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A comparative analysis of travel behavior between Chinese and Spanish university students
-Take Ningbo University and Balearic Islands University as an example

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Catalog

ABSTRACT: Nowadays the development of the tourism industry is becoming one of the most important factors in developing the world's economy. In the huge tourism market, the tourist market of college students is becoming a tourism category that has to be valued in the current tourism market and has huge potential. However, due to the different levels of economic development, cultural background, and education in different parts of the world, the travel behaviors of university students from different countries are also very different.

Studying the differences between these behaviors and conducting comparative analysis will provide a relevant theoretical basis for the development of the local and international college student travel market. This article analyzes the current situation of Chinese and foreign scholars' research on college students' travel behavior and summarizes the relevant literature. It also combines the present situation of Chinese and Spanish college students' travel behavior. It mainly takes Ningbo University and Balearic Islands University as concrete examples to carry out the comparative analysis of college students' travel behavior.

Key words: College Student Travel Market; Travel Behavior; Comparison between China and Spain.

1. Introduction

According to Shitu Cao, Feiyu Zheng and Rong Huang (2006), tourism is a variety of physical and mental experiences where people use leisure, aesthetic and other spiritual pleasures as their main purpose, travel to places outside their daily, and stay for a short time. It is an off-site leisure lifestyle and cross-cultural communication activities of people and also one of humanity's most basic ways of life when society develops to a certain stage.

With the development of human social, economic, cultural and education levels, people are paying more and more attention to the needs of the spiritual aspect. At the same time, because modern people are living under the pressure of learning, work, and life, their bodies and minds are often in a highly-stressed environment, so that contemporary people urgently need to release pressure, and travel has become the method chosen by many people.

The tourism market continues to expand and there are many market segments which according to consumers' age, gender, nationality, beliefs, needs, and so on, are gradually divided, such as Grey Tourism, College Student Tourism, Religious Tourism and so on. Among them, the tourist market of college students has attracted much attention in recent years. Due to the improvement of education level in various countries, the number of contemporary college students is quite huge. At the same time, today's college students are different from those previous which with poor purchasing power. While on the contrary, their average level of consumption has greatly increased; and, with the progress of globalization, the student who is full of curiosity can easily reach out to many foreign cultures. This is one of the factors that greatly promote their demands to explore the world for travel or study abroad. Additionally, university students

often have plenty of time. Therefore, they gradually become the mainstream of tourism market. University students' travel market has great potential and has also received more attention from the industry in recent years.

In order to better develop the college student travel market, we must first understand the travel behavior of college students. Generally, there are many differences in the travel behavior of students in different countries, different cultures, and different economic situations. And because the author took part in the double degree program of Ningbo University and the University of the Balearic Islands in Spain, the author came to Spain to study for a year. The author took this opportunity to investigate students from Ningbo University and the Balearic Islands University and studied the differences in travel behavior among these two universities' students.

1.1 Objective of this study

The main objective of this study is, through survey data collection and analysis to understand the travel behavior of Chinese college students and Spanish college students. Then compare the difference and the same aspects of their travel behavior and understand the reason why this happens. Based on the result of data analysis and the comparison of the difference, several pieces of advice to better develop the college students travel market is given.

1.2 Significance of this study

This is a study about consumers' travel behavior and it also gives some evidence about their consumption behavior, so it will be meaningful for both Chinese and Spanish travel market, especially the college students' travel market. Also, it will be helpful for Chinese travel market to know more about Spanish students travelers and the same it will be helpful for Spanish travel market to understand Chinese students' travel behaviors.

The market will accord this study to find some inspirations of how to better meet their potential consumers' demands, for example, if they realize there will be the trend of this group of consumers and know how they will behave, so they can design more specific and suitable products, activities, discounts, and prices to attract more target consumers. And it will also be useful for the local government to predict tourism economy created by this group of special consumers.

1.3 Research methods

This article mainly adopted three research methods: literature analysis, investigation method, and comparative analysis.

1. Literature analysis: It includes, firstly collecting and collating domestic and foreign relevant research materials, searching related reports, and research data of domestic and foreign authoritative organizations on college students' tourism market; then understanding the development of domestic and foreign and international college students' tourism market. After a lot of reading, the conclusion about the importance of studying college students' travel behavior is made. Then the author determines research topics and directions for this paper.

2. Investigation Method: Through questionnaires, statistical analysis and other methods, the author has collected the first-hand data of students from Ningbo University and students from the University of Balearic Islands in Spain. Specific steps of the processes include the design of two questionnaires for Chinese and Spanish respondents; conduction of questionnaires survey; the collection of primary research data; data analysis through SPSS, EXCEL, etc.

3. Comparative analysis: The result of data analysis needs to be comparatively analyzed through quantitative comparative analysis and qualitative comparative analysis. After that, the traits and differences between students of Ningbo University and students from the University of Balearic Islands can be concluded.

2. Literature review

In 1942, the Swiss scholars Walter Hunziker and Kurt Krapf defined in "*Grundriss der Allgemeinen Fremfenverkenrlehre*", "Tourism is the sum of phenomena and relationships caused by non-resident travel and temporary stay. These people will not be permanently residing and will not be engaged in money-making activities." As this definition was adopted in the 1970s by the "International Association of Tourism Scientific Experts (AIEST)", it is referred to as the "AIEST definition".

According to Shiqiang Zhou (1998), tourism behavior refers to the characteristics of tourists' choices of travel destination, travel season, purpose of travel and mode of travel, as well as the characteristics of travel consciousness, travel effect and travel demand that are closely related to them (as cited in Weicheng Lv,2008.). According to Degang Wang (1999), in tourism research, tourists as the subjects of tourism and the study of tourism have always been valued by scholars from various countries (as cited in Weicheng Lv, 2008.). And according to Bin Dai (1999) and Degang Wang (1999), the research on tourists' behaviors in various countries is mainly conducted from the perspectives of economy, sociology, anthropology, and psychology (as cited in Weicheng Lv, 2008.). The concept of tourism behavior has a broad and narrow sense. According to Weicheng Lv (2008), the generalized tourists' behavior refers to the space movement, amusement activities and related activities for tourists in a complete tourism process, including from the place of life to the destination, and the specific travel activities at the destination. And during this period of time, food, accommodation, shopping, and other actions, that is, tourists' food, accommodation, transportation, travel, shopping and entertainment are all six major links of tourism behavior. The narrow sense of tourism behavior mainly refers to the specific recreational activities of the tourists in the destination, that is, the part of the behavior that is closely related to the nature and characteristics of the tourism geographical environment. Tourists' behavior is the most basic sign of tourists, with different levels and types. Analysis of tourists' behavior is the basis for understanding and predicting the tourism market.

To better understand the main aim of this study, making clear of the concept

of travel behavior is important. Travel behavior refers to the way in which tourists behave based on their attitudes before, during and after traveling (Subhajit and Rohit, 2016). Although it is easy to find various conceptions of travel behavior, they are generally based on different definitions and there is no consensus on the nature of travel behavior (Cheng, 2007, P17).

In this study, the author will pick one conception that is the most suitable for the purpose of the study. Therefore the study is going to define the concept of travel behavior from the aspect of the consumption behavior of tourists. Consumer behavior is defined in a conception of a broad process involves consumers' (individuals or groups) selection, purchasing, using or disposing of products, services, ideas or experiences to satisfy their needs and desires (Michael, Gary, SØren, and Margaret, 2013). And concerned with why, where, when, how often consumers buy, and about the impacts of consumption (Lidia, Frederic, and Sergey, 2015). Consumer behavior is one of the most researched topics in marketing or tourism field. In tourism field, when talking about tourists' consumption behavior, that it is usually described as 'travel behavior' or 'tourists' behavior' (Scott A., Girish and Miguel, 2014). According to Abraham and Yoel (1999) many studies of consumer behavior in tourism determined on that the travel motivation played a vital role in determining travel behavior about consumers preference of participating tourism activities and when, where, how often to join in and which type of tourism products to purchase. Combining previous literature, in this research the study of travel behavior will mainly focus on the perspective of motivation and do the survey on questions of when consumers would like to travel, how often they prefer to travel and their purchase preference of main kinds of tourism products like accommodation, transportation, etc.

According to Richards and Wilson (2003), around one-fifth of all tourism journeys in the world are made by young people aged 15-25 years, among which students account for a big percentage (as cited in Xu, Michael, and Song, 2015). According to Claudia (2010), the travel market for college students has undergone a rapid transformation in the past decade and the demand has expanded rapidly. In the face of such a rapid development of the college student travel market, it is necessary to obtain information conducive to market development from the study of college students' travel behavior and demand. Youth tourism is one of the fastest growing industries in the tourism industry. According to Yvette and Felix (2004), the economic importance of the student market is significant. The group of college students is a very special group. First of all, they have a large quantity. They are well-educated, open-minded, curious, and willing to explore the world. They have plenty of time and with good purchasing power. For college students' school holidays and extended vocations offer them time to travel (Mattila et al., 2001). As Theuns (1992) stated young tourists purchase locally produced goods and thus reduce leakages from the economy. Although young tourists spend less per day than the average tourist, their average stay at a destination is longer than of mainstream tourists (as cited

in Yvette and Felix, 2004).

According to the National Bureau of Statistics China (2015), based on the statistical data of the tenth item of education, science and technology and culture published, there were 40.081 million undergraduates in 2015 in China. Among them, the general college recruits 7.214 million people, with 25.477 million students and 7.49 million graduates.

According to Eurostat's (2015) statistics, there are 19.5 million higher education students in 28 countries in the EU in 2015, of which 7.2% are short-cycle higher education courses, 61.4% are bachelor's degrees, and 27.8% are master's degrees, 3.7% for the doctorate.

According to UNWTO (2010) statistics, nearly 20% of the 904 million international tourists in 2010 were young people. At the same time, the number of young tourists in China is growing at a double-digit every year. According to statistics from the UNWTO (2010), 66 million Chinese youth tourists travel overseas in 2010, which has an increase of 10% over the previous year. From the above data, it can be seen that the youth tourism market is a very promising tourism market with a development sequence.

According to the ITB World Travel Trends Report (2013), young people around the world travel more, spend more and are more willing to explore new destinations. For a long time, youth tourism has been regarded as a small part of the tourism market, with low prices and low consumption levels. However, this situation has changed in recent years. According to the estimates of the World Tourism Organization (2013), the international tourism revenue generated from youth tourism 2012 was US$ 182 billion, accounting for more than 20% of the total tourism revenue over one billion international tourists. The average travel cost for a young person is $910. Moreover, according to the forecasts of the World Tourism Organization, the number of young international travelers may increase from the current 200 million person-times per year to 300 million people in 2020. According to the 2013 European IPK International Travel Supervision, the youth tourism market in Europe accounts for nearly half of the global market. In 2011, nearly 93 million people aged 15 to 29 traveled abroad.

According to Qinghua Zhong (2015) Chinese college students are a huge new tourist group in China. The number of undergraduate students in the country is about 26 million, and the student groups usually have many vocations, and the time for travel is relatively abundant. The potential of the college student travel market is very large. According to statistics, the tourist market for college students has exceeded 10 billion yuan/year, and 71.6% of college students have a strong desire to travel and have sufficient free time. Travel has become one of their favorite ways of leisure.

According to Hanming Zhan (2015), stated in the survey report of China Merchants Information Network 2015 titled "Tourism O2O Segmentation Prospect: New Trends in the Development of College Student Travel Market", the group of college students has become the third most popular tourist group.

The value of college students' tourism market is getting more and more

recognition. In July 2015, the State Council of China promulgated the "Several Opinions on Further Promoting Tourism Investment and Consumption" and clearly stated that "supporting the development of academic travel and integrating research travel into the overall quality education of students" (The State Council of China, 2015).

According to Pat and Susan (1981), travel behaviors of individuals are very complex and different from each other because of many factors such as location, time, cultural background etc. Travel behavior surveys are used to explore the preference or pattern of travel of the target group of people (Ingunn, 2000). According to Goulias (2003) Kilgren (2003) and Kim (2003) survey about travel behavior, shows that more people prefer to travel along than with others. As Gordon and Karen (2011) stated, the amount of trips made is usually strongly related to incomes and also influenced by other variables such as gender, age, economic activities etc. According to Sarah (2014,p.167), students' travel behavior do different from other adults, for example, students' trips are shorter, more frequent, and more likely to take place at off-peak travel times. And these differences imply that the change of general traveling model to attract students to travel more is feasible and meaningful.

Dann (1981), Chon (1989), Pearce (1982), Uysal&Hagan (1993) argued that motivation refers to physiological, sociological, needs and wants and biological, which include both internal and external factors (as cited in Kanyapat, 2015, p.14).Cha, McCleary, and Uysal (1995) and You et al. (2000) argued people from different cultures have different push-and-pull travel motivations that result in distinct tourist behavior (as cited in Bongkosh, 2008, P.422). While Cristina and Dwayne (2008) also think nationality, gender and age will influence tourists travel motivation. Age is an important factor that affects tourists' choice of destination and activities and young students are more interested in activities that are more with adventure, practical and diversity (Sirgy and Su, 2012).

