The Perception of Chinese Traditional Values and Their Influence on The Elderly's Rural Vacation Behaviour

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Abstract. This paper built a scale of Chinese traditional cultural value (CTCVS) that based on the previous research and interview results provided by the elderly interviewers. Then a questionnaire was conducted to question the elderly citizens living in China about their perception of CTCVS and scales of their rural vacation destination decision-making, which contained two parts: rural vacation destination choice scale (RVDCS) and perceptions of barriers to rural vacations scale (PBRVS). With principal components analysis and analysis of variance (ANOVA), results showed that Chinese traditional cultural values have an impact on both the choice of destinations of the elderly rural vacation, and the perception of barriers to the elderly rural vacations. In this study, some recommendations for improving marketing techniques targeting the elderly who might have a vacation in rural areas were put forward for rural resorts and related enterprises.

1. Introduction
Since the beginning of the 21st century, the aging of China's population has accelerated. According to the World Population Outlook 2015 (United Nations, 2016), China's population aged 65 and above will increase to 371 million in 2050, accounting for 27.6% of the total population, more than three times that of 2010.

Old people who retire from work, with considerable leisure time, and relatively fixed income, meet the basic conditions of tourism demand. So the elderly population has become an important part of China's tourism market. In addition, there is a phenomenon in China that the aged leave their residence after retirement and choose to stay in the countryside for a period of time.

However, there are obstacles in the development of rural vacation among the elderly [1], that is, not all the elderly are willing to accept this kind of vacation. The decision-making behaviours of the Chinese elderly tourists are complex, which is influenced by the Chinese unique cultural, social and historical factors. Therefore, this study probed into the decision-making behaviours of the Chinese elderly rural vacation from the perspective of traditional Chinese cultural values, and explained the influence of the perception of Chinese traditional cultural values on the decision-making behaviours of rural vacation among the Chinese elderly.

2. Review of past research

2.1 Chinese traditional cultural values
The study of values can be traced back to the 1930s. G.W. Allport improved six basic values scribed by Spranger which were the theoretical, economic, aesthetic, political, religious and social. However, scholars such as Bond (1988) believed that Chinese values were influenced by traditional culture, which was quite different from western values. Therefore, they developed the Chinese value questionnaire. But the study samples were taken from students in Asian countries including Hong Kong, Taiwan and Singapore, except China mainland. Wong and Ahuvia (1998) pointed out that if people wanted to truly understand the consumption behaviours of oriental people, they need to deeply study the impact of traditional culture on them. Zhang Meng-xia and Alian Jolibert (2003) studied the influence of traditional Chinese cultural values on Chinese consumers' cosmetics buying behaviour and created the Cultural Values Scale (CVS). Their research is currently cited by many scholars and was the only Chinese CVS verified by statistical analysis.

The study of Chinese traditional cultural values is of great significance to the study of consumer behaviour. But there are not many studies of how Chinese cultural values effect tourism behaviour. Therefore, the research on the relationship between Chinese traditional cultural values and tourism behaviours needs to be further explored and deepened.

2.2 The elderly tourism behaviour

2.2.1 Travel destination choice

Research showed that past experience was a key factor in travel choice. Vincent and De Los Santos studied senior winter travelers in Texas and found that climate, friendliness, family, friends, cost, culture, geographical beauty and proximity were attributes of destination selection. Zimmer believed that time, money and distance were factors influencing the decision-making of the tourism destination of the elderly. According to the above research, the influence of tourists' choice of destinations can be divided into previous experience, climate, friendliness, family, friends, cost, culture, geographical beauty, proximity, time and distance.

2.2.2 Barriers to travel for senior travellers

Mcguire, Dottavio and O'leary identified some important restrictions to travel. The answer given by Blazey was: safety issues, funding constraints, lack of time, lack of information, poor health and poor age cognition. Old people were often restricted by health, economy and environment. The findings suggested that tourists' personal problems included considerations of time, cost, health, age and family responsibilities.

