

CURRENT ANALYSIS OF PARENT-CHILD TOURISM MARKET
FOR PRESCHOOL CHILDREN IN NANNING CITY OF CHINA



MASTER OF ARTS IN TOURISM MANAGEMENT
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CURRENT ANALYSIS OF PARENT-CHILD TOURISM MARKET
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
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THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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ชื่อเรื่อง	การวิเคราะห์สถานการณ์ตลาดการท่องเที่ยวระหว่างผู้ปกครองและเด็ก สำหรับเด็กก่อนวัยเรียนในหนานหนิง ประเทศจีน
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บทคัดย่อ

ด้วยการพัฒนาและความก้าวหน้าอย่างต่อเนื่องของเศรษฐกิจและสังคมของจีน ประเทศ
สาธารณรัฐประชาชนจีนกำลังก้าวเข้าสู่ยุคของการท่องเที่ยว มวลชนและครอบครัวส่วนใหญ่ เลือกที่
จะเดินทางในรูปแบบการท่องเที่ยวแบบพ่อแม่และลูก ทั้งนี้ได้นำความต้องการในการตัดสินใจด้านการ
ท่องเที่ยวของตลาดมาเป็นจุดเริ่มต้น โดยเลือกเมืองหนานหนิงเป็นตัวอย่าง เพื่อวิเคราะห์ปัจจัยหลักที่
ส่งผลต่อการเดินทางหรือการท่องเที่ยวของพ่อแม่และลูกของเด็กก่อนวัยเรียนในเมืองหนานหนิง การ
ประยุกต์ใช้ทฤษฎีพฤติกรรมวางแผนสามารถนำมาวิเคราะห์เชิงปริมาณและยังสามารถทำให้การ
วิจัยเกี่ยวกับการท่องเที่ยวแบบพ่อแม่และลูกมีหลักวิทยาศาสตร์รวมทั้งมีเหตุผลมากขึ้น ด้วยคุณค่า
ทางการปฏิบัติที่แท้จริงในวิทยานิพนธ์นี้ โดยการให้คำปรึกษาและรวบรวมวรรณกรรมทั้งในประเทศ
และต่างประเทศที่เกี่ยวข้อง ตลอดจนการดำเนินการวิจัยในสถานการณ์จริง การออกแบบและแก้ไข
สัดส่วนการเดินทางท่องเที่ยวสำหรับผู้ปกครองและเด็ก รวมทั้งทฤษฎีพฤติกรรมนักเดินทางกับการ
ท่องเที่ยวสำหรับผู้ปกครองและเด็กเพื่อการวิเคราะห์เชิงประจักษ์ และสร้างทฤษฎีแบบอย่าง
พฤติกรรมตัดสินใจท่องเที่ยวของพ่อแม่และลูกสำหรับเด็กก่อนวัยเรียน ตัวแปรหลักสำหรับ
ทัศนคติเชิงพฤติกรรมบรรทัดฐานอันนัยการรับรู้และการควบคุมพฤติกรรมระบอบอิทธิพลภายนอกและ
ลักษณะทางประชากรศาสตร์แบบจำลองสมการโครงสร้างใช้แบบทดสอบสมมติฐานการวิจัยของตัว
แปรต่างๆ และวิเคราะห์ว่าตัวแปรแต่ละตัวจะมีผลกระทบต่อพ่อแม่และลูกหรือไม่ ความตั้งใจ
พฤติกรรมเดินทางและระดับของอิทธิพล และตามข้อสรุปของการศึกษาคั้งนี้ได้ให้คำแนะนำและ
ข้อเสนอแนะที่มีคุณค่าสำหรับการพัฒนาการท่องเที่ยวพ่อแม่และลูกสำหรับเด็กก่อนวัยเรียนในเมือง
หนานหนิง ผลการศึกษาวิจัยแสดงให้เห็นว่าสมมติฐานที่เสนอได้รับการยืนยัน ในแง่ของข้อมูล
ประชากรการศึกษาของครอบครัวและระดับรายได้ต่อเดือนของครอบครัวมีอิทธิพลอย่างมากต่อความ
เต็มใจที่จะเดินทาง ยิ่งระดับรายได้ต่อเดือนและระดับการศึกษาสูงขึ้น ความเต็มใจของพ่อแม่และลูก
จะเดินทางมากขึ้น สำหรับในทฤษฎีพฤติกรรมนักท่องเที่ยวนั้นเจตคติเชิงพฤติกรรมบรรทัดฐาน เชิงอัต

วิสัย และการควบคุมพฤติกรรมการรับรู้จะมีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจของ พฤติกรรมการเดินทางระหว่างพ่อแม่และลูก สำหรับเด็กก่อนวัยเรียนตั้งแต่กลุ่มขนาดใหญ่ไปจนถึง กลุ่มขนาดเล็ก การควบคุมพฤติกรรมการรับรู้ทัศนคติและบรรทัดฐานส่วนตัว การควบคุมพฤติกรรม ด้านการรับรู้มีผลกระทบโดยรวมสูงสุด ด้วยเหตุผลนี้ในการพัฒนาตลาดการท่องเที่ยวสำหรับผู้ ผู้ปกครองและเด็กสำหรับเด็กก่อนวัยเรียนที่เมืองหนานหนิง จำเป็นต้องสร้างแบรนด์ทางการตลาด อย่างต่อเนื่องเพื่อเพิ่มคุณค่าให้กับเนื้อหาของผลิตภัณฑ์การท่องเที่ยวสำหรับผู้ปกครองและเด็กรวมทั้ง การรับประกันความปลอดภัย และส่งเสริมการพัฒนาตลาดที่เข้มแข็งต่อไป

คำสำคัญ : ตลาดการท่องเที่ยวของพ่อแม่และลูก, เดินทางก่อนวัยเรียน, รูปแบบอย่างพฤติกรรมของ เด็ก



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Degree	Master of Arts in Tourism Management (International Program)
Advisory Committee Chairperson	Associate Professor Dr. Weerapon Thongma

ABSTRACT

With the continuous development and progress of China's economy and society, China is moving towards the era of mass tourism, and most families choose to travel in the form of parent-child tourism. Taking market tourism decision-making needs as the starting point, selecting Nanning City as an example to analyze the main factors affecting parent-child travel of preschool children in Nanning City. Therefore, through empirical analysis of parent-child travel of preschool children in Nanning City, the application of the theory of planned behavior can be expanded, and quantitative analysis can also make our research on parent-child tourism more scientific and rational, with strong practical value.

In this Thesis, by issuing 500 questionnaires and withdrawing 440 valid questionnaires, consulting and combing relevant domestic and foreign literature and according to the actual research situation, designing and revising the parent-child tourism travel scale, combining the traveler behavior theory with parent-child tourism for empirical analysis, and establishing a theoretical model of parent-child tourism decision-making behavior for preschool children. Main variables for behavioral attitudes, subjective norms, perceived behavior control, external influence system, and demographic characteristics, the structural equation model is used to test the research hypotheses of various variables, and to analyze whether each variable will have an impact on parent-child travel behavior intentions and the degree of influence, and according to the study conclusions provide valuable guidance and recommendations

for the development of parent-child tourism for preschool children in Nanning City. The study results show that the proposed hypotheses have been confirmed one by one. In terms of demographics, family education and family monthly income level have a strong influence on the willingness to travel. The higher the monthly income level and education level, the higher the willingness of parent-child travel to travel. In the theory of tourist behavior behavioral attitudes, subjective norms and perceptual behavior control will have a significant positive impact on preschool children's parent-child travel behavior intentions. From large to small, perceptual behavior control, attitude, and subjective norms, perceptual behavior control has the highest overall impact.

For this reason, in the development of the parent-child tourism market for preschool children, Nanning City needs to continuously build market brands, enrich the content of parent-child tourism products and safety guarantees, and promote the further vigorous development of the market.

Keywords : The Theory of Planned Behavior, Parent-Child Tourism, Behavioral Intention

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Qian Zhao

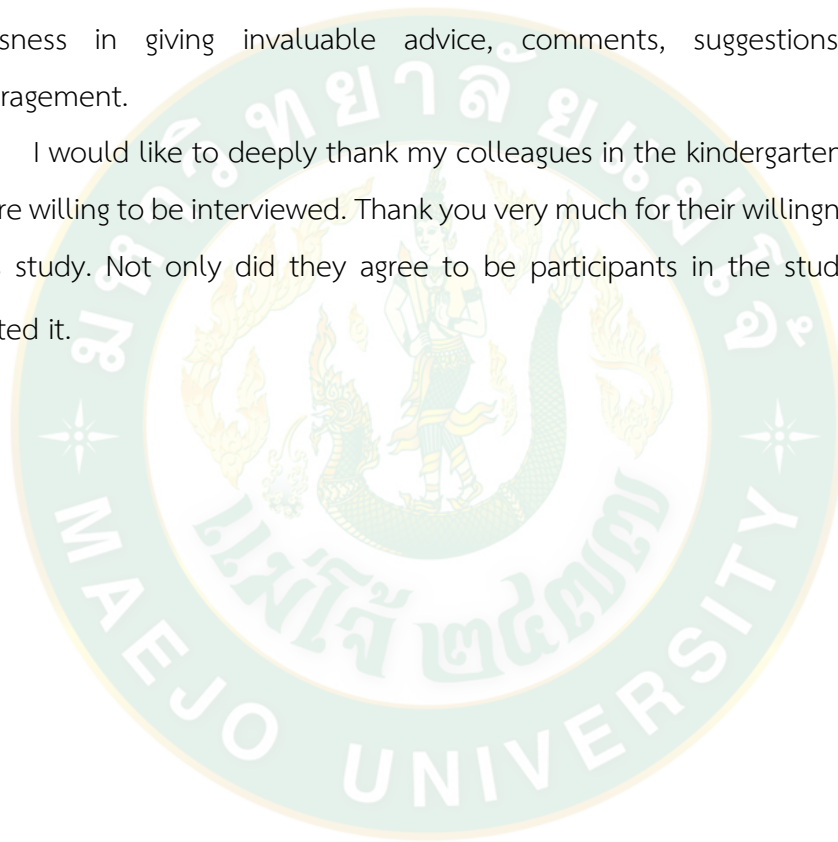


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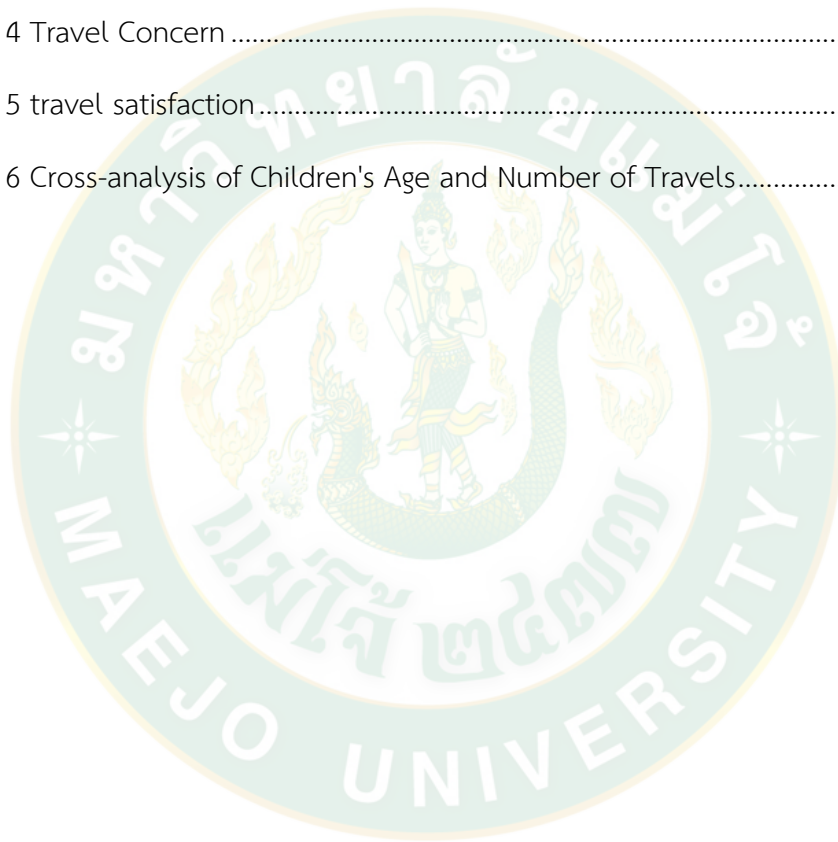


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CHAPTER I

INTRODUCTION

In recent years, tourism has developed rapidly, tourism products have begun to develop in a diversified direction. With the increase of per capita income, the number of tourist trips is also increasing significantly, and parent-child tours are subdivided from family tours in such an environment. With the development of industry and the improvement of commercialization, and the public's attention to the quality of life and children's education, the demand for parent-child travel products has increased greatly, especially the outdoor extended parent-child, which enhances physical fitness, is paid more attention by families and needs by the market.

In many emerging markets, the parent-child tourism market has grown into a new force because of its huge population base, strong consumption capacity and huge market potential, it is expected to become an important pole in emerging tourism markets. Currently, there are more than 400 million young people under the age of 18 in China, It accounts for one third of the country's total population. Taking kids out on weekends and holidays, to increase their knowledge, to broaden their horizons, the way of education becomes important for parents after 70,80 and 90. According to the sixth National Population census, China's population under the age of 18 has reached 279 million, accounting for 20.83 percent of the country's total population (National Population Census, 2010).

According to the White Paper on China's Parent-Child Industry 2018, China's parent-child industry market in 2019 has exceeded 3 trillion yuan. (White Paper on China's Parent-Child, 2018). As Chinese families grow richer, Chinese families are also moving towards small-scale and core structures. The post-80s and post-90s groups have become the main body of the new generation of parents, they prefer to travel with their children, Higher expectations for parent-child travel, Meanwhile, Online parent-child travel is becoming more and more common. Online Travel Agent, with parent-child tourism as the theme, plays an increasingly important role in the decision-making process of tourists. Donkey mother released "2019 parent-child tour white paper data, The total income of parent-child travel in 2018 is about 50.4 billion yuan. By the end of 2019, Parent-child travel income will exceed 60 billion yuan, The year-on-year increase is about 20 percent. It is estimated that, by 2020, The parent-child travel market will exceed 70 billion. (parent-child tour white paper, 2019). From the perspective of the tourism industry, Family tourism has become one of the main forms of tourism to promote the development of tourism in China. The introduction of paid

leave system, the improvement of family income and the popularization of the concept of leisure vacation, It creates many favorable conditions for family travel. The rapid growth of family tourism, Plus the increasing parenting, Parent-child tourism is gradually separated from the traditional family tourism market.

At present, many travel agencies at home and abroad have also developed products with local tourism characteristics based on this huge market demand, and tourism cities in other countries are not inferior. For example, the United Arab Emirates, Switzerland and Japan have been carrying out parent-child tourism promotion activities in China to meet China's growing demand for parent-child tourism, and have launched a series of parent-child tourism products for tourists to choose from. Parents and children have many ways to travel. For example, travel agencies organize their parents and children's own travel activities every year during International Children's Day and winter and summer holidays. In addition, with the gradual increase in the number of Internet users, major tourism websites have also guided parent-child tourism projects, which has been well received by many young parents. The development of theme parks is also welcomed by enterprises, domestic parent-child tourism development areas are mainly Beijing, Shanghai, Chengdu, Guangzhou, Hangzhou and other areas. Typical types include urban tourism recreation agricultural garden, modern science and technology leading agricultural garden, parent-child recreation ecological garden, rural tourism base.

Research Problem

Nanning is a young provincial capital city with a history of more than 1600 years. China has positive and developing geopolitical and economic advantages in geography, transportation, national defense and border defense, economy and trade, and opening to the outside world. From the geographical point of view, Nanning's advantage lies in topography and geomorphology, the upper part of the basin is rich in food, the terrain is low and flat, and the soil is fertile. As the central city of Beibu Gulf Economic Zone and an important hub city of Maritime Silk Road, the construction and development of regional international cities are promoted. With the introduction of Nanning Tourism Industry Accelerated Regulations and other policy measures, the development of Nanning tourism industry set a clear goal. Nanning municipal government is actively taking corresponding measures to promote and develop tourism.

During the 11th Five-Year Plan period, the government's investment in tourism increased from 10 million yuan to 50 million yuan a year, and the importance of

developing and protecting tourism resources and developing tourism market has been increasing. Combined with where to go, Ctrip, TuNiu, donkey mother and other online tourism service platforms, Nanning has developed some natural tourism, outdoor mountain sports, urban leisure, national cultural experience, agricultural experience, theme park and a series of parent-child tourism products. Unlike traditional tourism, parent-child tourism is developing steadily. Using the family as a whole, children as the center of the family tourism group model of 1+N or 2+N, the tourism safety requirements are high, participation in strong interaction behavior, urgent need to study their behavior intention, better for Nanning parent-child tourism development to provide an important reference basis.

There are many problems exposed in the process of the rapid development of the market for family parent-child tourism in Nanning. Generally, current products for parent-child tourism show the problems of near-identical products, lagging facility, low safety and scarce element of parent-child, which seriously impedes the healthy development of parent-child tourism. Therefore, this thesis studies and explores deeply the demand of parent-child tourism customers through data analysis within Nanning, with the starting point that tourists intend to conduct decision-making behavior of parent-child tourism and the object that families choose parent-child tourism for preschool children, to propose practical suggestions for the development and optimization of parent-child tourism products, which is beneficial to the healthy development of parent-child tourism market.

In this thesis, the concept of "Behavior Attitude", "Subjective Norm", "Perception Behavior Control", "External Influence" and "Demographic Characteristics" will be the study variables, and then explore the effects on "Behavior Intention". As the construct, the research questions will be addressed as follow:

Will the Behavior Attitude have the positive and significant influence on their parent-child travel Behavior Intention?.

Will the Subjective Norm have the positive and significant influence on their parent-child travel Behavior Intention?.

Will the Perception Behavior Control have the positive and significant influence on their parent-child travel Behavior Intention?.

Will the External Influence system have the positive and significant influence on their parent-child travel Behavior Intention?.

Will the Demographic Characteristics have the positive and significant influence on their parent-child travel Behavior Intention?.

Objective of the Study

This research will through the concept of Behavior Attitude, Subjective Norm, Perception Behavior Control and External Influence system, and then explores effects on Behavior Intention. The objective of the study as follow:

1. Discuss the current situation of parent-child tourism in Nanning City.
2. Analyze the factors that influence the Behavior Intention of parent-child travel in Nanning City, and whether different population groups have significant influence on the Behavior Intention.