In recent years, there are many studies on the travel behavior of college students in China. For example: Li Huo (1997) took college students from Harbin as an example to analyze the psychology of college students' travel consumption; Bihu Wu (2001) applied tourism psychology and behavioral geography to College students' tourism security perception was evaluated; Limei Li (2000) and Pingbin Jin (2004) took Zhongshan University and colleges in Hangzhou as samples to conduct sample surveys to analyze the travel behaviors of college students in the region (as cited in Weixin Wei,2016); Jiawei Liu (2006) and Jiawen Wu (2010) took universities in China and Japan and South Korea as the sample survey area to compare and analyze the tourist behavior of college students; Xuemin Cui (2016) conducted a SWOT analysis study of the domestic college student travel market; Cheng Yao (2017) took Nanjing as an example conducted investigation and analysis of contemporary college students' tourism consumption; Yan Li (2016) conducted a survey and analysis of the status quo and market demand of domestic college students; Xinyi Liu (2017) studied the development strategy of college students' tourism

market; Jinxiu Zhang (2017) studied the travel motivation of college students.

Among Chinese study of college students' travel behavior, there are few relevant studies on the comparison of Chinese and foreign college students' travel behaviors. Reference literature can be found: "Comparative study of college students' travel behavior between China and Japan- Take some universities in Kunming and Tokyo as examples" Jiawei Liu (2006) and "the comparative study of Chinese and Korean college students' travel behavior." Jiawen Wu (2010).

In 2006, Liu Jiawei stated in the "Comparison of College Students' Tourism Behavior between China and Japan: A Case Study of Some Universities in Kunming and Tokyo". He said that students from China and Japan, due to their cultural environment and the economic strength of the two countries, their travel behavior are quite different (Liu Jiawei, 2006).

Jiawen Wu pointed out in 2010 "Comparative Study of College Students' Tourism Behavior between China and South Korea" that because of the similarities in age, concept, education level, and economic level, college students have a lot in common in their travel behavior. However, college students from different countries often have different performances in their tourism behavior due to their different cultural backgrounds and economic environments. For example, in his research, apart from winter and summer vacations, Korean university students prefer to travel during weekends, while Chinese college students prefer to travel on legal holidays. The reason is that compared to China, South Korea has a small land area and the domestic traffic is advanced, while its statutory holiday is mostly only a day off thus it is a bit rush to travel (Jiawen Wu, 2010).

According to Jiawei Liu (2006) and Jiawen Wu (2010), there are many differences between Chinese college students and Japanese and Korean college students who are Asian countries. Then, under the influence of different factors, such as cultural background, economic environment, and education system, Chinese college students and Spanish students located in Europe will have more differences in their travel behavior.

Through the analysis of all the types of literature above, and combined with my own actual situation, I came to the subject of this study "Comparative Study of Chinese and Spanish University Students' Travel Behavior - Taking Ningbo University and Balearic Islands University as an example".

3. The literature review of questionnaire designing

According to Cambridge Dictionary, 'a questionnaire is a set of written questions used to collect information from a number of people'.

The questionnaire survey is an investigation method that indirectly collects research materials in written form.

According to Thomas (2001), the steps of designing a questionnaire are: define your research aims; identify the population and sample; decide questionnaire recovery method; questionnaire design; run a pilot survey; carry out the main survey; analyze the data.

3.1 Determining research goals

Before the start of the research survey, it is necessary to clarify the purpose of the study. The first thing to do is to clarify whether the study is aimed at academic or commercial research, and then combine the research topics to read the relevant literature. After clearing the aim of the study, it should know what information is going to be collected (Crawford, 1997)

3.2 Determining target population and sample size

The sample is the target group of the questionnaire survey. The population or sample size is the number of samples that need to be collected.

According to University of Missouri's report, the definition of populations is a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher. And the definition of samples is the selected elements (people or objects) chosen for participation in a study; people are referred to as subjects or participants.

3.3 Determining the recovery method

According to the different respondents to the questionnaire, they can be divided into self-administered questionnaires and substitutive questionnaires. According to different methods of questionnaire transmission, self-administered questionnaire surveys can be divided into newspaper survey questionnaires, postal questionnaire surveys, and sent questionnaire surveys. According to the manner in which they communicate with respondents, the questionnaires filled in by substitution questionnaires can be divided into interview questionnaires and telephone questionnaires.

3.4 Questionnaire designing
3.4.1 The structure of questionnaire

According to Nigel, Nick, and Amanda (2009), the general structure of the questionnaire is composed of four parts: initial introduction, questions and answers, code and other information.

The initial introduction is the self-introduction of the survey. The content of it should include: the purpose and significance of the survey, the ways and methods of selecting the respondent, the wishes and requirements of the respondent, the description of the questionnaire, the method and time of the reply, the anonymity and confidentiality of the survey, as well as the name of the investigator.

The questions and answers are the main part of the questionnaire, which generally includes the question of the survey, the way to answer the question, and the guidance and explanation of the answer method.

The code is the question asked in the questionnaire and the respondent's answer are all converted to A, B, and C. - or a, b, c..., etc., code and number, for the use of electronic computers for data processing of questionnaires.

Other information includes the title of the questionnaire, the interviewee's address (which can be a number), the interviewer's name, visiting start time and end time, visit completion status, auditor's name, and review comments. These data are the important basis for reviewing and analyzing the questionnaire.

3.4.2 The structure of questions

According to Teresa (2005) and Auriat (2005), "Two important aspects of questionnaire design are the structure of the questions and the decisions on the types of response formats for each question" (P.22).

Three structures of survey questions are classified: closed questions, open-ended questions, and contingency questions.

The closed questions refer to the list of several major and even all possible answers to the question. The respondent then selects one (single choice) or more (multiple choice) of the answers.

The contingency questions are the questions which have the logical relation to other questions. It only applies to a subgroup of respondents because some respondents' answer of the last question shows senseless with the next question, so they should skip the next question.

3.4.3 Principles of design a questionnaire

(1) The principle of objectivity, that is, the problem of design must conform to objective reality.

(2) The principle of necessity, that is, we must design the most necessary issues around the survey topics and research hypotheses.

(3) The principle of possibility, that is, must meet the respondent's ability to answer questions. No question should be raised beyond the subject's ability to understand, remember, calculate, and answer.

(4) The principle of voluntariness, which must consider whether the respondent voluntarily answered the question. Any question that cannot be answered voluntarily by the respondent should not be raised.

According to Datastar (2010), there are several tips to better design the questionnaire. When setting the question, one shouldn't use emotional language or leading questions and should avoid negative and double negative sentences. And the number of open-ended questions should be kept to a minimum.

3.5 Run a pilot survey

As Chase (2007) stated, that it is necessary to test the survey in advance among friends. By conducting test surveys on a small number of target respondents, the problems and deficiencies in the questionnaire can be examined.

3.6 Carry out the main survey

After the pilot survey and improve the questionnaire, the questionnaire is formally placed and samples are collected.

3.7 Analyze the data

According to John's article *"The Data Analysis Process: 5 Steps To Better Decision Making"* that data analysis tools and software such as Visio, Minitab, SPSS, Microsoft Excel and Stata are quite good software to do data analysis.

3.8 The sample of questionnaire

Here the author cited the questionnaire from Kanyapat (2015) in his thesis, *"Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets A case study of Phuket, Thailand"* as the sample. The complete questionnaire is

attached in the Appendix.

3.9 The designing of the questionnaire for the study

Basing on the requirements of the above theories, the author designed two questionnaires for students of Ningbo University and of the University of Balearic Islands.

Because the main objective of the study is to compare the travel behavior of these two groups of students, the content of two questionnaires are actually the same but only in different languages and some small modifies are made to better understand.

After the initial designing of the questionnaire, the author runs a pilot test between a small number of a target group of students. With their advice on question setting, typesetting, grammar, etc, the author modified the questionnaire as the final version below.

The questionnaire is designed in two sections: personal information and the preference of travel behavior.

Starting with the initial introduction:

<div align="center">宁波大学学生旅游消费行为调查问卷</div>

各位同学好！

我是宁波大学旅游管理系的大四学生，为进行毕业论文的撰写，展开关于大学生旅游消费行为的问卷调查。填写本问卷大概需要 5-8 分钟，非常感谢您的参与和支持。

[以下题目共有 3 种题型，除排序题之外均为选择题，请在选项前勾选，多选题请选择不少于一个选项。排序题请根据题目中的提示进行排序。请按照您的实际情况答题，谢谢！]

<div align="center">

Travel Behavior Questionnaire for the Students of the University of Balearic Islands

</div>

Dear friends,

I am a student of the University of Balearic Islands. This is a questionnaire survey on college students' travel behavior. Thanks for your participation and support.

[There are 3 types of questions in the following questions, all of which are multi-select questions besides the sort questions. Please mark "√" before the options. Please select more than one option for multiple choice questions.]

In this part, it introduces who is carrying out the research and the objective of it. It also shows the method to answer the question.

Section 1 Personal information:

一、个人基本信息

1. 您的性别是 [单选题] *

○男　　　　　　○女

2. 您每月的生活费在以下哪个区间 [单选题] *

○1500 元及以下　　　　　　　　○1500 元到 2500 元（含 2500 元）

○2500 元到 4000 元（含 4000 元）　　　○4000 元以上

Section 1

1. What is your gender?

○Male ○Female

2. How much is your living expenses monthly?
○Less than 200€ ○200-500€（include 500€） ○500-1000€（include 1000€） ○More than 1000€

It collects the respondents' personal information, including the gender and the living expense monthly. Asking for gender is to realize whether the questionnaire is evenly distributed in the sample and in later comparison, it can also be an indicator for the compare of the difference between male and female. And knowing the living expense of target sample shows whether they have the financial support to travel and will help to analysis their next travel behavior.

Section 2 the preference of travel behavior.

3. 您是否喜欢旅游： [单选题] *
○非常喜欢 ○喜欢 ○一般 ○不喜欢 ○非常不喜欢

4. 您在大学期间平均每年的出游频率是： [单选题] *
○1 次 ○2~4 次 ○5~7 次 ○7 次以上
○未在大学期间旅游，但是打算出游
○未在大学期间旅游，也不打算出游

3. Do you like travel?
○I love travel very much. ○I like travel. ○Just so-so. ○I don't like travel. ○I hate travel.

4. How many times do you usually travel every year?
○1 ○2-4 times ○5-7 times ○More than 7
○Not yet but I'm planning to. ○Never and I'm not planning to neither.

These two questions show the respondents' preference to travel and tell the travel frequency during college. With these two questions, it indicates if it is a valid questionnaire reply or not. For example, if the respondent chooses "I hate travel" for the question 3 that means he (she) may not go traveling at all, thus this respondent should be invalid.

5. 您最常选择的出游时间段是： [多选题] *
□周末 □小长假（如五一清明等三天假期） □长假（如国庆 7 天长假）
□寒暑假 □平日

6. 您一次出游通常会花费多少时间（序号 1 表示选择几率最大，序号 6 表示最少选择）： [排序题，请在中括号内依次填入数字] *
[ ]1 天 [ ]2 天 [ ]3~4 天 [ ]5~6 天 [ ]7~14 天 [ ]14 天以上

5. When do you usually go travel? (Multiple selections)
□Weekends □Weekdays □Short holidays (generally 3-4 days)
□Long holidays (generally 7-10 days) □During summer and winter holidays

6. Rank your preference of how much days you would like to spend for a trip

(This is a ranking question. No. 1 indicates the highest probability of selection and No. 6 indicates the least. Please write the numbers before the options.)

[ ]1 day   [ ]2 days   [ ]3-4 days   [ ]5-6 days   [ ]7-14 days   [ ]More than 14 days

    In these two questions, they are about the preference of when to travel and how much time spent on traveling. Between these two questions there is a logical relationship and from the data collected it could tell cause of the difference, generally it is because of the difference between the Chinese and Spanish culture and the arrangement of holiday system by government. And understanding when and how much time they would like to travel can also help the destination to better organize activities or promotions during that time and be well prepared to welcome them.

7．您的旅游动机主要是： [多选题] *
□游山玩水，娱乐消遣　　　□了解历史文化、风土人情　　　□结交新朋友
□探险与猎奇的需要　　　　□疗养防病，强身健体　　　　　□探亲访友
□宗教活动　　　　　　　　□调节心情，舒缓紧张的工作学习生活
□购物需要　　　　　　　　□工作需要

7. What do you travel for? (Multiple selections)
□Enjoy natural landscape　　　　　　□ Learn history, language, etc
□Make new friends
□To participate in extreme sports　　　　□To visit relatives, friends
□Physical fitness
□To participate in religious activities　　　　□To relax
□Shopping
□For working purpose

    Question 7 shows the travel motivation of the respondents. Different people may have different travel motivations. Between different countries and culture because of their different backgrounds, it influences their choices to visit a place and why or what they travel for. In this question, the data collected will show the big difference and from that, we can also think more about the reason.