3. Methods

3.1 Study hypothesis

In this study, two propositional hypotheses were put forward based on previous achievements:

H1: Chinese traditional cultural values have an impact on the choice of destinations of the elderly rural vacation;

H2: Chinese traditional cultural values have an impact on the perception of barriers to the elderly rural vacations.

3.2 Instrument

The questionnaire instrument consisted of three parts.

3.2.1 Chinese traditional cultural values scale

The measurement scale of traditional Chinese cultural values in this subject is based on the research results of Zhang Meng-xia's. In her study, she created a Chinese traditional cultural values scale for women. However, in view of the fact that professor Zhang's research object was female and the research object of this paper is the elderly in the city, some items of the Chinese traditional cultural
values scale in this study were adjusted, combined with the research results of predecessors. Finally, Chinese traditional cultural value scale (CTCVS) were formed, which contained 20 statements.

3.2.2 The elderly’s rural vacation decision-making scale
From November 2016 to February 2017, the research group organized three interviews with people aged 55 and over, totally 12 anticipants. They were asked to response to the following questions: (1) What are your requirements for choosing a rural vacation destination; (2) What are the barriers to determine a rural resort. Then the interview content was sorted out and finally "Rural Vacation Destination Choice Scale" (RVDCS) and "Perceptions of Barriers to Rural Vacations Scale (PBRVS)" were built, with each scale containing of 20 items.

Both the CTCVS, RVDCS and PBRVS attributes were rated on a 5-point Likert-type scale, ranging from 1 (extremely disagree) to 5 (extremely agree).

3.2.3 Demographic backgrounds
The final part dealt with the demographic backgrounds of the respondents, who were asked about the gender, age, education, employment, income and rural tourism experience.

3.3 Data collection
Data were collected from a sample of over 460 senior citizens. It needs to be noted that the age of participants is extended to 50 and above in this paper, for two reasons: (1) the elderly who retired from work are the main market of the rural vacation tourism, and the earliest retirement age in China is 50 years old; (2) broadening the age of participants can leave more space for data analysis.

Table 1 Demographic characteristics of respondents (N= 460)

| Demographic characteristics | Number | % |
|----------------------------|--------|---|
| Gender                     |        |   |
| Male                       | 218    | 47.4 |
| Female                     | 240    | 52.3 |
| Age                        |        |   |
| 50-55                      | 69     | 15.0 |
| 56-60                      | 104    | 22.6 |
| 61-65                      | 193    | 42.0 |
| 65 and older               | 94     | 20.4 |
| Education                  |        |   |
| Primary and under          | 27     | 5.9 |
| Secondary                  | 153    | 33.3 |
| High school                | 201    | 43.7 |
| College and above          | 79     | 17.2 |
| Employment                 |        |   |
| Work full-time             | 132    | 28.7 |
| Work part-time             | 6      | 1.3 |
| Retired                    | 294    | 63.9 |
| Unemployment               | 25     | 5.4 |
| Family income per year(RMB)|        |   |
| 50,000 and under           | 41     | 8.9 |
| 50,001-100,000             | 60     | 13.0 |
| 100,001-200,000            | 191    | 41.5 |
| 200,001-500,000            | 103    | 22.4 |
| 500,001-1,000,000          | 53     | 11.5 |
| 1,000,001 and above        | 12     | 2.6 |
4. Results

4.1 General Profile of Respondents
This sample constituted a male:female ratio of 47.4:52.3. The majority (62.5%) of the senior citizens were over 60 years old, with a median age of 62. The traveller’s median level of education was a high school diploma, and 41.5% their family was between 100,001-200,000. 63.9% of the sample defined themselves as retirees. Most of the participants had rural tourism experience before (77.8%).

4.2 Principal components analysis (PCA)
In order to identify and purify the CTCVS, RVDCS and PBRVS construct, factor analysis was applied on the full sample. This procedure allowed (1) reduction of the extensive number of 20 items of each scale; (2) test the consistency of the scale. Principal components (PC) extraction with Kaiser-normalization (eigenvalues over one) was applied and PC-results were rotated (Varimax).

