

# **A Comparative Study on Tourist Behaviors between Hainan and Taiwan University Students**

## **—Taking the University Students in Sanya and Taipei as Examples**

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**Keywords:** Hainan; Taiwan; college students; tourism behavior; comparative study

**Abstract.** College students are a large number of groups, and as part of the tourism market segmentation, college students' tourism behavior has its own characteristics. With the deepening of cross-strait exchanges, the exchange between college students has become an important part of cross-strait exchanges. Based on the data and information collected by the questionnaire, this paper compares the similarities of tourism behavior characteristics between Taiwan and Hainan University students, based on the relevant contents of field investigation and literature research, Differences and the influencing factors, and put forward the proposal of developing the tourism market of college students in order to further promote cross-strait cooperation and exchange.

### **Introduction**

According to the National Bureau of Statistics released statistics show that as of 2015 a total of 2625.2968 million college students (excluding Hong Kong, Macao and Taiwan). From which we can see that college students are a large number of groups. College students themselves have the characteristics of high quality, energetic, strong self-awareness, eager to understand and easy to accept new things, therefore, this tourism group also formed its own special tourism needs and tourism consumption characteristics. With the improvement of consumption level, parents' support and vision continue to open, college students desire to travel strongly. So to understand the characteristics of tourism behavior of college students is conducive to the development and development of this market. At present, Taiwan and mainland exchanges in the constantly close and deep, cross-strait college students are constantly in-depth exchanges, especially the exchange of students learning exchange project. Mainland students to Taiwan to exchange learning, Taiwan students to the mainland to learn, which exchange learning process, many of the activities are closely related with tourism. The study of the behavior of college students on both sides of the strait can promote the smooth progress of the exchanges, the cross - strait students' exchanges and the development of cross - strait tourism.

### **The Questionnaire Design, Distribution and Recycling Finishing**

According to the title of this article to determine the survey object: Sanya City and Taipei City University students. The main contents of the questionnaire are the study of the behavior of college students' travel behavior, including the choice of the sex, grade, purpose of tourism, the way of collecting tourism information, the time of travel, the cost, the destination, the transportation and so on. The ranking of consumption and the tourism enterprises on the tourism market concerns about the feelings of college students.

The questionnaires were completed by randomly distributing the paper version questionnaire and the random distribution network questionnaire.

A total of 516 questionnaires were sent to students of Sanya City, 498 questionnaires were

collected, 451 valid questionnaires were valid and 90.56% effective. A total of 487 questionnaires were sent to Taipei University students, 472 questionnaires were collected, 439 valid questionnaires were valid and 93% effective. The specific data of this paper will be 435 samples extracted from 451 valid students in Sanya City, and 435 randomly selected 439 valid questionnaires from Taipei University students as the main data sources for comparative study.

The rate of male and female surveyed by the students of Sanya City was 46.14% and 56.86% respectively. The ratio was Grade 1: 17.84%, sophomore year: 11.76%, junior year: 21.58%, senior rate: 48.82%.

The ratio of male to female students surveyed in Taipei City was 39.52% and female: 60.48%, respectively. The grades were Grade 1: 18.1%, sophomo: 11.43%, Grade 3: 45.71%, Senior: 24.76%.

A Comparative Analysis of the Characteristics and Influencing Factors of Tourism Behavior among Three, Sanya and Taipei University Students

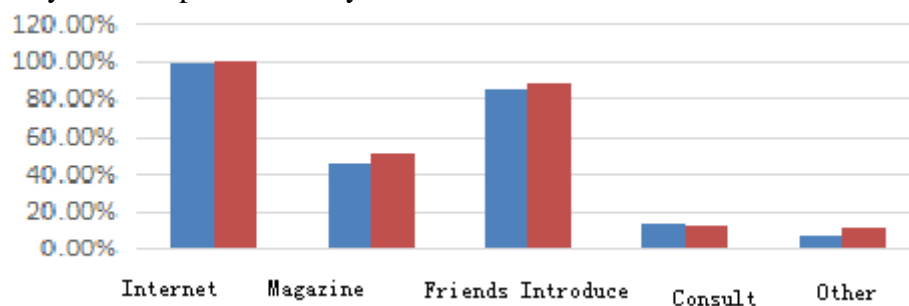


Figure 1 Taipei, Sanya students access to tourist information

Although access to tourist information more and more diversified, but cross-strait college students in the way of access to tourism information is basically the same. In the era of rapid development of the Internet information, cross-strait college students to understand the most common way of traveling information is the network. Followed by friends is recommended and introduced, once again newspapers and magazines, travel books and travel agency advice.