Expected Results

Parent-child tourism is a kind of special tourism with strong market support. Current researches on the development of regional parent-child tourism mainly focus on tourism resources instead of tourism behavior. The thesis conducts an empirical analysis of parent-child tourism intention in Nanning, with the research object of travel families, to propose practical suggestions according to the results, which can help promote a faster and better development of parent-child tourism market. Therefore, the research on parent-child tourism in Nanning will not only help to create a new growth point in the tourism market and accelerate the advent of ethnic tourism, but also have a positive influence on the family education in China.

In terms of theory, based on the existing research, the research uses text analysis to determine the observed variables which are authentic, highly inductive and representative, to establish the decision-making behavior model of parent-child tourism of preschool children in Nanning and figure out the main factors that affect the behavior of parent-child tourism, which can not only enrich relevant content of parent-child tourism, but also provide references for similar researches.

As for practical significance, this research constructs the decision-making behavior model of parent-child tourism in Nanning based on the traveler behavior theory, establishes the structure model through empirical analysis to figure out the influence of every single factor on parent-child tourism behavior, and instructs the marketing and promotion of parent-child tourism for preschool children in Nanning. Additionally, it proposes suggestions in the end on the development of parent-child tourism market for preschool children, which can promote the mature and safe development of parent-child tourism market. Moreover, the research about Nanning has certain applicability in other similar cities.

Scope of Study

From the academic level of tourism, when past scholars investigate the influence of interpersonal interaction between tourists on the quality of tourism experience, their on-site research mainly focuses on the interaction between tourists and tourism service providers, tourists and residents of tourist destinations. In addition, although some scholars have confirmed that other tourists will have a significant impact on the quality of tourism experience in the process of tourism, there are differences in the influence mechanism of different types of tourists (strangers and acquaintances) on the quality of tourism experience. This discussion is limited to superficial overview without in-depth analysis. On the basis of the existing research, this study takes parent-child travel as the research object, refers to the behavior theory and the related literature of parent-child travel, and focuses on the characteristics and foundation of the main user groups in Nanning parent-child travel market. This focus on studies the decision-making process of parent-child tourism family in Nanning and puts forward some suggestions. This study was carried out by using a questionnaire survey. Participants were the parents of children aged 3 – 6 years. I will choose about 500 families to participate in the study.

Limitation of the Study

Based on the relevant literature and the characteristics of parent-child interaction, this study designed the questionnaire scale. Because of the particularity of the research object, there may be some shortcomings in the scale of this study. In the process of questionnaire, it is easy to make mistakes in question statistics, which may adversely affect the survey results. When collecting domestic and foreign tourism documents, it is difficult to effectively organize the documents, which may affect the summary of the current research status.

Definitions of terms

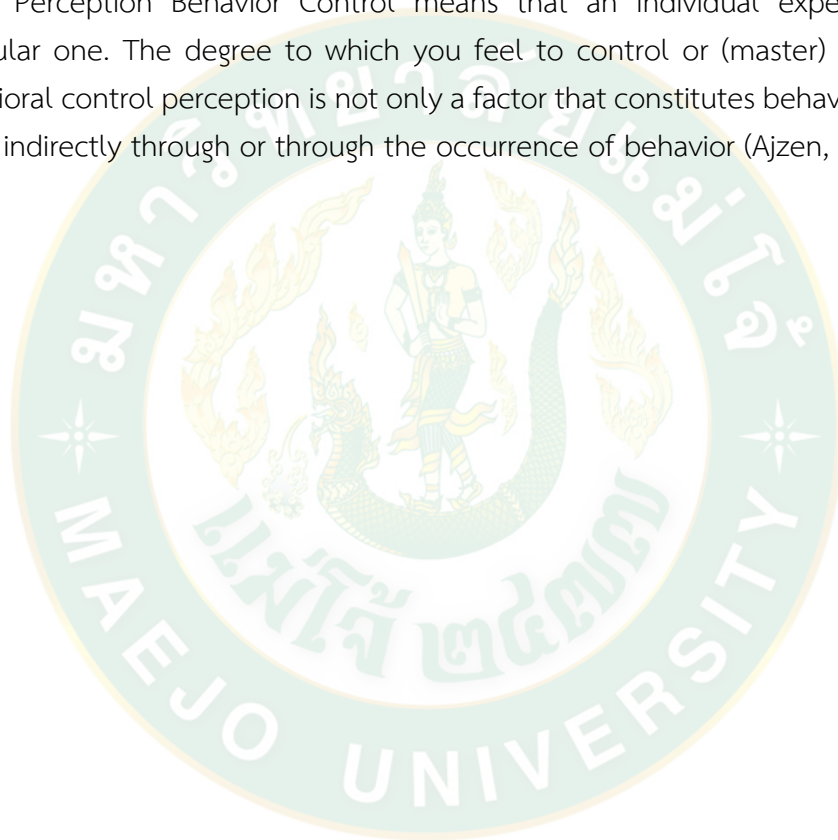
Behavioral Intention refers to an individual's willingness to perform a particular act (Fishbein & Ajzen, 1975) believes that behavioral intent is the individual's tendency to take a particular act, or behavioral choice under the process of decision, whether to take some degree of expression, so the behavior intention is any act performance must process. Many studies have pointed to behavioral intent, in specific conditions,

as the best way to predict individual behavior, and there is a high correlation between behavior intention and behavior (Ajzen, 1991).

Behavior Attitude refers to the positive or negative evaluation of a certain behavior, that is, the formation of behavior attitude can be evaluated from the important belief of a certain behavior result and the evaluation of the result (Ajzen, 1991).

Subjective Norms personal perception important whether others or group think he should not Social pressure to conduct a particular act (Ajzen, 1991).

Perception Behavior Control means that an individual expects to take a particular one. The degree to which you feel to control or (master) your behavior. Behavioral control perception is not only a factor that constitutes behavioral intention, either indirectly through or through the occurrence of behavior (Ajzen, 1991).



CHAPTER II

REVIEW OF RELATED LITERATURE

Traveler Behavior Theory

In social science, economics used rational assumptions to analyze consumer preferences and create a relatively mature theoretical framework for analyzing consumer behavior. Fundamentally speaking, consumer behavior is a complex subject, which should be the synthesis of economics, sociology, psychology, marketing, anthropology and so on. Although each subject area has its own understanding of consumer behavior, consumer behavior is generally driven by its own needs, the choice and purchase of products, and the process of behavior that provides experience and awareness after a long period of accumulation (Buying, Having and Being, 2009). Tourism consumption behavior is a relatively new research field, and has not yet formed a mature theoretical research system.

Meeting market demand is an important content of optimizing market structure and a main index of optimizing market structure. There are two representative models for consumer behavior research. The first is the Gerber demand-motivation-behavior model, which transforms the unmet tourist demand into a tourism motivation consistent with the tourism goal. Travel motivation will prompt tourists to make purchase decisions. When demand is met, previous purchases and consumption affect the formation of new demand, a circular process from demand to motivation and behavior. A second is the Middleletton stimulus-response model, which holds that under certain behavioral stimuli that meet people's needs, behavior tends to repeat, on the contrary, behavior tends to disappear. Tourists are stimulated by external factors, such as promoting tourism products in the market, promoting the evaluation and recommendation of family and friends experience, and also by internal factors, such as tourists' own learning and understanding of experience. Under the joint stimulation of external and internal factors, they will affect the demand and motivation of tourism, and ultimately promote the development of tourism. The shopping behavior of tourism products and the degree of satisfaction after purchasing tourism products shape the shopping experience of tourism products, and then affect the next round of shopping behavior (Woodside A.G and Dunelaar C, 2000). Although these two consumer behavior patterns have different concerns and entry points, they agree with

each other and the basic elements that affect consumer tourism behavior are the same.

Tourism behavior is the interaction between tourism participants. The relatively important content he explores is the interaction between tourists, destinations and other participants. In the process of tourism, how to communicate and interact with companions or strangers encountered during the journey, whether it is related to their initial assumptions, feelings or experiences in the travel, whether they will produce negative emotions, etc., all belong to the category of tourist behavior research. Tourist behavior is the extension of the theoretical content of consumer behavior and the result of the comprehensive influence of social factors, tourist psychology, tourist characteristics and other more subjective factors. Tourist behavior includes pre-visit motivation, decision-making behavior, specific activity behavior at tourist attractions and post-visit experience / satisfaction scores. The definition divides the behavior of tourists into three stages: pre-tourism and tourism. After the end of the tour, it includes the whole tourism process of the tourists, including the motivation before the tour, the scenic spots, the determination of the mode of transportation, the personal behavior and impression in the game, and the feedback on the evaluation of the tourism process after the end of the tour. Iso-Ahola points out that motivation is the awareness of future tourism / satisfaction to future satisfaction, and experience / tourism satisfaction is the direct result of tourism motivation (Iso-Ahola, 1982).

With the deepening of the research, the content and direction of tourism behavior research gradually change from decision-making to tourists' perception and experience. At the same time, based on different backgrounds, the differences of tourism behavior and its impact on society are studied. Although the number of studies is increasing every year and based on different views of psychology, sociology, anthropology, economics and other disciplines, the existing theory of tourist behavior is still based on the micro theme of individual tourists. The inherent and complex behavior of group tourists, such as parent-child tourism, as well as the similarity and difference with the existing tourism behavior theory, cannot be properly explained.

Factors influencing tourist demand

1. Influencing factors of tourist demand based on marketing theory

In tourism marketing, the main factors that affect tourism demand: first, "long-term influence ", including economic factors, population factors, geographical factors, social and cultural factors; the second is "direct influence ". Factors include comparative prices, policies and regulations, and media influence (Li Tianyuan, 2015). The real needs hidden in the heart of consumers are affected by many factors, such as age, sex, economic status and other personal factors, motivation, attitude, emotion and other psychological factors, social class and other factors. social factors such as family, culture, etc (Li Tianyuan, 2015).

2. Factors influencing tourism demand based on consumer psychology

Through the study of consumer demand theory, we can understand that in the era of perceptual consumption, consumers pay attention to meeting the "emotional" needs of consumers when buying products. Therefore, in the construction of parent-child tourism flow measurement, the author will naturally explore the tourists' demand for the elements and attributes of parent-child tourism products from the perspective of "emotion ". In the decision-making process, the final choice of consumers is determined not by the product itself, but by the relationship between the product and the product. The behavior decision of tourists to tourism products is based on their perception of the whole product. By understanding the attitude of tourists, we can effectively understand the behavior characteristics of tourists, which directly affect the purchase decisions of tourists (Michael and Nancy, 2009). Relevant domestic scientists have also carried out corresponding research on the relationship between "tourist attitude" and "tourist demand ": Tourism needs are interrelated, and the importance of prominent attributes varies from person to person. Everything has many attributes (shape, appearance, price, etc.), and human cognition of things is based on the specific attributes of things. Therefore, if a travel service provider wants to accurately provide what tourists need, he must understand that the behavior of tourists conforms to the crops that tourists are looking for. That is, to be able to identify the products or services recognized by consumers related to outstanding quality (Yang Dongzhen, 2009). On this basis, this study suggests that some characteristics of tourism products of strong tourists may reflect the needs of corresponding tourists, that is, the attitude and perception of tourism products between parents and children can effectively reflect their level of demand for such products.

Tourism Experience Theory

Tourism experience refers to the process of tourists connecting with the external environment and changing their psychological state in the process of experience (Qin Ruihong, 2009). Experiential tourism is mainly to provide tourists with happy joint and personal experience activities, emphasizing that visitors will bring a different experience. From the perspective of parent-child tourism, the most important feature of tourism products is the experience of the real world, feeling that if children play, increase their knowledge and vision, feel that if the parent-child relationship between parents and children is deepened, As for parents and children, physical and mental leisure and relaxation. The research on the development of parent-child tourism products needs to deeply understand the needs of parent-child tourists. Only by understanding the needs of this practical experience can we optimize and upgrade the existing parent-child tourism products and better meet the needs. tourists traveling between parents and children. Therefore, it is necessary to fully consider the experience needs of parent-child tourism products in real life, fully consider their attraction to tourists, ensure that parent-child tourism consumer groups leave a deep impression in the process of play, and form a good reputation. Siphon effect, attract tour groups to flock to, really become Nanning tourism new growth pole.

Over View

On the basis of the analysis of tourism behavior theory, through the analysis of three influencing factors, such as behavior attitude (BA), subjective norm (SN) and perceptual behavior control (PBC), which affect the intention of parent-child tourism behavior, combined with the actual situation of parent-child tourism development. Based on the theory of planned behavior, a parent-child tourism behavioral intention model was established by adding the perceptual variables of external influence system. Then we analyze the factors that influence the behavioral intention of parent-child travel in Nanning, and whether different population groups have significant influence on the behavioral intention model. The extended model in this paper includes three parts: 1) the behavior attitude, subjective norm and perceived behavior control of the three main factors are based on the theory of planned behavior, and the influence of external factors on behavior intention; 2) demographics characteristics have significant effects on external influence, behavioral attitude system, subjective

norm system, behavioral perceptual control system and behavioral intention system. On this basis, the theoretical model of this study is proposed, as shown below.

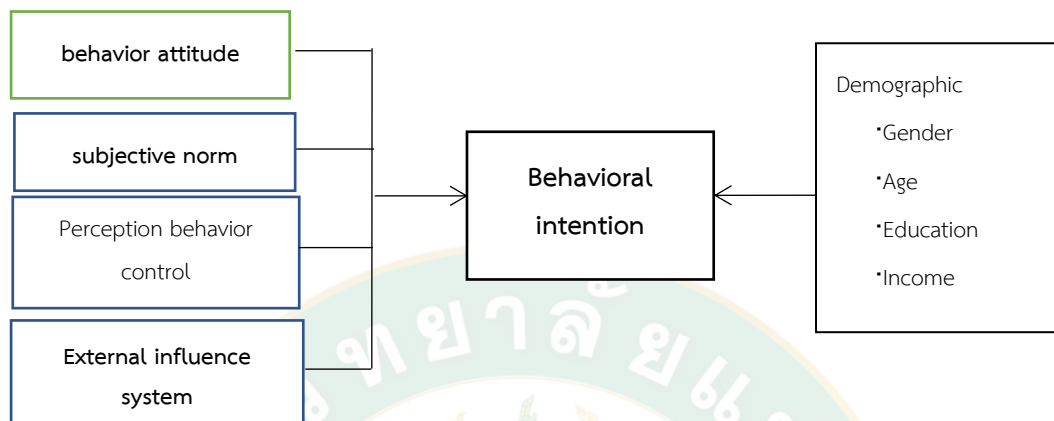


Figure 1 Conceptual Framework

Related research discourse

Parent-child tourism has become a buzzword in our daily life. With the development of tourism market, parent-child tourism is naturally subdivided as a form of travel. There are dramatically different family characteristics in different countries. For example, the family that a couple of parents with one to three children is usually called "nuclear family" in the United States and Northern Europe, while in southern Europe, the Middle East and lots of Asian countries, the family is manifested as a "big family", that is, a couple of parents with a large group of children and relatives. When analyzing tourism consumption behavior, it is necessary to study the decision-making process of tourism consumption. Both of the two concepts are inseparable. Therefore, relevant studies on parent-child tourism mainly focus on the consumption habit related to parent-child tourism.

Study on Parent-Child Tourism Abroad

Overseas studies on family tourism could date back to the 1970s, which is relatively early and abundant. As for research object, most scholars focused on family tourists (the demand side), while a few other scholars paid attention to the tourism enterprise (the supply side).

1. study on the value of family tourism, that family tourism plays an important role in promoting family unity, enhancing family cohesion and promoting communication between family members (LEHTO,2005). The family tourism is a way to extricate and release from trivial daily life, in a pleasant atmosphere of relaxation and entertainment, to enhance communication with family members, help each other, and strengthen family unity (Mayo,1981). Maintain and strengthen the boundaries of the family system to achieve the collective interests of achievement. Increase family cohesion and familiarity with new environments and things, and encourage the flow of new energy. Furthermore, Shaw (2001) believe that family tourism is an effective way to educate children's moral values, learn important life experiences, reflect healthy lifestyle and the importance of family, and contribute to the stability of family relations and the healthy social development of children. Lehto (2017) take Chinese families as the research object to explore the benefits of communication, reunion, sharing exploration, leisure and relaxation in Chinese family tourism. The study found that Chinese parents attach great importance to family tourism to educate their children.

2. In the study of the characteristics of family tourism consumption behavior, Wang Honglan (2009) think that the decision-making process of family tourism is more complex than that of individual tourism, because the interaction between family members and the different roles, attitudes and status of family members in the family will lead to differences of opinion. Children affect travel decisions between parents and children. The choice of family tourism products varies greatly with age, but children have little influence on tourism cost and final decision. Husband and wife can influence parents' travel product decisions. In the tourism decision-making model of families with children, the proportion of husband, co-leader and wife is from high to low, but there is no significant difference. At least two-thirds of holiday decision-making programs are jointly dominated by couples, including problem identification, information collection and final destination selection. Working women are more involved in leisure and vacation time decisions than housewives. Husbands are more involved in decisions about the economy of travel, while wives are more involved in shopping, choosing hotels, collecting information and preparing luggage. The social economy and tourism characteristics of the wife positively affect their participation in the tourism decision-making process. Joint decision-making methods are more often used in families where the wife works, and the duration of the marriage must be related to the possibility of joint decision-making; improving the knowledge level of the wife

also significantly increases the level of participation of the wife in decision-making, Even in some decisions more than the influence of the husband (Cai Xianping, 2019).

3. Family members travel, Pine noted that, Experience is a wonderful feeling of a person's emotion, physical ability and inner spiritual world, It is mainly due to the degree of participation (that is, the active or passive participation of tourists) and the relationship between the survivor and the environment. discussed from the four core experiences it brings about entertainment, education, aesthetics and detachment from reality. Entertainment experience refers to the experience of passive participation and immersion in watching performance and listening to music; Educational experience refers to the process of acquiring knowledge or skills through active participation; Aesthetic experience refers to a person immersed in something or situation, Individual behavior adapts to the change of environment. It has little influence on the valuation of mountains and rivers, natural landscape, art exhibition and so on; Escape experience refers to the active participation of tourists in the situational atmosphere, Immerse yourself. In it, you can experience a different experience from real life or ordinary circumstances, get self-satisfaction to escape from daily life. The quality of the travel experience is affected by many complex factors, these factors are currently being studied. A study by Jackson, a foreign scientist, the ability level of tourists, the complexity of tourism tasks, the degree of effort and luck will also affect the quality of tourism to some extent. Chris Ryan (2011) also wrote in his book, the interplay of antecedents, intervention variables, behavior, and outcomes also affects the quality of travel. Mossberg studied the influence factors from different angles, His research shows that, the factors that affect the quality of tourism experience are mainly the factors and experiences of travelers themselves, accompanying tourists and tourism products, the environment of tourist destinations and souvenirs. Tourism-themed activities and stories. carr noted that, Parents are trapped in the tourism industry between their parents and their children, or comparing consumption among children, this leads to extravagant and irrational consumption of tourism between parents and children. Lawlor and Prothero also found that, Children's consumption behavior caused by unhappiness, crying and confusion, Will have a certain impact on parenting behavior. Overall, Parent-child travel is more upscale than mass tourism. Parents - children's families pay more attention to the experience that travel brings to them and children, so they are hardly affected by the cost of travel. Hagen noted that, compared with traditional mass tourism, The difference is that when parents and children decide whether to travel, it's not just about kids, also taking into account such factors as the convenience and comfort of travel and recreation, These factors are much more

important than the choice of tourist destinations, which are important for parents and children to travel. The initial starting point has a certain impact on product development and market development. In fact, the lack of an accurate tourist destination weakens regional monopolies based on tourist attractions to some extent.

