

Research on University Students' Demands for Participatory Physical Tourism in Wuhan City

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Abstract: *With economic development and technological progress in China in recent years, resident income and living standard increase significantly. After meeting the basic living needs, people begin to pursue spiritual satisfaction and pay more and more attentions on their physical fitness. As a result, physical tourism industry targeting at relaxation, fitness and entertainment is developed gradually. In this study, attitudes to university students' participation in physical tourism in Wuhan City, information source, participation motivation, consumption situations and influencing factors were investigated through literature review, questionnaire survey and mathematical statistics. It found that university students in Wuhan City have insufficient understandings on participatory physical tourism although they are interested in it. University students mainly collect information about participatory physical tourism through Internet and recommendations of friends. They participate in physical tourism for relaxation, physical training and making friends. University students prefer to participate in physical tourism on holidays and summer vacations. The investigation also finds that expenses of university students in Wuhan City for physical tourism are mainly attributed to their living expenses. Economic factors and time factors are major factors that influence university students in Wuhan City to participate in physical tourism. Based on above investigation results, some development countermeasures were proposed.*

Keywords: *University Students in Wuhan City, Participatory Physical Tourism, Demands*

1. Introduction

The development of physical tourism has received strong supports of China in recent years. As a part of the sports industry, physical tourism is an economic activity and a social activity. In economics, developing physical tourism not only can increase posts and promote economic growths, but also can drive development of relevant industries, such as catering industry and transportation industry. In culture, different physical tourism projects can meet various needs of participants in relaxation, physical fitness, entertainment and experiences, thus promoting the integrated development between sports industry and tourism industry. Therefore, developing physical tourism rapidly has important significance to promote nationwide fitness programs in China. In the background of new policies, physical tourism industry is going to show strong development momentum as the crossing between sports industry and tourism industry. To provide the society better physical tourism services, it is necessary to comprehend demands and features of different consumption groups.

According to data of National Bureau of Statistics, the tourism income in China was about 5730 billion yuan in 2019, showing a growth of 11.7% compared to that in 2018. Influenced by the COVID-19 epidemics, tourism in China was blocked for a short period, resulting in the sharp reduction. For Wuhan City, the physical tourism industry would recover after university students returned to school and the government issued corresponding tourism preferential policies. According to the data of Wuhan Culture and Tourism Bureau, the number of received tourists in Wuhan City from October 1st to 8th, 2020 amounted to 18.8246 million and the tourism income reached 9.219 billion yuan. They were 83.21% and 73.18% of those in the same period of last year even under the limited visitor flows in all scenic areas during the golden week. The tickets of hot scenic spots, such as Yellow Crane Tower, Happy Valley and Haichang Polar Marine Park, were booked one they were launched into the market. All scenic spots are generally equipped with various participatory projects which are integrated with appreciation, participation and entertainment. They are appreciated by young people gradually.

Among existing studies, researches on physical tourism, participatory physical tourism demands and participatory physical tourism consumption attract more and more attentions of scholars (Jeffrey. D. James, 2002; Wu Changyi, 2012; Wang Jiahui, 2012; Yi Xiaoping, 2008; Li Chen, 2019; Liu Zhifeng, 2020). However, there are few studies on participatory physical tourism demands. With respect to research objects, university students are a young vital group with a big quantity and they are a group with considerable potentials in physical tourism. Scholars have studied university students from multiple aspects and proposed reasonable suggestion. Wuhan City possesses abundant tourism resources and complete sports facilities and more importantly, it accommodates a lot of universities. Wuhan City ranks the top in China in term of university student population, where university students have relatively high expectations to participatory physical tourism. As the potential customer market of physical tourism, university students are important participators of physical tourism. Therefore, it is necessary to understand needs and characteristics of participatory physical tourism of university students in order to provide them better services. In the present study, major motivations, economic conditions and travelling time of university students to participate in physical tourism were investigated and potential physical tourism needs of university students in Wuhan City were explored fully. On this basis, effective development strategies were proposed to guide university students participate in physical tourism and promote the sound sustainable development of participatory physical tourism.

