

## **The Influencing Factors of Destination Choice Preferences among Female College Students**

**Jiayi Wang\*, Youyi Dong, Ziyue Liu, Jie Wu, Jingru Ling**  
*Business School, Sun Yat-sen University, Shenzhen, Guangdong, China*  
*\*Corresponding Author.*

**Abstract:** In recent years, the rapid development of China's economy and the concomitant improvement of people's living standards have led to the emergence of tourism consumption as a significant aspect of people's everyday lives. In particular, college students occupy a significant and distinctive position within the tourism market. College students possess a degree of economic autonomy and the capacity for independent living, as well as a relatively substantial amount of disposable time and a strong propensity for travel. As a distinctive consumer group within the tourism industry, college students exhibit unique characteristics and preferences compared to other demographic segments. They typically exhibit a heightened appetite for knowledge, exploration and adventure, and are inclined to pursue personalised, diversified and experiential forms of tourism. This paper employs a questionnaire survey to investigate the tourist destination choice preferences of female college students and the factors that influence them. The study revealed that female college students exhibited no discernible preference for first-tier cities and held a favourable view of natural and cultural scenic spots, historic sites, beaches and ancient towns. Furthermore, the travel consumption budget and frequency of female college students are significantly influenced by their monthly living expenses. Presently, the majority of domestic travel agencies' tourism products are traditional sightseeing tours, which fail to address the specific needs of college students. This has resulted in a limited number of customised and experience-oriented tourism products for college students in the market. The article also proffers suggestions for the expansion of the tourism market for female college students, including the utilisation of social media for publicity, the enhancement of the experience of scenic

spots, and the provision of secure tourism facilities. Ultimately, the paper elucidates the shortcomings of the research and delineates prospective avenues for future research.

**Keywords:** female college students; tourism destination selection; tourism preference; development of tourism market

### **1. Introduction**

The research on college students tourism appears in the last ten years, which mainly includes the research on the characteristics of college students tourism behavior and the development strategy of college students tourism market. Among them, Zhu [1] adopts the empirical analysis method, A preliminary survey was conducted on the behavior characteristics of college students in 13 cities; Li & Bao, Jin & Lang and Yang & Bai [2-4] take domestic universities as an example, On the basis of sampling survey, the characteristics of college students tourism behavior were explained and analyzed; Huo and Du [5] discussed the unique psychology and characteristics of tourism consumption and behavior of college students; Wang et al. [6] use the eye movement tracking technology of cognitive psychology, Guide maps with different forms of symbols as experimental material, Study the influence of college student tourist group difference and symbol form on the spatial cognition of map symbols; Guo [7] discussed the relevant issues of the development of college students tourism market to provide reference strategies for the tourism development of college students tourism market; Chen [8] analyzed the necessity and feasibility of developing the tourism market for college students; Yu [9] proposed that, through the investigation and analysis, Master the characteristics of college students tourism needs, Develop targeted tourism products; Li [10] divides Chinese college student tourism into four types, It is suggested that tourism operators can

start college students tourism from two aspects of establishing college students hotels and developing special tourist lines. However, at present, few people have studied the tourism behavior of the "00" female college students. This social survey aims to put forward feasible suggestions and measures for expanding the tourism market of female college students by collecting and investigating the choice preferences of female college students about tourist destinations.

**2. The Significance of this Study**

This social research hopes to guide female college students to spend reasonably in tourism by studying the tourist destination selection factors of female college students. According to the tourism behavior characteristics of female college students, suggestions are provided for tourism companies to formulate the corresponding tourism products of female college students, so as to meet the special tourism needs of female college students. It will be helpful to deeply understand the holiday tourism consumption situation of female college students, which is of great significance to understand and grasp the development trend of the tourism market. It is beneficial to fully tap the potential of the tourism market of female college students, promote the healthy development of the tourism industry, promote the sustained growth of tourism consumption,

and then promote the prosperity of social economy and the sustainable development of cultural exchanges.

**3. Investigation Method**

**3.1 Subjects**

In this study, a questionnaire survey was conducted through the Internet and disseminated through WeChat circle of friends and other ways, and female college students were selected as the subjects. A total of 233 copies were recovered. In the process of reviewing and sorting out the data, we took some steps to ensure the accuracy and validity of the questionnaire data. In the preliminary screening, we excluded the questionnaires that were not standardized or serious, including identifying and excluding the wrong answer screening questions, too similar answers or too many missing values. After the preliminary screening, we further screened the questions where the answers were beyond the preset valid range to ensure the reliability of the data. Several stages of screening and screening work provide a solid foundation for subsequent data analysis and research parts. In the end, 34 invalid questionnaires were removed, and 199 valid questionnaires were obtained, with an effective rate of 85.4%.

