A Study on the Tourism Behavior of Male Tourists in Shiyan City

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Abstract. Male tourists have always been a very important part of China's travel market, but the relevant theoretical research is relatively lagging and lacking. By collecting data through questionnaires, this paper studies the tourism motive, tourist information acquisition mode, tourism decision-making and consumption, tourism preference and so on of urban male tourists in Shiyan city, so as to provide theoretical guidance for the development and marketing of male tourism market.

Introduction

In recent years, scholars at home and abroad have done a lot of researches on tourism behavior from diversified perspectives, one of which is the study of gender differences. [1] Because of physical, psychological, social differences and different family roles, the gender differences of tourists have attracted attention and aroused the enthusiasm of some scholars. [2] However, most of the domestic and foreign researches focus more on the study of female tourists, while ignoring the study of male tourism behavior. Consequently, the study on male tourism behavior theory is inadequate in theory, and in reality market segmentation did not specifically explore the potential male tourists market.

Understanding the gender differences in the behavior of tourists is significant for the targeted development of different gender segments of the market. The male tourists being the traditional backbone of the tourism market, the investigation and study of their tourism behavior can better meet their consumption demand. This paper tries to analyze the tourism behavior of male tourists in Shiyan city via questionnaires, in order to provide useful guidance for the development and marketing of male tourists, making the products more marketable and marketing more effective.

Data Sources and Research Methods

By using the method of questionnaire survey, this paper studies the tourism motive, decision-making behavior, and tourism preference and tourism consumption behavior of urban male tourists in Shiyan city. In the middle of October 2016, a total of 300 questionnaires were distributed in the People's Park, Wuyan Commercial Street, Wushang Department Store, Renshang Department Store, and the residential areas in Shanghai Road. 289 questionnaires were collected, with a total of 276 valid questionnaires, and the effective rate was 96%. In the survey, the number of male tourists aged between 36-45 years (35%), followed by those under the age of 25 (accounting for 30%). 40.58% of the subjects have a monthly income of 2501-3500 yuan, followed by 1501-2500 yuan (accounting for 35.42%). Occupational structure is mainly composed of enterprises and institutions (35%), followed by students (accounting for 30%). Most of the subjects have a college degree or above (54%). Based on the statistical data of sample survey, the SPSS software is used to analyze the data, and the corresponding conclusions are drawn.
Characteristics Analysis of Male Tourism Behavior in Shiyan City

Diverse Tourism Motives, Mainly For Health and Work

It cites a total of eight respondents for subjects to choose tourist motives in the survey questionnaire. Tourism motivations are the starting point and driving force of all tourism activities and affect various tourism behaviors \[3\]. Male tourist motivations include relaxation (35%), entertainment (25%), and the growth of knowledge (21%), business meetings (20%), exercise (15%), family activities (10%), parenting (10%) and friendship (9%). It can be seen that the tourism motives are diversified, but mainly for health and work. According to the theory of tourism motivation, the need is the basis of motivation, and the external incentive is an important condition for the motivation to generate \[4\]. With the improvement of people's living standards, male residents face more stress from work and they are eager to find a way to release the stress. A tour for relaxation, when they can temporarily leave their “habitat” meets their need. It should be noted that besides relaxation, male tourists motive for "knowledge growth" and "business meeting" are also intense. This can be accounted for by male’s social role: they are eager to increase knowledge through tourism to improve themselves; they need to make known their personal value and responsibility through business meetings.

<table>
<thead>
<tr>
<th>Tourism Motives</th>
<th>Proportion</th>
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</tr>
</thead>
<tbody>
<tr>
<td>exercise</td>
<td>15%</td>
<td>parenting</td>
<td>10%</td>
</tr>
<tr>
<td>relaxation</td>
<td>35%</td>
<td>friendship</td>
<td>9%</td>
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<tr>
<td>entertainment</td>
<td>25%</td>
<td>business meetings</td>
<td>20%</td>
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<tr>
<td>family activities</td>
<td>10%</td>
<td>the growth of knowledge</td>
<td>21%</td>
</tr>
</tbody>
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Access To Tourism Information: Network Channel Followed by Personal Experience and Friend’s Recommendation

Before traveling, people need first to collect all kinds of information, and then according to their own subjective preferences, make the corresponding travel decisions. Male tourists access to tourism information mainly through the tourism website (about 40%), personal travel experience (about 35%) and friends’ recommendation (30%). Many studies have shown that [5, 6, 7] the network, a convenient and efficient information platform, has become the main channel for tourists to obtain tourism information. Large amount of information, the fast speed of information spreading, more real-time, these advantages of the internet are unmatched by any other information access channels.

