

The Analysis of the Conjugated Influential Factors on Leisure Tourism Development in China

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Abstract: The market share of leisure tourism occupying the total tourism figures becomes more and more big. Leisure tourism has huge development prospects in China. In the paper the conception of leisure tourism is explored and the reason of Chinese leisure tourism development is briefly analyzed. The formation and sustainable development of leisure tourism is based on many factors. Those factors include economy, traffic, life fashion, consumption psychology, education and culture, age and sex, and so on. Those factors are necessary and adequate conditions for leisure tourism development and restrict collectively and form conjugated influence to leisure tourism development, also have active and negative twofold function.

Key words: Leisure tourism; Conception; Conjugated influential factors

1. THE STUDY OF BACKGROUND

The tourism has been developed for more twenty years in china, all of the three tourism market which are out a county, enter a county and inner county have developed quickly, the scale of tourism property gradually becomes bigger and bigger. The activities of tourism transit from sightseeing tourism to leisure tourism, the leisure modes, including of holiday leisure, weekend leisure, holiday tourism, conference tourism, healthy sports tourism, social culture experience and so on, have become more and more prosperous (Net, 2005-12-11). The market share of leisure tourism occupying the total tourism figures becomes more and more big, at the same time leisure tourism bring about many industrial development, such as cabaret, aviation, railroad, taxi, drink, bank, insurance, telecom, tour souvenir and so on. According to forecast, in the future 10 years, the increasing pace of tourism industry will be 10.4% per year. The consumption of individual tourism will

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increase 9.8% per year. It is obvious that the foreground of tourism development is very great.

In the early 1965, Dower thought that leisure was the fourth tidal which change human living and behavior following industrialization, railroad epoch and cities in history. There by, in the present, we confront with the first task how to cope with the tidal of leisure, more important, how to induct and satisfy the need of leisure holiday for travelers, so it is the first task to find the answer of the problem and to analysis the conjugate factors which influence the development of leisure tourism in china.

2. THE DEFINITION OF LEISURE TOURISM

The scholars including Ban Lan, Lv Jianzhong (2004), Mao Huiyuan and Yang Xiuli (2004) and so on in china have done expert discussion for the definition of leisure tourism, but at present there still don't appear authority discussion in academe. Leisure tourism is a high ambit tourism fashion. The key word is the " Leisure" . Leisure, firstly, The word "Xian" is the meaning that possess of the time at one's command, and it is a artistic conception. Secondly, the word "Xiu" is the mode and content of the time you consume (WEI, 2005). In America Jiefurui (2004) thought the leisure is complex not simple conception and phenomena; And is the slice of the process of people living. The scholars in China and foreign countries think that leisure is the role in human lives. Some people leave their house to foreigner countries for the no settlement; Some people temporarily settle the integrated activities for taste, sociality, learning and so on. Tourism is the summation of all phenomena (WANG, 2004). It is obvious that the core of the leisure and tourism exist in the word "Xian". Author think that the definition of leisure tourism can be described as: it is the consume mode of high quality living which take the leisure as the main aim and take the tourism as the measure. It can make the following decision in detail:

2.1 Taking the leisure as the aim, taking the tourism as the measure

Leisure is the intersect part between the leisure industries and tourism industries, and is not only the prevalent mode of leisure but also the expert tourism (Fig.1). So it not only has the same point but also has special point for its' developing in influential factors.

2.2 A high quality living mode for consumption

With the steadily development of society economic in china, people's livings are increasingly abundant. Tourism has been a prevalent living consumption item for huge townsmen and some

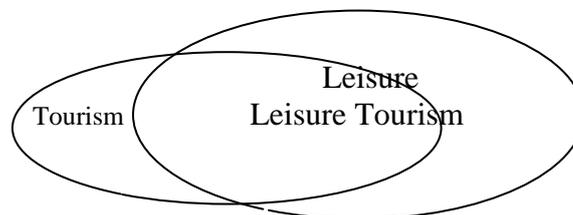


Fig1 : The relation of Leisure and Tourism and Leisure Tourism

country dwellers. However, tourism of many places and long-distance sightseeing tour in past have been increasingly replaced by paying attention to experience and participant short-distance leisure tour. People pay more attention to high quality of leisure tour.

