

Research on Consumption Behavior Preferences of Backpackers

Ping He^{1, *}, Shanshan Liang¹

¹Tourism and Historical Culture College, Zhaoqing University, Zhaoqing, 526061, Guangdong, China

*E-mail: 87048819@qq.com

*Corresponding Author

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Abstract: With the continuous improvement of China's per capita GDP, people have higher and higher requirements for the quality of life, and tourism has become a rigid demand for people's lives. As a new form of tourism in China, backpacking has been favored by people. More and more people are joining the backpacking tourism. Therefore, it is urgent to develop the backpacking tourism market. Therefore, an in-depth understanding of backpackers' consumer behavior preferences will help promote the backpacking tourism market and even the development of the entire tourism industry. Based on the research results at home and abroad, this paper studies the backpacker's consumer behavior preferences. Taking tourism consumption behavior theory and travel career ladder theory as the theoretical basis, it deeply analyzes the behavior characteristics of backpackers in the three stages of tourism decision-making, tourism experience, and tourism feedback. According to the analysis results, some suggestions are provided for the development of the backpacking tourism market.

1. Introduction

With the development of the economy, the cost of living of modern people continues to rise, and people are under increasing pressure. While people's material living standards are improving, people's spiritual life is very poor. People are no longer satisfied with the superficial sightseeing and browsing, they are pursuing a deeper travel experience. Therefore, backpacking is a new way of traveling in China and is favored by people. 1.1.2 The needs of the development of the backpacking tourism market The report of "China Tourism Consumption Big Data Report 2018" shows that the travel capacity of domestic residents hit a new high in 2018. In the past three years, the travel capacity of domestic residents has continued to grow, and tourism has gradually become a rigid demand for people. Popularization of consumption has become a trend. As an emerging tourism method, the development of backpacking tourism will have a certain impact on the development of tourist destinations.

Domestic tourism practitioners and the government have not yet made policy preparations and

countermeasures in the face of backpacking tourism and its impact. Most of their energy is concentrated on mass tourism, and they have neglected the development of backpacking tourism. This article hopes to dig out the backpackers' travel demands through the analysis of the backpackers' travel consumption behavior preferences, and put forward some suggestions in order to provide help for the development of the backpackers' travel market.

2. Research on the Concept of Backpacking and Backpackers

2.1 The origin and development of backpacking tourism. In an article published in 1973, Cohen proposed the concept of non-institutionalized travel and the difference between it and institutionalized travel. This is the origin of backpacking tourism research recognized by foreign scholars. This kind of non-institutional tourism is very different from institutionalized mass tourism. Its participants are usually young tourists in the middle class. [1] At present, the research results on the origin and evolution of backpacking tourism Among them, the most authoritative argument is "Youngbudgettravelers: Backpackersis Australia" published by LokerMurphy and Pearce[2]

2.2 Backpacker concept research The concept of non-institutional tourism was first proposed by Cohen. At the same time, he called "drifters" and "explorers" for tourists participating in this kind of tourism. And analyzed the behavioral characteristics of "wanderers" and felt that they not only believe in individualism and focus on pleasure, but also are often anarchists and sometimes come into contact with drugs[3]

. Vogt gave this kind of non-institutionalized travellers the name "roamers" in 1976, summarizing their travel motives as a desire to be independent, to have a deeper understanding of themselves, and to master the humanities and customs of other countries. He spoke from an anthropological perspective. The research results of non-institutional travel have provided a solid foundation for latecomers to deeply analyze the behavioral dynamics and internal culture of non-institutional travel[4]

. In 1988, Riley put forward the concept of "long-term low-budget tourists". He felt that such tourists would have at least one year of travel time. These people come from various professions, mainly the single middle class in their 30s. They want to be full of curiosity about the truth of the world, hoping to satisfy their curiosity, and eager to enjoy true freedom, [5] until LokerMurphy and Pearce's "Youngbudgettravelers: Backpackersis Australia" published in 1995 called this non-institutional traveler "backpacker". So far, the title of backpacker has gradually become fixed [2].

3. Analysis of Backpackers' Travel Consumption Behavior Preference

Tourism consumption behavior refers to a series of behaviors and related activities in which tourists make decisions, purchase, experience, evaluate, and process tourism products after collecting a large amount of information about related tourism products. It runs through the entire tourist activity process. The author conducts an in-depth study on backpackers' decision-making behavior, experience behavior, and feedback behavior in order to understand backpackers' travel consumption behavior preferences.

3.1 Motivation for Travel

The main motivation for backpackers to travel is to relieve stress and achieve physical and mental relaxation. It shows that backpackers hope to escape the pressure of life and work by backpacking, feel the local humanities and customs, and be immersed in the process of traveling, so

as to forget their worries and achieve physical and mental pleasure. In the travel process, backpackers pay attention to self-improvement, in order to improve their own knowledge and self-cultivation while meeting personal social needs.

3.2 Travel Days

Survey data shows that backpackers who travel for 3-7 days account for 40.15%, and backpackers who travel for less than 3 days

Tourists accounted for 33.94%, which shows that most backpackers travel between 3-7 days, accounting for 74.09%. The number of backpackers traveling for more than 15 days is relatively small, accounting for only about 13% of the sample number. Compared with international backpackers, domestic backpackers have shorter travel time. As China's legal holidays generally do not exceed 7 days, due to this restriction, the number of days for domestic backpackers to travel is mostly 3-7 days.

