

# Study on tourism behavior intention of Guangzhou residents under the background of epidemic

ziying Lan, Hongwei Lin, Senrong Chen

Nanfeng College Guangzhou, Guangzhou, GuangDong 510900 China

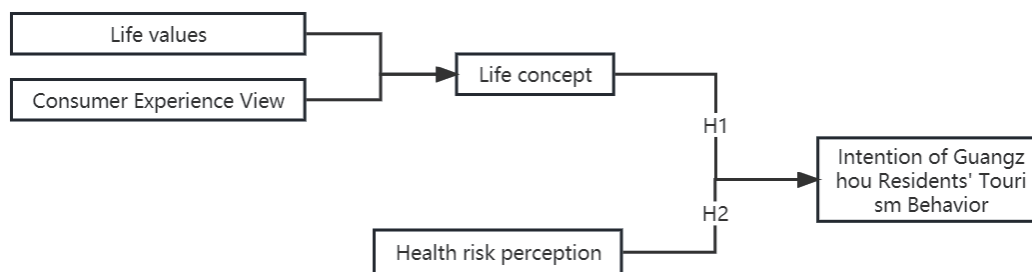
**Abstract:** The national epidemic prevention and control adopted an open policy on December 7, 2022. The tourism market began to recover slowly, and after the epidemic prevention and control was released, consumers were affected by the epidemic and changed slowly. The national epidemic prevention and control adopted an open policy on December 7, 2022. The tourism market began to recover slowly, and after the epidemic prevention and control was released, consumers were affected by the epidemic and changed slowly. Which direction will consumers' travel intentions and preferences go? Based on the questionnaire data, this paper uses statistical method to study the influencing factors. Based on the questionnaire data, this paper uses statistical method to study the influencing factors of Guangzhou residents' travel behaviour and preference after the release of epidemic prevention and control. Guangzhou residents are selected as the research objects to judge the overall travel preference trend of Guangzhou residents' travel as intentional travel type and put forward corresponding travel preference trends. Guangzhou residents are selected as the research objects to judge the overall travel preference trend of Guangzhou residents' travel as intentional travel type and put forward corresponding suggestions.

**Key words:** Travel is the intention; Life concept; Health risk perception; Tourism preference

## 1 Introduction

This paper takes Guangzhou residents as the research object, investigates and researches in-depth the tourism willingness and behaviour of Guangzhou residents, and puts forward countermeasures and suggestions, according to their current situation as well as their characteristics, and combines with the relevant policies of the Guangdong Province's implementation plan for promoting the development of tourism in the whole region, to promote the restoration and revitalization of Guangzhou's tourism industry, and it can be a revelation for other regions.

## 2 Establishment of a theoretical framework



**Figure 1: Theoretical framework**

Şengel.Ü. Genç et al. after their study stated that the perceived risk associated with the epidemic has a direct and indirect effect on the travel behaviour of tourists. Also Mehmet Hafiz Hanafia et al. found that COVID-19 affects tourists' travel behaviour. And most importantly perceived health risks can change their preference for travelling and ultimately reduce their willingness to travel in the future.

Li Donghe et al. argued that it is believed that with the occurrence of major sudden crisis events, the residents' concept of life has changed dramatically, from the value of life to the concept of consumption experience. This change has not only altered residents' lifestyles, but also affected their willingness to travel, making tourism behaviour more interesting and safer. The impact of life values on tourism behaviour lies in the fact that if lower-level needs cannot be met, higher-level needs will not be considered, and in the context of the epidemic, if the safety of lower-level needs cannot be guaranteed, higher-level needs will not be taken into account for tourism. The impact on travel preferences lies in the fact that the importance of life influences people to choose travelling with a focus on the destination as well as the safety and hygiene quality situation. The influence of the consumer experience concept on tourism behaviour is that people pursue a high quality of life, and tourism, as a high level of enjoyment, can satisfy people's desire for a high quality of life, so people are willing to spend more time and money on tourism to obtain a high level of enjoyment. The impact of the consumer experience concept on tourism preference is that the change in the concept of consumer experience makes people more willing to choose health and leisure as well as social safety and less crowded tourism scenes.

Based on the above analysis, research hypotheses are formulated for Guangzhou residents' intention to travel behaviour

H1: Lifestyle attitudes have a significant positive effect on Guangzhou residents' intention to travel behaviour

H2: Health risk perception has a significant positive effect on Guangzhou residents' intention to travel behaviour

### 3 Data analysis

#### 3.1 Characterisation of sample demographics

from an overall point of view, the sample is mostly middle-aged and young people. There is a distribution, from the overall point of view, the proportion is relatively balanced. As a whole, the respondents of the questionnaire covered all age groups, occupations and academic qualifications, covering a wide range of areas, and generally presenting the characteristics of youthfulness, higher education, etc. The sample is highly representative, and the results of the survey can relatively accurately and objectively reflect the characteristics of the willingness of Guangzhou residents to travel behaviours and travel preferences.

#### 3.2 Reliability analysis

The study used SPSS 26.0 to test the reliability of the questionnaire scales separately, and further tested the reliability of each dimension one by one, thus the statistical reliability test of the scales was carried out, as shown in Tables 3 and 4.

From Tables 3 and 4, it can be seen that the Cronbach's alpha coefficients of the three parts of the scales are greater than 0.9, which verifies that the scales used in this study have a high degree of reliability, and the stability of the scale data is good; the Cronbach's alpha coefficients of each variable are also greater than 0.8, which indicates that the results obtained from each of the scale variables have a high degree of consistency and reliability.