Status on Parent-Child Tourism in China

Before the establishment of tourism management major, tourism has been lack of sufficient theoretical guidance. In recent years, the theory of parent-child tourism has also increased exponentially while colleges and universities majoring in tourism management have injected a large number of talents into the tourism talent market and injected fresh blood into the tourism industry. Visible. When we use search engines such as Baidu and Google to search for "parent-child travel", there is not even a special term to explain this tourism phenomenon, and search for "parent-child travel" articles on cnki until no more than 300. The domestic research on parent-child tourism started late. Parent-child tourism is an industry that is decoupled from family tourism with the development of tourism market. This is a new form of tourism. The success of parent-child tourism related products and projects for the public has attracted the initial attention of domestic academic scientists. However, the domestic theoretical research on parent-child tourism has not yet formed a system. At present, the domestic research on parent-child tourism mainly focuses on the connotation, product development and market expansion of parent-child tourism.

1. studying the role of parent-child tourism, Tian Chuan (2013) and other scholars in the study of Chengdu parent-child tourism market, they found that most parents want to take advantage of parent-child travel opportunities, strengthen communication with their children, and go deep into their hearts. To make up for the children's usual lack of affection. Parents and children want to travel to enhance emotional communication, a more harmonious family atmosphere, improve family relations and the overall growth of parents and children. Travel between parents and children can not only enhance the cohesion of the family, but also convey the intimacy and love between family members. Liu Yan pointed out that parents and children's travel helps to expand their children's knowledge, know different partners, relax their body and mind, cultivate their children's ability to take care of themselves, and endure difficulties. Tian Chuan and Hua Guoliang believe that parents want their children to go out of class, learn more outside school, satisfy their children's curiosity and deepen their understanding of what they have learned. It is not difficult to see

that parents want their children to improve their learning and social skills in a "active, sunny, kind and colorful world of travel. First, it can promote the physical and intellectual development of children, especially the ability to treat children with disabilities. Secondly, it can open the door for children to the world, learn geography, customs, and strengthen children's collective information and communication skills. In other words, parents and children travel can change the environment of family education and school education from indoor to outdoor, allowing children to know themselves through contact with the world.

2. In the study of the characteristics of parent-child tourism, Sun Qiong and others studied the age of parent-child travel, she thinks children under 3 are more likely to choose projects with shorter distances and times, Considering the nutritional and accommodation needs, especially security. Children aged 3-6 have a strong curiosity, they like to travel, Willing to try anything they haven't tried. Therefore, a longer travel plan and time for children can be prepared;12-year-old has a strong cognitive ability, their preference for outdoor activities far exceeds indoor sports. Meanwhile, their physical fitness is better than that of children under six, so the total travel time can be increased. Zhang Hong pointed out that, Teenagers (12-18 years old) are more self-centered, highly personalized, Children of this age are in the formative stages of thinking, physical development and more serious curiosity. When choosing parent-child travel products, to emphasize the uniqueness of the product, let them play, Enjoy the parent-child game. Ma Qian points out the characteristics of parents and children's travel, based on the results of field research, about 85 per cent of these families are willing to allow their parents and children to travel when they have time. Parents want science, to enable children to gain better and more extracurricular knowledge and life skills through play, make them happy and educated. Xu Yongmei and others believe that, Parents and children travel characterized by price insensitivity, Focus on reputation and brand. Sarula a questionnaire survey on the characteristics of tourism consumption of parents and children in Xilingol League, most families can afford 1000 yuan per hour per person. Zhang Yunliang and others analyzed the data of China's household financing survey from 2011 to 2015. It turns out, The higher the education of family members, The higher the consumption of family tourism, the older the family, the lower the cost of travel. According to a survey, In the spring of 2015, about 33% of families spend more than 3000 yuan on travel for parents and children. The above data show that, Most Chinese parents are willing and able to pay for their children, The special tourist groups composed of parents and children do not really care about their children's travel or travel expenses. All in all,

The characteristics of parent-child travel, Specific performance for age, gender, hobbies and other differences.

3. the consumption of parent-child tourism, Chen Lin, Li Long and others believe that the consumption behavior of parents and children when traveling should be the primary starting point for children to grow up. In real life, parents have absolute advantages in consumption behavior, and they must strictly monitor their children's age and psychology. factors such as physiology, characteristics and needs of parents and children in the choice of tourism products. Li also pointed out that there is no way to determine the time when organizing parents and children to travel. For example, on weekends, winter holidays or summer holidays, decisions may be based on the actual situation at that time. That the domestic parent-child tourism market is booming, but the accompanying tourism products and supporting facilities are not ideal. In terms of tourism products, many travel agencies do not develop different types of tourism products for children of different ages (Xu Yongmei, Zhang Heqing and Wang Leilei,2018). The significance of parent-child games in supporting facilities, whether hotels or tourist destinations do not have enough parent-child activities auxiliary facilities. Mahone carried out a questionnaire survey on the current parent-child tourism market. She found that most families were willing to organize travel for their parents and children. The most popular attractions are scenic spots and villages. The most popular link is movement and communication, and the most limited is time and cost. If parents and children travel, most families start driving. Zhang Hengfeng (2018) pointed out that with the increase of the number of families in China, the change of parenting concept in the new era, the improvement of family tourism consumption ability, and the lack of high-quality children's cultural and entertainment products, Parent-child tourism has become the main force in China's tourism market. At present, there are some problems in the parent-child tourism market in China, such as the mismatch between supply and demand, and the failure of parent-child tourism products to meet the needs of consumers. Through the above discussion, we can see that the types of parent-child tourism products in the market are not rich enough, the orientation is not clear, the supporting facilities are not ideal, and they cannot really meet the needs of tourism consumption.

4. the influencing factors of tourism experience quality, the research of domestic Long Zhijiang (2020) shows that tourist expectation also affects the quality of tourist experience to some extent. Their results also clearly show that tourism participation has a positive impact on the quality of tourism experience. Through her analysis, Xue Yin put forward the concept of "experimental" game design for parents

and children. He believes that the uniqueness of tourism lies in the experience of its process, and tourism between parents and children should pay more attention to the process of "experience". Therefore, when developing parent-child game products, how to provide a more unique and pleasant travel experience for parent-child families is the top priority of parent-child game product development. After the investigation of domestic parent-child tourism products, Chen Bao believes that at present, the positioning of domestic parent-child tourism products is inaccurate, the products have been changed, and various scenic spots of parent-child tourism projects and services do not deserve a name. Without the interaction between parents and children, the quality of the product is not obvious. In fact, unreasonable design and other problems are more obvious, repair problems are more obvious.

Research Comments

Through combing the related documents of parent-child tourism, we have a clearer understanding of the connotation, market and product development of parent-child tourism. Parent-child travel is a new type of tourism activity for parents and minor children. It is a form of tourism activities designed to broaden children's horizons, promote emotional communication between the parent and children, and improve children's health. which can be "2+1" mode or "2+1+2", but the core is still kids. In terms of content, it is mainly related to the behavior of family tourism decision-making, including the content of decision-making process, the degree of participation of family members, influencing factors, etc. Some researchers investigated family tourism motivation, family tourism preference, family tourism experience and the evaluation of family tourism reports. In this study, several scientists examined parent-child tourism products from the perspective of behavioral geography. In terms of research methods, most scientists use descriptive statistical analysis, ANOVA, factor analysis, regression analysis and other methods to provide reference for future researchers. In general, most of the existing literature is from the perspective of children's tourism or family tourism, and there are few empirical studies. The lack of theoretical framework and empirical research is not conducive to providing guidance and reference materials for the development of Chinese tourism market parents and children for parents and children and tourism products, nor can it meet the growing demand for tourism in Chinese parents and children. Although domestic and foreign scholars have carried on the related research to the parent-child tourism, but the research is relatively few. This time, taking Nanning city as an example, he can better explain the actual behavior of

local people when they travel with their parents and children. Therefore, the combination of demand theory and empirical analysis of parent-child tourism can be extended to the field of theoretical application, and quantitative analysis can also make our research on parent-child tourism more scientific and reasonable.

Basic concepts

Parent-Child Tourism

Basic concepts

In China, the activities between parents and children have a long history, dating back to the ancient celebration of the full moon and the child's hundred days, when the child was allowed to hold lots to show what he would do in the future. In the following years, the activities of parents and children become diversified over time, but no matter how the form changes, its essence will not change. The main purpose of parent-child activities is to enhance the feelings between parents and children. Give children more attention and proper physical and mental education in class (Zhang Hong, 2010). Parent-child tourism is a form of tourism independent of family tourism and children's tourism. It is the correct term for the gradual division of domestic tourism market (He Chengjun, 2013). Parent-child tourism is a new form of tourism activities (Liu Yan, 2013). A significant difference from other tourism activities is the composition of members (Li Juxia and Zhang Lei, 2008). That is to say, the protagonist of parent-child tourism product is the core of parents or one party and children, as well as the participation and expansion of grandparents, elders, relatives and friends; the core product is an activity that promotes parent-child interaction, including hardware conditions and software elements; the main product is to ensure the life of children and parents; the purpose is to help develop children's potential and improve the quality of parent-child relations. Hardware condition mainly refers to the tangible condition that the customer provides the service, and the software condition mainly refers to the level and quality of the invisible service experienced by the customer. Therefore, this study comprehensively analyzes the previous scholars' research results on the concept of parent-child tourism interpretation, and integrates the specific conditions of this study. Parent-child tourism is defined as a new type of consumption gradually separated from traditional family tourism, which is a new form of tourism that pays attention to cultivating the feelings of parents and children. The fundamental characteristic of parent-child tourism is the composition of the main body, that is, parents and their minor children are the main body of parent-child tourism.

Parent-Child Tourism Characteristics

According to previous studies, tourism products usually refer to the overall tourism experience in exchange for money from the demand side. Therefore, for parent-child tourists, parent-child tourism products mainly refer to completed parent-child tourism. The whole tourism experience cannot be separated from the six elements of tourism, so the core components of parent-child tourism products cannot be separated from the tourism industry closely related to "food, housing, travel, travel, shopping, entertainment". Therefore, tourism products for parents and children include: providing tourist food, tourist accommodation, tourist transportation, tourist attractions, tourist shopping and tourist entertainment. However, creating high-quality parent-child tourism products requires not only these six elements, but also the needs of parent-child travelers are not limited to the above six elements. Compared with other forms of tourism, they also have their own unique needs for related projects inside and outside the industry. The journey of parents and children is very different, and their characteristics are embodied in three aspects: subject, behavior and purpose:

staging of tourism themes

Different from other traditional forms of tourism, the main body of parent-child tourism is parents and children. From the perspective of parents, parents are relatively young, most of them in the post-80s and post-90s age groups. Their educational ideas are more scientific and hope is successful. It is interesting to participate in the journey of parent-child interaction. At the same time, it can improve the relationship between parents and children and improve the relationship between them. From the point of view of children, children of different ages have different characteristics in their interests, behaviors, hobbies and psychological characteristics, that is, children's growth has ladder characteristics. Therefore, it is necessary to adapt parents to their children. The travel itinerary between parents and children, the development of entertainment items, and the sale of tourist commodities should be distinguished according to the age of the child.

Interactivity of the subject's behavior

In the process of parent-child tourism, the interaction between tourism subjects is one of the important characteristics of parent-child tourism, which permeates all tourist behaviors. Parent-child interaction refers to the exchange and communication of thoughts, behaviors and emotions between parents and children. It reflects the interaction and influence between parents and children. Parents and children can communicate with each other, learn from each other, and deepen intimacy through participation and communication. The interactive experience of parent-child

participation in rural tourism projects will help to optimize parent-child relationship and strengthen parent-child relationship.

Purpose of tourism education

Education is one of the characteristics and goals of parent-child tourism. Parents gradually use this way of parent-child travel to strengthen their children's education. In parent-child travel, by strengthening parent-child relationship, parents can also consider more comprehensively and provide some basis for future travel choices. Educational tourism can stimulate and guide children's thoughts, improve their personal abilities, and strengthen their physical exercise. This is an important way to cultivate children's excellent quality.

Parent-Child Travel Market

"Market" has broad sense and narrow sense, the former refers to the sum of economic activities and the relationship between producers and consumers of goods, the latter refers to the place where buyers and sellers exchange goods. Kotler (1967) In his book *Tourism Marketing* points out that the market is made up of buyers, who are more or less different: their needs, desires, buying attitudes and buying behavior are different. Therefore, in order to position the products and formulate marketing strategies, marketers need to segment the market into different consumer groups and evaluate and select these segments. The segmentation of tourism market stems from the increasingly diversified tourism demand of tourism consumers. In this context, travel fragments between parents and children are born and developed. David and Laura (1998) believe that "the tourism market is the entire consumer group involved in tourism activities." Based on the understanding of the characteristics of parent-child tourism and Kotler's definition of the market, the author thinks that the parent-child tourism market refers to the potential tourist consumers with one or both parents and their minor children as the main body.

Satisfaction

Satisfaction is a kind of uncertain emotional response. Oliver (1996) defines customer satisfaction as " a sensory state of pleasure or disappointment that a customer forms by comparing the perceived effect of a certain product or service to its expectations. On such basis, this survey gives a definition of consumer satisfaction that a series of subjective evaluation of the extent to which consumer demand are satisfied made by consumers after experiencing. The focus is that customer satisfaction

is in fact a subjective evaluation with the measurement standard of the satisfaction for the demand of every single individual, while the consumer is actually a product, including products and services.

Research hypotheses

1. Parent-Child Travel Behavior Attitude and Behavior Intention

Personal attitude determines the performance of behavior. Behavior affects and affects a person's attitude. However, in the real environment, the attitude of the individual is not the only factor affecting the behavior, it is also limited by its own various conditions. Attitude is understood as the cognitive tendency of people to a certain behavior, which is influenced by perception, participation process and the degree of personal preference, and reflects a person's subjective judgment of a certain behavior (positive or negative evaluation, sympathy or antipathy). In the aspect of parents and children's travel, residents' parents and children's travel behavior is affected by their travel behavior and attitude. Under normal circumstances, residents' attitude towards parents and children's travel behavior is consistent with their travel intention. In short, the more active the residents are to their parents and children, the stronger their willingness to travel; on the contrary, the weaker their willingness to travel to their parents and children. Therefore, this paper proposes the research hypothesis 1:

Hypothesis 1(H1): The attitude of parent-child tourism behavior has a positive and significant influence on their parent-child travel behavior intention

2. Subjective Norms and Behavior Intention of Parent-Child Tourism

In the theory of traveler's behavior, subjective norms are considered to be the degree of external pressure and difficulty of a person's behavior. It reflects the pressure or expectation of important others or groups on whether the person accepts a certain behavior. The subjective norms of individuals are influenced by social pressure, especially from other important individuals or groups. Because the Chinese have advocated the collectivism of "harmony" since ancient times, which reflects the attitude of important others or groups towards this behavior when people decide to carry out the travel behavior of their parents and children. To some extent, they even want to be recognized and supported, in the process, they will adjust their behavior to meet their expectations. Therefore, the subjective norms of parent-child tourism have a significant impact on the intention of parent-child tourism behavior. Based on this, this paper proposes research hypothesis 2:

Hypothesis 2(H2): The subjective norms of parent-child tourism have a positive and significant influence on the intention of parent-child tourism behavior.

3. Behavior Control and Behavior Intention of Parent-Child Tourism Perception

In the theory of traveler's behavior, perceptual behavior control mainly includes internal individual factors (such as individual skills, experience, etc.) and external environmental factors (such as resource conditions, object perfection, etc.). In real life, people are not completely rational organisms, nor are they completely controlled by individual will (Zhou Zhiqiang, 1998). People must consider their own ability and external resource conditions in some behaviors, otherwise unrealistic ideas can only be grotesque. Regarding parents and children traveling, if residents have a positive attitude towards parents and children traveling and supporting and recognizing important others or groups, but if residents have limited personal time, financial situation, etc., the intention of parents' travel behavior is very weak. It is also difficult to achieve this goal. Therefore, the control of parents' and children's perception of tourism behavior is an important factor that directly or indirectly affects the implementation of parents' and children's tourism behavior. Based on this, this paper proposes the third research hypothesis:

Hypothesis 3(H3): The perceived behavior control of parent-child tourism has a positive and significant influence on the intention of parent-child tourism behavior.

4. External influence system and parent-child travel behavior intention

Because decision-making behavior is influenced by many factors, this paper proposes an external influence system based on three main factors of influencing behavior: behavior attitude of traveller behavior, subjective norm and perceived control of behavior theory. Among them, the tourism product resources of parents and children, the supporting facilities of parents and children's tourism, the social environment and atmosphere of parents and children's tourism and other factors have expanded the theory of tourism behavior. This paper assumes that the external influence system of parent-child tourism is related to three variables in the theoretical model of traveler's behavior, and finally has a direct impact on parent-child travel intention. Accordingly, the fourth research hypothesis is put forward:

Hypothesis 4(H4): the external influence system has a positive and significant effect on the intention of parent-child tourism behavior

5. Demographic Characteristics and Parent-Child Tourism Behavior Intention

Demographic characteristics have a significant impact on the theory of planned behavior. Demographic characteristics are mainly obtained by questionnaire survey. This study mainly uses four demographic data: sex, age, education level and monthly

income to analyze the characteristics of different parent and child tour groups. Based on these differences, this paper proposes the fifth research hypothesis:

Hypothesis 5(H5): There are significant differences in external influence system, behavior attitude, subjective norm, perceptual behavior control, behavior intention of each demographic variable.



CHAPTER III RESEARCH METHODOLOGY

Locale of the Study

Based on the parent-child tourism activities of preschool children in Nanning, this paper analyzes the current situation of parent-child tourism market. Study using sampling Methods: about 500 parents were selected from 4 kindergartens in Nanning.

