Analysis of Domestic Tourism Consumption Structure in Zhejiang Province

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Abstract: According to the related data of tourism in Zhejiang province from 2006 to 2015, this paper analyzes the domestic tourism consumption structure of Zhejiang province by using the models of level index of tourist consumption and the upgrading index of tourism consumption structure. The results show that the development tendency of per capita consumption of the domestic tourists in Zhejiang province gears with the index of China. It shows a slow upward trend, and the per capita consumption of domestic tourists in Zhejiang is much higher than that level of China; the domestic tourist consumption level index of Zhejiang province is less than 1. That shows the growth of domestic tourist consumption in Zhejiang lags behind the growth of domestic tourism’s income. The domestic tourism consumption belongs to lag consumption; In the domestic tourists consumption of Zhejiang province, the proportion of non- basic consumption accounts for not more than 40% in majority year, and the upgrading index β value of tourism consumption structure were less than 1 in all years, which indicates that consumption structure of domestic tourism in Zhejiang province is unreasonable, and the development of tourism industry in Zhejiang province is disharmony. The domestic tourism supply structure in Zhejiang province need to be optimized.

1. Introduction

With the continuous growth of national income, China's domestic tourism market had a great development. Zhejiang province is a relatively developed province in economy and culture in China. It has many famous scenic spots such as Hangzhou West Lake, Mount Putuo and Thousand-Island Lake. It attracts many tourists come here, and the tourism industry develops rapidly. As can be seen from Table 1, the number of domestic tourists in Zhejiang increased from 161 million in 2006 to 525 million in 2015. It increased by 226.1%. Domestic tourism income increased from 152 billion yuan in 2006 to 672 billion yuan in 2015, an increase of 342.2%, which is a strong momentum of development.

Tourism consumption structure is an important indicator of the development of the tourism industry. For a more comprehensive analysis of the domestic tourism consumption structure in Zhejiang Province, this paper based on the outline of Zhejiang tourism statistics handbook (2006-2015) and the relevant data of Chinese Tourism Statistics yearbook (2007-2016), using the models of level index of tourist consumption and the upgrading index of tourism consumption structure, and with the help of Excel software to analyze the domestic consumption structure in Zhejiang province. Those can provide reference for making tourism industry development policy of Zhejiang province.

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<tr>
<td>Number of domestic tourists (100 million passengers)</td>
<td>1.61</td>
<td>1.91</td>
<td>2.09</td>
<td>2.44</td>
<td>2.95</td>
<td>3.43</td>
<td>3.91</td>
<td>4.34</td>
<td>4.76</td>
<td>5.25</td>
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<tr>
<td>Domestic tourism income (100 million yuan)</td>
<td>1520</td>
<td>1820</td>
<td>2040</td>
<td>2424</td>
<td>3046</td>
<td>3785</td>
<td>4476</td>
<td>5202</td>
<td>5947</td>
<td>6720</td>
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</table>
2. The analysis of overall level of domestic tourism consumption in Zhejiang Province

With the per capita consumption data of domestic tourists in Zhejiang province and the Excel software draw Fig.1. As can be seen from Fig.1, the development tendency of per capita consumption of domestic tourists in Zhejiang province gears with the index of China. It shows a slow upward trend, and the per capita consumption of domestic tourists in Zhejiang is much higher than that level of China. This phenomenon shows that the added value of tourism products in Zhejiang is higher, and the expenditure of tourists is relatively larger.

![Figure 1. Comparison of tourists’ per capita expenditure between Zhejiang and domestic from 2006 to 2015.](image)

3. Evaluation of tourists consumption level

The level of tourist consumption can be measured by the index of tourist consumption level, expressed as a formula:

\[ Q = \frac{C_d}{F_d} / \frac{C_s}{F_s} \]  \hspace{1cm} (1)

Q is the consumption level index of tourist; \(C_d\) is the tourists’ consumer expenditure of that year in some place; \(C_s\) is the tourists’ consumer expenditure of last year in some place; \(F_d\) is the domestic tourism income of that year in some place; \(F_s\) is the domestic tourism income of last year in some place. If Q is less than 1, it indicates that the domestic tourism consumption in some places is lag consumption. If Q equals 1, it means synchronous consumption, and Q is more than 1 for early maturity consumption [1].

According to the relevant data, using formula (1) to calculate the consumption index Q value of domestic tourist in Zhejiang Province from 2006 to 2015 (show in Fig. 2). As can be seen from Fig.2, the consumption level index of domestic tourists of Zhejiang province shows a upward trend, rising from 0.79 in 2006 to 0.91 in 2015, but the Q value is less than 1, it indicates the growth of domestic tourist consumption in Zhejiang lags behind the growth of domestic tourism’s revenue. The domestic tourism consumption belongs to lag consumption.