The specific composition of the subjects is shown in Table 1.

**Table 1. Distribution Table of Subject Composition (N=199)**

Variable name	horizontal	number of people	scale (%)
grade	freshman	22	11.1
	sophomore	42	21.1
	junior	120	60.3
	senior	9	4.5
	Graduate student or above	6	3
Monthly living expenses	Below 1,000 yuan	12	6
	1001~2000 yuan	112	56.3
	2001~3000 yuan	59	29.7
	3001~5000 yuan	13	6.5
	More than RMB 5,000 yuan	3	1.5

**3.2 Survey Tools**

This study used a self-compiled questionnaire, which is mainly divided into three parts.

(1) Basic information and basic characteristics of the respondents. It includes gender, age, university location and monthly living expenses. In addition, we accurately split the options, set multiple dimensions, and accurate to the specific

region of the university, the division of living expenses also has a more reasonable section.

(2) The preference of female college students for travel. The purpose of this part is to explore the choices and preferences of contemporary female college students at all aspects from all aspects. The questionnaire refers to the questions and forms in the questionnaire in *Analysis of factors affecting the choice of college students' tourist*

destinations — Take Guilin as an example [11], and forms the second part of the questionnaire combined with the attitudes and psychology of most female college students. There are the following six dimensions in total, and each dimension has one topic, including the number and length of trips per year, which mode of transportation you prefer, the number of people who travel together, people who prefer to travel together, and personal consumption budget and budget allocation.

Travel times and length of time: investigate the proportion of like peripheral travel, domestic short distance, domestic long distance and travel abroad.

Mode of transportation: preference for mode of travel (plane / train / bus / ship / high speed / self-drive / bicycle)

Number of people traveling together: the survey prefers more people together or less people to travel together (one person / 2-5 people / 6 people or more people)

The relationship between the people who travel together: divided into alone, relatives, friends, objects and strangers

Daily personal consumption budget: 0-100,101-300,301-500,501-1000 and over 1000

Budget allocation: survey the proportion of budget allocation (transportation, play, food, accommodation, shopping)

(3) The choice of travel destination for female college students. This part is compiled by asking the experts in tourism economy and some students from the School of Tourism, and combining with the preliminary discussion results. Includes four factors dimension, respectively is: choose the destination first to consider factors (this topic is set to choose including objective factors, subjective factors, etc.), more tend to choose the type of city (first-tier cities, second-tier cities, three tier cities or other), preference of travel attractions evaluation (places of interest, coastal beach, scenery, ancient town, theme park, bustling city, famous mountains and rivers, classical gardens), the main way to obtain tourism information (social

media recommendation, advertising, travel agency consulting, relatives and friends, books and magazines, film or other)

The above questionnaires are predicted, and then the items that are not understandable or have low reliability are deleted or modified according to the predicted results to form this questionnaire.

### 3.3 Test Process and Data Processing

The questionnaire was sampled by snowball, and we spread it widely through social platforms such as WeChat circle of friends. This approach relies on naturally formed interpersonal networks, allowing the dissemination of the questionnaire starting from a few points and gradually expanding to a wider group, thus enabling the collection of questionnaire filling. After collecting the questionnaire, we eliminated the invalid questionnaires that did not meet the requirements, summarized the data of the valid questionnaire, and entered the data from the survey into SPSS according to the coding manual, and conducted corresponding statistical analysis of the collected data.

## 4. Finding

### 4.1 Overview of Female College Students Travel Preferences

According to the results of the questionnaire, Most of the respondents are located in third-tier and fourth-tier cities and first-tier cities, More than half of the monthly living expenses are 1000-2000 yuan range; The number of peripheral, short and long distance trips per year is low frequency (the first two items are 0-2 times, The third item is 0-1 times), Most people travel abroad zero times a year; More than 40% of respondents travel with a daily budget of 100-300 yuan, Nearly 30% of the respondents have a daily budget of 300-500 yuan; When choosing a tourist destination, The highest proportion of respondents with no preference, Then they are new first-tier cities, second-tier cities, first-tier cities, third-and fourth-tier cities. The results are shown in Table 2.