3.3 Traveling Companion Way

According to the survey, 22.63% of backpackers choose to travel with their travel companions, and choose to travel with friends, partners and family

Backpackers are 55.11%, 49.64%, and 48.91% respectively. Backpackers who like to travel alone account for only 32.48%. This shows that backpackers are more inclined to travel in groups when traveling, hoping to deepen the bond between family members and maintain the bond during the trip. Friendship. 30.66% of backpackers choose to consult travel agencies and travel in groups. This is related to the fact that travel agencies pay attention to the needs of backpackers and design self-service travel products and semi-self-service travel products.

3.4 Tourism Information Collection

Backpackers pursue freedom and do not like to stick to rigid travel itinerary planning. Their travel schedule is flexible.

In the survey, the author found that most backpackers will do some strategies, but they are not as detailed as other tourists. Most of them only have approximate itineraries and can be flexible. Some backpackers even like to go casually. What planning to do, even the destination is not planned. The survey data also revealed this phenomenon. Backpackers with only approximate travel itinerary and budget accounted for 51.46%, and they will make appropriate adjustments according to the actual situation; 25.55% of backpackers do not have a specific itinerary plan and go with their sex; 22.99 % Of backpackers have detailed itineraries, which are basically strictly implemented.

3.5 Tourist Destination Preference

In the choice of tourist destination type preference, the most popular are the historical and cultural heritage tourism resources such as quiet ancient cities, ancient villages, and ancient towns, accounting for 62.77%. The second is natural landscape scenery, accounting for 60.88%, and the second is the natural landscape and scenery category, which accounts for 60.88%. It is the folk customs category (51.46%), the seaside beach category (40.88%), and the urban scenery category (37.96%). Because backpackers generally have a higher level of education, cultural and artistic tourist destinations are more attractive to backpackers, especially tourist destinations with a long history and profound cultural heritage. With the continuous development of the city, many destinations have become too commercial, so there are fewer backpackers who choose cultural and

artistic tourist destinations. Among them, 12.04% of backpackers like to go to undeveloped tourist destinations to pursue the most essential travel.

3.6 Consumer Preferences

The survey found that backpackers' travel expenses are mainly concentrated between 100-300 yuan, and the consumption affordability is moderate. With the country's economic development and the continuous improvement of national GDP per capita, backpackers' ability to bear tourism consumption is also rising. At the same time, due to factors such as rising prices, backpackers' travel expenses have increased compared to previous research results. The author also conducted a survey on backpackers' consumption items in the travel process. The survey found that catering and accommodation accounted for a larger proportion, followed by transportation. They like to experience local life and enjoy local special food. At the same time, they will choose cheap accommodation facilities and try to take public transportation on the way to reduce the financial burden. In the choice of local transportation, only 28.83% of tourists choose public transportation, because travel time is limited, and some destinations are located in remote areas, and the bus line has not yet been opened. Therefore, tourists who actually choose public transportation are more likely to choose public transportation. less. More tourists will choose to drive or take a taxi so that they can quickly reach their destination. In addition, price is the most important factor influencing backpackers' choice of accommodation facilities, followed by geographical location. They do not have high requirements for the services, facilities and equipment of the accommodation, as long as they are clean and tidy, they are already satisfied. Sometimes in order to pursue the beautiful scenery, they will camp in the wild with tents. It can be seen that backpackers prefer economical accommodation facilities in the choice of accommodation facilities.

4. Suggestions for Backpacker Tourism Development

The author provides some suggestions for the development of the backpacking tourism market, hoping to help the development of the backpacking tourism market.

4.1 Increase the Publicity of Tourist Destinations and Improve the Publicity Channels

Research has found that backpackers collect relevant information about tourist destinations before traveling, and this information has a great impact on their travel decisions, so increase travel The propaganda intensity of the destination and the improvement of propaganda channels can provide assistance to the tourism economic development of the destination.

4.2 Further Innovate and Standardize Local Tourism Products

Backpackers like to buy food and handicrafts with local characteristics during the travel process. The study found that backpackers have strong spending power, so if they can attract backpackers to consume, it can promote local economic development. Unique tourism products and tourism resources can attract more backpackers, and a good consumption experience can leave a deep impression on backpackers. Through their travel sharing, they can improve the tourism image of the destination and attract more tourists.

Various tourism companies strengthen cooperation and launch a variety of tourism portfolio products at the right time. Since most backpackers design their travel routes and arrange their itineraries independently, if tourism companies can launch combined products for different attractions, they can purchase these portfolios. Products, backpackers can get price concessions

while arranging travel itineraries more conveniently. For tourism companies, backpacking tourism is an undeveloped tourism market. Through resource integration, it can seize market share to a greater extent.

4.3 Improve the Construction of Infrastructure

1). Improve road traffic facilities. Backpackers like to go to some remote areas or undeveloped tourist areas, and prefer stimulating activities such as hiking and expeditions. However, due to imperfect transportation facilities in remote areas, This hinders the entry of backpackers. Therefore, relevant departments should improve the basic road facilities to facilitate the entry and exit of local residents and backpackers, which has a certain effect on the local economic development; 2). Establish a complete tour guide system Backpacking is different from mass tourism. Backpackers need to solve the problems that occur during the trip by themselves. A complete guide system can help them effectively solve the problems and make their journey better; 3). Establishing perfect accommodation facilities research findings, Young backpackers prefer low-priced youth hostels and family hotels, while older backpackers have higher requirements for privacy and safety, and prefer budget hotels or hotels above three stars. Therefore, a variety of hotels should be established in tourist destinations. Backpackers will also choose to set up tents for camping, so tourist destinations should establish corresponding camping sites for backpackers to use. At the same time, we must also consider the supply of drinking water and the rental or sale of essential items for wild life. In order to ensure the safety of tourists, scenic spots should be environmentally rectified regularly or irregularly.

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