EMISSIVENESS AND DESTINATION CHOICE BEHAVIOR OF SHANGHAINESE IN THEIR WEEKEND RECREATION[①]

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ABSTRACT: Based on questionnaire survey and cross-tabulation analysis, the authors discussed relationships between emissiveness and socio-economic elements of Shanghainese in their weekend trips, including emissivenesses of different age group, income per month, occupations, education and family structure. Visiting rates of recreationists to destinations demonstrated different levels even being under a same emissiveness. In the second part of the paper, the authors described three different spatial scales of destination choice behavior of Shanghainese to tourist sites from which situated in urban area, to which located in suburb area and in neighboring provinces. The authors also observed the perceptive evaluation of Shanghainese to those sites they had visited or would visit in the future. Some proposals about sustainable urban tourism development were put forward at the end of this paper.

KEY WORDS: Shanghainese, weekend recreation, emissiveness, destination choices behavior

I. INTRODUCTION

Tourism and recreation activity of Shanghainese discussed here include all traveling behavior which consists of walking around home or in the neighboring parks, leisuring at neighborhood entertainment center, visiting scenic spots in urban or suburb areas, and excursing to neighboring provinces, which was less than 5 hours of traveling time, or less than 300 kilometers of distance from origin. With such an agreement, comparing to the definition of tourist and day-trip tourist

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which has passed at the International Tourist Statistics Conference held by the World Tourism Organization in June 25 — 28, 1991 in Canada, we consider that those people who travel less than 6 hours or less than 10 kilometers as urban tourists and leisurers, and both of them can be considered as urban recreationists.

Emissiveness is one of the measurements of complex ability to take part in outdoor leisure and/or tourism activities from view of economic, holiday institution, physical and psychological ability at an origin. Sometime, researchers use "push force" to describe such a complex ability. An emissive-rate is the ratio of the number of respondents who visit a destination to the number of all respondents in a questionnaire survey. Researchers also apply another term, visited-rate, to describe above ratio when they transmit their scope from an origin to a destination. Emissive rate and visited-rate are just the two sides of a coin and they have a same quantity. Emissive-rates to different destinations verify with each other even under a same emissiveness due to being influenced by many elements, of which perceptive evaluation to a destination by tourist plays an important impact. Using data got from 1,370 questionnaire that received from 705 male and 663 female respondents, we cross-tabulated relationships between emissiveness and age groups, income per month, occupations, education and family structures. In the last half of the paper, the authors discussed destination choice and evaluation behavior of Shanghainese.

II. CROSS-TABULATED ANALYSIS OF EMISSIVENESS

Many socio-economic characteristics of recreationists influence the range of emissiveness, although leisure time and disposable income play the most important roles. When the research goes deep to a tourist market fragmentation, more details needed about personal characteristics of recreationists to analyze destination choice regularity of different market fragmentations.

1. Age Group and Emissiveness

Recreational needs and emissive-rates are different with different age groups. Fig. 1 shows age distribution of respondents. Respondents within an age range among 21 — 50 years old occupy the largest proportions. The strongest emissive ability locates in the age group of 41 — 50, but not 21 — 30, which is different from common understanding.

