

TOURISM MOTIVATION AND BEHAVIOR OF
COLLEGE STUDENTS AT NANNING, CHINA



MASTER OF ARTS IN TOURISM MANAGEMENT
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TOURISM MOTIVATION AND BEHAVIOR OF
COLLEGE STUDENTS AT NANNING, CHINA



DONG LIANG

A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
2022

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ชื่อเรื่อง	แรงจูงใจในการท่องเที่ยวและพฤติกรรมการท่องเที่ยวของนักศึกษา กรณีศึกษา นักศึกษาวิทยาลัยในเมืองหนานหนิง
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บทคัดย่อ

ผู้คนสามารถบรรลุวัตถุประสงค์ในการตอบสนองความต้องการด้านวัสดุและวัฒนธรรมผ่านพฤติกรรมการท่องเที่ยว ระดับร่างกายและจิตวิญญาณของผู้คนสามารถผ่อนคลายและพักผ่อนผ่านการท่องเที่ยว ปรับปรุงสุขภาพกายของพวกเขา เพิ่มพูนความรู้ เปิดโลกทัศน์ และเพิ่มความรู้สึกร่าเริง ซึ่งช่วยส่งเสริมชีวิตทางสังคมและการผลิตที่มีเสถียรภาพและเป็นระเบียบเรียบร้อย ในกระบวนการนี้ ความก้าวหน้าและการพัฒนาของอุตสาหกรรมการท่องเที่ยวจำกัดอยู่ที่ระดับการพัฒนาเศรษฐกิจของประเทศ และขึ้นอยู่กับเศรษฐกิจของประเทศ แต่ยังคงตอบสนองต่อการพัฒนาการสร้างความเจริญรุ่งเรืองของประเทศและมีบทบาทเชิงบวกในการส่งเสริม การพัฒนาการก่อสร้างเศรษฐกิจของประเทศ ดังนั้นด้วยความเจริญรุ่งเรืองและความก้าวหน้าของสังคมและการพัฒนาที่แข็งแกร่งของเวลานักศึกษาวิทยาลัย ซึ่งเป็นกลุ่มนักท่องเที่ยวโดยเฉพาะจึงกลายเป็นจุดสนใจและมุ่งมั่นในอุตสาหกรรมท่องเที่ยวที่ประเมินค่าไม่ได้ ดังนั้น การวิจัยเพื่อวิเคราะห์แรงจูงใจและพฤติกรรมการท่องเที่ยวของนักศึกษาจึงเป็นเรื่องเร่งด่วนอย่างยิ่ง อันดับแรก จำเป็นต้องสรุปและสำรวจกฎหมายและความต้องการของแรงจูงใจและพฤติกรรมการท่องเที่ยวของนักศึกษาและหาอุปสรรคหากตลาดและ จะต้องขยายกลุ่มการท่องเที่ยวของนักศึกษา ความจุ จำเป็นต้องแนะนำกลุ่มนักศึกษาเพื่อสร้างพฤติกรรมการท่องเที่ยวที่ดีและแนวคิดการท่องเที่ยว สร้างมาตรฐานตลาดการท่องเที่ยว และปรับปรุงสภาพแวดล้อมโดยรวม การปรับปรุงและเพิ่มประสิทธิภาพของตลาดการท่องเที่ยวและกลุ่มนักศึกษาจะมีบทบาทเชิงบวกในการส่งเสริมการส่งเสริมอุตสาหกรรมการท่องเที่ยวในประเทศของจีนโดยรวมและการพัฒนาการศึกษาในระดับอุดมศึกษา

วิทยานิพนธ์รวบรวมและวิเคราะห์ปัจจัยที่ส่งผลต่อพฤติกรรมและแรงจูงใจในการเดินทางของนักศึกษา ศึกษาปัจจัยที่เกี่ยวข้อง และเสนอแนะที่เหมาะสม ผลการวิจัยของวิทยานิพนธ์สามารถใช้เป็นพื้นฐานในการวิเคราะห์กลุ่มการท่องเที่ยวของนักศึกษาวิทยาลัยได้ มีค่าอ้างอิงบางประการ

สำหรับการกำหนดเป้าหมายการบริการการท่องเที่ยว การพัฒนาการท่องเที่ยว และการปรับสภาพแวดล้อมการท่องเที่ยวให้เหมาะสม

คำสำคัญ : นักศึกษามหาวิทยาลัยหนานหนิง, พฤติกรรมการท่องเที่ยว, แรงจูงใจในการท่องเที่ยว



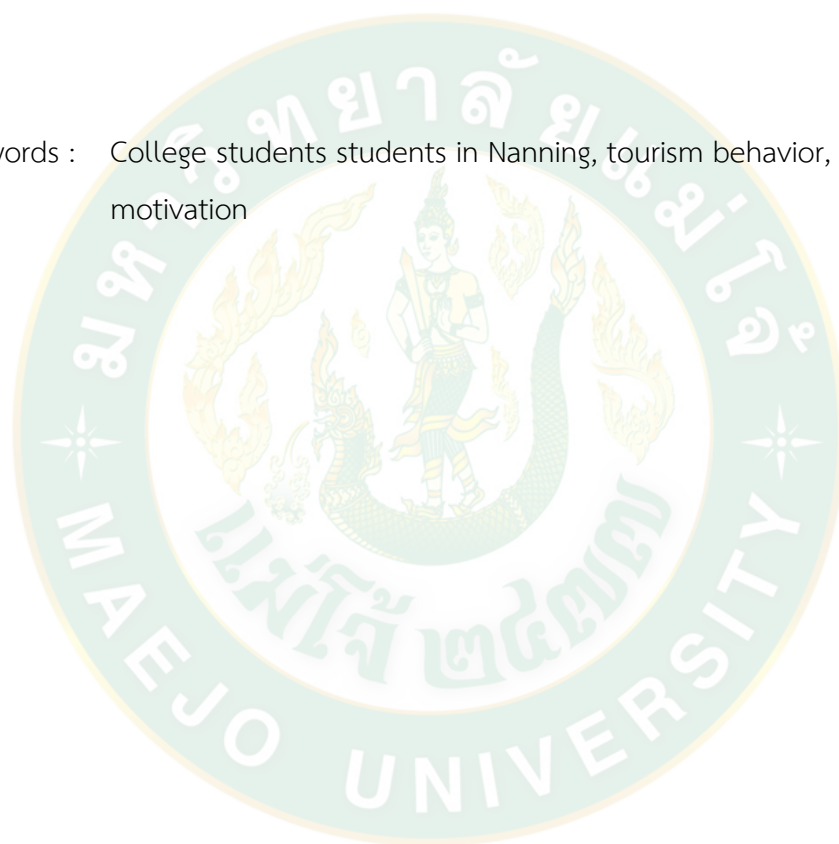
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ABSTRACT

People can achieve the purpose of meeting material and cultural needs through tourism behavior. People's physical and spiritual levels can relax and rest through tourism, further improve their physical health, broaden their knowledge, broaden their horizons, and increase their knowledge reserves, which effectively promotes the stable and orderly improvement of social life and production. In this process, the progress and development of the tourism industry is limited to the level of national economic development, and it is based on the national economy, but it also reacts to the development of national economic construction and plays a positive role in promoting the development of national economic construction. Therefore, with the prosperity and progress of society and the vigorous development of the times, college students, a specific tourist group, have already become the focus and focus in the tourism industry that cannot be underestimated. Therefore, the research to analyze the tourism motivation and behavior of college students has become extremely urgent. First, it is necessary to summarize and explore the laws and needs of college students' tourism motivation and behavior, and find the obstacles. If the market and the tourism group of college students are to be expanded Capacity, it is necessary to guide student groups to establish sound tourism behavior and tourism concepts, standardize the tourism market and improve the overall environment. The improvement and enhancement of the tourism market and groups of college students will also play a positive role in promoting the overall promotion of my country's tourism industry and the development of higher education.

The thesis collects and analyzes the factors that affect college students' travel behavior and motivation, studies the related factors, and puts forward reasonable suggestions. The research results of the thesis can be used as the basis for analyzing the tourism group of college students. There are some reference values for formulating tourism service targets, developing tourism groups, and optimizing the tourism environment.

Keywords : College students students in Nanning, tourism behavior, Tourism motivation



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This paper was finalized under the careful guidance of Dr.Winitra Leelapattana, Assoc. Prof. Dr.Weerapon Thongma and Dr.Jirachai Yomkerd respectively. Teachers' extensive professional knowledge, rigorous research attitude, attitude of excellence, approachable charm has a profound influence on me. Not only make myself master the research method of the paper, but also make myself understand the truth of many people. From topic selection to completion, every step of this paper is completed under the careful guidance of teachers, teachers poured a lot of time and energy. Here, I would like to express my high respect and heartfelt thanks to my mentor! In the process of writing the paper, I encountered a lot of problems, under the guidance of the teacher's patience, the problems were solved. So again to the teacher said: teacher, thank you! The classmates Zhang Yunzhi, Ma Yanping, Pu Liling, Yang Fang and Xiao Yu have made great contributions to our class affairs. Thanks again.

