

Analysis of Doom of Tourism Development from the Perspective of the Tourist Demand

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Abstract: Under the influence of natural and human factors, more and more travel destinations endangered facing danger, triggering a new form of tourism--a doom of tourism. In doom of tourism process, people can enjoy the beautiful scenery, and look within, and strengthen the awareness of environmental protection, has an important educational significance and awaken. The questionnaire survey data analysis shows that the demand characteristics of doom tourism development is mainly reflected in the desire to be close to nature, travel time to pursue flexible, travel decision closely integrated with the Internet, and so on. Therefore, tourism development shall comply with four principles, such as originality, cultural, market, operational, takes the appropriate product design strategy, product strategy, sales strategy. Also, we should pay attention to education of tourism activities, note the security of tourism process, highlight culture and brand features, strict examination of tourist development approval process.

Keywords: Doom of tourism; Disappearing resorts; Tourism development; Tourist demand

1. Introduction

1.1. The concept of doom of tourism

Doom of Tourism, also known as "doomsday tourism" and Fairview Tour, is a new type of tourism in recent years, and it is also a controversial research field. It has the idea of sustainable development of ecological protection and conforms to the experiential tourism mode advocated nowadays. It is gradually becoming a favorite form of tourism for tourists. The concept of Doom of Tourism is tourist destinations which are gradually disappearing due to environmental factors (such as global warming) or human factors (such as unreasonable scenic development). Tourists want to see the "last time" before scenic spots disappear. Because of this tourism motivation, a series of tourism behaviors are produced.

1.2. Research status

The concept of "Doom of Tourism" was first put forward by Americans, which was also nicknamed "Fairview Tour". Under the circumstances of global warming changing the natural environment, a new mode of travel emerged. People are anxious about the scenic spots of tourist destinations, hoping to have a tour before the precious natural landscape disappears. Although there are sufficient conditions for the development of scenic tourism, there is not much authoritative literature about it. In foreign countries, "Doom of Tourism" appears more frequently in tourism magazines, mainly in the study of specific scenic spots. For example, the impact of global

environmental consequences of tourism by SGssling [1] in 2002 and New perspectives for the future of the Maldives [2] in 2004 describe the new measures Maldives will take in the future when sea level rises.

The research on Doom of Tourism in China includes Bao Jigang, Xu Hongquan and Dai Guangquan's The Impact and Theoretical Interpretation of "Farewell to the Three Gorges Tour" [3]. This paper systematically and dynamically analyses the "Farewell to the Three Gorges Tour", and draws the conclusion that this kind of tourism operation can promote the development of tourism in a short time, but it has a high risk, more developments will cause more serious harm. With the influence of "Doomsday Theory" in the movie IP "2012", various articles on exploring scenic spots have appeared on the network platforms such as vblog. Most people have doubting and criticising about them and thinking that they are merely hype. However, a few scholars encourage the development of Doom of Tourism, such as Fu Yu's A Brief Analysis of Doomsday Tour [4], which clarifies the significance of development and points out the problems facing them, thus putting some suggestions for development. In conclusion, although there are few studies on the impacts of stakeholders, the causes, processes and Countermeasures of over-exploitation of tourist destinations at home and abroad under the background of global warming. There are few studies on Doom of Tourism.

2. The Development Status of Doom of Tourism

According to Forbes, the United Nations has selected the world's most endangered tourist attractions, some of which are also world cultural heritage sites. The UNESCO World Heritage Centre also lists the "Top Ten Sightseeing Spots". Following the Maldives Underwater Cabinet Meeting, the Maldives has used "exhibition" as a means of publicity to attract tourists. In addition to these international routes, there are many "beautiful scenery that are about to disappear" in China, such as the Nujiang Grand Canyon, Daocheng Yading, the desert Gobi Crescent Spring, and the Dunhuang Mogao Grottoes, but the design and development of these tourist routes are still lagging behind. In 2002, before the second interception of the Three Gorges of the Yangtze River, it set off a climax of "Farewell to the Three Gorges Tour". At that time, more than 10,000 tourists participated in the Three Gorges tour in three months, which was quite spectacular. The Copenhagen Summit triggered a fascinating tour of China in 2009. In the Spring Festival of 2010, Huayuan International Travel Service first launched the "Essential Travel Series". However, the domestic high-end outbound tourism with the theme of ecotourism is aimed at high-income people, while the domestic travel agency facing low-income mass consumers. The environmental protection concept of tourists is also far from the high-end "ecological tour".