4.2.1 PCA of Chinese traditional cultural values

| Factor | Factor loading | Eigen-value | CCV |
|--------|----------------|-------------|-----|
| Factor 1: collectivism | | | |
| I can sacrifice my personal interests for the benefit of all | 0.786 | 4.087 | 11.580 |
| For me, it's important to have a sense of belonging to a group or organization | 0.616 |
| Factor 2: the golden mean | | | |
| I want to be unobtrusive at work, not to be praised, not to be criticized | 0.642 | 2.359 | 22.610 |
| For peace, I can tolerate some of the actions of my neighbours | 0.721 |
| I will dye my grey hair, even though it is harmful to my health | 0.680 |
| Factor 3: personal success | | | |
| I dream to be successful and successful | 0.705 | 1.563 | 33.567 |
| I will change myself because of others and circumstances | 0.636 |
| I care about what colleagues say about me | 0.588 |
| Factor 4: family honour | | | |
| If I lose my job, I'll lose my family's face | 0.748 | 1.411 | 42.276 |
| I think children should listen to their parents carefully | 0.710 |
| Factor 5: consistent with public view | | | |
| One's behaviour should match one's own status | 0.717 | 1.347 | 55.351 |
| One should give seat to old person, pregnant woman in the bus | 0.711 |

Note: CCV indicates that cumulative contribution of variance. Below is the same 8 items were deleted in the first round of analysis due to relatively low loadings and cross-loadings with other factors. The remaining 12 items produced sufficiently high loadings and a five-factor
solution resulted in an explanation of 55.35% of variance, which was considered adequate for our data-reduction purposes.

The first factor was labelled "collectivism", because the 2 items (see Table 2) predominantly reflect the obedience of the individual to the collective. The second factor, comprising of 3 items which in line with the core concept of traditional culture "the golden mean", represents "the doctrine of the mean". The 3 items which formed factor three expressing the individual spirit of struggle and the ideal of success, was therefore labelled "personal success", while factor four (2 items), "family honour", reflected the individual's maintenance of family honour. The fifth factor (2 items) reflected the consistency of individual's self-behaviour with their status, environment and public values. Therefore, it was labelled as "consistent with public view".

4.2.2 PCA of the elderly's rural vacation decision-making

| Factor | Factor loading | Eigen-value | CCV |
|--------|----------------|-------------|-----|
| Factor 1: regional traffic | | | |
| The transportation is convenient | 0.693 | 10.288 | 22.113 |
| It's close to my place of residence | 0.841 |
| Conveninet to purchase articles for daily use | |
| Factor 2: environment and facility | | 1.550 | 41.831 |
| Superior ecological environment and good air quality | 0.603 |
| Have a companion | 0.802 |
| Good condition of accommodation facilities | 0.644 |
| Good medical facilities | 0.672 |
| The food is delicious | 0.672 |
| Uninhibited and feel free | 0.558 |
| Close to the big hospital | 0.574 |
| Factor 3: hardware condition | | 1.304 | 58.592 |
| Good sanitation | 0.644 |
| Health and fitness facilities | 0.766 |
| places to learn art | 0.800 |
| Factor 4: living atmosphere | | 1.162 | 70.455 |
| Quiet and idle lifestyle | 0.655 |
| Factor 5: recreational activities | | 1.073 | 76.877 |
| Place to playing CARDS, fishing and other activities | 0.848 |

IN Rural Vacation Destination Choice Scale (RVDCS), 5 items were deleted in the first round of analysis due to relatively low loadings and cross-loadings with other factors. The remaining 15 items produced sufficiently high loadings and a five-factor solution resulted in an explanation of 76.88% of variance. The first factor was labeled as "regional traffic", because the 3 items (see table3) reflect the location transportation factor that influenced the elderly's choice when they considering rural vacation destination. The second factor was labeled as "environment and facility", because the 7 items reflected the requirement for superior environment, good food and accommodation facilities, and medical facilities and so on. The third factor was labeled as "hardware condition", because it reflected the elderly’s demands for the hardware facilities such as sanitation, health, and further Study. The fourth factor reflected the elderly’s requirements on the living state and atmosphere of the rural destination. Therefore, it was labeled as "living atmosphere". The fifth factor was the requirement for the richness of recreational activities in rural vacation destination, so it was labeled as "recreational activities".

