

Tourists' Preference of the Long-distance Cycling Tourism Based on Content Analysis

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Abstract: The deep integration of cycling sports and leisure tourism industry has led to the vigorous development of cycling tourism market. "Cycling + tourism" has become an important development mode of product innovation and business update in the sports tourism market. According to the travel distance, cycling can be divided into short-distance cycling and long-distance cycling, while the Sichuan- Tibet line is the most popular long-distance cycling destination for Chinese tourists. In this paper, the content analysis method is used to analyze the text data of the travel documents of the Sichuan- Tibet line from the Internet, and try to explore the tourism preference of Chinese long-distance cycling tourists. This paper divides the preference of tourists from the Sichuan-Tibet into four categories, namely, tourism, route, perception and change. Based on the social network analysis, the tourism motivation of the tourists in the Sichuan-Tibet line is analyzed, and found that natural and cultural attractions, physical challenges and willpower are the main motivations of the tourists.

Keywords: Cycling tourism, the Sichuan-Tibet line, Tourism preference, Content analysis.

INTRODUCTION

In the mid-1970s, the western countries were deeply troubled by the problems of traffic congestion and environmental pollution caused by the continuous expansion of private car ownership.

The urban management department tried to take the planning of bicycle paths, improve bicycle traffic, and use public policies to limit the number of cars in urban areas to solve the above-mentioned problems [1]. In addition, public awareness of environmental protection and health awareness were enhanced, and bicycle practice was recovered and developed, and the bicycle tourism was gradually promoted as a special tourism product [2]. According to a study commissioned by the European Parliament in 2012, cycling tourism reaches more than 2.2 billion times each year in Europe, can produce the economic impact about 44 billion euro. About three-quarters of the bikes in the United States are used as recreational activities, far higher than Germany's 38%, 35% of the UK, 27% of the Netherlands and 10% of Denmark's. In emerging countries, combining closely the Internet technology with the traditional bicycle travel is causing a revolution in the urban city. By the end of July 2017, there have been more than 16 million bicycles to be shared in major cities in China, and the Shared bicycle has been an important choice for the city residents for short trips, recreational rides and public transportation.

The UK charity promotion sustainable transport defines cycling tourism as "recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit". Simonsen etc. Put forward the definition of a bicycle tourists is "any nationality, at some point in their holiday using bicycle as the main mode of transport, and bicycle is an important part of their vacation activities" belong to a bicycle tourists [5]. Ritchie emphasized the requirement of the residence time of bicycle tourists, bicycle tourists as "refers to the people for the purpose of vacation, leave or habitual residence of not less than 24 hours a night, bicycle is the main mode of transport and as an integral part of their vacation activities" [6]. Simonsen and Jorgenson, Ritchie clearly put forward that a short day trip does not belong to the category of cycling tourism, but putting overnight as criterion of judgment of cycling tourism has been criticized by many scholars. This paper more agreed to that leisure and recreation, vacation as travel purpose and using the bike as the main transportation as a standard of judging cycling tourism. As a kind of subdivision leisure tourism product, the existing literature on cycling tourism is usually dominated by media reports and advisory reports, while the

professional academic literature is relatively scarce. From the research contents, the short-distance leisure riding and long-distance cycling tourism have been paid more attention by scholars. In the study of the short-distance leisure riding, the first runner-up and the Mengrui used questionnaire survey to analyze the behavior characteristics of the bicycle travel lovers in Kunming, and then used the factor analysis to extract the riding environment preference factor [7]. Through questionnaire survey and typical correlation analysis method, Tangshu and Zhangwei analyzed the correlation between perceived image and recreation satisfaction between the scenic spots and the recreation satisfaction of the cycling recreational users in Zishan green road, Nanjing, China [8]. In the study of long-distance cycling tourism, Ritchie conducted systematic research on the behavior characteristics, tourism motivation and tourism product experience content of the cycling tourists in the south island of New Zealand, laying the foundation for the follow-up research [2]. From the perspective of research methods, quantitative research methods and qualitative research methods are widely used in cycling tourism research. Beierle conducts research on the cycling tourists of the trans-america Bicycle Trail (Trans AM), and conducts statistical analysis on the sources of tourists, gender and age, behavioral characteristics and cycling motivation [9]. Based on the analysis of the content of the online travel book, Hu Chuandong, Li lu miao and Luo shangkun summarized the tourists motivations in the Sichuan- Tibet line as the three aesthetic levels of perception, identity and reflection experience, and proposed that the main motivation of the cycling tourists in the Sichuan- Tibet line is to obtain the identity [10]. From the perspective of research, existing cycling tourism researches mainly focus on the research work from the perspective of supply and demand. The research on cycling tourism of supply perspective focuses on building more attractive cycling tourism products through building scenic road and landscape construction, improving infrastructure equipment, strengthening tourism service guarantee, tourism product organization and marketing activities. These articles focus on understanding the actual needs of cycling tourists and providing reference for cycling tourism destination marketing through in-depth and detailed investigation of the behaviors of different types of cycling tourists. Based on this, this article considers cycling tourism in the Sichuan-Tibet line as an example, and adopts content analysis method to analyze the Sichuan-Tibet line cycling tourism text data, to discover Chinese long-distance cycling tourists travel preference. Therefore, this research may promote the understanding of Chinese long-distance cycling tourists, and also provide valuable resources for tourism industry in cycling tourism destination marketing and management.