In summary, it is not difficult to see that although Doom of Tourism has developed in the world tourism, it is only regarded as a kind of gimmick, not a type of tourism. The Doom of Tourism we are talking about is not a simple "hype", but a long-term planning for the tourist destination that is about to disappear, so that tourists can't regret it, to feel the uniqueness.

3. Survey and Analysis of Tourism Demand for Doom of Tourism

3.1. Description of the questionnaire

Tourists' demand for Doom of Tourism is based on a questionnaire survey. According to the relevant reports of the fascinating tourism, the questionnaire has setted 14 questions combining the research topics of the thesis, which can reflect the tourists' perception and demand characteristics of Doom of Tourism.

3.2. Investigation and analysis

The questionnaire was published online by the questionnaire star, 127 copies were distributed, and 127 valid questionnaires were returned. The recovery rate was 100%. The collected questionnaires were analyzed using the SPSS data analysis package software and the statistical analysis function of the questionnaire star.

Table 1. Basic information about respondents

Background	Options	Number	Percentage
Age	A.18-25	117	92.13%
	B.26-35	6	4.72%
	C.36-60	4	3.15%
	D.> 60	0	0%
Gender	A.male	39	30.71%
	B.female	88	69.29%
Job	A.student	105	82.68%
	B.Civil servant	2	1.57%
	C.Enterprise staff	14	11.02%
	D.Self-employed	1	0.79%
	E.farmer	0	0%
	F.others	5	3.94%
Consumption	A. < 2000	37	29.13%
	B. 2000-3000	80	62.99%
	C. 3000-5000	9	7.09%
	D. > 5000	1	0.79%

It can be seen from the above table that the respondents, except the elderly group, are involved in the young and middle-aged, indicating that the survey has a certain representativeness; in terms of gender ratio, female are twice as many as male; the respondent group involves students. Civil servants, enterprises, staff,Self-employed,

and other occupations; the monthly consumption ceiling is 2000-3000 yuan, and other consumption powers are also reflected.

3.2.1. Analysis of the cognitive status of the respondents

Table 2. Cognitive status of respondents

	Average	Overall variance	Rate of probability	Rate of opposition
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Recognition	2. 252	0.755	6.3%	61.41%
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The cognitive status survey was designed by Richter's five-level scale. The respondents were asked to score the indicators according to the scale of 1-5, 5= "complete understanding", 4= "comparative understanding", 3= "unclear", 2= "unclear", and 1= "completely unclear". The questionnaire was analyzed by SPSS data analysis package software, and the average cognitive value, total variance, approval rate and opposition rate were obtained. The average perception of the tourists is 2.252, which indicates that they are at a loss about the cultural percep-

tion of the scenic tourism, and the propaganda of the scenic tourism needs to be strengthened. Secondly, because different investigators will have different perceptions of scenic tourism according to their age, gender, occupation and family structure, the higher the level of age and consumption, the higher the perception.