35% of male tourists list "personal travel experience" as another major source of tourism information. This is because on the one hand people's perception of a former tourism destination will affect the subsequent tourism decision-making behavior; on the other hand, most people believe in their own personal experience today when there is a lack of integrity in the society.

30% of male tourists prefer friends’ recommendation, which indicates friends’ introduction and recommendation is another important source of information for male tourists. As the tourism products are intangible, people are eager to share and recommend the tourism products they buy. Furthermore, tourism information from friends’ personal travel experience helps reduce the psychological risk in the process of purchasing tourism products.

Tourism decision-making: mostly economic and rational (cost performance)

The survey results show that male tourists are mostly economical decision makers (about 50%) and rational decision makers (about 25%), while the proportions of free, nostalgic and impulsive decision makers are small (respectively 10%, 10 % and 5%).

In the process of tourism decision-making, male tourists are most concerned about the "the quality of tourist attractions" (mean 4.01), followed by "travel expenses" (mean 3.95), "accommodation" (mean 3.65), and "traffic conditions" (Mean 3.61), while other factors are paid less attention to. Compared to women, male tourists generally have a stronger economic capacity, and naturally their requirement for the “quality of tourist attractions” is relatively higher. On the
other hand, male tourists’ limited disposable free time also contributes to their high requirement for “the quality of tourist attractions”. Meanwhile, they also attach great importance to “travel costs”, which confirms their economic and rational type of travel decision makers, who pursue higher cost performance.

In addition, most male tourists spend around 2001-2500 yuan (40.28%). In light of their income level, we can see there is consistency between the travel costs and income. And male tourists pay attention to cost performance.

Table 2. The influence factors of travel decisions.

<table>
<thead>
<tr>
<th>Influence Factors</th>
<th>Mean</th>
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<th>Mean</th>
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</thead>
<tbody>
<tr>
<td>travel cost</td>
<td>3.95</td>
<td>tourism service</td>
<td>3.52</td>
</tr>
<tr>
<td>accommodation conditions</td>
<td>3.65</td>
<td>weather condition</td>
<td>3.23</td>
</tr>
<tr>
<td>traffic condition</td>
<td>3.61</td>
<td>public Security</td>
<td>3.38</td>
</tr>
<tr>
<td>quality of scenic spots</td>
<td>4.01</td>
<td>other factors</td>
<td>2.97</td>
</tr>
</tbody>
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Travel Preferences: Long Distance, Theme Tour, Natural Scenery and Cultural Tourism Products

In terms of travel distance, the vast majority of male tourists prefer long distances and are willing to travel to cross-province tourism destinations (40%) and other cities within a certain province (35%). 10% of male tourists are willing to travel abroad, and only 15% of people choose the tourist attractions within their city. In general, male tourists prefer to travel through the distance, to explore new environments, to experience and learn new things, and to acquire new insights.

In terms of tourism projects, male tourists prefer the themed tourism activities (about 25%). This is because the themed activities of tourism projects are more entertaining and more participatory. Their other preferences are respectively natural scenery tour (21%), folk customs tour (20%), and historical monuments tour (16%) and so on.

As is discussed previously, of all the tourists involved in the questionnaire, about 54% of male tourists have received a college degree or above. This might partly explain male tourists’ interest in cultural tourism products.

The choice of tourist attractions and tourism activities is largely influenced by tourism motivations [8]. The major motivation for male tourists is the release of pressure and stress, or relaxation and recreation. Another major motivation is for the growth of knowledge and the depth and width of horizon and insights. Therefore, they are more interested in natural scenery, theme and cultural tourism products, since the beauty of nature can refresh them from the tension and pressure of life and work, help them relax and renew their energy and passion. This meets their motivation of “release the pressure and stress”. Folk customs tour, historical monuments tourism products and themed tour are cultural tourism products, which meets male tourist’s motivations of entertainment and leisure, and the growth of knowledge.

Conclusions and Discussions

For a long time, men have always had a strong influence in politics, society and economy. They have always been the important participants and influential factors of tourism activities. Most of the male tourists Shiyuan city are relatively young, with generally high academic qualifications, good occupation and fair economic background. Their major travel motivation is for relaxation and for physical and mental health. In terms of tourist information acquisition mode, they put internet as their priority. In terms of decision making, they are rather economical and rational, pursuing high cost performance. In terms of travel distance, they prefer long-distance travel. In terms of travel preferences, they love themed tour, natural scenery and cultural tourism products.

With these findings as background knowledge, tourism management and marketing personnel should actively take measures to pay more attention to male tourists’ tourism behavior characteristics. To better tap the potential market of male tourists, the tourism industries need to improve the quality of tourism products, develop high cost performance tourism products, and carry...
out more effective marketing through the internet and “word of mouth”, since these are the major channels through which male tourists access travel information.

References