8．您的旅游信息获取渠道有： [多选题] *
□旅游评价网站（例如驴妈妈、马蜂窝、穷游网等）
□旅游目的地官方宣传网站及其官方公众号宣传
□社交类微博微信公众号及今日头条等社交软件的推送
□视频网站（哔哩哔哩、优酷等）up 主的推荐
□在线旅游产品销售网站（例如携程、途牛、Expedia 等）
□朋友或亲戚推荐
□电视/广播节目
□杂志期刊
□旅行社及其官方网站和公众号宣传
□其他

8. Which channels do you usually use to get the travel information?

(Multiple selections)
□Tourism evaluation website (like TripAdvisor)   □TV show
□The official website and social account of the destination
□Social applications (like Facebook, Instagram etc.)   □Video site (like YouTube)
□Online travel agencies (like Expedia etc.)   □The recommends of friends
□Traditional travel agency and its website and social account   □Magazines

Question 8 shows how the consumers get information about their travel decisions. As Zheng, Vincent, Daniel (2014) stated that with the development of information technology (IT) and Internet, the tourism industry has changed a lot. Nowadays more and more tourism products are rolled out online with OTA or online social website or Apps. However, the development of these online organizations is quite different between China and Spain. Generally speaking, Spain develops better than China. For this reason, it implies that those consumers attitude or their search preference should be different. With this question, we can aware the actual fact of this industry's information dissemination. And based on this several pieces of advice can be given to the market about how to better promote themselves.

9. 您对在旅游过程中的各个项目消费比重的排序（序号1表示所占消费比重最大，序号6表示所占消费比重最小） [排序题，请在中括号内依次填入数字] *
[ ]住宿   [ ]餐饮   [ ]交通   [ ]景点门票   [ ]购物   [ ]娱乐
10. 您在出游过程中通常会选择哪些交通工具： [多选题] *
□飞机   □火车/高铁   □长途汽车   □自驾车   □公交车
□出租车   □船   □其他

11．旅游时，您一般会选择哪种住宿方式： [多选题] *
□星级酒店   □青旅   □同学朋友家   □Airbnb
□自带帐篷   □经济型酒店   □其他

12．您旅游是否会购买纪念品： [单选题] *
○每次都买   ○经常会买   ○偶尔会买   ○从来不买（选择此项请跳过第16题）

13．您在旅游时主要购买哪些旅游商品： [多选题] *
□土特产   □文物古玩   □手工艺品   □各类纪念品   □医疗保健品
□其他

14．您在旅游时选择什么样的饮食： [多选题] *
□团餐   □地方特色美食、小吃   □快餐   □便利店零食
□自己做饭   □景区餐饮   □其他

9. Rank the expenditure of various items in a trip
  (No.1 represents the largest share of expense, and No.6 represents the smallest share of expense).
[ ]Accommodation   [ ]Food & Beverage   [ ]Transportation   [ ]Tickets for attractions
[ ]Shopping   [ ]Entertainment
10. Which type of transportation do you usually choose when travelling?

(multiple selections)
□Airplane   □Train   □Coach   □Self-driving   □Bus   □Taxi   □Ship
□Other ways

11. Which type of accommodation do you usually choose when travelling? (multiple selections)
□Star hotels   □Youth hostel   □Friends' home   □Airbnb □Camping □Budget hotel   □Others

12. Do you usually buy souvenirs？
○Every time   ○Usually   ○Sometimes
○Never(If you choose this option you should skip the question 13)

13. Which type of things you usually buy when travelling? (multiple selections)
□Special local products   □Antiques
□Handicrafts
□Various souvenirs (like postcards, key rings etc.)   □Health care products
□Others

14. What do you usually choose to eat when travelling? (multiple selections)
□The food included in the package tour   □Local specialties, snacks
□Fast food   □Snacks bought in the supermarket
□Cook by myself   □Food in the restaurants around the attraction
□Others

Questions 9-14 are all about consumers consume preference when traveling. Question 9 shows the ranking of how the respondents take the importance of the 6 travel factors. Then questions 10-14 show the preference of each factor. The analyz of these questions can show the consumption difference of the group and give inspiration to the department to better cater them. For example, many Chinese students show they will buy souvenirs when traveling, so the souvenir shop could be well prepared to welcome them.

And here the question 12 and question 13 have a logical relationship, that if the respondents choose "never" when answer question 12 then he (she) should not reply on question 13, otherwise it will be meaningless.

4. Data analysis

After the questionnaires were collected, all questionnaires were imported into the computer and SPSS, Excel was used for data analysis. The main purpose of this survey is to analyze whether there are differences between Chinese and Spanish university students' travel behaviors. And when doing data analysis it mainly adopted frequency analysis, correlation analysis, cross-tabulation analysis, mean analysis, ANOVA analysis, and other analysis methods.

Correlation analysis is a statistical analysis method that studies the correlation between two or more random variables with the same status. It is the

process of describing the closeness of the relationship between objective things and using appropriate statistical indicators. In this study, Pearson Correlation Coefficient is used to analyze the correlation between different variables. The greater the absolute value of the correlation coefficient, the stronger the correlation is the closer the correlation coefficient is to 1 or -1, the stronger the correlation is, and the closer the correlation coefficient is to 0, the weaker the correlation.

Normally, the relevant intensity of a variable is determined by the following range of values:

Correlation coefficient 0.8-1.0 extreme strong correlation
0.6-0.8 strong correlation
0.4-0.6 moderate correlation
0.2-0.4 weak correlation
0.0-0.2 very weak or no correlation

The significant test must be conducted before giving conclusions to correlation. The significance test is used to determine whether there is a difference between the effects of the experimental treatment group and the control group or the two different treatments and whether the difference is significant. Usually, the significant level is 0.05，0.01 or 0.001. The smaller the level, the better the evidence is for determining significance. Only when the result of significant test 'significance' is smaller than the significant level, then could we keep on observing on correlation coefficient to see if there is correlation or not.

4.1 Personal data analysis

4.1.1 Gender distribution

During this survey, it collects 317 valid questionnaires and among them, 231 questionnaires are collected from China Ningbo University and 86 questionnaires are collected from Spain the University of Balearic Islands. The proportion of male and female respondents in the Chinese side is close to 3:7, which is in line with the distribution of male and female sex ratios among Ningbo University students. The ratio of male and female of Spanish respondents is close to 1:1. Overall, the data collection of students of different genders in the two schools was evenly distributed.

Table 1.Gender distribution of respondents			
Category	1、What's your gender		Total
	Male	Female	
Chinese university students	51	180	231
	22.08%	77.92%	100.00%
Spanish university students	41	45	86
	47.67%	52.33%	100.00%
Total	92	225	317
	29.02%	70.98%	100.00%

4.1.2 Economic analysis

Through the level of living expense is easy to understand the financial ability of students. When designing the questionnaire, the question about living expense level of both countries is not exactly the same which is owing to the consideration of the differences between both countries' economic level and consumption level. And here as some of the Spanish students rent houses off the school. When conducting the survey, they are asked not to include the house rent in this expense so as Chinese students.

Table 2.Comparison of living expenses						
Category	China		Category	Spain		
	N	Percentage		N	Percentage	
Less than 1500¥	138	59.74%	Less than 200€	31	36.05%	
1500-2500¥	70	30.30%	200-500€ （include 500€）	44	51.16%	
2500-4000¥	23	9.96%	500-1000€ （include 1000€）	11	12.79%	
More than4000¥	0	0.00%	More than 1000€	0	0.00%	
Total	231	100.00%	Total	86	100.00%	
Pearson	P=0.174**					
Significance	sig=0.001**					
* p<0.05 ** p<0.01						

Consider Chinese and Spanish currency value are different, purchasing power parity is used to transfer the Chinese living expense into the same value as that of Spanish to make it easy to do the comparison. Purchasing power parity is an equivalent coefficient between currencies calculated based on different price levels in each country. The purchasing power parity exchange rate is used to compare the living standards of different countries.

According to the data from Organization for Economic Co-operation and Development, the purchasing power parity indexes of China and Spain in 2017 are 3.554/$ and 0.656/$. With the formula: Y€=(Y¥*PPP€/$)/(PPP¥/$), Y means the quantity of money, PPP means the purchasing power parity, it can transfer the quantity of money of Chinese into that of Spanish.

Here is the result: 1500¥ is equal to 276.87€; 2500¥ is equal to 461.45€; 4000¥ is equal to 738.32€.

According to the chart, we can see the proportion of Chinese students' living expenses of the level 'less than 1500¥ (about equal to 276.87€)' is 59.74%, the level '1500-2500¥ (about equal to 276.87-461.45€)' is 30.30%, the level '2500-4000¥ (about equal to 461.45-738.32€)' is 9.96% and the level 'More than

4000¥ (about equal to 738.32€)' is 0.00%. The level of living expense of most Chinese respondents is 'less than 1500¥'. The proportion of Spanish students' living expenses of the level 'Less than 200€' is 36.05%, the level '200-500€' is 51.16%, the level '500-1000€' is 12.79% and the level 'More than 1000€' is 0.00%. The living expense level of most Spanish respondents is '200-500€'.

Although the settings of this question are not exactly the same, it is designed according to both countries economic level, currency exchange ratio, and consumption level. It is easy to see the difference between both groups of respondents. The Spanish students' proportion of higher level of living expense is much higher than that of Chinese students'. At the same time, the proportion of level 'less than 1500¥ (about equal to 276.87€)' of Chinese respondents is about 1/6 of total respondents while that of Spanish respondents is only about 1/4 of the total.

The sample passed the significance test, which the significance=0.001, smaller than 0.01. And the Pearson Correlation Coefficient (in the following text abbreviation 'P' is used to take place Pearson Correlation Coefficient) is equal to 0.174, that shows there is a significant weak positive correlation between nationality and the level of expense. It means that the Spanish college students' level of living expense is relatively higher than that of Chinese students.

The result of correlation analysis is as the same as the result of frequency analysis. Thus the conclusion can be made that, the living standard of Spanish students is higher than that of Chinese students.

4.2 Correlation analysis between nationality and travel behavior

4.2.1 Comparison of the preference to travel

Table 3:Comparison of preference to travel					
Category	I love travel very much	I like travel	Just so-so	I don't like travel	I hate travel
China	22.90%	42.90%	33.30%	0.90%	0%
Spain	68.60%	27.91%	3.49%	0.00%	0%
Pearson	P=0.435**				
Significance	sig=0.000**				
* p<0.05 ** p<0.01					

Observing the chart, it can be observed that the proportion of Chinese respondents who like to travel and love travel is 65.8%, and the proportion of Spanish respondents who like to travel and love travel is 96.52%;and in this question, very few of both Chinese and Spanish respondents choose 'don't like travel' or 'hate travel'. Therefore, overall speaking respondents from both countries like to travel. Among them, the proportion of Spanish respondents who love to travel is 68.6%, while the proportion of the Chinese respondents who choose this option is only 22.9%. And the proportion of Chinese respondents who choose option 'just-so so' is about 33.3%, while just 3.49% of Spanish

respondents chose this option. All these statistics show that Spanish respondents love to travel more than that of Chinese respondents.

The sample passed the significance test, which the significance=0.000, smaller than 0.01. And the 'P' is equal to 0.435, which shows there is a significant moderate positive correlation between nationality and the preference to travel. It means that the Spanish college students' preference to travel is significantly higher than that of Chinese students. The result of correlation analysis is as the same as the result of frequency analysis. Thus it can be deduced that although most of both groups like travel, Spanish respondents are love travel more than Chinese respondents.

The difference on the preference to travel could because of the difference on how both countries' people are used to express themselves. Generally speaking, Chinese people are shy to express very strong feelings about something, while Spanish people are more used to that. And their subjective comprehension of 'travel' may also influence the results.

4.2.2 Comparison of annual travel frequency, preference to travel period and trip length

4.2.2.1 Comparison of annual travel frequency

Table 4.Comparison of annual travel frequency						
Category	1time	2-4times	5-7times	More than 7 times	Not yet but I'm planning to	Never and I'm not planning to neither
China	19.00%	60.20%	6.90%	2.20%	9.10%	2.60%
Spain	19.77%	60.47%	9.30%	8.14%	2.33%	0.00%
Pearson	P=0.066					
Significance	sig=0.028*					
* p<0.05 ** p<0.01						

Table 5.The annual frequency of travel									
	1trip	3trips	6trips	7trips	Not yet but I'm planning to	Never and I'm not planning to neither	N	Sum	Average
China	44	139	16	5	21	6	231	592	2.5
Spain	17	52	8	7	2	0	86	270	3.1
The middle number of the interval is selected to calculate									

The average frequency of total respondents of Spain is about 3.1 times while which of Chinese respondents is 2.5 times, which means overall speaking that the average annual travel frequency of Spanish respondents is relatively higher than that of Chinese respondents.