3.2.2. Analysis of the factors affecting the needs of the respondents

Table 3. Affecting the needs of the respondents

Factor	Option	Number	Percentage
Attractive Elements	A.Economy, Politics	23	18.11%
	B.traffic	9	7.09%
	C.Nature and Humanity	85	66.93%
	D.Endangered degree	10	7.87%
Tourist Experience	A.Sightseeing	101	79.53%
	B.specialty	35	27.56%
	C.Education	44	34.65%
	D.relax	106	83.46%
Tourist Projects	A.Multiple Scenic Spots	38	29.92%
	B.Re-participation	28	22.05%
	C.quantity and quality	40	31.5%
	D.casual	21	16.54%
Motivation of Tourism	A.Make up for regrets	60	47.24%
	B.famous fame	17	13.39%
	C.hunting	50	39. 37%
Time	A.1day	2	1.57%
	B.1-3days	51	40.16%
	C.3 days or more	29	22.83%
	D.Depending on the length of leisure time	45	35.43%
Expenditure	A.Fully agree	10	7.87%
	B.Incomplete agreement	51	40.16%
	C.agrees	52	40.94%
	D.disagrees	13	10.24%
	E.totally disagree	1	0. 79%

From the above six factors, we can draw the following conclusions: 66.93% of the respondents pay attention to the natural scenery and human history of the tourist destination in terms of Attraction Factors and tourism experience. 79.53% of the respondents paid attention to sightseeing in their tourism experience, which showed that the development of scenic tourism products could seize the characteristics of tourists' needs, highlight the local context, and bring tourists a visual feast. From the survey data of tourism motivation, we can see that 47.24% of the respondents made travel decisions because they did not want to leave regret, and 39.37% of the respondents chose to travel because of their novelty-seeking psychology. In terms of time and cost acceptance, 40.16% of the respondents took 1-3 days to travel, but it is noteworthy that 35.43% of the respondents thought that their travel time could be determined by their leisure

time, and there was no fixed time. As far as the financial cost of tourism is concerned, 81.1% of respondents expressed their willingness to accept more expenses on the premise of guaranteeing the quality of tourism, indicating that most tourists have the ability and willingness to spend money on tourism, as long as the quality of tourism products is guaranteed.

3.2.3. The way of obtaining information for the respondents

From the data of access to information, it can be seen that 55.91% of the respondents will choose website to search for tourism information, which shows that the Internet has become the main means for tourists to obtain information. Compared with other options, it can be seen that the proportion of website search is 4-5 times that of other options, indicating that tourists have changed from pas-

sive access to information to active access to information. The change reflects the strengthening of tourists' initiative in tourism.

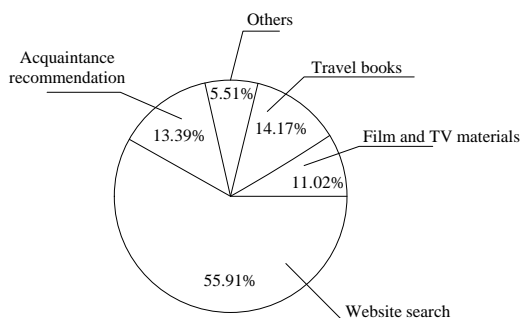


Figure 1. The way of obtaining information for the respondents

3.2.4. The way the respondents choose to travel

From the figure 2, we can see that most of the respondents tend to travel with like-minded donkey friends or relatives and friends, which also reflects the tourism concept of most tourists in our country. This concept has a strong "home" idea, which is different from the common "solo travelers" abroad. Chinese travel will certainly call friends and travel with companions in order to increase the pleasure of the journey.

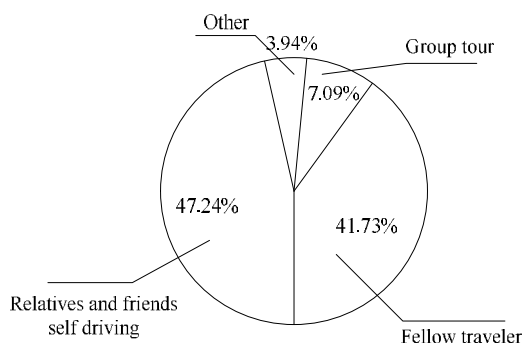


Figure 2. The way the respondents choose to travel

3.2.5. Vision analysis of the respondents

The last open question is "Suggestions for the Development of Extreme Tourism". Only 33 people answered 127 questionnaires. Among them, 16 suggestions were "Protection", "Moderation" and "Reasonable". Four suggestions mentioned increasing publicity. Two suggestions paid more attention to the needs of tourists, and another one mentioned paying more attention to security. It shows that nowadays tourists'attention to environmental protection of tourist destinations has been significantly increased. They no longer start from their own interests, have a general idea, and consider issues in an all-round way.