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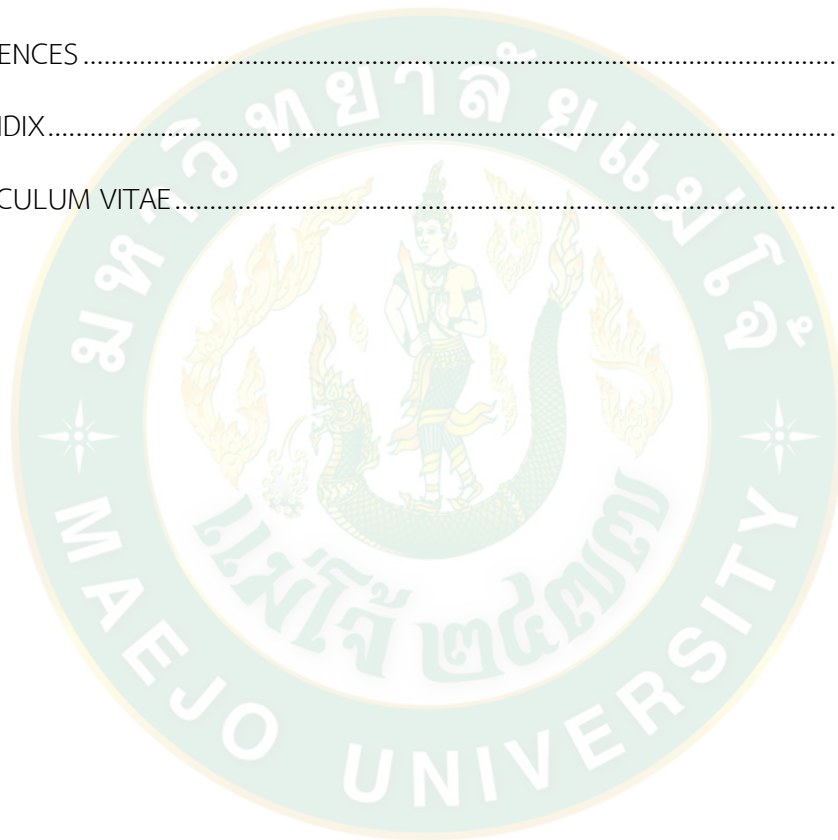
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CHAPTER I

INTRODUCTION

Research background and purpose

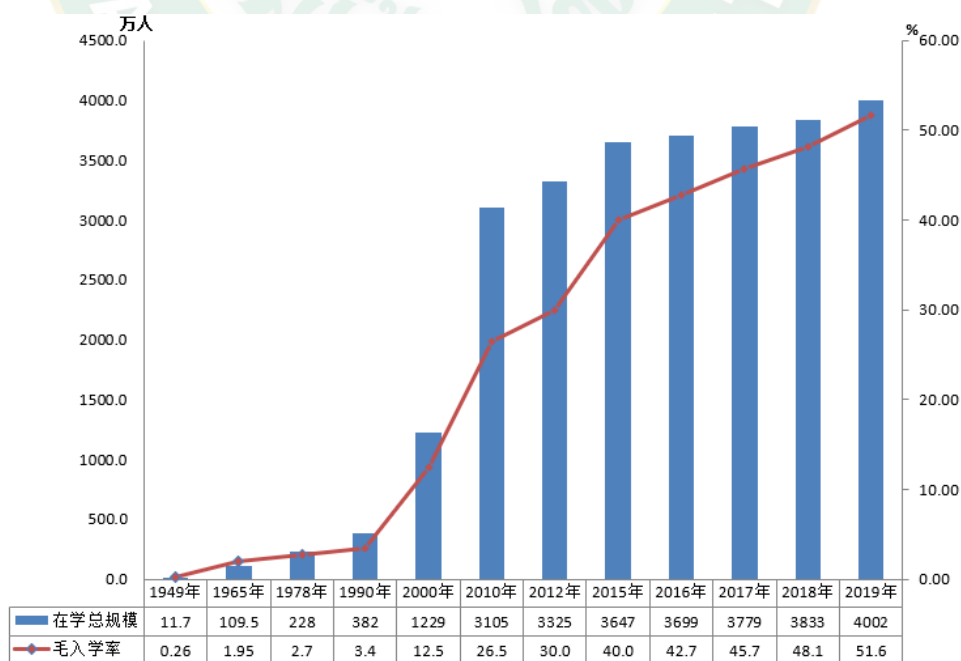
The main research objectives of this paper are as follows: The main purpose is to explore the relationship between the factors affecting student group's tourism behavior.

College students can achieve the purpose of meeting material and cultural needs through travel behavior. On the other hand, the physical and spiritual level of college students can relax and rest through travel. While further improving the physical health of college students, it also has the function of broadening insights, expanding horizons, and improving knowledge reserves, which effectively promotes the orderly development of local society's production and life.

With the increase in the frequency of inter-city mobility, the overall development of the tourism industry is improving, and under the process of informatization, a variety of multi-level tourism products and derivatives are spewing out. With the rapid development of urbanization, informatization, and modernization, there is plenty of room for the development of the tourism industry, and the current tourism industry will continue to maintain a relatively rapid growth rate. College students are about to enter the society, have a certain social nature, and belong to a group of new students. There is a certain consumption concept and time control, both in terms of consumption level and willingness to receive new things, they are the key development groups in the tourism market. Perhaps for many reasons, such as broadening horizons, leisure, and following trends, college students' travel preferences and motivations are more worthy of research. Different groups of students may affect their travel preferences and motivations in many aspects, such as feelings, attitudes, family, and learning.

What cannot be ignored is that my country's tourism industry is currently in a critical period. In a brand-new stage, there are both unprecedented major development opportunities and brand-new challenges. "Sudden contradictions, market changes, service enhancements, and structural adjustments" are the difficult period for the development of my country's tourism industry. Faced with such a severe situation, my country's tourism industry must change from a simple and extensive type to a fine and intensive type. From winning by quantity to quality-oriented, from basic

needs to high-quality services. In addition, according to the "Statistical Bulletin of National Education Development in 2019" published by the Ministry of Education on May 20, 2020, the number of students in higher education is steadily increasing. There are a total of 40 million students in various types of higher education across the country. In order to accelerate the modernization of social education management, build China's education power, and run education that satisfies the people, my country's higher education will further moderately expand its enrollment scale and optimize its structure in the future. The current age distribution of college students is basically between 18 and 24. Because of the unique values, knowledge level structure, physiological stage, and psychological level of college students, the tourism environment of college students is significantly different from the traditional tourism environment. As an environment with more than 40 million tourists, it has a strong development prospect. At present, due to the lack of corresponding analysis and research, the university tourism market cannot be targeted for launch, the service is not strong, the type of travel is monotonous, the specific discounts are few, and the safety factor is unstable. To deal with such a situation, how to use reasonable and orderly analysis and comparison, analyze the relevant factors of college students' travel motivation and behavior, how to expand the source of students at school, guide college students to establish correct tourism concepts, and how to manage the tourism industry reasonably need to be explored.



Figures 1 Total school size and gross enrollment rate of higher education

Research Question

Taking college students in Nanning as an example, this paper analyzes the factors that affect college students' traveling behavior

Expected results

Obtained data on the relationship between different student groups and different regions to different regions' travel motivation and travel inclination.

Scope of study

Students in 7 colleges in Nanning 1) Guangxi University for Nationalities 2) Nanning Normal University 3) Guangxi Police College 4) Guangxi University of Foreign Languages 5) Nanning University 6) Guangxi Polytechnic of Construction 7) Nanning College for Vocational Technology.

Limitations of this study

The relationship among tourists' motivation, behavior and influencing factors is studied.

Because there are few references in this field, and the coordination span of all aspects is too large, the paper has certain limitations in the research process and analysis. Specifically include the following points:

The first is the limitations of variable measurement.

From the analysis of the existing research results, each travel mode corresponds to a specific travel motive.

At present, academic circles and the industry have not yet formed a consensus on the span and constituent elements of tourist motivation, and there is no measure of tourism motivation.

The second is that the research method has certain limitations.

This research uses horizontal research, and the survey is based on the data determined by the interviewees, and it cannot directly show the changes caused by individual changes in the interviewee's receipts. This is also the limitation of this research.

The third is the limitation of the survey sample.

The number of questionnaires to be distributed is 500, and the collected results may have certain limitations on the data analysis of the paper.

According to the demographic characteristics of the sample, the survey respondents are basically college students. The age is concentrated between eighteen and twenty-four years old. Because the sample is randomly selected, it is inevitable that some students will fill in randomly and fail to reflect the true personal wishes, which will lead to deviations or distortions in very few data.

Therefore, the universality and authenticity of the results of this study are still limited.

Finally, there are the limitations of the research conclusions.