The sample passed the significance test, which the significance=0.028, smaller than 0.05. And the 'P' is equal to 0.066, which shows there is a

significant very weak positive correlation between nationality and the annual travel frequency. It means that the Spanish college students' annual travel frequency is very weakly higher than that of Chinese students. The result of correlation analysis is as the same as the result of frequency analysis and mean analysis. Thus it can be deduced that the annual travel frequency of Spanish respondents is higher than that of Chinese respondents.

The main reason can be told that the Chinese college students don't love traveling as much as Spanish college students. Thus they don't have much willingness to travel. And whether they have suitable time to travel will also influence on their travel frequency. Additionally, the economic level of Chinese students is much lower than that of Spanish students, the limitation of money can be the main restriction for them to travel.

4.2.2.2 Comparison of preference to travel period

Table 6.Comparison of preference to travel period						
		Weekends	Short holidays (generally 3-4 days)	Long holidays (generally 7-10 days)	During summer and winter holidays	Weekdays
China	Percentage	39.00%	55.40%	42.00%	57.10%	12.10%
Spain	Percentage	29.07%	66.28%	23.26%	23.26%	11.63%
Pearson		-0.091	0.098	-0.173	-0.302	-0.007
Significance		0.103	0.081	0.002**	0.000**	0.904
Total percentages are based on respondents.						
* p<0.05 ** p<0.01						

Observing the charts, we can see the comparison of preference to travel period between Chinese and Spanish respondents. The three mostly chosen periods of Chinese respondents are 'during summer and winter holiday (57.1%)', 'short holidays (55.4%)' and 'long holidays (42%)'. While the three mostly chosen period of Spanish respondents are 'during short holidays (66.28%)', 'weekends (29.07%)' and 'long holidays (23.26%)' the same as 'during summer and winter holidays (23.6%)'. The proportion of Chinese respondents' choices is more balance while the most option of Spanish respondents is the short holiday.

In options 'long holiday' and 'during summer and winter vacations', the sample passed the significance test. To option 'long holiday', the significance =0.002, smaller than 0.01 and the 'P' is equal to -0.173 which show there is a significant very weak negative correlation between nationality and the preference to travel during long holidays. To option 'during summer and winter vacations' the significance=0.000, smaller than 0.01 and the 'P' is equal to -0.302, which shows there is a significant weak negative correlation between nationality and the preference to travel during summer and winter holidays. It

means more Chinese students prefer to travel during long holidays and summer & winter holidays than Spanish students. In the other two options, the sample didn't pass the significant test, which means there no significant difference between both countries' respondents to those two options. The result of correlation analysis is as the same as the result of frequency analysis and mean analysis. Thus it can be deduced that Chinese respondents prefer to choose more time periods to travel while the Spanish respondents mainly concentrate on short holidays to travel.

According to the above data analysis results, there are some differences in the preference to travel period between Chinese college students and Spanish college students. The main reasons for this discrepancy are the differences in the statutory holiday arrangements between the two countries and the different arrangements for students' courses and tests. In China, there are only 11 days of national statutory holidays, and in addition to the 3 days holidays of the Spring Festival and National Day, the rest of the holidays are only one-day holidays. In general, during these holidays, the attractions are normally very crowded with too many tourists and many students will choose other off-time periods to avoid the crowd. Besides, college students also have a one-month winter vacation and a two-month summer vacation. Therefore, for Chinese college students, the summer and winter vacation with more leisure time will be the best time for traveling.

Compared with the relatively small number of legal holidays in China, there are more holidays in Spain. Among them, long holidays are like Christmas and New Year during December to January, Holy Week and Easter during March to April. In addition, there are many national or state festivals almost every month. Abundant vacations offer Spanish students plenty of time to travel. During winter and summer vacations, students are more likely to stay home because of the arrangement of the exam weeks and celebration some festivals with their families, such as Christmas and New Year.

4.2.2.3 Comparison of preferred trip length

Form 7. Comparison of preferred trip length				
China				
Category	N	Sum	Mean	ANOVA
1 day	231	925	4.004329	2.952155
2 days	231	689	2.982684	2.069264
3-4 days	231	448	1.939394	1.222398
5-6 days	231	665	2.878788	1.602635
7-14 days	231	926	4.008658	1.591229
More than 14 days	231	1197	5.181818	1.662451
ANOVA analysis		P-value=1.16E-134		

Spain

Category	N	Sum	Mean	ANOVA
1 day	86	462	5.372093	1.38933
2 days	86	362	4.209302	1.132148
3-4 days	86	245	2.848837	1.682763
5-6 days	86	184	2.139535	1.297948
7-14 days	86	234	2.72093	1.66238
More than 14 days	86	320	3.72093	3.568263
ANOVA analysis		P-value=1.44E-53		

This is a ranking question and is analyzed using the mean analysis and ANOVA analysis method. Firstly it needs assign values to each option. Since the setting of the question is that the most preferred option should be ranked first, and the least preferred option is ranked sixth, based on this, the first to sixth places are assigned value 1-6. Therefore, in the mean analysis, the option to get the minimum mean should be selected as the first option.

The variance of each category is relatively small, most of them are around 1, which shows the data is stable and the value of P=1.16E-134, which is very small which shows the result is significant. According to each mean value, it shows that the order that best meets the preference to time spent in one trip of Chinese respondents is the first '3-4days', the second '5-6days', the third '2days', the fourth '1day', the fifth '7-14days', and the sixth 'more than 14days'. And the order that best meets the preference to time spent in one trip of Spanish respondents is the first '5-6days', the second '7-14days', the third '3-4days', the fourth 'more than 14days', the fifth '2days', and the sixth '1day'. According to the results of ANOVA analysis, the value of P=1.44E-53, which is very small which implies the difference between inter-groups is significant. The preference of Chinese respondents' time spent on one trip is concentrated in 3-4 days and 5-6 days, while the longer time (7-14days and more than 14days) is ranked in the last. It implies that Chinese respondents mainly focus on short-term trips. The preference of Spanish respondents' time spent on one trip is mostly concentrated in 5-6 days and 7-14 days, followed by 3-4days while 2 days and 1day are ranked in the last, which implies that Spanish respondents prefer medium and long-term trips.

Based on the above data analysis, it can be seen that the difference between Chinese and Spanish college students in preference to time spent in one trip is relatively significant. The main reason for this is the difference in the arrangements for holidays between the two countries and the influence of the location of the sample. According to the above analysis of the causes of the differences in the preference to travel period, it is not difficult to know the effect of the holiday arrangement system on the differences in preference to time spent for one trip between Chinese and Spanish college students.

In addition, the target audiences for this survey are the students from Ningbo University and the University of the Balearic Islands. Due to the special

geographical location of the University of Balearic Islands, it is relatively easy to produce the above differences. It is located in Majorca and people need more time to travel to the mainland compared to people who live in mainland. Therefore, local people prefer medium and long-term trips more.

4.2.3 Comparison of travel motivation

		Enjoy natural landscape	Learn history, language, etc	Make new friends	To participate in extreme sports	Physical fitness	To visit relatives, friends	To participate in religious activities	To relax	Shopping	For working purpose
China	Percentage	87.00%	59.30%	13.00%	25.10%	5.60%	10.40%	1.30%	74.90%	10.80%	3.00%
Spain	Percentage	80.23%	46.51%	19.77%	23.26%	4.65%	24.42%	3.49%	77.91%	22.09%	8.14%
Pearson		−0.085	−0.115**	0.085	−0.019	−0.019	0.179**	0.071	0.031	0.145**	0.111**
Significance		0.131	0.041*	0.131	0.734	0.731	0.001**	0.203	0.578	0.010**	0.049*
Total percentages are based on respondents.											
* p<0.05 ** p<0.01											

Table 8. Comparison of travel motivation

The sample passed the significant test in options: 'to visit relatives, friends', and 'shopping'. The value of 'significance' is 0.001 and 0.01 which are smaller than 0.05. To option 'to visit relatives…', the 'P' is equal to 0.179 which shows there is a significant very weak positive correlation between nationality and the motivation to visit relatives and friends. It implies more Spanish respondents have that motivation than Chinese respondents. To option 'shopping', the 'P' is equal to 0.145, which show there is a significant very weak positive correlation between nationality and the motivation of shopping. It implies more Spanish respondents have that motivation than Chinese respondents.

And the data of other options didn't pass the test, thus they have no significant correlation with nationality.

The reason for the difference in the choice of 'shopping' may be due to the differences in both groups' economic level. As Spanish students' economic level is much higher than that of Chinese students, they may have much more money to buy. And in Europe many big brands are originally located here, thus it is easy and convenient for Spanish students to fly there and shopping. While for Chinese students, many of them are used to shopping online which is much cheaper, more convenient and relax. Compared to travel for shopping, many Chinese students prefer more to shopping online.

And the main reason why the low proportion of the Chinese students' choice of 'to visit relatives and friends' is due to one Chinese tradition. As we all know, the most important festival in China is the Spring Festival, during those days, all the families will come back to their hometown and they visit their friends and relatives. That is one of the most important customs for Chinese people. And also as the long summer and winter holidays coming, Chinese students get back home and meet their friends too.

4.2.4 Comparison of Travel Information Acquisition Channels

		Tourism evaluation website (like Tripadvisor)	The official website and social account of the destination	Social applications (like Facebook, Instagram etc.)	Video site (like Youtube)	Online travel agencies (like Expedia etc.)	The recommends of friends	TV show	Magazines	Traditional travel agency and its website and social account
China	Percentage	57.60%	34.60%	48.90%	22.10%	24.20%	59.30%	17.30%	26.40%	24.20%
Spain	Percentage	61.63%	32.56%	48.84%	34.88%	30.23%	53.49%	9.30%	6.98%	17.44%
Pearson		0.037	−0.019	−0.001	0.131**	0.061	−0.052	−0.099	−0.212**	−0.073
Significance		0.515	0.729	0.99	0.020*	0.279	0.351	0.077	0.000**	0.197
Total percentages are based on respondents.										
* $p<0.05$ ** $p<0.01$										

Table 9. Comparison of Travel Information Acquisition Channels

The options: 'video site (like YouTube)', and 'magazines' has passed the significant test. The value of 'significance' is 0.02 and 0.000 which are smaller than 0.05. To option 'video site (like YouTube)', the 'P' is equal to 0.131 which shows there is a significant very weak positive correlation between nationality and through video site to acquire travel information. It implies more Spanish respondents use that channel than Chinese respondents. To option 'magazines', the 'P' is equal to -0.212, which shows there is a significant weak negative correlation between nationality and through magazines to acquire travel information. It implies more Chinese respondents use that channel than Spanish respondents.

And the data of other options didn't pass the test, thus they have no significant correlation with nationality.

It can be deduced that there is no significant difference between the students of two countries in the choice of major travel information acquisition channels but in terms of the choice of secondary channels, Chinese college students tend to prefer more on traditional channels compared to Spanish college students. The main reason for this is that compared to Spain's earlier development of the Internet and better development of online promotion of tourism, the Internet development and tourism development of China is relatively backward. Although nowadays in China there is a new trend to develop new Internet promotional media and online travel agencies are also moving very fast, they are new to many Chinese people and the traditional travel companies still play an important role. The potential of this new trend can be predicted just like the development of the new promotion channels of marketing. In the near future, this difference will be removed.

4.2.5 Comparison of the ranking of the spending proportion on tourism products

Form 10. Comparison of the ranking of the spending proportion on tourism products				
China				
Category	N	Sum	Mean	ANOVA

Accommodation	231	433	1.874459	1.379823
Food & Beverage	231	730	3.160173	1.769885
Transportation	231	700	3.030303	3.081686
Tickets for attractions	231	828	3.584416	1.739582
Shopping	231	1030	4.458874	2.06678
Entertainment	231	1130	4.891775	1.670845
ANOVA analysis		P-value=5E-119		

Spain				
Category	N	Sum	Mean	ANOVA
Accommodation	86	179	2.081395	1.887415
Food & Beverage	86	229	2.662791	1.732011
Transportation	86	305	3.546512	2.062517
Tickets for attractions	86	415	4.825581	1.36922
Shopping	86	370	4.302326	2.542818
Entertainment	86	308	3.581395	2.928591
ANOVA analysis		P-value=2.17E-36		

This is a ranking question and is analyzed using the mean analysis and ANOVA analysis method. Firstly it needs assign values to each option. Since the setting of the question is that the most preferred option should be ranked first, and the least preferred option is ranked sixth, based on this, the first to sixth places are assigned value 1-6. Therefore, in the mean analysis, the option to get the minimum mean should be selected as the first option.

