

Research on Tourism Demand of Impoverished Female Students in the Internet Plus Era - A Case Study of China Women's University

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Abstract: With the rapid development of the tourism industry and the great victory in the battle against poverty, the "Internet + tourism" has boosted the domestic tourism market and promoted the release of potential consumers, the tourism demand of impoverished female students has gradually become a hot spot in tourism research. The research takes female students of China Women's University as an example, analyses the tourism demand of impoverished female students in the Internet+ era by questionnaire survey method, based on Maslow's Hierarchy of Needs Theory, Tourism Demand Theory and Identity Theory. The results show that non-impoverished female students are more enthusiastic about tourism in their micro-social environment than impoverished female students, the psychological burden may be a major factor preventing impoverished female students from transforming tourism demand into tourism behavior, and for impoverished and non-impoverished female students with different annual tourism budgets, different psychological structures, different proportions of tourism consumption in income and different annual tourism budgets, the willingness to access tourism information for impoverished students and the tourism decisions for non-impoverished students are mainly influenced by the Internet. Finally, Some suggestions are put forward for the tourism practitioners, Internet sector, impoverished female students in higher education, and the social environment in order to safeguard the exercise of impoverished female students' tourism power and to boom the tourism industry.

Keywords: Tourism Demand, Impoverished Female Students, Internet Plus

1. Introduction

With the continuous development and enhancement of economic strength in China, the development of Internet technology is also changing day by day, and Internet development in China is now in a prosperous period and has covered the whole process of tourism. According to the 48th Statistical Report on the Development of the Internet in China released by the China Internet Network Information Center (CNNIC), until the end of June 2021, the size of Internet users in China reached 1.011 billion, and the Internet penetration rate reached 71.6% [1], and the proportion of female students among the college graduates in 2018 was as high as 52% [2], Beijing Technology and Business University, a total of 11487

undergraduate students, 1860 impoverished students, accounting for 16%, close to the national proportion of impoverished students (Zhang Tiantian 2017) [3]. At the same time, due to the economic income of families, hard work and scholarships, college students have significantly more free money at their disposal [4], and as a huge consumer group in the tourism market (Zhao Qianqian, 2017) [5], the consumption capacity of the college student is gradually increasing, and the college students are increasingly becoming the potential main force of tourism consumption [6].

Through the keyword search of tourism demand on China Knowledge Network, a total of 8765 relevant search entries appeared, the keyword search of tourism demand and college students, 48 relevant search entries appeared, and the

keyword search of tourism demand and impoverished female students, no relevant search results appeared. Through the keyword search of tourism demand on Science Direct for literature, 46001 relevant search entries appeared, the keyword search of tourism demand and college students, 3826 relevant search entries appeared, and the keyword search of tourism demand and impoverished female students, 453 relevant entries appeared. It can be seen that there is little research on the tourism demand of impoverished female students at home and abroad, and it has practical significance to study the tourism demand of impoverished female students in the Internet era, which urgently needs to be considered and analyzed by scholars in the world.

Based on Maslow's Hierarchy of Needs Theory, Tourism Needs Theory and Identity Theory, the research collected the relevant data from structured questionnaires and processed data with SPSS software. Using non-impoverished female students as a control variable, what is the tourism demand of impoverished female students? How does the Internet affect tourism demand? The research aims to solve these problems.

2. Theoretical Basis

2.1. Tourism Demand Hierarchy Theory

Tourism demand is the amount of demand for tourism products in order to satisfy the desire to travel. The meaning of tourism demand can be understood and grasped at several levels, i.e. tourism demand is expressed as the desire to buy tourism products, the ability to buy tourism products and a valid demand in the tourism market [7]. Having money, leisure and motivation are three requirements for the generation and Realization of individual tourism demand. Money and leisure are the objective factors that determine individual tourism demand, and motivation is the subjective factor that determines individual tourism demand. In order to eliminate physical fatigue, mental tension and relieve stress, people choose to travel. The environment of foreign country and the novelty of things that bring people fresh feelings and excitement can help people temporarily relieve themselves from the tension of daily life. Essentially, people travel for spiritual satisfaction.