Overview of research area and design of research method

Research Area

Located in the western section of national highway 318 in China, the Sichuan-Tibet line is a important traffic highway connecting the Chengdu city of Sichuan province and Lhasa city of Tibet autonomous region. The Sichuan-Tibet line starts from the eastern part of Chengdu city, strides across the western Sichuan plain and the Hengduan Mountains, enters into the Qinghai-tibet plateau. Along the way, the climate, landscape and ethnic culture are distinct, and the elite section of China's national highway 318 attracts many tourists every year. The Sichuan-tibet line is divided into the southern and northern line. The northern line of the Sichuan Tibet is 2,412 kilometers long and the southern line of the Sichuan province is 2,142 kilometers long. The research object, cycling tourism in the Sichuan-Tibet highway is not only known as "China's most beautiful landscape avenue", and also one of the most difficult domestic cycling lines. The perfect combination of natural humanities landscape experience and high challenging coefficient of the Sichuan-tibet highway make it currently China's most popular long distances riding tourism line. In November 2011, the China national tourism journal selected 10 boutique cycling routes, among which 318 national roads Sichuan-tibet highways is no. 1. But riding Sichuan-tibet highway is a hard test. Sichuan-tibet highway total length of 2142 km, along the way, 2 mountains go over 5000m above sea level, 12 mountains over 4000m. And it also need to face the plateau hypoxia, the complex and changeable weather and frequently occurred geological disasters and secondary disasters, and many other problems. Although the road is difficult and full of unknown danges, the number of tourists has been increasing in recent years. According to incomplete statistics, the number of tourists who have been cycled in Tibet has exceeded 60,000 in the period from June to August in 2013. The difficulty of the Tibetan cycling line has become an important factor to attract cycling tourists, and it has been recognized as a "sacred journey" in the minds of tourists.

RESEARCH METHOD

In this paper, the Content analysis method is used to analyze the Content Mining system software of the Content Mining 5.8.0.600 (here after referred to as "ROST CM6"). Content analysis is a researching method of objective, systematic and quantitative description of the content of communication [11]. Content analysis can transform scattered, unsystematic and qualitative symbolic content such as text and image into systematic and quantitative data analysis data [12]. At the application level, content analysis method has become an important method for tourism destination image, tourism perception and tourism behavior research. In the study of tourism destination image, XiaoLiang, Li-ming Zhao describe Taiwan tourism destination image is extracted through content analysis

of high frequency of key, extracting Taiwan tourism destination image theme [13]; Aram studies the tourism image perception of Zhangjiajie from western tourists based on tourism blog [14]; Kim and Yoon studied the image of south Korea's tourism destination in Lonely Planet Korea [15]. Liu huan and Zhu Feng used the content analysis method to analyze the tourism image and evolution of Wuyuan of Jiangxi [16]. Integrated the research based on network travel has been made more content analysis of research results, but in the past research is still lack of research on the laws of the travel preferences, especially the part of the study also stay on the summary analysis of the high frequency vocabulary level, failed to analyze the high frequency words between the feeling and class relations, this article will use social network diagram of co-occurrence analysis and cluster analysis to further make up for the shortage. This paper attempts to use the content analysis method to analyze the characteristics and laws of long-distance cycling tourists' preferences based on the analysis samples of the text data of the Sichuan Tibetan line.