This research is only to verify the relationship between tourist behavior and influencing factors, but there are still differences between the intention of tourism behavior and actual behavior, and the intention cannot be equated with the final behavior. It will still be affected by economic conditions, interpersonal factors, and environmental changes. And other uncontrollable effects.

According to the results of this research, the analysis of tourist loyalty is also worthy of attention.

According to the results of this study, tourism experience affects tourists' later behavior, and the specific influencing mechanism needs to be further studied.

Definition of operational terms

Tourism motivation refers to the intrinsic motivation that promotes people's travel. It has the functions of activating, guiding, maintaining and regulating, and can start tourism activities and make them move toward their goals. The research on tourism motivation is mainly based on the general management theory of motivation in the field of psychology (such as the need for a hierarchy, driving force theory, expected value related theories and achievements we need to pass theories, etc.). Scholars have proposed "push-pull" Theory ("pushing" factors refers to the motivational factors or demands caused by imbalance or tension, which promote the generation of tourists' travel desire, the characteristics of "pull" and the attraction of factors, as well as the fact that the destination is related to its own attributes. The connection is produced by the tourists' recognition of their own target attributes, which affects the willingness to choose a destination), the "escape-seeking" theory ("escape" refers to the willingness to change from the daily environment, and "seeking" refers to

through contrast The willingness to obtain internal psychological returns from the tourism environment), the "egocentric-polycentric" continuum theory (egocentricity and polycentricity are two opposites at the two ends, but the two may also be converted to each other), etc., and summarized Types of tourism motivation such as cultural motivation, physical health motivation, interpersonal motivation and status prestige motivation. Student group tourists, especially university student groups, are the most dynamic part of the tourist source, occupying an important share in the domestic tourism market. Domestic studies on the motivation of university students include Li Limei, Yang Rui, Zheng Zongqing, Chen Xiaolian Other scholars and experts have done relevant researches respectively, which facilitates the tourism market and provides a reference basis to cater to the consumer group of college students.

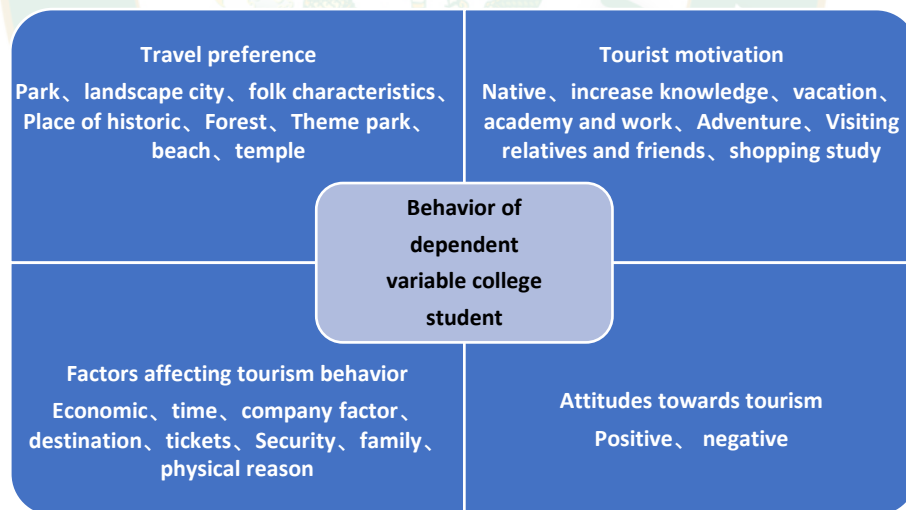
Tourism behavior refers to the characteristics of tourist destinations, tourist seasons, tourist destinations and tourist methods, as well as characteristics closely related to tourist awareness, tourist effects and tourist needs. In tourism development research, tourists can be regarded as the main body of China's tourism and tourism research and have been paid attention to by economists from all over the world (Wang Degang, 1999). The study of tourist behavior in various countries is mainly carried out from the perspectives of economics, sociology, anthropology, and psychology (Dai Bin, 1999 and Wang Degang, 1999). Tourism behavior has both a broad concept and a narrow concept. In a broad sense, tourism behavior refers to the amusement activities, spatial movement, and related life behaviors that tourists produce for the purpose of tourism in the complete tourism process, including the travel from the place of departure to the destination, and what they have at the destination. The specific travel content and all food, housing and shopping behaviors during the time period, that is, the six main links of tourists' travel, travel, food, housing, travel, entertainment, and shopping, are all tourism behaviors. The narrow sense of tourism behavior refers to the specific amusement activities generated by tourists in the destination, that is, part of the behavior content that is closely related to the characteristics and nature of the destination's geographic environment. Tourism behavior is the most basic symbol of tourists, with different types and levels. To understand and predict the tourism market, the analysis of tourism behavior must be used as the basis, which shows its importance.

CHAPTER II

LITERATURE REVIEW AND RELATED RESEARCH

Theoretical framework

Through the above data analysis, we can see that tourism management behavior is not a simple mobile or consumer market behavior, but is affected by a variety of factors, and has characteristics such as uniqueness, regionality, groupness, complexity, and universality. Macro tourism behavior should be analyzed from multiple perspectives and multiple levels to construct a comprehensive and reasonable theoretical structure. Tourism behavior is different from other types of behavior. Its attributes are a combination of geography, time, culture, economy, and politics, as well as a balance of advantages and disadvantages. Therefore, factors such as time, safety, distance, culture, economy, and politics are determined as objective factors. Motivated by objective factors, motivation, decision-making, tourism satisfaction, and loyalty are subjective factors that interact with each other to achieve tourism behavior. Theoretical structure (Figure 2).



Figures 2 Theoretical structure.

Related research

The object of tourism behavior research is the crowd who have tourism demand because of the tendency of tourism motivation, and tourists are generally in

the process of behavior or have behavior tendencies. The study of tourism behavior should not only study the tourism behavior of the actors, but also the specific factors that have an impact on tourism behavior. Tourism management behavior is the most basic and symbol of tourists, with different levels and types in China. As an important part of tourism research, tourism behavior has always been the focus of research and exploration by domestic and foreign scholars.

Research state in China:

The exploration of domestic traveler behavior research started relatively slowly, but there are already some in-depth and worthy research studies. Bao Jigang (1987) has a wealth of research on tourism behavior. His research on tourism behavior is influenced and guided by behavioral science. It has motivation, motivation, decision-making, and the impact of tourist destination grade series on tourists. On the contrary, some tourists are tourists. Preference for the type of tourist destination, etc. The center is how to mobilize the positive behavior of human beings, fully excavate and utilize tourism resources, make the behavior of tourists achieve the best effect, and how to transform from individual behavior system to collective behavior system and social behavior system [1]. Wu Ren (1992) according to the general theory of cultural science, human behavior often results from motivation, and motivation is derived from need. Or put it another way, that is, human beings generate motivation through need, and motivation in turn dominates behavior. Huo Li and Du Wenguang (1997) investigated the current situation of college students' tourism consumption, and discussed and analyzed the tourism consumption psychology of college students, mainly to explore the unique behavioral and psychological characteristics of college students in this huge tourist group. And the relationship between college students' behavior, gender, personality and travel. Li Limei and Bao Jigang (2000) conducted a sample survey of 400 undergraduates' recent travel status, and explained and analyzed the travel behavior of college students to find out the law of travel behavior of college students. Wang Bin (2001) investigated and studied the tourism behavior characteristics and influencing factors of tourists in Xi'an, and proposed an integrated approach to Xi'an tourism market and product promotion based on the characteristics of tourism behavior reflected by the survey objects. Huang Guoqing (2005) systematically analyzed the tourism behavior of Chongqing citizens based on the relevant theories of psychology, geography, and marketing. On this basis, he constructed a travel agency marketing strategy PSR response model, and combined with contemporary travel agencies' relationship and service to customers. According to the marketing strategy

requirements such as the level and product design, a new marketing mix model with a wide range of applicability is proposed, and the marketing strategies of travel agencies are discussed and studied. Zhou Ting and You Haimei (2005) took the student group as the research object, and took Nanjing Zijin Mountain Forest Park as an example to investigate and study the student group's ecological awareness and tourism behavior characteristics. According to the awareness and characteristics, the student group was considered It is a general eco-tourist, and proposes countermeasures to the student group to further cultivate the student group's ecological awareness from three perspectives (self, scenic area manager, and society). Using a questionnaire survey method, the characteristics of tourism behavior of college students in Nanjing, such as tourism motivation, travel frequency, tourism destination selection and other related indicators were analyzed, and the data cluster analysis method was used to divide the tourism behavior of college students into conservative, Proactive, indifferent and impulsive four types, and proposed corresponding marketing strategies. Yang Sitong and Liu Wenqing (2017) draw on various theories and methods in tourism consumer psychology and behavior, and conduct research on college students in the form of questionnaire surveys, so as to summarize the factors that affect tourism consumption behavior, the characteristics of college students' tourism behavior, and the characteristics of tourism behavior. The difference of college students' travel. Ge Aihong (2018) analyzed and studied the constraints of the development of the market economy of college students' tourism products based on the characteristics and preferences of our college students' cultural tourism management behavior, and took two colleges and universities in Shanxi Province as an example, and proposed solutions for further development of the college student tourism enterprise market. The research of Zhang Caibin (2019) can clearly determine whether the travel behavior of college students and tourists is affected by online traffic information and the extent of the impact, enriching the theory of traffic and travel behavior, and providing theory and technology for optimizing tourism transportation planning and information city construction The above support provides an effective way for predicting and diagnosing the traffic demand of tourists and guiding and managing the travel of tourists. Li Xiang and Huang Jiahong (2020) took the "March 3 of the Zhuang Nationality" festival as the starting point, and used the SPSS24.0 statistical analysis software to analyze the travel attitude, travel motives, and travel consumption of college students in Guangxi Zhuang Autonomous Region during this period by means of questionnaire surveys Based on the characteristics of behavior, and on this basis, suggestions on effectively promoting the development of the tourism market for college students during ethnic minority

