Study on the Influencing Factors of the Elderly Tourists' Sense of Security in Shandong Province

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Abstract. The sense of security is an important factor for the elderly tourists to choose their tourism destination. Based on reading and sorting out the relevant literature at home and abroad, the author studies the factors of the elderly tourists' sense of security and puts forward some relevant hypotheses. The author conducted a questionnaire survey on the elderly tourists and some netizens in some scenic spots of Shandong Province. The data obtained were analyzed by spss22 software, and the following conclusions were drawn: (1) social security has a significant positive impact on the security of the elderly tourists; (2) management security has a significant positive impact on the security of the elderly tourists; (3) the safety factors in tourism activities have a significant positive impact on the elderly tourists' sense of security; (4) the significance of the impact on the elderly tourists' sense of security is ranked from high to low in the order of management safety, safety of tourism activities, social security; (5) natural disasters do not have a significant positive impact on the elderly tourists' sense of security.

1. Introduction

The frequent occurrence of safety problems in tourism activities not only causes physical and mental injury to tourists, but also strikes the image of the scenic spot, which greatly affects the tourists' sense of safety. China's aging population is increasing, the proportion of the elderly is growing, and the elderly tourism team in Shandong Province is growing. The sense of security is not only the main determinant for the elderly tourists to choose the destination, but also an important indicator to evaluate the satisfaction of tourists and the safety of the destination. This paper analyzes from four aspects: natural disaster, social security, management security, and tourism element security, and considers the impact of these four factors on the security of the elderly tourists, in order to find the key factors that affect the security of the elderly tourists, so that the tourism industry can better serve the elderly tourists.

This study consists of five parts. The first part is the introduction, including the research background, significance, research framework, and literature review. The second part is the research hypotheses. The third part is the questionnaire design and investigation process. The fourth part is the result of data analysis. The fifth part is the conclusion.

1.1 Concept of Tourism Security

Tourists' sense of security is the subjective psychological feeling that tourists will not suffer from physical injury and psychological pressure due to the influence of some objective factors in the scenic spot under the condition of experiencing travel [1]. A study on the sense of security in the process of tourism by Li Jie and Zhao Xiping defines tourism perception as a process in which tourists use organs to perceive the situation of tourism destinations [2]. In psychology, the sense of security is the subjective response in the objective sense. In tourism decision-making, the safety perception of destination plays a decisive role.
1.2 Study of Tourism Security

Most of the foreign scholars focus on the safety problems caused by the six elements of food, accommodation, travel, shopping and entertainment tourism, as well as the impact of natural disasters, social security and other special events. In recent years, some domestic scholars have also done some research on the tourists' sense of security, such as Wu Bihu's perception of college students' tourism security. Research by An Hui et al showed that similarity in customs, culture and regional distance would affect the degree of tourists' sense of security [3]. Tourists will have different perceptions of security because of different ages. There was a positive correlation between age and the importance of tourism safety. Most of the elderly want to participate in some tourism activities beyond their ability, but they will hesitate in the health situation caused by the tourism process, and with the increase of age, the scope of interest becomes narrower, and the interest in things gradually weakens [4]. Therefore, the requirements of the elderly tourists' sense of security are not only in the tourism destination environment, but also because of the scenic area management and their own influence on the sense of security.

2. Research Hypotheses Based on the Literature Review

2.1 The Impact of Natural Disasters on the Security of the Elderly Tourists

Natural disaster is a phenomenon that will bring harm to human life safety and living environment, such as flood, earthquake, etc. Once a disaster occurs, the damage to tourists is indelible. Wang Xingqiong summarized that natural disasters, due to their strong destructive performance, aroused tourists’ concerns about tourism safety [5]. Because of the frequency and uncertainty of natural disasters, its harm to people is not estimated, but also uncontrollable.