2. Investigation and Analysis of Current Status

2.1 Attitudes toward Participatory Physical Tourism and Information Source

2.1.1 Attitudes toward Participatory Physical Tourism

It can be seen from Table 1 that university students in Wuhan City have high recognition to participatory physical tourism. Among them, 7.0% of university students are very interested in participatory physical tourism and 59.3% are interested in it, while 33.7% have moderate attitude and are not interested in it. Most university students have general strong athletic ability and have more spare time, so they have great demands for physical fitness and relaxation. In addition to entertainment, participatory physical tourism has characteristics of physical fitness and challenge, thus enabling to meet consumption needs of university students. The interest of about 65% university students in participatory physical tourism is also reflected by their great market potentials in Wuhan City. Although most university students are not interested in participatory physical tourism, more and more students will become interested in it with the perfection of national policies and decrees as well as the continuous growth of consumption hotspots.

Table 1: Attitudes of university students in Wuhan City to participatory physical tourism

		Very interested (%)	Interested (%)	Moderate (%)	Not interested (%)
Gender	Male	8.7%	52.2%	28.3%	10.5%
	Female	5.0%	67.5%	20.0%	7.5%
Total (%)		7.0%	59.3%	24.4%	9.3%

2.1.2 Information Acquisition

It found through an investigation and university students usually acquire information of participatory physical tourism from Internet, friends' recommendations, propagation of government and scenic spots, activity propaganda of sports competitions, and newspapers & journals. It can be seen from Fig 1 that Internet is the major pathway for university students to acquire information about participatory physical tourism, accounting for 40.7%. Friends' recommendation is the second pathway and newspapers & journals only account for 10.5%. In the era of Internet nowadays, network becomes an important medium for people to acquire information. Influenced by Internet propagation, the publicity of newspapers & journals decreases significantly. Almost every university student is equipped with computer and wireless network for the needs of learning. The rapid development of Internet provides university students an important mean to acquire information. Moreover, university students usually contact with classmates and friends, so information communication among friends is also a mean for them to acquire information. In contrast, scenic areas and sports events didn't promote participatory physical tourism thoroughly.

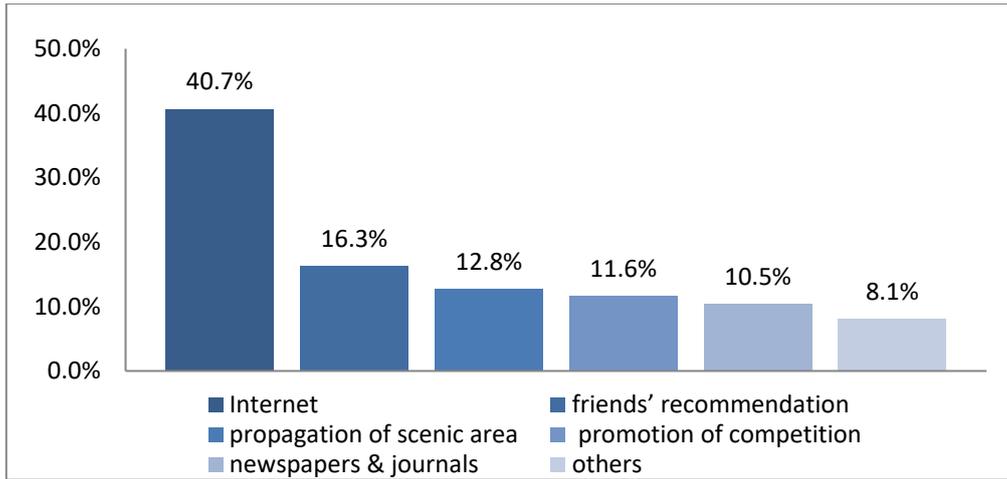


Figure 1: Information source of participatory physical tourism of university students in Wuhan City

2.2 Motivation and time selection

2.2.1 Motivation

Motivation refers to the psychological process or internal impetus to cause and maintain individual activities and make activities targeting at an object. The motivations of participants in physical tourism mainly include physical training, leisure and entertainment, social communication and knowledge acquisition. It found from an investigation that university students in Wuhan City participate in participatory physical tourism activities for various motivations, mainly including leisure and entertainment and physical training. Most students participate in participatory physical tourism for more than one motivation, indicating that they have some enthusiasm in participatory physical tourism to some extent. Moreover, they have unique advantages in participatory physical tourism. China's strong supports to development of physical tourism are for the considerable market potentials. More important, it can accelerate nationwide physical fitness and realize the goal of strengthening the country based on sports are shown in in Fig 2.

