

A Study on the Influencing Factors of Rural Residents' Tourism Consumption in China

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Abstract

Currently, tourism is a potential industry in the third industry of China's economy, it plays an important role in promoting the development of the national economy. The rural population is vast majority in China, active development and promotion of tourism consumption of rural residents play an important role in promoting the development of national economy. In this paper, the regression model of rural residents' tourism consumption is established, and the policy recommendations are put forward based on the different influence factors on rural residents' tourism consumption.

Keywords

Tourism; consumption; rural; town; influencing factor.

1. Introduction

According to international trends, the tourism industry is increasingly sought after by people, the development of tourism even up to the strategic level of some countries. Tourism is one of the most potential industry in the tertiary industry, with the continuous economic development and economic globalization, more and more tourist population, the number of people travel abroad is also increasing. In China, rural population accounts for the vast majority, rural residents gradually have a sense of tourism, began to pursue spiritual enjoyment, and the number of rural tourism is also growing even more than the number of urban tourism.

The main domestic research scholars: Yunpeng Li (2005) analyzes the influencing factors of urban residents' tourism from the quantitative point of view by constructing the corresponding model[1]. Chaoyi Xu (2009) used SWOT analysis to study this problem [2]. Daijian Tang, Junbin Pan (2010) analyzed the relationship between total expenditure and total income of rural residents' tourism consumption[3]. Jiewei Qiu (2011) analyzed the influencing factors of rural residents' willingness to travel[4].

The main abroad research: Travel economist Archer proposed a demand function for residential tourism consumption. Scholar Nicolau (2005) analyzed the influencing factors of resident tourism[5]. Researcher Hong (2005) comprehensively expounded the factors influencing the residents' tourism consumption[6].

Through the combing of domestic and foreign literature, it is found that the research on the influencing factors of rural residents' tourism consumption has achieved some achievements. However, these studies may not be applied so far over time, because people's ideas are changing and the influencing factors of rural residents have also changed. Therefore, this paper re-study the impact factors of rural residents.

The rest of the paper is organized as follows: section 2 is the introduction of research methods and data sources; section 3 is the choice of variables and the establishment of models; section 4 is the empirical test and return; section 5 is policy recommendations.

2. Research Methods and Data Sources

This paper mainly uses the related method of econometrics. First, find possible impact on rural residents tourism consumption factors according to experience, second look into the relevant literature, and then reference the study that made by well-known scholars, so as to get the influencing factors used in this paper, so that we can establish the corresponding multiple regression model, and then use STATA to return to get the corresponding parameters.

About data collection, we searched for the total amount of rural residents, the number of rural tourists, the total tourism consumption of urban residents, the number of urban residents, the average income of rural residents and the consumer price index through the "China Statistical Yearbook" and "China Tourism Statistical Yearbook". Through the relevant calculation we got the data that we want, the relevant data are as follows:

Table 1 Influencing Factors of Tourism Consumption of Rural Residents

YEAR	Rural tourism consumption (RCS)	Consumption habits (RCS_{t-1})	Village residents' consumption level (IN)	Other groups of tourism consumption (UCS)	Other groups of tourism consumption (P)
1994	54.9		3496	413.7	124.1
1995	61.5	54.9	4283	463.4	117.1
1996	70.4	61.5	4839	534.5	108.3
1997	145.6	70.4	5160	599.	102.8
1998	196.8	145.6	5425	606.04	99.2
1999	238.7	196.8	5854	615.5	98.6
2000	226.5	238.7	6280	679.4	100.4
2001	212.8	226.5	6860	707.1	100.7
2002	208.9	212.8	7703	739.7	99.2
2003	200.0	208.9	8472	684.9	101.2
2004	210.2	200.0	9422	731.8	103.9
2005	227.6	210.2	10493	737.1	101.8
2006	221.8	227.6	11760	766.4	101.5
2007	222.4	221.8	13786	906.9	104.8
2008	275.2	222.4	15781	849.4	105.9
2009	295.2	275.2	17175	801.0	99.3
2010	305.9	295.2	19109	882.0	103.3
2011	325.1	305.9	21324	898.9	105.4
2012	370.3	325.1	23848	910.6	102.6
2013	400.1	370.3	25387	1004.3	102.6
2014	430.7	400.1	27383	1245.6	102.0