Motivations to tourism and leisure of different age groups verify with each other. Fig. 2 demonstrates that people within age range 20 — 49 who have more physical energy have more proportion although most of respondents consider natural scenic sightseeing their principal tourist motivation. Respondents with olderages
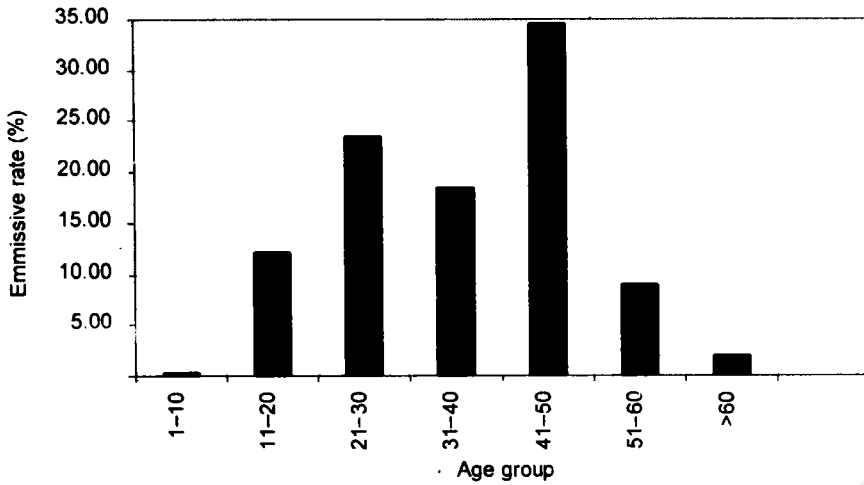
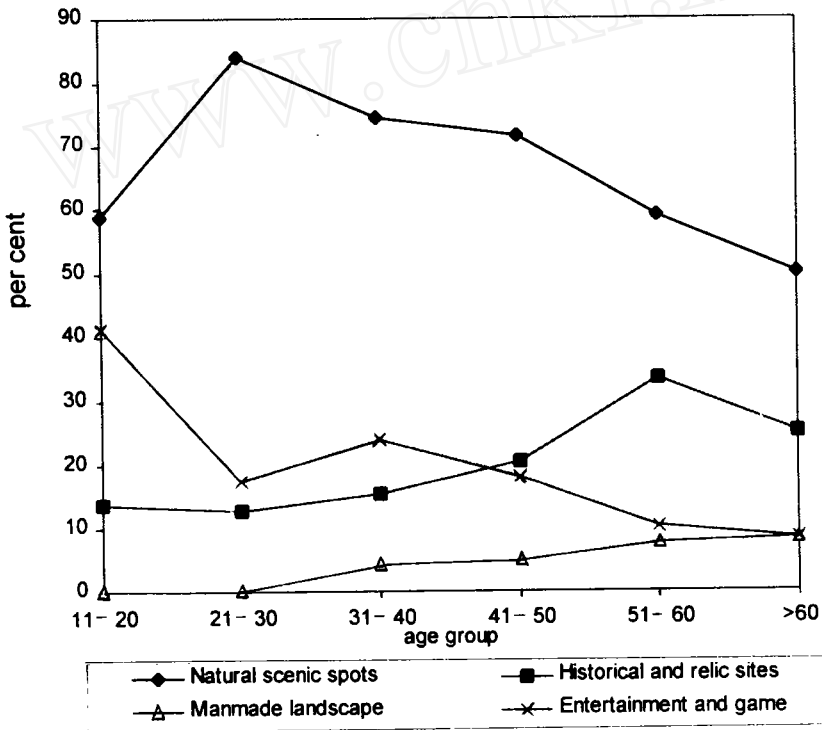**Fig.** 1 Age distribution of Shanghai urban recreationists

Fig. 2 Preferences of Shanghai urban recreationists

appear more interested in historical and relic sites, for example, proportion of 50—59 years old who prefer historical and relic sites is 33.33%, higher than that of 40—49 years old (20.39%). This is because older people are more familiar with tradition and easier to recall the past. Only few people enjoy man-made landscape

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(theme park) because their low quality and poor design or less attractiveness to recreationists, and the younger the respondent is, the less interest he has, althouth the decay is weak. At the same time, we observed that a difference existed between tourist motivation and actual recreation behavior, almost all the man-made theme parks in or around Shanghai have very high visited-rate. The shortage of available tourist products around Shanghai caused such a result. To facilities of entertainment and games, younger respondents appear more preferences than older ones, 41. 25% of 10 − 19 years old respondent like to play at entertainment and game center.

Variables that influence recreational decision-making verify with different age groups. Fig. 3 demonstrates that people elder than 30 years old, especially between age range of 30 − 50, have more chances to make travel decision under request by their children. Among those people who travel by their own plan, young man (11 − 30 years old) has more opportunity, whose proportion goes up to 77%. Travel decision made under influence from recommendation by relatives and friends, or from newspaper, magazine, radio and television, as shown in Fig. 3, appear very low. Reasons include poor quality of tourist product and shortage of marketing plans.
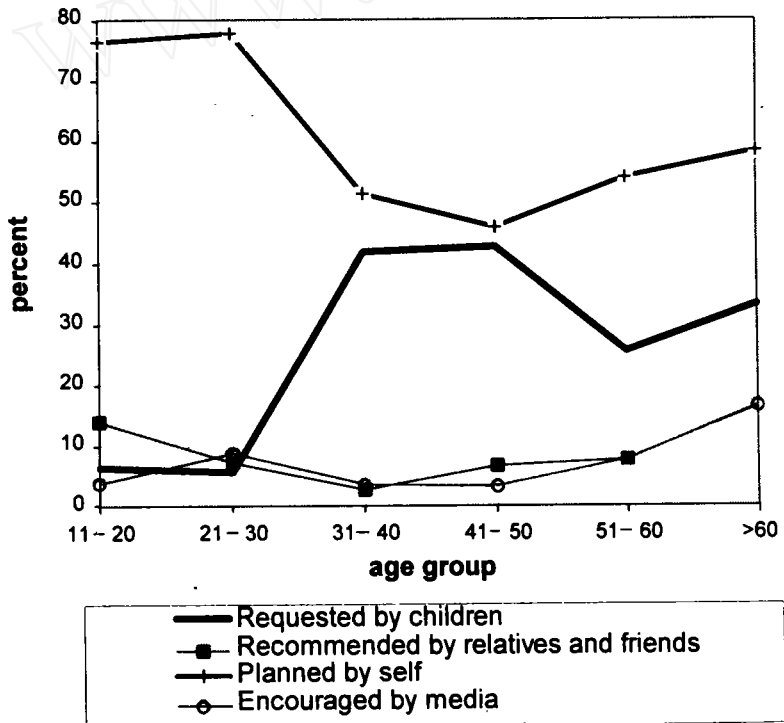