festivals are put forward. Yue Haijing and Ma Aiping (2021) With the continuous improvement of the consumption power and economic strength of the "post-90s" generation, their consumption desires and consumption needs will be stimulated to a greater extent in the future, thus developing into the main force of China's tourism consumption. Based on the theory of planned behavior, the influencing factors of the "post-90s" tourism behavior intentions and their degree of influence are discussed, in order to guide tourism enterprises to build a tourism system more suitable for the "post-90s" group, and guide their tourism behavior in a reasonable and orderly manner.

Current status of foreign research:

Judging from existing data, foreign research on tourism behavior can be traced back to "Retail Location and Consumer Behavior" published by Brian J. L. Berry et al. And trade zones, etc., expressing the economic implications of tourism consumption behavior and retail locations. Michael H. Figler et al. (1992) used factor analysis of Figler's tourism motivation survey in "Amusement (Travel) Motivation: A Factor Analysis Method". The main motivation for travel. Leo Huang et al. (2003) researched and analyzed travel behavior from structural equation modeling, travel behavior, travel demand modeling, and dynamic models in "Structural Equation Modeling for Travel Behavior Research". Amir Reza Mamdoohi et al. (2016) in "Tehran Metro User Travel Behavior Modeling: Frequency of Use" based on the rapid growth of private cars and the unreasonable distribution of land use. The survey showed that the automobile-oriented traffic, environment and Economic issues require the use of TOD. Based on the development of subway stations, it simulates the travel behavior and decision-making procedures of subway users. Gabrielle Walters et al. (2019) concluded in "Terrorism Threats and Tourist Choice Behaviors" that as terrorist threats increase, tourists' travel choices in terms of accommodation, independent travel and group travel, cancellation policies, and prices vary greatly. Part of the reference is provided for the analysis of overseas travel. Yingying Du et al. (2020) investigated the impact of the popular Chinese movie "Lost in Thailand" on the behavior of tourists in destinations based on user-generated content from social media sites in "Lost in Thailand: A Case Study of the Impact of a Movie on Tourist Behavior". Analyzed the number of tourists, and through social network analysis and content analysis, explored the temporal and spatial behavior patterns of Chinese tourists traveling to Thailand before and after the movie was released. The changes in destination tourism behavior are investigated from the three dimensions of total tourism volume, tourism flow network structure and

tourists' time-space pattern, indicating that film production greatly affects the behavior of tourists visiting the destination.

Overview

The well-known Chinese scholar Liu Chun studied the motivation of tourism behavior from multiple angles. Bao Jigang has conducted comprehensive research from multiple perspectives of tourism behavior, such as decision-making, preference, and motivation. After that, he explained and analyzed the tourism behavior of college students in an attempt to find out some laws of college students' tourism behavior. Yang Chengjun, Niu Dong, and Wu Bihu summarized and evaluated the patterns of domestic and foreign tourism behavior space, and proposed the spatial structure of regional tourism with the city as the spatial structure. Yang Yang and Liu Zehua used the clustering method to divide the cultural tourism management behavior of college students into four different types: "conservative", "active", "indifferent" and "impulsive". Characteristic of the behavior of the person. In the survey of college students' travel behavior, Qu Genchuan used SPSS to analyze various factors that affect college students' choice of travel destinations, characteristics, travel costs, traffic, popularity, and other factors, and determined their respective influence weights, and compared their occurrences. The results of the analysis were verified by the tourism behavior of.

Terry Lam et al. studied the motivations of residents from Guangdong, China to travel to Hong Kong, China. He adopted factor analysis and variance analysis methods to analyze both the favorable and unfavorable factors that affect Guangdong residents' Hong Kong travel, and pointed out that the residents There is a significant correlation between tourism motivation and demographic factors. Hull's drive theory believes that the body's lack of sensation leads to non-selective behaviors that require drive. The strength of drive is correlated with the degree of lack, drive causes social behavior, so that we need to be satisfied, and then can reduce drive. If the driving force is successfully reduced, the body will remember all or some of the actions that led to the success, so the body will develop a habit that will reappear in similar situations. Hull believes that the joint development of drive (D), habitual intensity (H) and inhibition (I) determines the individual's behavioral learning potential (P), which can be expressed by the formula: $P = D \times H - I$. Drive theory emphasizes that individual behavior comes from intrinsic motivation, and ignores the role of external environment in triggering behavior. Incentives refer to stimuli that can meet the individual development needs of students, and have the effect of inspiring or inducing individual

enterprises to move toward a goal. Hull accepts the research variable of social incentives (K) and changes the formula to: $P = D \times H \times K - I$. North (1997) proposed a model of the process of motivation and expectation formation. In the model, first of all, we need to be activated and behave as an urge, which is emotional in nature, organizes individual thoughts and behaviors, and induces students' specific behaviorist tendencies, namely motives. This tendency encourages the individual to find objects he or she can satisfy in his or her environment, and the motivational process involves contextual parameters and value structures. Values have a direct influence on the regulation and control of motivation, and determine the nature, direction and intensity of motivation. North divides value into cognitive orientation and emotional orientation. Cognitive development leads to the pull factor of corporate value. It is based on the knowledge of experience, target, target company or problem situation. It is externally controlled and requires specific experience, target, target market or situation. This social value is Inherent and can have a specific object, so it is difficult to be replaced. On the other hand, emotional values have internal control. The driving factors of internal control value are based on driving forces. They do not require the existence of specific objects, but require a situation, object or process, so they are replaceable. Various combinations of motive, value and circumstances explain the diversity of motivation and perception of tourists. Gnoth's problem model combines drive theory, expectation value management theory knowledge and push and pull factors to develop, which reflects the complexity of the motivation process.

American scholars Robert McIntosh and Shashi Kent Gepter, in their book "The principles, system and philosophy of tourism" (the principles, system and philosophy of tourism), divide their motivations into four categories, the first category: the motivation of good health, The second category: cultural motivation, the third category: communicative motivation, the fourth category: status and prestige motivation.

Japanese scholar Kiichi Tanaka also classified tourism motives into four categories in "On Tourism". The first category: mood motives, the second category: physical motives, the third category: spiritual motives, and the fourth category: economical motives. motivation.

Research hypotheses

According to the above theoretical framework, the research results "tourism behavior is divided into four different types: "conservative", "positive", "indifferent" and

"impulsive", and analyzes the characteristics of various types of behaviors that affect college students' behavior towards tourists. The following assumptions are made:

H1: Personal attitudes and living standards significantly affect college students' travel behavior.

Basis: Values have a direct effect on the regulation and control of motivation, and determine the nature, direction and intensity of motivation. Motivation, value, emotion and other combined factors affect the process of tourism motivation. The following assumptions are made:

H2: The cognitive image of the tourist destination significantly affects the motivation of tourists.



CHAPTER III

RESEARCH METHODS

Research site

Guangxi Nanning

Data collection

In order to improve the scientific nature of the questionnaire, effectively obtain the real data of relevant variables, so as to obtain ideal research results, this research mainly carries out the design, modification and improvement of the questionnaire through the following steps.

The first is the literature review and analysis.

By referring to the maturity scales in previous studies, this paper compares and summarizes the measurement indexes of tourism motivation, tourism experience and behavioral intention in literature, and sets the items of relevant variables.

The second is to have a full discussion with an expert.

After the preliminary completion of the questionnaire, we discussed with experts and students to solicit their opinions and suggestions on the questionnaire, and revised the questionnaire accordingly to form a revised version of the questionnaire.

Then came the trial survey.

Before the formal investigation, a preliminary survey was conducted on some tourists in the school. According to the feedback of tourists, the problems still existing in the questionnaire were modified.

Finally, a formal questionnaire was conducted.

