

Research on the Intention of College Students' Tourism Behavior under the Epidemic: Takes Xi'an Universities as an Example

Zixuan Zhao *, Xinxin Wang, Yidan Hu

Institute of Human Geography, Xi'an International Studies University, Xi'an, Shaanxi Province, 10128, China

* Corresponding author: 1434897561@qq.com

Abstract. College students' tourism group has always been an indispensable market segment of the tourism market. In order to study the outbreak period of normalized college students' tourism consumption behavior change, this paper adopts the questionnaire survey and depth interview, in Xi'an university students as a sample, from the outbreak of the tourism behavior change, tourism behavior intention and may influence its behavior decision factor selection of three dimensions, with the method of mathematical statistical method analysis. Studies show that the consumption behavior, destination choice, travel time and frequency, and travel willingness of college students have all changed during the normalization of the epidemic. And from the government, tourism enterprises, college students themselves and other three dimensions put forward solutions.

Keywords: The period of epidemic normalization, college students, tourism, behavior intention.

1. Introduction

In foreign countries, college students' tourism is included in the teaching system, which is a bridge for college students to connect with social activities after graduation. In the pre-epidemic period, the research of foreign scholars mainly focused on the college students' tourism market, tourism destination selection, tourism motivation and other aspects. The tourism behavior of college students in China has always attracted much attention, and the research mainly focuses on the following aspects. College students' subjects and behavior of tourism, tourism products and markets, tourism safety, Shields in the study of tourism hot cases that college students show a high interest in leisure and business tourism [1]. Chen conducted a statistical analysis of the travel behavior of Virginia Commonwealth University students [2]. Gou Xiaodong and Ma Yaofeng took Shaanxi Province as research examples to explore the tourism behavior of college students in western China [3]. In addition, Mu Hongmei selected college students from Fujian Jiangxia University as a research sample to analyze their tourism consumption behavior [4, 5, 6] Liang Jinfeng studied the characteristics of short videos and explored its role on college students' willingness to travel. Thrane studied the determinants of student travel destination selection through experiments with 583 students. At the same time, in view of the factors affecting consumption behavior, such as tourism motivation, attitude and consumption level, Bao Jigang believes that for the tourism motivation of college students, it presents the characteristics of complexity and diversity, which mainly refers to the cultural and spiritual level. Meng Rui concluded that college students' tourism behavior has four advantages, namely, tourism motivation, consumption structure, free time and education level [7]. Zhang Chunhua used SPSS statistical method to analyze the tourism consumption behavior characteristics of college students in Anhui Province. Through analyzing the consumption behavior characteristics of college students in the network era, he proposed to vigorously develop web celebrity tourism routes and increase the network marketing efforts. Through subjectively regulating intermediary variables, Li Mei found that perceived risk was the influence of college students' travel willingness and travel behavior under the background of COVID-19 [8, 9].

Since 2020 the global tourism industry suffered the impact of the new crown outbreak, China outbreak in early March after overall control, has appeared "local rebound", in the "outside input, rebound" epidemic prevention and control main strategy, part of the tourism industry in strict controls

gradually return to normal, the normalized outbreak, tourists' tourism willingness and tourism behavior change, tourism market more refined, tourism destination has been redefined and selected. Domestic and foreign scholars have carried out a lot of research on tourism during the epidemic period and after the epidemic outbreak period and normalization, and the existing research on COVID-19 in the tourism industry is mainly as follows: assessing the impact of COVID-19 on the tourism economy and predicting the recovery situation of tourism ; studying the impact of tourism subsystems; the impact of COVID-19 on the willingness and behavior of tourists and the psychology of tourism practitioners; the crisis management system of tourism activities; the new business forms. [10] Based on the principle of epidemic prevention and control and the theoretical perspective of industrial economics, He Jianmin discussed the challenges, opportunities and directions of the integrated development of the regular epidemic prevention and control below. [11, 12] Many scholars have evaluated the impact of COVID-19 on tourism economy from the aspects of economic growth, international trade, international investment and labor market. Different models and data have drawn different conclusions. The impact of COVID-19 on tourism economy should be analyzed with different development stages and real-time data. The "tourism fear psychology" caused by the severity of the epidemic, the duration, the government's control policies and other factors make the vast majority of tourists increase their risk perception and reduce or avoid tourism activities. [13, 14, 15] It also encourages people to rethink the spatial structure of the tourism market and focus on the spatial demand of the near-earth market. "Near-land", "micro-tourism", "micro-vacation", "community tourism", "new education form", "life tourism", "sustainable development", "digital tourism", "quality tourism", "health tourism" have become new tourism methods and research directions. [16, 17, 18, 19]