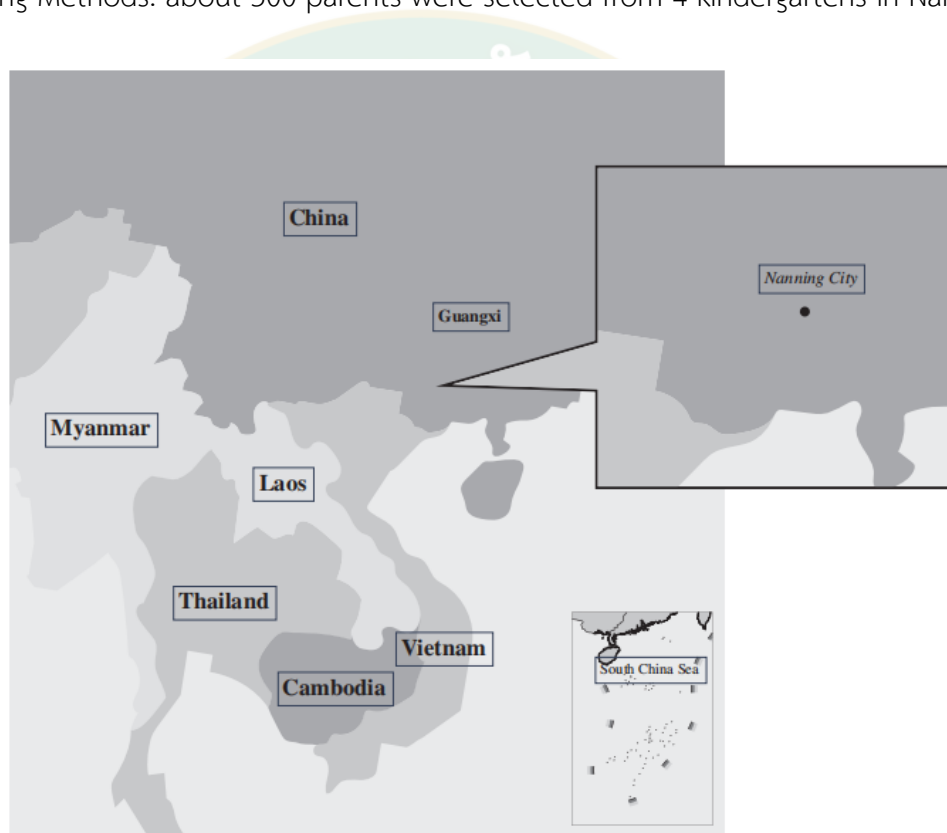


Figure 2 Nanning City Map

These four kindergartens are: Zhimei Kindergarten in Nanning Qingxiu District, Bicui Garden Kindergarten in Nanning Economic Development Zone, Aegean Sunshine Kindergarten in Xixiangtang District, Nanning City, and Zhishan Kindergarten in Nanning Xianhu Economic Development Zone. The number of kindergartens was 196,335,286, and 465; the number of parents participating in the questionnaire was 58,145,132, and 165.

Population and Sampling Procedures

Parent-child family is the main consumer group in parent-child tourism market. On this basis, the parent-child family of Nanning is chosen as the main target audience of preschool children's parent-child tourism market. In terms of location, Nanning can provide more samples, the sample has a strong representativeness. The main subjects of the survey were preschool children aged 3-6 and their parents. The main reasons for choosing preschool children aged 3-6 are as follows: first, more and more parents choose to take their children to travel together. Parents are major contributors to family travel. Secondly, because I work in kindergarten, I want to take 3-6 years old child parent-child travel as the research object, therefore, in the questionnaire design and the object collection is easier, according to kindergarten parents experience collates the question will be more effective. Because parents are the key actors to determine the strategy of parent-child tourism, and children belong to the minor group, this paper takes parents as the main survey group, and all the parents involved in the survey participate in the parent-child tourism project.

On the sample size, some scholars suggest that the number of samples should be consistent with the need for research purposes. Theoretically, the more samples, the more corroborating the article's findings, Making the conclusions more scientific, more grounded. Meanwhile, in this paper, the structural equation model is used to analyze the questionnaire data. Different scientists have different views on the number of samples required for structural equation models. For example, Bentler (1987) believe that the sample size should be at least 5-10 times larger than the study object; Mitchell (1993) think the sample size should be more than 8 times larger than the research object; Schumacher and Lomax (1996) found, For structural equation modeling (SEM), In most cases, the sample size is between 200-600; Some scholars believe that SEM sample size greater than 400 is more appropriate. Therefore, according to the researchers and the objectives of this article. About 500 questionnaires will be collected in this study, The sampling method of sampling quota is adopted. For the questionnaire, the presence of too many missing or unconventional answers will be considered invalid questionnaires. 440 valid questionnaires, Efficiency 88 percent.

Variables and Measurement

The statistics of the basic information of parent-child tourism tourists in Nanning will be the basis of the analysis of the structure of parent-child tourism consumption groups in Nanning. At the same time, the author uses the Likert scale method to divide the evaluation of tourist satisfaction into five levels: "very dissatisfied, dissatisfied, general, satisfied and very satisfied", and the corresponding points are set as "1,2,3,4,5". The five-point scale was chosen because of the differences in the subjects studied. Because the space of choice is small, the three-point scale often limits the expression of the research object. Because of the large selection space, the 7-point scale method will be associated with the survey object. Non-discrimination leads to choice difficulties and lack of trust. By contrast, the five-point system is more neutral and reliable. It gives study participants enough choice and space to express themselves, making survey data more reliable.

According to the actual situation of parent-child tourism development and the research hypothesis and model establishment of the factors affecting parent-child tourism behavior intention above, the main variables are as follows: 1) Independent variables, including four variables: parent-child tourism behavior attitude, parent-child tourism subjective norms, parent-child tourism perception behavior norms and external influence system; 2) dependent variables: parent-child tourism behavior intention; 3) control variables refer to factors other than independent variables that can affect residents' personal tourism behavior and tourism intention. In order to control the interference of these factors, this study added them as control variables to the parent-child travel intention behavior questionnaire. which included four control variables: gender, age, education level and monthly income.

Table 1 Summary of study variable types

Type of variable	Variable name	Number of variables
Independent variables	Parent-Child Tourism Behavior	4
	attitude	
	Subjective norms of parent-child tourism	
	Behavior Control of Parent-Child Tourism Perception	
Dependent variables	External influence system	1
	Behavioral intention	
Control variables	Sex, age, education, monthly income	4

This study provides support for the data, verifies the correctness and reliability of the tourism behavior of parent-child tourism intention model, and improves the interpretation and prediction ability of the theory of parent-child tourism behavior planning behavior. From the above definition of variables, we can see that this survey contains 3 categories of 9 variables. In order to meet the research needs of Nanning residents on parent-child tourism behavior intention and obtain high quality research data, this study relies on mature behavioral intention survey scale and related literature research at home and abroad.

Table 2 Variables and measurement

Dimension	NO	Item
Attitudes	1	parent-child travel is a necessary activity and time and money are worth it
	2	Parent-Child Tourism is an active form of family education advocated by modern society
	3	parent-child travel can broaden one's horizons, increase one's knowledge, teach and enjoy
	4	parent-child travel can promote mutual communication and enhance parent-child feelings
	5	parent-child travel can shape children's good character and promote healthy growth and development

Table 2 (Continued)

Dimension	NO	Item
Subjective Norms	6	parent-child travel can realize the integration of cognition, affection, experience and leisure
	1	family's support and encouragement for my parent-child travel
	2	friends, colleagues or classmates to my parent-child travel is recognized, appreciated
	3	people around me know that I have a parent-child tour, I will think that I am a love of life, care for the family
Perceptual Behavior Control	4	Schools, the education sector and so on have advocated for parent-child tourism
	1	I have enough financial conditions for parent-child travel
	2	I have enough time for parent-child travel
	3	I have enough physical strength and energy to participate in parent-child travel
External influence system	4	Access to a wealth of relevant information is facilitated prior to parent-child travel
	1	Alternative parent-child travel routes and products
	2	Improved facilities for parent-child tourism in tourism activities
	3	Better social environment for parent-child tourism
Parent-Child Tourism Intention	4	Strong social atmosphere in parent-child tourism
	1	I am willing to take an active part in parent-child travel under existing conditions
	2	I'm going to have a parent-child tour soon
	3	Not only will I insist on taking part in parent-child travel, but I will also persuade my friends and family to go together

Research Instrument

On the basis of reference to domestic, combined with interviews and expert opinions, this study finally completed the design of the questionnaire. The specific process of questionnaire design is: literature combing-expert consultation-determining variables-initial questionnaire-questionnaire pre-test-questionnaire adjustment-determine the final questionnaire.

This questionnaire mainly includes the following two parts:

The first part is the characteristic part of tourists. The main contents include personal information, tourism motivation, tourism influencing factors, tourism anxiety factors and so on. Personal information mainly depends on gender, age, education level and monthly income. The above characteristics are fixed and stable. Through the proportional sampling of statistical data, the baseline relationship of all strata in Nanning parent-child tourism market is obtained. Basic personal information can be used as the basis for parent-child travel information, product research and purchase motivation.

The second part is about the main variables of the questionnaire, with a revise of the content and purpose for parent-child tourism research, four parts included: behavior attitude, subjective norm, perceptual and behavioral control and external influence system. The behavior attitude of parent-child travel includes 6 parts: (1) Parent-child travel is a necessary activity, worthwhile to spend time and money; (2) Parent-child tourism is an advocated form of family education in modern society, which can promote the development of modern society actively; (3) Parent-child travel can help broaden horizon, widen knowledge and incorporate education into fun; (4) Parent-child travel can promote parent-child communication and relationship; (5) Parent-child travel can help children shape their excellent character and promote their healthy growth; (6) Parent-child tourism can realize the integration of cognition, emotion, experience and entertainment. The subjective norm of parent-child tourism refers to the social pressure that people feel when deciding whether to choose parent-child tourism, which can reflect the influence of pressure or expectation of important people or groups in parent-child tourism, including 4 parts: (1) All of my family are supportive and encouraging to my decision of parent-child travel; (2) My friends, colleagues and classmates recognize and appreciate my decision of parent-child travel; (3) People will regard me as who loves life and family when they know that I perform parent-child travel; (4) Schools, education departments, etc. all advocate that we go for parent-child travel.

Parent-child perception of tourism behavior control refers to the degree of difficulty that people perceive when they travel between parents and children, It reflects people's subjective judgment on the factors that promote or hinder parent-child tourism behavior. Including internal individual factors (such as personal ability, experience, etc.) and environmental factors (such as resource conditions, object perfection, etc). In particular, It includes 4 parts :(1) parent-child travel have enough financial environment; (2) have enough time for parent-child travel; (3) have enough physical strength and energy to take part in parent-child travel; (4) Before the parent-child tour, can easily access a wealth of relevant information. In terms of the scale of the external influence system, which includes the resources, supporting facility, social environment and atmosphere of parent-child tourism product, it includes four parts particularly: (1) Available parent-child travel routes and products are abundant; (2) There are thorough supporting service facilities for parent-child tourism; (3) The social environment for parent-child tourism is good; (4) The social atmosphere of parent-child tourism is deep.

Pretesting of the Instrument

To determine the validity of the questionnaire, it is necessary to pretest it before actually using. Pretest can help determine the strengths and weaknesses of your survey regarding question format, wording, and order. The survey is given just like to conduct it for real. This type of pretest allows checking the choice of analysis and the standardization of the survey. (Converse and Press, 1986)

According to Narins, P (1999) pointed that it is hard to say how many participants had to have per pretest. A rule of thumb is a sample of 25 to 75 people in large-scale study. And on the book "Making Health Communication Projects Work: A Planner Guide" which mentions that in predictions the sample size should be large enough to give confidence to those who have sampled a range of opinions. A reasonable and sufficient sample size was the 50 typical 50 participants. According to the references in this study will get 50 participants participate in the pretest process.

This study will use the confirmatory factor analysis to test the reliability and validity. In confirmatory factor analysis, Cronbach's alpha is used to measure the reliability of two or more construct indicators. Furthermore, in confirmatory factor analysis, to check the measurement model validity, the number of the indicator helps us. For example, in confirmatory factor analysis, the factor loading latent variable should be greater than 0.7. Chi-square test and other goodness of fit statistics like RMR,

GFI, NFI, RMSEA, SIC, BIC, etc., are some key indicators that help in measuring the model validity in confirmatory factor analysis. (Statistics Solutions, 2009: online).

Questionnaire Survey

Through the distribution of questionnaires to the families of parent-child travel kindergartens in Nanning city, the basic characteristics of parent-child travel in Nanning city are understood, and the purpose, behavior characteristics, demand trend, product preference and other first-hand information of parent-child travel parents should be understood. To ensure reliable data sources, questionnaire data analysis, for Nanning city parent-child tourism product development to provide targeted scientific advice.

Data Gathering

Data gathering is a term used to describe a process of preparing and collecting data, for example, as part of a process improvement or similar project. The purpose of data gathering is to obtain information, to keep on record to make decisions about important issues, to pass information on to others (Weller & Romney 1988). Primarily, data is collected to provide information regarding a specific topic. The data gathering plan in this study will contain the following activities:

Pre-collection activity: get the target data for pretesting use, and make sure the analysis methods.

Collection: follow the sampling approach to collect data. Present findings: involve some form of sorting analysis and paper work.

Following the sampling approach and data gathering plan, this study will adopt the questionnaire survey.

Analysis of Data

By using Excel and other data analysis software, the questionnaire of parent-child tour in Nanning is analyzed, and the main characteristics, demand trend, tourism goal and tourism satisfaction of children in Nanning are summarized. Descriptive statistical analysis of demographic characteristics, reliability and validity analysis of variables in extended behavior planning theoretical model, independent sample t test and structural equation model analysis. According to the analysis results, the

hypothesis of this paper is tested, so that the conclusion of this paper is more reasonable.

Research Duration

The main research is divided into thesis, questionnaire distribution period, data analysis period, paper writing period.



CHAPTER IV
RESULTS AND DISCUSSION

Decurrent Situation of parent-child tourism

Tourist characteristics

Descriptive statistical analysis is used to describe the main features of a collection of data quantitatively. The analysis aims to provide an overview of the respondents and an insight into their behavioral patterns. (Mann, 1995). This study mainly input paper questionnaire and electronic questionnaire Excel spreadsheet software, and use SPSS 23.0 statistical analysis to measure the demographic characteristics of the sample (gender, age, education level, monthly income, etc). The average value of relevant data and standard ANOVA directly reflect the sample structure of the questionnaire and the distribution of various indexes.

Table 3 Socio-Demographic characteristics

Characteristics	Number	Percent
Male	178	40.46
Female	262	59.54
20-25	62	14.09
26-30	146	33.18
31-35	98	22.27
36-40	64	14.55
41-45	38	8.64
46 and above	32	7.27
3-4years	143	32.5
4-5 years	121	27.5
5-6years	176	40
High School and Below	42	9.55
Specialist	102	23.18

Table 3 (Continued)

Characteristics	Number	Percent
Bachelor degree	190	43.18
Master's degree	74	16.73
Doctor and above	32	7.36
Less than 5000 yuan	30	6.82
\$5000-10000	188	42.73
\$10000-15000	172	39.09
More than \$15,000	50	11.36

In terms of gender, the target group was mainly female, with 262 persons, or 59.54%. From the related research of parent-child tourism, we can see that most of the actual travel decision makers of parent-child tourism come from families. The survey data showed that the proportion of women in the survey was higher than that of men. In a parent-child tourism study, women paid more attention to parent-child tourism than men, and the participation rate of women in the questionnaire survey was higher than that of men. This also confirms the important role of women in the choice of parent-child tourism products.

Judging by the age of the family under investigation, at 26-30, 33.18%, Of which 20-25 years old, 31-35, The number of persons aged 36 to 40 years is 62, 98, 64, 14.09%, 22.27%, 14.55%, The number of other age groups is relatively small. Parents in the 25-29 age group are "post-90s", Most parents of this age have college degrees, having their own views on the healthy growth and education of their children, concerned in particular about the diversity of education and of social and family education, develop children's independence and ability to communicate with others. Parents aged 20-24 and under are usually classified as "post-95".

In terms of educational level, the maximum number of subjects with undergraduate degree was 190, accounting for 43.18%. Among the people with bachelor's degree or above, 74 were masters, 32 were doctors and above, and 102 were specialized degrees, accounting for 23.18%. Research users are mainly based on undergraduate education, because of the development of the education industry, undergraduate education has become more common, high school and below, master degree population is relatively small, in the user group is mainly office workers, the main reason is that most of the graduates become office workers. In terms of education

level, education level means relatively high income, strong travel frequency and ability, more attention to children's education, and greater opportunities for parent-child tourism.

In the monthly income level of the family, the monthly income of the family is about 42.72%, the monthly income of the family is about 39.09%, and the overall income level of the research users is basically within the range of 5000-10000 yuan. In line with the Nanning city environment of the income level of workers.

Travel Motivation

In Nanning city preschool children's parent-child travel market, family users' travel motivation is mainly Based on broaden vision, leisure and entertainment, enhance parent-child feelings. Their numbers are 334,337 and 342 respectively, accounting for 75.91% and 76.81% and 77.72% respectively. It can be seen that the purpose of family tourism of most parents and children is not different, mainly family and leisure.

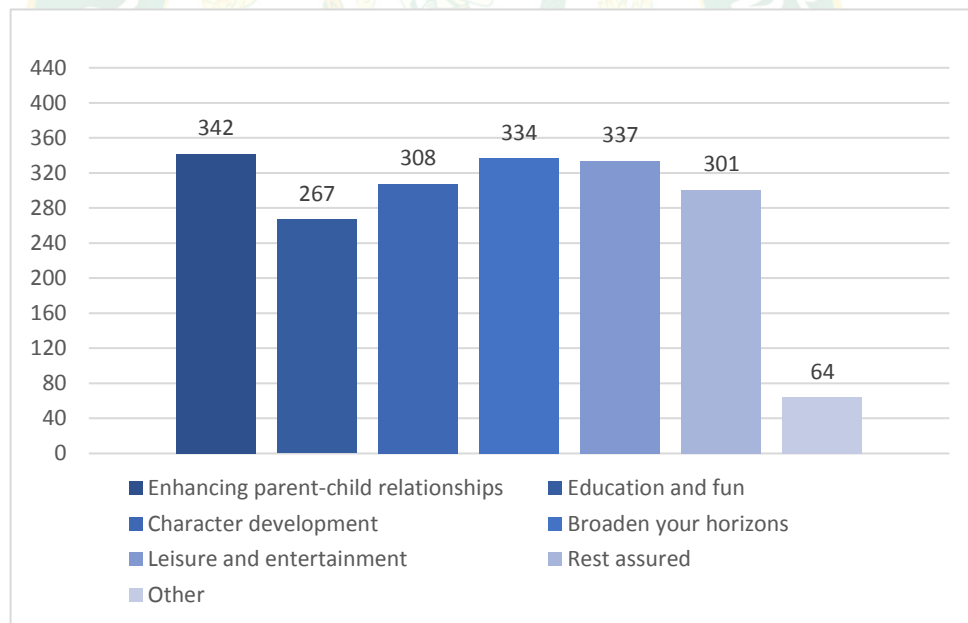


Figure 3 Travel motivation

Travel Concern

The first choice for parent-child tourists is "ornamental natural scenery", which accounts for 74.22%, followed by entertainment theme park, 69.51%, followed by exploratory aquarium, which accounts for 49.51% of the total.