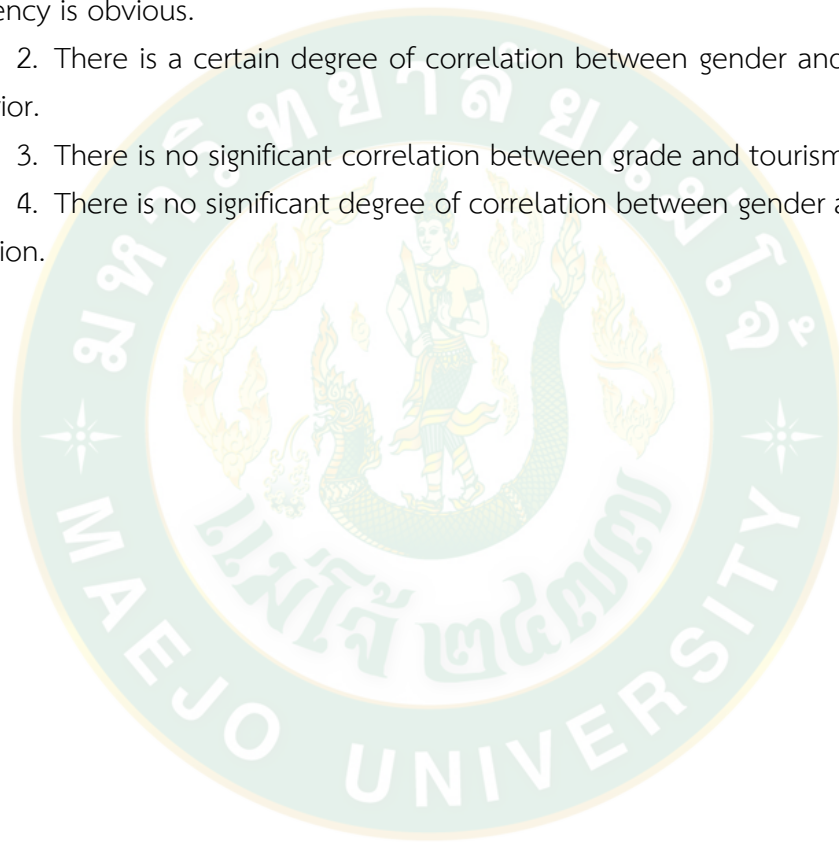
The interception convenient sampling method of filling in the questionnaire on the spot was combined with the fixed sampling method of each grade.

Questionnaires were distributed at (Guangxi University for Nationalities, Nanning Normal University, Guangxi Police College, Guangxi Foreign Languages University, Nanning University, Guangxi Vocational and Technical College of Architecture, Nanning Vocational and Technical College) and filled in by tourists on site.

Analysis of Data

SPSS According to data analysis, the higher the expenses that the college student tourist group invests in tourism, the higher their monthly average consumption level is often higher. In order to verify the relationship between the two, this paper conducts a confidence analysis. At the 5% confidence level, this article mainly extends four correlations.

1. The degree of correlation between monthly living expenses and travel frequency is obvious.
2. There is a certain degree of correlation between gender and travel sharing behavior.
3. There is no significant correlation between grade and tourism recognition.
4. There is no significant degree of correlation between gender and travel type selection.



CHAPTER IV

RESULT AND DISCUSSION

Investigation and Analysis of College Students' Tourism Behavior in Nanning City

In order to obtain data on the travel behaviors and motivations of college students in Nanning, the questionnaire mainly used sampling surveys, questionnaire surveys, dialogue interviews, statistical analysis, and comparative quotations, etc., to formulate a survey of Nanning college students' travel motives and behavior influencing factors. Questionnaire. The questionnaire survey is generally based on the travel preferences, travel motives, travel time and time periods, preferred types of tourism products, tourism intentions, preferred scenery, reasons for unsuccessfulness, sources of tourism resource information, etc. Expanded by the background, there are a total of 28 questions, including 27 multiple-choice questions and 1 subjective question. Randomly select seven universities in Nanning City, and randomly distribute the "University Student Travel" Questionnaire on Motivation and Tourism Behavior Factors", a total of 500 questionnaires, 365 feedbacks, delete invalid questionnaires, the remaining 350 valid questionnaires, the correct rate is 70%.

Representation analysis of survey results

The survey started on June 10, 2020 and ended on September 10, 2020. Statistical software such as EXCEL, SPSS, etc. was used to analyze, collect and categorize the collected valid questionnaire questions, and sort the data separately. There are 66 boys, 284 girls, 213 freshmen, 101 sophomores, 58 juniors, 49 seniors, and 7 graduate students and above. (Table 1).

Table 1 Sex distribution of the survey samples

N = 350	
Options	Reply situation
male	66
Female	284

Among them, 22 people were under 18 years old, accounting for 6.29%; 305 people were 19-22 years old, accounting for 87.1%; 23 people over 23 years old,

accounting for 6.57% of the total survey respondents, the age of the survey respondents Mainly concentrated between 19-22 years old (Table 2).

Table 2 Age distribution of survey samples

n = 350

Options	Reply situation
18 years old and below	22
19 years old	109
20 years old	100
21 years old	60
22 years old	36
23 years old and above	23

The survey subjects included 176 first-year college students, accounting for 50.29%; 79 sophomores, accounting for 22.57%; juniors 51, accounting for 14.57%; seniors 38, accounting for 10.86%; and 6 graduate students or above, accounting for 1.71% (As shown in Table 3).

Table 3 Grades distribution of the survey samples

n = 350

Options	Reply situation
Freshman	176
Sophomore	79
Junior	51
Senior year	38
Postgraduate and above	6

Analysis of the tourism motivation of college students in Nanning

Tourism motivation

In order to count the tourism motivation, this questionnaire lists 10 tourism motivation options for the subjects to choose. The statistical results of tourism motivation are shown in Table 4

Table 4 Distribution of tourism motivation

N = 350

options	Options reply situation
Get close to and feel nature	243
Increase knowledge and broaden your horizons	290
Relax on vacation	325
Academic or job requirements	57
Adventure hunting	71
Visit relatives and friends	97
Impulse	42
Shopping	60
Study	36
other	5

The data of the tourism motivation survey shows: First, 92.86% of the respondents choose to take a vacation and relax. Obviously, the first choice for college student tourists is to relax on vacation. Second, 82.86% of the respondents chose to increase their knowledge and broaden their horizons. This may be due to the improvement of the cognitive level of college students, and then to increase their experience through travel. Third, 69.43% of the college students surveyed chose to get close to and experience nature, indicating that college students also take tourism as an important way to get close to nature outside of class. Fourth, the proportion of tourists on a whim is 12.00%, which means that the traveling behavior of college students is also affected by their own emotions. According to the data of this survey, the motives of university student tourists are very many, and part of their motives are leisure and sightseeing. Therefore, it can be seen that in order to adapt to this large university student tourist group market, tourism operators must not only work hard on tourism products, but also constantly follow up on the preferences of the university student group, but also take advantage of the geographical advantages, so as to attract the university student tourist group. helpful.

Travel preferences

Because their choices are influenced by their travel motives, college students' travel preferences and travel preferences are basically consistent with their travel motives, as shown in Table 5.

Table 5 Statistical table of tourist preferences

N = 350

options	Reply situation
park	90
landscapes	220
city	225
Folk characteristics	274
Places of historic interest	259
Forest steppe	153
Theme park	229
Coastal beach	274
Religious temples	106
other	1

It can be drawn from the data: First, most college students take folk customs and coastal beaches as their first choice. Second, the historical atmosphere and cultural heritage of scenic spots and historical sites have become the second choice of college students. Third, the theme park, as a new product of tourist destinations, shows very unique characteristics of the times, which is guiding for it to become the third choice of the college student tourist group. Fourth, urban scenery has also become one of the choices for college students to travel. To sum up, it shows that the college student tourism group has various preferences for tourism products, and the interests are very wide. According to their consumption when traveling, it corresponds to the tourism motivation and development needs of this group.

Factors affecting tourism behavior

Although college students have great tourism motivation and potential, there are also many influencing factors. In the "Distribution of Reasons for Unable to Travel" shown in Figure, 84% of the respondents chose insufficient tourism funds. Therefore, it can be seen that the proportion of the university student group that is affected by the economy is the largest. The travel behavior of groups is extremely restricted, and most of them cannot achieve economic independence and freely choose travel behaviors. Second, the choice of time factor (257 people) and companionship factor (185 people) accounted for 73.43% and 52.86%, respectively. It can be seen that time and whether to travel with one another is also a major factor affecting the tourism group of college students. Secondly, lack of understanding of tourist destinations and the inability to buy tickets are also more reasons. It can be seen that time and the

safety of tourist destinations are also a major influencing factor. In the end, family members did not agree and were unable to travel due to physical reasons, which accounted for the smallest proportion.

Table 6 Distribution of reasons for travel failure

n = 350	
options	Reply situation
like	271
generally	73
do not like	6

Tourism attitude is shown in Table 7. According to statistics, the number of people who like to travel is as high as 271, accounting for 77.43% of the total, 73 people generally like it, accounting for 20.86%, and the respondents who do not like travel the number of participants accounted for only 1.71%, with only 6 people. It can be concluded that college students yearn for tourism activities and have a strong demand. Therefore, the source market for university students cannot be ignored.

