 5.** Rotated Component Matrixa

	Ingredient			
	1	2	3	4
Topography and Geomorphology	.225	.214	.842	.087
Natural Landscape	.177	.361	.845	.109
Historical sites	.307	.230	.729	.231
Lifestyle	.662	.032	.550	.176
Cultural and Sports Activities	.709	-.042	.441	.230
Accommodation	.686	.466	.139	.180
Specialty Dining	.750	.428	.170	.135
Shopping	.082	.228	.191	.851
Transportation	.409	.656	-.026	.261
Entertainment	.402	.195	.126	.772
Budget	.143	.758	.265	.344
Sensing Distance	.177	.797	.296	.286
Duration	.171	.827	.161	.120
Reference Group	.657	.411	.243	.101
Media Impact	.700	.247	.139	.256
Hospitality	.625	.559	.251	-.027
Market Regularity	.361	.621	.320	-.043
Safety	.567	.578	.359	.031

## 5. Conclusion and Recommendations

### 5.1. Conclusion

Comprehensive analysis of the above shows that due to the continuous improvement of the living standard, people enjoy the material at the same time, the spiritual pleasure is also very important, so college students pay great attention to the natural landscape and topography when choosing tourist destinations, and then some special catering and activities. All these can let them harvest experiences rarely found in normal life. However, due to academic pressure, material conditions and other factors, the range of choices is very limited, so the time factor is a very important aspect they consider when choosing travel destinations.

### 5.2. Suggestions

- 1) Enhance the experience of tourists and focus on the promotion of special food and beverage. Make full use of media resources to vigorously publicize the lifestyle, special culture, catering and other resources of tourist destinations, and take advantage of the college students' esteem for the psychology of food carding, so that college student tourists can feel the unique cultural charm in the taste of food.
- 2) focus on tourists' travel perception, create natural scenery

The purpose of tourism is mainly to increase knowledge, read the beautiful natural and humanistic scenery. Therefore, in the process of improving the quality of tourism, we should pay deep attention to the tourists' tourism perception, through careful planning and natural scenery into one of the tourism experience, so that college students can feel the immersive nature of the magnificent beauty and unique charm, so as to leave a deep and beautiful travel memories.

3) Focus on the construction of tourism characteristics of the brand, stimulate the vitality of tourism consumption

Make full use of the tourism characteristics of each region to create products with cultural characteristics unique to the local area, while product preferences can be benchmarked marketing, to seize the college students to choose the destination of tourism and entertainment shopping preferences, fully stimulate the vitality of tourism consumption.

4) Create special forces type tourism strategy, tap the consumption potential of golden week and summer vacation

College student group land time is scattered, special forces type tourism will be the trend. In the tourism industry, you can plan a fast-paced, high-performance travel experience, combined with the tourism peak of the Golden Week and the summer and winter vacations, in-depth excavation of college students' demand for leisure and vacation, to further release the potential for consumption, and to promote the sustained growth of the tourism industry.

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