THE FACTORS AFFECTING THE CHOICE OF YUNNAN RESIDENCES ON OUTBOUND TOURISM

[1]XINYI DENG, [2]PIYALUK BUDDHAWONGSA

[1,2]Faculty of economics, Chiangmai University, Thailand
E-mail: [1]kobe24dengxinyi@gmail.com, [2]piyaluk@gmail.com

Abstract - Since as an important economic industry in Yunnan Province, tourism has made an increasingly significant contribution to the national economy and social development in the province. This study used the sampling size is 400 tourists, the paper questionnaires to empirically analyze the influencing factors of tourists' choice. To examine factors affecting the choice of outbound of Yunnan tourism. Logit model is used to estimate the macroeconomic factors affecting the choice of outbound tourism or not. Only use socioeconomic as the variables. And to investigate the factors affecting Yunnan outbound tourists destination of choice. The multinomial logit model has been the most commonly used model for analysis of discrete choice data. Use the both socioeconomic and destination characteristics as the variables. Based on the results of this study, the paper proposes several contributes to the tourism agency and government policy.

Index terms - Outbound Tourism, Yunnan, Destinations choices, Factors affecting, Binary and Multinomial Choice Model.

I. INTRODUCTION

Since people's consumption level continues to improve, tourism has become one of the main leisure way. According to the National Tourism Administration statistics, China in the mid-eighties of the last century out of the budding, and in the nineties to the rapid development of the 1993 exit 3.74 million; 2000 for the first time exceeded 10 million. 2003 by "SARS" Although the impact of a sharp decline, but the year is still 2020.19 million people; and to 2011 years, reaching 70.25 million people, equivalent to three times the total population of Taiwan Province.

As an important economic industry in Yunnan Province, tourism has made an increasingly significant contribution to the national economy and social development in the province. From 2005 to 2015, the added value of tourism in Yunnan province increased from 20.31 billion yuan to 300 billion yuan. Tourism added value The share of the province's GDP rose from 5.87% to 6.4%(Yunnan Tourism Statistics Bureau). Yunnan is moving from a major tourism province to a strong tourist economy and China's first-class, world-renowned tourist destination.

In order to thoroughly implement the National Tourism Conference and the promotion of tourism industry (include inbound and outbound) in Yunnan Province, Kunming's strategic opportunity to build a regional, international, city centering on southwest China, facing the whole country and radiating Southeast Asia in South Asia. Realizing the leapfrog development of tourism industry, promoting tourism exchange and building a tourism industry and carrying out bidirectional exchange of tourists will be conducive to enhancing our country's position in the world. It will also be conducive to strengthening regional cooperation, further developing the inbound tourism market, enhancing exchanges among all countries, reduce trade friction and so on. Therefore, this subject of the factors affecting the choice of Yunnan residences on outbound tourism study is great significance.

II. LITERATURE REVIEW

From the literature Reviews, Dann (1977), Baloglu& McCleary (1999), Wang (2009) and other earlier author research focuses mainly on the status quo of outbound tourism development, market forecast, economic impact and tourism consumption behavior. The choices of tourism destinations have a direct impact on the development trend and trend of outbound tourism. Therefore, the topic of this study has a crucial significance. This study takes the situation of outbound tourism in Yunnan Province as an example. After empirical research on realism, the influencing factors of choice of outbound travel destination preferences are analyzed, which in turn contributes to the research in the field.

Schmoll (1977), Mathieson and Wallt (1982), Zou (2010). They studied the articles about the destination of choice from their respective countries and regions. This study takes Yunnan Province as an example, taking actual tourists and potential tourists as research objects, taking tourists' destinations as the starting point, and adopting a combination of theoretical research and empirical research to select preferences for tourists' destinations. Influencing factors have been tentatively researched to fill the gaps in such research.

This paper studies the influence of early-stage behavior decision-making in outbound tourism, the characteristics of the research object, and starts with the direct influence of internal and external factors. Quantitative research using questionnaires, empirical analysis of consumer behavior and decision factors provide guidance for future research and perspectives. It provides a method for empirical analysis. The

scope is relatively large, which lays the foundation for further research on the factors in China's outbound tourism decision-making process.