Fig. 3 Variables influencing recreational decision-making

2. Income per Month and Emissiveness

Living level has been raising in Shanghai these years. The annual income growth rate reaches 35%, while deducting the increasing of price, actual income growth rate of Shanghainese reached 13.7% per year during 1992 — 1994. In 1993, the average annual wage of Shanghainese was 5,600 yuan (RMB), which was higher than neighboring provinces as Zhejiang (3,660 yuan) and Jiangsu (3,544 yuan) and ranks the first in China mainland. Proportion of disposable income in the total income also increases, while proportion of expenditures for necessaries of life decreases. Fig. 4 demonstrates the distribution of income per month. Except the 100 — 200 yuan section, most of the rest income groups display a similar proportion that is about 10% of the total. Proportion of respondents whose income is more than 1,000 yuan per month reaches 8.67%. Wide distributions of income level supply a wide and large market fragmentation for the tourism business.
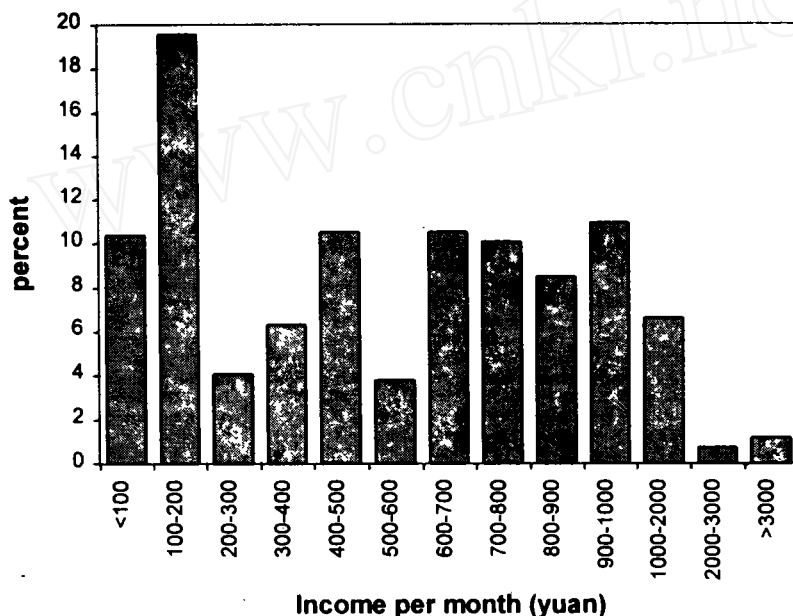

Fig. 4 Distribution of income per month of respondents in Shanghai

3. Occupations and Emissiveness

Income, leisure time and education verify with occupation, so occupation determines bias and needs of respondents to recreation. Results from questionnaire survey show that most of the respondents are workers from factory, staff member from company in the employed society and students from the unemployed one (Fig. 5).
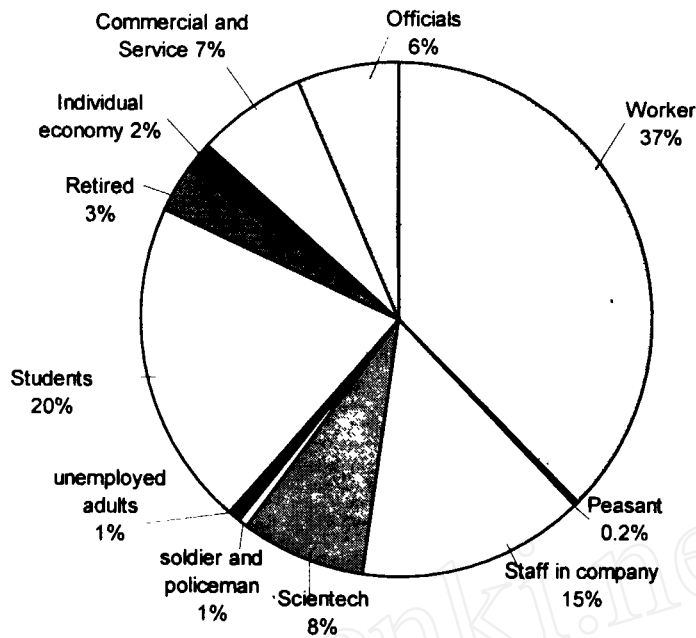
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Fig. 5 Distribution of occupations of respondents in Shanghai

Destination choice behaviors appear different by different occupations. As shown in Table 1, being identical to the preference by different age groups, most of respondents from all occupations enjoy natural scenic sightseeing. Staff member from a company (commerce, service and finance) who have higher income (200—400 yuan per month more than other occupations at an average level) rank first at emissiveness based on a cross-tabulation analysis. The retired prefers to visit relatives and friends, go vacationing and relaxed entertainment activities. Students have stronger interests at sightseeing and entertainment.