IN Perception of Barriers to Rural Vacations Scale (PBRVS), 6 items were deleted in the first round of analysis due to relatively low loadings and cross-loadings with other factors. The remaining
14 items produced sufficiently high loadings and a five-factor solution resulted in an explanation of 68.27% of variance.

| Table 4 Results of PCA for PBRVS |
|----------------------------------|
| **Factor:** limited by traditional ideas | Factor loading | Eigen-value | CCV |
| No one around me has experience of a rural vacation | 0.614 | 7.567 | 15.984 |
| I feel good staying at home rather than rural resorts | 0.591 | | |
| I will not see my children for a long time | 0.577 | | |
| Relatives and friends are in the hometown, rather than rural resorts | 0.724 | | |
| Friends around them choose to stay at home | 0.577 | | |
| **Factor:** unadapt to the rural environment | Eigen-value | CCV |
| There are too many mosquitoes in the countryside | 1.888 | 31.570 |
| I am in poor health | 0.618 | | |
| Service and care are not as good as city’s | 0.715 | | |
| **Factor:** limited budget | Eigen-value | CCV |
| There is not enough money | 1.603 | 45.276 |
| Cost is high | 0.807 | | |
| **Factor:** facilities under the requirements | Eigen-value | CCV |
| Low standards of rural accommodation | 1.344 | 58.182 |
| Medical conditions are not as good as in the city | 0.785 | | |
| Hygiene conditions are not satisfactory | 0.733 | | |
| **Factor:** no companions | Eigen-value | CCV |
| No company | 1.250 | 68.265 |
| | 0.806 | | |

The first factor was labelled "limited by traditional ideas", because the 5 items (see Table 4) predominantly reflected the elderly belief that most friends and relatives around them would choose to live at home under the influence of traditional concepts, and they would also be affected by others. The second factor comprised of 3 items which concerned about whether the elderly could adapt to the rural life. After all, the current conditions in rural areas are inferior to those in cities. Therefore, it was labelled as "unadapt to the rural environment". The 2 items which formed factor three expressing the elderly's belief that personal financial resources were the limit of choosing rural vacation destination, was labelled as "limited budget". Factor four (3 items), labelled as "facilities under the requirements", reflected the elderly’s concern about the facilities. The fifth factor was the obstacle of rural vacation caused by lack of companions. Therefore, it was labelled as "no companions".

4.3 ANOVA

Table 5 showed that five concepts of Chinese traditional cultural value impacted to different degrees on the decision-making of the elderly's rural vacation destination. (1) The "collectivism" attributes were statistically significant in the terms of "living atmosphere" and "recreational activities" of Rural Vacation Destination Choice, and were significant in the term of "limited by traditional ideas", "unadapt to the rural environment" and "no companions" of perception of barriers. (2) The "golden mean" was statistically significant in the terms of "living atmosphere" and "recreational activities" of Rural Vacation Destination Choice, and was significant in the term of "limited by traditional ideas" and "facilities under the requirements" of perception of barriers. (3) The "personal success" was significant in the following items of Rural Vacation Destination Choice: "regional traffic", "environment and facility" and "hardware condition", while was significant in the following items of Perception of barriers: "unadapt to the rural environment", "limited budget" and "facilities under the
(4) The "family honour" was statistically significant in the terms of "regional traffic", "living atmosphere" and "recreational activities" of Rural Vacation Destination Choice, and was significant in the terms of "limited by traditional ideas", "facilities under the requirements" and "no companions" of Perception of barriers. (5) The "consistent with public view" attributes were significant in the following items of Rural Vacation Destination Choice: "environment and facility", "hardware condition", "living atmosphere" and "recreational activities", while was significant in the following items of: "limited by traditional ideas", "limited budget" and "facilities under the requirements".