Sample Selection

The research samples of the content analysis are mainly from the travel journal of the sichuan-tibet line of the Internet communication platform (www.mafengwo.cn). The specific steps of collecting the research samples were: after the researchers logged in and completed the registration of the users of the hornet's website, they searched for the online travel notes published by tourists with the tourism experience of sichuan-tibet railway in terms of "Sichuan-tibet line", "cycling", and "tourism", "Sichuan Tibetan line cycling tour "and" cycling sichuan-tibet line. The researchers screened the travel travel network of the sichuan Tibetan line in detail, description and emotional expression of the actual experience of the author. In addition, the online travel notes with high popularity and popularity were selected by the researchers. After screening, the article identified 83 travel notes as a study sample. This article select as the research sample network travels to release time for 2013 between July to September 2017.

Research Process

After determining the online travel notes as a sample of the study, this paper uses the frost CM6 software to participate the text data in the format of TXT, and the word frequency analysis of the text documents after the participle to obtain the meaningful high-frequency words and their word frequency. It's

based on the frequency of the words from high to low, and it's based on the number of frequencies that have been associated with the theme in the top 25 to the top of the list, which is the base data of the tourist preferences of the tourists in the Tibetan line of tourism. By analyzing the frequency of high-frequency words, we can get information about the overall experience evaluation and preference content and order of tourists.

The co-occurrence analysis is mainly about the frequency of a group of words and two statistics that appear in a travel journal at the same time, which cannot explain the problem at one time. However, it is helpful to explain the relationship between the high frequency words and the relationship between the high frequency words. With the help of social network graph, the accurate quantitative analysis of various network relationships can be used to help to reveal the intrinsic correlation between the content categories represented by the high frequency words [17]. In this work, we try to conduct an analysis of that high frequency word in the travel travels of the Tibetan railway line. Through the software analysis, the co-occurrence group of the place names will be deleted, and the frequency words with the total number of co-occurrence are greater than and equal to 6 times, and net-draw software is used to Draw the frequency words with frequency greater than and equal to 6 times to reflect the relationship between words.

THE RESULTS OF THE STUDY

• High-frequency Word Statistical Analysis

The content analysis of .TXT format document was carried out by using frost CM6 content mining software. In the operation step, first import the analysis .TXT format document, automatic words segmentation by software; View the result of participle, and revise the result of the words segmentation. It is based on he rephrase process, filtering out words that have nothing to do with the topic of the study, the words and the meaningless words like paragraph symbols and numbers, unifying words name that express the same meaning, as the words to the same place, "the Tibetan line", the "318", the "Sichuan-tibetan", and the "Sichuan-tibet", and acquiring the final word frequency form. Based on the frequency of the words, there is a list of 46 high-frequency words that are relevant to the topic of the study in the top 25.

Table-1: Word frequency statistics Sichuan-tibet line cycling tourist's text analysis materials

High frequency words	Frequency (times)	High frequency words	Frequency (times)
kilometre	77	Tibet	21
By bike	68	transformation	21
On the way	61	downhill	21
bicycle	59	uphill	20
Lhasa	39	help	19
Qinghai-tibet plateau	37	mood	19
encounter	36	a lift	19
Time	34	Chengdu	17
hours	33	down the mountain	16
experiences	33	destination	16
grassland	32	pleasure	15
body	31	feeling	15
thing	31	thought	15
all the way	30	come back	15
arrive	28	the county seat	15
place	28	influence	14
altitude	27	snow-capped mountains	14
scenery	27	club	14
process	25	road	14
difficulty	23	atmosphere	14
set out	23	target	14
change	22	friends	14
persistence	21	status	14

As the table above is based on the rider interview record, rider cycling diary, cycling network travel text content analysis. It can be seen that the nouns mainly reflect the geographical names, scenic spots and other aspects of the characteristics of the behavior characteristics of the cycling tourists in the Sichuan-Tibet line. The verbs mainly reflect the process and experience of cycling tourism, and the adjectives mainly show the mood, attitude and perception of cycling tourists. Comprehensive textual material content are most frequently used in the top 25 key words, based on the content analysis of the Sichuan-Tibet line behavior characteristics of cycling tourists can be summarized as the following topics: way to travel (by bike, bicycle, car, a lift, club), travel itinerary (Chengdu, set out, the Qinghai-tibet plateau, grassland, snow-capped mountains, Tibet, Lhasa, destination, target, the county seat, hill, down the mountain, come back, on the way, all the way), sensing (encounter, miles, hours, arrive, experiences, scenery, altitude, help, pleasure, feeling, atmosphere, target, friends, uphill, downhill, thing, place, process, road, difficulty, time) of change (body, persistence, change, transformation, mood, thought, status, influence). Studies have found that using frequency in the key words in the top 25 "km", "cycle", "road", "bicycle", "Lhasa", "plateau", "meet", "the Tibetan", "time", "experience", "prairie" is the highest ranked of key.