4. Conclusions

4.1. Product design strategy

Firstly, the route design of scenic tourism products. The route length of scenic tourism is influenced by its travel time. If the destinations have beautiful scenery and unique tourism experience, it will increase the attraction of products to tourists.

Secondly, the design of tourism activities. In the development of scenic tourism, it is necessary to keep in touch with the local context and improve tourism comfort. The destination of scenic tourism is not as perfect as the infrastructure of newly developed tourist destination. It generally has a fairly complete scale in the construction of tourist destination, so what it needs to do is to make up for its strengths and weaknesses and to give tourists a sense of being at home.

Thirdly, the price design of scenic tourism products. Designing price lists with different gradients, tourists can choose to consume more or less on their own. They can also set up discounts to increase the attractiveness of products for reasons such as holidays or group purchases. Finally, the time design of scenic tourism products. The suppliers of scenic tourism should make detailed plans to coordinate the contradiction between off-season and peak season. During the holidays, when there is a large flow of people, it is necessary to avoid accepting a large number of tourists at the same time and reduce the time spent by tourists in the same scenic spot.

4.2. Publicity and design strategies

First of all, we should strengthen cognitive propaganda. From the above analysis, we can know that the tourist's awareness of scenic tourism is low, and there are unilateral errors in the general tourist's understanding of it. In view of this situation, we should point out the name of scenic tourism when publicizing tourism products[5], so that tourists can realize that scenic tourism is a new way of experiencing tourism, so as to cultivate the potential source market of high-quality scenic tourism products. Secondly, different publicity should be carried out for different target markets[6]. Cohen and Pine II's 5E experience [7] divides the experience into five kinds: entertainment experience, escape and relaxation experience, knowledge education experience, aesthetic adventure experience and empathy experience. It can be propagated according to different experience needs of different markets. For example, for the family market, this group mostly belongs to cautious and pragmatic consumers, pays attention to practicality and likes meaningful tourism atmosphere. People hope to establish more intimate friendship between family members in tourism or leisure activities. In propaganda, we should emphasize that scenic tourism is a new type of experiential tourism, recom-

mend popular travel arrangements to them, and make a cost for it. A list of where each expense is going.

The network is the main means of propaganda combined with various forms of propaganda. According to the survey, the Internet is the main way for tourists to get information, so the promotion of excursion can mainly be based on the network. Tourist suppliers set up a special page on their website to introduce the concept of scenic tourism. They can also add their own tourism products and explain the form of scenic tourism. They can deepen tourists' understanding of scenic tourism in the form of both pictures and texts. In order to enhance tourists' feeling of being in the situation, they can also make some small videos to increase the publicity effect. In addition, in view of the popularity of Wechat propaganda nowadays, public numbers can be established to interact with followers, such as regularly promoting their own new products, or holding interesting activities.

4.3. Product sales strategy

Firstly, strengthen the network direct selling of tourist destinations. Nowadays, more and more enterprises and consumers adopt online trading, and direct sales of products can reduce marketing costs, reduce product prices, occupy an advantage in price competition, and maintain the flexibility of marketing strategies.

Secondly, play an active role in travel agencies. At the present stage, the products of desolate tourism are mainly completed through indirect marketing channels, but they only regard desolate tourism as their marketing mode of tourism products. Travel agencies should strengthen ex-

changes and cooperation with scenic destinations and launch real scenic tourism products.

Thirdly, we should build high-quality lines. Nowadays, there is no formal sales of scenic tour routes in our country. Most of them are adventure tours for backpackers, so this has hindered the organization and propaganda of travel agencies, and also made tourists less receptive to scenic tourism. Creating excellent scenic tour routes will not only stimulate the enthusiasm of intermediaries in travel agencies, but also help to cultivate a relatively stable tourist consumer group.

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