

The Influence of Family Travel Decision-Making Behavior under the Background of Normalized Epidemic Prevention

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ABSTRACT. *In the fight against the epidemic, the nationwide joint prevention and control work has been carried out in an all-round way. The public security police and agencies have coordinated and cooperated to fight unhesitatingly on the front line of prevention, control, investigation and maintenance of social stability. A variety of new scientific prevention and control methods such as deep integration, remote interaction, integration of inspection and elimination, and wearable smart patrol have emerged, not only to provide safety protection and auxiliary support for frontline personnel, but also to carry out normalized epidemic prevention and control and social security management. Play an active role, and contribute more to China's efforts to support international cooperation in the fight against the epidemic and jointly win this global battle against the epidemic. Under the background of normalized epidemic prevention, the decision-making behavior of family outings is very important. Whether family travel will affect the safety and health of family members, whether it will bring disadvantages to public and social epidemic prevention, and a series of issues that we as law-abiding citizens need to consider carefully. Although travel restrictions have been lifted, the epidemic prevention and control work still cannot be slackened. On the one hand, the global epidemic is continuously spreading, and the risk of overseas importation facing my country is increasing; on the other hand, the population movement caused by the travel of a large number of people has also led to the risk of a rebound of the epidemic. Therefore, this article studies the influence of families' travel decision-making behaviors under the background of normalized epidemic prevention. Investigate and study the influence of factors such as whether you will travel, how to travel, and where to travel. Experimental results show that under the background of normalization of epidemic prevention, citizens still have expectations for family travel, but they will consider the impact of epidemic prevention on this tour before traveling, and make full preparations for travel.*

KEYWORDS: *Normalize Epidemic Prevention, Family Travel, Epidemic Travel, Travel Decision-making*

1. Introduction

With the continuous improvement of people's living standards, traveling with the whole family has become a relaxed and happy way of consumption for many families [1]. The consumption behavior of family tourists has a certain degree of influence on the development of the market economy, and the consumption of family tourists is also the key to promoting the development of tourism. Most family tourists choose to travel in summer. The weather in summer is better and more convenient than in winter. In terms of consumption, self-pay is adopted. In addition to personal resources and intermediate resources, a large amount of information has also been obtained through radio, television, media and other related channels [2]. Family travel consumers mainly choose their own consumption behaviors according to their own wishes. No matter from the perspective of tourism motivation or information acquisition, the number of family tourism consumers is increasing every year, which also has a certain effect on promoting the development of tourism [3-4].

The impact of the epidemic on people's life concepts, lifestyles, and daily habits is comprehensive and far-reaching. The same goes for tourism psychology and behavior. After experiencing the baptism of the epidemic, people will be more cautious when making travel plans and decisions, and pay more attention to service quality and risk prevention. At present, the new crown pneumonia epidemic situation in our country has entered a new normal of dynamic zeroing [5]. Normalization means protracted warfare, which means that prevention and control measures have shifted from temporary to conventional, and from a one-size-fits-all comprehensive control to dynamic and precise scientific prevention. Frankly speaking, handling the relationship between epidemic prevention and control and economic life is a new challenge for government departments, related enterprises and ordinary people[6]. From the perspective of the tourism industry, decision makers, tourism companies, tourists and other parties need to empathize, work together, continuously adjust, and optimize on the basis of mutual understanding, and find that the epidemic prevention and control meets safety needs under normalization. , Which can meet the needs of tourists and promote the sustainable development of the industry. In this process, it is necessary to avoid paralysis, slackness, fluke, coping and other mentality of relevant subjects, so that prevention and control measures become mere formalities, and avoid artificially setting up various unnecessary obstacles and barriers based on epidemic prevention and control. Decision makers, practitioners and tourists should start from a practical, scientific and prudent, systematic and comprehensive thinking, and take refined measures [7].