Table 1 Relationship between recreational motivation and occupation of Shanghainese

	Sightseeing	Out for business	Visit relatives & friends	Visit the dead's grave	Do business	Student field practice	Go vacationing	Entertainment	Do shopping
Worker	54. 25	10. 02		7. 29		0. 81	7. 69	6. 88	1. 62
Server	43. 48	17. 38	6. 52	10. 87	6. 52		13. 04	4. 35	
Officials	45. 23	23. 81	2. 38	9. 52	2. 38		19. 05		
Individual	53. 85	7. 69	7. 69		7. 69		15. 28		7. 69
Student	71. 20	2. 96	5. 92	3. 70		0. 74	3. 70	18. 33	0. 74
Teacher	52. 00	12. 00	8. 00	4. 00			8. 00	8. 00	2. 00
Scientist	60. 00	24. 00		2. 00		2. 00	6. 00	6. 00	
Retired staff	38. 89		11. 11	5. 56			16. 67	16. 67	
Company staff	51. 04	16. 67	2. 08	2. 08	1. 04	2. 08	17. 71	17. 71	

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4. Education and Emissiveness

Generally, tourism and recreation are one kind of cultural expenditure to a certain extent and the higher the education degree, the stronger the desire to tour. The first travel service agency was established in Shanghai in the early years of this century and Shanghainese have good traditions to tourism. Average travel times per year in recent three years (1992 — 1994), according to an education level, ranks descendingly as: people graduating from higher training school (2. 65 times), senior middle school (2. 60 times), university or higher (2. 59), vocational school (2. 19), junior middle school (1. 78), primary school or lower (1. 17). Cross-tabulated analysis tells that people have higher education levels occupy higher income vocations as officials, scientists staff at commerce, service and finance and so on, whose emissiveness is higher than others. Fig. 6 demonstrates distribution of education level of respondents in Shanghai.
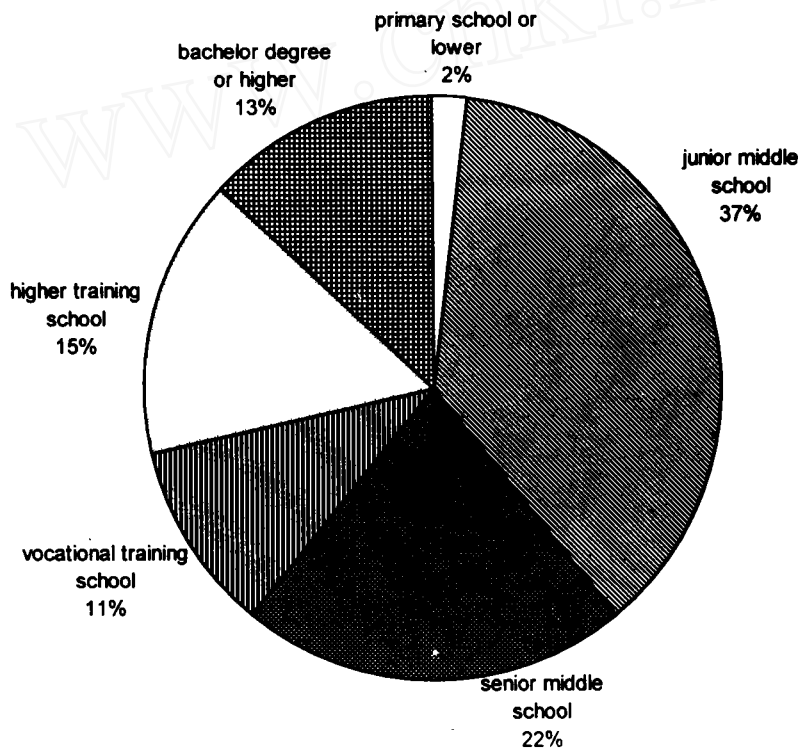