**Table 2. Frequency Statistics of the Questionnaire Results**

Name	Option	Frequency	Percentage (%)	Cumulative percentage of (%)
The university is located	Third and fourth tier cities	77	38.693	38.693
	second-tier city	22	11.055	49.749
	New first-tier cities	28	14.07	63.819
	first-tier city	72	36.181	100
amount to		199	100	100

Monthly living expenses	From 0-1,000 yuan	12	6.03	6.03
	1000-2000 yuan	112	56.281	62.312
	2000-3000 yuan	59	29.648	91.96
	3000-5000 yuan	13	6.533	98.492
	More than 5,000 yuan	3	1.508	100
amount to		199	100	100
Every year around the tour	0-2 Times	108	54.271	54.271
	Three times or more	91	45.729	100
amount to		199	100	100
A short trip every year	0-2 Times	136	68.342	68.342
	Three times or more	63	31.658	100
amount to		199	100	100
Long distance tour every year	0-1 times	146	73.367	73.367
	Two times or more	53	26.633	100
amount to		199	100	100
Travel abroad every year	0 Times	176	88.442	88.442
	1 time or more	23	11.558	100
amount to		199	100	100
Daily travel budget	0-100 yuan	13	6.533	6.533
	From 100-300 yuan	86	43.216	49.749
	From 300-500 yuan	56	28.141	77.889
	500-1,000 yuan	30	15.075	92.965
	More than 1,000 yuan	14	7.035	100
amount to		199	100	100
Travel choice of a destination	Third and fourth tier cities	8	4.02	4.02
	Other (no-preference)	75	37.688	41.709
	second-tier city	31	15.578	57.286
	New first-tier cities	64	32.161	89.447
	first-tier city	21	10.553	100
amount to		199	100	100
places of historic interest and scenic beauty	Very dislike	0	0	0
	dislike	3	1.508	1.508
	same as	54	27.136	28.643
	like	92	46.231	74.874
	like very much	50	25.126	100
amount to		199	100	100
a sand beach	Very dislike	2	1.005	1.005
	dislike	7	3.518	4.523
	same as	44	22.111	26.633
	like	80	40.201	66.834
	like very much	66	33.166	100
amount to		199	100	100
Ancient town scenery	Very dislike	2	1.005	1.005
	dislike	6	3.015	4.02
	same as	42	21.106	25.126
	like	95	47.739	72.864
	like very much	54	27.136	100
amount to		199	100	100
theme park	Very dislike	2	1.005	1.005
	dislike	15	7.538	8.543
	same as	82	41.206	49.749
	like	69	34.673	84.422

	like very much	31	15.578	100
	amount to	199	100	100
The bustling city	Very dislike	2	1.005	1.005
	dislike	16	8.04	9.045
	same as	95	47.739	56.784
	like	52	26.131	82.915
	like very much	34	17.085	100
	amount to	199	100	100
Famous mountains and famous rivers	Very dislike	3	1.508	1.508
	dislike	7	3.518	5.025
	same as	35	17.588	22.613
	like	88	44.221	66.834
	like very much	66	33.166	100
	amount to	199	100	100
classical garden	Very dislike	1	0.503	0.503
	dislike	6	3.015	3.518
	same as	47	23.618	27.136
	like	89	44.724	71.859
	like very much	56	28.141	100
	amount to	199	100	100

Reliability tests of the data are shown in Table 3. The reliability of the type preference of tourist attractions (Q14) in the questionnaire was tested. The variables are: Q14\_1, Q14\_2, Q14\_3, Q14\_4, Q14\_5, Q14\_6, Q14\_7, which represent scenic spots, coastal beaches, ancient

towns, theme parks, prosperous cities, famous mountains and rivers, and classical garden attractions. The Cronbachs  $\alpha$  value of the model is 0.714, indicating that the reliability of the data is acceptable.

**Table 3. Table of Reliability Tests**

The Cronbachs $\alpha$ coefficient	Normalized Cronbachs $\alpha$ coefficient	number of terms	sample number
0.714	0.717	7	199

**4.2 Influence of Female College Students Travel Choice Preference Factors**

(1) Weight analysis (Q5 calculated by entropy weight method)

Information is a measure of the system order, and entropy is a measure of the entropy disorder; entropy weight determines the definition of information entropy. The smaller the information entropy value, the greater the dispersion degree of the index, and the greater the influence of the index on the comprehensive evaluation (i. e., the weight). If all the values of an index are equal, the index will play no role in the comprehensive evaluation. Therefore, the tool of information entropy can be used to calculate the weight of each index and provide a basis for the comprehensive evaluation of multiple indicators.