3. THE REASON FOR THE DEVELOPMENT OF LEISURE TOURISM IN CHINA

Leisure tourism has been increasingly in favor in china, especially the big and middling city. Its reasons of development mainly contain:

3.1 The development of social economy

The development of all the social economic brings two aspects of influence. One is that the level of economy is in advance, and the earning which people can consume in tourism at people's command has been increasing, which make it possible for people to go along high quality tourism; The other is that the fast development of economy makes people's living rhythm quick, and people long for real relaxation and rest very much which can make body and mind get. Leisure tourism has been the very good mode.

3.2 The market effect of movability and distance to leisure tourism

Movability and distance is one of the most important factors to influence tourism. At present traffic instrument prevalently develop in all the world, which shorten the space time and the mental distance which people engage in tourism activities. In china, being economic and technological development leading the extension of living radius which make the leisure tourism popular, especially the prevalent personal cars make the self-determination, self-help and free leisure tourism become people's initial choice.

3.3 The effect of both the inspiration and restriction of leisure time

On the one hand, the actual system of golden week, weekend and holiday make go-off tour possible, especially the centralized long holiday make the estate of high earning choose the other place for leisure tourism on holiday. On the other hand, the policy of leaving work in unification with all the nation make most of the sightseeing place suffer from many people, which influence the satisfaction with leisure tourism, on the contrary, which make people's desire of leisure tourism more urgent.

3.4 The revolution of tourism fashion

In the present phase of china, tourism activities haven't been the novelty in people's routine living, but have been the frequent behavior of consumption. People's experience for tourism is increasingly abundant. The behaviors of tourism in tradition which have the characteristic of following the crowd and paying more attention to quantity than to quality have been gradually abandoned, so people pay more attention to leisure characteristic in tourism. In addition, the providers of tourism products also take notice of the tourism trend, and beginning to induct and satisfy the requirement for people's leisure tourism, the product for leisure holiday tourism of high quality emerge in endlessly.

3.5 The other factors

Leisure tourism exist some dependence on age, the degree of education, profession, lifecycle and so on. There still have the improvement of the welfare, which promote the social whole harmony, and tour is no long the patent of strong colony.

4. ANALYSING THE CONJUGATED INFLUENTIAL FACTORS ON LEISURE TOURISM DEVELOPMENT IN CHINA

The formation and sustainable development of leisure tourism is based on many factors. Those factors include economy, traffic, life fashion, consumption psychology, education and culture, age and sex, and so on. Those factors, which are necessary and adequate conditions for leisure tourism development, restrict collectively leisure tourism development. The paper calls those factors conjugated factor.

4.1 Economy factor

After the second world war, the world economy is becoming reviviscence and flourish. The rise of the third world brings human unprecedented well-being. Tourism has been an unprecedented development. According to the statistics from 1978 to 2004 of our economic growth rate is 9.4%, which creates a huge space for the tourism related industries development. According to a survey in 2005 (table 1) on per capita households disposable income growth, apart from Hong Kong, Taiwan, Macau, 35 cities nationwide per capita disposable income of households is 8392.61 yuan, which has an increase of 9% over previous year. This condition provides a solid guarantee for the tourist consumption, and people have a "free" money, which lays the material foundation for leisure tourism.

Tab.1 Partly urban disposable households income in china in 2005 yuan

Names	Shenzhen	Guangzhou	Shanghai	A. Ningpo	Xiamen	Beijing	Tianjing	Chongaing
Households disposable income	21577.24	13621.83	11718.01	10921.31	10812.99	10349.69	8140.5	6275.98

Data sources : Shanghai urban socio-economic survey team.

At the same time, because of uneven economic development, many areas are still in poverty. Many good leisure attractions have not been exploited. Most of our population is rural. Leisure tourism also is a kind of high expectance to the farmer. With the further development of the rural economy, leisure travel market in China is enormous.

4.2 Traffic factor

The roads and rail are main tourist traffic in China, and civil aviation, shipping and other transport means are the secondary status. The rail and road occupy the majority passenger market, and the both passenger volume occupies more than 95% of the total passenger volume. Sum of the both passenger revolving volume occupies 90% of the total passenger revolving volume.

With the development of transport, the development of tourism has brought to our facilities, on the other hand, there is also insufficient.