After many literature research, the author found that the research on college students' tourism less involves the study of college students' tourism behavior during the epidemic normalization period. Different from other consumer groups, they have more public holidays and free time, they are young, curious and quick psychological recovery; pay more attention to the news and respond quickly. It accepts new technology quickly, accepts new tourism forms and new information quickly, and has a high willingness to travel. College students can serve as a typical representative of young people's travel intention. Therefore, this paper focuses on the changes of college students' tourism behavior before and after the epidemic situation and the consumption preference of college students' tourism groups in the period of epidemic normalization. This paper refers to the index system of the above scholars, uses the data analysis of the questionnaire survey, combines with the in-depth interview method, and focuses on the tourism behavior of college students in the post-epidemic era, in order to provide theoretical reference and practical significance for the development of college students' tourism.

2. Analysis of college students' tourism behavior intention during the period of epidemic normalization

During the COVID-19 outbreak in 2020, in order to maintain basic teaching order and prevent the spread of the epidemic, large-scale online teaching has replaced normal basic education schools, leading to college students to "study online" at home. Since September 2020, with the development and popularization of COVID-19 vaccine, in addition to the scattered new imported patients, the epidemic elsewhere is within the normal control range. Primary, primary and middle school students have started school one after another, teaching activities have been normalized, and people's daily activities have also entered the normal period of the epidemic situation. The validity of this questionnaire adopted the Cronbach's alpha test method, and the alpha coefficient of the total questionnaire was 0.864. Therefore, the structural dimension of the research variables has good internal consistency reliability, indicating that the project design of the questionnaire is reasonable and effective, and the survey data are relatively reliable (as shown in Table 1).

Table 1. Reliability statistics

	clone Bach Alpha based on normalization term
Total questionnaire	0.864

2.1. The impact of the epidemic on college students' tourism activities

To study the change of college students' tourism behavior during the period of epidemic normalization, we should start with the tourism situation of college students before and after the epidemic. From the end of 2019 to the beginning of 2020, the widespread outbreak of COVID-20 has made it impossible for many college students to travel during the Spring Festival normally. The epidemic has affected the tourism activities of college students to varying degrees. During the normal period of the epidemic, the tourism activities of college students generally appeared. One is that the tourism activities caused by the fear of outbreak the epidemic again are roughly unchanged, and the other is that the retaliatory growth demand of tourism activities of college students who have not been traveling for a long time is increased (as shown in Table 2). [20]

Table 2. Cross-Table

			Frequency of travel after the outbreak			amount to
			reduce	invariant	increase	
Number of trips per year before the epidemic	0 Times	count	25	31	4	60
		proportion	41.7%	51.7%	6.7%	100.0%
	1-3 times	count	194	63	10	267
		proportion	72.7%	23.6%	3.7%	100.0%
	3-10 Times	count	12	4	5	21
		proportion	57.1%	19.0%	23.8%	100.0%
	More than 10 times	count	2	2	2	6
		proportion	33.3%	33.3%	33.3%	100.0%
amount to		count	233	100	21	354
		proportion	65.8%	28.2%	5.9%	100.0%