III. RESEARCH DESIGN, SCOPE AND METHODS

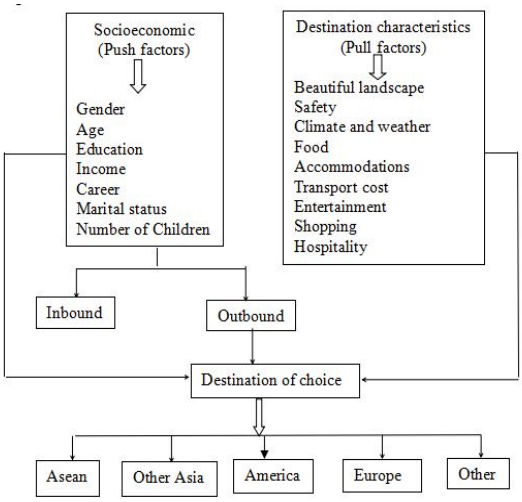


Figure 1: Conceptual framework

3.1 Model Specification

In this research, for to examine factors affecting the choice of outbound of Yunnan tourism. Logit model is used to estimate the macroeconomic factors affecting the choice of outbound tourism or not. Only use Socioeconomic (Push factors) as the variables. Specific parameters are predicted to impact travelers' behavior.

$$y_1^* = R(x_i)\beta_i + \varepsilon_i$$

It only observe the decision:

$$y_1^* = \begin{cases} 1 & \textit{choose outbound tourism} \\ 0 & \textit{otherwise} \end{cases}$$

And for to investigate the factors affecting Yunnan outbound tourists destination of choice. The multinomial logit model has been the most commonly used model for analysis of discrete choice data. Use the both socioeconomic (Push factors) and destination characteristics (Pull factors) as the variables.

$$P_n(i) = \exp(V_{in}) / \Sigma_{j=1}^{k} \exp(V_{jn})$$

$$V_{jn} = \beta_{0j} + \beta_{ij} z_{in} + \varepsilon_{jn}$$

3.2 Data

According to the statistics of the Kunming Frontier Inspection Station, in 2017 Yunnan population of about 45.97million. It can be calculated approximately n equal to 399. So this study used the sampling size is 400 tourists, the paper questionnaires to empirically analyze the influencing factors of tourists' choice. (Data obtained through airports and travel agencies). Compared with 2016, the number of people traveling from Kunming to overseas increased by 44.1%. In the '2016 China outbound tourists big data', the Kunming people outbound travel growth and per capita consumption are ranked sixth in the country. Finally, through the analysis and collation of questionnaire data, this study was analyzed by statistical analysis software. In the empirical analysis, this paper will use the basic description of the sample, reliability and validity analysis, factor analysis, comparative analysis, regression analysis to analyze the influencing factors of tourists' for destination selection, and to verify the hypothesis of this study that finally come to the conclusion.

IV. RESULTS

Table 1 Socioeconomic of sample

	Domestic	International
Male	0.2905	0.4757
	0.4552	0.5005
Age	28.4301	31.1453
	9.8322	10.3338
Education	14.9385	15.8502
	2.2564	1.6601
Income	6575.419	9279.295
	12769.04	11655.73
Career	0.5251	0.5859
	0.5007	0 .4936
Marital status	0.6536	0.7224
	0.4771	0.4487
Number of	0.3184	0.3524
Children	0.5942	0.6233
N	179	227

Table 2 Tourism behavior

	Type	Domestic	International
Purpose	Holiday	138	180
	Visiting	19	7
	Education	9	9
	Shopping	2	13
	Health	3	4
	Relogion	5	8
	Business	3	6
Activity	Sight-seeing	100	118
	Visiting	38	26
	Shopping	6	21
	Beach	17	36
	Spa	7	11
	Other	11	15
Friend	With who	31	35
Family	%	28	18
Couple	(↓)	10	10
Colleague		6	7
Budget		41	34
Guest		17	10
Star		15	35
Friend	Accommodat	12	5
Apartment	ion	11	12
Family	%	8	5
Youth	(↓)	6	21
Rented		3	3

Popular		62	81
Snack		55	55
Hotel	Restaurant	13	17
High grade	%	5	23
Fast	(↓)	3	24
Own		3	4
Friend		39	35
Guidebook		20	12
Already		20	20
Websites	Information	13	17
Relatives	%	12	13
Media	(↓)	11	21
Agency		6	20
Posters		3	11
Magazine		2	3

Through the tourists' purpose, activities, travel with them, choice of accommodation and dining style, and the source of the travel decision (sorted by percentage from high to low).