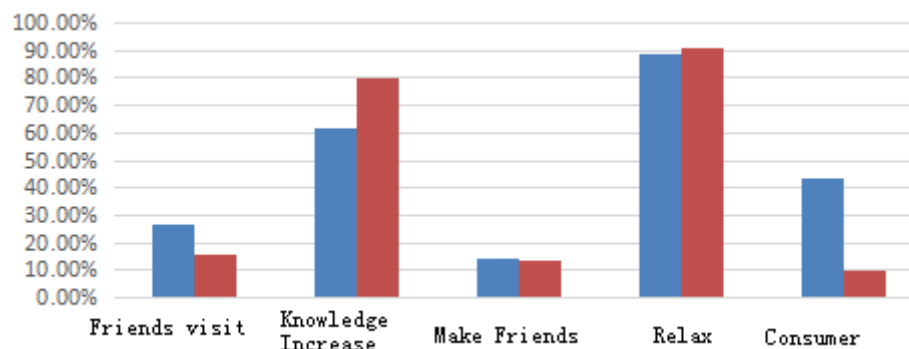


Figure 2 Taipei, Sanya students tourism purposes

Both college students travel is to relax, increase knowledge and broaden their horizons as the main purpose. The percentage of students in Sanya is about 20% higher than that of college students in the course of tourism, and 35.02% higher than that of Sanya students in the process of tourism in Taipei.

The main reasons for the above differences: First, in recent years, with the status of the Chinese mainland in the international and the role played by more and more important, as a higher education college students, its access to the outside world with the opportunity to increase, , The vision of globalization has also been a certain open. Sanya students from all over the mainland, so its new things on the contact surface, international, global vision and knowledge of learning as a whole are higher than the Taipei University students. Second, the proportion of Taipei University students traveling for shopping is higher than that of Sanya students. This is mainly because the geographical area and productivity level of Taipei are very different from those of the mainland. Although the

goods produced on the island can meet the needs of production and life , But for tourism, the first case, to Taiwan outside the region to buy some special goods, especially in the Taiwan region to buy less, or the purchase of more affordable outside the case, this formed a certain purchasing power. The second case, in Taiwan, the patent bill is relatively perfect, the Taiwan people on the brand and the old sense of identity is also very strong, and some goods only to a specific place to buy. And for the students in Sanya, the first because of economic constraints, so fewer people will be shopping for the main purpose of tourism. Second, China's high level of productivity, the production of a wide range of products, and large circulation, the basic sales throughout the country are sold. In the course of tourism most of the characteristics of goods is not obvious, lack of attraction. Third, the popularity of online shopping, as convenient and relatively affordable shopping form, you can buy all over the country and even around the world products and specialty products. Sanya students are no exception, more and more people are increasingly using online shopping this way [2].

The vast majority of college students will choose to travel in the summer and winter vacation, because for college students this part of the time are ample and relaxed. The proportion of Taipei University students who choose to study the weekend, after school hours and the summer vacation is higher than that of Hainan University students, and the proportion of legal holidays is lower than that of Sanya students.

The main reasons for the differences are: First, the Taiwan people attach great importance to their own right to rest, relax leisure has become a very important part of the culture of Taiwan people. So most of Taiwan's college students will choose the weekend and family or friends to travel. Second, although the summer and summer vacation is the most concentrated choice of college students travel time, but due to differences in geographical environment, but also caused the proportion of college students choose the difference between the two. Most of Sanya students from other provinces, a holiday also need to travel long distances to return home. Especially in the shorter time, the weather is colder winter vacation, students will generally rush home and family reunion, ready for the New Year. While the Taipei University students as close to home, the climate is relatively warm, or there will be many people choose to travel in the winter vacation. Thirdly, most of Taiwan's tourist destinations are more accessible and accessible than mainland China. So that Taiwan students can arrive in a short period of time travel destination, which is caused by the choice of Taipei University students travel time and Sanya University students one of the reasons for the difference. Fourth, the mainland's statutory holiday contains three days of traditional holiday holidays and eleven, seven days of the Spring Festival holiday, for students from all over the country, did not go home, but it has become the best travel time. Taiwan's statutory holidays are similar to the mainland, including the traditional Spring Festival, the Ching Ming Festival, the Mid-Autumn Festival, the Dragon Boat Festival, and the International Labor Day, but there is no similar to the mainland eleven small holiday so long holiday. Taipei college students closer to home, the traditional festival will choose to celebrate with their families to celebrate the holidays, rather than travel. Therefore, the proportion of Taipei University students choose legal holiday travel than Sanya students choose the proportion of travel time is much lower [1].