![Figure 2. The trend of domestic tourist consumption level index in Zhejiang province from 2006 to 2015.](image)
4. Analysis of domestic tourism consumption structure in Zhejiang Province

Analysis of the changes of domestic tourism consumption’s constitute in Zhejiang Province. Domestic tourism consumption consists of basic and non basic consumption [2], the basic consumption including accommodation, catering, transportation (including long-distance traffic and traffic in the city) and the scenic area. For tourists, basic consumption is the necessary and stable consumption in tourism; non basic consumption including shopping, entertainment, communication, resident services, culture, art and other consumptions, is the non essential consumption for tourists in tourism activities. Non-basic consumption is flexible.

As can be seen from Fig.3, the proportion of domestic tourists in Zhejiang province has the largest proportion in shopping, and the growth rate is faster. In 2016, shopping accounted for 33.6% of the total domestic tourism’s consumption in Zhejiang. The proportion of catering, accommodation and transportation, from second to fourth, began to decline year by year in 2013. The others changed slowly, ranking by order were scenic spots, entertainment, other, residential services, culture, art, post and telecommunications. From table 2 shows that the proportion of non basic consumption in most years is not more than 40%. However the basic consumption of tourism in developed countries, the proportion has reached more than 60% [3]. It shows the consumption structure of domestic tourism in Zhejiang province is not reasonable. There is a big gap between Zhejiang and the tourism industry developed countries.

In order to analyze the domestic tourism consumption structure more scientifically, we can use the upgrading index of tourism consumption structure to do a study, expressed as a formula [4]:

$$\beta = \frac{X}{Y}$$  \( (2) \)

$\beta$ is the upgrading index of tourism consumption structure; $X$ is the proportion of non basic tourism expenditure, and $Y$ is the proportion of basic tourism expenditure. The greater the beta value, the higher tourism consumption level and higher tourism consumption quality. It shows that consumption structure is reasonable; The less the beta value, the more proportion of tourists’ basic tourism consumption, the lower quality of tourism consumption. It shows irrational consumption structure.

As can be seen from Table 2, the upgrading index $\beta$ of domestic tourism consumption structure in Zhejiang province showed a slight upward trend from 2006 to 2015, rising from 0.57 in 2006 to 0.77 in 2015. But $\beta$ value is less than 1 in all years. This phenomenon shows that the consumption structure of domestic tourism in Zhejiang province is unreasonable, and the development of tourism industry in Zhejiang province is disharmony. But it is gradually improving by optimizing the
domestic tourism supply structure in Zhejiang province. And the quality of tourism products continues to be improved and the domestic tourism consumption structure is gradually reasonable.

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<tbody>
<tr>
<td>The proportion of non-basic consumption</td>
<td>36.5</td>
<td>37.2</td>
<td>38.2</td>
<td>39.5</td>
<td>37</td>
<td>38.6</td>
<td>33.4</td>
<td>33.5</td>
<td>36.8</td>
<td>43.4</td>
</tr>
<tr>
<td>The proportion of basic consumption</td>
<td>63.5</td>
<td>62.8</td>
<td>61.8</td>
<td>60.5</td>
<td>63</td>
<td>61.4</td>
<td>66.6</td>
<td>66.5</td>
<td>63.2</td>
<td>56.6</td>
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<tr>
<td>$\beta$ value</td>
<td>0.57</td>
<td>0.59</td>
<td>0.62</td>
<td>0.65</td>
<td>0.59</td>
<td>0.63</td>
<td>0.5</td>
<td>0.5</td>
<td>0.58</td>
<td>0.77</td>
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5. Conclusions

The development trend of the per capita expenditure of domestic tourists in Zhejiang is basically synchronous with China's indicators, showing a slow upward trend, and the per capita expenditure of domestic tourists in Zhejiang is much higher than the level of china.

The domestic tourist consumption level index of Zhejiang province is less than 1. That shows the growth of domestic tourist consumption in Zhejiang lags behind the growth of domestic tourism’s income. The domestic tourism consumption belongs to lag consumption.

In the domestic tourists consumption structure of Zhejiang province, the proportion of non-basic consumption accounts for not more than 40% in majority year, and the upgrading index $\beta$ value of tourism consumption structure were less than 1 in all years, which indicates that consumption structure of domestic tourism in Zhejiang province is unreasonable, and the development of tourism industry in Zhejiang province is disharmony.

References