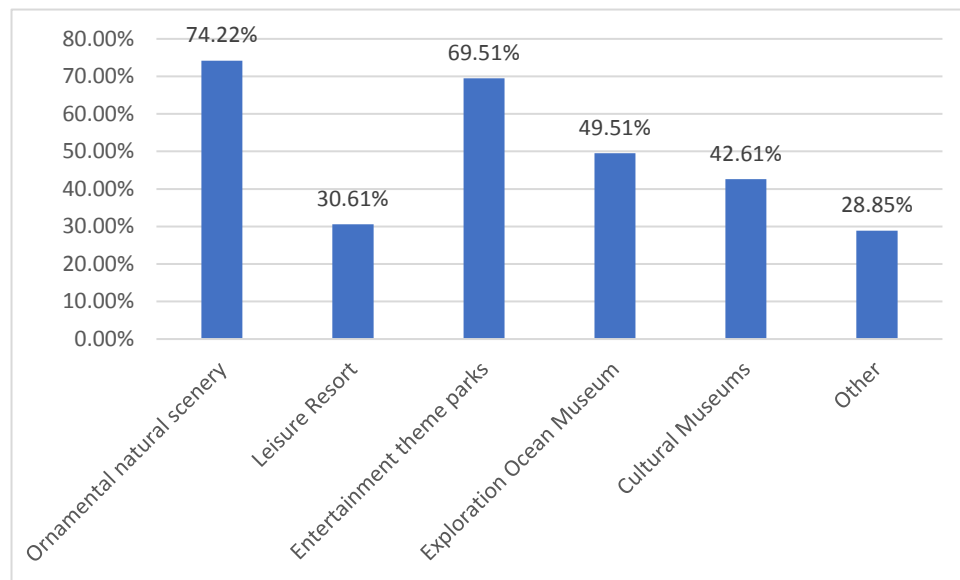


Figure 4 Travel Concern

Parents and children travel in the parent-child travel first pay attention to "safety and security", its proportion is 78.13, followed by "children's will", accounting for 57.81%, while "entertainment" accounts for the lowest proportion, about 25%. In terms of children's preferences at different times, with the increase of children's age, resort hotels, luxury cruise ships and other comfortable tourism products suitable for parents and children are gradually reduced; Research-based tourism products for parents and children, such as natural landscapes and aquariums, will gradually decrease as children age. The theme park can meet the needs of different age groups. With the growth of children, museums, farms and other parent-child cultural tourism products are more and more favored by children, and the preference of parents and children for tourism products increases with the age of their children. The parents' meeting will focus on whether the infrastructure and facilities provided to parents and children have been completed. They will choose more tourist destinations or attractions that are close to home and entertaining. Generally concentrated in zoos, city parks, playgrounds or places of entertainment and other places, the frequency of return visits is very high, especially the frequency of visiting amusement parks or zoos

can reach 3-5 or more times a month. On the one hand, because the child is relatively small, he is not suitable for long-distance travel, on the other hand, the children at this stage prefer places with entertainment facilities and play more. For some families with preschool children, with their age and knowledge, the education of children has gradually become a topic of family travel. Tourist destinations are no longer limited to the gathering places of entertainment places such as amusement parks, but prefer to choose remote and relatively unfamiliar museums, historical and cultural attractions such as famous historical cities, as well as mountains and lakes with natural landscapes. In the choice of tourist attractions, they even transfer their destinations abroad, take their children to appreciate the cultures and customs of different countries, and let their children learn and experience in tourism. It can be seen that parents' choice of tourist destination depends on children of different ages.

General Perception of Overall

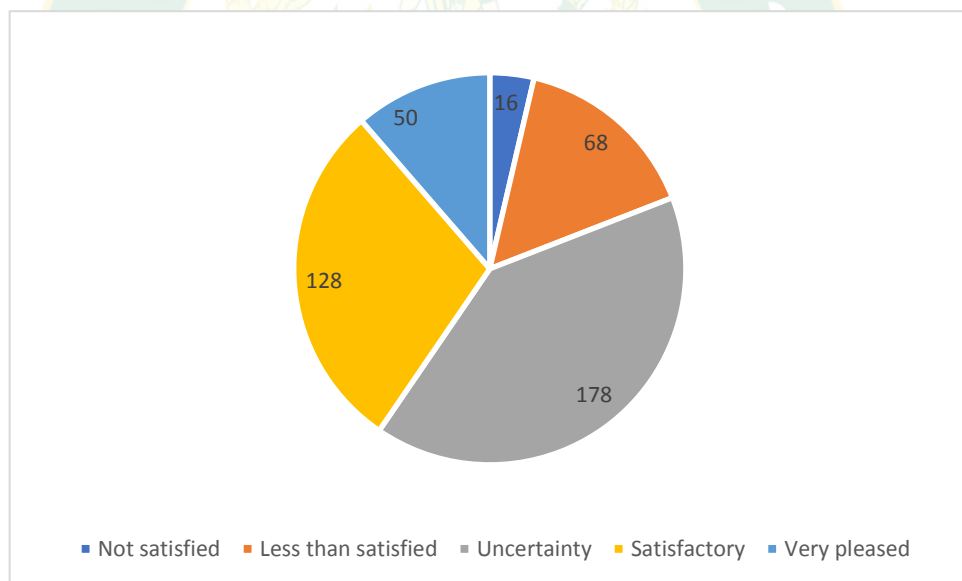


Figure 5 travel satisfaction

Satisfaction survey analysis is the need to launch a specific product in the current market. In view of the satisfaction of parents and children in Nanning market, we did a questionnaire survey, and the data results are classified. From the overall travel satisfaction shown in figure 4, There were 16 dissatisfied, there were 68 less satisfied, there were 178 people, there were 128 more satisfied, very satisfied with 50 people. Overall, the number of uncertain and more satisfied is the largest. Seventy per

cent of tourists are still satisfied with the trip. But some people are not satisfied with the travel of parents and children. More than 80% (well over half) of households believe that parent-child travel products can continue to be improved and optimized, the room for improvement is still large. When asked about the brand of parent-child travel, some parents who are positive about tourism replied, they know some of the more popular brands, Like mother donkey, Tu Niu travel and so on. Most parents don't know about travel brands, there is no clear requirement. They hope that some reliable and meaningful tourism products will be available as soon as possible. Visible, the lack of parent-child tourism brand has a clear focus, It's not good for the brand, It is also not conducive to the development of this market segment.

Summary of Travel Characteristics of Parent-Child Tourists

First, from the perspective of travel motivation, Nanning parent-child travel family travel motivation is concentrated, more than 70% of the respondents chose to "enhance the feelings between parents and children" travel motivation, The total number of people who choose "broaden their horizons" as travel motivation is more than 70%. This means that Nanning parent-child tourists pay attention to the "emotional" function and "comprehensive" function of parent-child travel products, and value the role of parent-child travel in promoting parent-child feelings and broadening children's horizons.77.72% of visitors will consider whether to enhance their relationship with their children and 60.68% will care whether to teach and enjoy, both of which are the most important reasons for inducing travel.

Second, from the point of view of the number of trips, more than 90% of the respondents have had the experience of taking their children out for travel in the past year, while the number of children traveling twice or more accounted for more than 50%. This shows that most parent-child families are active parent-child participants.

Similarly, we can see from figure 4 that 22%of parents did not take their children out for travel in the past year. For their parents, the burden of taking children out is generally heavy. Perhaps because of the child's young age, or because of the impact of COVID-19.

Third, in terms of travel time, parent-child travel time is more concentrated, most of them choose to travel on weekends and winter and summer holidays. Children in young families have no academic pressure and travel time is more flexible; children of school age in the educational stage need to study and travel time is limited; and most parents are usually busy. Only in non-working days can children travel,

comprehensive, research data show that children travel mainly on weekends and winter and summer vacation is more common sense.

Fourth, in terms of travel methods, more than 50% of parent-child travel families choose self-driving travel, about 20% of families choose self-help travel by means of transportation. This means that with the increase of the number of national cars, self-driving travel has become the main way for parent-child tourists in Nanning, and self-driving travel has the limitation of geographical distance. Therefore, it can also indirectly reflect the rationality of parent-child tourists usually choose weekend trips.

Overall, the motivation of parent-child tourists in Nanning is to "enhance parent-child feelings" and "broaden their horizons", which is the core needs of parent-child tourists. More than 80% of the respondents are active parent-child participants. At the same time, self-driving travel has become the mainstream choice of parent-child family travel.

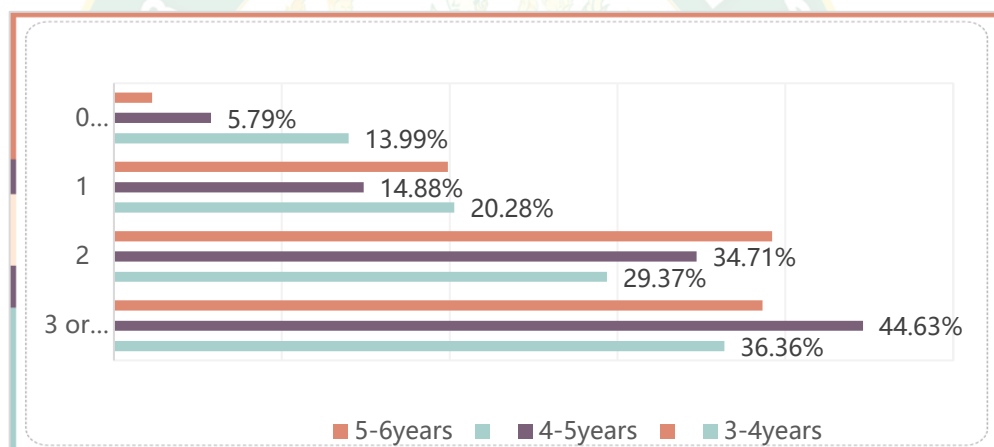


Figure 6 Cross-analysis of Children's Age and Number of Travels

Prefactors that Influence the Behavior Intention of Parent-Child Tourism

Relationship Among Variables

The second part of this paper mainly includes five variables. The descriptive statistical analysis of the above demographic characteristics is mainly to demonstrate the representativeness of the basic information of the survey samples. This thesis also several variables to be explored in this paper. Descriptive statistical analysis of sample mean, standard deviation, skewness, kurtosis of each element.

Table 4 Descriptive Statistical Analysis of Research Variables

Variable	Item	Mean value	Label difference	Deviation	Deviation scale	Peak	Standard error of kurtosis
Behavior Attitude	A 1	4.17	.746	-.879	.142	1.431	.301
	A 2	3.88	.814	-.126	.142	-.781	.301
	A 3	4.66	.504	-1.087	.142	-.024	.301
	A 4	4.63	.507	-.984	.142	-.267	.301
	A 5	4.43	.612	-.816	.142	-.454	.301
	A 6	4.41	.620	-.654	.142	-.524	.301
Subjective norms	B 1	4.11	.734	-.274	.142	-.702	.301
	B 2	3.86	.716	.224	.142	-1.026	.301
	B 3	4.14	.712	-.362	.142	-.567	.301
	B 4	3.56	.827	.261	.142	-.367	.301
Perceptual behavior control	C1	3.87	.761	.049	.142	-.814	.301
	C2	3.24	.748	.416	.142	.084	.301
	C3	3.78	.769	-.049	.142	-.541	.301
	C4	4.04	.746	-.276	.142	-.516	.301
External influence system	D1	3.91	.768	-.193	.142	-.523	.301
	D2	3.74	.762	-.130	.142	-.323	.301
	D3	4.24	.714	-.624	.142	.087	.301
	D4	4.04	.678	-.424	.142	-.564	.301
Behavioral intention	E1	4.16	.635	-.157	.142	-.691	.301
	E2	3.72	.781	-.125	.142	-.101	.301
	E3	3.84	.942	-.634	.142	.089	.301

Among the behavioral and parent-child travel variables, the mean value of 5 points was greater than 4, indicating that the respondents' attitude towards parents

and children's travel was positive. Some respondents were positive about the fact that modern society actively promotes parent-child tourism. "Form of Family Education" maintains a relatively neutral attitude.

In the subjective normative variables of parent-child tourism, the average value of each item is about 4, which indicates that the respondents are neutral to the external pressure they face and the influence of important others or groups on their decision-making behavior. Not everyone is affected by important people or groups about the external influence system of parent-child tourism. In the variables of tourism perception and behavior control of parents and children, the mean value of each element is between 3.0 and 4.0, which indicates that the respondents' attitude towards their own skills and other conditions of tourism of parents and children is neutral. Among them, the average score of C2 was the lowest, 3.23, indicating that most interviewees did not have enough time to accompany their parents and children, which may be due to the time limit caused by heavy work tasks or busy lifestyle. Among the variables of the external influence system, the average value of each element is about 4, which indicates that the respondents are neutral about the external influence system of parent-child tourism, which usually promotes parent-child tourism activities.

It can be seen from the table that the skewness of each variable element in the questionnaire sample is in the range of -0.998-0.427 and the kurtosis is in the range of -0.803-1.399. Some scholars have noticed that when the absolute value of kurtosis is less than 10 and the absolute value of skewness is less than 3, the sample data obey the normal distribution. The skewness and kurtosis of the sample data in this paper are in this range, which shows that the sample data in this paper accord with the normal distribution, which provides the basis for the research and analysis of the following structural equation model.

Exploratory Factor Analysis

The structural equation model analysis generally requires exploratory factor analysis (Exploratory factor analysis, EFA) and confirmatory factor analysis (confirmatory factor analysis, CFA) to ensure the good quality of the measurement relationship. (Statistics Solutions, 2009: online)

Factor analysis is a dimension reduction technique, often used to determine that an analysis item should be divided into multiple factors. Factor analysis usually consists of three stages. The first step is to determine whether factor analysis is performed, criterion is KMO greater than 0.6. The second step is to determine the appropriate relationship between factors and items, eliminate three types of

irrationality: if the sum of the degrees of an analysis is less than 0.4, Delete the corresponding analysis item; If the unit of analysis corresponds to a "factor ", Then the absolute value of the load factor is less than 0.4, The analysis unit must be deleted; If there is a large deviation between the analysis items and the factors, The analysis item must be deleted. The third step is to name the factor. In the second step, remove the unreasonable elements, after confirming that the corresponding factor-element relationship is good, Factors can be named in combination with the corresponding factor-item relationship. First, to test the suitability of the subjects for factor analysis, before extracting the factor, The author tested the CMO and Bartley sphere. And when the KMO is greater than 0.8, It is very suitable for factor analysis; When the KMO is between 0.7~0.8, More suitable for factor analysis; When the KMO is between 0.6~0.7, Description of factor analysis; The value is less than 0.6, It is not suitable for factor analysis. Second, When the P value of the Bartlett test is less than 0.05, It also shows that factor analysis is suitable. (Statistics Solutions, 2009: online)

Table 5 Tourist KMO and Bartlett Examination of Parent-Child Tourism Market

KMO		0.880
Bartlett spherical test	Approximate chi-square	2741.61
	df	362
	p value	0.000

As can be seen from the table, the KMO value is 0.88, greater than 0.6. At the time of passing through the range, the agent of the Bart shows that the data satisfy the precondition of factor analysis and can be used to investigate factor analysis. The corresponding P value of Bartlett test is less than 0.05, which also shows that the research data are suitable for factor analysis.

It can be seen from the following table that the factor analysis extracts 5 factors and the cumulative variance of the value of the explanatory coefficient is 72.187, which indicates that the extracted 5 factors can extract the elements. The information about 72% of the total is 23.092,13.619,12.523, respectively. These five common factors can be considered to provide most of the raw data information, so factor extraction is effective.

Table 6 Variance Interpretation Rates

Factor number	Interpretation of variance after rotation		
	Characteristic root	ANOVA%	Cumulative%
1	6.235	23.092	23.092
2	3.677	13.619	36.711
3	3.381	12.523	49.234
4	3.265	12.093	61.327
5	2.932	10.859	72.187

Exploratory factor analysis is mainly used to test the correlation between various factors and questionnaire elements. In the above credibility analysis part, the specific research factors are analyzed when the questionnaire structure is verified. The results show that the questionnaire has good structural validity. confirmatory factor analysis is mainly used to test the consistency of the relationship between each factor and the questionnaire elements and the prognosis of the investigators. (Asparouhov and Muthen, 2009) The convergence confidence of different questionnaire scales is usually measured by extracting the average variance (extracted mean variance), combined reliability (cumulative reliability), and standard load factors. also known as aggregation fidelity and discriminative fidelity. The comprehensive reliability score reflects whether a certain element of each potential variable can explain the potential variable consistently, and the extraction of the average variance reflects the extent to which the variance of the potential concept interpretation is caused by the measurement error. Vergent (convergence) fidelity emphasizes that dimension items that should be within the same factor range are indeed within the same factor range; differential confidence emphasizes that dimension items that should not be within the same factor range are not actually within the same factor range.

Confirmatory Factory Analysis

This thesis uses the confirmatory factory analysis (CFA) of AMOS 23.0 statistical analysis software to test the construct validity (convergent and discriminant validity).