In the questionnaire, each students annual peripheral trips (1-2 days), annual domestic short trips (3-5 days), annual domestic long-distance trips (6-15 days) and the number of annual overseas trips, which are recorded as Q5\_1, Q5\_2, Q5\_3 and Q5\_4 respectively. Then we calculate the weighted average from Q5-1 to Q5-4.

Table 4 shows the calculation results of the weight analysis. According to the relevant calculation, the weight of Q5\_1 is 14.454%, the weight of Q5\_2 is 21.247%, the weight of Q5\_3 is 24.439%, and the weight of Q5\_4 is 39.86%, in which the maximum weight of the index is overseas travel (39.86%), and the minimum value is peripheral travel (14.454%). This weighted the Q5 sample data, the weighted average number of trips per person per year, and was further analyzed below.

**Table 4. Weight Analysis and Calculation Results**

entropy weight method			
Item	Information entropy value e	Information utility value d	weight (%)
Q5_1	0.852	0.148	14.454
Q5_2	0.783	0.217	21.247



Q5_3	0.75	0.25	24.439
Q5_4	0.592	0.408	39.86

(2) Path analysis (Q3-Q4-Q10 \ Q5)

According to the weighted path diagram of the model (Figure 1), we can analyze the path influence relationship situation, and the path composition and relationship of each factor node can be understood globally. We analyzed the index attempts and found that the following paths were significant. First, the regression analysis of monthly living expenses in the university location was conducted, and then the role of monthly living expenses in travel decisions was discussed respectively. Q3 represents the location of the university, coding

first-tier cities, new first-tier cities, second-tier cities and third-tier and fourth-tier cities as 4,3,2 and 1 respectively. Q4 stands for the monthly living expenses. Q5 represents the weighted average number of trips per year. The Q10 represents the daily travel consumption budget. Path 1: Q3-> Q4, the influence of the university location on monthly living expenses; Path 2: Q4-> Q5, the influence of monthly living expenses on the weighted average number of trips per year; Path 3: Q4-> Q10, the impact of monthly living expenses on the daily travel consumption budget.

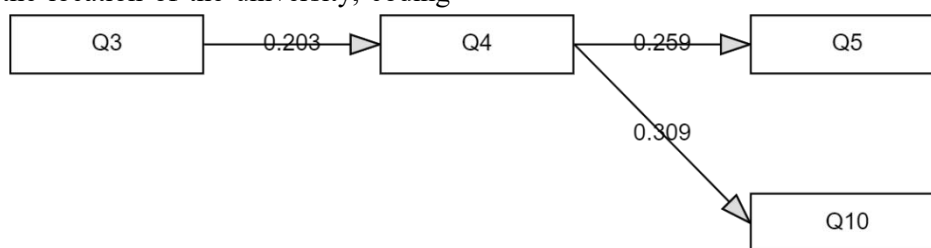


Figure 1. Model Path Diagram

It can be concluded from table 5 that Q3 has significant positive effects on Q4, Q4 and Q4 on Q10 and Q5, and the influence coefficient of Q3 on Q4 is 0.203, and the influence coefficient of

Q 4 on Q10 and Q5 is 0.309 and 0.259, respectively. These relationships all show significant horizontally, indicating that these pathways are statistically valid.

Table 5. Model Regression Coefficient Table

X	→	Y	Non-standardized coefficients	Standardization coefficient	S.E.	C.R.	P
Q3	→	Q4	0.117	0.203	0.04	2.928	0.003***
Q4	→	Q5	0.084	0.259	0.022	3.783	0.000***
Q4	→	Q10	0.415	0.309	0.091	4.591	0.000***

Note: \*\*\*, \*\* and \* represent the significance levels of 1%, 5% and 10%, respectively

5. Discussion

5.1 Factors Influencing the Consumption, Budget and travel preference of Female College Students for Tourist Destinations

According to Edward Mayo, director of the Deco Pope Tourism Institute of Florida Central University, and Lance Jarvis, deputy dean of the School of Business Management, there are three types of decision-making tourism decisions: (1) routine decisions; (2) extended decisions; (3) impulsive decisions. For female college students who have no stable income, tourism is a big expense, and the opportunity cost is very high. Because of this, female college students usually choose travel destinations carefully, hoping to get unforgettable travel experience and maximum physical and mental satisfaction. Therefore, for female college students, choosing

a tourist destination is a great extension of the decision-making process.