In recent years, in my country's domestic tourism market, individual tourists have occupied the dominant position, even reaching more than 80% in many regions and market segments. In this context, the significance of the recovery of inter-provincial team travel may be more embodied in the signal significance of tourism safety and the guiding significance of consumer confidence. In fact, whether it is inter-provincial or peripheral travel, whether it is a team tour or a free tour, safety is the first prerequisite, and systematic deployment and connection are also required [8]. From the perspective of destinations, medium and high-risk areas

cannot carry out group tourism activities, especially inter-provincial group tours. In low-risk areas, various epidemic prevention measures and emergency plans must be prepared, according to who organizes, manages, and who is responsible. Carry out overall management in principle, continue to implement the responsibilities of the four parties, and formulate complete epidemic prevention classification guidelines; from the perspective of scenic spots, comply with the requirements of reservations and peak transfers. Targeted measures should be taken in important tourist attractions, viewing platforms, transportation connections, narrow passages, ticket purchases and catering [9]. From the perspective of travel agencies, the number of groups should be controlled, and small-scale tourism teams should be encouraged to carry out tourism activities in different periods, different batches, and different regions. For various service companies, ventilation and sanitation must be strengthened. Preventive disinfection of business premises, measures at room temperature, wear masks, check health treasures, and set up one meter. From the perspective of tourists, it is necessary to strengthen self-protection. It is necessary to improve self-protection awareness and ability, and develop scientific wear Masks, keep a distance from the society, use public spoons and chopsticks, and cooperate with good inspection habits such as epidemic prevention[10].

2. Method

2.1 Random Index Marking Algorithm

Random Exponential Marking (REM) is an algorithm that implements network congestion control by measuring data flow. The algorithm strives to control the sending speed of the sender near the network link capacity, while stabilizing the buffer queue length near the expected target queue length. The biggest difference between the REM algorithm and the RED algorithm is that the RED algorithm measures the degree of network congestion by calculating the average queue length, while the REM algorithm measures the degree of network congestion through a "cost" mechanism. This "cost" mechanism is developed by Kelly. Proposed in the theory of network traffic optimization. The cost function of the REM algorithm is expressed as follows:

$$p_1(t+1) = \max\left\{0, p_1(t) + \gamma(a_1(q_1(t) - q_1^*) + x_1(t) - c_1(t))\right\}_{(1)}$$

Among them l is the network link, $\gamma > 0$, $a_l > 0$, the values of the two variables are both small, is the queue length at time t , > 0 is the target queue length we set, is the total input speed of the queue at time t , is t The bandwidth that the queue can use at any time.

At time t , the marking probability function of the queue can be expressed as follows:

$$m_l = 1 - \phi^{-p_l(t)} \quad (2)$$

Where ϕ is a constant not greater than 1.

It can be seen that the packet discarding probability of the REM algorithm is:

$$1 - \prod_{i=1}^L (1 - m_i(t)) = 1 - \phi^{-\sum p_i(t)} \quad (3)$$

By observing the marking probability formula, it can be concluded that the marking probability in the REM algorithm has an exponential relationship with the link cost, and the increase of the link cost will bring about an exponential increase in the marking probability. If congestion occurs on multiple links at the sender and receiver, this calculation method will better reflect the congestion of the link, because the transmission speed can be sent according to the ratio of the marked packets to the total packets. End effective adjustment.

2.2 Establish a Normalized, Full-Process Tourism Emergency Management System

In response to the current normalization of the epidemic and the impact of the resumption of work and production, relevant emergency plans and emergency management systems have been established for family travel and tourism needs. The legal resumes of these programs are used to ensure the safety of family travel and to avoid a rebound of the epidemic. Under the full control of the epidemic, the daily life and travel of residents will be guaranteed to the greatest extent, and the whole society will resume work and production. Moreover, because tourism activities and tourism are more comprehensive and more susceptible to various factors than other fields, their sustainable development requires the establishment of a normalized, full-process, and systematic crisis management system, from the formulation of emergency management regulations, Make preparations for the establishment of management institutions, pre-crisis warnings, and post-crisis guarantees. Bring sufficient safety for family travel.

