

A Five-year Comparative Analysis of the Tourist Market Survey about Shenzhen City

Zhou Li

dept. of Tourism Management
Shenzhen Tourism College of Jinan University
Shenzhen City, P.R.China
e-mail: lizhou@sz.jnu.edu.cn

Abstract—Though a late starter, China's tourists market is growing explosively. First there was no any famous attractions in Shenzhen city. Since 1989, Splendid China has been built and opened to the public. So Shenzhen city becomes more famous and attractive as a tourism destination, and also many more theme parks have been built after that. Since 2006 to 2010, this paper has been went through two series of random samples' surveys regarding to all kinds of tourists into Shenzhen city, which is a famous tourism destination of theme parks in China. According to research, we tried to understand the tourists demanding orientation and market shares changing. So as to offer constructive and valuable suggestions for Shenzhen city's tourism industry development. From April to May each year, we finished a total of questionnaires, including different periods.

Keywords- Tourist market survey, Comparative Analysis, Shenzhen city

I. INTRODUCTION

In 1989, the Splendid China as the first theme park was built in the Overseas Chinese Town of Shenzhen city. This park was a big success at that period in China tourism industry, even a new start and historical turning point. Within ten years, the other three new theme parks have been built one by one in Shenzhen city. So Shenzhen city seems to be changed its own impression of tourism industry, not only a port city, but also a good tourism destination place, excellent attractions place. These famous themes parks become the very important attractors in this area.

So every year we conduct a tourist's survey for those tourists coming to Shenzhen city. The tourism market has been changing rapidly each year, especially under the complicated economic environment. This paper tries to compare the main changing points about tourists and tourism markets from 2006 to 2010.

The specific purposes of our research are:

- To understand the characters of tourists, especially the important changing characters;
- To examine the match situation between the service supply and tourist demands or perception;
- To analyze and conclude practical suggestions for tourism industry of Shenzhen city.

II. METHODOLOGY

The survey was conducted each year by using a consistent questionnaire that including closed and open-

ended questions. First, we select four main themes parks among 8 themes parks destinations, including Splendid China, Culture Village(now they were both merged into one theme park), Window of the World, Happy Valley(which has been a famous chain brand of leisure theme park in China urban areas.) The researcher randomly selected 2000 tourists of different age or gender outside those theme parks to examine tourism market's structure and development features of tourists' demands.

A total of 2000 questionnaires were send from April to May in every year (covering the normal days, holidays and festivals; also slack season and peak season, etc.). In 2006, 1906 out of 2000 questionnaires were returned; then in 2010, 1945 out of 2000 questionnaires were returned. So the response rates are slightly different.

The main contents of the questionnaire covered personal information, tourism motivation, product price, service satisfaction, and so on.

Finally, we use SPSS software to analyze all the data and information. We try to compare the differences of Shenzhen tourists' market developing between five years.

III. THE RESPONDENTS' PROFILE FROM TOURISTS MARKET

Among Shenzhen tourists market structure, male tourists are 10% higher than female in 2006. But in 2010 male is only 6% higher than female, compared to past data, it shows female tourists influence much more. The main tourists are young and middle-aged people, who is 19-45 years old, because their finance and motivation situation. There are 71% tourists, who earned more than RMB2000 each month, showing the income increased very fast. Compare to 2006 year, only 68% respondents who earned more than RMB 1000 each month.

There are two different life models comparing urban and rural areas. According to investigations, only 12% tourists were from rural area; but the percentage has been changed to 31% in 2010.

IV. RESULTS AND DISCUSSIONS

Here we try to emphasis on the basic changing elements, so we can know the key points about Shenzhen tourism markets.

According to Table 1, the market shares have been changed a little, but the main characters of tourism market are quite stable, still follow the basic market principle which

is within 3-hour-driving way area. Since the high-speed railway has been developed, it promotes the main tourism market around the city. The order of market shares for Shenzhen tourists still keep the original sequence.

TABLE I. WHERE DO YOU COME FROM?

Options (China)		Frequency		Percentage		
		2006	2010	2006	2010	
Valid	No choice	32	21	1.7	1.0	
	Middle	469	535	24.6	27.5	
	Eastern	187	212	9.8	10.8	
	Local	Guangdong	438	524	23.0	26.9
		Shenzhen City	451	413	23.7	21.2
	Western	57	56	3.0	2.9	
	Northern	186	109	9.7	5.6	
	Overseas	86	75	4.5	3.8	
	Total	1906	1945	100.0	100.0	

Table 2 describes the living places for the respondents chosen. We found that tourists have their own clear hotel chosen preference, including brand, stars, and budget-oriented preferences. The tourists living friends' home decreased markedly, from 45.7% to 27.7%. So the hotel market of Shenzhen city will be a booming market in the recent years.

TABLE II. WHERE DO YOU LIVE IN SHENZHEN CITY?