Table 7 Distribution of college students' attitudes towards tourism

n = 350	
options	Reply situation
not enough time	257
Insufficient travel expenses	294
I don't know much, so it's difficult to decide on a travel route	133
Family or friends disagree	79
I didn't find anyone traveling with me	185
Physical health	40
Security considerations	107
Can't get a ticket	125
other	5

Analysis of decision-making on tourism behavior of college students in Nanning

The main way to obtain tourist information

Table 8 "Statistical chart of tourism information acquisition channels": First, the majority of those who choose "Internet and TV". First of all, because the Internet has developed rapidly, with a large flow of information, more options, and more convenience, the Internet also allows tourists to more intuitively understand the main content of tourist destinations in advance, bringing the two closer together. Therefore, "Internet and TV" became the first way to obtain. Second, the option "friends introduce and promote" has a high selection ratio. The reputation of service satisfaction is critical to the tourism industry. The reputation of tourists determines the development of tourist destinations, and tourist groups are also willing to use their population to learn about their feelings. It can also avoid unnecessary waste based on the real feelings of others, so it has become the basis of reference for the travel of college students. Third, books, magazines, newspapers and periodicals are also part of it, reflecting the wide and diverse sources of information for college students. Therefore, tourism practitioners should unblock and build more real and effective information channels, so that college students, a source group of tourists, have more reliable choices and trust.

Table 8 Statistical chart of tourism information acquisition channels

n = 350	
options	Reply situation
Travel agency	79
Books, newspapers, magazines	193
online TV	308
School poster promotion	50
Friend introduction	224
other	8

Table 9 The number of people to obtain tourism information

n = 350

options	Reply situation
The travel agency	79
Books, newspapers, magazines	193
The Internet, TV	308
School Poster Promotion	50
Friends introduction and publicity	224
other	8

Statistical analysis of travel time

The interviewed college students have a wealth of optional time periods for travel, including winter vacation, summer vacation, weekends, and legal holidays (Golden Week). See Table 10 for the distribution of travel time of college students on campus as follows:

Table 10 Statistical table of travel time period of college students

n = 350

Options	reply situation
over the weekend	132
Golden Week (small holiday)	225
Heat winter vacation	251
Class or club organization time	56
other	7

From the chart data, it can be concluded that the number of people who choose to travel during winter and summer vacations is the largest because the winter and summer vacations have a large time span and plenty of time. The second is to choose Golden Week. The vast majority of travel time periods are concentrated in winter vacation, summer vacation, and national statutory holidays.

Table 11 Distribution of the frequency of medium - and long-distance trips per year

n = 350

Options	reply situation
0 times	125
1 time	141
2 times	59
3 times	15
4 times	2
5 times and above	8

Then, the analysis of the questionnaire showed that the survey respondents' annual travel trips were basically 1-2 trips, accounting for 57.15%. The proportion of three or more trips is only 7.15%. In addition, 35.71% of the people who have no travel plan and frequency accounted for 35.71%. These respondents cannot ignore it. The group of college students with 0 trips needs to focus on analysis. As shown in Table 12.

Table 12 Annual market distribution of medium - and long-distance travel

n = 350

Options	reply situation
Two days	41
Three days	60
Four days	62
Five days	151
other	36

In addition, statistical analysis shows that the number of long-distance travel days per year for college students is generally concentrated in 3-5 days, accounting for 77.99%. The span of travel time is related to the expenditure of university travel funds. A considerable number of students cannot afford more travel expenses, so they often choose to reduce the travel span, reduce time and save expenses. To achieve the purpose of their own travel needs, this is also one of the reasons why there are fewer people traveling for more than five days in the option.

Analysis of the sources and expenditures of tourism expenses

The sources of funds for traveling out are shown in Table 13.

According to the analysis of the questionnaire survey, a considerable part of the source of funding for student travel is mainly family funding, and individuals cannot be financially self-sufficient. Followed by the usual frugal accumulation. It is verified once again that the tourism behavior and motivation of the university student tourist group are greatly and most directly affected by economic factors.

Table 13 Table of sources of tourism funds

n = 350

options	Reply situation
Usually thrifty, accumulated travel costs	275
Part-time wage	142
The scholarship	40
Family support	247
Activity Funds (Sponsorship)	22
other	2

In addition, college student travellers must not only have enough free time, but also have free and sufficient travel expenses to realize their travel plans. Table 4-14 mainly shows the survey results of the average monthly living expenses of college students. It can be seen that the average monthly living expenses of the college students are not very high, mainly concentrated in the 1000-2000 yuan, which basically meets the daily "clothing", "food", "walk". This is related to the student's family situation and parents' philosophy.

Table 14 college students monthly living expenses statistics

n = 350

options	Reply situation
Within one thousand	86
One thousand to two thousand	230
Two thousand to three thousand	19
Three thousand to four thousand	7
Four thousand to five thousand	4
Over five thousand	4

The cost of a trip for college students is basically concentrated below 1,500 yuan, accounting for 79.99%. The least proportion is more than 3,000 yuan, accounting for 4%, while the majority of college students' travel consumption is concentrated below 2,000 yuan. As shown in Table 15.

Table 15 college students monthly living expenses statistics

n = 350

options	Reply situation
Below 500	74
500-1000	130
1000-1500	76
1500-2000	36
2000-3000	20
Above 3000	14

In addition, as shown in Table 16, in terms of travel service grades, most of the respondents' intentions are cost-effective, and most of them choose comfortable (58%) and economy (38.86%), while luxury only accounts for 1.43%. It can be seen that there is a certain connection between economic restrictions and the rational choice of college students.

Table 16 Statistical diagram of the types of college students' travel preferences

n = 350

options	Reply situation
Economy (don't care about food, lodging and transportation, focus on travel)	136
Comfort	203
Luxury type (food, lodging and travel have higher requirements)	5
other	6

Finally, as shown in Table 17, in the travel consumption of college students, 78.00% of accommodation expenses are considered to be the most consumed. Followed by 71.71% of food, transportation costs accounted for 57.43%. It shows that the main consumption of the travel group of college students is still concentrated in food, housing and transportation. Cultural tourism behavior.

Table 17 proportion of college students' tourism consumption

n = 350

options	Reply situation
Tickets	134
diet	251
Accommodation fee	273
Shopping	115
transportation fee	201
entertainment	123
other	0

From the above perspectives, the results obtained can directly reflect that college students are a low-consumption group of tourism. Under the premise of limited economic conditions, they pay more attention to the process experience during the travel process, but do not tend to enjoy travel.

Scope of tourism intention

The highest tourist intention is tourism outside the province, accounting for 75.14%, followed by 42.29% in the province, 30.29% in the city, and 18.00% and 19.43% abroad, respectively. Tourism outside the province is more popular, so the choice of travel intent will not increase or decrease according to distance. High probability is limited by tourists' interest preferences. (Table 18).

Table 18 Distribution diagram of tourist intention range

n = 350

options	Reply situation
City	106
Outside the city	145
In the province	148
Outside the province	263
Hong Kong, Macau and Taiwan	68
foreign	63
other	2

Comparative analysis of destinations

Table 19 and Table 20 show statistics on the types of intentional travel and actual visits. Folklore features and coastal beaches are the preferred destinations for college students in the tourist group, accounting for 78.29%, followed by scenic spots and historical sites 74.00%. The actual visits are urban scenery, landscape scenery, folklore features, and historical sites. Intention and reality do not match. It reflects the uncertainty of college students' travel behavior.

Table 19 Statistical diagram of intention tourism types

n = 350

options	Reply situation
garden	90
Landscape scenery	220
Cityscape	225
Folk characteristics	274
Places of Interest	259
Forest grassland	153
Theme Park	229
Marina Beach	274
Religious temple	106
other	1

Table 20 Statistics of Actual Visited Tourism Types

n = 350

options	Reply situation
garden	134
Landscape scenery	181
Cityscape	208
Folk characteristics	153
Places of Interest	153
Forest grassland	53
Theme Park	136
Marina Beach	147
Religious temple	38
other	2

Analysis of the characteristics of the travel purpose and travel mode of college students in Nanning

Tourism purpose

Tourism motivation is the prerequisite for tourism. Therefore, the purpose of college student travel is the content that needs attention. Broaden their horizons and increase their knowledge accounted for 92.57%, travel experience accounted for 90%, and physical and mental pleasure accounted for 87.71%. Making new friends and traveling adventures accounted for 50.29% and 41.43% respectively. This shows that the original intention of college students to travel is more concerned with adjusting the environment and improving their horizons.

Table 21 Distribution of college students' travel purposes

n = 350	
options	Reply situation
Broaden your horizons and increase your knowledge	324
Get a travel experience	315
Meet new friends	176
Have a travel affair	145
Get physical and mental pleasure	307
other	2

Travel organization method

Analyzing the data, as shown in Table 22, the travel methods of Nanning college students surveyed are mainly divided into the following categories: multi-person self-guided tours (72.57%), individual self-guided tours (54.00%), class or group tours (24.86%), Travel agency package tour (15.14% and 8.57%). This means that college students' travels are grouped and concentrated. However, the tendency of self-guided tours is obviously greater than that of package tours, which shows that the group of college students is unique.