The vast majority of college students are choosing friends as a travel partner, followed by family, once again lovers and ALICE. College students to travel as the most important form of travel, followed by collective organizations, once again to participate in tours, and finally travel alone. It can be seen: contemporary college students are willing to exchange and sharing of the family, through travel with friends and friends can not only solve the journey with the process of the problem, to improve the experience of tourism. At the same time in the whole tourism activities to enhance mutual understanding and deepen friendship. In the tourism activities after the end of the exchange and sharing, more knowledge, broaden horizons, and further experience the significance of tourism.

Tourism destination type popularity in Taipei University from high to low: modern city> customs and customs> places of historic interest and scenic beauty> beach beach> famous river town> town> university campus. Trials of Sanya students surveyed on the tourist destination from high to low: monuments> beach beach> folk customs> town> famous mountains> university campus. It

can be seen that the degree of selection of the three types of tourist destinations is high for the monuments, customs and the seaside beaches. Sanya students on the historical sites, famous mountains and rivers, beach sandy beaches, colleges and universities, the town of these six categories of tourism destination type of choice are higher than the Taipei University students. And Sanya students on the monuments, Ming Chuan mountains, colleges and universities, the town of these four types of selection than the Taipei University students a lot higher. However, in the theme park and the modern city of the two types of tourism destination type of choice, the relative proportion of Taipei University students is higher than the proportion of Sanya students, especially for the choice of modern cities, the relative proportion of Taipei University students than Sanya students higher 36.19%

The main reason for the difference: first, geographical factors. The vast territory of the mainland, rich in tourism resources, tourist destination types, the same type of tourist destination is also widely distributed. Taiwan's land area is much smaller than the mainland, tourism resources and tourist destination type is relatively small, and even there will be a tourist destination type characteristics are not obvious, the attraction is not strong. Such as the questionnaire in the name of the mountains, colleges and universities, the town of Taipei to attract students is relatively weak. Taiwan's urban construction has a modern and traditional, mixed with elements of Western construction, but overall, the modern metropolis of urban construction and landscape is not obvious. The metropolitan tourism destination type has a strong appeal to the students of Taipei. Second, historical and cultural factors. As a history of thousands of years of Chinese land, historical monuments and ancient towns in the mainland's tourism resources in the possession of a very strong and strong attraction. And Taiwan in a relatively fixed space, due to various reasons, historical and cultural heritage resources are not very rich [3].

19.05% of the students in the surveyed Taipei students had travel experience abroad, while only 3.81% of the students studying in Sanya had travel experience abroad. The relative proportion of Taipei University students to the choice of tourism area is sorted by high to low: Japan> Europe> South Korea> USA> China> New Matai. The relative proportion of Sanya students is ranked from high to low: Europe> Taiwan> United States, Japan> South Korea> new Matai. It can be seen, the two college students on the European tourist area of the degree of love quite. Taipei University students on the foreign tour of the degree of love and selectivity as a whole higher than the students in Sanya. Taipei University students in Japan this tourist area of choice is very high, much higher than the choice of other tourist areas.

The main reason for the difference: first, Taiwan's unique geographical location and higher level of economic development. Taiwan is a island surrounded by the sea, tourism resources are relatively limited. Out of the foreign customs, natural landscape and other interests, but also the support of the family economy, Taipei University students on the choice of foreign travel naturally higher. And Sanya students because of long-term living in the mainland this vast area, rich in tourism resources, many types, more choices, and the cost of domestic travel less than the cost of foreign travel. Therefore, the vast majority of Sanya students will choose domestic travel. Second, the relevant policy. There are more than 100 countries that have adopted a visa-free policy in Taiwan, including some of the countries in the European region as a survey option, Japan, Korea, Singapore, and Malaysia. So Taipei students as long as the purchase of air tickets can go straight to these visa-free tourist destination, very convenient. Third, the Taipei University students have a special preference for Japan, first, because Taiwan has received Japan's 50-year rule, there is a close relationship, during this long rule, Taiwan's political, historical, cultural and other aspects are The influence of Japan. Second, the geographical distance between the two places, and Japan's implementation of Taiwan is also a visa-free tourism policy. Third, the quality of tourism resources in Japan and the quality of tourism services are very high, the strong appeal of college students in Taipei.