Options		Frequency		Percentage	
		2006	2010	2006	2010
Valid	No choice	16	11	0.8	0.5
	Star Hotel	677	71	35.5	37.3
	Economy Hotel	151	42	7.9	21.6
	Friends' Home	872	54	45.7	27.7
	No living	192	26	10.1	13.4
	Total	1906	1945	100.0	100.0

Then, the results in Table 3 indicate that more than 50% respondents definitely come to themes parks for their own happiness and relax. It's a big difference with the other tourism destination or attractions. Except this point, for business guests become a good reason for theme parks travelling. However, no matter 2006 or 2010, tourists still prefer to travel with their friends, family, or other people.

TABLE III. WHY DO YOU COME TO SHENZHEN'S THEME PARKS FOR TRAVELLING?

Options	Frequency		Percentage	
	2006	2010	2006	2010
Valid	447	232	23.5	11.9
Splendid China	365	546	31.9	28.1
Window of the world	471	522	24.7	26.8
Happy Valley	380	645	19.9	33.2
Total	1906	1945	100.0	100.0

Valid	No choice	17	12	0.9	0.6
	For Children	256	287	13.4	14.7
	For Parents	82	56	4.3	2.9
	For Friends	478	321	25.1	16.5
	For yourself	999	1068	52.4	54.9
	For Business Guests	74	201	3.9	10.3
Total	1906	1945	100.0	100.0	

Please see the below table, study Table 4, the big change of tourists choosing tourism destinations is to use internet more and more. Within five years, tourists who are internet users increase 5 times. It's quite surprising, isn't it? Obviously, we should pay more attention on these new changing tendencies.

TABLE IV. HOW DID YOU KNOW SHENZHEN'S THEME PARKS?

Options		Frequency		Percentage	
		2006	2010	2006	2010
Valid	No choice	20	14	1.0	0.7
	TV	535	328	28.1	16.8
	Newspaper	138	237	7.2	12.2
	Magazine	83	122	4.4	6.3
	Internet	85	383	4.5	19.7
	Friends	570	394	29.9	20.2
	Brochure	281	216	14.7	11.1
	Others	194	251	10.2	12.9
	Total	1906	1945	100.0	100.0

As below Table 5, among these famous three theme parks which are typical Shenzhen logos, Happy Valley is the most active theme park in the whole country; it starts a chain development plan. How to keep travelling frequency of tourists is a big problem in the future.

TABLE V. HAVE YOU EVER BEEN THESE THEMES PARKS BEFORE YOUR TRAVELLING?

Options		Frequency		Percentage	
		2006	2010	2006	2010
Valid	Never	447	232	23.5	11.9
	Splendid China	365	546	31.9	28.1
	Window of the world	471	522	24.7	26.8
	Happy Valley	380	645	19.9	33.2
	Total	1906	1945	100.0	100.0

From Table 6, there is no big changing about tourists' destination preference within five years, some items even

kept a stable percentage, such as theme parks and municipal parks. They are both the main attractions in Shenzhen city. Form the data in the table; we should pay more attention on how to create a natural environment for tourists, especially within theme parks attractions.

TABLE VI. WHAT KIND OF TOURISM DESTINATION YOU PREFER USUALLY?

Options		Frequency		Percentage	
		2006	2010	2006	2010
Valid	No choice	10	11	0.5	0.5
	Natural Landscapes	692	787	36.3	40.5
	Historical destinations	349	266	18.3	13.7
	Municipal parks	137	102	7.2	5.2
	Theme Parks	499	508	26.1	26.1
	Shopping Place	219	271	11.5	13.9
	Total	1906	1945	100.0	100.0
				0	0

V. CONCLUSIONS

The results in this research suggest that there are great demands for theme parks to upgrade management system in order to improve the service quality for tourists, under the rapid growth of the tourism industry in Shenzhen city. Consequently there are greater needs for quality tourism destinations than before.

Based on the above-mentioned results, some suggestions can be drawn for Shenzhen tourism industry development.

First, as the significant attractions of Shenzhen city, theme parks should concentrate on facing up to family tourists needs, also emphasis on and construct some family leisure activities and items.

Second, service quality is always an eternal topic for tourism industry. Survey respondents reflected they need more human oriented design service and facility.

Third, we need more economic accommodations facilities for tourists, after five year, there are more and more tourists prefer to live in hotel instead of friends' homes.

Fourth, tourists demand more leisure destinations, not only those good view attractions. Such as Happy Valley, as a very famous local brand of theme parks, now it has been built in the main big cities all over the country.

Fifth, Shenzhen government should take more efforts to change local and surrounding transportation system. It's quite import to support Shenzhen's tourism industry development.

Sixth, as a main tourism destination, Shenzhen government should pay more attention on TV advertisement.

Because the data shows TV ads 'influences had been decreased now.

In this research, the paper only study some limited characters and preferences for Shenzhen tourists market. There are still many problems inside need to be studied in the next five years period. I'll keep studying on this field to improve Shenzhen tourism industry sustained development.

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