2.3 Market Segmentation

Because different groups use different strategies when making vacation decisions, different groups should be designed for different groups when designing products. For example, high-educated groups prefer to use negotiation strategies when making decisions, and you should pay attention to couples in product design. The points of interest of both parties find the intersection of their points of interest for product design, while high-income members are more focused on their own preferences, so the design should be more targeted at the characteristics of this group, and more personalized designs based on the market. Products show that tourism companies can segment the market according to the factors considered by members in their decision-making and their roles in different stages, so as to design products of different levels according to market characteristics to meet the market segmentation of family vacation products. The decision-making process of family

vacations directly affects the demand of family members for vacation products. Tourism companies or travel agencies should formulate corresponding product designs and marketing plans based on the characteristics of family members in the decision-making process, which has reached the fit of supply and demand.

3. Experiment

3.1 Experimental Investigation Objects

In order to be able to analyze the decision-making behavior of family tourism in the context of the normalization of the epidemic in a more in-depth manner, this article investigates a number of factors that affect tourism, and randomly selects 120 families from the region, and analyzes these family members. Let's study the factors that affect the travel decisions of these families; and what these investigators think are the impact of family travel under the background of the normalization of the epidemic. After understanding the relevant answers of the research objects, the research results of the research topics of this article have been comprehensively sorted out, based on the problems and reasons existing in the normalization of family travel in the epidemic. Through comprehensive processing and analysis of data.

3.2 Experimental Design

120 households were surveyed, and most of these family members were present, but some people were not present for the survey, so the source of the data was a little bit biased. These 120 households can be divided into 3 categories. There are one group: the husband and wife are over 50 years old; the second group: the husband and wife are between 30 and 50 years old; and the third group: the husband and wife are under 30 years old. Analyze and consider the impact of family travel decisions at different stages from different age groups. Statistics are made on the influence of external forces on tourism decisions of different families and the willingness to travel. Based on experimental data, a comprehensive analysis of the impact of family travel decisions under the normalization of the epidemic will be made.

4. Results

Table 1. Main factors influencing family tourism in the normalization of the epidemic

	First group	Second Group	The third group	total
The weather	6	5	4	15
Time	8	9	7	24
Tourist destination	4	2	3	9

Travel expenses	2	1	7	10
Is the epidemic serious	20	23	19	62

Judging from the data in Table 1, after a survey of 120 families, the most concerned family travel decision-making is whether the epidemic is serious. Although epidemic prevention has become regular now, this is still a concern among the general public. When making family travel decisions, the first consideration is whether the local epidemic situation is serious. If it is serious, it will not consider traveling to the local area, but will choose to go to some places where the epidemic situation is not so serious. Secondly, the issue of time is the focus of people's tourism decision-making. Most people say that time is also an issue for family travel. Need to find the right time to travel is also a tricky thing. Family members often stagger their free time, making it difficult to find a suitable time for Giti travel. Next comes the issue of weather. The good or bad weather also causes people to have a lot of trouble for traveling. There are also the location of the tour and the cost of the tour. The above five points are the factors that these surveyed families think will affect their family travel decisions. And because of the impact of the current epidemic, all families consider the most important thing to consider when the epidemic is serious.

