

# **An Analysis of the Behavior Pattern of Tourism Endowment Consumers**

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**Abstract:** China's aging population is increasing year by year, promoting the current level of tourism endowment consumption to gradually improve and the surrounding industries to develop rapidly. Under this background, it is of great significance to study the behavior pattern of tourism endowment consumers, which will promote economic development and offer better old-age support for the elderly in china, providing more thoughtful and comprehensive tourism endowment services for the aging population. Tourism endowment belongs to a special tourism product, and is also a new providing mode for the aged that meets the current social needs in the new era. The study of tourism endowment consumption behavior itself is aimed at the excavation of old-age care products and the research of industrial development prospects. Based on the analysis of the existing data, we can find that the research results in this field are relatively scattered, and the research depth is obviously insufficient. In order to understand more comprehensively and concretely the behavior pattern of tourism endowment consumers, this paper will explore the current situation of tourism endowment, the behavior of tourism endowment consumers and the development direction of tourism endowment industrialization.

## **1. Introduction**

With the rapid development of the economy, people's living standards have gradually improved, as well as the level of knowledge and culture. Therefore, the current development momentum of tourism endowment in china is vigorous, with good future development prospects. In the initial stage of development of tourism endowment industry, the main performance is that the life quality of the elderly in a fixed area is affected by seasonal alternation and temperature change. To rest or vacation in a more comfortable environment, more and more elderly people choose tourism endowment and change their living areas alternately according to seasons. With the continuous development of tourism endowment industry, it provides more perfect related services for the needs of tourism endowment, so the future development prospects of tourism endowment industrialization are broader.

## **2. Study on the Behavior of Tourism Endowment Consumers**

Through the study of relevant professional theory of tourism consumer behavior, it is easy to find that a relatively complete consumption behavior of tourism endowment consumers should not be unilaterally understood as purchasing consumption behavior, but take all the factors that affect consumers before purchasing behavior into consideration as well, including external factors, internal factors and personal factors. At the same time, it also needs to consider a series of actions, such as preparation before purchase and evaluation after purchase. Therefore, in the process of constructing the basic mode of tourism endowment consumer behavior, it is essential to consider all the processes comprehensively, and bring into the mode various factors that may affect the behavior of tourism endowment consumers,so as to judge the behavior of tourism endowment consumers more accurately and concretely.

### **3. Research on the Main External Factors Affecting the Behavior of Tourism Endowment Consumers**

#### **3.1 Impact of Environment and Resources in Tourist Areas on Tourism Endowment Consumers**

Tourism endowment itself belongs to a modern way of providing for the aged. Some elderly people travel to other suitable areas. Therefore, tourism endowment consumers usually pay more attention to the natural environment of tourist areas. By investigating the population of tourism endowment consumer in key tourist areas, it can be found that nearly 90% of tourism endowment consumers will put the environment of their destination in the first place in choosing the place of migration. The natural environment of tourist areas can be divided into two aspects, one is ecological environment and the other is climatic environment. Climate is usually one of the factors that tourism endowment consumers pay more attention to. Meanwhile, the bio-landscape and natural scenery of tourist areas are also important factors affecting the choice of tourism endowment consumers.

#### **3.2 Impact of Social Basic Conditions in Tourist Areas on Tourism Endowment Consumers**

In addition to the natural resources of tourist areas, the social basic conditions of tourist areas also affect the behavior of tourist consumers to a certain extent, such as the medical conditions, the level of tourism supporting services, the degree of transportation convenience, price level, public security and population density. To a certain extent, these social basic conditions affect the decision making of tourism endowment consumers. Because of the age of tourism endowment consumers, it is very vital for tourist areas to have good medical conditions and medical level, which is also one of the important factors for tourism endowment consumers to choose destination.

#### **3.3 Impact of the Distance of Tourist Areas on Tourism Endowment Consumers**

The farther away the tourist area is from tourism endowment consumers, the more the tourists will pay for arriving in the area. If there is a big difference in the price between the destination and the origin, it will have a great impact on the final decision-making of tourism endowment consumers. Therefore, the relative distance between tourist areas and tourist origins is also the main factor affecting the behavior of tourist consumers.

#### **3.4 Impact of the Development Degree of Tourism Endowment in Tourist Areas on Tourism Endowment Consumers**

The development degree of tourism-related industries usually has a certain impact on the behavior of tourism endowment consumers. Because older tourists are more conservative in thinking, they are seldom willing to try new tourism areas. If the development of tourism areas is relatively high, more tourism endowment consumers will be attracted. At the same time, the development degree of tourist areas also reflects the level of local tourism services, influence and word-of-mouth to a certain extent, which also produce an intuitive impact on the behavior of tourism endowment consumers.

### **4. Study on the Main Internal Factors Affecting the Behavior of Tourism Endowment Consumers**

#### **4.1 Health Status of Tourism Endowment Consumers**

The health status of tourism endowment consumers determines whether they can travel or not. It also has a direct impact on the time spent in tourist areas, the choice of distance of tourist areas, and the way and behavior of tourism.