Table 7 Validation Factor Analysis

Variable	Item	Non-standard load factor	Standard error	Critical ratio	Significant significance	Standard Load Coefficient	C R	AV E
Behavioural attitudes	A 1	1.000	-	-	-	0.741	0.852	0.511
	A 2	0.887	0.115	6.788	0.00085	0.763		
	A 3	0.878	0.074	11.105	0.00075	0.841		
	A 4	0.914	0.079	11.351	0.00091	0.867		
	A 5	1.041	0.084	10.871	0.00073	0.861		
	A 6	1.021	0.064	10.743	0.00084	0.746		
Subjective norms	B 1	1.000	-	-	-	0.791	0.814	0.527
	B 2	1.000	0.074	13.432	0.00093	0.824		
	B 3	0.942	0.076	12.341	0.00091	0.761		
	B 4	0.923	0.089	8.934	0.00089	0.734		
Perceptual behavior control	C1	1.000	-	-	-	0.765	0.831	0.524
	C2	0.984	0.083	10.234	0.00095	0.724		
	C3	0.913	0.076	11.271	0.00074	0.729		
	C4	0.954	0.084	10.335	0.00092	0.716		
External influence system	D1	1.000	-	-	-	0.753	0.841	0.561
	D2	0.974	0.063	16.354	0.00093	0.734		
	D3	0.716	0.067	9.745	0.00089	0.731		
	D4	0.684	0.062	10.164	0.00088	0.727		
Behavior	E 1	1.000	-	-	-	0.771	0.805	0.570
	E 2	1.172	0.087	12.153	0.00079	0.771		
	E 3	1.264	0.134	11.742	0.00063	0.741		

According to the table 4.5, the standard load factors of all the variables are > 0.7 , which can be manifestation of a strong correlation between the item and the variable itself. Generally, CR, AVE, SLF are regarded as importance indexes for CFA to value the vergence validity. If the significance level is lower than 0.01 and the standard load factor is > 0.7 , which can be manifestation of a strong correlation between the element and the variable itself; if CR is > 0.7 , resulting AVE > 0.50 , which can be manifestation of a strong vergence validity of the questionnaire data.

Besides, CRs of the five variables, behavioral attitude towards parent-child tourism, subjective norm, perceptual and behavioral control, external influence system and behavioral intention are 0.852, 0.814, 0.831, 0.841, 0.805 respectively, which are gradually higher than the critical value 0.7. Additionally, AVEs of such five variables are 0.511, 0.527, 0.524, 0.561, 0.570 respectively. To sum up, the cumulative variance of the factors extracted by the factor analysis are all higher than 70% of the explained variance, which reveals that they can cover most information of the original measurement value with an according coefficient gradually higher than 0.8, which proves the credibility and acceptance of the survey data. And the total validity is 0.943, which is manifestation of a high internal consistency within an acceptable range. Therefore, the SLF, the cumulative credibility and AVE of the questionnaire conform to the evaluation criterion with a good vergence validity.

Reliability Analysis

According to the analysis results, can correct some unqualified options, adjust the structure of the questionnaire and improve the reliability of the questionnaire. Because the higher the reliability factor, the higher the reliability of the questionnaire. Therefore, this paper will carry on the overall reliability analysis to each scale, each variable and the questionnaire, in order to test the reliability of each scale and the correlation of each variable. achieve high internal consistency and overall stability.

The coefficient (the coefficient) of the behavioral theory scale was $0.905 > 0.9$, It shows that the questionnaire has high reliability; The fitting coefficient of external influence system is 0.837, Between $0.8 \leq \text{reliability} < 0.9$, It shows that the reliability of the questionnaire is good; The test coefficient of behavior intention scale is 0.774, Within $\leq 0.7 < 0.8$, It shows that the questionnaire has good reliability; α size of the overall coefficient is greater than 0.7, And each scale meets the requirements of internal consistency.

Analysis of Difference

Analysis of Differences in Financial Management Behaviors of Students with Different demographic Variables. Univariate ANOVA is a measure of the influence of some significant factors on the study at different levels. A one-way analysis of the demographic characteristics of age, education, occupation and occupation was carried out by f test. The details are shown in the table.

Table 8 Analysis of single factor variance

Dependent variables	Gender		Age		Level of education		Monthly income	
	F	Sig	F	Sig	F	Sig	F	Sig
Behavioural attitudes	5.71	.026	7.641	.0018	16.413	.003	7.361	.0047
Subjective norms	6.821	.634	8.691	.003	17.651	.002	10.841	.0038
Perceptual behavior	4.467	.012	8.067	.002	14.974	.0045	15.571	.0029
External influence system	5.641	.362	2.641	.004	3.793	.004	5.673	.0018
Behavior Intention	9.437	.015	9.634	.017	18.694	.0035	8.941	.0023

According to Table 4.6, the significance (sig) of F test is < 0.05 , which shows a distinct difference of respondents' gender, age, education level and monthly income on their intention towards parent-child tourism, among which, gender and age presents a low correlation between travel readiness. Therefore, both of them are not the main factors of travel intention of parent-child tourism market. Education level and monthly income are strong correlated with travel intention, which means that higher the education level is, stronger the travel intention is. So does the monthly income. Vacation is manifested as the main restraint on high monthly income and travel intention in a further study on monthly income and travel intention.

Structural Model

Structural equation model (Structural Equation Model, SEM) is an important technique for multivariate data analysis. By establishing, evaluating and testing causal models, the influence relationship between several potential variables is analyzed. The model contains both meaningful observable variables and hidden variables that cannot be observed directly. The structural equation model is different from the traditional multiple regression, path analysis, factor analysis, covariance analysis and so on. It is a more advanced linear statistical modeling method based on these traditional analytical methods. It is actually the synthesis of confirmatory factor analysis method and path analysis method. It can not only deal with multiple dependent variables or hidden variables cannot be directly observed, but also calculate each dependent variable, concise and clear analysis of the relationship between dependent variables, measurement objects, independent variables and dependent variables. In addition, the effective variable has multiple measurement indexes, and the variable may also have measurement errors. The whole fitting of different models to the same sample data can be measured. Based on this, we can determine which model is closer to the relationship presented in this study and which model is most suitable for the current model structure of this study. It is widely used in social, economic, management, psychology and other research fields. (Hair, Anderson, Tatham & Black, 1998)

Model Establishment

Based on the theoretical model of intention path parent-child behavior and related assumptions, combined with exploratory factor analysis and confirmatory factor analysis, the structural equation of travel intention parent-child behavior influence model is established. The questionnaire in this paper mainly includes five implicit variables: external influence system, behavior intention, behavior perception control, subjective norm, behavior attitude and some observation variables (explicit variables). Based on this, this paper uses AMOS23.0 statistical analysis software to measure the sample data of simulated fitting questionnaire, and analyzes the path coefficient and significance between variables. AMOS20.0 structural equation model is used for path analysis in this study. adjusted percentage variance using Bootstrap nonparametric estimates to test the entire model and study hypotheses.

In the fitting analysis of Structural Equation Model, common measurement indexes are as follows: df , $/df$, Goodness of Fit Index (GFI in short), Adjust the Goodness of Fit Index (AGFI in short), Normed Fit Index (NFI in short), Parsimonious Normed Fit

Index (PNFI in short), Comparative Fit Index (CFI in short), Increase the Fitness Index (IFI in short), Relative Fitness Index (RFI in short), Root Mean Square Error of Approximation (RMSEA in short), etc.

The research chooses/df, GFI, AGFI, NFI, CFI, IFI, RMSEA as measurement indexes.

Generally, a model fitting is considered good where/df is restricted to 1-3, and it is better when the result is closer to 1, whereas the exact figure is 2 in practical research. GFI, AGFI, NFI, CFI and IFI are restricted to 0-1, where the fitting result is better when closer to 1, on the contrary to 0. However, practically, it is generally assumed that the model is appropriate when AGFI, NFI, CFI and IFI are > 0.9 with a given GFI, where RMSEA indicates that the model does not fit; the model fits better when the value is closer to 0; it becomes worse when the figure is great; it indicates a good fitting where RMSEA is < 0.05 ; and it is reasonable when RMSEA is between 0.05 and 0.08~0.08; and it indicates a good fitting where RMSEA is restricted to 0.08-0.1; RMSEA > 0.1 indicates poor compliance.

Table 9 Model fitting indicators

Fitting indicators	χ^2 /df	RMSEA	GFI	CFI	NFI	AGFI	IFI
Fitting criteria	< 3	< 0.08	> 0.9	> 0.9	> 0.9	> 0.9	> 0.9
Model results	1.783	0.064	0.951	0.954	0.914	0.932	0.956
Fitting evaluation	support	Good	support	support	support	support	support

As is shown in the table, it can be seen that /df is 1.783, restricted to 1-3 and < 2 . The root mean square of RMSEA is 0.06, < 0.08 ; GFI, CFI, NFI, AGFI and IFI are 0.951, 0.954, 0.914, 0.932 and 0.956 respectively, all of which > 0.9 . All the fitting indexes are restricted to the measurement standard of model fitting with no further revisal. Holistically, the total structure and sample data are good.

Hypothesis testing

After analyzing the fitting degree of the model, the above assumptions also need to be tested and analyzed, and the AMOS23.0 statistical analysis tool should be used to measure the path relationship between the variables in the questionnaire. It is generally believed that the larger the absolute value of the standardized path coefficient, the stronger the relationship between variables, and the greater the influence of variables on another variable. If the standardized path coefficient is positive, the variable is positive. if the normalized path factor is negative, this means that the variable has a negative effect. meanwhile, when the absolute value of the t-value is greater than 1.96 and the P value of the normalized path coefficient is less than 0.05, it is considered that the path assumption between the study variables is significant, that is, the assumption holds.

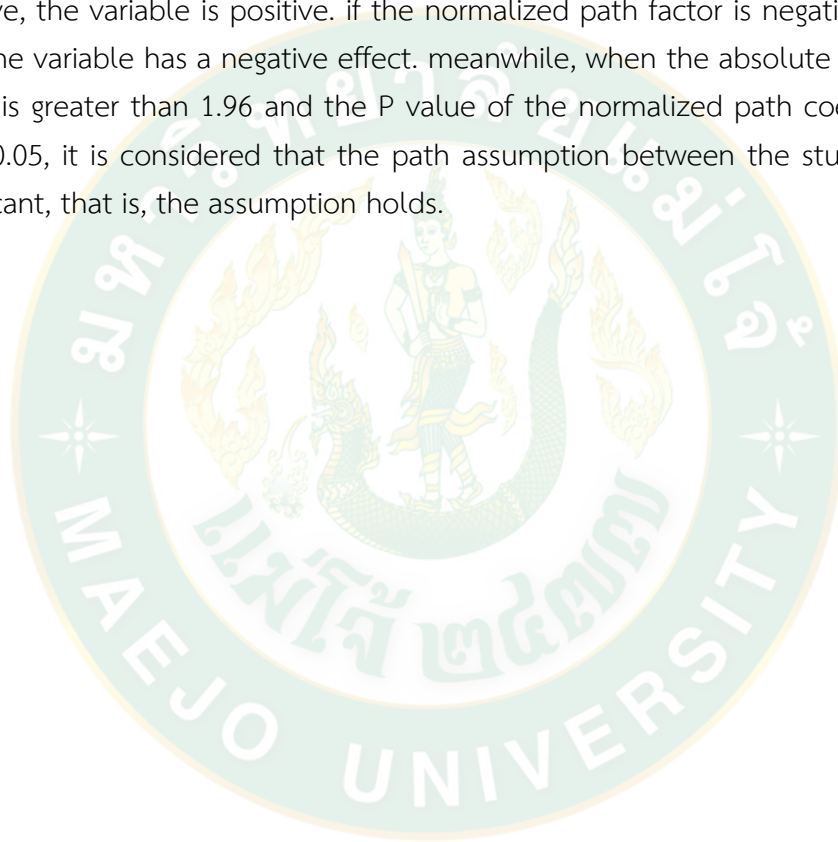


Table 10 Model Hypothesis Tests

Assumption	Path path	Non-standardized path coefficient	C.R.	P	Standardized path coefficients	Test results
H 1	Behavioral Attitude -> Behavioral Intention	0.332	4.879	0.014	0.264	Support
H 2	Subjective Norms -> Behavior Intention	0.312	4.974	0.066	0.243	Support
H 3	Conscious Behavior Control -> Behavior Intention	0.413	5.674	0.039	0.371	Support
H 4	External influence system -> Behavior Intention	0.276	3.874	0.004	0.194	Support



According to the table, the above hypothesis is verified one by one, and the hypothesis is true, that is, there is a significant influence between the variables.

Analysis on travel behavior

Analysis of Factors Affecting Parent-Child Tourism Decision Making

In the test of the structural model, according to the results, the above assumptions are true, and there are significant differences between the variables, the main analysis is as follows.

Many factors cause anxiety or worry before parents decide to travel with their children. Key factors include consideration of children (needs, safety, etc.), the influence of others, the media and past experiences, and their own time constraints. Before the implementation of the travel plan, they will consider the convenience and safety of the destination vehicle, and take into account the number of tourists in the scenic area, whether the way of travel is a static activity or a new theme activity, and whether the child adapts to the destination's eating habits, local climatic conditions and seasonal factors. In addition to some objective factors that determine the tourist destination, parents will also consider their own family's own financial situation and so on. They often use their past experiences to plan their travel, or think about other people's experiences.

When organizing parent-child travel for preschool children, the personal safety of children during travel is the most worrying and the common concern of parents. Because safety problems affect travel decisions and the fun of travel. Travel agencies and tourist attractions have launched a variety of projects suitable for market demand, but also more or less security threats. Some parents worry that their children are hurt in travel, some parents worry that too many tourists or children cannot take care of their own situation, resulting in danger, reflecting the important difference between parent-child tourism and mass tourism. In addition to serious safety problems, many parents also mentioned some problems that need to be remembered, such as food, toilets and transportation. Overall, more than 70% of the respondents chose "safety and security", followed by more than 50% of the parents chose "child will", about 40% of the parents chose travel safety, service level and supporting facilities. This shows that parents pay special attention to the safety of the tourism process in parent-child travel, which is also the primary consideration for choosing parent-child travel products. In general, safety is an important factor affecting the behavior intention of parent-child tourists. It is also the primary concern factor and the bottom line of

product design and development. Most parent-child families prefer natural attractions and theme parks, which are generally popular among parent-child tourists in Nanning city.

Second, most parents also want to help their children broaden their horizons through parent-child travel. Choose to be as close as possible to the characteristics of the child's interest, otherwise the child will not be interested, parents and children travel will neither give parents nor bring bad results to their children. Therefore, the arrangement of activity content should be rich and colorful, and the reasonable arrangement of activity content directly affects the fun of parents and children traveling.

Third, parental leave is also an important factor in tourism. many parents gave up parent-child travel because they could not agree on a holiday and replaced it with "great generation + children ". A sample survey found that compared with low-educated families and high-educated families, the latter were more willing to spend the cost in parent-child tourism in the game of parent-child tourism and income acquisition, because highly educated families recognized the value of parent-child tourism. When parents choose the type of scenic spots to visit, most parents prefer scenic and cultural attractions. Distance travel tends to choose outdoor activities, while long distance travel across provinces and cities tends to choose the iconic landscape of tourist destinations. It can be clearly seen from the interview that when choosing a destination, parents will be guided by the needs of their children as the main direction of choosing a destination. Of course, parents also consider the image of the destination itself, such as local welfare, media assessment, infrastructure, etc. However, for children at different stages, parents also show some significant differences in choosing tourist destinations.

The Satisfaction Analysis of Parent-Child Tourism Products in Nanning City

In order to make the survey data of satisfaction of parent-child tourism products in Nanning reliable, the author divides the contents of the research project into 13 aspects: the degree of transportation convenience, the accurate situation of road signs, the vivid and comprehensive popular science materials, the rich tourism content, the beautiful natural scenery, the entertainment safety facilities, the food and beverage health, the clean and clean accommodation environment, the sufficient sanitation of public toilet, the reasonable charge of scenic spot, the shopping supporting service, the good parent-child interaction, and the service attitude of the employees. At the same time, using the Likert scale method, the measurement and evaluation of tourist

satisfaction is divided into five levels: "very dissatisfied, dissatisfied, general, satisfied, very satisfied ", and the corresponding score is set as "1,2,3,4,5".



Table 11 Analysis of Tourism Product Satisfaction of Nanning Parent-Child Tour

Test project	Average		Low grades (1-2)		Medium (3 points)		High grade (4-5 points)	
	score	Number of visitors	Percentage	Number of visitors	Percentage	Number of visitors	Percentage	Number of visitors
Accessibility	3.6	54	12.3	257	58.4	129	29.3	
Accurate road markings	3.2	76	17.3	264	60	100	22.7	
Science Popularization Materials	2.6	216	49.2	150	34.2	73	16.6	
Rich tourism content	2.9	150	34.2	208	47.3	81	18.5	
Beautiful scenery	4.2	64	14.6	150	34.2	225	51.2	
Entertainment Safety Facilities	3.1	80	18.1	208	47.3	152	34.6	
Food Health	2.7	176	40	190	43.1	74	16.9	
The accommodation is clean and tidy	3.5	78	17.7	212	48.1	150	34.2	
Adequate sanitation in public toilets	2.7	180	40.8	186	42.3	74	16.9	
Reasonable fees for scenic spots	2.8	158	35.8	198	45	84	19.2	
Shopping Matching Service	2.3	228	51.9	147	33.5	64	14.6	
Good parent-child interaction	3.4	73	16.5	205	46.5	163	37	
Service attitudes of practitioners	2.9	125	28.5	242	55	73	16.5	

According to the data summary and analysis, the tourists of Nanning parent-child tour are generally satisfied with the natural scenery of the product, with an average score of 4.2 points, which is the only content with an average score of more than 4 points in the 13 research contents. Nanning's natural scenery has indeed been recognized by the majority of tourists, congenital advantages are very prominent. Traffic convenience, accurate road signs, entertainment safety facilities, clean and clean accommodation environment, good parent-child interaction in the five content score of more than 3 points, among which the degree of transportation convenience and clean accommodation environment two content score more than 3 points .2 points more than 3 points... As a tourist city, the number of hotels in Nanning has been growing rapidly, and the number of high-star hotels in Nanning is becoming more and more common. The increase in the number of senior brand hotels also led to the improvement of a large number of hotel hardware facilities in the city. Popular science materials are vivid and comprehensive, rich in tourism content, food and beverage hygiene and health, adequate sanitation of public toilets, reasonable fees for scenic spots, shopping supporting services, and service attitude of employees are not satisfactory.

Tourism Product of Parent-Child Tour in Nanning

With the rapid pace of urbanization and the increasing number of middle class, more people choose to travel, especially after 80 and 90 parents, more willing to take their children out to play, improve parent-child relations, increase children's knowledge. In recent years, Nanning has vigorously developed the parent-child tourism market, with remarkable results and high economic benefits, but if the tourism market is subdivided, the Nanning parent-child tourism market is still insufficient. The main points are:

1. Single product and serious homogenization

As far as the function of parent-child travel is concerned, it should have many functions, such as tourism, leisure vacation, tourist experience, physical fitness, children's education and parent-child relationship.

At the same time, part of Nanning based on the development of local economy through tourism development, without in-depth market analysis, with a moment of enthusiasm, in a single mind, copy, blind investment, so that the same model of parent-child tourism products in the same region repeated construction, repeated development, this random development, lack of in-depth research planning for

tourism products, resulting in some regions of the same tourism, homogeneous competition in the same region, but also may cause vicious competition, service quality decline, low economic benefits.