4.2.1 Road transport situation

Chinese total length of roads is the third in the world and accounts for about 1.8 million km. 44 percent of roads is built in the past 15 years and but still not stop to construct roads. By the late 2004, China has built 34,000 km of highways (about 21,000 miles), about two times the value in 2000(17 years ago, the figure is zero). The highways is only some less than the United States. China plans to double the total length of roads by 2020^[4]. The rapid growth of vehicle ownership and the rapid expansion of the road promote the development of tourism in a big role. China has 56 percent surging in consumer demand for motor vehicles in 2002, but also is spectacular than expected. Chinese car demand growth gets 75% in 2003. Because the government takes strict credit limits to the procurement of vehicles, the growth rate slowed down, but reaching 15 percent. Chinese car consumer demand is still so obsessed. Many experts predict that only if Chinese economy continues to growth by the present high single-digit in the next few years, the car consumer demand growth will be maintained at 10~20%. Since 1995, roads passenger revolving volume occupies over 50% of the total passenger revolving volume except that road passenger transport volume is significantly higher than in other modes of transport such as rail. The growth of roads and car ownership provides traffic fundamental guarantee for the development of leisure tourism. But in a few underdeveloped areas , road traffic is also inadequate. The problem “going into, coming out” has not been properly resolved.

4.2.2 Rail transport situation

China's rail transport capacity is after road transport capacity. By the end of 2002 China has 72,000 km of railways. Chinese railway transport density is the world No. 1, but it is at the cost of enormous other sacrifices. Which is reached by the expense of cargo transport capacity guaranteeing passenger transport capacity, short distance guaranteeing middle distance and long distance, quality of service for transport capacity. The quality of road network is poor and the train is slow. Train speed is the most important signs for a national of rail technology. China Railway train speed lags far behind the demand of the development of the times. In the last century 30~40 the developed countries of the world rail travel at speeds generally reached 100~140 km, has now reached 200~300 km, or even higher. China only main arterial express train speed reached 140~160 km and the average speed of passenger trains is only 71.4 km, and in travel speed is only 62 km. Such a low speed, it is impossible to meet the demand of the fast pace transport market and time value.

By the average roads net density of land area, China's only 74.89 km per 10,000 square km, and Germany is 1009.2 km and 699.1 km for the English and 538.3 km for French, 533.62 km for Japan, 191.73 km for India. By the average roads net density of land area, China ranked 60 in the world after. By the population, Chinese railway density 0.56 km per million population, and 16.18 km for Canada, 5.9 km for Russia, 5.55 km for the United States, 5 km for France, 4.4 km for Germany, 2.85 km for Britain, 1.59 km for Japan and 0.63 km in India. The average roads net density of land area, China is only 3.5% of Canada, the United States of 10%, only 5.6 cm per capita, less than half the long roots pencils and rankings after 100 in the world. It is particularly noteworthy that between important cities, important economic circle in developed country main railway is 3 route and 4 route or six lines, or 10 lines or eight lines, and transport capability is sufficient surplus. Japanese busy trunk lines are more parallel. Germany has a number of major routes generally parallel railway. U.S. busy major routes are four-lane route or 6 lines or more parallel lines which are so widespread. Moscow and St. Petersburg, Russia, is more parallel lines. China excepts that there are three lines between the Guangzhou and Shenzhen, Beijing and Tianjin. Connecting Beijing-Shanghai, Beijing-Guangzhou, and communicating China's economic development and most active Yangtze River Delta, Pearl River Delta, Beijing-Tianjin-Tanshan around Bohai economic circle is only double lane, which capacity is saturated. Although China Railway is carried out five major acceleration and the train can reach in two distant cities in one day, but these areas of potential growth in transport keeps a strong momentum demand which the railway could not meet. Railway is still bottlenecks for development of the national economy. China's rail is passenger and freight mixing running in mutual interference, and low levels of equipment, the high cost of maintenance. High-speed railway for high speed, large capacity, and lower consumption, less covering, small pollution, stability security of the advantages which has been flourishing in the world. By 2000, the world high-speed railway is total for 6858 km, and the railway renewed vigor, but the high-speed railway is still blank in China (Jiao, 2003-9-28).