**H1:** natural disasters have a significant positive impact on the safety of elderly tourists.

2.2 The Influence of Social Security on the Security of the Elderly Tourists

In recent years, the social security incidents occurred in the travel of tourists is common. There are also wars and terrorist activities in some areas, which have brought great psychological burden to the tourists traveling in the area. Brent studied the tourists' sense of security during their travel, and pointed out that the important factor affecting tourists' choice was the social security situation of the tourist destination [6]. The situation of social security will directly affect the tourism decision-making of tourists. Once there is a security incident, it is fatal to the local tourism industry. Lepp et al pointed out that the main reasons affecting tourists' sense of security included war, social unrest, terrorist attacks, violence, theft and robbery and other criminal events [7]. If there is a problem in the social security of the tourist destination, it will have a great impact on the tourists' sense of security.

**H2:** social security has a significant positive impact on the security of elderly tourists.

2.3 The Influence of Management Safety on the Security of the Elderly Tourists

If there are problems in the protection measures or improper management of the scenic spot, some tourists will ignore the safety problems or make other unsafe actions, so that they are in danger. When Zhang Xilin studied two rafting accidents, he found that improper management resulted in the insecurity of tourism projects: lack of professionals, failure to rectify dangerous areas, and inadequate preparation of life-saving equipment. Improper management is the primary cause of the incident [8]. Liu Yajing and Hu Haiyan found that the imperfection of complaint channels had a great impact on tourists' sense of security [9].

**H3:** management safety has a significant positive impact on the safety of elderly tourists.

2.4 The Influence of the Safety of the Tourism Elements on the Safety of the Elderly Tourists

In the process of travel, food, housing, transportation, travel, shopping and entertainment, each part must be improved, otherwise it will have a great impact on the safety of tourists. Wilkes et al. made a
theoretical discussion on the impact of tourism and transportation on health and safety in their works [10]. Chen Nan et al. studied the tourism risk perception of outbound tourists, and concluded that public health issues such as infectious diseases and health events have become issues affecting the tourism risk safety of tourists [11].

**H4: the factor safety of tourism activities has a significant positive impact on the elderly tourists’ sense of safety.**

3. Questionnaire Design and Investigation Process

3.1 Scale Selection

The first part of the questionnaire is tourists' personal information, and the second part is four factors such as natural disasters and the elderly tourists' sense of security scale. The natural disaster scale adopts the tourism risk perception scale developed by Chen Nan, Qiao Guanghui, etc., which includes three items: "earthquake possibility", "tsunami possibility" and "flood possibility" [11]. The scale of tourists' sense of security developed by Zou Yongguang is used in social security, including three items: "the police at the destination will not appear frequently", "the security incidents at the destination will not be handled in time", and "the safety slogans at the destination are incomplete" [1]. The management safety scale was developed by Liu Yajing and Hu Haiyan [9]. It includes four items: "safety education", "destination public service system", "complaint channel" and "safety guarantee measures". The safety scale of tourism activity elements adopts the scale of the influence of tourism safety perception developed by Zheng Xiangmin on the travel intention of urban residents, which includes five items such as "food hygiene status", "accommodation hygiene status", "traffic safety", "scenic area facility safety" and "public facilities safety" [12]. The elderly tourists' sense of security scale uses the tourism security research scale developed by Zheng Xiangmin, and uses one item of "the gap between the expected tourism safety and the reality".

3.2 Data Collection Process

Part of the questionnaire comes from some scenic spots in Shandong Province where there are many elderly tourists, and the other part comes from the Internet research. All the items are in the form of Likert five scale. The questionnaire was issued from January 12 to May 16, 2019. A total of 400 questionnaires were sent out, 356 of which were valid. The effective rate was 89%.

3.3 Sample Analysis

The demographic characteristics of the respondents were analyzed. The results are as follows: female tourists accounted for 68% of the total number of the survey, while male tourists accounted for 32%. The annual income is concentrated in 51000-100000 yuan, accounting for 37.6%. In the distribution of annual travel times, 2-3 times are the most, accounting for 53.7%. Group tour is the main way of travel, accounting for 68%. According to the above sample analysis, the questionnaire has diversity and representativeness, which can be used as the sample of this research.