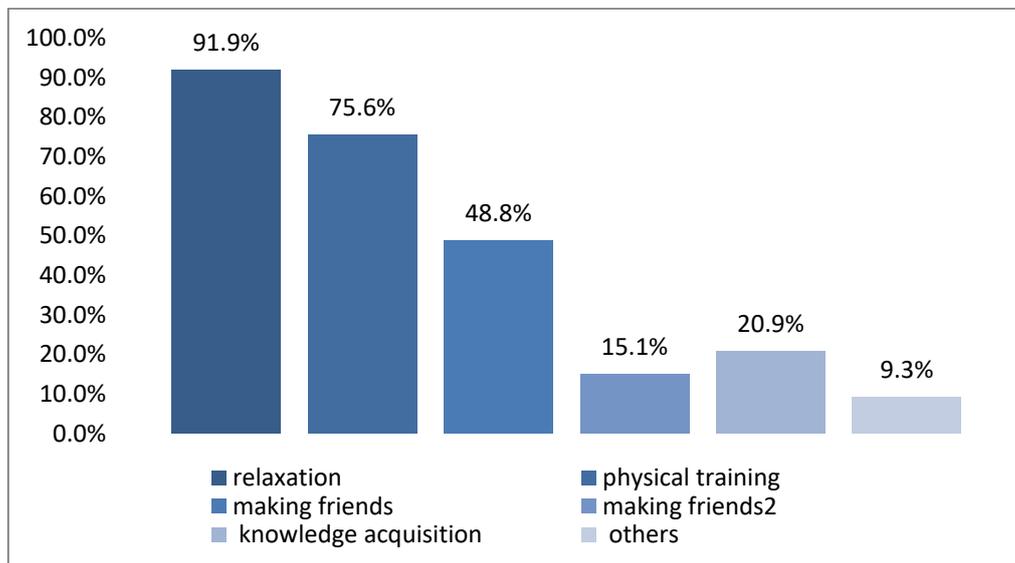


Figure 2: Motivations of university students in Wuhan City participating in participatory physical tourism

2.2.2 Time Selection

University student have legal holidays and weekends in addition to winter and summer vacations. They have a lot of spare time and are relatively freely. Moreover, the abundant spare time of university students gives them multiple options of traveling time. Time for university students in Wuhan City to participate in physical tourism was investigated. Investigation results are shown in in Fig 3.

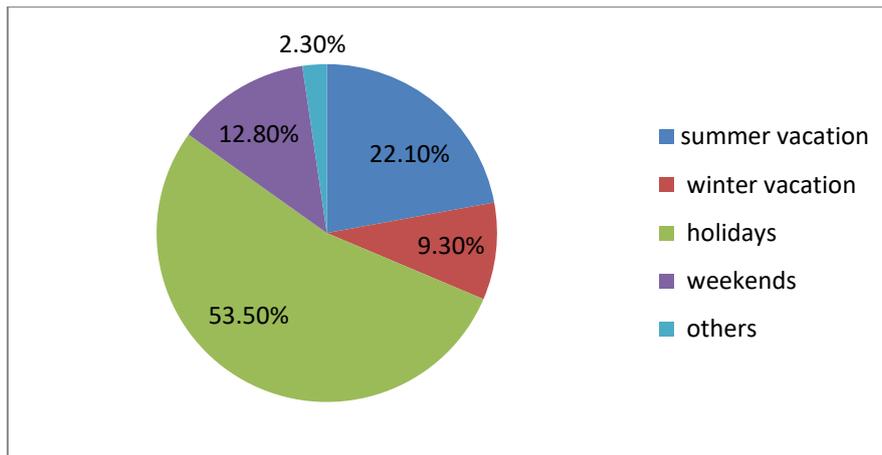


Figure 3: Time selection of university students for participatory physical tourism

It can be seen from Fig 3 that university students in Wuhan City prefer to travel during holidays and summer vacations. On holidays, there are sales promotion of merchants and scenic areas. Since university students prefer to travel with classmates and friends, they are easier to find traveling companions during holidays. Holidays are in favor of short-distance travels, while summer and winter vacations are appropriate for long-distance travels. Summer vacation is longer than winter vacation. With appropriate weather, they only have to carry few articles of daily use. It is a good opportunity for university students to participate in physical tourism in summer vacation. On contrary, winter vacation is cold and short and it approaches to the spring festival which is a traditional festival. Students prefer reunite with their family members around the spring festival.