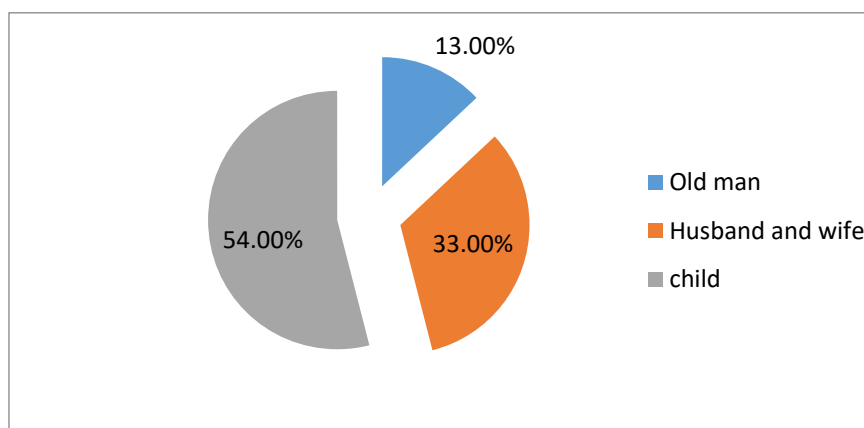


Figure 1. Main influencers of family travel decisions

According to the survey results in Figure 1, among the main influencers of family travel decisions, 33% are determined by husband and wife, 54% are determined by children, and 13% are determined by the elderly. The data shows that the main decision-makers of family tourism are the children of the family. It is understood that children have a greater influence in the decision-making of family travel. It is mainly due to the greater participation of children in family vacations, and sometimes the purpose of families going out to travel is to let children relax during holidays or increase their experience. The influence of both spouses is also greater, and sometimes their participation in family travel decisions will increase. The elderly often play the role of "followers" in general family travel.

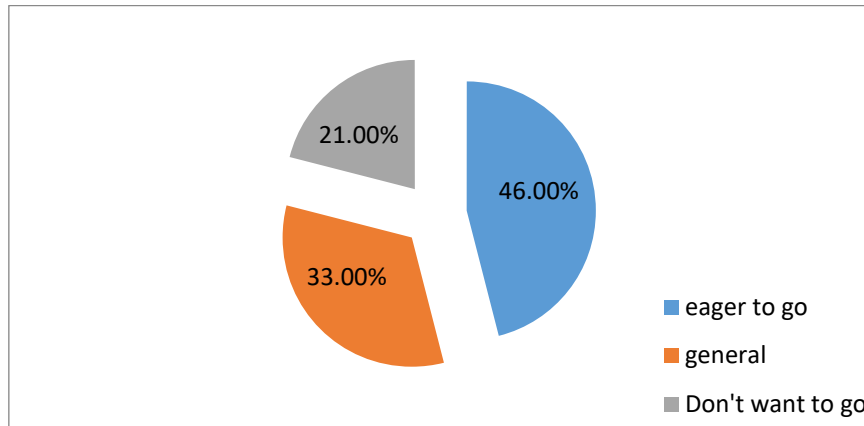


Figure 2. Family travel intentions for normalizing epidemic prevention

According to the data in Figure 2, even though it is now in the stage of normalization of epidemic prevention, 46% of households still want to travel and release their daily pressure; 33% of households say that they have no desire for family travel. Strong, it means that if you can go, it doesn't matter if you don't go. There are 21% of families who say they don't want to go for family travel. In the context of the normalization of epidemic prevention, it can be seen that Chinese people still have high expectations for family travel. Family travel itself is an activity that enhances family feelings and improves communication between family members. Therefore, it is very important to make travel decisions in consideration of the thoughts and attitudes of each member of the family.

5. Conclusion

With the continuous improvement of my country's economic strength, people's consumption concepts have also changed imperceptibly, and citizens have gradually begun to pay attention to improving their quality of life. This has also led to the rapid development of my country's tourism industry in recent years. At present, the proportion of family tourism in my country's tourism group is increasing, and there are more and more family-oriented tourism activities, which still have fresh vitality. Especially as the national statutory holidays become more and more standardized, it provides a good external environment for the development of family tourism. On the other hand, with the increase in the proportion of modern families, more and more families regard tourism as an important way of parent-child education and strengthening their relationships. In this context, it is very important to study the decision-making of family travel, so as to clarify the needs and motivations of family travel. However, in the context of the normalization of epidemic prevention, family travel needs to consider the disadvantages of epidemic prevention and control and other factors on the journey. Considering the current progress of epidemic

prevention work, it is very necessary to make decisions about family travel. While traveling, we must not forget the prevention and control of the epidemic, and bring enough safety for family travel.

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