The variance of each category is relatively small, most of them are around 1, which shows the data is stable and the value of P=5E-119, which is very small which shows the result is significant. The order of spending proportion in these six factors of Chinese respondents is accommodation, transportation, food & beverage, tickets for attractions, shopping, and entertainment. And the order of Spanish respondents is accommodation, food & beverage, transportation, entertainment, shopping and tickets for attractions. And according to the result of ANOVA analysis the value of P=2.17E-36, which is very small, which implies that the difference between inter-groups is significant. The most spent factors are accommodation, food & beverage and transportation in which the order of both countries' respondents is similar. About other three, Chinese respondents think that the expenditure in tickets for attractions is more than shopping and entertainment while the Spanish respondents spend more on entertainment.

The reasons for this difference in the expenditure of tickets for attractions are quite obvious. Firstly the attractions charging system are different. In China, almost every attraction needs tickets even some excursions on mountains and

temples. And the pricing of these tickets is not cheap at all. For some, you need to pay hundreds. While in Spain and European countries many attractions are free to enter, for example, mountains, many churches, parks etc. And the tickets to enter are not expensive as hundreds.

Secondly, the preferential policies to students are different. In China, the preferential price for college students buying tickets with student cards is generally half price. And in some peak seasons and some attractions, there are no preferential prices. While in Europe, there are various preferential policies for students. For example, many museums are free for young students. In conclusion that Chinese students' expenditure on tickets is more than that of Spanish students'.

4.2.6Comparison of travel consumption behavior

4.2.6.1 Comparison of preference to travel transportation choice

Table 11.Comparison of preferences to travel transportation choices								
		Airplane	Train	Coach	Self -driving	Bus	Taxi	Ship
China	Percentage	53.70%	91.80%	33.43%	16.20%	42.40%	25.10%	14.30%
Spain	Percentage	95.35%	38.37%	27.86%	13.95%	37.21%	16.28%	19.77%
Pearson		0.388	-0.567	-0.078	-0.098	-0.047	-0.094	0.067
Significance		0.000**	0.000**	0.087	0.322	0.401	0.095	0.234
Total percentages are based on respondents.								
* p<0.05 ** p<0.01								

The sample passed the significant test in options: 'airplane', and 'train'. The value of 'significance' is both 0.000, smaller than 0.01. To option 'airplane', the 'P' is equal to 0.388 which shows there is a significant weak positive correlation between nationality and taking the airplane to travel. It implies more Spanish respondents prefer to take the airplane to travel than Chinese respondents. To option 'train', the 'P' is equal to -0.567, which show there is a significant moderate weak negative correlation between nationality and taking the train to travel. It implies more Chinese respondents prefer to take the train to travel than Spanish respondents.

And the data of other options didn't pass the test, thus they have no significant correlation with nationality.

The first and most important reason is obvious. The special location of the target respondents who are now living in Majorca Island, decides the most convenient mode travel to the mainland is taking planes. According to that the data of Spanish college students' preference to choose 'airplane' may not be the common case of the whole Spain but the common case of the college students of Palma. Recent years in China the development of rail net is extremely fast. Compared to expensive flight because there are no discounts for students when

buying flights tickets, cheap train trip which has discounts is more preferred by Chinese travelers. And it is also quite convenient, easy reach and the timetable is reasonable too. The development of economic flights in Europe is just like the development of train in China. Cheap, fast, convenient are all advantages of economical flights. Besides travel with the airplane, many Spanish young people also choose train which is comfortable and fast too. At the same time, there are preferential policies for youth who travel a lot with the train.

4.2.6.2 Comparison of preference to accommodation choice

Table 12.Comparison of preference to travel accommodation choices							
		Star hotel	Youth hostel	Friends' home	Airbnb	Camping	Budget hotel
China	Percentage	34.60%	48.90%	18.60%	22.10%	4.80%	58.00%
Spain	Percentage	56.98%	33.72%	22.09%	31.40%	8.14%	18.60%
Pearson		0.202	-0.136	0.039	0.096	0.065	-0.351
Significance		0.000**	0.016*	0.488	0.087	0.248	0.000**
Total percentages are based on respondents.							
* p<0.05 ** p<0.01							

The sample passed the significant test in options: 'star hotel', 'youth hostel' and 'budget hotel'. The value of 'significance' is 0.000, 0.016 and 0.000 which are all smaller than 0.05. To option 'star hotels', the 'P' is equal to 0.202 which shows there is a significant very weak positive correlation between nationality and choosing star hotels. It implies more Spanish respondents prefer to stay in star hotels than Chinese respondents. To option 'youth hostel', the 'P' is equal to -0.136, which show there is a significant very weak negative correlation between nationality and stay in youth hostels. It implies more Chinese respondents prefer to stay in youth hostels when traveling than Spanish respondents. To option 'budget hotel', the 'P' is equal to -0.351, which show there is a significant weak negative correlation between nationality and stay in budget hotels. It implies more Chinese respondents prefer to stay in budget hotels when traveling than Spanish respondents.

And the data of other options didn't pass the test, thus they have no significant correlation with nationality.

The differences in the proportion of both groups' choices in 'budget hotels', 'star hotels', and 'youth hostels' are mainly because of the difference between Chinese and Spanish college students' financial ability. As Spanish students' economic level is much higher than that of Chinese students, their purchase power on expensive star hotels is also higher than that of Chinese students.

4.2.6.3 Comparison of different types of souvenirs' buying preference during travel

Table 13.Comparison of souvenirs types buying preference during travel		Special local products	Antiques	Handicrafts	Various souvenirs (like postcards, key rings etc.)	Health care products
China	Percentage	68.30%	25.00%	71.60%	59.10%	2.40%
Spain	Percentage	75.58%	17.47%	6.98%	62.79%	3.49%
Pearson		0.185	0.086	-0.891	0.167	0.173
Significance		0.197	0.114	0.000**	0.257	0.344
Total percentages are based on respondents.						
* p<0.05 ** p<0.01						

The only option that has passed the test is 'handicrafts'. The value of 'significance' is equal to 0.000, which is smaller than 0.01. And the 'P' is equal to -0.891. It shows that there is a significantly strong negative correlation between nationality and buying handicrafts. It implies more Chinese respondents prefer to buy handicrafts than Spanish respondents.

And the data of other options didn't pass the test, thus they have no significant correlation with nationality.

And this main difference is caused by that in China handcrafts occupied a large position of the souvenirs market. Compared with other tourism products, handicrafts are usually more special and designed with local features and cheap too. Generally, they are with all kinds of size and types from decorations to furniture. With the cultural factors behind the design handicraft are more or less the most popular souvenirs. However, when talking about handmade craft in western countries the first word comes into people's mind is expensive. Although these handcrafts are with local cultural features, normally students cannot afford them.

4.2.6.4 Comparison of preference to food choices when traveling

Table 14.Comparison of preference to food choices when traveling		The food included in the package tour	Local specialties, snacks	Fast food	Snacks bought in the supermarket	Cook by myself	Food in the restaurants around the attraction
China	Percentage	10.80%	90.90%	29.00%	31.60%	6.10%	22.10%

Spain	Percentage	26.74%	85.58%	50.00%	36.05%	20.93%	58.14%
Pearson		0.197	-0.088	0.196	0.047	0.219	0.344
Significance		0.000**	0.136	0.000**	0.221	0.000**	0.000**
Total percentages are based on respondents.							
* p<0.05 ** p<0.01							

The sample passed the significant test in options: 'the food included in the package tour', 'fast food', 'cook by myself' and 'food in the restaurant around the attraction'. The value of 'significance' is all 0.000 which are smaller than 0.01. To option 'food included in the package tour', the 'P' is equal to 0.197 which shows there is a significant very weak positive correlation between nationality and choosing food included in the package tour. It implies more Spanish respondents prefer to choose food included in package tour than Chinese respondents. To option 'fast food', the 'P' is equal to 0.196, which shows there is a significant very weak positive correlation between nationality and choosing fast food. It implies more Spanish respondents prefer to choose fast food than Chinese respondents. To option 'cook by myself', the 'P' is equal to 0.219, which show there is a significant very weak positive correlation between nationality and choosing to cook. It implies more Spanish respondents prefer to cook than Chinese respondents. To option 'food in the restaurants around the attraction', the 'P' is equal to 0.344 which show there is a significant weak positive correlation between nationality and choosing to cook. It implies more Spanish respondents prefer to choose food in the restaurant around the attraction than Chinese respondents.

And the data of other options didn't pass the test, thus they have no significant correlation with nationality.

In this comparison, the first difference is that Chinese college students rarely choose 'food included in packaged tours' neither 'restaurant around attractions' while the preference of Spanish college students to these two options are more positive. The reason is mainly because that in China these two types of food are always expensive and unpalatable. And almost every year there are negative news reports about this issue. With no doubts, Chinese students don't like them.

Secondly, although the preference of 'fast food' occupied the second and third position of Chinese and Spanish college students' choices, the proportion shows quite a big gap. Generally, the fast foods are like pizza, hamburger, sandwich, which can more or less meet the eating habits of Spanish people. However, these foods cannot cater to Chinese taste and only a small proportion of people are used to these foods.

Last but not least difference is on the preference of 'cooking by myself'. Chinese students rarely cook. When they are at home they don't cook and in

school, most of them live in dormitories which do not have kitchens. When traveling, as has compared before, they prefer to stay in hotels and generally without kitchens. While Spanish students have to take lunch to school and are more likely to cook. They also prefer to stay in friends' home or Airbnb which is generally with kitchen and thus they can cook by themselves.

4.3 Correlation analysis of living expense and travel behavior

4.3.1 Correlation of living expense and transportation selection

Table 15. Correlation of living expense and transportation selection

Category			Airplane	Train	Coach	Self-driving	Bus	Taxi	Ship
China	Living expense	Pearson correlation	.035	.060	.153	-.062	-.003	-.032	-.029
		Significance test	.010**	.661	.063	.071	.534	.312	.891
Spain	Living expense	Pearson correlation	.173	.097	.121	.193	.016	-.083	-.046
		Significance test	.241	.082	.210	.203	.492	.266	.354
* p<0.05 ** p<0.01									

To Chinese students, only the option airplane has passed the significant test. The value of 'significance' is 0.01 which is smaller than 0.05. The value of 'P' is equal to 0.035. The level of living expense of Chinese college students has a significantly weak degree of positive correlation with the selection of airplane. It means that in some extent, higher living expense will lead to higher preference of choosing airplane. And with other options, they have no significant correlation with the level of living expense.

The data of Spanish students didn't pass the significant test, which implies the level of living expense of Spanish college students doesn't show the significant correlation with the selection of transportation.

The reason why higher living expense may lead to higher choices to the airplane is mainly because generally speaking the price of one flight will be higher than other transportation and there aren't discount for students tickets. Thus, many students would prefer other transportation such as train to travel.

4.3.2 Correlation of living expense and accommodation selection

Table 16. Correlation of living expense and accommodation selection

Category			Star hotel	Youth hostel	Friends' home	Airbnb	Camping	Budget hotels
China	Living expense	Pearson correlation	.161	.120	.057	.146	.014	-.305
		Significance test	.020*	.190	.611	.010**	.902	.000**
Spain	Living	Pearson	.085	.065	-.025	.163	-.024	-.058

expense	correlation						
	Significance test	.539	.361	.673	.004**	.432	.155

* p<0.05 ** p<0.01

To Chinese students, the options 'star hotels', 'Airbnb', and 'budget hotels' have passed the significant test. The value of 'significance' is 0.02, 0.01 and 0.00 which are all smaller than 0.05. The value of 'P' of the options 'star hotel' and 'Airbnb' are equal to 0.161 and 0.146, which implies the level of living expense of Chinese college students has significantly very weak degree of positive correlation with the selection of star hotels and Airbnb. And the value of 'P' of 'budget hotels' is equal to -0.305, which shows the level of living expense of Chinese college students has a significantly weak degree of negative correlation with the selection of Budget hotels. It means that in some extent, higher living expense may lead to higher preference of choosing star hotel and Airbnb, and with lower living expense will lead to higher preference of choosing budget hotels. And with other options, they have no significant correlation with the level of living expense.

To Spanish students, the option 'Airbnb' has passed the significant test. The value of 'significant' is 0.004, which is smaller than 0.01. The value of 'P' of the options 'Airbnb' is equal to 0.163, which implies the level of living expense of Spanish college students has a significantly weak degree of positive correlation with the selection of Airbnb. It means that in some extent, higher living expense may lead to higher preference of choosing Airbnb. And with other options, they have no significant correlation with the level of living expense.

Generally speaking, higher level of living expense will lead to high possible to choose to stay in hotels with higher quality. Both countries college students will have a high ratio to choose Airbnb when they have a higher level of living expense. That may because that Airbnb is now a kind of accommodation that is local, special, with style and quality and the price may not be very low but the experience to stay with local people is attractive.