The survey found that trains, cars, and airplanes were the most commonly chosen means of transport for college students to travel. Especially the train, because the train has a wide coverage, convenient and efficient and so on, in line with college students pay attention to the benefits, pay attention to experience the characteristics of tourism behavior. Sanya students choose aircraft and

train the two vehicles are relatively higher than the proportion of Taiwan University students, respectively, higher than 21.91%, 19.38%. And Taipei University students to travel outside the proportion of private car travel is much higher than the proportion of Sanya students choose, motorcycle is a exclusive travel to Taipei University students travel.

The main reason for the difference: first, Sanya students from all over the country, the tourism area is relatively wide, the distance is also far away, and the mainland's aviation and train transportation system is more perfect and developed than Taiwan, so Sanya students choose aircraft and train The proportion of these two vehicles is higher than that of Taipei University students. Second, the proportion of Taipei University students with private cars is higher than that of students in Sanya. In general, Taipei University students are away from home and travel is also short. So the proportion of Taipei University students choose private car travel naturally higher than the students of Sanya. Third, the terrain of Taiwan is mainly mountainous, mountain high slope and so on, and therefore also formed a unique motorcycle culture, an average of 1.6 individuals have a, so Taipei University students travel more than Sanya students are more free and convenient.

The main sources of tourism expenses for both students are provided by their parents, while a small portion of the travel expenses are from part-time jobs and scholarships. Because the overall family economic level of Taipei University students and the level of social consumption is higher than that of Sanya students, the choice of travel expenses and the choice of interval costs are different. And Taipei University students are willing to pay a higher cost for travel abroad. Taipei University students are willing to pay the amount of a single tour is the highest proportion of 1001-2000 yuan, accounting for 37.46% of the total number of people surveyed. Sanya college students choose the most is 501-1000 yuan, accounting for 33.33% of the total number of people surveyed. Sanya students 200-1000 yuan more than half of the total number of selection, more than the University of Taipei 18.02%. Choose more than 4000, the number of college students in Taipei is much higher than the students of Sanya. From the above analysis we can know that the Taipei University students tourism spending capacity as a whole than the strong students of Sanya [4].

In the ranking of the total cost of tourism, the results of the survey show that the two places of college students on the travel of the items (A, diet B, accommodation C, traffic D, shopping E, tickets F, other elements) There are obvious differences in the sorting. Taipei University students on the arrangement of this one of the items are basically located in the shopping elements of the cost, the other elements before spending, but the order of students in Sanya students are usually placed in the shopping and other elements before, even before the diet to the cost. The main reason for this difference is the following two points. First, the mainland area as a whole the level of tickets higher than Taiwan, the nature of the scenic spots less. While most of the scenic spots in Taiwan only charge a very low ticket fees, and some even free. Second, the mainland area of the implementation of the preferential policies for students or free to visit the preferential efforts than Taiwan weak.

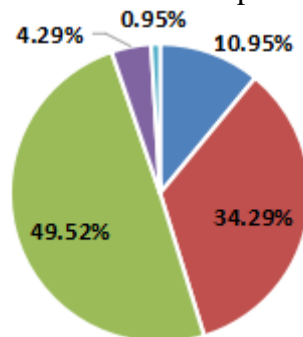


Figure 3 Taipei University students on the tourism business of college students concerned about the tourism market

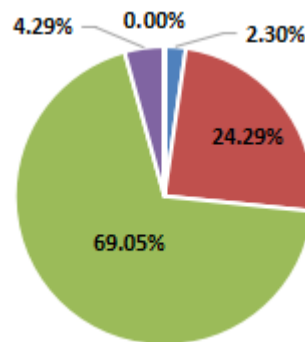


Figure 4 Sanya students on the tourism business for college students concerned about the feelings of the tourism market

Through the above comparative analysis we can see that the two college students believe that tourism enterprises on the tourism market, the degree of attention is insufficient, the degree of attention to be improved. But the feelings of the two or there is a certain difference. Sanya students believe that the proportion of tourism enterprises to the tourism market of college students is higher than that of college students in Taipei, and the proportion of students attaching great importance to and attention is lower than that of college students in Taipei, especially 10% of the perception of this degree. Thus, it can be seen that the satisfaction degree of the university students' attention to the tourism market of college students is higher than that of Sanya students.

