Correlation Analysis of Tourist Age and Behavior Pattern

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Keywords: Tourism; Age; Travel Way; Travel Pattern; Correlation Analysis

Abstract. The article choose the age as a standard of dividing the tourists, and to analyze its choice of travel pattern. On the basis of literature research, mainly uses the data collected from the major tourist sites of different age groups of tourists travel motivation has carried on the investigation and analysis, thus gets the correlation between age and travel.

Introduction

In many factors, which affect the tourism consumption behavior, the age is a factor which can containing all the visitors and has obvious characteristics and conform to the tourism consumption behavior has higher degree of factors. Different age stages have a unified and psychological characteristics, so its tourism consumption behavior also have age characteristics on this relatively unified behavior characteristics. Age is an important social tourism market segmentation theory a demographic variables, which affects the consumption of tourists preference, travel mode, travel days and spatial behavior, thus affect the whole development of the tourism market. And tourist motives is the primary factor of tourism consumption behavior, therefore, the characteristics of the age of the passenger and the relativity analysis of tourist motives can meet the requirements of personalized analysis was carried out on the tourism consumption behavior, of tourism economy and has important role in the development of the tourism industry.

Correlation Analysis

To prove our theory that age may has connection to their tourism pattern, we collected 1326 surveys each answer same five questions all based on a holiday 500 hundreds miles away. The ages of you, and which options you take them as necessary for you: cost, principle, method, or/and time

Regardless of age groups of tourists, tourism are scattered, but still show some relative different features. Under the age of 18 tourists more diffuse compared with other age groups of visitors.

Follow is the result of our analysis and we can generate following summaries.

Size	Support	Item 1	Item 2	Item 3
2	0.257	cost	age18~24	
2	0.139	cost	methods	
2	0.173	cost	age35~54	
2	0.134	cost	age25~34	
2	0.163	time	principle	
2	0.208	time	age18~24	
2	0.134	time	methods	
2	0.168	time	age35~54	
2	0.168	time	age25~34	
2	0.089	principle	age18~24	
2	0.099	principle	methods	
2	0.109	principle	age35~54	
2	0.144	principle	age25~34	
2	0.099	age18~24	methods	
2	0.079	methods	age35~54	
2	0.089	methods	Under the ag	
3	0.139	cost	time	age18~24
3	0.104	cost	time	age35~54
3	0.069	cost	time	age25~34
3	0.089	cost	principle	age25~34

Figure 1. Result of the data

Under the age of 18. For travelers under the age of 18, because their decisions more was conducted under the supervision of parents, tourist motivation is related to their tourist behavior is not too much. But because of their age is young, the thought is not mature, a copycat and herd mentality. Think to themselves to others. Their choice of travel motivation, it is in their own subjective imagination, more dispersed, based on this theory, we can ignore the subgroup of this.

The age of 18 ~ 24. The person in this age area is more likely to travel by myself, give priority to saving. The young men who are 18 ~ 24 years old, give priority to with college students, their leisure time is more, strong assets, income is not stable, first of all, open source throttling, by means of save spending tourism capital accumulation. A striking feature of the travel of college students is to focus on tourism comfort and cost, are higher than for safety concerns. Therefore, the characteristics of ages travel: travel time is irregular, prefer travel by myself, because of its greater autonomy, and the price is cheap. The figure 1 shows that the cost of this age group is mainly in 500-1000 yuan.
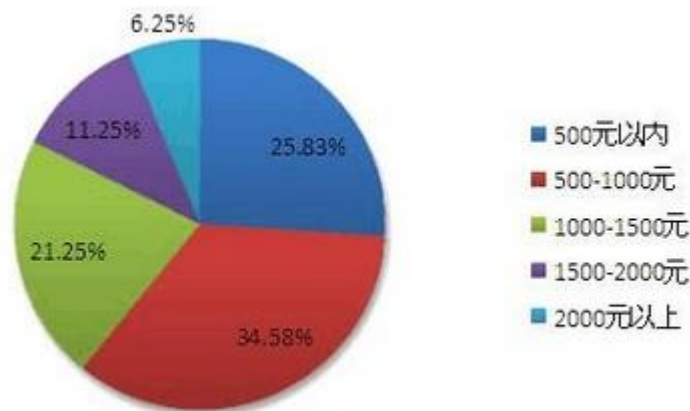

