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Analysis of Consumer Behavior of Forest Tourism in Beijing

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Abstract. Forest tourism is a new economic growth point for forestry economy, and the market space is huge. There are good resources and market conditions for developing forest tourism in Beijing. In order to understand the consumption needs of residents for forest tourism, this paper investigates the consumption behavior of forest tourism in Beijing by means of questionnaire interviews. The results show that forest tourism can meet the needs of tourists to a certain extent, but there are still some shortcomings in Beijing. Based on this, some recommendations are made such as enriching the types of leisure products and improving service quality, etc.

1. Introduction

Forest tourism is emerging business that integrates forest and leisure tourism industry. The development of forest tourism is conducive to promote the transformation of traditional forestry to multi-functional modern forestry. It is in line with the new development of forestry industry and it can meet the growing leisure consumption needs of residents in Beijing. It is of great significance to understand tourists' consumption behavior and willingness to consume to help capture forest tourism market information.

2. Research methods and sample description

2.1 Research methods

The analysis data in the paper is mainly based on a questionnaire survey on the tourists who go to forest park in Beijing. A total of 320 questionnaires were distributed, of which 317 were returned and 315 were valid. The effective rate of the questionnaire was 98.44%. The content of this survey involves market behavior, consumer willingness, and satisfaction evaluation of forest tourism consumers.

2.2 Sample description

The basic characteristics of the respondents included gender, age, education level, average monthly household income, etc. The data is analyzed by Spss and the descriptive statistics are shown in Table 1.

Tab.1 The basic characteristics of respondents

Index	Range	Number	Proportion (%)
Gender	Male	159	50.5
	Female	156	49.5
Age	Under 18 years old	6	1.9
	19-25 years old	83	26.3
	26-35 years old	98	31.1



Education level	36-45 years old	82	26
	46-55 years old	31	9.8
	Over 56 years old	15	4.8
	Lower secondary level	23	7.3
	Secondary school	40	12.7
	Junior college	68	21.6
	Bachelor	100	31.7
	Master degree	84	26.7
Average monthly household income	Below 2,000 RMB	26	8.3
	2001-4000 RMB	63	20
	4001-6000 RMB	86	27.3
	6001-8000 RMB	61	19.4
	Over 8000 RMB	79	25.1

3. Analysis and discussion

3.1 Analysis of consumer behavior

3.1.1 Analysis of tour time

With the implementation of the weekend rest system and the adjustment of the holiday vacation system, people have more time for leisure consumption. The survey shows that almost all consumers are willing to go to the forest park to relax in free time. 36% of consumers are willing to go to the forest park on weekends, 34% of consumers are willing to experience forest tourism during the holidays, 17% of consumers will go as long as they have time, 8% of consumers will go on winter and summer vacations, and 5 % of consumers go on annual leave. Consumers generally choose to tour back and forth within one day, and tour time is shorter.

3.1.2 Analysis of tour methods

With the improvement of economic level and the vigorous development of the transportation network, the transportation mode is diversified and the choice of residents' tour modes is more diversified in Beijing. According to the survey, 42.5% of consumers choose private car or taxi, in order to effectively shorten the tour time and enjoy higher tour services; 24.90% of consumers choose bus or coach; 18.70% of consumers tend to tour by subway. Of course, the choice of consumers to tour is subject to the geographical location and distance of the forest park.

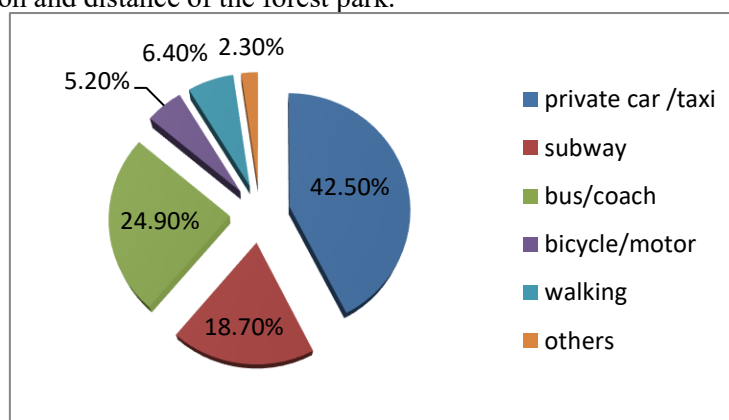


Fig.1 Analysis of tour methods of forest tourism consumer in Beijing

3.1.3 Analysis of consumer expenditure

According to the survey, about 60% of consumers spend more than 60 RMB per person. As the

disposable income of residents has increased, the consumption expenditure for forest tourism has been increasing. However, compared with the economic stage of Beijing, the overall level of consumption for forest tourism is low. Concerning the expenditure structure, 52% of consumers have the largest proportion of expenditures for food, while the proportion of expenditures for cultural experience, popular science education, leisure and sightseeing entertainment is low. The reasons for this phenomenon may be as follows: Firstly, the consumption level of forest tourism in Beijing is not high, and it needs to be transformed into a development-oriented and enjoyable consumption structure. Secondly, due to the high level of overall social development in Beijing, some cultural, educational, and popular science projects in the forest park are free to visitors, so the actual expenditure of tourists on this part of the activity is not high.