Table 22 College Student Travel Organization Pattern

n = 350	
options	Reply situation
Travel agency package price personal tour	30
Travel agency package price multi-person tour	53
Class tour or group tour	87
Multi-person self-guided tour	254
Personal self-guided tour	189
other	4

An extended analysis after the investigation has been completed

The data analysis truly and objectively reflects the tourism behavior and motivation of college students in Nanning. However, in order to make the characteristics of tourism behavior and motivation more obvious, further correlation analysis of the data is carried out here.

The results of this analysis are divided into 4 parts, mainly using the one-way variance method, independent sample t-test method and chi-square test method for correlation analysis. Here you only need to pay attention to the significance value of each analysis (the part marked in yellow). If it is less than 0.05, it means that there is a significant correlation, and vice versa.

Monthly living expenses and travel frequency (single factor variance)

Table 23 Monthly living expenses and travel frequency (single factor variance)

ANOVA					
Travel frequency					
	Sum of squares	Degrees of freedom	The mean square	F	significant
Between groups	211.097	5	42.219	6.421	0.000
Within the group	2261.692	344	6.575		
A total of	2472.789	349			

Gender and travel sharing (independent sample t test)

Table 24 Gender and travel sharing (independent sample t test)

		Independent sample test				
		The test of variance equivalence		Mean equivalence t inspection		
		F	significant	t	Degrees of freedom	Sig.
Do you share travel details and anecdotes with your friends or family	Assumed equivariance	1.319	0.252	-1.187	348	0.236
	We don't assume equal variance			-1.139	93.297	0.258
Do you share your travel experience or print pictures on the Internet	Assumed equivariance	11.656	0.001	2.943	348	0.003
	We don't assume equal variance			3.115	104.438	0.002

Grade and travel recognition (single-factor variance)

Table 25 Grade and travel recognition (single-factor variance)

		ANOVA				
		Sum of squares	Degrees of freedom	The mean square	F	significant
Do you like traveling	Between groups	1.148	4	0.287	1.523	0.195
	Within the group	65.026	345	0.188		
	A total of	66.174	349			
You are at home and school	Between groups	10.437	4	2.609	3.459	0.009
	Within the group	260.237	345	0.754		
	A total of	270.674	349			
What is the level of guidance and recognition for college students' tourism?	Between groups	0.861	4	0.215	2.761	0.028
	Within the group	26.899	345	0.078		
	A total of	27.760	349			

Gender and type of travel (Chi-square test)

Table 26 Gender and type of travel (Chi-square test)

project	gender		chi-square	P values	
	M	F			
What kind of tour do you usually choose	Travel agencies include individual Tours	3	27	10.792	0.095
	Travel agencies offer inclusive Tours	6	47		
	Class or group travel	13	74		
	Multigroup Self-help Tour	42	212		
	Individual Travel	40	149		
other	0	4			

project	gender			chi-square	P values	
	M	M				
You are more inclined to travel	Economy (don't care about food, accommodation and travel, focus on travel)	32	104	136	4.473	0.215
	Comfort (there are certain requirements for accommodation and food, but more care about travel)	31	172	203		
	Deluxe type (higher requirements for food, accommodation, travel and travel)	1	4	5		
	other	2	4	6		

Correlation analysis between monthly average consumption expenditure and annual tourism expenditure

According to data analysis, the higher the expenses that the college student tourist group invests in tourism, the higher their monthly average consumption level is often higher. In order to verify the relationship between the two, this paper conducts a confidence analysis. At the 5% confidence level, this article mainly extends four correlations.

1. The degree of correlation between monthly living expenses and travel frequency is obvious.

2. There is a certain degree of correlation between gender and travel sharing behavior.
3. There is no significant correlation between grade and tourism recognition.
4. There is no significant degree of correlation between gender and travel type selection.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Analysis of the factors that influence the tourism behavior of college students

Concentration

In tourism behavior, college students usually show relative concentration, which is manifested in the concentration of travel scale and travel time. In terms of travel scale, the proportion of multi-person self-guided tours is as high as 72.57%. The travel time of the second university student tourist group is also more concentrated on golden holidays, such as May 1st Labor Day and National Day. The survey data shows that the vast majority of respondents who chose to travel during summer vacation accounted for 71.71%, and those who chose to travel during the golden holiday also accounted for more than half, accounting for 64.29%. Since there are only two days on weekends, it is very important for travel. There is still an impact, so the number of people selected is relatively low, accounting for 37.71%. On the other hand, it is reflected in the mutual influence between groups. Some good reputation is also an influencing factor of companions' travel choices.

Uniqueness.

The factors that affect college students' travel behavior and motivation are unique, which is reflected in the requirements for the selected environment and travel products. I am more concerned about whether the products and services are in line with my own interests and preferences. That is, when they consume or travel, they are more concerned about their fit. Compared with traditional tourist groups and traditional tourism, the travel behavior of college students is more concerned with personalized services, and they like novelty and challenges. More and more tourism products under the new situation have become the favorites of university students.

Reality

Corresponding to emotionality, college student tourism pays more attention to rational choice. On the one hand, tourism products and types are becoming more and more diverse, and supporting services are also diverse, providing college students with more options for time, location, and products. The consumption consciousness of

college students has gradually matured. The choice will be combined with reality, and the entire travel behavior can be analyzed calmly and rationally. On the other hand, college students are more concerned about the recommendation of friends when choosing travel, focusing on word-of-mouth and real experience. In today's social Internet so developed, the data shows that 88% of the way to obtain it is the Internet, and the next one is friends. Introduction accounted for 64%. It can be seen that the proportion of college physiological travel and rational consumption is relatively high. The rational choice also embodies the concentration and group behavior of college students' travel consumption.

Substitutability

From the analysis of the collected data, it is concluded that college students have more choices in tourism. One is because our country has a vast territory and a wide variety of natural and cultural landscapes. Regional differences are obvious. Second, due to identity restrictions, there are more restrictive conditions than ordinary tourist groups, but college students and tourists have a richer demand preference, which is reflected in the comparative tendency of tourism products and service levels. In short, with the development of Internet technology, there will be more and more choices for college students to travel. In a certain form, the diversity and uniqueness of college students' travel behavior are interdependent.

Emotional

From the analysis of the collected data, it is concluded that emotional factors are also attractive to college students' travel behavior choices. First of all, with the psychological soundness and physical maturity of college students, they pay more attention to emotional factors in the pursuit of tourism products and services. There will be choices that resonate with oneself and have a sense of belonging. It will be decided at the beginning of the selection. Secondly, college students are more concerned about highlighting themselves in the process of travel selection, and more concerned about how to maximize their consumption behavior. The psychology of chasing beauty and new ideas is even more obvious. Finally, tourism has become an important spiritual way for college students to express their emotions. With emotional satisfaction or loss, it will have an impact on their behavior, and more people will share the emotion of tourism.

Thinking and analysis of factors affecting college students' travel behavior

According to the analysis of the collected data, 59.71% of the questionnaire respondents believe that the guidance and recognition of college students' travel by families and schools is "general", 7.14% of college students think that it is "not important", and only 33.14% of college students think "More emphasis or attention" can be inferred from the fact that the guidance and attention given to college students' travel concepts by colleges and families is insufficient. In another set of data surveyed, 91.43% of the college students in the "University Students' Attitudes Towards College Student Travel" survey believed that "college student travel is promoted", and 8.29% believed that "university student travel is optional", and only 0.29% Of college students believe that "tourism for college students is not promoted". Analyzing the comparative data, the group of students recognizes the tourism industry and tends to travel. In another set of data, in the "factors leading to inability to travel", insufficient travel expenses, insufficient time, and no friends in the same group accounted for more than 50%. It can be concluded that due to the lack of guidance and attention from the family, school and society, fewer services in line with the consumption of college students, the overall tourism environment is not sound, and the limitations of college students themselves, there are many obstacles to college student tourism. Mainly manifested as:

Reasons for relevant government departments

The government and tourism-related departments are not paying enough attention to the tourist source of university students, and the preferential policies and travel arrangements are not detailed enough. Compared with the specific tourist areas for college students, there are fewer and insufficient publicity.

Reasons for tourism operators

Undergraduate tourism practitioners are uneven, and small businesses are unable to do a good job in undergraduate tourism. And big companies disdain the source of university students. The reason is that tourism operators do not pay enough attention to the source of university students in their consciousness. They have a strong sense of open-minded tourism service and do not provide good service. They even show contempt for the source of university students, slaughter and reject guests. In addition, most students choose self-guided tours more because there are fewer travel options available. There are some compulsory sales and more collective

activities. It does not fit in with the concept of independent consciousness awakening of college students in the new era of the 21st century.

Misunderstandings in universities

The university where the student is located is an important source for students to understand and penetrate the tourism industry, but the university lacks guidance and publicity for the tourism of the university students. Due to safety or other reasons, it is not allowed to organize students or guide students to understand the tourism industry.