2.3 Consumption Situations

2.3.1 Expense Source

With respect to capital source for university students in Wuhan City to join in participatory physical tourism, this investigation set five options for respondents. Multiple options can be chosen. Investigation data are shown in Fig 4.

It can be seen from Fig 4 that expenses for university students in Wuhan City to join in participatory physical tourism mainly come from living expenses, followed by part-time incomes, scholarship and special offering of parents successively. Although university students live in a place far away from home independently, they have no independent economic source. Therefore, their travel expenses are mainly deducted from living expenses. These respondents account for the highest proportion in all respondents. Since physical tourism requires a relatively high cost, saving living expenses only cannot meet their consumption needs. Some student can get expenses for participatory physical tourism by part-time jobs and scholarships. Moreover, respondents who get independent financial supports for participatory physical tourism from parents only account for 20.4%, indicating that family education concern less about physical education of children. In other words, family education pays insufficient attentions to physical tourism and physical fitness.

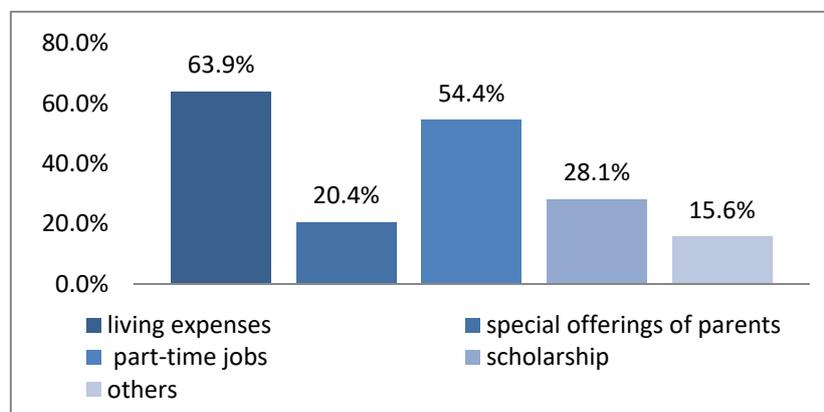


Figure 4: Expense sources of university students for participatory physical tourism

2.3.2 Expected consumption amounts of each participatory physical tourism

With the rapid economic development, people pay more and more attentions to their physical health. The proportion of expenses for sports in whole consumption increases and university students begin to pursue the unique and novel physical tourism mode. To study consumption behaviors of university students in Wuhan City in participatory physical tourism, this investigation focuses on expected consumption amounts. Investigation results are shown in Fig 5.

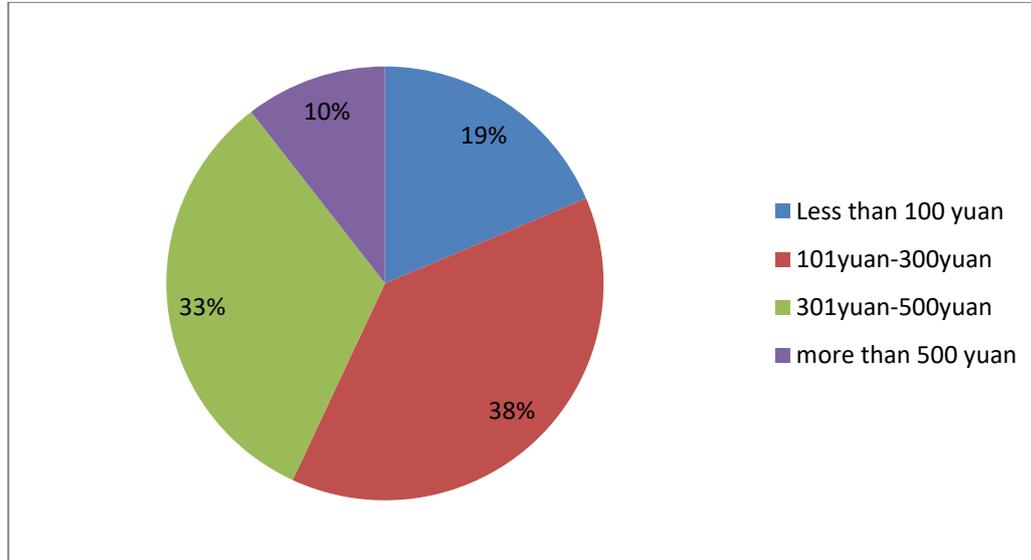


Figure 5: Expected expense amounts for each participatory physical tourism

It found in the investigation that the expected expense amounts of university students in Wuhan City for each participatory physical tourism range between 100 and 500 yuan. In division of consumption items, tickets and accommodation account for the most of total amounts, which are directly related with consumption level of university students. Living expenses of university students are mainly from their parents and their tourism expenses are mainly saved from living expenses. Hence, they have to meet basic living needs during tourism activities.