3. Variables Choice and Model Establishment

According to the basic theory of consumer demand, consumers' consumer demand is mainly determined by two factors, one is the income level is a preference. The amount of consumption comes from income, income is the primary factor affecting the consumption of residents, tourism consumption is no exception, the amount of tourism consumption is improved continuously with the improvement of income. People's spending power is limited, and the price of the product becomes an important factor influencing consumer spending, and as the price increases, the amount of household consumption decreases. For different consumers, each consumer has a different consumption habits, and consumption habits is another important factor affecting the consumption of residents.

Consumers are social people, their own behavior will inevitably be affected by other people, in general, high-level consumers can affect low-level consumers. In people's travel life, people's consumer behavior will also be affected by other travelers.

In this paper, by looking into the relevant literature, with reference to the previous scholars, choose rural residents' consumption level (IN) as the primary explanatory variable, consumption habits (RCS_{t-1}) as a secondary explanatory variable. The price of tourism products (P) is also an important explanatory variable, with urban residents dominated by other groups of tourism consumption (UCS) as another explanatory variable. The explanatory variable is rural tourism consumption (RCS). Build the model based on the above variables. Tourism products on the market range a wide of prices so that can not be unified, this article in order to facilitate the study and the reliability of the study using CPI to replace the price of tourism products. Tourism consumption of rural residents is represented by total amount of rural tourism consumption divided by the total number of rural residents traveling. The level of income is expressed by the total income of rural residents divided by the total number of rural residents. Consumption habits are expressed by the amount of tourism consumption of the last period of rural residents. We can establish the model:

$$LnRCS_t = \alpha_0 + \alpha_1 LnRCS_{t-1} + \alpha_2 LnIN_t + \alpha_3 LnUCS_t + \alpha_4 LnP_t + \mu_t$$

4. Empirical test and regression

4.1 Data Stationarity Test

The model we built is a time series regression model, when the unit root occurs, that is, that is each variable is not smooth there will be "pseudo-regression" phenomenon. At this time, we use the ADF test to test the Stationarity of the variable. The original hypothesis of the ADF test is the existence of unit roots. The results of the Stationarity test are as follows:

Table 2 The results of the Stationary test

variables	Critical value (1%)	Critical value (5%)	Statistics (ADF)	Form of the test (c, t, i)	Conclusion
LNRC	3.959148	3.081002	3.040993	(c, 0, 1)	unstationary
Δ LNRC	2.7282552	1.966270	2.117620	(0, 0, 0)	stationary
LNRC (-1)	4.004425	4.004425	4.004425	(c, 0, 1)	unstationary
Δ LNRC (-1)	2.740613	1.968430	2.033752	(0, 0, 0)	stationary
LNIN	3.920350	3.065585	0.591670	(c, 0, 0)	unstationary
Δ LNIN	2.728252	1.966270	2.090604	(0, 0, 0)	stationary
LNUCS	4.667883	3.733200	2.212413	(c, t, 0)	unstationary
Δ LNUCS	3.959148	3.081002	4.466894	(c, 0, 0)	stationary
LNP	3.920350	3.065585	2.807265	(c, t, 2)	unstationary
Δ LNP	4.886426	3.828975	6.744091	(c, t, 2)	stationary

Note: 1.All the Δ in the table represent the first order difference; 2. The test form (c, t, i) represents the intercept term, the trend term, and the lag order term in the ADF test, respectively.