4. Results and Findings

4.1 Multivariate Statistical Regression Analysis

In order to verify the accuracy of the hypotheses about the impact of natural disasters, social security, management safety, and safety of tourism elements on the safety of the elderly tourists, this paper takes the four factors as independent variables and the safety of the elderly tourists as dependent variables, and uses spss22 software to carry out multiple statistical regression analysis on the data.

After using spss22 software for multiple linear regression analysis, \( r = 0.823 \), \( R^2 = 0.678 \), adjust \( R^2 = 0.671 \), all of which are greater than 0.5, indicating that the data fitting effect of the theoretical model is good. F value is 89.528, P value is 0.000, which is significant at the level of 0.1%, indicating
that the overall linearity of the theoretical model is very significant. In conclusion, the theoretical model in this paper can be used to analyze the hypothesis test results.

4.2 Hypothesis Test Result Analysis

The hypothesis test results are shown in Table 1.

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Regression Coefficient</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sense of Security for Elderly Tourists</td>
<td>Natural Disaster</td>
<td>-0.012</td>
<td>0.547</td>
</tr>
<tr>
<td></td>
<td>Public Security</td>
<td>0.286</td>
<td>0.005</td>
</tr>
<tr>
<td>Elderly Tourists</td>
<td>Management Security</td>
<td>0.404</td>
<td>0.002</td>
</tr>
<tr>
<td></td>
<td>Safety of Tourism Elements</td>
<td>0.287</td>
<td>0.007</td>
</tr>
</tbody>
</table>

The regression coefficient of natural disaster factors is -0.012, and the significance level is 0.547, which is greater than 0.1. It indicates that natural disaster has no significant positive impact on the gap between expectation and actual safety. That is, H1 is not established, which further indicates that natural disaster is not one of the factors that affect the safety of elderly tourists.

In this survey, through the questionnaire analysis of the sample population, we found that natural disasters did not significantly affect the security of the elderly tourists. The author believes that although natural disasters have certain uncertainty, due to the improvement of human science and technology level and the national attention to the prevention and control of natural disasters, people use various means to reduce the losses after disasters. In addition, most of the respondents are elderly tourists in Shandong Province. Because of the low frequency of natural disasters in Shandong Province, local tourists are less sensitive to natural disasters.

The regression coefficient of social security factors is 0.286, and the significance level is 0.005, which is less than 0.05. It indicates that social security has a positive impact on the gap between expectation and actual security, and is significant at the level of 0.5%. That is, H2 is established, which further verifies that social security is one of the factors affecting the security of elderly tourists.

The regression coefficient of management safety factor is 0.404, and the significance level is 0.002, which is less than 0.05. It indicates that management safety has a positive impact on the gap between expectation and actual safety, and is significant at the level of 0.2%. That is, H3 is established, which further verifies that management safety is one of the factors affecting the safety of elderly tourists.

The regression coefficient of safety factors of tourism activities is 0.287, and the significance level is 0.007, which is less than 0.05. It indicates that safety factors of tourism activities have a positive impact on the gap between expectation and actual safety, and it is significant at the level of 0.7%. That is, H4 is established, which further verifies that safety factors of tourism activities are one of the factors affecting the safety of elderly tourists.

In conclusion, the factors that have a significant positive impact on the elderly tourists' sense of security are social security, management security and tourism element security. Although natural disasters have a positive impact on the elderly tourists' sense of security, they are not significant and do not conform to the hypothesis put forward by the author. Therefore, H2, H3 and H4 are established in the conceptual model of elderly tourists' sense of security, while H1 is not.

5. Conclusions

This paper makes a series of research on the relationship between natural disasters, social security, management security, tourism element security and the security of the elderly tourists, and draws the following conclusions.

Natural disasters have no significant positive impact on the security of elderly tourists.
Management safety has a significant positive impact on the security of the elderly tourists.
Social security has a significant positive impact on the security of elderly tourists.
The security of tourism elements has a significant positive impact on the security of the elderly tourists.

Comparing the absolute value of regression coefficient of significant factors, we can see that management safety has the most significant impact on the safety of elderly tourists, followed by the safety of tourism activities, social security, and natural disasters.

References