According to our research data, the living expenses of female college students account for 1000-2000, while 2000-3000 account for 29.6%, which is similar to our previous speculation. Because the income of female college students is relatively simple, most of them are provided by their families, and the discretionary income outside the basic living expenses and study expenses is less, affected by this, so the living expenses are an important factor for female college students to consider the tourism consumption budget. Moreover, from the path analysis, it has a positive impact on the location, the number of days of travel and the consumption budget every year, which also shows that the living expenses are a very important part of the travel plan of female college students.

In terms of companion travel, according to our questionnaire survey, female college students prefer to travel with groups, because companion travel can provide more sense of security, especially in a strange environment, where someone can reduce anxiety and fear. Also, traveling with friends can share the costs, such as accommodation, transportation and dining, thus reducing the cost of personal travel. Female college students are in the stage of social activity. Traveling together can meet their social needs and enhance their friendship. Traveling with friends shares good times and experiences, and these shared memories can deepen the connection with each other. Traveling together can not only provide practical help and support, but also increase the fun and social value of travel.

In addition, it will also be affected by the transportation convenience. From the perspective of female college students choice of transportation mode, most of them prefer to go to the tourist attractions with convenient transportation. Will choose planes, high-speed rail, self-drive travel and other ways to reach quickly. This is also consistent with the views we discussed, because from the above time factors and cost factors described, there are actually factors that affect the convenience of transportation, and most of them will choose cheaper and time-saving transportation tools.

### **5.2 Preference of Female College Students for Tourist Destinations**

According to the statistical analysis results of the above data, the frequency of female college students traveling decreases with the increase of distance. As shown in the above statistics, the proportion of high-frequency travel of female college students ranges from surrounding travel (1-2 days) to short travel (3-5 days) to long-distance travel (6-15 days), and the decay trend is very obvious. This phenomenon is consistent with the conclusion of Wu et al. [12] 1997 on the destination selection behavior of Chinese residents in 1997, indicating that the tourism and leisure travel market of Chinese urban residents shows a decay trend with the increase of distance.

From the available text data, we can get some available conclusions. "Although there are considerable differences in cities in terms of travel power, population, city size and urban location, which causes some differences in travel

rates on the same spatial scale, there is a consistent trend on the whole." Due to certain time periods and context, the number and scope of destinations tourists can visit is limited and limited.

As for the preference of travel destinations, according to our survey, female college students have equal preferences for each scenic spot, not particularly prominent. The possible reason is that there is no special demand for scenic spots or beach beaches. However, in the city survey, most people tend to choose new first-tier cities. After our discussion, the possible reason is that the new first-tier cities do not have as high consumption level as the first-tier cities, and the travel expenses to the new first-tier cities are in their budget. Moreover, most of the new first-tier cities have been spread through the media, especially the female college students with high-intensity Internet access. They strongly adopt this kind of information, and they are more willing to experience the scenic spots in a new first-tier city after being affected.

### **5.3 Suggestions and Measures for Expanding the Tourism Market for Female College Students**

Use social media and tourism platforms to promote publicity. According to our survey, the obvious preference of the new first-tier cities reflects the importance of social media publicity. Only by promoting the characteristics of the city in front of more people can we promote the development of tourism. Tourist attractions will set up official websites and social media accounts, providing detailed introduction of scenic spots, scenic spot recommendations, traffic route planning and other content. Display the characteristic services of the scenic spots on the online tourism platform to provide convenient booking channels. Regularly update the publicity videos and photos to attract the attention and feedback of female college students. In addition, photography competitions, music festivals and themed garden activities can be held in scenic spots to attract female college students to actively participate in and share their own experiences.

Multi-party cooperation to strengthen the sense of experience and gain of scenic spots. Cooperation between the scenic spot and local universities: cooperate with tourism associations or student organizations to hold tourism activities or launch special discounts. Through

the word of mouth publicity of female college students, to attract more female college students to visit. Cooperation between scenic spots and travel bloggers: invite travel bloggers to experience scenic spots and publicity, and expand the popularity and influence of tourist destinations with the help of their influence and fan groups. The scenic spot cooperates with local residents: provide employment opportunities and training for local residents, and participate in the management and service of the scenic spot. It not only improves the service level of the scenic spot, but also increases the income and employment opportunities of local residents, and drives the increase of regional employment rate and regional economic development.