In the short term railway is difficult to improve the current situation and not keeping pace with the development of China's leisure tourism. For the two golden weeks, transport capacity is a serious shortage and it is hard to acquire a ticket which is intractable in recent years, and tourists can not go to the places where they want to. Some of the scenic spots and scenic attractions, especially leisure-type scenic attractions have not been fully utilized, and tourists crowd seriously.

4.2.3 Civil aviation transport situation

According to the statistics show that China's civil aviation has now reached over 1,100 regular routes, which has more than 130 international routes, shipping more than 30 countries and over 60 cities, and the total length is more than 1.5 million km. China's civil aviation has possession of 1,004 aircraft. The order of precedence CAAC total revolving volume of in the ICAO States parties rises to 10th now from the 37th in 1978, and passenger volume rises to sixth place from 33. For example, domestic routes passenger volume reached to 12.044 million November in 2005, and grew 15.4% contrasting the same last time. But CAAC is facing a new round of rapid development period, with the continued rapid growth of air traffic, the airport is facing many difficulties of inadequate capacity, and the existing airports needs to enlarge or to build. Being the airport planning reasons, or even the airport just be putting in operation, it must be enlarged. On the other hand, some airport construction is blind for grandiose projects, resulting in airport equipment idle. Therefore, civil aviation has a arduous task. China's civil aviation industry is far from played in the position, and did not show due role in promoting efficiency to our tourism industry. Traffic conditions are not only a whole shortcomings, but there are lack of scientific planning and design, which creates short term artificial traffic inconvenience. For example temporary repairs important access roads, bridges and culverts, and visitors can not access to. There are many such cases.

4.3 Consumer psychological factors

People's consumption psychological changes will cause lifestyle change. Consumer behavior is a manifestation of psychological needs. Usually consumer could be divided into four categories by consumption psychology. The four categories includes planned type, impulsive type, custom type, randomly type (LI, 2006). On the tourism consumption, planned type consumers will choose to travel at an appropriate time, especially leisure tourism consumers will carefully choose to travel. Impulsive type consumers are often sensitive to new things and like the pursuit of fashion. In today's rapid development of tourism flows occasion, such consumers accounts for the bulk of tourism consumers. Custom type customer has a sense of loyalty in some kinds of products. Such consumer spending on travel has been accustomed to a particular choice of travel mode and do not have multiple choice. On the principle randomly type consumers think that things can be used on ok. In the performance of tourism consumption they think as long as tourism behavior is ok. That is as long as there is a tourism experience can meet their consumption psychological, and not in what manner. On consumers and consumer psychological types, impulsive type is the main leisure travel consumers, planned ranks second, later customary type and randomly type.

4.4 Educational and cultural, age and gender factors

People, who have the higher education level, have the higher aesthetic appeal, and have the stronger intellectual curiosity than those with low levels of literacy, and have the stronger pursuit of the quality of life than those with low literacy levels. And the high educational level of people's remuneration is higher than the average family, so the high level of education groups is the most likely potential leisure travel consumer. Older persons is the largest leisure travel groups, the leisure travel can bring them physical health and full spirit and other multiple efficacy for their leisurely life, and this has been borne out by the facts. Middle-aged high salary earners are also important leisure travel groups. In the leisure travel such groups can get fun, physical rehabilitation and psychological adjustment to the high-performance work, quality of life services. Men prefer to choose leisure tourism than women do.

4.5 Other negative factors

A number of negative social factors and natural disasters factors are worthy of considering. Leisure travel is in the "off" access to quality of life means for consumption time. Visitors go to leisure tourism destination for a good environment, such as the calming villa, pastoral scenery, ecological landscape scenery and the beaches scenery.

If there are only the good natural environment, and without a good social order conditions, and tourists without security, leisure travel is unsustainable development. If destination is superior natural environment, but there are natural disasters (such as earthquakes, landslides, floods, etc.) threat, the leisure tourism is difficult to sustainable development.

5. CONCLUSION

The above analysis shows that optimistic economic developments, the existing large transport facilities, good consumer behavior, the higher education level and other conditions are positive factors to promote of leisure tourism developments. At the same time, many of the good leisure destinations have not been timely developed and utilized by economic underdevelopment, traffic disruptions, social disorder, and other adverse factors affecting. Which play disincentive function to Chinese leisure tourism and also make Chinese leisure travel demand in growing abundantly and insufficient supply condition.

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