2.2. Research and analysis of college students' travel willingness during the period of epidemic normalization

College student tourism market is an indispensable part of China's tourism market. College students are full of vigor, strong curiosity, rational and scientific, the pursuit of fashion, strong tourism motivation, emphasis on personality and self-expression. During the normal period of the epidemic, most college students said that their travel intentions will decide their travel plans according to the relevant national epidemic control policies and the severity of the epidemic. With the development of new media such as TikTok, KuaiShou and wechat public account, most of the information push about scenic spots and scenic spots list will stimulate the tourism motivation of college students. College students will spend more time to understand the tourism information and do a good job of tourism travel in the normal period of the epidemic situation. With the improvement of national living standards, college students' monthly living expenses also increased, domestic college students in 2021 annual consumption of more than 760 billion yuan, is expected in 2022 Chinese college students' annual consumption will exceed 870 billion yuan, college students have more tourism funds for tourism plan, and the more family income of college students will plan more funds for tourism activities. The "shutdown" of the tourism industry during the epidemic control period is considered to be the delay or delayed release of tourism demand, waiting for the stability of the epidemic. Due to external conditions, the tourism consumption demand of college students is released or retaliatory increases when conditions permit. During the normal period of the epidemic, college students' travel intention was stronger.

3. Construction and analysis of the influence indicators of college students' tourism activities during the period of epidemic normalization

The influencing factors of tourism consumption behavior of college students are analyzed, summarized into internal factors, external factors and comprehensive factors. Internal factors are mainly triggered by tourism motivation, tourism perception and tourism psychology; the external factors are mainly composed of social environment, economic conditions, cultural differences and consumption cognition; the comprehensive factors are comprehensively analyzed by the basic elements in tourism activities. From 2019-2022 outbreak is divided into before, middle, late, early mainly before 12.20,2019; for Wuhan outbreak gradually spread to other provinces in China, human first face COVID-19 stage, later on April 8,2020 Wuhan outbreak control as the node, China's epidemic prevention and control into the "normalized era", China has the epidemic prevention and control experience, the provinces gradually entered the dynamic zero stage. On the basis of his full research on the tourism consumption behavior in universities in Xi'an, a comprehensive analysis of the tourism behavior and influencing factors of college students in the normal stage of the epidemic was conducted.

3.1. Analysis of internal factors influencing college students' travel behavior

Tourism motivation. Tourism motivation is driving tourism activity main internal cause, college students are a young and strong curiosity group, can be more free time, before the outbreak of tourism intention is strong, especially the normalized period experienced the outbreak and control period never leave home and school policy, make college students' tourism intention more intense, such as control remove local reset, unfinished tourism activities in the case of conditions. College students are not completely independent in personality, and they are easy to follow others' and blindly follow others. They like to travel together in travel activities. Thus, college students' travel activities are easy to be influenced by their peers or people around them.

Tourism perception and tourism psychology. College students' tourism group is a higher education group and the perception of tourism is multidimensional, both the infrastructure, supporting facilities, scenic spot accessibility external environment perception is more sensitive, also hope that the tourist destination of social culture is closely related to the construction of the scenic spot, fully embodies the uniqueness of the local scenic spot, culture makes the tourism activities full and fun. The period of epidemic normalization provides a new research perspective for tourism perception, and adds epidemic control in the research field in addition to natural disasters, terrorist attacks and emergencies. In the past physical, cost, function, psychological college students before travel activities have certain expectations, outbreak normalized college students travel risk perception from the tourist destination in physically feasible, not because the outbreak has too much economic and time cost, will not worry about tourist destination outbreak risk and control, no travel fear. College students' perceived risks of college students will be affected by subjective norms. The skeptical or negative attitude of their relatives, friends, teachers and parents towards college students' tourism decisions will all affect college students' willingness to travel. [21]