3.1.4 Access to information of forest tourism

Regarding forest tourism, the publicity channels that consumers are familiar with are oral publicity such as relatives and friends, and media promotion such as internet and TV. They do not know much about magazines, travel agencies or enterprises. However, the development of the internet also has drawbacks, such as inaccurate information and unclear content. Therefore, many people still believe in the verbal communication of friends and family.

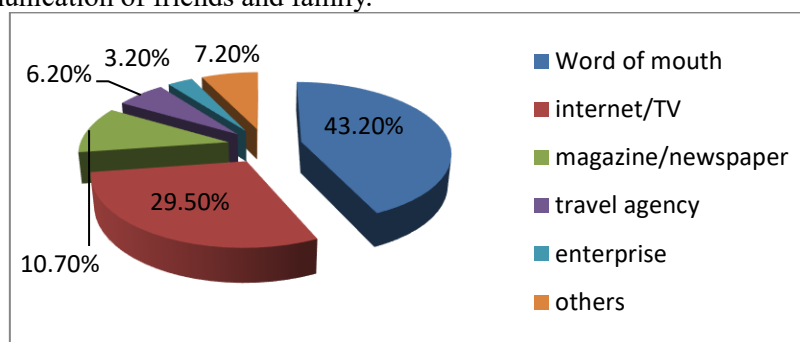


Fig.2 Analysis of access to information of forest tourism in Beijing

3.2 Analysis of consumer willingness

As demand for spiritual and cultural consumption increases, people's requirements for service quality are gradually increasing. The proportion of consumers paying attention to leisure and sightseeing experience was 49.2%. The proportion of consumers paying attention to the holiday health care experience is 25.4%, and that of the cultural science education experience was 14.3%. At present, the demand for forest tourism consumption is relatively high, and consumers tend to pursue a higher level of spiritual experience.

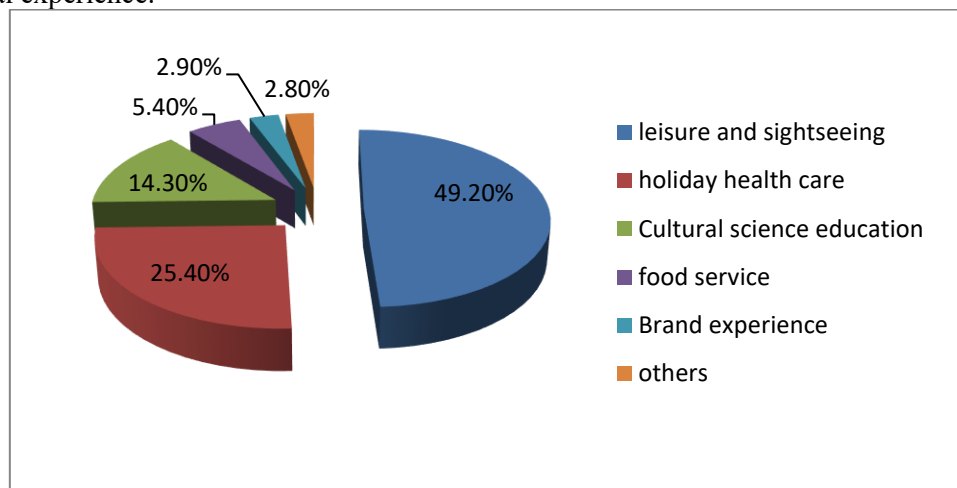


Fig.3 Demand of forest tourism consumer for experience activities in Beijing

3.3 Satisfaction evaluation analysis

The development level and service quality of forest parks affect consumers' satisfaction, which in turn determines consumers' willingness to revisit. The survey shows that the proportion of consumers who are satisfied is far greater than the proportion of consumers who are dissatisfied. Consumers' satisfaction with the environment and services provided by forest parks is generally higher. The development of forest tourism can meet the residents' demand for leisure consumption to a certain extent in Beijing. By contrast, some consumers believe that the current level of facilities construction in forest park is relatively general and should be improved.