According to the test results in Table 2 we can see that the explanations of the four variables we have selected are in the same situation, at 5% of the significant level can not reject the original hypothesis, that is there exist unit roots, so the four explanations Variables we selected are not time series. By comparing the first-order difference of the four explanatory variables with the ADF test, it is found that the first-order difference form of the four explanatory variables has the same situation, but the original hypothesis can be rejected at 5% significant level, There is no unit root, and the four explanatory variables are stationary.

4.2 Multiple Regression Analysis

We use the least squares method to estimate the model with STATA, and the regression results are shown in Table 3, the regression results showed $R^2=0.963197$. It proves that the model we made have a good fit, the variables we choose to do model can explain the explanatory variables very well. That is, the four explanatory variables we choose are important factors influencing the tourism consumption of rural residents. We get the following regression equation:

$$\text{LnRCS}_t = -9.442808 + 0.754099\text{LnRCS}_{t-1} + 0.998305\text{LnIN}_t + 0.790335\text{LnUCS}_t - 1.60513\text{LnP}_t$$

Table 3 Regression Results

Variable	Coefficient	Std.Error	t-Statistic	Prob
α_0	-9.442808	5.753697	-2.641172	0.0290
LNRC(-1)	0.754099	0.173689	4.341673	0.0012
LNIN	0.998305	1.400233	2.668258	0.0270
LNUCS	0.790335	0.520617	2.890838	0.0232
LNP	-1.605132	2.579060	-2.622371	0.0464

$$R^2=0.963197 \quad F=100.97245 \quad D.W.=2.494168$$

Through the above regression analysis, we found that the four explanatory variables we selected had a positive effect on rural tourism consumption. While the price of tourism products on rural residents tourism consumption has a clear negative impact. Tourism products prices for every 1% increase in rural residents' tourism consumption will drop about 1.6051%. For farmers, tourism consumption is high-end consumption, and the flexibility of high-end consumption is great. The consumption level of rural residents has a positive impact on the tourism consumption of rural residents, and each 1% increase in rural residents' income will increase by 0.9983% of tourism consumption. An increase of 1% in the previous year's tourism consumption will increase the consumption of rural residents by 0.7541%. The consumption of other consumer groups for every 1% increase in rural tourism consumption will increase 0.7903%.

5. Policy Suggestion

We know that any consumption can not be separated from income, tourism as a high-end consumption income is closely related to income. In rural areas, the income of farmers mainly comes from two aspects, one is grain income, one is migrant workers income. Rural residents are hard to be affected by natural disasters, and sometimes a year of hard work in vain, the development of agricultural insurance system is an important measure. Establish a reasonable social security system to ensure the legitimate rights, and interests of migrant workers, to ensure that their wages can be timely and complete to get, and increase the overall income of the family. Rural residents' cultural level is low, there are very few jobs in this society for them. From the national level, it is essential for state to create more jobs for farmers, and promote the development of township enterprises. Increased farmers' incomes will naturally increase tourism consumption.

Rural people's consumption concept is too backward, after the income is always like to turn the income into a deposit, rather than consumption, they pay more attention to material satisfaction rather than spiritual satisfaction. The spiritual life of rural residents is very scarce, the understanding of the world only through television, the Internet, etc., and not personally to experience. Therefore, we should actively guide farmers to consume, especially tourism consumption, let rural residents get out of their homes, change their traditional concept of consumption, so as to promote farmers to travel consumption, so as to further promote the national economic development.

Any person who travels like to buy local specialty products, rural residents travel is no exception. But for rural residents there are few products suitable to them, because most of the product prices are relatively high, and there is no practical value. This will undoubtedly make the scope of their choice smaller for practical rural residents, which will reduce the rural residents of tourism consumption. That requires tourist attractions development new tourism product suitable for rural residents.

As a result of the low level of education and short of social experience, farmers often deceived during the trip. It is dangerous to carry cash, but most rural residents can not be skilled and practical modern financial instruments. Create a safe and secure tourism environment will undoubtedly enable farmers to get more peace of mind to travel. We should establish a sound legal supervision mechanism in the major tourist attractions to protect rural tourism's personnel legitimate rights and interests.

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