3. Influencing factors

According to investigation and statistics on influencing factors against university students in Wuhan City in participatory physical tourism, it found that the participatory physical tourism of university students is not influence by an independent factor, but is the collaborative consequence of multiple factors. In this questionnaire survey, economic factors, time factors, physical factors, interest factors, family factors and others were designed. Investigation results are shown in Fig 6.

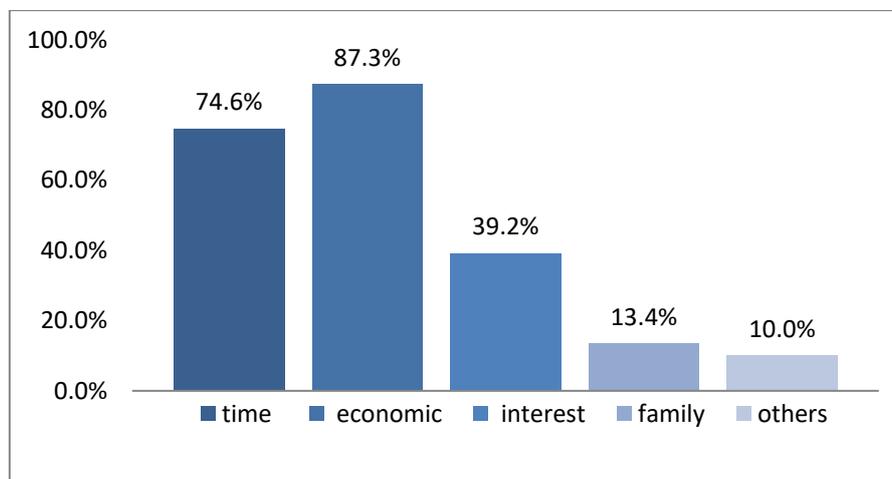


Figure 6: Influencing factors of participatory physical tourism

3.1 Influences of Economic Factors on Participatory Physical Tourism

Since physical tourism has very strong professional, it claims a higher cost compared to other tourism. Although most university students in Wuhan City are interested in participatory physical tourism, their consumption levels are relatively low and they prefer some low-cost projects to participatory physical tourism with strong professional and excitement. University students have limited expenses for physical tourism. In one physical tourism, they have to pay for meals, transportation and tickets, resulting in the high total cost. This influences their enthusiasm in physical tourism

The investigation found that participatory physical tourism of most students is influenced by economic factors mostly. Their expenses for participatory physical tourism are mainly from living expenses. Some classmates increase additional expenses through part-time jobs, but this still cannot assure them to consume at will. Such limited economic conditions influence the degree of participation of university students. Hence, it is necessary to develop participatory physical tourism according to limited economic conditions of university students.

3.2 Influences of time Factors on Participatory Physical Tourism

University students own relevant abundant free time, such as winter vacation, summer vacation, holidays, weekends and spare time. However, there are still some students cannot participate in physical tourism due to pressures in academic performance and employment. According to the investigation, freshmen and sophomores have a lot of lessons and they are not very familiar with the campus and surrounding environment. They have to adapt to university life for a period and may participate in activities and part-time jobs in and out of campus during spare time, thus resulting in insufficient time for tourism activities. Junior students are preparing for internship or relevant job qualification certificates and senior students are busy with preparation for postgraduate entrance exams, civil servant exams and finding jobs. They have fewer time to participate in physical tourism. As a relaxation and entertainment lifestyle, participatory physical tourism not only claims a relatively high consumption level and also needs appropriate time. Participatory physical tourism is not an essential program for university students in Wuhan City.