2.2. Maslow's Hierarchy of Needs Theory

Maslow's Hierarchy of Needs Theory plays an important role in modern behavioral science. According to Maslow (1968), human needs are composed of five levels: physiological needs, security needs, belonging and love needs, respect needs and Self actualization needs. Maslow believed that the lower the level of needs, the greater the power and the greater the potential. As the level of needs rises, the power of the needs decreases. Before higher-level needs appear, lower-level needs must first be met. In evolution from animal to human, the higher needs emerged later. All creatures demand food and water, but only humans have the demand for Self actualisation. Tourism, as part of cultural consumption, is an important way to satisfy spiritual needs and self-improvement [8].

In the context of the country's vigorous efforts to alleviate poverty and combat poverty coupled with the school's subsidy policy for impoverished students, the research subjects have met their basic demand and thus derived higher-level demand for enrichment, respect and self-fulfillment. President Xi Jinping's 2021 New Year's greeting mentioned that a great historic achievement was made in building a moderately prosperous society and a decisive victory was achieved in the decisive battle against poverty in 2020. We have launched a general attack on the stronghold of deep poverty and have gnawed down the most difficult "hard bones". After eight years, nearly 100 million rural impoverished people have been lifted out of poverty under the current standards, and all 832 impoverished counties have been removed from the list [9]. Guo Hui's (2020) research shows that along with the increase in the number of Internet users in China and the rapid development of big data, artificial intelligence and cloud computing, the business model of "Internet+" has attracted the attention of various industries [10]. At present, China has gradually entered the development stage of industrial intelligence. According to the Annual Comprehensive Analysis of Chinese Online Tourism Market 2020, the annual transaction volume of Chinese online tourism market reached 1,086.65 billion yuan in 2019, up 4% year-on-year, and the online penetration rate of the tourism industry reached 16.7%. The integration of tourism and the Internet has become the future development trend of the tourism industry. Li Mingmei's (2011) research shows that through tourism, people gain some kind of belonging and identity, and win respect and recognition of others, while tourism is not only an opportunity and a way to gain aesthetic enjoyment and increase insight, but also a way to discover oneself and realize oneself [11].

2.3. Identity Theory

Identity theory, the psychological orientation of social identity theory [12], suggests that identity means that individuals perceive themselves as members of a particular social group and are able to derive some emotional and value significance from that group identity, this belonging is not only an objective perception but also an emotional identification chatter. According to Tajfel (1979), identity consists of cognitive, evaluative and affective dimensions. The cognitive dimension is a process of self-categorization, i.e. seeing oneself as a member of a group, which is the basis for the formation of group identity, the evaluative dimension refers to the fact that individuals usually evaluate their own group positively through self-motivation, thus generating in-group preferences and satisfying the demand for self-esteem, the affective dimension refers to the individual's attachment to the group, which is expressed in action as the degree of involvement with the group. In the context of research on Internet companion self-guided tourism, identity refers to the extent to which members of a tourism virtual community feel that they fit into the group's identity from community interactions or offline companion self-guided tourism experiences, it is a sense of belonging to the community and the companion group [13]. Identity is an important factor in predicting and explaining individual behaviour, therefore it can provide a theoretical source for

this paper's research on the tourism motivations of Internet companion self-guided travelers and their behavioural characteristics.

3. Research Methodology

3.1. Questionnaire Method

In order to sort out the tourism demand of impoverished female students in universities in the Internet+ era, a sample of female students from China Women's University was surveyed in this paper. The questionnaire was pre-filled and revised and adjusted in three rounds, and the final questionnaire contained 54 questions in six aspects, basic personal information, family status, micro-social environment, tourism time, tourism destination, and the influence of the Internet on tourism demand. A total of 848 valid questionnaires were received, including 365 for impoverished students and 483 for non-impoverished students.

3.2. Statistical Analysis Method

SPSS 26.0 statistical software was used to process and

analyze the questionnaires collected from the female students in the university. Firstly, the reliability of the survey data was analyzed. The Cronbach coefficient was 0.876, which was in the range of 0.80-0.90, indicating that the reliability of the questionnaire was high. Cross analysis, Pearson's correlation analysis and F-test were used to analyze the differences in the tourism demand of impoverished and non-impoverished female students in higher education, in order to safeguard the exercise of impoverished female students' tourism power and to provide a scientific basis for the improvement of the theoretical system.

4. Analysis of the Basic Characteristics of the Sample

The basic characteristics of the sample population for this research were analyzed in eight areas. The eight areas are grade, profession, monthly income, number of trips per year, family structure, annual tourism budget, the proportion of tourism spending to income, and psychological type of traveler, as shown in Table 1.