3.2. Analysis of external factors influencing college students' tourism behavior

Social environment, new media and tourism mode. Will be coronavirus constant variation and the character of space-time communication makes the epidemic prevention and control policy of different provinces and cities, outbreaks and nucleic acid time and economic cost will affect the tourist destination choice for college students, epidemic normalized period will choose epidemic prevention and control more loose tourism in the province or neighboring provinces, and tourist destination tourism development is more mature, service facilities are relatively complete. With the "TikTok, micro video, small red book" and other new media, college students are sensitive to new media and grasp faster groups, college students to the scenic spot of propaganda, content and means, and the tourism information access to "sales", "web celebrity clock", "gold" and other network word of mouth

good information especially attention, once the conditions are ripe will complete the tourism activities. Because of the economy is not completely independent reasons, college students are more sensitive to price than other groups, according to the travel expenses in living expenses, different college students for the outbreak of normal travel way have different views, accounted for higher students hope can according to their own body, personality, interest, etc, travel agencies can be customized travel activities. Most college students hope to carry out some personalized tourism methods such as exploration, food, such as Hanfu, Hanfu, makeup, self-study and other theme characteristics. [22]

Cultural differences, economic status quo and consumption cognition. Cultural differences, economic status quo and consumption cognition are all screening and choices made by college students according to their own knowledge cognition level, personal and family economic conditions, consumption level, tourism destination folk customs, economic development level and consumption level. On the economic status and consumption cognition, college students will roughly choose and they can pay the economic ability and consumption ability is roughly the same destination, but on the cultural differences, college students to tourist destination culture selection and their own cultural convergence or strange, some college students will choose and their usual environment culture atmosphere different tourism destination to travel, feel the local folk culture.

3.3. Analysis of comprehensive factors influencing college students' tourism behavior

Travel distance and time are both important influencing factors affecting college students' tourism activities before and after the epidemic. On the tourist destination choice, outbreak normalized college students' tourism activities show close characteristics, choose close distance in the province, the city tourism, and college students' main body than other tourism schedule is relatively compact, hope to use less time and cost to visit more attractions, in the tourist destination screening will be according to their disposable time and tour time as a decision factor. Due to the fixed travel time of college students, according to the questionnaire, undergraduate travel activities, such as May Day, Dragon Boat Festival and National Day; master students have flexible travel time on weekends and small holidays; and doctoral students travel time is uncertain due to scientific research work, project participation, but most of the project completion have travel plan to relax.

The normalization of the epidemic has brought unprecedented challenges to tourism safety. In addition to the traditional safety of food, housing, travel, travel, shopping and entertainment, there is also the danger of public health emergencies. Compared with the traditional sense of safety, college students are more concerned about the safety problems brought by COVID-19, such as destination retention, asymptomatic infection, and space-time travelers. When college students choose tourist destinations, they will try to avoid going to medium-high risk areas and epidemic control areas. They will also pay more attention to their own behavior in tourism activities and pay attention to epidemic prevention and control. College students are more sensitive to tourism service perception, before the tourism activities for the scenic spot booking hope fast and convenient, the scenic spot is comprehensive and real, in the tour guide, scenic services, facilities convenience have quality and quantity requirements, college students are a tourism cost is not high but the higher quality of tourism group, college students will according to their own perception and tourism impression to people around, or in social media promotion will affect other potential tourism groups on the impression of the tourist destination.

4. Countermeasures and suggestions

The author starts from the three dimensions of college students' tourism intention, the change of tourism behavior before and after the epidemic, and the influencing factors affecting college students' tourism. Before the outbreak of college students travel behavior based on the literature research found that the outbreak normalized college students tourism consumption behavior in addition to still more sensitive to capital and distance more consider the safety of the tourist destination, will respond to the national epidemic prevention and control policy to choose a short distance in the province,

neighboring provinces. In order to create a more appropriate tourism consumption environment for college students during the normalization of the epidemic, better promote the development of college students' tourism market during the normalization of the epidemic, and give more substantial help to college students, the author mainly puts forward countermeasures and suggestions from three perspectives: government, tourism enterprises and college students.