Causes of social environment

Changes in the social environment will also have a necessary impact on the travel behavior of college students. At present, China is at the juncture of two centenary goals, facing major changes that have not occurred in the world in a century, facing severe and volatile epidemic environments, and facing domestic reforms. The arduous task of development and stability, as a social activity, tourism is bound to connect with all walks of life in society. Under the influence of the current "new crown pneumonia", uncertainties in the public environment still exist. Students' travel safety and prevention and control needs are still the focus of parents, society, and schools.

The reasons for tourists themselves in the college student group

According to the analysis of the interviewee's questionnaire, with the exception of a small number of students, most of the students are not financially independent and rely on family support. On the other hand, college students are not fully mature, and lack of travel and choice.

Recommendations

The college period is a period of adaptation for students to gradually move from school life to social life. College students generally lack social experience, have a great desire to explore the environment outside the campus, and are eager to understand and contact the society. Compared with other groups, college students have more travel motives and needs. There are still many bottlenecks and difficulties restricting the development of the tourism market for college students: First, while the needs of college students are diverse, but the purchasing power is limited, there is a certain degree of complexity and uniqueness; second, the low economic ability of

college students makes some enterprises and tourism The market has caused the embarrassment of not paying attention to the source of university students. Thirdly, the government and related departments lack supporting attractive preferential policies, and they have not stimulated the desire and motivation of universities to travel. Fourth, there is no interactive feedback mechanism, resulting in information gaps. To sum up, standardizing and developing a stable and continuous tourism market for college students requires multi-party coordination, multiple channels, and all-round, to open up more marketable college student tourism channels.

1. Government departments formulate supporting policies

Increase government investment and subsidy policies for college students, and timely introduce holiday travel plans and supporting facilities. Explore the market in a combination of various preferential methods, provide official and accurate tourism information, guide college students to rationally branch out and guide college students to receive tourism education.

2. Rectify the tourism business market

Pay attention to the feedback mechanism, rectify the tourism market, strengthen qualification review, and strive to create a tourist market that is willing to serve and provide high-quality services. Increase the degree of attention to the tourism consumer group of college students. Speed up the introduction of activity design plans that are in line with more college students' consumption propensity.

3. Strengthen tourism education

Colleges and universities should guide students to integrate what they have learned into practice. Vigorously advocate the "Three Going to the Countryside", teaching support, summer practice activities, and the "Western Volunteer Program". Recognize the importance of tourism education and increase necessary support for student tourism activities and related educational activities.

4. Create a social atmosphere that is conducive to tourism

During the period of historical convergence, vigorously establish the concept of tourism, vigorously advocate red tourism, and establish the tourism concept of the younger generation. During the epidemic, management and control should be strengthened reasonably to provide a relatively healthy, harmonious and safe environment for the continuous growth of the tourism group of college students.

5. Travel rationally and establish a healthy tourism concept

College students should combine their own economic strength and leisure time to travel reasonably. Establish a healthy tourism concept, and examine the development of the tourism industry from the perspective of sustainable development, scientific rationality, and comprehensive coordination.

6. Develop a powerful multi-channel and multi-level joint management service mechanism led by the competent authority to expand the tourism market for college students.



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APPENDIX

**Survey Questionnaire of University Students'
Travel Motivation and Travel Behavior Factors**

Q1: Your grade?

- | | |
|-------------------------------|--------------|
| A. Freshman | B. Sophomore |
| C. Junior | D. Senior |
| E. Graduate student and above | |

Q2: Do you like traveling?

- | | |
|--------------------|-----------|
| A. I like | B. Normal |
| C. I don't like it | |

Q3: How many short-distance trips do you make each year?

- | | |
|------------|----------------------|
| A. 0 times | B. 1 times |
| C. 2 times | D. 3 times |
| E. 4 times | F. 5 times and above |

Q4: How often do you travel long distances each year?

- | | |
|------------|----------------------|
| A. 0 times | B. 1 times |
| C. 2 times | D. 3 times |
| E. 4 times | F. 5 times and above |

Q5: How long do you use for short trips?

- | | |
|--------------|---------------|
| A. Two days | B. Three days |
| C. Four days | D. Five days |
| E. Other | |

Q6: How long do you use for long-distance travel?

- | | |
|-----------------------|-------------|
| A. Half a day | B. One day |
| C. One day and a half | D. Two days |
| E. Other | |

Q7: What is the purpose of your travel. (Multiple choice)

- A. Get close to and experience nature
- B. Increase knowledge and broaden your horizons
- C. Vacation and relax
- D. Academic or work needs
- E. Adventure and hunting
- F. Visiting relatives and friends
- G. Impulsive
- H. Shopping
- I. Studying
- J. Others

- Q8: Will you share travel details and interesting facts with friends or family?
- A. Occasionally
 - B. Often
 - C. Do not share
- Q9: Will you share or display travel experiences or pictures on the Internet?
- A. Occasionally
 - B. Often
 - C. Not
- Q10: When do you usually travel? (Multiple choice)
- A. Weekend
 - B. Golden Week (small long holiday)
 - C. Summer and winter vacation
 - D. Class or club organization time
 - E. Others
- Q11: What kind of travel do you usually choose? (Choose the two most frequently)
- A. Travel agency package price individual tour
 - B. Travel agency package price multi-person tour
 - C. Class tour or group tour
 - D. Multi-person self-guided tour
 - E. Individual self-guided tour
 - F. Others
- Q12: How do you learn about tourism information?
- A. Travel agency
 - B. Books, newspapers, magazines
 - C. Internet, TV
 - D. School poster promotion
 - E. Friends introduction and promotion
 - F. Others
- Q13: Where do you prefer to travel?
- A. In the city
 - B. Outside the city
 - C. In the province
 - D. Outside the province
 - E. Hong Kong, Macao and Taiwan
 - F. Overseas
 - G. Others
- Q14: Which type of travel do you most want to choose? (Multiple choice)
- A. Park
 - B. Landscape scenery
 - C. Urban scenery
 - D. Folklore features
 - E. Scenic spots and historical sites
 - F. Forest grassland
 - G. Theme park
 - H. Coastal beach
 - I. Religious temple
 - J. Others
- Q15: Which ones do you actually visit more often? (Multiple choice)
- A. Park
 - B. Landscape scenery
 - C. Urban scenery
 - D. Folklore features

- E. Scenic spots and historical sites
- F. Forest grassland
- G. Theme park
- H. Coastal beach
- I. Religious temple
- J. Others

Q16: What does your travel funding come from?

- A. Usually frugal and accumulated travel expenses
- B. Part-time salary
- C. Scholarship
- D. Family support
- E. Activity funding (sponsorship)
- F. Others

Q17: How much is your living expenses per month?

- A. Within one thousand
- B. One thousand to two thousand
- C. Two thousand to three thousand
- D. Three thousand to four thousand
- E. Four thousand to five thousand
- F. More than five thousand

Q18: What is the approximate cost of a trip?

- A. Below 500
- B. 500-1000
- C. 1000-1500
- D. 1500-2000
- E. 2000-3000
- F. Above 3000

Q19: Do you prefer to travel when traveling?

- A. Economy (I don't care about food, lodging and transportation, but the focus is on traveling)
- B. Comfortability (There are certain requirements for food and lodging, and I care more about traveling)
- C. Luxury (both food, lodging and traveling have higher requirements)
- D. Others

Q20: What are the factors that prevent you from traveling? (Multiple choice)

- A. Insufficient time
- B. Insufficient travel expenses
- C. I don't know much about it and it's difficult to decide the travel route
- D. Family or friends disagree
- E. I can't find anyone traveling with me
- F. Health status
- G. Safety considerations

H. Can't get it Ticket

I. Other

Q21: What is the level of guidance and recognition of college students' travel in your home and school?

A. More emphasis on

B. emphasis on

C. general

D. less emphasis on

Q22: What is the item you spend the most on travel? (Multiple choice)

A. Tickets

B. Food

C. Accommodation

D. Shopping

E. Transportation

F. Entertainment

G Others

Q23: Your attitude towards college student travel? (Single choice)

A. Advocate, can enrich university life.

B. Generally, university tourism is optional.

C. Don't advocate, affect study and increase financial burden

Q24: Do you hope to gain from traveling? (Multiple choice)

A. Broaden your horizons and increase your knowledge

B. Get a travel experience

C. Make new friends

D. Have a travel relationship

E. Get physical and mental pleasure

F. Others

Q25: What do you pay more attention to during your travels (multiple choices available)

A. Accommodation

B. Dining

C. Transportation

D. Guide

E. Shopping

F. Entertainment

G. Others

Q26: What other motivations do you think affect college students' travel behavior?

What are your suggestions and opinions on college students' travel services? Please leave a message briefly. thanks

Subjective questions

Q27: What is your age?

A. 18 years old and below

B. 19 years old

C. 20 years old

D. 21 years old

E. 22 years old

F. 23 years old and above

Q28: What is your gender?

A. Male

B Female



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