The above context reflected the results of five concepts of Chinese traditional cultural value impacted to different degrees on the decision-making of the elderly's rural vacation destination, which is the five factor (consistent with public view) having a strong impact to the elderly's rural vacation destination, then coming to the third factor (personal success) and forth factor (family honour), then coming to the second factor (the golden mean), and last was the first factor (collectivism).

5. Conclusions

In this paper, the CTCVS was established by studying Chinese traditional cultural values. This paper scientifically validated the research hypothesis of this subject, showing that traditional Chinese cultural values play a very important role in effectively interpretation of the decision-making behaviour of rural vacation among the elderly.

| Table 5 Results of ANOVA |
|--------------------------|
| correlation coefficient  | CTCVS Factors |
|                          | 1          2    3    4    5    |
| RVDCS Factors            |            |            |            |            |            |
| 1 F-Value                | 1.491      -1.166 1.073 2.375 .061 |
| P-Value                  | .136       .868 .000* .018* .952 |
| 2 F-Value                | 2.898      3.702 4.602 2.357 4.917 |
| P-Value                  | 1.021      .198 .001* .052 .001* |
| 3 F-Value                | 6.427      4.480 6.933 4.425 3.448 |
| P-Value                  | .829       .524 .000* .023 .004* |
| 4 F-Value                | .295       24.499 25.168 16.328 24.272 |
| P-Value                  | .000*      .000* 2.501 .000* .000* |
| 5 F-Value                | 7.393      6.592 4.785 4.155 4.948 |
| P-Value                  | .000*      .000* 3.203 .000* .000* |
| PBRVS Factors            |            |            |            |            |            |
| 1 F-Value                | 2.670      3.762 15.375 3.558 5.899 |
| P-Value                  | .031*      .005* 3.112 .007* .000* |
| 2 F-Value                | 4.225      5.230 3.123 3.235 2.124 |
| P-Value                  | .000*      1.022 .000* 3.120 .907 |
| 3 F-Value                | 1.565      4.480 5.167 6.320 12.723 |
| P-Value                  | .829       3.123 .000* 2.090 .000* |
| 4 F-Value                | 4.457      3.376 2.176 9.578 3.048 |
| P-Value                  | 1.157      .000* .000* .000* .000* |
| 5 F-Value                | 3.660      2.750 5.305 4.678 4.800 |
| P-Value                  | .001*      2.099 2.090 .007* .523 |

Note: Probability levels: **p < 0.01; *p < 0.05.

From the perspective of management practice, CTCVS and its theory can help rural resort enterprises and villages to develop strategies for targeting the elderly population. In particular, rural resort enterprises and villages can choose CTCVS as the scale of market segmentation variables, to identify rural vacationers cluster heterogeneity cultural values, and integrate homogeneity vacationers. Make sure the market development strategy of typical rural vacation products is coordinated with the values tendency of vacationers in specific market segments to cater to the potential cultural values tendency and interest pursuit in the purchasing behaviour of vacationers and realize targeted market positioning.
The research showed that the several factors of traditional Chinese cultural values, which were personal success, family honour, consistent with the public view had a significant impact on the elderly’s decision-making of rural vacation. For this part of the senior population, they were willing to choose rural resorts with convenient transportation, beautiful environment, fresh air, complete facilities, standard hardware conditions, comfortable living atmosphere and abundant entertainment activities and projects. Therefore, for this part of the population, the focus of marketing tasks should highlight its advantages in transportation location, environmental facilities, hardware conditions, living atmosphere and entertainment activities.

The traditional Chinese cultural values, such as personal success, family honour, behaviour consistent with the public idea, also had a significant impact on the rural vacation obstacle factors. To this part of senior population, the rural resorts should reduce their concerning as much as possible about whether they could get used to rural environment, whether the facilities condition meets the requirements, and whether accompanied with like-minded companions. With trying to give the senior people to the new vacation ideas, and avoiding too much restricted by traditional ideas, reducing cost pressure by paying by instalments or by type of vacation products, the rural resorts could be more attracted to the senior people with traditional value.

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