2. Insufficient depth of product development

At present, most of the products of parent-child travel in Nanning, as long as on the basis of ordinary tourism products, add some entertainment items for children to play, play the sign of parent-child travel. This shows that Nanning's understanding of parent-child travel is obviously insufficient, or not enough attention to parent-child travel. Many products only attract children by simply increasing children's recreational facilities, without in-depth study of children's psychological needs, without studying the characteristics of children's growth at all stages, and without studying the psychological needs of parent-child travel consumers. The product lacks fine service, hardware and software facilities, and a systematic design system.

3. Lack of practice on the concept of parent-child travel

In the design of parent-child travel products, the choice of tourist location is important, but the grasp of parent-child concept is fundamental. Parents and children should not only pay attention to their parents, let their parents get leisure and relax, but also let their children increase their knowledge in fun and play, but also promote the communication between parents and children in play, and enhance the relationship between parents and children. But from the current parent-child tourism products, most of the products are still similar to the conventional products, either just take the child as the main body, ignore the parents' feelings, let the parents become the vassal of the children's play, or the parent-child interaction is not closely linked. Just another version of ordinary family travel.

4. The level of the parent-child market is unclear

The consumption demand of each stage and each class of consumer groups is different. Only by distinguishing the levels of parent-child travel products and setting up diversification can we meet the diversified needs of different groups. For example, children of different ages have different experience needs, knowledge needs and interactive needs for parent-child travel, because it is determined by children's physical and psychological growth. In addition, the good or bad family economic conditions will allow each parent-child travel consumer group to make different choices when choosing parent-child travel products. Therefore, the tourism products of parent-child travel are considered in the design process because of the age ladder and consumption level of consumer groups. At present, Nanning parent-child tour products in the

development process did not distinguish the level of the consumer market, did not form a clear project system, the market level distinction is unclear.

The Characteristics of Decision-making in Nanning Parent-Child Tour

1. Child-centred decision-making

When parents and children travel products, parents often decide to go out first, then compare and choose all kinds of parent-child travel products around their children's needs, and finally choose the products that children like best and are most suitable for their children. The final choice is child-centered, not just to meet the requirements of entertainment.

2. High product safety requirements

Because the children's cognitive ability and action ability are not perfect in the family, usually at home, if the parents do not care, the children may have safety problems, let alone go to a strange place to play. Since to play, parents also hope that they can have leisure and relaxed time, so the safety of parent-child travel products is particularly high. In the process of making decisions on parent-child travel products, parents will consider the safety elements of the whole travel plan, including catering, accommodation, tourism form, play items, etc., and will evaluate the safety of these contents and finally choose to rest assured.

3. Travel time constraints

Because most parents and school-age children only have leisure time on weekends and holidays, most parent-child travel families generally choose to travel on holidays such as weekends, small holidays, National Day and Spring Festival, or choose to travel during the winter and summer holidays of their children. This is why parent-child travel is always in the statutory holiday peak. The state has also paid attention to the disadvantages caused by this, so some regions have put forward flexible work system. If time permits, parents and children also prefer to choose non-peak travel to travel, to avoid crowd congestion, traffic congestion and other impact on travel mood and destroy travel plans. If the national flexible work system can be carried out smoothly, parent-child travel may not be light in the off-season, parent-child travel products should keep up with the rhythm of parent-child travel families according to the situation, adjust the product strategy in time, so as to attract more parent-child tourists.

CHAPTER V

SUMMARY IMPLICATION AND RECOMMENDATION

Summary

In recent years, with the development of social economy, people begin to pursue higher spiritual enjoyment on the basis of satisfying material life, yearn for the rural life of returning to nature, and yearn for warm and harmonious parent-child relationship. Therefore, only by keeping up with the social needs and vigorously developing parent-child tourism can the tourism industry open up greater market space. Through the preliminary study and analysis of the parent-child tourism market of preschool children in Nanning as followings.

First, the behavior attitude, subjective norms and perceptual behavior control in the theory of tourist behavior have a significant positive impact on the parent-child tourism behavior intention of preschool children. The influence coefficients were :0.264,0.243,0.371, each variable had significant influence on the intention of parent-child tourism behavior, and the degree of influence varied from large to small, perceived behavior control, attitude and subjective norms. Perceptual behavior control has the highest impact on the overall level, mainly because most respondents may have relatively stable income, sufficient free time and easy access to information, and so on. They have a strong intention to carry out parent-child travel in their own ability or in fact may carry out parent-child travel behavior. The overall will is strong, followed by perceptual attitude, which may be a positive impact on parent-child travel. The influence of subjective norms on the intention of parent-child tourism behavior is the lowest, and it shows that important others or groups will have a certain influence on individual parent-child tourism behavior, and the overall influence level is low.

Second, the main factors affecting preschool children's parent-child travel in individual variables are monthly income level and educational background, which indicates that the higher the education level, the stronger the willingness to travel, and the higher the monthly income, the higher the willingness to travel. The further investigation of monthly income and travel intention found that the main factor restricting the high monthly income is vacation. From the analysis of the relevant data in this paper, preschool children's parent-child tourism should be combined with the needs of parent-child groups to carry out targeted product services, and then improve product quality and consumer satisfaction, in order to achieve in-depth development.

Just as according to the physical and psychological characteristics of children of different ages, set up different forms of thematic activities.

Third, the key characteristics of parent-child tourism products are stability, culture and service. However, at present, the products mainly have uncertain price system, unfavorable service protection and poor brand effect, which is not perfect enough.

Fourth, as a newly developed tourist destination, the main role of local research and development of this product is that it can continuously increase the variety of tourism products, reduce the equivalence with the usual landscape tourism, meet the actual needs of parent-child families, and this product can also play a role in expanding employment and increasing income.

Fifth, in the process of developing parent-child tourism products, the key advantages are that the natural and cultural resources are relatively rich, the transportation is convenient, all kinds of accommodation environment and perfect protection degree and the brand effect of Nanning.

Sixth, according to the starting point of family parent-child tourism product research and development, in the process of local research and development, mainly to create food, accommodation, transportation, play, leisure and other categories of products.

Although the article relies on the local reality, the research and development of its parent-child tourism products has indeed made some achievements, but due to the constraints of time, the detailed models, categories and advantages of projects around the world are not carefully explored.

Implication

To Build Nanning Market Brand

From the article of the South Morning Post Nanning will play with these places after the three major tourism brands come to Nanning", Nanning will focus on "Zhuangxiang style", "ASEAN style" and "health capital" three major tourism theme brands in the future (South Morning Post Nanning, 2021). Under the development concept of healthy health tourism in Nanning, taking Nanning as an opportunity to create "Xiushan Lishui, healthy and blessed land", we can rely on Nanning's mild climate, abundant forest resources, good ecological environment and healthy organic food to develop healthy tourism products. Focus on the development and

construction of forest oxygen bar, hot spring resort, fitness center and other tourist activity centers to stimulate tourists to meet the needs of emerging tourism markets.

Therefore, with the improvement of social openness, the concept of family education for parents and children gradually appears, and family tourism should also be sunny. Enterprises with tourism-related products are encouraged to give up low levels of competition to attract customers and reduce prices. It is very important for Nanning to strengthen the cultural packaging of children's parent-child tourism market brand and improve product quality. According to the cultural characteristics of Nanning, Guangxi, combined with the local historical development, fully tap tourism cultural resources, meticulously improve packaging, enhance advertising taste, improve parent-child tourism products, strive for parent-child tourism market and children's wide recognition, Win the favor of parent-child tourists. For example, propaganda embodies the unique way of life of ethnic minorities, embodies national identity through propaganda of traditional festivals, and popularizes tourism resources with national characteristics into tourism brands for parents and children. It is necessary to further excavate the national tourism resources of Nanning and improve the overall effect of tourism promotion on the basis of national cultural characteristics, such as focusing on the folk customs of Zhuang and Yao nationality, and creating a series of advertising brands. At present, Nanning has a number of tourist attractions built, can open the existing national tourist attractions and characteristics. Because of the popularity of tourism resources with national characteristics, tourists can stay in Nanning for 3-5 days or more, rather than let tourists only appreciate Nanning's national tourism resources.

To Enrich the development of parent-child tourism

1. Promoting the development concept of parent-child tourism products

First of all, it is the educational nature of tourism. Children are at a critical stage in improving their knowledge and physical and mental development. More and more parents believe that parents and children can not only expand their children's social knowledge, but also experience nature and acquire skills. Therefore, the development of parent-child tourism projects in this stage is mainly focused on the realization of parents and children's educational functions, relying on various resources, physical and psychological needs and understanding of the ability of children and adolescents in different stages. And improve campus education knowledge and children's ability to travel. The joint creation of "natural classroom", the organic combination of education, improvement, parent-child activities, in the form of entertainment and entertainment,

to help children understand campus knowledge, help children understand difficult to reach campus and family education knowledge and skills. It can not only cultivate children's ability to perceive problems and solve contradictions, but also develop children's physical and mental health and form healthy ideological and moral quality.

Secondly, it is the interactive nature of the tourism process. The main purpose of parents taking their children to participate in parent-child travel is to develop a harmonious and healthy parent-child relationship, and interaction has become the main way to close the parent-child relationship. The interaction between parents and children is obviously different from social interaction. It is characterized by the dynamic influence of interaction effect, that is, the process of improving parent-child relationship through mindfulness learning. The research and development of parent-child tourism products should be based on the concept of interactive learning to meet the psychological needs and emotional experiences of children and adolescents. We should regard parent-child participation and emotional perception as a value orientation, strengthen parent-child interaction, and deepen the emotional relationship between parents and children.

2. Strengthening the development of parent-child tourism products

At present, the content of parent-child tourism activities in Nanning market is relatively small. In addition to the summer (winter) summer camp held during the winter and summer holidays, many travel plans can consider designing a "mini version" for adults". Many tourist attractions and travel agencies have made minor modifications to the original route, with few lines designed for children. Activities are relatively limited to outdoor walks, visits to science and technology museum and other traditional activities. There is a gap in the market for exclusive tourism projects that meet the physiological and psychological characteristics of preschool children. This causes the asymmetry between the market heat demand and the actual supply. The second performance of lack of professionalism is lack of professional guidance and service security. There is no professional organization in the market to provide parent-child tour guide service. Many service personnel do not understand the main attributes of preschool children's psychological behavior, and their services are difficult to arouse children's interest. Travel service personnel also need to have a lot of patience and responsibility in the process of travel: first of all, to ensure the safety of children, but the situation now depends largely on parents.

At present, Nanning parent-child tour products mainly around the "children" this theme. Parents are not very involved in tourism, naturally they will not be popular with tourists. Therefore, when developing parent-child tourism products, we should

fully consider the different needs of parents and children, and ensure that the needs between "parents" and "children" are balanced. According to the different physical and psychological characteristics of children of different ages, the action plans of parents of different ages will also be different. For children aged 3-4, simple childcare activities can be provided; for children aged 4-6, multiple manual competitions can be designed to fully stimulate imagination; on the other hand, this method also improves children's ability to live independently. Help children grow up better.

Nanning parent-child tourism market can learn from the valuable experience of Europe, the United States and other places. In foreign countries, there is an ideal tourism industry to provide professional and thoughtful tourism services, so that the parent-child tourism market has a strong guarantee. For example, many small hotels or resorts abroad treat children as guests and set up special children's entertainment facilities to provide better services for children. Some primitive holiday towns in North America have even opened some intimate baby care services, but there are few specifically designed services for children in China.

3. Enhancing the participatory function of parent-child travel products

Improving the emotional connection between parents and children is one of the necessary "skills" of high-quality parent-child travel products, so the design of parent-child travel products needs to uphold the concept of parent-child interaction. At the beginning of product design, we should join the interactive parent-child project, pay attention to the communication between parents and children, and clearly convey to the parents the initial impression that "it can enhance the communication between parents and children and enhance the feelings of parents and children ". For example, parent-child farms can develop projects completed by parents and children in cooperation, such as making soy milk with stone mill, cooking and picking fruits and vegetables on the big stove. Through these activities, children can not only experience their parents' daily toil, but also effectively enhance the emotional communication between parents and children, and realize the core demands of parent-child families.

4. Enhance the parent-child interactive function of the products

Pay attention to the participatory function of parent-child travel, can effectively enhance the recognition of parents. At present, the TV program about parent-child travel has attracted wide attention, which is due to the touch of parent-child feelings on the audience's psychology. The broadcast made the audience aware of the importance of parental companionship as children grew up, and at the same time aroused their emotional resonance. Chinese parents generally attach importance to investment in the growth of their children. The design and development of parent-

child travel products need to pay attention to the psychological demands of their parents and pay attention to participation in the design. Transmission of deep participatory tourism programs to parents can exercise children's hands-on ability and logical thinking and help increase their knowledge.

5. Provide special parent-child services

Service is an important factor that cannot be ignored in tourism products.

First, travel energy consumption, young children due to physiological structure constraints are not suitable for long-term physical activity. Therefore, the main parent-child tour scenic spots can provide children's tour tools or walking tools for this group of services free rental services.

Second, due to the implementation of the comprehensive two-child policy, the number of "two-child" families in Chengdu will increase in the future, so in terms of accommodation, hotels can provide different family rooms and room services for families with different numbers of children.

Third, the number of parent-child travel families is generally more than that of ordinary tourists, and the phenomenon of children and young children travelling with the whole family is more common. The research results show that parents and children tourists pay more attention to the price factors of catering, accommodation, scenic spot tickets and so on, so parent-child scenic spots can be considered in product design and promotion.

Fourth, in the process of parent-child travel, young children have a certain demand for children's characteristics of parent-child travel products. In the aspect of shopping, we should pay attention to this part of the demand, also ensure the interests of parent-child tourists, provide them with formal shopping places and shopping environment, and also attach importance to the quality and after-sales service of products. Create a good shopping environment for parent-child tourists.

Improve facilities for parent-child tour products

Specifically, parent-child travel is dominated by natural scenery, but natural scenery alone is not enough to attract tourists. Only by perfecting the supporting services around the scenic area can we gather popularity, create word of mouth, and attract tourists to pay for it. This paper mainly discusses the supporting services of Nanning parent-child travel products from the aspects of food, accommodation, entertainment and shopping.

1. Improving Nanning Parent-Child Travel Service

According to the "Nanning Parent-Child Traveller Demand Tendency Questionnaire" (2020), more than half of the parent-child tourists choose self-driving travel mode. Therefore, in the product development and design of Nanning parent-child tour, one is to emphasize the planning and design of the parking lot, the number of parking lots should be matched with the number of tourists in the scenic area, and the lack of parking space in the peak season should lead to traffic jam. The second is to set up eye-catching traffic signs to ensure that passengers can easily find the parking lot and the corresponding entrance to avoid detours affecting travel mood. Third, it is necessary to consider the needs of parent-child tourists in the scenic area, design special channels for stroller, and facilitate parents and children to travel with stroller.

In addition, according to the above analysis, most of the parent-child tourism consumer groups are private cars, so the scenic area parent-child tourism needs appropriate route identification and parking services. Nanning traffic is developed, the surrounding scenic spots are evenly distributed. Early and late self-help tours are popular with families. Improve the self-driving travel acceptance system to provide more convenient services for self-driving families, such as the introduction of self-driving fuel cards for parents and children, self-driving travel subsidies and so on. Prepare self-driving tour guide, including provincial independent tourist attractions, transportation, gas station, emergency telephone and other business calls, distributed to high-speed service area or self-driving home entrance for reading. Therefore, when comparing Nanning parent-child tour with traditional rural tour, the design requirement is far higher than that of traditional tourism, and we should pay more attention to product design and high quality service.

2. Strengthening the Catering Service for Parent-Child Tour in Nanning

People take food as the sky, diet has an important impact on people no matter when and where. A delicious diet can attract a lot of tourists, but for rural parent-child tourists, in addition to delicious, catering hardware is also very important. In the design of Nanning parent-child tour products, parents and children should be equipped with suitable environment and hardware facilities for children to eat. For example, to provide children's special tableware and dining chairs, to open up a special area for children's recreation near adult meals, to ensure the safety of the recreation environment and to avoid placing hard objects, which can not only allow children to release their passion safely after meals. In addition, in the farm can also design rice cakes, green cakes and other links, so that tourists through parents and children to work together to experience the process of food and agricultural products, eat their

own food, can not only enrich experience, increase knowledge, but also enhance the intimate relationship between parents and children.

In addition, to create a warm and comfortable family atmosphere, but also to take care of the child's innocence, but also with bright colors, open mouth form to decorate the landscape. At the same time, we must fully consider that children are not adults, they have a good time, and their physical ability is limited, so a special entertainment area should be prepared for children. For example, for physiological reasons, children's activities are limited: they have a fixed biological clock when they travel and need to take a nap or rest, so they have additional requirements for the environment of entertainment. Similarly, for infants and young children, this scenic spot should provide a more hidden breastfeeding area to alleviate parents' demand for breastfeeding. At the same time, Nanning is a subtropical monsoon humid climate, four distinct seasons, different seasons temperature fluctuations. The baby went out to play. Babies change diapers and even clothes, so they need a separate room with constant temperature. Third, parents who travel alone with their children can accompany their children to the toilet, so their needs should also be taken into account when planning the auxiliary space in the scenic area. Therefore, the main tourist attractions for parents and children are related to equipment: first, consider providing parents and children with a living room with hot water and constant temperature, a change table and a small bed for children to rest; second, separate toilets for parents and children can be set up to facilitate group travel with children; and provide children with special dining chairs and tableware.

3. Enhance Nanning Parent-Child Travel Accommodation Service

In addition to the choice of scenic spots, the quality of accommodation is basically the second consideration of parent-child travel. Sleep quality directly determines the mood of travel and the implementation of travel plans, while children's sleep affects the development of physical and mental health. Therefore, parent-child travel families have more stringent requirements for the comfort, safety and theme style of the accommodation environment. Nanning parent-child travel supporting accommodation services should consider the factors affecting children in the design, as far as possible to ensure the natural and environmental protection of the accommodation environment, the room cannot be placed sharp objects, furnishings as far as possible to log, bed foot grinding round, Prevent collision. Bed as low as possible, not only to give children camping experience, but also to avoid falling from the height. In the style design of the room, we can take the marine fishery as the theme style, hang the wind bell made by shell, put on the children's bed of boat type,

set up all kinds of theme rooms according to the characteristics of parent-child scenic spots, and meet the needs of individualized accommodation service for parent-child tour.