Figure 2. Everyone cost each time in Travel

25 to 34 years old. tourism pattern are likely related to income, travel holiday, annual holiday, improve the quality of tourism. People who are the age of 25 to 34 most have been married, have a family and work stumbles, the opportunity to travel and time is obviously not so random. The figure 2 shows that they mainly choose holidays, annual leave or vacation travel, choice of tourist destination and the way of travel most is given priority to with comfortable and convenient. Because there is a job, with economic support, so choosing a tourist destination, the price is not the most important factor. Road is the key point of this age to choose, convenient economy also can afford.
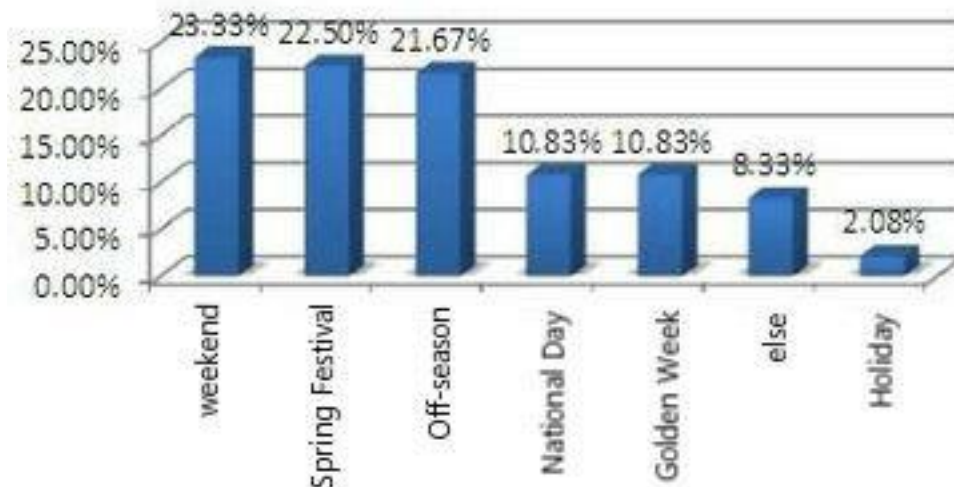

Figure 3.people who is 25 to 34 years old choose time to travel

The age of 35 ~ 44. people in this group are likely attend to team tour, People who are 35 ~ 44 years old are in the golden age of career, accumulation of liquid assets increase, tourism is not only a entertainment, and become a stress-reliever, are necessities. To this period of middle-aged people sometimes really couldn't keep up with the pace of the young people now, subject have the generation gap, physical strength has a gap, road walk for a moment feel more hard. So, in this age group the major travel through a travel agency. To travel through travel agents, travel before most of the preparatory work and to master the knowledge and information needed to pay the labor, can pay the travel agency to do it. This is even more important than yourself directly to travel, convenient, save trouble. Although the cost will be more expensive, but save a lot of time and manpower, it is in this age people's needs.

45 to 54 years old. 45 to 54 years old of middle-aged career to a close, relative to the previous ages, this age groups for their time, money, master degree increase. Such people spending on tourism is the largest of all ages. They not only pay attention to comfort, also pay attention to the spiritual enjoyment. Meet travel way also is varied, children go to road, also organizes a group outing, and community organizations than young people feel and they prefer to enjoy.

Above 55 years old. After 55 years old, life gradually aging, reduce life pressure, you can enjoy in later life. This period of tourism can be arranged according to the actual income. At this stage, it is time and money are optional control stage. Choose mainly in young when there is no time or money to go to places, to make up for his regrets when I was young. For the people of this phase, travel is no longer a relax, the pursuit of comfort, but to the realization of their wishes.

Conclusion

By above analysis ,we can see that the tourism of all age groups due to the principle of tourism, travel time, travel mode, travel cost and so on the choice of each factor is different, need different in my heart, and services needed in the travel demand, and get different harvest.

Through the correlation analysis on travel, all ages tourism principles of all ages can be summarized as the following figure 3.

Age	Principle of tourism
18-24	Saving is given priority to
25-34	Improve tourist spending
35-44	Tourism decompression
45-54	Continue to unpack
55	Follow one's inclinations

Figure 4.travel principle of all age groups

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