Provide safe tourist facilities. In Maslows hierarchy of needs theory, safety needs are the second only to physiological needs, and many empirical analyses can also show that women attach more importance to safety than men. In terms of safety facilities, safety signs and emergency equipment, such as first-aid boxes, fire extinguishers, should be set up in scenic spots to clearly mark and protect high-risk areas and provide necessary safety guidance. At the same time, health monitoring points should be set up at the entrance to check the temperature and health status of tourists, and establish an emergency medical service system to ensure that emergencies can respond in a timely manner. Through the official website, brochures and other channels, tourists can also provide safety and health information, so that tourists can understand and comply with the relevant regulations, and enhance their sense of security.

#### 5.4 The Deficiencies and Prospects of this Study

Due to time and financial constraints, the issues involved in this survey are not comprehensive and detailed enough. At the same time, the number of selected samples is small and one-sided, and the subjects in various regions and age groups are not representative enough, which limits the generalization of the conclusion to some extent. Secondly, this study did not investigate more influencing factors of female college students travel preferences and the actual travel areas of consumers, which makes the study incomplete and should be further improved in future studies. In addition, consumers travel preferences may also be

influenced by other factors. We can also deeply study the emotional needs and consumer psychology, and investigate the travel destination selection preferences of female college students from this perspective.

#### 6. Conclusion

In conclusion, the following conclusions are drawn:

- (1) Female college students choose tourist destinations from first-tier to fourth-tier cities to prefer no preference and new first-tier cities.
- (2) Most female college students hold an attitude towards scenic spots, coastal beaches, ancient town scenery, famous mountains and rivers, and classical gardens, while most of them hold general attitudes towards theme parks and bustling urban tourist attractions, and less than 10% of all scenic spots.
- (3) The monthly living expenses of female college students will have a significant positive impact on the selection of travel range and number of times. The travel frequency of people with high living expenses is usually high frequency, and the selection preference of tourism range shows an upward trend of peripheral tour, short-distance travel, long-distance travel and foreign travel.

#### References

- [1] Zhu Zhen. Analysis of tourism spatial behavior characteristics of college students in China. *Scientific and Technological Information Development and Economy*. 2005, (06), 214-215.
- [2] Li Limei, Bao Jigang. Study on tourism behavior of college students —Take Sun Yat-sen University as an example. *Journal of Guilin Tourism College*, 2000, (04): 45-49 + 54.
- [3] Jin Pingbin, Lang Fuping. Analysis of the characteristics of college students' tourism behavior—Take universities in Hangzhou as an example. *Journal of Tourism*, 2004, (04): 19-22.
- [4] Yang Rui, Bai Kai. Empirical analysis of the impact of college students' tourism consumption behavior — Take college students in Xi'an city as an example. *Human Geography*, 2008, (05): 104-107.
- [5] Huo Li, Du Wenguang. Analysis of college students' tourism consumption psychology. *Business Research*, 1997, (03): 47-48. DOI: 10.13902/j.cnki.syyj.1997.03.017.



- [6] Wang Junyi, Lin Lan, Gao Hua, et al. Study on group differences in spatial symbol cognition of tourist map among college students-based on data analysis of eye movement. *Journal of Tourism*, 2016, 31 (03): 97-105.
- [7] Guo Luan. Preliminary study on the development of Chinese college students. *Economic and social development*, 2005, (09): 69-71. DOI: 10.16523/j.45-1319.2005.09.018.
- [8] Chen Chunmei. Attach importance to the development of college students' tourism market. *Journal of Wuhan Vocational and Technical College*, 2005, (01): 34-36.
- [9] Yu Lin. How to expand the tourism market for college students. *Economist*, 2004, (10): 128-129.
- [10] Li Yaqing. The goal, approach and entry point of tourism development for college students in China. *Journal of Kaifeng University*, 2004, (01): 27-30.
- [11] Qu Gen. Analysis of factors affecting the choice of college students tourist destinations —Take Guilin as an example. *Journal of Guilin College of Tourism*, 2006, (06): 649-652.
- [12] Wu Bihu, Tang Junya, Huang Yanmin, et al. Study on tourist destination choice behavior of urban residents in China. *Journal of Geography*, 1997, (02): 3-9.