Classifications and Analysis of High Frequency Words

Travel mode

Cycling is a way for tourists to travel in Tibet. For cycling tourists, the time-consuming and expensive way of traveling is not only the tourists' love for cycling. In the process of participating in the observation, the researchers found that most of the tourists who cycling in the Shuan-Tibet line is less frequent in daily life. Therefore, love riding is not the main tourism motivation for the tourists to choose to ride in the Shuan-Tibet line. Compared with traditional transportations such as, trains, planes, cars and other popular tourism traffic tools, the tourists choose the time-consuming and arduous journey to Tibet, which shows the desire for self-challenge and the desire to pursue freedom.

Travel route

Cycling tourists of the Sichuan-Tibet line start from Chengdu city of Sichuan province, enter into the Tibet Autonomous Region through the north line or south line of the Sichuan-Tibet line, Arrive at the destination of Lhasa. The geological features are mainly mountain and plateau, and the topography of mountainous area, alpine grassland, meadow, Snow Mountain, forest and other topography are distributed successively. The tourists have to ride across 2 mountains over 5000m, 12 mountains over 4000m. The average cycling time of cyclists is 6 to 8 hours every day, and the total cycling time is about 22 days.

Complex geological terrain conditions, high risk, great difficulty coefficient and challenging, boasts beautiful scenery along the way, is the main region attractions of the Sichuan-Tibet line cycling tourism.

Travel awareness

It is not only the challenging mountains and obstacles, but also the climbing hills, and the mutual help between the riders, so that the cyclists can make more friends in the Tibetan areas far away from home and friends, and share more people's life experiences. The cyclists have formed a simple, open, harmonious and friendly atmosphere, and the trust and friendship between them is not felt by cyclists in the daily familiar living environment. To achieve a challenging goal, to reach the destination, to enjoy the beautiful landscape, to meet more friends and friendly residents, and to rich life experience form the tourists perception of cycling tourists.

Changes

The changes of cycling tourists in the Sichuan Tibetan line mainly comes from physical challenge and willpower. Physical quality enhancement is the most intuitive feelings, their body subjected to high intensity exercise, at the same time, the food intake of the body is much higher than usual, based on the above two reasons, the body of the riders quality must be greatly improved. After embracing the test of crossing mountains and rivers, the will quality of cyclists has also been improved effectively. The test that cyclists need to face is not only the high-intensity physical

exertion, but also the persistence. The whole journey of the Sichuan-Tibetan routes takes 22-28 days, and nearly every day they need to face with the uphill of 20-40 kilometers, lacking strong will quality, and the goal is naturally unable to be completed. In psychological terms, the research shows that the most intuitive feeling in the psychological aspects of the Sichuan-riding is happiness and pleasure. The main sources of happiness comes from the following aspects: challenges self-potential and pleasure from achieving the goal, genuine local customs and the charming scenery, different natural and humanistic landscape, ride the harmonious relationships among riders and friends, temporarily escapement from mundane daily life and feelings of newness. In this environment, the cycling tourists are relaxed and feel comfortable. This mainly refers to freedom from the triviality, repetition and uneasiness of daily life, feeling free exploration and self-transcendence. The body and mind of the cycling tourists are released, the mood becomes simple, the daily life is trivial and repeated daily life is swept away by the fresh air. Moreover, the tour is a symbol of the ultimate goal of bravery, persistence, freedom, and a way to savor the original, simple and exotic atmosphere and the friendly and harmonious interpersonal relationship between the riders. The spirit is purified and released, and the values and outlook on life are pure, and the aesthetic feeling of existing and simple life is realized. Thus, the freedom of body and mind is realized.

