A Study on Tourist shopping needs and its spatial characteristics

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Abstract

Tourists travel demand can be divided into the watch the natural landscape, such as shopping, entertainment and other projects. Each travel demand with motivation for meet the requirements of appropriate tourism space environment in order to complete. In this paper, through questionnaire investigation and SD (Semantic Differential) method for the basic attributes of shopping tourists and spatial characteristics of commercial pedestrian street. And analyzes the basic attributes of shopping as the main demand of tourists characteristics and the spatial characteristics of the suitable shopping demand, to provide a scientific basis for the design of tourist shopping space.

Key words: Tourists, Shopping needs, Commercial pedestrian street, Spatial features

1. Introduction

Tourists travel demand can be divided into the watch the natural landscape, such as shopping, entertainment and other projects. Each travel demand with motivation for meet the requirements of appropriate tourism space environment in order to complete. So suitable travel demand and its spatial characteristics of tourism research is very important. Typical of commercial pedestrian street is to satisfy tourists shopping facilities, is to provide tourists shopping, leisure, entertainment places. This paper focuses on commercial pedestrian street of tourists shopping demand and its spatial characteristics, so as to provide scientific basis for the suitable shopping space design.

2. Research Methods

2.1. Research content

Understanding through questionnaire, interviews and other forms in the basic properties of commercial pedestrian street shopping tourist and shopping space condition, etc. And analysis of the commercial pedestrian street in the appropriate shopping space characteristics and the evaluation of shopping space.

2.2. Research method

In April 2014 to may in China, Jinan QuanCheng Road based on a questionnaire survey of the commercial pedestrian street and SD (Semantic Differential) (Zhang, 2004). 1000 questionnaire distributed, 1000 valid questionnaires, 82.1% efficient. SD 200 questionnaire distributed, 174 valid copies, 87% efficient. Using Excel data and analysis
of SD.

QuanCheng Road commercial pedestrian street is located in the central business district of Jinan city, has "status of the cross street of gold" (Zhang and Zhou, 2005). Simon, it stretches from east to Jiefang bridge, the total length of 1600 meters, 50 meters wide street, famous on both sides of the road home, such as department store "Jinan", "shopping center" esteeming harmony etc.(Li and Chou, 2002), tourists visit one of the important places of shopping.

3. Results and Discussion

3.1. The basic attributes of tourists

The tourists' age, gender, and shopping needs, life, level of education, occupation etc. The age is the main factors influencing people's behavior (Xu, 1996; Li, 2000). In order to facilitate research, tourists can be divided into teenagers (below 20 years old), youth (20 to 29 years old), young and middle-aged (30-40), middle-aged (41-55 years old), and old age (55 55 years of age or older).

Questionnaire showed that male tourists accounted for 54%, the female tourists accounted for 46%, gender constitute basic is 1:1. Young age structure for teenagers accounted for 12%, 61%, 17% of middle-aged and young and middle-aged (7%), the elderly accounted for 3%. Thus the commercial pedestrian street basic meet the basic needs of tourist group ages.

Visit commercial pedestrian street of tourists mainly employed staff and workers accounted for 47%, 30%, other 23% students. Tourists in terms of degree of university accounted for 49%, 23%, other 28% technical secondary school. Therefore, commercial pedestrian street design should to staff and students as the center for tourists shopping motivation rather than shopping space environment, the relationship between meet the shopping needs of tourists.

3.2. visitors using the characteristics of commercial pedestrian street

Visitors to the use of commercial pedestrian street distance of 3 ~ 6 km. Transportation for buses (59.9%), walking, cycling accounted for 20.8% and 10.5%, taxi and self-drive accounted for 8.8%. It embodies the characteristics of the shopping tourists traveling way.Travel companions, see accounted for 49.6%, with friends and family accounted for 20.9%, 19.6%, other 9.9% separately.To street frequency according to the survey, often do not account for 43.0%, 22.0%, twice a week once a week to 14.0%, other 21.0%. Residence time of the survey, 1 ~ 2 hours (42.0%), 2 ~ 3 hours (30.0%, 2.0%, other 26.0% under half an hour. This shows that the length of the visitors stay time is closely related to places such as streets landscape, space environment. Through the interview form to vehicles, the environment there, toilet location is not clear, latrines, shade place less shopping environments such as the existing problems. This shows that visitors to the shopping environment is becoming more and more high quality requirements.

3.3. Guest evaluation of commercial pedestrian street space

3.3.1. The Analysis of the guest evaluation of commercial pedestrian street space

(1) Safety: The forms of height difference changed little on the commercial pedestrian street of QuanCheng Road, so it basically meets the needs of safety, but the setting of markers where elevation changes is not very obvious, accounting for 74.7%.The floor covering meets the basic needs of antiskid and antifreeze, besides, lighting is more adequate at night.

(2) Impressive: Most people thought the facade achieved the requirement of rich and beauty (43.7%). The ground pavement performances generally in the aesthetic aspects, billboards, street lamps, neon design was basically unified and beautiful, but degree of