Fig. 6 Education level distribution of respondents in Shanghai

5. Family Structure and Emissiveness

Cross-tabulation analysis shows that family structure has influence on

respondent's emissiveness. Fig. 7 demonstrates distribution of respondents' family structure and most of responded recreationists come from two-generation and three-generation family. Small family consisting of husband and wife occupies only little proportion, 2%, but it has more leisure time and more money being disposable in tourism than others, so its average tourist time per year reaches 3.16 during

three-
generation
32%

individual who
leave family
10%

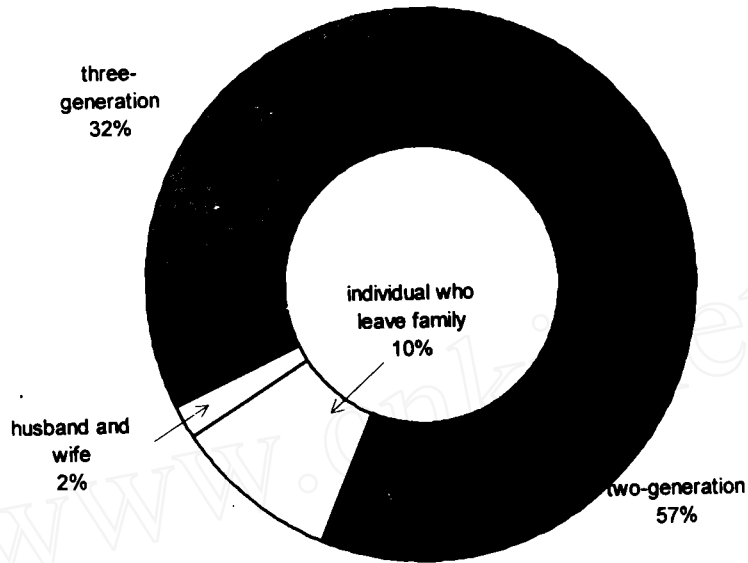husband and
wife
2%

two-generation
57%

Fig. 7 Family structure distribution of respondents in Shanghai

1992—1994. The proportion of two-generation family ranks the first (57%) and the emissiveness ranks the second(2.30). Considering the variable influence on the decision-making of the two-generation family, we think the most important reason is recreation behavior requested by their children. The proportion of three-generation family also occupies a large amount among all respondents, which reaches 32%, but it needs more payment in family necessary goods and has less emissiveness (2.1).

III. DESTINATION CHOICE BEHAVIOR AND PERCEPTIVE EVALUATION

Research results show that destination choice behavior of Shanghainese displays a distinguished directional bias even under a same emissive ability. Among all of the variables influencing the formation of the bias, collection, treatment and evaluation of information about the destinations by the respondents play a very important role.

At first, we learned that the need for more attractive destinations is far not satisfied by the respondent s. Fig. 8 demonstrates a big gap between the actual recreation and leisure modes and the expected ones. Great differences between
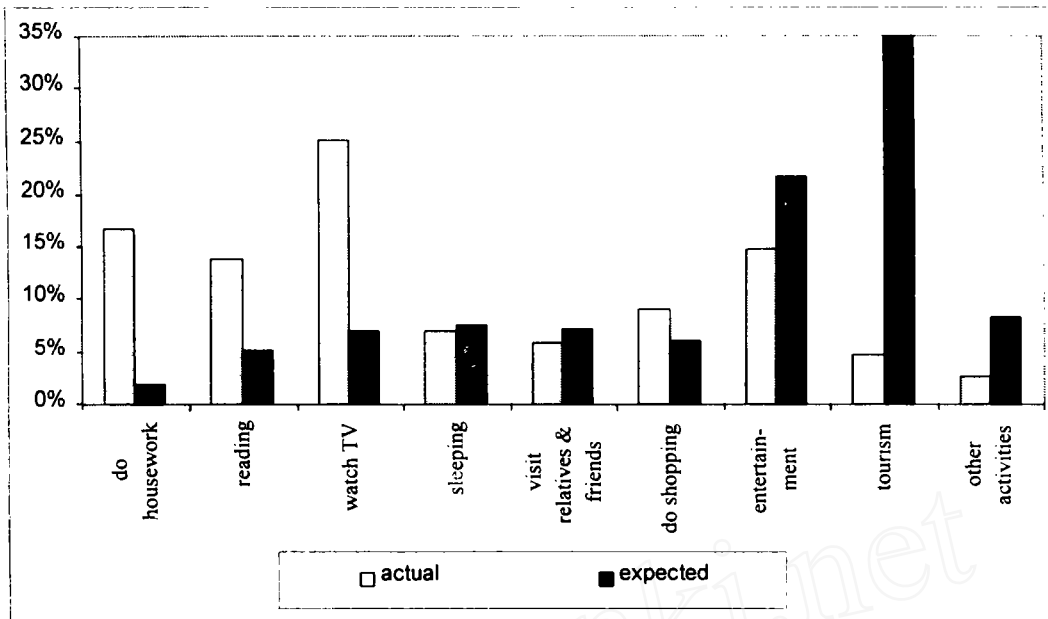
Fig. 8 Actual and expected recreational modes of Shanghainese

recreational need and supply provide a good opportunity and hard challenge to municipal government, tourist manager and developer.