Government perspective: Tourism should be cautiously optimistic during the normalization of the epidemic. At present, compared with the research travel product market of primary and middle school students, there are few products in the research tourism market. College students are not only the main force of the future social construction, but also a huge tourism consumer group. Based on the whole outbreak background, first the government should ensure for tourism industry outbreak normalized work, actively recommend vaccination, epidemic monitoring real-time and transparent, establish social emergency health events response mechanism, for the outbreak normalized industry development to create a safe and social environment. Secondly, the government should issue policies on the research and study travel of college students, and support and give preferential treatment in taxation, industry and commerce, financial support, etc. to college students, so as to provide institutional support and economic support for the cooperation between tourism enterprises and colleges and associations. In this way, the development mode of college student tourism during the normal period of the epidemic is led by the government, tourism enterprises, and cooperation between universities, colleges and associations, so as to promote the development and improvement of the college student tourism market.

The Angle of tourism enterprises: First of all, tourism enterprises can seize the market segment of college students, design tourism products suitable for college students, cooperate with universities, and carry out customized products. At present, there are many associations, associations in universities, and many schools even have special tourism associations. Travel companies can work deeply with these schools, associations, or organizations to design travel activities with higher learning levels that can increase students' social practice experience and expand their horizons. Second, tourism enterprises should be actively pricing, to the suitable price to attract college students to buy tourism products, according to the off-season season demand, according to college students holiday time, reasonable adjustment of product prices, also can be appropriate discount promotional products, to stimulate college students tourism motivation, efforts to launch "low price + high quality" tourism products. Encourage college students to "share" their travel experience, publicize and promote themselves through college students' blogs, friends circle and other social media platforms, and pay attention to the development of mobile terminal tourism websites and application software. Finally, tourism enterprises in the period of the epidemic normalization should have a sense of crisis. In the face of public health emergencies, the tourism industry should actively establish a response mechanism, and use advanced technologies such as "VR", "3D" and other technologies to create online cloud tourism and offline real experience. For example, the annual Cherry Blossom Festival at Wuhan University launched "cloud cherry blossom viewing" online tourism due to the epidemic prevention and control policy. The establishment of a response mechanism can not only deal with the sudden health events of tourist scenic spots, but also achieve the effect of "diversion" during the epidemic prevention and control period, so that tourism will not cluster and cluster. During the normal period of the epidemic situation, tourism enterprises actively established and improved the response mechanism while doing a good job in the epidemic prevention work and real-time monitoring of personnel in the scenic spots, so as to ensure the tourism safety of college students. [23, 24]

Main body of college student tourism: The sudden COVID-19 has brought risks and inconvenience to people across the country, and has also left a shadow of psychological fear. During the normal period of the epidemic, the tourism activities of college students should wait and see according to the epidemic situation, and some students must be afraid of the tourism activities during the normal period of the epidemic. With disease resistance victory, the new crown vaccination and popularization, outbreak normalized the weather is warm, some scenic spot launched the relief ticket policy, college students the tourism activities and increasing frequency, college students tourism

groups should actively balance psychology, restore tourism confidence, in tourist destination choice to avoid to high, risk areas, make real-name registration in the process of tourism, try to avoid large agglomeration and cluster phenomenon. In the process of tourism, we should actively respond to the national epidemic prevention and control policies, do good personal protection, and pay attention to tourism safety.

5. Conclusion

In the study of tourism consumption behavior of college students during the normal period of epidemic situation, questionnaires and in-depth interviews were analyzed from the changes of college students' tourism behavior before and after the epidemic situation, the tourism intention of college students during the normal period of epidemic situation, and the factors affecting college students' tourism activities. Research found that the outbreak affected college students' travel plan, college students in before and after the outbreak of travel frequency, destination choice, travel time changes, normalized outbreak of college students travel group travel intention is strong but still according to the form of outbreak travel plan, unlike previous studies is college students in sensitive to time and tourism funds factors, outbreak normalized college students pay more attention to the safety of tourist destination, whether symptomatic infected tourists, whether trapped in the destination, etc. In short, college students in the normal period of the epidemic are still a tourism market segment with strong consumption ability, strong curiosity and strong tourism intention. Due to the limitation of the author, the author is still insufficient in detailed research, and the scope of subject groups is still limited, so more in-depth and representative regional groups should be conducted in future studies.

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