### 4 Conclusions of the study and recommendations

#### 4.1 Conclusions of the study

This study starts from the perspective of Guangzhou residents, with the intention of tourism behaviour of Guangzhou residents after the epidemic prevention and control prevention and control as an entry point, based on the results of the study related to the concept of life and health risk perception, the design of the research questions and models, the use of questionnaire survey method to obtain the first-hand information of Guangzhou residents, and the use of EXCEL to analyze, SPSS26.0 and other statistical analysis tools, in turn, to do the descriptive statistical analysis, reliability and validity test, correlation analysis, factor analysis, model test, etc., in-depth analysis of Guangzhou residents' intention to travel behaviour and the factors affecting Guangzhou residents' travel preferences, and the data were screened, and further analysis of the subjective choice of Guangzhou residents' travel preferences was carried out, and the main results and conclusions are as follows:

##### (1) Guangzhou residents' travel behavioural intentions

After analysing the data, it can be seen that Guangzhou residents have a more positive and recognised attitude towards travelling abroad.

Can satisfy the rational thinking and consumption desire in its concept of life, but also because of the change of the epidemic situation and go to change the intention of tourism behaviour, inhibit the desire to present its rational thinking, so the intention of tourism behaviour of Guangzhou residents affected by the situation of the epidemic, therefore, it is necessary to combine the trend of the epidemic and the policy of many factors such as after the analysis, and made further planning and layout, so the government's macro-control and the Tourism industry related departments to actively respond to the situation, this time it becomes very important.

##### (2) Tourism Preferences of Guangzhou Residents

Guangzhou residents' travel preferences are characterised by a rational idea of high security, which is also due to the fact that Guangzhou residents have always been vigilant about epidemics, but their desire to consume also makes them more willing to buy travel insurance and safe travel products, which combine to form a combination of money and time that Guangzhou residents are very willing to invest in the next trip, as well as in the subjective choice of travel preferences, "eco-holiday" and "nature sightseeing" are the most popular types of travel. In addition, "eco-holiday" and "nature sightseeing" are the most popular types of outbound travel, and the mode of travel is still dominated by railways and airlines, with the majority of budgets higher than RMB 3,000, and a wide range of destinations to choose from. Thus, the direction and focus of the tourism industry's development should change in line with residents' changing thoughts and needs.

After analysing the data, it is known that company employees are more regulated and seek a sense of security for Guangzhou residents' travel preferences than other occupations. Except for the teaching profession, other professions have a higher intention of travelling behaviour, and company employees are more influenced by the concept of life.

#### 4.2 Responses and recommendations

(1) The government can appropriately strengthen market and safety supervision to ensure the safety of the tourism process, in addition to the reasonable introduction of the holiday adjustment system for the period of tourism boom, to alleviate the current problem of the excessive flow of people travelling on holidays and the problem of poor quality of tourism.

##### (2) Mutual assistance in the industry to generate new services and diversified tourism products

The tourism supply side can adjust its response strategy in accordance with the diversified needs of consumers and concerns about safety hazards, such as introducing travel insurance and other products, or jointly launching "ecology + health" tourism packages to meet people's consumption needs.

##### (3) Science and technology to help create a new tourism industry

The use of "Internet + Tourism" formed by the innovative model, to create IP culture, promote the development of tourism, in addition to actively try the "meta-universe + Tourism" concept, such as cloud tourism, virtual network tourism, etc., can be a short-term solution to

people's concerns also It can not only solve people's concerns briefly but also play a publicity effect.

## Reference:

- [1]Worldwide Hospitality, Tourism Themes Post-pandemic tourism resilience: changes in Italians' travel behaviour and the possible responses of tourist cities[J] Global Hospitality and Tourism Theme,2021.
- [2]Mirzaei.R., Sadin.M. and Pedram.M Tourism and COVID-19: changes in travel patterns and tourists' behaviour in Iran[M] Journal of Tourism Futures,2021.
- [3]Şengel. Ü.,Genç.G The impacts of negative problemorientation on perceived risk and travelintention in the context of COVID-19:a PLS-SEM approach[J]. Journal of Tourism Futures, 2022.
- [4]Muhammad Hafiz Hanafia I'm afraid to travel! Investigating the effect of perceived health risk on Malaysian travellers' post pandemic perception and future travel intention [H] Journal of Travel Futures, 2021.
- [5]Julita Szlachciuk How Has the COVID-19 Pandemic Influenced the TourismBehaviour of International Students in Poland[M]sustainability,2022.
- [6]Feng Xiaohua;Huang Zhenfang. A study on tourists' intention to travel behaviour under normalised epidemic prevention and control[J]. Arid Zone Resources and Environment,2021,35(04):203-208.
- [7]LIN Xiaokeng;XIA Zhendong;WANG Hui;LI Li. Research on tourists' travel intention and behaviour under the normalization of epidemic prevention and control--Taking Yunnan as an example[J]. Commercial Observation,2021,(16):29-31.
- [8]Zhang Jingjing. A study of the impact of the new coronary pneumonia epidemic on the travel intentions and behaviour of Wuhan residents[C]. Guangxi Normal University,2022.
- [9]Yu Xiaotong. A questionnaire survey on tourists' behaviour in Zhuhai under the background of epidemic[C]. Guangxi Normal University,2022.
- [10]LI Donghe;JIANG Luxuan;NIAN Sifeng. A study on the influence of residents' changing life concepts on their willingness to travel behaviour[J]. Journal of Hefei University of Technology (Social Science Edition),2022,36(01):43-51.