3.3 Influences of Interest Factors on Participatory Physical Tourism

Interest factors account for 32.9% of investigated influencing factors, indicating that university students in Wuhan City have not very strong interests in participatory physical tourism. On one hand, this is because most students have few relevant knowledge and they believe that participatory physical tourism is suitable for people with high physical fitness and it is a quite dangerous project. On the other hand, scenic areas, traveling agencies and government have poor publicity of participatory physical tourism. As a result, the participatory physical tourism lacks of characteristics or didn't motivate interests of university students. For this reason, the participatory physical tourism market has to be further explored. The government sectors and scenic areas have to propagate and positively guide university students to participate in physical tourism.

3.4 Influences of Family Factors on Participatory Physical Tourism

Participatory physical tourism has diversified forms, which propose different requirements on professional skills. Some projects might have some risks and parents may have concerns when they are supporting children to participate in physical tourism. Besides, influenced by exam-oriented education, most parents hope their children to concentrate in academic studies and they pay inadequate attentions to relaxation and physical fitness. Therefore, they don't encourage their children to spend time on physical tourism. Parents have some prejudices to physical tourism and children are easy to be influenced by parents. These restrict enthusiasm of university students to participatory physical tourism to some extent.

3.5 Influences of other Factors on Participatory Physical Tourism

Safety problems in physical tourism have been concerned highly by people. It found from the investigation that participatory physical tourism that university students in Wuhan City are interested in are mainly bungee jumping, skiing and drifting, which are relatively adventuring and irritating. The lack of guidance of professional and standard management regulations may threat life health of

university students. Such sports projects with some risks are important causes that restrict university students to participate in physical tourism.

4. Conclusions and Suggestions

4.1 Conclusions

Participatory physical tourism is the integrated product of sports and tourism and it is characteristic of relaxation, fitness and interaction. Some conclusions could be drawn by investigating status of university students in Wuhan City participating in physical tourism:

Although university students in Wuhan City are interested in participatory physical tourism, they have few knowledge. Internet and friends' recommendation are two major pathways for university students to acquire information of participatory physical tourism. University Students in Wuhan City participate in physical tourism for relaxation, physical training and making friends. University students prefer to participate in participatory physical tourism on holidays and summer vacations and they are more willing to have short-distance tourism activities. According to the investigation, physical tourism expenses of university students in Wuhan City mainly come from living expenses and the expected amount for each participatory physical tourism ranges between 100 and 500 yuan. Among the investigated influencing factors, economic factors and time factors are major factors that influence university students in Wuhan City to participate in physical tourism.

4.2 Suggestions

To meet the demands of university students in Wuhan City for participatory physical tourism better and promote the sound development of participatory physical tourism, some suggestions are proposed in accordance to current status.

4.2.1 Strengthen Propagation of Participatory Physical Tourism

Propagation of participatory physical tourism is not only the responsibility of scenic areas, but also needs assistances of relevant government sectors and universities. Internet and friends' recommendation are major ways for university students to acquire information. However, there are disordered information on Internet, making it difficult to distinguish the true from the false. Friends' recommendations are one-sided. Under this circumstance, all involved parties shall build up an official communication platform to provide services of participatory physical tourism, including information query, professional guidance and policy services. This platform can provide convenience for university students and issue accurate information to positively guide university students to participate in physical tourism.

4.2.2 Design Participatory Physical Tourism Services According to Consumption Characteristics of University Students

University students participate in physical tourism mainly for relaxation and physical training. Some participatory physical tourism products of relaxation and physical fitness can be developed. However, university students usually have low consumption levels, which require to paying attentions to the price acceptability to university students. A reasonable price is an important mean to maintain customers. If the price is too high, it may restrict university students to participate in physical tourism. Differential services are provided according to market segmentation, which can meet individual demands of university students better and thereby promote the development of participatory physical tourism.

4.2.3 Formulate Relevant Policies To Support the Development of Participatory Physical Tourism.

An industrial development cannot be realized without supports of national policies. As the integrating industry of sports industry and tourism industry, participatory physical tourism development needs supports from government, sports and tourism administration departments. Based on market investigation of participatory physical tourism, it can master demands characteristics of university students for participatory physical tourism accurately and formulate reasonable development plans. Additionally, China shall standardize market orders participatory physical tourism from the institutional system, strengthen infrastructure construction and issuing relevant preferential policies to lower operation costs of scenic areas and assure the sustainable development of participatory physical tourism market for university students.

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Research on the present situation and Countermeasures of the Development of Minority Sports Culture in Hubei Province from the Perspective of Cultural Ecology from the Perspective of Science Research Project at the School level of Wuhan Business University in 2018, No.2018KY001

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