Table 3 Factor affecting

Landcape	5.9050 (1.5853)	5.6123 (1.2964)
Safety	6.1787 (1.4028)	5.8370 (1.3936)
Climate	5.2681 (1.6234)	5.1013 (1.2772)
Clenaliness	5.7486 (1.5208)	5.4581 (1.2627)
Festivals	4.6927 (1.8422)	4.7665 (1.4461)
Food	5.7597 (1.5299)	5.4052 (1.3414)
Accommodation	5.6871 (1.4999)	5.4405 (1.2549)
Transport	5.3575 (1.6025)	5.2114 (1.2792)
Living	5.2681 (1.5599)	5.1277 (1.3225)
Night life	4.0949 (2.0573)	4.4096 (1.6441)
Folk	5.4134 (1.6030)	5.1497 (1.3614)
Cultural	5.2011 (1.6705)	4.8942 (1.4443)
Shopping	4.4636 (1.9116)	4.5859 (1.5558)
Hospitality	5.6256 (1.5175)	5.2070 (1.3877)
Theme park	4.6871 (1.8640)	4.3700 (1.5269)
Religion	4.0726 (2.0745)	4.1013 (1.5294)
Medical	4.8882 (1.9310)	4.8061 (1.4565)
Free visa	4.6536 (2.0286)	5.0220 (1.6196)
N	179	227

The influencing factors of 18 destination selection preferences were selected. Evaluate from1 (not important)--7 points (very important).

Table 4 Model 1

	Probit		Logit	
	Model1	Model2	Model1	Model2
Male	0.4075 (0.1377)	0.4226 (0.1358)	0.6426 (0.2265)	0.6685 (0.2234)
Age	0.0235 (0.0093)	0.0211 (0.0067)	0.0388 (0.0158)	0.0345 (0.0115)
Education	0.1766 (0.0376)	0.1825 (0.0364)	0.2892 (0.0638)	0.2981 (0.0616)
Income	0.00001 (5.50e-06)	0.00001 (5.48e-06)	0.00002 (0.00001)	0.00002 (0.00001)
career	0.0355 (0.1340)	--	0.0463 (0.2192)	--
marital	0.0911 (0.1484)	--	0.1544 (0.2432)	--
Number of children	-0.0928 (0.1601)	--	-0.1608 (0.2635)	--
Constant	-3.5817 (0.6505)	-3.5525 (0.6507)	-5.8696 (1.1186)	-5.8064 (1.1127)
Pseudo R2	0.0914	0.0901	0.0910	0.0896
N	406	406	406	406

By probit and logit regression models to examine eight socioeconomic factors. We can find that the age income profession has a more significant importance.

Table 5 Model 2

	Multinomial Probit		Multinomial Logit	
	Model1	Model2	Model1	Model2
ASEAN				
Male	0.0677 (0.4407)	-0.1418 (0.3745)	0.0076 (0.6135)	-0.1651 (0.5336)
Age	-0.0312 (0.0327	--	-0.0451 (0.0441)	--
Education	0.0286 (0.1313)	--	0.0392 (0.1749)	--
Income	-0.00004 (0.00003)	-0.00002 (0.00002)	-0.00005 (0.00004)	-0.00003 (0.00004)
marital	-0.9269 (0.4632)	-.8918 (0.3920)	-1.3193 (0.6488)	-1.2653 (0.5385)
Food	0.4992 (0.2330)	0.3966 (0.1811	0.5765 (0.3266)	0.5206 (0.2585)
Night life	0.2848 (0.1543)	0.2426 (0.1199	0.3995 (0.2102)	0.3291 (0.1658)
Constant	0.5475 (2.6690)	0.1367 (1.0581	0.4299 (3.6754)	-0.1616 (1.4904)
NON ASIA				
male	0.5348 (0.3116)	--	0.7287 (0.3908)	0.5721 (0.3460)
income	0.00003 (0.00001)	0.00002 (0.00001)	0.00004 (0.00001)	0.00002 (0.00001)
career	--	--	0.6561 (0.3829)	0.5211 (0.3442)
Safety	--	--	0.4069 (0.2421)	--
Climate	0.3439 (0.1681)	0.2755 (0.1478)	0.4601 (0.2147)	0.3437 (0.1844)
Clenaliness	-0.7140 (0.2157)	-0.4940 (0.1578)	-0.9624 (0.2870)	-0.6016 (0.1954)
Food	0.3071 (0.1748)	0.3001 (0.1405)	0.3982 (0.2212)	0.3678 (0.1741)
Living	-0.3635 (0.1838)	-0.2401 (0.1316)	-0.3901 (0.2332)	-0.2813 (0.1606)
Hospitality	-0.3156 (0.1735)	--	-0.4268 (0.2169)	-0.2711 (0.1565)
Constant	-0.5807 (1.8322)	0.8961 (0.7995)	-0.8682 (2.2878)	0.9631 (0.9937)
Log likelihood	-167.0260	-176.0395	-167.2993	-176.7576
Pseudo R2	--	--	0.1933	0.1477
N	227	227	227	227