The reasons for the above differences: First, Taiwan's tourism development system and the level of development as a whole on the continent started earlier and more perfect, but also attach great importance to the tourism market segmentation. Second, Taiwan in the tourism market segmentation on the basis of the introduction of the study tour, graduation tourism and other forms of tourism, but also in the island, the students take public transport have a corresponding preferential policies, which give college students travel Providing convenience and benefits. Third, the mainland's tourism market is huge, the number of large, as a low spending power of college students tourism market, natural tourism companies will be less concerned about.

### The development of college students' tourism market inspiration

At present, the education administration is concerned that due to the risk of casualties in the course of tourism and other dangerous accidents, their own need to bear a great risk of responsibility, so students do not oppose tourism, not the attitude of the organization. However, the travel of college students requires the support of national laws, regulations and policies, and it is necessary to clarify the responsibilities, powers and obligations of the parties in this respect. The government in addition to the development of relevant laws and regulations to protect college students travel, but also should give college students greater travel concessions.

Taiwan government and the education sector, should support the excitement of college students to travel behavior. Optimize the simplification of college students out of the island travel procedures, in the outlying islands tickets can also give some concessions. Taiwan University students travel abroad desire is strong, the mainland tourism is also full of enthusiasm. Therefore, the Taiwan government and the education sector, while actively promoting Taiwan and international exchanges, should also actively promote the maintenance of cross-strait students exchange learning activities. Not only can carry out regular college students exchange activities, but also can carry out a variety of occasional diversification of thematic tourism activities or exchange experience activities.

On the mainland side, Taiwanese students who come to mainland tourism should be given the same protection and benefits as mainland students. So that Taiwan college students have a home away from the sense of security and comfort, to enhance Taiwanese students to land tourism interest and satisfaction.

The survey results show that in the choice of tourism area in Hainan University, Taiwan is second only to the choice of mainland China, we can see Hainan University students desire and enthusiasm for tourism in Taiwan. Therefore, the government and the education sector in actively

promoting and maintaining cross-strait students exchange learning activities at the same time, should be in college students to apply for a certain preferential treatment policy, so that college students travel to Taiwan more peace of mind.

The Taiwan government has given some concessions to Taiwanese college students in basic public transport (including buses, MRTs, trains, highways, motor vehicles, ships and coaches) in Taiwan's islands, which not only relieves college students The economic burden of travel abroad, but also greatly improve the enthusiasm of college students to travel. In view of this, the mainland government departments should be on the basis of college students in the basic public transport to give more and more concessions. Such as the train, ship, long-distance bus, bus and other transportation facilities to promote the whole of Hainan Island and even nationwide [5].

Play the school and professional groups on the guidance of college students tourism and organization, colleges and universities can cooperate with tourism enterprises. First of all, colleges and universities can start from the interests and needs of college students, the theoretical requirements of the requirements as a starting point, timely arrangements for the corresponding tourism activities, so that travel and learning to promote each other. Second, according to the nature of the professional or curriculum arrangements for the corresponding theme of tourism activities. Thirdly, you can organize different professional, and even different schools between the exchange of complementary tourism activities to promote the exchange between college students [6].

Although the exchange of learning activities of cross-strait students in the continuous advance and in-depth, but to the mainland tourism of Taiwan University students is still relatively small. Especially in the exchange of learning in this regard, due to the current phenomenon of serious child in Taiwan, there are some universities facing the difficulties of enrollment, so the number of students to land exchange is very limited. While the number of mainland students to Taiwan to exchange more. In response to this problem, Taiwan's universities should cooperate effectively with relevant travel agencies and schools to conduct shorter-term visits or exchange learning activities.

Taiwan schools can be interested in college students and courses need to arrange related thematic tourism activities. For example: for the tourism professional students, in the classroom teaching, can arrange the corresponding tourism activities as a supplement. For Taiwanese students, they learn Chinese geography and Chinese history as much as mainland students, but because of historical and political factors, they are less aware of Chinese geography and history than mainland students. Therefore, Taiwan's schools can work with travel agencies or mainland universities to provide Taiwanese students with a chance to learn and relax.