1. Choice and Evaluation to Destinations in Urban Area

There are 21 main tourist sites in urban area in Shanghai. Results of question naire survey show that there is a distinguished difference of visited-rate between these sites, the highest reaches 82% while the lowest only 3%, the average level is30. 5%. According to the visited-rate ranked descendingly, the first five sites are: the Bond (Waitan), Yuyuan Garden, People's (Renmin) Square, Nanpu Great Bridge and Yangpu Great Bridge. All these five spots, except the Yuyuan Garden, are the principal infrastructures being built since the beginning of the 1990s. The result of perceptive evaluation to destinations by respondents is different from the actual visited-rate. Except the Bond and the Yuyuan Garden, all the rests were evaluated as not so good destinations to satisfy the need of citizens (Fig. 9).

2. Choice and Evaluation to Destinations in Suburb Areas

Preferences to suburb destinations focused on several traditional scenic and his torical spots like Guyiyuan Garden and Confucian Temple in Jiading Coun ty,
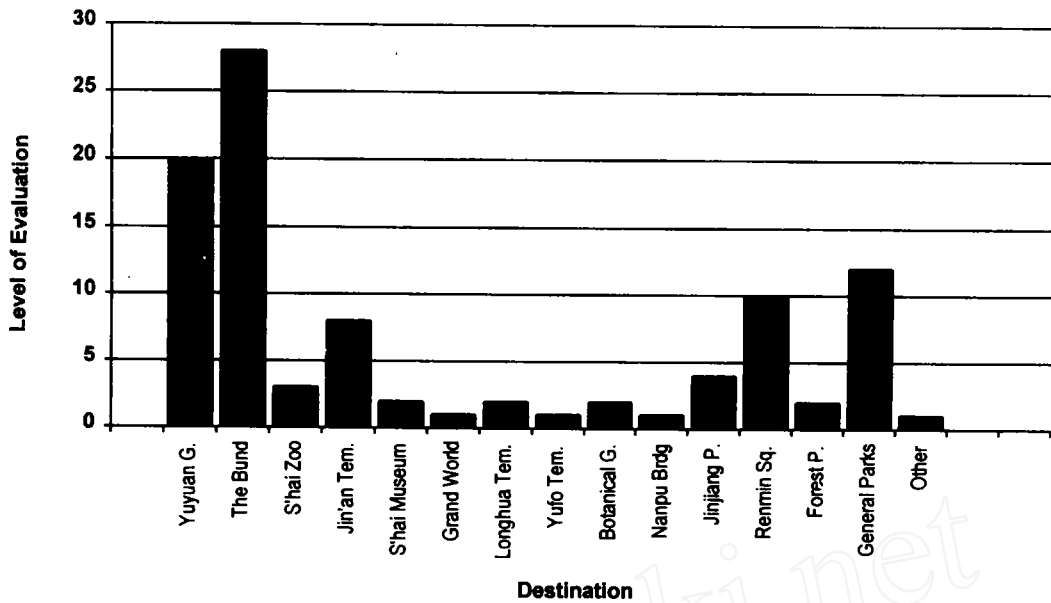
Fig. 9 Perceptive evaluation to destinations in urban area by Shanghainese

Grand View Garden in Qingpu County, Sheshan Hill in Songjiang County and Bathing Beach in Jinshan County etc. In Table 2, we rank the first five destinations based on visited-rate, best perceptive evaluation and prospected emissiveness. Differences exist among the three aspects, especially the order in prospected emissiveness verifies evidently from the former two, demonstrating a trend of going back to the nature, a trend of transmitting from sightseeing to vacationing and participatable tourism modes.

Table 2 Choice and evaluation to suburb destination by Shanghainese

Order	Ranked by actual emissiveness	Best perceptive evaluation	Probability of being visited in the future
1	Guyiyuan Garden	Grand View Garden	Mongolian Village in Changxing island
2	Grand View Garden	Guyiyuan Garden	Jinshan Bathing Beach
3	Sheshan Hill	Sheshan Hill	Chongming Forest Park
4	Confucian Temple	Jinshan Bathing Beach	Nanhui Peach Festival
5	Square Pagoda	Confucian Temple	Confucian Temple