The results of the questionnaire survey selected ASEAN and non-Asian data to judge the choice of outbound destinations.

CONCLUSION

This study has applied the influencing factors of tourists' choice of destinations are composed of tourism environment, attraction of tourism, cost of tourism, personal factors, degree of perceptual factors, cultural distance factors, and tourism support system factors. Most tourists consider the security status, politics, humanities, health environment and other factors of the destination when choosing their destinations. The safety and stability of the destination's tourism environment is the choice of tourists.

The local special diet and landscape are also the focus of tourists' choices. According to Nielsen's 2011 Tourism Survey Report, Chinese outbound tourists have ranked second among the considerations when choosing a destination.

In terms of the choice of destination type, the difference in visitor groups of different genders, ages, education levels, occupations and incomes is not significant. Because it is an outbound tourism, the choice of destinations with different folk customs, cultural monuments and urban features is highly consistent.

The government's tourism management department should grasp the situation of domestic and international tourism development from a macro perspective, formulate corresponding tourism development policies and development strategies, and increase service functions.

The tourism enterprises that manage the market should subdivide the market according to their own characteristics and give play to their advantages to provide more thoughtful and professional services to tourists.

REFERENCES

[1] [1] Mingjin Zhang, a preliminary study on the functional mode of colleges and universities for the development of citizens' outbound parade [J] Contemporary Education Forum, 2012, 08.

[2] [2] Pedroni, P, Critical Values for Cointegration Tests in Heterogeneous Panels with Multiple Regressors. Oxford Bulletin of Economics and Statistics, 61 , 653-670, 1999.

[3] [3] Uysal, M., and Jurowski, C., (1994). Testing the push and pull factors. Annals of Tourism Research 21(4), 844-846.

[4] [4] Jang, S.C. and Cai, L.A., (2002). Travel motivations and destination choice: a study of British outbound market. Journal of Travel & Tourism Marketing 13(3), 111-133.

[5] [5] Guo Lufang and other,(2008). Chinese citizens outbound tourism civilization and soft power to enhance the research [J]Tourism Journal 2008,12.

[6] [6] Ou Yu ting,(2009). Outbound tourism market in Zhejiang Province. [J]Zhejiang Normal University is a master's thesis.

[7] Prasert Chaitip & Chukiat Chaiboonsri. (2009). A Panel Cointegration Analysis:Thailand's International Tourism Demand Model. In Prasert Chaitip & Chukiat Chaiboonsri. The University of Petrosani Economics .

[8] Wei Ling,(2006). Reference group on the tourist destination choice impact [J] Industrial Economics, 11 P46

[9] Xiao Hui,Shi Chang bo(2008). Uncivilized behavior of Chinese citizens outbound tourism analysis [J] Business Economics, 2008,09.

[10] European Commission,(2001). Report of the Results of the Tourism for all Investigation. Brussels: European Commission.

[11] Dann, G., (1981). Tourist motivation: An appraisal, Annals of Tourism Research 8(2), 187-219.

[12] Fodness, D., (1994). Measuring tourist motivation. Annals of Tourism Research 21 (3), 555-581.

[13] Ibrahim, M. A. (2011). The determinants of international tourism demand for Egypt: panel data evidence. European Journal of Economics, Finance and Administrative Sciences, 30, 50-58.

[14] Ma Lin.(2009). Government regulations regulate the mainland tourists to Vietnam tourism market research [J] Yunnan Nationalities University 2009,07.

★★★