4.3.3 Correlation of living expense and tourism products selection

Table 17. Correlation of living expense and tourism products selection

Category			Whether prefer to buy souvenir	Special local product	Antique	Handcraft	Various souvenirs (postcard, keyrings, etc.)	Health care product
China	Living expense	Pearson correlation	.005	.062	.058	.086	.132	.064
		Significance test	.082	.911	.532	.334	.041*	.815
Spain	Living	Pearson	-.017	.087	-.052	.027	.093	-.125

expense	correlation						
	Significance test	.736	.379	.862	.257	.155	.508

* p<0.05 ** p<0.01

To Chinese students, the options 'various souvenirs' has passed the significant test. The value of 'significance' is 0.041, which is smaller than 0.05. The value of 'P' is equal to 0.132, which implies the level of living expense of Chinese college students has a significantly very weak degree of positive correlation with the selection of various souvenirs. It means that in some extent, higher living expense will lead to higher preference of buying various souvenirs such as postcards, key rings, etc. And with other options, they have no significant correlation with the level of living expense.

While the data of Spanish students didn't pass the significant test, which implies the level of living expense of Spanish college students doesn't show significant correlation with whether prefer to buy souvenirs and neither show significant correlation with selections of souvenirs. It means that in some extent no matter how the level of living expense changes, the preference of whether to buy souvenirs or which type of souvenirs to buy will not be affected.

4.3.4 Correlation of living expense and food and beverage selection

Table 18. Correlation of level of living expense and food and beverage selection

Category			food included in the package tour	Local specialties, snack	Fast food	Food bought in supermarket	Cook by myself	Restaurant in attractions
China	Living expense	Pearson correlation	.051	.035	.190	-.002	-.055	-.056
		Significance test	.712	.701	.010 **	.703	.155	.556
Spain	Living expense	Pearson correlation	.054	.169	.035	-.066	.095	-.013
		Significance test	.800	.293	.054	.678	.324	.508

* p<0.05 ** p<0.01

To Chinese students, the option 'fast food' has passed the significant test. The value of 'significance' is 0.01, which is smaller than 0.05. The value of 'P' is equal to 0.190, which implies the level of living expense of Chinese college students has a significantly very weak degree of positive correlation with the selection of fast food. It means to some extent that higher living expense may lead to higher preference of choosing fast food. And with other options they

didn't pass the test thus they have no significant correlation with the level of living expense.

The reason why Chinese college students with higher level of living expenses will have higher preferences of choosing fast food may because that actually the fast food like KFC in China is not very cheap. Normally, with all kinds of different choices of cheap local specialties, not many students would like to choose fast food.

The data of Spanish students didn't pass the significant test, which implies that the level of living expense of Spanish college students doesn't show significant correlation with food and beverage selection. It shows that to some extent, no matter how the level of living expense changes, the preference of which type of food to choose will not be affected. And with other options, they have no significant correlation with the level of living expense.

4.4 Correlation analysis of travel frequency and travel behavior

4.4.1 Correlation between travel frequency and transportation

Table 21. Correlation between travel frequency and transportation								
		Airplane	Train	Coach	Self-driving	Bus	Taxi	Ship
China	Travel frequency	-0.100	-0.146	-0.029	0.077	0.048	0.014	0.022
	Significance	0.432	0.144	0.466	0.455	0.751	0.888	0.797
Spain	Travel frequency	0.216	0.021	0.036	0.017	0.211	-0.063	0.124
	Significance	0.085	0.048*	0.254	0.782	0.095	0.968	0.057
* p<0.05 ** p<0.01								

Spanish college students' option to take the train to travel has passed the significant test, the significance=0.048 which is smaller than 0.05. The 'P' of Spanish data is equal to 0.021, which means that there is a significant extreme weak positive correlation between travel frequency and choosing train to travel. It implies higher travel frequency may lead to more choices of the train.

And the other options didn't pass the significant test, which means they don't have significant correlation with travel frequency.

This correlation may because that in Spain there are various student preferential policies which are very cost-effective for students who travel a lot. Thus they'd have more preferences to travel by train when they travel a lot.

4.4.2 Correlation between travel frequency and accommodation

Table 22. Correlation between travel frequency and accommodation							
		Star hotel	Youth hostel	Friends' home	Airbnb	Camping	Budget hotel
China	Travel frequency	-0.029	0.016	0.065	-0.011	0.045	-0.043

	Significance	0.043*	0.123	0.269	0.504	0.806	0.522
Spain	Travel frequency	0.097	0.035	-0.107	0.043	-0.090	0.065
	Significance	0.347	0.338	0.536	0.058	0.859	0.675
* p<0.05 ** p<0.01							

Chinese college students' option to stay in star hotels has passed the significant test, the significance=0.043, which is smaller than 0.05. The 'P' is equal to -0.029, which means that there is a significant extreme weak negative correlation between travel frequency and choosing to stay in star hotels. It implies higher travel frequency may lead to less choices of star hotels.

And the other options didn't pass the significant test, which means they don't have significant correlation with travel frequency.

This correlation may because that the Chinese students' living expense is quite low and when they have to travel a lot they need to spend money on other factors such as transportation, thus they don't have much money to choose star hotels.

4.4.3 Correlation between travel frequency and souvenirs

Table 23. Correlation between travel frequency and souvenirs							
		whether to buy souvenir	Special local product	Antique	Handicraft	Various souvenirs (like postcards, key rings etc.)	Health care products
China	Travel frequency	-0.062	0.051	0.104	0.095	0.051	0.078
	Significance	0.075	0.753	0.225	0.096	0.46	0.168
Spain	Travel frequency	0.188	0.201	-0.049	-0.09	-0.104	0.043
	Significance	0.467	0.368	0.742	0.761	0.825	0.485
* p<0.05 ** p<0.01							

There is no option that has passed the significant test. It implies that there is no significant correlation between travel frequency and the preference of buying souvenirs.

4.4.4 Correlation between travel frequency and food & beverage

Table 24. Correlation between travel frequency and food & beverage

		The food included in the package tour	Local specialties, snacks	Fast food	Snacks bought in the supermarket	Cook by myself	Food in the restaurants around the attraction
China	Travel frequency	0.097	-0.108	0.016	0.044	0.176	0.041
	Significance	0.441	0.094	0.989	0.575	0.065	0.439
Spain	Travel frequency	-0.086	0.171	0.090	0.055	0.149	-0.037
	Significance	0.632	0.416	0.255	0.244	0.126	0.969
* p<0.05 ** p<0.01							

There is no option that has passed the significant test. It implies that there is no significant correlation between travel frequency and the preference of buying souvenirs.

5. Conclusion

5.1 Summary of differences

Once the data have been analyzed the travel behavior of Chinese and Spanish college students shown to have many common traits and differences. The differences are mainly reflected in preference to travel period selection, the differences in travel motivations, the differences in the proportion of travel expenditure and the differences in travel transportation accommodation souvenirs and food catering preferences.

Comparing the influence of the living expenditure level to both countries' college students' travel behaviors, it also shows some differences. For Chinese college students, with higher living expense may lead to a higher possibility of preference to choosing airplane, star hotels, Airbnb, various souvenirs, fast food and higher preference of buying souvenirs. And with lower living expense may lead to a higher possibility of preference to choosing budget hotels. While for Spanish college students, with higher living expense only may lead to higher preference of choosing Airbnb and fast food and show no significant correlation with the others.

Form 20.The summary of differences and common traits.		
The correlation between nationality and travel behaviors preference		
Category	Common traits	Differences
Living expenditure level	Most of the people are located in middle and lower level.	The Spanish College students' living expenditure level is much higher than that of Chinese college students.
Preference to travel	Both groups like to travel.	Spanish college students love traveling more than Chinese

		students.
Average annual frequency		Spanish students' annual travel frequency is higher than that of Chinese.
Preference of travel period	Short holidays are preferred by most of both groups; weekdays are the least preferred.	Chinese students prefer to travel in different time periods; Spanish students mainly concentrate on short holidays.
Preference of time spending when travel		Chinese students mostly prefer short-term trips; Spanish students prefer middle and long-term trips
Travel motivation	The three main travel motivations, enjoy natural landscape, learn history and relax are the same.	Spanish students prefer to visit their friends and shopping when traveling more than that of Chinese students.
Travel information acquisition channels	The three main channels preferred, tourism evaluation websites, the recommendation of friends and social applications are the same.	Chinese students use traditional channels more than Spanish students.
The proportion of tourism product consumption	The three highest expenditures, accommodation, food & beverage and transportation are the same.	Chinese students spend more on tickets for attractions while Spanish students spend more on entertainment.
Preference of transportation choices	The preference to the bus, bus taxi and ship are similar.	Spanish students prefer most on Airplane while Chinese students prefer most on the train and also have much higher prefer on the coach than that of Spanish students.
Preference of accommodation choices	The preference to friends' home and camping are similar.	Chinese students prefer most on Budget hotel and youth hostel, while Spanish students prefer most on star hotels, youth hostels and Airbnb.
Preference of buying souvenirs	Most of both groups would buy souvenirs sometimes.	Spanish students' preference of buying souvenirs is higher than that of Chinese students.

Preference to different types of souvenirs	The preference to special local products, various souvenirs, and healthcare products are similar.	Chinese students' preference of handcrafts is significantly higher than that of Spanish students.
Preference of food choices	The main trend is the same.	Except for the preference to local specialties, in other options, Spanish students all show much higher preference than that of Chinese students.

The correlation between the level of living expense and travel behaviors preference

Category	Differences
Transportation	Extremely weakly significant positive correlation between the living expense of Chinese students and airplane. No significant correlation between the living expense of Spanish students and transportation.
Accommodation	Very weakly significant positive correlation between the living expense of Chinese students and star hotels and Airbnb. And weakly significant negative correlation between the living expense of Chinese students and budget hotels. Weakly significant positive correlation between the living expense of Spanish students and Airbnb.
Souvenirs	Very weakly significant positive correlation between the living expense of Chinese students and various souvenirs such as postcards, key rings, etc. No significant correlation between the living expense of Spanish students and souvenirs.
Food and beverage	Very weakly significant positive correlation between the living expense of Chinese students and local specialties and snacks. Extremely weakly significant positive correlation between the living expense of Spanish students and fast food.

The correlation between travel frequency and travel behaviors preference

Category	Differences
Transportation	Extreme weak positive correlation between travel frequency and Spanish students' option choosing train to travel. No significant correlation between the travel frequency of Chinese students and transportation.
Accommodation	Extreme weak negative correlation between travel

	frequency of Chinese students and choosing to stay in star hotels. No significant correlation between the travel frequency of Spanish students and accommodation.
Souvenirs	No significant correlation between travel frequency and the preference of buying souvenirs of both countries.
Food and beverage	No significant correlation between travel frequency and the preference of food and beverage of both countries.

The main reasons for these differences are:

Firstly, the overall industries' development directions will influence the tourists' behaviors. For example, the fast development of the Internet and new media promotion, the different development directions of the transport industry and new accommodation models, and so on are all important factors to the development of college students' travel market.

Secondly, different preferential policies for college students tourists when they traveling will affect college student tourists' travel behavior, such as the discounts of attraction tickets for students tourists and a series of discounts of transportation tickets, etc.

Thirdly, the influence of the different holiday culture, such as different holiday arrangements may affect the travel time preference of college student tourists. And their living habits like if they used to cook by themselves will also influence their travel behavior, for example, whether they will choose to eat fast food or cook and whether to choose the accommodation with kitchen or not.