#### **4.2 Cultural Level of Tourism Endowment Consumers**

Through the survey, it is found that the general cultural level of tourism endowment consumers

is high. The ability of these elderly people to accept new things is stronger. At the same time, they have a more comprehensive and objective understanding of tourism endowment, and a broader access to information related to tourism endowment. They are easy to be interested in tourism endowment behavior and have stronger economic capacity. They are willing to invest in endowment, so they have become the main customer group of tourism endowment.

#### **4.3 Income Level of Tourism Endowment Consumers**

Tourism endowment itself requires a certain level of economy as the basis, so it is usually easier for the elderly with higher income to choose this mode. Through survey, we can find that the higher the monthly income of tourism endowment consumers, the larger the proportion of tourism endowment consumers. Meanwhile, the income level will also affect the consumption concept and consumption level of tourism endowment consumers.

### **5. Tourism Endowment Industry and Industrialization**

#### **5.1 Dual Qualitative Analysis of Tourism Endowment Industry**

The dual nature of tourism endowment industry includes economic nature and sociality. The effective integration of these two attributes is not only the obvious feature of tourism endowment industry, but also a vital factor affecting the attractiveness of tourism areas. From the perspective of sociality, tourism endowment industry belongs to an essential branch of social endowment mode. By applying tourism endowment mode, not only the burden of family endowment will be lightened, but also the burden of the state endowment reduced. The most important thing is that tourism endowment mode can provide the elderly with a more colorful life, and better meet their spiritual and material needs, so that the elderly can get a higher sense of happiness in the process of tourism, which also reflects the good social attributes of tourism endowment industry. On the other hand, in order to attract more elderly customers, tourism endowment industry needs to invest more funds in tourism endowment services, and equip with perfect facilities related to tourism endowment, so as to get economic income in operation and promote the development of tourism economy. The economic activities in the process of investment and output of tourism endowment industry make tourism endowment industry have economic nature.

#### **5.2 Study on the Broad Scope of Tourism Endowment Industry**

By studying the development of tourism industry at home and abroad in the past, it can be found that from an objective point of view, the conventional classification of traditional tourism industry no longer includes the complete scope of the current tourism industry. Especially in the modern society where the tourism endowment industry is developing rapidly, the tourism industry has shown obvious broadness characteristic. It can be found that many new services and products are generally recognized in tourism market and create good economic and social benefits, such as housing lease, apartment, medical treatment, transportation, business, information consultation and so on, as well as many targeted services for the elderly tourists directly. These services and products can not be accurately defined by the category of traditional tourism industry. Therefore, the tourism endowment industry has deepened the breadth of tourism industry to a certain extent. In order to better develop tourism, we must start from a broader perspective to comprehensively improve the level of tourism services and products.

#### **5.3 Analysis of the Characteristics of Regional Development of Tourism Endowment Industry**

There is a close correlation between the future development trend of tourism endowment industry and regional characteristics. On the one hand, tourism endowment industry itself belongs to the short-term tourism activities of the elderly, so it will play a role in promoting the economic development of tourist areas in the process of tourism. On the other hand, the sustainable development of tourism endowment industry requires the region to play a good supporting role. The two complement each other. Therefore, in the development of tourism industry, it is necessary to study the regional characteristics in depth so as to make more reasonable and scientific decisions in

the development of tourism projects.

#### **5.4 Service Analysis of Tourism Endowment Industry**

From the perspective of industrial development characteristics, we can find that tourism endowment industry has obvious service nature. Therefore, tourism endowment industry can also be defined as a service industry based on the provision of labor services with a strong comprehensive service. In tourism endowment service, the service content includes not only tangible service, but also many intangible service contents. These services are based on meeting the actual needs of the elderly tourists. Although the contents and forms of products in the tourism endowment industry often change, they can not change the labor attributes of tourism endowment industry.

#### **5.5 Necessity Analysis of Development of Tourism Endowment Industrialization**

Because of the one-child policy in the past and the fact that the social aging is aggravating in China, the way of providing for the aged in the future will gradually change from family endowment to social endowment mode. However, the social endowment mode will not replace the family endowment mode in an all-round way. The two ways need perfect cooperation in order to alleviate the burden of family endowment and provide a better life for the elderly. Social endowment requires government investment as support, but the investment of funds and policy support are not the fundamental way to solve the old-age care problem. Therefore, social endowment mode will turn to market behavior to a certain extent and provide better tourism endowment services under the macro-control of the market. Tourism endowment industry can develop effectively to better reduce the burden of the government and families for the aged, and play an important role in promoting the development of tourism industry.

### **6. Conclusion**

At present, the number of the aging population in China is increasing sharply, forming a huge consumer group in tourism endowment as well as a special tourism endowment market, which make the consumption structure of China's tourism industry change accordingly. To better meet the actual needs of tourism endowment consumers in this respect, relevant departments and institutions are required to strengthen the research on the behavior patterns of tourism endowment consumers, comprehensively consider the external and internal factors affecting the behavior of tourism endowment consumers, improve the standardization level of tourism endowment industry, and promote sustainable development of tourism endowment economy.

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