3. Choice and Evaluation to Destinations in Neighboring Provinces

Respondents at first choose national scenic spots, national historical and cultural cities and national natural reserves as their tourist destinations. The best welcomed ones in neighboring provinces, Zhejiang, Jiangsu and Anhui provinces include Suzhou, Wuxi, Hangzhou, Nanjing, Ningbo, Putuoshan Mt. , Huangshan Mt. , Tianmushan Mt. and Thousand Island Lake and so on (Fig. 10).
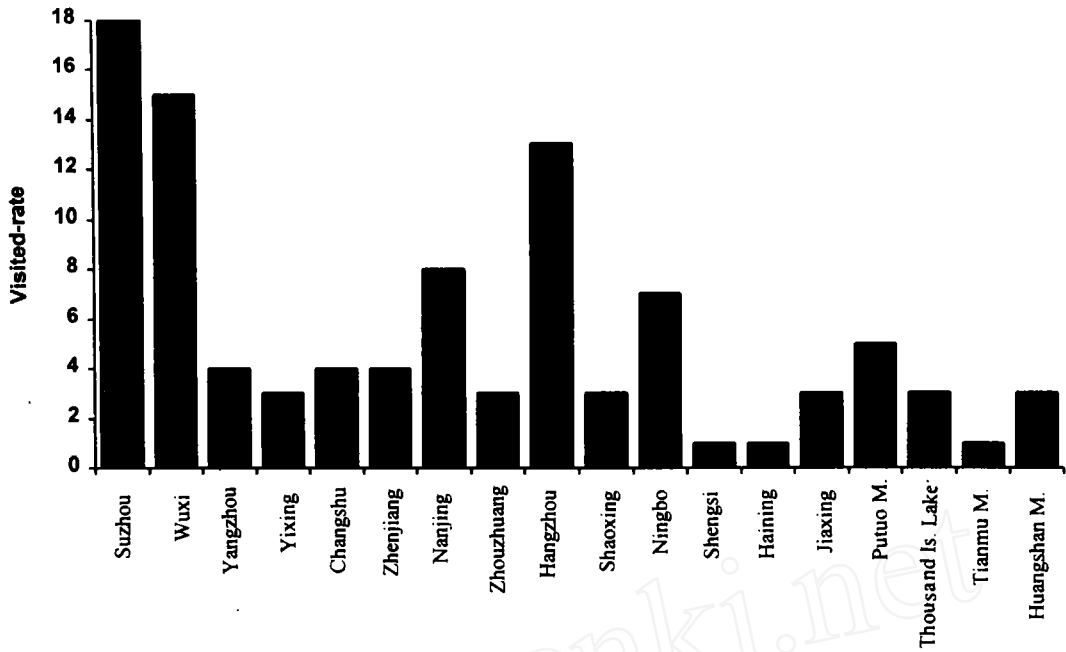
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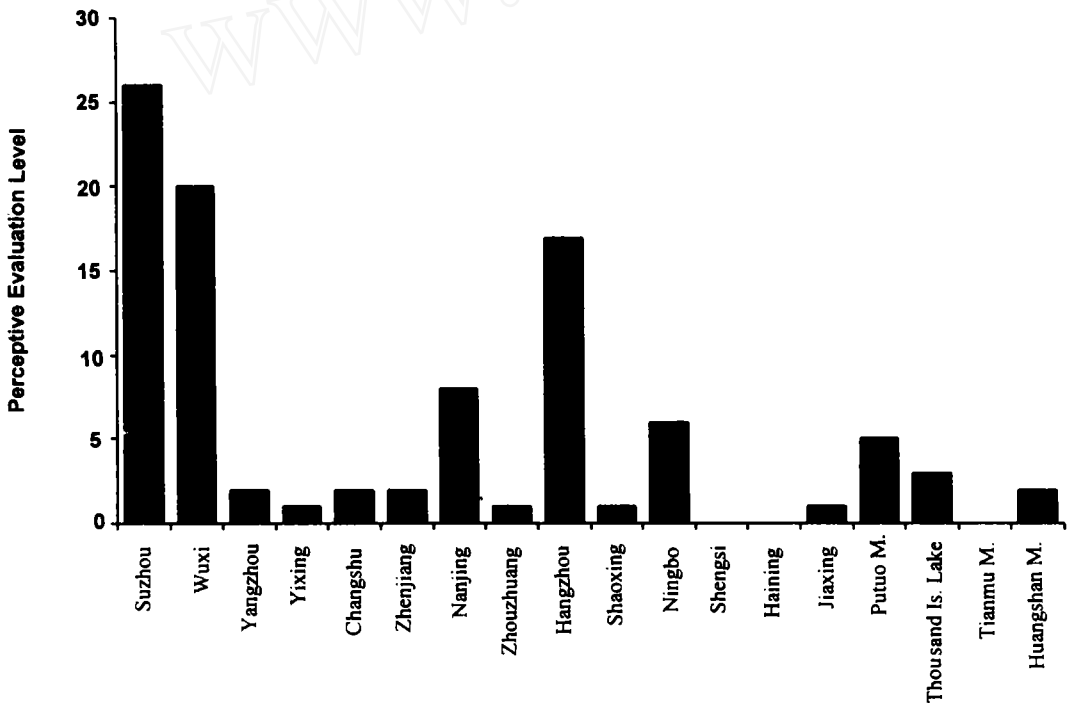**Fig.** 10 Emissiveness to destinations in neighboring provinces by Shanghainese