5.2 Possible destinations deduced

According to the preference of both countries' college students' choices of travel transportation and travel time length, possible destinations can be deduced. Here are two maps of Chinese and Spanish college students' possible destination choices. The beginnings of the journey are located in Ningbo and Palma.
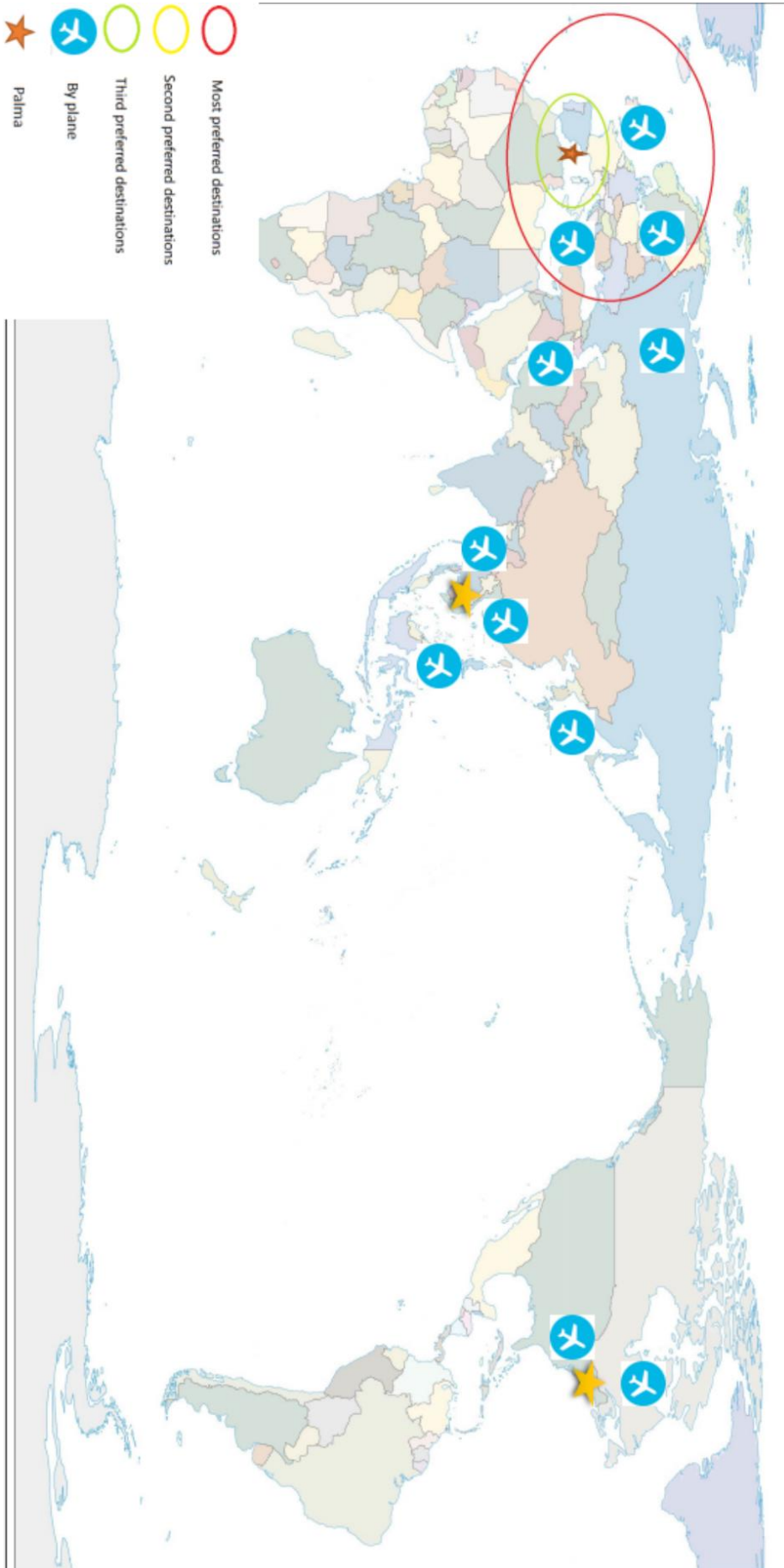
Insides the red circle are possible destinations which are most recommended to Chinese college students. Most of the Chinese students prefer to travel by train and their favorite length of travel time is about 3-4 days. Take the time cost on the way and time cost on sightseeing into considering. The provinces around Zhejiang such as Jiangsu, Shanghai, Anhui, Jiangxi, Fujian, and so on are recommended. For tourists whose travel motivation is to enjoy

beautiful landscapes, attractions such as Wuyi Mountain Natural Park in Fujian, Yandang Mountain in Zhejiang, Huangshan in Anhui and so on are recommended. For tourists whose travel motivation is to learn history, attractions such as Fuzimiao in Nanjing, Jingdezhen which is also known as the Porcelain Capital in Jiangxi and so on are recommended.

Insides the yellow circle are destinations which are secondly recommended. These destinations can be reached by train or airplane and are suitable for a trip about 5-6 days. With the airplane they can travel to most of China and also some nearby countries in the east of China, such as Japan, South Korea, Malaysia, etc. Take Malaysia as an example, from Ningbo to Malaysia it takes about 6 hours by plane. Consider the time for sightseeing, for a 5 days trip, the time cost on the way is better not to exceed than 1 days. Otherwise, tourists will feel very tired.

The third circle is green, insides which are destinations can be reached with coach and train and are suitable for a 2days trip. With the time limitation, Chinese students can only travel around Zhejiang province or some cities near Zhejiang such as Shanghai. For tourist with travel motivation to enjoy natural landscapes, attractions such as West Lake, Xianju, Mogan Mountain, and so on are recommended. For tourists whose travel motivation is to learn history, attractions such as Putuo Mountain, Lingyin Temple, Xitang and so on are recommended.

Most preferred destinations

Second preferred destinations

Third preferred destinations

By plane

Palma

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Insides the red circle are possible destinations which are most recommended to Spanish college students. Most of the Spanish students prefer to travel by airplane and their favorite length of travel time is about 5-6 days. Take the time cost on the way and time cost on sightseeing into considering, European countries, some Middle East countries, and some African countries are recommended. Take Turkey as an example, from Palma to Istanbul costs 7 hours by plane, and that is a suitable time for a 5 days trip.

Because in this study, it lacks the data of the travel budget, thus only according to Spanish students' preferences to travel length and transportation, it is very difficult to deduce their possible destination when they prefer to travel during 7-14 days. Generally, during 7-14 days with the airplane they can already travel all around the world. Therefore, it still needs further research, to better conjecture the possible destinations they preferred.

Insides the green circle are destinations that can be reached with the airplane and are suitable for a 3-4 days trip. With the time limitation, Spanish students can travel around Spain and some nearby countries, such as France, Portugal, German, etc.

5.3 Application of this study's conclusions

Some suggestions are concluded to help to better develop the college students' travel market.

5.3.1 Conducting sufficient market research is needed

First of all, before designing new products, the market should conduct sufficient market research to understand the characteristics and needs of college students' consumers. When conducting market research, researchers can go deep into the campus to understand the different nationalities, cultural backgrounds, customs, and economic levels of different student groups, and design products combine these factors altogether.

5.3.2 Optimizing marketing strategy portfolio

5.3.2.1 The market should cater to the preferences of college student tourists for product design and development

The college students have a very obvious preference on travel period. The market should according to that to design promotional activities which can cater to their preferences. For example, special group discounts for students during offseasons, or at that period of time role out activities or products which students are more interested in, etc. And college students have certain characteristics in the time length of a single trip. Based on their travel time span preferences, merchants can first determine the length of time (days) for the travel, and then reasonably arrange the sightseeing activities. For example, Chinese students mostly prefer short-distance tours that last 3-7 days. Then the market can introduce more travel products that span in this range. Spanish students prefer long-distance travel for 5-14 days. To attract Spanish students to travel to China, businesses can launch a two-week travel product during the summer months of Spanish students in August-September.

Chinese college students choose more economical accommodation types

when traveling, such as youth hostels and budget hotels, while Spanish university students tend to choose star hotels followed by youth hostels. Therefore, for the two different student groups, the tourism market of college students should pay attention to the pricing standards in accommodation and do revenue management. For Chinese students, they prefer more cost-effective accommodation types, while for Spanish college students they prefer more accommodations with higher quality. At the same time, since Spanish students often prefer to cook for themselves when they travel, this type of accommodation available with kitchen, such as Airbnb, are also much welcomed. The market can also design more new types of accommodation based on this feature to meet different needs.

The travel destination should well form and maintain the image of attractions. For example, the restaurants in attractions should stop their image of arrogance and expensive food but unsavory. Contrary, a much friendly and warming image is needed. There are great differences in the choice of food and beverage when traveling between college students of both China and Spain. The preference of university students in Spain is relatively more and relatively balanced. However, Chinese college students only had a significant preference for local specialties. According to the current situation of the development of tourism food and beverage catering in China, the situation is not optimistic. Scenic food and beverages should enrich the species, reduce prices appropriately, and eliminate cheating.

What's more, when talking about the tourism products such as souvenirs, the design of souvenirs should be creative and fuse different custom of different attractions to form a unique feature. For example, the official souvenirs designed by the Imperial Palaces of the Ming and Qing Dynasties in Beijing are very creative and combining traditional Chinese style, which is very popular among consumers. And the beautiful and typical grass products in Murano of Venice are also a good example.

5.3.2.2 Pricing

When the market is making the pricing strategy, it must take consumers' consumption levels into consideration about. The overall income level of college student tourists is not high, so their spending power will also be restricted. It is recommended that merchants should not set a very high product price. For example, it is recommended that scenic spot management departments should set reasonable scenic spot ticket prices, and appropriately lower prices, or increase more preferential activities for students. For example, package tickets that include tickets for transportation and attractions, package tickets for 2-3 days, and so on can be launched. These applications are suitable for the attractions that are not yet saturated to attract more consumers and also for the attractions that are already full to develop consumer loyalty.

5.3.2.3 New promotional media

Online travel agencies, mobile application development, and new media promotion are the current and future trends in the travel market. Therefore,

businesses should actively develop online and mobile applications. When developing online and mobile services, merchants should pay more attention to maintaining and managing consumers' comments. The consumer's comment shows consumer's experience and opinions about the product. These comments are often referenced by some potential consumers. Many praises can directly explain the good quality of products and services, and can leave a good impression on potential customers; bad reviews are more important, and if merchants do not handle bad reviews in a timely and correct manner, they will leave a bad impression in the minds of potential consumers. Maintaining the review area, responding positively to consumers, and taking corresponding measures for consumers who have expressed dissatisfaction are also customer relationship management. And, through the review, merchants can clearly see where their problems are and intuitively understand consumers' impressions of their products and services.

About promotion methods, with the development of new promotion methods with the Internet, the market can firstly decrease the expenditure on traditional promotion channels while increasing the expenditure on new channels such as social applications, video sites, and official website, etc. With the new promotion channels which are usually more efficient, just establish it is not enough for which maintenance is more important. First of all, the content of the ads should be creative and interesting, and always follow the preference of market. More various forms of promotional activities are needed.

5.3.3 More powerful market supervision is needed

In China, recent years many negative events occur, like the unacceptable high prices dishes, or the tourists are enforced to shop by their tour guides, etc. All these events imply that the market needs more supervision. Besides, for a long time, the images of restaurants in attractions are negative in consumers' minds. This is mainly because of the monopoly running of restaurants in attractions. Many consumers have no choice but to accept the unreasonably high price of the only option in attractions. To improve this situation, the management department has to enact a series of laws and better supervise the market. And once this happened, they relative department should work efficiently to solve the problem other than passing the buck to others.

In addition, when the tourism markets develop a diversified accommodation market, it is necessary to strengthen the regulations to better regulate the market. With the fast expansion of Airbnb all around the world, many problems are discovered. For example, some consumers find the rooms are not as described, some applied for a refund but didn't receive it and no one came to solve the problem, some people even broke or stole the homeowner's property, etc. Thus the regulations or laws are necessary. Only in a safe and reasonable market will the consumer be willing to consume.

6. Study limitation

Due to the incompleteness of the questionnaire design, the sample size is too small and other issues, this study is not a very comprehensive study. In the

progress of the research process, some limitations are found.

Firstly, it didn't take different students' nationality into consideration but only do research between Chinese and Spanish students. When conducting the survey in the University of Balearic Islands, it is found that there are many students who are taking part in the Erasmus project. These students' travel behavior may be different from both Chinese and Spanish students, for example, they may travel more and with different motivation such as visiting friends. And they may also influence the travel behavior of their classmates. But as the designing of the questionnaire didn't include this nationality deviation the comparison with Spanish students' and Erasmus students' travel behavior is very limited.

Secondly, the total sample size of this survey is too small which only collected 317 respondents. Generally speaking, when carrying out questionnaire survey, the much bigger sample size is needed to find out a conclusion with universal significance.

Thirdly, the study ignored the tourists' travel budget. Although the study included the data of living expense, the travel budget will be a more direct index. In the final part of the study, there are two maps of the possible destinations which are deduced from the survey result. However, because of the missing of the statistics of travel budget, it is very difficult to give more detailed information about destinations that preferred by Chinese and Spanish students.

Fourthly, the correlation analysis is very limited, that more depth correlation analysis between travel time length and travel behavior, travel motivation and travel behavior is very difficult to analyze because of the lack of data and acknowledge. To finding out these correlations, it requires more professional acknowledge of consumer psychology and data with higher quality is needed too. Thus it still needs further research on these aspects and the level of this study didn't reach that.

Although this research is only a prior investigation, the result and the problem fond are useful. With the study result, people can have a universal impression on both Chinese and Spanish college students' travel markets. And when carry out more complete and deep research the limitations above should be taken into consideration. With the improvement and modification of these problems, the further study will have more academic and business value.

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Appendix A
Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets A case study of Phuket, Thailand

Name of market …………………….Questionnaire No.………

Questionnaire

Dear respondents,

Thank you very much for your participation and assistance in taking part with this survey. This study is conducted as part of an MBA thesis on "Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets: A case study of Phuket, Thailand" by Miss Kanyapat Pattanapokinsakul, a student at Prince of Songkla University, Phuket campus, Thailand. Please answer the following questions. There are no 'right' or 'wrong' answers and no trick questions. If you find some of the questions difficult, please ask the researcher.

The information given in this study will be treated confidentially and your information will not be used in any commercial way.