Co-occurrence Analysis

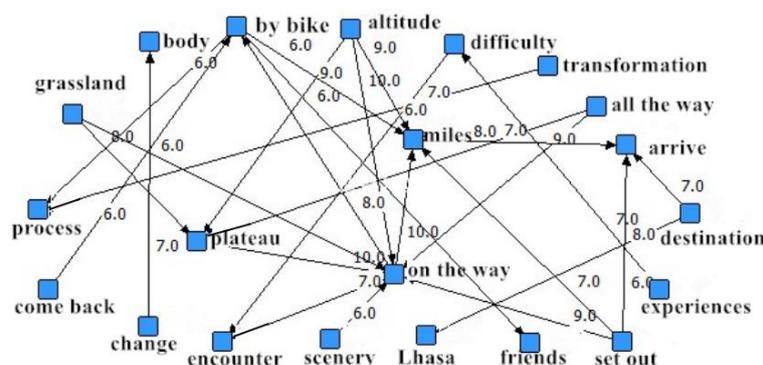


Fig-1: The social semantic network diagram of the tourists of the Sichuan Tibetan line

According to the social meaning network matrix, the "body -- change" connection value is 7.0, and the connection is relatively close. The most intuitive change from the surface analysis of the tourists in the Sichuan-Tibet line coming from the body, but the reason why the tourists choose to ride the Sichuan-Tibet line, rather than exercising in the urban gym or cycling in the city, the reason is that the tourism of the Sichuan-Tibet line is more than the pure physical training and the mind purification. "road-scenery" connection value is 6.0, and it confirms that cycling tourists are satisfied with the scenic views in the Sichuan-Tibet line, as we all know the Sichuan-Tibet line is known as "the most

beautiful landscape avenue in China," and the results are consistent with the fact; "Cycling - friends of contact is a value of 10.0, the contact number is very high, which shows more of the Sichuan-tibet highway riding tourists developed friendship in the process of their travel. The author believes that Sichuan-tibet highway riding tourism process provides a simple environment for communication, communication and exchanges between cycling tourists is the most important factor which makes the contact number significantly higher than it compared with the friends making in the city. The trip is more than a shared experience, and also a good platform of opening the

inner world to others. Cycling tourists in the Sichuan-Tibet line are mainly young students groups, the study results show that the cycling tourists increased social experience, independent ability and strain capacity from the journey. Cycling tourism in the Sichuan-Tibet line is a long journey and perilous, so the tourists harvest a rich experience. Interpersonal relationship between cycling tourists and local communities form a new social system. Cycling tourists have to solve all the problems independently through the whole process. And why do cycling tourists choose to experience this kind suffering of body and will, and even the test of the heart, rather than a trip to a coastal city, or spend their holiday somewhere else? The author argues that the motivation lies in these Chinese young people aspiring for spiritual enrichment. This young generation grows up in a relatively materially rich Chinese environment. Most of them lead a comfortable or even affluent life. They had very few setback experiences since their childhood. As a result, they naturally longs for challenges and self-improvement to achieve self-independent goals. The Sichuan-Tibet highway cycling, which contains the dangerous part of a long travel perfectly suits this young group's demands of self-improvement. Obviously, the riding trip is also an active pursuit of self-improvement and development behavior.

CONCLUSION AND DISCUSSION

This paper uses the content analysis method to analyze the characteristics and laws of long-distance cycling tourists' preference and the main conclusions are as follows.

Abandoning the traditional bus, train and plane mass tourism, the tourist completed the long and arduous tourism activities from Sichuan to Tibet by biking. Their main tourism motivation is not only to experience the beautiful natural and cultural scenery along the way, but also to realize the challenge and transcendence of their selves, and to get the inner satisfaction which is difficult to get in daily life and traditional mass tourism.

The change in the tour of the Sichuan-Tibetan line is the result of the physical challenges and chasten of the will. Through the arduous long journey of the Tibetan line, and the physical challenges, tourists get promoted. The physical challenges are the most important way to improve the spirit quality of the people, and in their eyes, through the challenges, they can get precious spiritual wealth. It's an important way to improve them. This research supports the view that natural and cultural landscape experience, physical challenge and will quality are regarded as an important motivation of the tourists in the Tibetan line. As a kind of tourism activity, cycling tourism does not comply with modern means of transportation, and relies on the tourists' own strength to complete the journey. While enjoying the natural and cultural scenery along the

route, the tourists have realized the self-challenge and the quality of the will. The experience of tourists is not only from the appreciation of the natural and cultural scenery, but also from the self-transcendence.

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