4. Promotion of Parent-Child Tourism Service in Nanning

Sightseeing is the soul of parent-child tour, especially Nanning parent-child tour. Excellent sightseeing service guarantee is an important support to ensure the smooth completion of parent-child sightseeing activities in Nanning. For children aged 3-6, they may need to rest at any time during the tour, so when designing Nanning parent-child tour products, we can consider setting up a rest area every certain distance, so that parents and children can find a place to rest at any time. Avoid being too tired during sightseeing. At the same time, for parent-child tourists, often bring a lot of food and meal paper, the hands may produce garbage at any time, in the rest area should be equipped with garbage bucket, easy for parent-child tourists after the rest of the light load. Therefore, sightseeing is particularly important for the route identification of scenic spots, which can help parents and children understand their location and find each other in time. In addition, the QR code can be set up in front of the characteristic scenic spots in the scenic area to facilitate parents and children to communicate and understand all kinds of knowledge provided by the exchange scenic spots, so as to truly broaden their horizons and harvest knowledge in parent-child communication. To achieve the purpose of education in fun.

5. Strengthening the Nanning Parent-Child Travel Shopping Service

Scenic spot shopping service is an extension of tourism service, and with the continuous development of online shopping platform, most of the items provided by scenic spots can be purchased through online platform, and the price is higher than online shopping. More and more tourists are used to comparing with online platforms, so that scenic shopping is less attractive. And parents and children tourists with children, often only choose to shop for their children, no more thought to their own shopping. Therefore, the first is to complete a good shopping service environment, there is a spacious space for parents and children to push strollers shopping; the second is to set up storage points and express delivery services in the shopping place, which can not only lighten the burden on parents and children, but also avoid the worry of increasing the burden after purchase, so that parents and children can calm down in the shopping environment; third, product packaging design should be unique, to meet the needs of parents and children, to attract children's attention is often a successful factor in the decision of parents and children to buy products; Fourth, the price is not higher than the online platform price, when tourists find that the physical

purchase price is flat or even cheaper than the Internet, naturally willing to rest assured of a large number of purchases, thus driving the sales of scenic area products.

To strengthen safety guarantee

Safety is the key in the process of parent-child tourism and is the main problem that people pay attention to. No matter what kind of educational tourism behavior should be carried out under the background of ensuring safety. Because minors are the main audience of this form and the key component, their own characteristics are more active and difficult to control, which increases the requirements for parents and scenic area management level. Especially in catering, strict control of quality, production technology and catering environment, catering suppliers must implement strict supervision system, kitchen must have sterilizer, hood and other sanitary products. To prevent the occurrence of related equipment accidents; in terms of accommodation, pay attention to environmental safety factors, ecological hygiene, fire prevention and theft prevention, and create a safe living environment; in public transport, pay attention to vehicle maintenance and repair, Ensure smooth traffic. At the same time, pay attention to driver safety training, establish a sense of safe driving. In sightseeing and entertainment, children have a lot of collisions when they play. At this time, if there is an obstacle, there is likely to be secondary injury. Entertainment items should be provided with safe areas and should not contain any items that may harm children. Seat belts, seats and other appropriate protective equipment must be inspected within the specified time. Place clear safety signs in key areas. Attach great importance to the safety of scenic spots, first aid training for staff, safety of tourist tools and entertainment facilities, regular safety inspection.

1. Improvement of Nanning Parent-Child Tour Hardware Security

1.1 Pleasure safety facilities

In parent-child travel, the completeness of amusement safety facilities will directly affect the comfortable experience of parent-child travel. Imagine, if the safety measures of the amusement facilities are not in place, parents must concentrate all their energy on ensuring the safety of their children, always in a state of tension, unable to relax themselves at all, thus becoming the vassal of their children. Some parents may choose other recreational facilities as a result. Once the child is injured in the play, even a slight bump will affect the whole family's play mood and destroy the overall atmosphere of the whole parent-child tour product. Therefore, the safety and completeness of amusement facilities directly affect the experience of parent-child travel, to some extent, it can be said to determine the travel of parent-child travel.

Therefore, in the process of designing parent-child travel and amusement facilities, we should fully consider the safety performance of the facilities, establish a certain range of safety areas, do not have any obstacles in the safe areas, and be equipped with adequate and effective anti-fall and anti-collision pads, and maintain regularly. At the same time, set up easy-to-understand safety signs in eye-catching positions to fully ensure the safety of amusement facilities.

1.2 Food and accommodation security measures

Food and accommodation safety are two problems that all passengers are very concerned about. For parent-child tourists, because of the children involved, parents have more strict requirements for food safety, not only food hygiene safety, but also health and nutrition. The restaurant providing service in Nanning parent-child tour products should have a clean and hygienic kitchen, clean and bright dining environment, provide disinfectant tableware, dirt or damaged tableware should be replaced in time. Accommodation is equally important. Do not put sharp objects in the room to prevent children from bumping, to ensure that the room environment is clean and tidy, and that the opening of the room window should not be too large.

1.3 First aid medical facilities

People inevitably have accidents in life, tourism is the same, the design of Nanning parent-child travel products should not only pay attention to the defense of safety accidents, but also the last line of defense against safety accidents, emergency relief. Take into account that in the event of a safety accident, the degree of injury can be minimized to prevent further expansion of accidental injury. On the one hand, it is necessary to equip Nanning parent-child scenic spot with emergency medical aid materials and corresponding equipment, on the other hand, medical and nursing personnel in the field of rescue or medical support personnel with emergency assistance ability to ensure that in the event of an accident, Relevant personnel can carry out emergency rescue operations quickly and effectively.

2. Strengthening Tourism Safety Management for Parent-Child Tour in Nanning

Tourism safety management refers to the establishment of safety management agencies in parent-child scenic spots, clear safety responsibilities, and a series of safety management measures to ensure the safety of tourists in parent-child scenic spots. Strengthening tourism safety management is an important support to ensure the stability of parent-child travel order and the safety of tourists in Nanning.

2.1 Establishment of security organizations

Safety management is a systematic project, which needs the close cooperation of multi-unit and multi-department, and the establishment of safety

management organization is the premise to ensure the normal operation of safety management function. When designing parent-child tour products, departments such as on-site management, internal management and comprehensive coordination should be set up according to the actual situation of the scenic area, with sufficient on-site security and rescue personnel, at the same time, the responsibilities of each post should be clearly defined, and the contents of safety management should be determined, so as to maintain the safety order of the scenic area and ensure the personal safety of tourists.

2.2 Strict implementation of security monitoring mechanisms

Nanning parent-child tour product design should ensure both electronic monitoring and on-site monitoring of safety officers to ensure effective monitoring of scenic spots, especially scenic area safety officers to tighten the string of safety, pay close attention to the dynamic of parent-child tourists in scenic spots, In the event of an emergency, take immediate action. Especially in the seaside water-playing parents and children, once deviated from the safe range, immediately remind the warning. When the warning is invalid or other unsafe behavior occurs, it is necessary to report to the Scenic area Safety Management Department immediately while taking emergency disposal on the spot, which is coordinated by the Safety Management Department, and the safety impact is minimized by specialized means.

2.3 Open channels for reporting feedback

The complaints, opinions and suggestions of tourists to the products after the real experience of parent-child tour products are important means to promote the promotion of service and safety management in scenic spots. The scenic spot should collect the opinions and suggestions of Nanning parent-child tour tourists through setting up report telephone, setting up Weibo, WeChat public number, establishing website and so on, so as to optimize and upgrade the service level of parent-child tour products.

3. Improve safety awareness of Nanning Parent-Child Tour related personnel

3.1 Increased tourist safety awareness

The safety consciousness of tourists directly determines the accident probability of travel safety. The scenic spot cannot change the passenger's own safety consciousness in a short time, but it can remind the tourist to pay attention to the safety risk through the careful analysis of the safety risk point of the scenic spot, through the accident propaganda film, the safety notification, the emergency measure and so on.

3.2 Raising residents' awareness of safety

Because of the reason of the tourist location, the scenic spots are usually in the suburban countryside or the seaside mountain area, and often these places are far away from the town, and the local residents' awareness of rules and safety is often weak. It can be found that many domestic dogs in rural areas are widely used as home care and nursing homes, and most children will panic about such dogs, which also brings great personal threats to parents and children. Therefore, safety publicity and education should be strengthened to enhance the safety awareness of local residents. On the one hand, local residents can cooperate with relevant departments to carry out security work when local security problems occur. On the other hand, when residents find safety problems, know the first time to report to relevant units, timely and effective response to reduce the degree of accident hazards.

3.3 Raising safety awareness among practitioners

The employees of rural parent-child scenic spots are often local residents, but the safety consciousness of local residents is relatively weak. The safety consciousness of employees directly affects the safety level of parent-child travel products. Therefore, it is necessary to formulate measures to effectively improve the safety level of rural parent-child tourism product practitioners, strengthen education and training, raise threshold access, regularly assess rewards and punishments, and eliminate those who do not meet the requirements. Improve the level of safety and security of parent-child travel products.

Recommendations

Due to the limited time, there are still many problems in this paper. The accuracy of the questionnaire is closely related to the number of samples. In the questionnaire survey of parent-child tour, there is no doubt that the more samples, the more reasonable, the more the number, which means that the market response received is more comprehensive and accurate, and the conclusion is closer to the facts. That is, under the support of certain time and funds, the base of sample survey is adjusted to distribute more questionnaires. On the basis of certain quality, better results can be achieved. In the future, if conditions permit, big data should be used to study and survey the social investigation of decision-making multiple actors in Nanning parent-child tourism market. The results will be more reasonable and persuasive, and the rationality of planning needs to be improved.

1. Revelation to the Operator

For tourism enterprises, tourism products are the "foundation" of enterprises and the basis of sustainable development and survival of enterprises. Therefore, it is very important for tourism enterprises to strictly control the quality of tourism products. There are many kinds of parent-child tourism enterprises in Nanning, the competition is extremely fierce, the enterprises with high quality tourism products have a stronger competitive advantage, and maintaining an effective competitive advantage requires enterprises to take the following steps:

First, do a good job of research in advance, on the basis of accurate positioning of the target market to develop parent-child travel products. Therefore, in the design of parent-child travel products, enterprises should focus on the needs of this part of the parent-child family, in the design and arrangement of product content, facilities, services and so on, focus on the specific children of this part of the age, targeted product design; At the same time, children in other age groups should also take into account the needs of parent-child travel families; in short, product design should be based on meeting the needs of major consumer groups, taking into account the needs of secondary consumer groups.

Second, pay attention to tourist feedback, timely improvement and improvement of products. The consumption of tourism products is a dynamic process, each consumption link can affect the satisfaction of tourists to products, operators should investigate the results of tourists' experience in time, grasp the matching degree between tourism products and tourists' needs, targeted product improvement and innovation.

Third, attach importance to the training of professional parent-child travel staff. Tourism products have strong service attributes, and parent-child tourism products have more special requirements for service, and creating good parent-child tourism products cannot be separated from high-quality special services. Therefore, tourism enterprises need to recruit specialized talents who are familiar with the psychology of minors, especially children's psychology, to create a contingent of high-quality and specialized parent-child travel staff, and to regularly train these talents. Control the quality of parent-child tourism products from the management level.

2. Revelation to the administration platform

Guangxi's total tourism income is broken trillions, tourism plays an important role in stabilizing employment and driving economic development. Among them, parent-child tourism also plays an active role in leading the market. Considering the positive impact of parent-child tourism on children and adolescents and on the

national economy, the relevant government departments should strengthen the support for parent-child tourism.

First of all, improve parent-child travel public facilities. The structure of parent-child family travel is mostly core family, some even three generations travel, which means that a child's travel often drives the consumption of the whole family member. The large number of parent-child travel families will greatly benefit the development of local economy. Therefore, the government should actively improve the relevant public facilities for parent-child tourism, such as improving the basic reception facilities for parent-child tourism in public transportation, tourist distribution centers, tourist reception centers, emergency handling centers, and so on, so as to effectively meet the special needs of parent-child tourists.

Secondly, raise the entry threshold of parent-child tourism. The main body of parent-child tourism management is mixed, the competition is fierce and the product quality is uneven. In order to solve the outstanding problems existing in parent-child tourism products, we need to use the government's "hands ". Therefore, the relevant government departments should assist the industry to establish the appropriate industry entry threshold, avoid disorderly competition, ensure the controllability of product quality, effectively improve the quality of parent-child tourism products, and help the parent-child tourism market to operate standardized.

Finally, strengthen safety and security. According to the previous research, parent-child travel families attach great importance to the safety problems in the process of parent-child travel, while in real society, such as children's paradise and other amusement facilities safety accidents occur frequently. Therefore, it is necessary for the relevant administrative departments to reduce or even put an end to the occurrence of related accidents through administrative means in order to protect the vital interests of parent-child tourists. For example, through the form of laws and regulations, strictly stipulate the safety inspection process of amusement facilities and equipment, punish enterprises that fail to carry out safety and security work in accordance with the process, and improve the safety awareness of business subjects from the administrative level. Reduce the occurrence of safety accidents.

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Questionnaire on Parent-Child Tourism Behavior in Nanning City

Dear Mr./ Ms:

Hello! At present, a survey on the intention of parent-child tourism in Nanning is being carried out. Your participation is very important to this study. The questionnaire is anonymous. The information collected is only used for academic research and is strictly confidential. Please feel free to fill it out. Thank you for your understanding and support!

1. Do you know anything about parent-child travel?

A don't care	B I do n' t know
C I don't know, I've heard	E know better
F I know better	
2. Have you ever had a parent-child tour with your child?

A yes	B no (end)
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3. your gender?

A: men	B: women
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4. your age?

A: 20-25	B: 26-30
C: 31-35	D: 36-40 and over
5. your child's age?

A: 0-3 years	B: 4-6 years
C: and over	
6. your education? (Master's degree or above in high school and below)

A: High School and	B: College
C: Bachelor degree	D: Master degree
E: degree or above	
7. your family monthly income?

A: less 5000yuan	B: 5001-10000 yuan
C: 10001-15000 yuan	D: 15000 yuan or more
8. you travel with your family and children every month?

A: No	B: 1
C: 2	D: 3
E: 4 times or more	
9. Are the main types of parent-child tours?

A: surrounding ecological countryside tour	
B: playground	

C: scenic area exploration aquarium

D: cultural museums

10. your motivation to choose parent-child travel? (Multiple choice)

A: enhance parent-child relationship

B: teach fun

C: broaden your horizons

D: cultivate your personality and relax your body and mind

E: Leisure and Recreation

11. your overall perception of Nanning parent-child travel products?

1= total disagreement

2= disagreement

3= indifference (uncertain)

4= agreement

5= total agreement

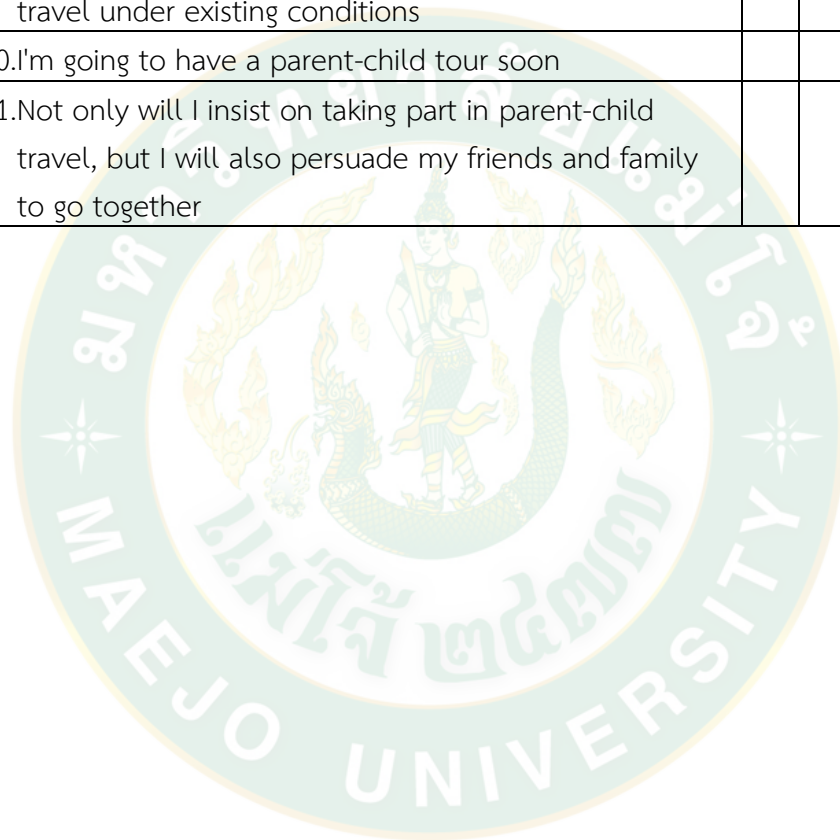
Title	1	2	3	4	5
Convenient transportation					
Accurate road identification					
Comprehensive popular science materials					
Rich tourism content					
Beautiful natural scenery					
Entertainment and Safety Facilities and Equipment					
Catering Health Health					
Clean accommodation environment					
Sufficient hygiene of the public toilet					
Reasonable fees for scenic spots					
Shopping supporting Services					
Good parent-child interaction					
Service attitude of the employees					

This survey uses Likert five-level scale 1-5 to indicate the degree of deepening.

- 1= total disagreement 2= disagreement
 3= indifference (uncertain) 4= agreement
 5= total agreement

Title	1	2	3	4	5
A. attitudes					
1. parent-child travel is a necessary activity and time and money are worth it					
2.Parent-Child Tourism is an active form of family education advocated by modern society					
3. parent-child travel can broaden one's horizons, increase one's knowledge, teach and enjoy					
4. parent-child travel can promote mutual communication and enhance parent-child feelings					
5. parent-child travel can shape children's good character and promote healthy growth and development					
6.parent-child travel can realize the integration of cognition, affection, experience and leisure					
B. Subjective Norms					
7.family's support and encouragement for my parent-child travel					
8. friends, colleagues or classmates to my parent-child travel is recognized, appreciated					
9. people around me know that I have a parent-child tour, I will think that I am a love of life, care for the family					
10. Schools, the education sector and so on have advocated for parent-child tourism					
C. Perceptual Behavior Control					
11.I have enough financial conditions for parent-child travel					
12.I have enough time for parent-child travel					
13.I have enough physical strength and energy to participate in parent-child travel					
14. Access to a wealth of relevant information is facilitated prior to parent-child travel					

D. External influence System Scale					
15. Alternative parent-child travel routes and products					
16. Improved facilities for parent-child tourism in tourism activities					
17. Better social environment for parent-child tourism					
18. Strong social atmosphere in parent-child tourism					
E. Parent-Child Tourism Intention Scale					
19. I am willing to take an active part in parent-child travel under existing conditions					
20. I'm going to have a parent-child tour soon					
21. Not only will I insist on taking part in parent-child travel, but I will also persuade my friends and family to go together					



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