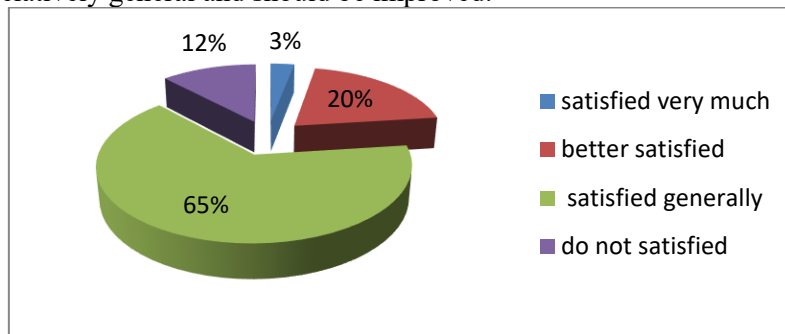


Fig.4 Analysis of consumers' satisfaction of forest tourism in Beijing

According to the survey, about 83.5% of consumers are willing to revisit the forest park and the rest are not. The consumers who are willing to go to the forest park again mainly pay attention to the ecological environment, richness of activity items and facilities of the park. The level of infrastructure is an important factor affecting consumers' willingness to revisit. In order to promote the development of forest tourism in Beijing, the level of service and infrastructure of forest parks should be improved.

4. Conclusions and recommendations

4.1 Conclusion

4.1.1 Consumers tour more on holidays, diversified modes of tour

In terms of time selection, consumers prefer to go to weekends and holidays, and tour time is short, mainly to ease the pressure of study and work. This shows that the market prospect of forest tourism is very broad in Beijing. In the choice of tour mode, the most convenient way for consumers to the forest park is private car or taxi, bus or coach, depending on the location and distance of the forest park.

4.1.2 Consumption expenditure on forest tourism is not high

With the increase in per capita disposable income of residents, consumers' spending on forest tourism is increasing. But taking into account the overall economic level, it is still low. From the perspective of consumption structure, the proportion of expenditure for food is large, and the expenditure for cultural, educational, popular science, and experience activities is relatively low.

4.1.3 Word-of-mouth communication is an important way to spread information on forest tourism

The word-of-mouth communication between friends and family is an important way to obtain information on forest tourism in Beijing. In contrast, people believe that word-of-mouth information is more credible and more accurate. Of course, in the era of rapid internet development, the role of new media in the spread of work is also very powerful.

4.1.4 Consumers are most concerned about experience activities

The main intentions of consumers going to the forest park are to relax, exercise and breathe fresh air; the most popular services are activity experience, catering service and parent-child games; the most important experience is leisure and entertainment experience, cultural science education experience

and holiday health wellness experience. Consumers pay more attention to activity experience projects to meet spiritual needs.

4.1.5 Most consumers are satisfied with forest tourism, but the development level of forest parks still needs to be improved

The environmental quality, richness of activity items, facility perfection and product characteristics of the park directly affect consumer willingness. In general, consumers are satisfied with the forest park. However, as far as the current status of forest tourism in Beijing is concerned, consumers generally believe that the infrastructure of the forest park and supporting facilities such as leisure and sightseeing need to be improved.

4.2 Recommendations

4.2.1 Enrich forest tourism experience projects to meet the needs of tourists

Focusing on the development of featured projects is the core of forest tourism development. The forest park not only needs to supply the beautiful environment, but also develops experience projects, recreation projects and popular science education projects with park features. For example, some activities such as popular science lecture activities, forests dance clubs, forest music festivals, forest knowledge contests should be organized to attract consumers and meet the needs of different consumers.

4.2.2 Segment the forest tourism consumer market and clarify the market positioning

The development of forest tourism should make the difference between different types of forest parks and understand the desires of different consumers. Forest park should take their differentiated development as the direction, segment the market according to different categories, formulate and provide consumers with personalized and professional services.

4.2.3 Improve forest tourism supporting facilities and service levels

The development of forest tourism needs to improve the infrastructure, safety and sanitation facilities and the construction of leisure and sightseeing facilities. On the basis of ensuring basic infrastructure such as transportation, toilets and communications, it is also necessary to strengthen the construction of safety and health facilities in the park. And there should be higher quality services by enhancing the professionalism and initiative of relevant service personnel in forest parks to enhance the satisfaction of tourists.

4.2.4 Promote the construction of forest park brand and increase publicity

To increase the publicity of forest parks, brand building should be enhanced about forest park and a diverse outdoor leisure product system should be formed. There is a large mountainous area and many forest parks in Beijing, so the market space of forest tourism should be expanded further. A series of forest tourism brand with regional characteristics should be created.

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