Fig. 11 Perceptive evaluation to destinations in neighboring provinces by Shanghainese

There is a strong similarity as shown in Fig. 10 and Fig. 11 between actual e-missiveness and perceptive evaluation to destinations in Shanghai's neighboring provinces. Both the first five destinations ranked by emissiveness and evaluation

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are: Suzhou, Wuxi, Hangzhou, Nanjing and Ningbo (Putuo Island included). A difference exists between prospected visited-rate and the actual emissiveness and perceptive evaluation. Huangshan Mt., Thousand Island Lake, Putuo Island, Nanjing and Wuxi are ranked the first five favorest destinations in traveling plan in future by Shanghainese (Fig. 12).
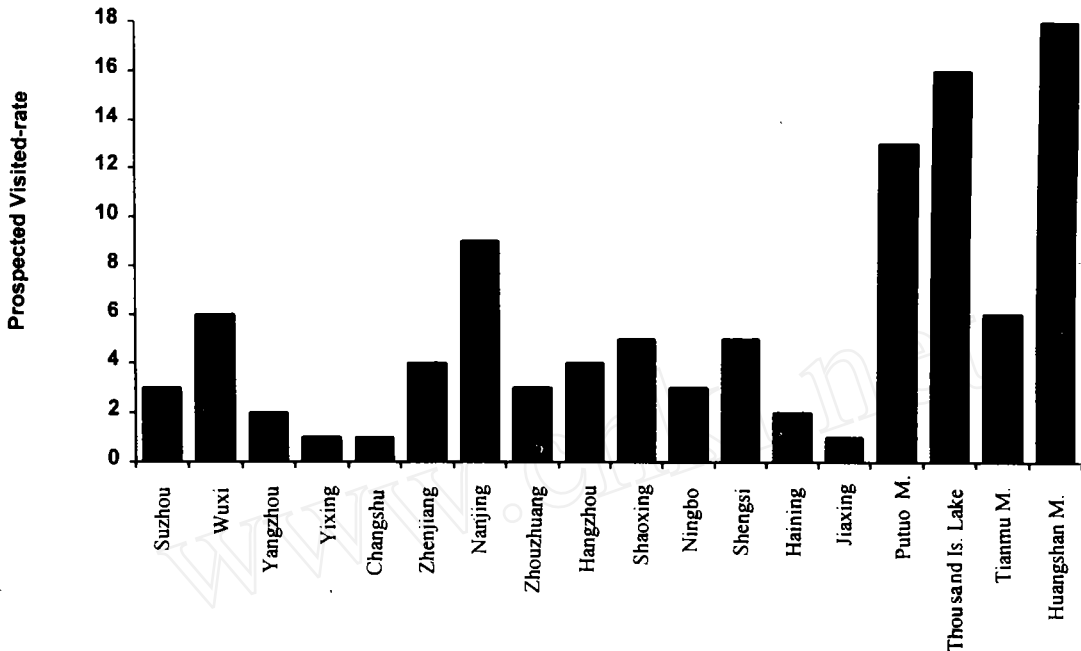

Fig. 12 Prospected visited-rate to neighboring provinces destinations by Shanghainese

4. Unsatisfactory Evaluation

Table 3 and Table 4 tell the story that where and why destinations cannot satisfy dthe need of Shanghainese. Disadvantages include: poor landscapes, weak attractiveness of the activity held at the spots, slow renewal of product, and scattered sites. Comparing with results in Table 3 and results described above,

Table 3 Unwillingness of returning visit to destinations by Shanghainese

Order	Destinations in urban area	Destinations in suburban area	Destinations in neighboring provinces
1	Grand World	Guyiyuan Garden	Suzhou City
2	Nanpu Great Bridge	Grand View Garden	Wuxi City
3	Shanghai Zoo	Sheshan Hill	Zhouzhuang Town
4	C. Y. P. Forest Park	Confucian Temple	Changzhou City
5	Orient Pearl Tower	Chonyming Forest Park	Hangzhou City

Table 4 Reasons for unwillingness of returning visit to destinations by Shanghainese

Order	Destinations in urban area	Destinations in suburban area	Destinations in neighboring provinces
1	dull activity	dull activity	dull activity
2	crowding	lack of uniqueness	lack of uniqueness
3	poor environment	poor environment	poor environment
4	uneconomic accessibility	uneconomic accessibility	crowding
5	lake of uniqueness	crowding	bad service

we find that the most unsatisfactory destinations are at the same time the crowded ones. The contradictory result reveals that there is a serious shortage in tourist product supply and Shanghai as an origin market is seeking new destination. Any new product that meets such a need will immediately replace recent distribution of facilities and fragmentation of market.

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