The questionnaire is divided into 3 sections
Section 1: Travel motivations visiting local markets in Phuket
Section 2: Travelling behavior
Section 3: Respondent's demographic profile

Part 2 Travelling behavior
Instruction: Please write down or tick / in ( ) which corresponds to your answer.
  1). Have you visited Phuket before?
(   ) Yes_____times before   ( ) No
2). How long did you stay in Phuket?
( ) less than 7 days   ( ) 1 week   ( ) 2 week   ( ) 3 week
( ) 1 Month   ( ) More than 1 month
  3).Who were you traveling with?
( ) Alone   ( ) Family   ( ) Friends ( ) Tour group ( ) Incentive trip (Company)
( ) Parent with children
( ) Other (Please specify) ………………………………………………
4). During your trip to Phuket, which Phuket local markets did you visit?
(Multiple answers are allowed)

Fresh markets	Weekend Markets
( ) Downtown Market	( ) Lard Yai Market
( ) Expo Market	( ) Phuket Town Indy Market
( ) Kaset Market or 24 hr. market	( ) Talat Thai Rot
( ) Rawai Seafood Market	( ) Karon Temple Market
( ) BanZaan Market	( ) Cherng Talay Market
( ) Kathu Fresh Market	( ) Kamala Friday Market

5). During your staying in Phuket, how many times have you visited Phuket's local markets?

( ) 1 time   (   ) 2 times(   ) 3 times(   ) 4 times ( ) More than 5 time

6). How long did you spend your time at the markets?

( ) less than 1 hour (   ) 1 hour (   ) 2 hour (   ) 3 hour ( ) More than 3 hour

7). How did you find out about Phuket's local market? (Multiple answers are allowed)

( ) Word of mouth (friends and relatives)   (   )   Travel   agents   and   tour wholesalers

( ) Travel guidebooks   ( ) Accident   (   ) Hotel   ( ) Internet

(   ) Advertising (Television, Brochures, Print media, Newspaper, Magazine)

( ) Other (Please specify) ……………………………………

. What type of transport was used to travel to and fromPhuket's local markets?

( ) Local bus   ( ) Taxi   (   ) On foot   ( ) TukTuk

( ) Coach   ( ) Rental car   ( ) Motorbike   ( ) Bicycle

( ) Other (Please specify) ……………………………………

9). What is the main reason for visiting Phuket's local markets? (Multiple answers are allowed)

( ) Shopping   ( ) Learn local culture ( ) Observe local people lifestyle ( ) Leisure

( ) Try local foods   ( ) Meet with local people

( ) Other (Please specify) ……………………………………

10). What kind of product did you buy or want to buy at Phuket local market? (Multiple answers are allowed)

( ) Local food   ( ) Souvenir   ( ) Fresh seafood

( ) Clothes/Accessory   (   ) Fresh fruit ( ) Fresh vegetable

( ) Other (Please specify) ………………………………………………………………

11). How much money did you spend at the local markets on average?

( ) less than 500 THB   ( ) 500-1,000 THB

( ) 1,001-1,500 THB ( ) 1,501-2,000 THB

( ) 2,001-2,500 THB   ( ) 2,501-3,000 THB

( ) 3,001-3,500 THB   ( ) 3,501-4,000 THB   ( ) 4,001-4,500 THB

( ) 4,501-5,000 THB   ( ) More than 5,000 THB

12). What is the attraction of the local markets in Phuket? (Multiple answers are allowed)

( ) Local product or souvenirs ( ) Local people lifestyle ( ) Original culture

( ) Local foods ( ) Kindness of venders ( ) Fresh farm products ( ) Variety of products

( ) Bargain ( ) Atmosphere( ) Cheap price   ( ) Architecture (   )   Phuket   local language

(   ) Good promotion   (   ) Clean   (   )Other (Please specify)……….

Part 3 Respondent's demographic profile

Instruction: Please mark (/) the respective box before the word or sentence, which is true for you.

1). Gender ( ) Male ( ) Female

2). Religion   ( ) Buddhism ( ) Muslim ( ) Christianity ( ) No religion

 ( ) Others (Please specify) ……………………..

3). Age
( ) 20 years or younger ( ) 21-30 years ( ) 31-40 years
( ) 41-50 years ( ) 51-60 years ( ) Older than 60 years
4). Nationality
( ) Asia (Please specify) …………………………………………………
( ) Europe (Please specify) …………………………………………..
( ) Australia (Please specify) …………………………………………
( ) North America (Please specify) ………………………………….
 ( ) South America (Please specify) …………………………………
( ) Africa (Please specify) …………………………………………..
5). Status
( ) Single ( ) Married ( ) Separated ( ) Divorced
 (   ) Other (Please specify)…………………..
6). Education level
( ) Primary school   ( ) High school ( ) Diploma
( ) Undergraduate   ( ) Graduate or Higher ( ) No education
 ( ) Other (Please specify) ……………………
7). Occupation
( ) Student ( ) Employee
( ) Housewife/unpaid family worker ( ) Business man / women
( ) Government and Military Personal   ( ) Professionals
( ) Salesman   ( ) Agriculture workers
( ) Retired   ( ) Unemployed
( ) Other (Please specify) ……………………………
8). Personal income per month in US dollar
( ) 500 USD or less than   ( ) 501-1,500 USD
( ) 1,501-2,500 USD   ( ) 2,501-3,500 USD
( ) 3,501-4,500 USD   ( ) Over 4,501 USD
. Would you like to revisit Phuket local markets again in the future?
(   ) Yes, (Please give the reason)………………………….
(   ) Perhaps (Please give the reason)………………………
(   ) No, (Please give the reason)…………………………..
10). Would you recommend your friends or relative to visit Phuket's local markets? (   ) Yes, (Which market)…………………………………..
(Please give the reason)………………………………..
(   ) No, (Please give the reason)…………………………………
Suggestion and recommendation to develop Phuket local markets, as a tourist attraction in the future
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
Thank you very much for your cooperation.

Appendix B
Travel Behavior Questionnaire for the Students of the University of Balearic Islands

Dear friends,

I am a student of the University of Balearic Islands. This is a questionnaire survey on college students' travel behavior. Thanks for your participation and support.

[There are 3 types of questions in the following questions, all of which are multi-select questions besides the sort questions. Please mark "√" before the options. Please select more than one option for multiple choice questions.]

1. What is your gender?
○Male   ○Female

2. How much is your living expenses monthly?
○Less than 200€   ○200-500€（include 500€）   ○500-1000€
（include 1000€）   ○More than 1000€

3. Do you like travel?
○I love travel very much.   ○I like travel.   ○Just so-so.   ○I don't like travel.   ○I hate travel.

4. How many times do you usually travel every year ?
○1   ○2-4 times   ○5-7 times   ○More than 7
○Not yet but I'm planning to.   ○Never and I'm not planning to neither.

5. When do you usually go travel? (multiple selections)
□Weekends   □Weekdays   □Short holidays(generally 3-4 days)
□Long holidays(generally 7-10 days)   □During summer and winter holidays

6. Rank your preference of how much days you would like to spend for a trip
(This is a ranking question. No. 1 indicates the highest probability of selection and No. 6 indicates the least. Please write the numbers before the options.)
[ ]1 day   [ ]2 days   [ ]3-4 days   [ ]5-6 days   [ ]7-14 days   [ ]More than 14 days

7. What do you travel for? (multiple selections)
□Enjoy natural landscape   □ Learn history, language,etc □Make new friends
□To participate in extreme sports   □To visit relatives, friends □Physical fitness
□To participate in religious activities   □To relax □Shopping
□For working purpose

8. Which channels do you usually use to get the travel information? (multiple selections)

□Tourism evaluation website (like Tripadvisor)   □TV show
□The official website and social account of the destination
□Social applications (like Facebook, Instagram etc.)   □Video site (like Youtube)
□Online travel agencies (like Expedia etc.)   □The recommends of friends
□Traditional travel agency and its website and social account   □Magazines

9. Rank the expenditure of various items in a trip
  (No.1 represents the largest share of expense, and No.6 represents the smallest share of expense).
[ ]Accommodation   [ ]Food & Beverage   [ ]Transportation   [ ]Tickets for attractions
[ ]Shopping   [ ]Entertainment

10. Which type of transportation do you usually choose when travelling? (multiple selections)
□Airplane   □Train   □Coach   □Self-driving   □Bus   □Taxi   □Ship
□Other ways

11. Which type of accommodation do you usually choose when travelling? (multiple selections)
□Star hotels   □Youth hostel   □Friends' home   □Airbnb   □Camping   □Budget hotel   □Others

12. Do you usually buy souvenirs？
○Every time   ○Usually   ○Sometimes
○Never(If you choose this option you should skip the question 13)

13. Which type of things you usually buy when travelling? (multiple selections)
□Special local products   □Antiques
□Handicrafts
□Various souvenirs (like postcards, key rings etc.)   □Health care products
□Others

14. What do you usually choose to eat when travelling? (multiple selections)
□The food included in the package tour   □Local specialties, snacks
□Fast food   □Snacks bought in the supermarket
□Cook by myself   □Food in the restaurants around the attraction
□Others

Thank you for your participating!

Appendix C

<p style="text-align:center">**宁波大学学生旅游消费行为调查问卷**</p>

各位同学好！

　　　　我是宁波大学旅游管理系的大四学生，为进行毕业论文的撰写，展开关于大学生旅游消费行为的问卷调查。填写本问卷大概需要 5-8 分钟，非常感谢您的参与和支持。

[以下题目共有 3 种题型，除排序题之外均为选择题，请在选项前勾选，多选题请选择不少于一个选项。排序题请根据题目中的提示进行排序。请按照您的实际情况答题，谢谢！]

一、个人基本信息

1. 您的性别是 [单选题] *
○男　　　　　　○女

2. 您每月的生活费在以下哪个区间 [单选题] *
○1000 元及以下　　　　　　　　　　　○1000 元到 1500 元（含 1500 元）
○1500 元到 2000 元（含 2000 元）　　　○2000 元以上

二、您的旅游消费行为偏好

3. 您是否喜欢旅游： [单选题] *
○非常喜欢　　　　○喜欢　　　　○一般　　　　○不喜欢　　　　○非常不喜欢

4. 您在大学期间平均每年的出游频率是： [单选题] *
○1 次　　　　○2~4 次　　　　○5~7 次　　　　○7 次以上
○未在大学期间旅游，但是打算出游
○未在大学期间旅游，也不打算出游

5. 您最常选择的出游时间段是： [多选题] *
□周末　　　　□小长假（如五一清明等三天假期）　　　□长假（如国庆 7天长假）
□寒暑假　　　　□平日

6. 您一次出游通常会花费多少时间（序号 1 表示选择几率最大，序号 6 表示最少选择）： [排序题，请在中括号内依次填入数字] *
[ ]1 天　　　[ ]2 天　　　[ ]3~4 天　　　[ ]5~6 天　　　[ ]7~14 天　　　[ ]14天以上

7. 您的旅游动机主要是： [多选题] *
□游山玩水，娱乐消遣　　　□了解历史文化、风土人情　　　□结交新朋友
□探险与猎奇的需要　　　□疗养防病，强身健体　　　□探亲访友
□宗教活动　　　□调节心情，舒缓紧张的工作学习生活
□购物需要　　　□工作需要

8. 您的旅游信息获取渠道有： [多选题] *
□旅游评价网站（例如驴妈妈、马蜂窝、穷游网等）
□旅游目的地官方宣传网站及其官方公众号宣传
□社交类微博微信公众号及今日头条等社交软件的推送
□视频网站（哔哩哔哩、优酷等）up 主的推荐
□在线旅游产品销售网站（例如携程、途牛、Expedia 等）

□朋友或亲戚推荐

□电视/广播节目

□杂志期刊

□旅行社及其官方网站和公众号宣传

□其他

9. 您对在旅游过程中的各个项目消费比重的排序（序号 1 表示所占消费比重最大，序号 6 表示所占消费比重最小） [排序题，请在中括号内依次填入数字] *

[ ]住宿　　　　[ ]餐饮　　　　[ ]交通　　　　[ ]景点门票　　　　[ ]购物　　　　[ ]娱乐

10. 您在出游过程中通常会选择哪些交通工具： [多选题] *

□飞机　　　□火车/高铁　　　□长途汽车　　　□自驾车　　　□公交车

□出租车　□船　　　　　　□其他

11. 旅游时，您一般会选择哪种住宿方式： [多选题] *

□星级酒店　　　□青旅　　　□同学朋友家　　　　　□Airbnb

□自带帐篷　　　□经济型酒店　□其他

12. 您旅游是否会购买纪念品： [单选题] *

○每次都买　　○经常会买　　○偶尔会买　　　○从来不买（选择此项请跳过第 13 题）

13. 您在旅游时主要购买哪些旅游商品： [多选题] *

□土特产　　□文物古玩　　□手工艺品　　□各类纪念品　　□医疗保健品

□其他

14. 您在旅游时选择什么样的饮食： [多选题] *

□团餐　　　　□地方特色美食、小吃　　　□快餐　　　　□便利店零食

□自己做饭　　□景区餐饮　　　　　　□其他

此次问卷调查到此结束，感谢您的耐心填写和配合！