The survey results show that Hainan students in the tourism activities, open up horizons, the purpose of growing knowledge of the strong. Hainan as a nationally famous international tourist island, rich in tourism resources and diverse, not only natural Tiancheng coastal scenery and tropical rainforest landscape, more human and natural beauty both Li Miao cultural scene, flower cultivation watch base and marine ecological museum, Geological museum, anti-war red tourist area, historical and cultural tourism area and so on. On this basis, the colleges and universities in Hainan can cooperate with travel agencies or tourist attractions, according to the students learn the professional knowledge, timely arrangements for the corresponding tourism activities. For example: students for biology disciplines can carry out tourism activities on tropical rainforest, flower culture ornamental, marine ecological museum and so on. The school can also arrange for students to interact with other university students to exchange learning activities or visit learning activities.

First, the use of product strategy, the formation of a variety of product structure. Second, in the price to give some concessions. Third, adhere to word of mouth marketing strategy.

In the weekend to the students to launch 1-2 days of short-distance island tour, in the spring vacation (many universities will be in between March and April, for 6 days or so leave) can be launched around the island or near the area Outlying island tour. In the summer vacation to bring about 3-7 days of mainland tourism or foreign tourism. From the Taiwan University students on the various types of tourist destinations relative to the proportion of view, modern city> customs and customs> places of historic interest and scenic beauty> beach beach> Ming Chuan mountain> town> college park. So the tourism enterprises can be introduced to the Taiwan University students

with modern city, folk customs, places of historic interest and scenic beauty, coastal tourism as the theme of tourism products and two to three theme combination of tourism products. Although Taiwan's college students on the ancient town of the tourist destination type of choice is relatively low, but because of Taiwan's ancient town of tourism resources, which makes Taiwan students on the town of this type of tourist destination lack of adequate understanding and experience, tourism enterprises can This type of tourist destination and modern urban tourism products to do an effective combination.

The survey results show that the desire of Taiwanese students to travel abroad is strong, and consumer shopping tourism destination is strong. But because the college students travel expenses are mainly provided by the parents, so the price of tourism products is very sensitive. Tourism enterprises can be in the winter and summer vacation for college students travel market to provide preferential travel abroad, in the summer vacation when the introduction of college students buy tourism products concessions, in the off-season when the price to reduce the way to attract college students.

Taking into account the general choice of college students in the weekend or three days of holidays for 1-2 days around the tour, then this time, tourism enterprises should be launched for college students is 1-2 days of short-distance travel products. And in the 11 small holiday and winter vacation time, you can launch 3-7 days of long-distance travel products. From the results of the survey of Hainan urban students' tourist destination types, tourism products with scenic spots, customs and customs, ancient towns and coastal tourism special tourism products and corresponding thematic themes can be introduced to meet the diversified tourism needs of college students.

In terms of price, in addition to the same as the Taiwan University students can provide the summer vacation travel concessions, low season price to attract and buy the benefits of the outside. The most noteworthy point is that in the mainland most of the tourist attractions of the ticket price levels are relatively high, even the surrounding tour is also a large extent to reduce the desire of college students travel. Therefore, the tourism enterprises should be in the ticket to give college students greater concessions, and even some popular science knowledge and cultural tourism scenic spots can give college students a free visit to the opportunity.

The large number of college students, and cultural aspects of higher quality, although the spending power is not high, but it is a huge potential for development of the market. Maslow's theory of demand hierarchy can be seen that people want to get respect through travel, college students are no exception, in some aspects of the request may be more prominent, therefore, the students should not pay attention to tourists. If you can provide high-quality tourism products and services to improve the university's tourism satisfaction, the formation of a good impression, which is to cultivate a new potential market [7].

At present, the two places college students understand the main way of tourism information is the network, and thus build a tourism network system is necessary. Can proceed from the following aspects. First, the integration of tourism enterprise information resources, the establishment of student travel network column and even college students travel page. So that students can more easily understand the tourist information, travel advice and provide travel feedback. Second, tourism enterprises and universities, set up the relevant tourist links and related pages. Third, the design of college students tourism APP and WeChat, microblogging, e-mail tourism activities and information promotion [8].

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