Table 1. Basic information about the interviewees.

individual characteristic	Characteristic indicators	Percentage (%)
grade	first-year university student	21.7
	second-year university student	38.4
	third-year university student	29.1
	fourth-year university student	10.7
	school of management	24.1
specialty	Institute of Child Education and Development	25.0
	financial department	9.2
	Department of Feminology	5.2
	School of Social Work	15.8
	law school	12.4
Monthly income	computer department	8.4
	Under ¥1,000	11.9
	¥1000-¥2000	63.0
	¥2000-3000	19.1
	Over ¥3,000	6.0
Family structure	A child	39.5
	Two children	41.4
	Three or more children	19.1
Annual tourism budget	Under ¥500	33.8
	500-1000	24.5
	¥1000-¥2000	19.1
	Over ¥2,000	22.5
Tourism consumption as a percentage of income	Very low (5% and below)	41.9
	Relatively low (5-10%)	27.7
	General (10-20%)	24.1
	Relatively high (20-30%)	4.7
	Very high (over 30%)	1.7
Number of trips per year	Very few (1 time or less)	49.3
	Less frequently (2-3 times)	40.1
	General (4-5 times)	8.3
	More often (6-8 times)	2.0
	Very high (more than 8 times)	0.4
Types of tourist psychology	egocentric	27.4
	Nearly egocentric	19.2
	intermediate	29.8
	near polycentric	13.2
	polycentric	10.4

5. Analysis of the Difference in Tourism Demand Between Impoverished and Non-Impoverished Students

The paper analyses the impact on tourism demand in terms of micro-social environment, tourism time, internet, tourism destinations, tourism price, leisure time and the availability of companions.

5.1. Difference in the Popularity of Tourism in the Micro-social Environment of Impoverished and Non-impoverished Students

In terms of the micro-social environment (see Figure 1 for

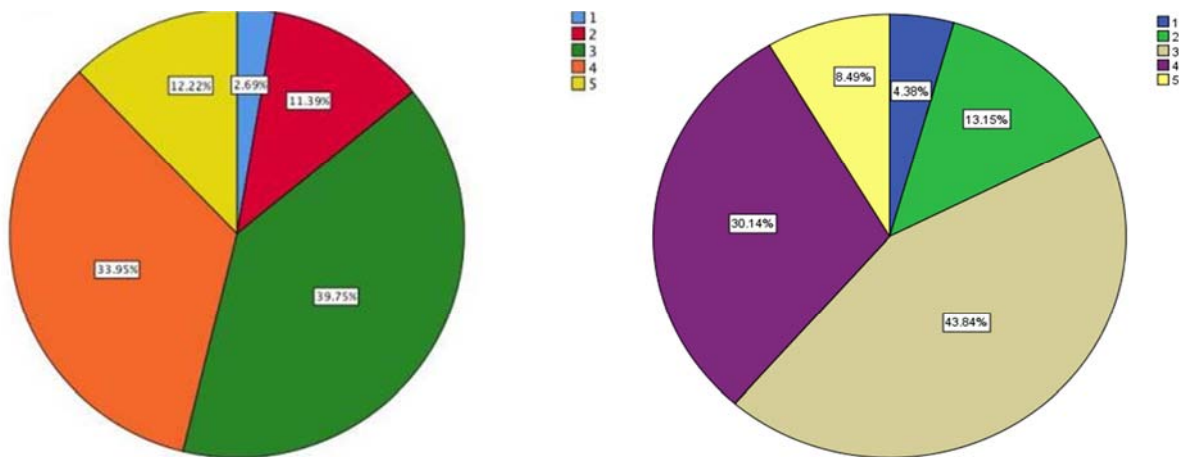


Figure 1. Micro-social environment for impoverished (left) and non-impoverished (right) students.

5.2. Non-impoverished Students Are More Likely to Enjoy Tourism than Impoverished Students

In the non-impoverished sample (see Figure 2 for impoverished students on the left and non-impoverished students on the right, 1. extremely disagree 2. comparatively disagree 3. general 4. comparatively agree 5. extremely agree) 56.26% said they liked traveling and 32.05% said they were average, there were more people who did not like traveling in

the impoverished sample than the non-impoverished sample, while 10% more people who maintain a neutral attitude towards tourism than the non-impoverished sample. There was no significant difference between the impoverished and non-impoverished samples in terms of their willingness to actively obtain tourism information and to feel happy when thinking about tourism, with the majority saying they were willing to actively obtain tourism information and to feel happy when thinking about tourism.

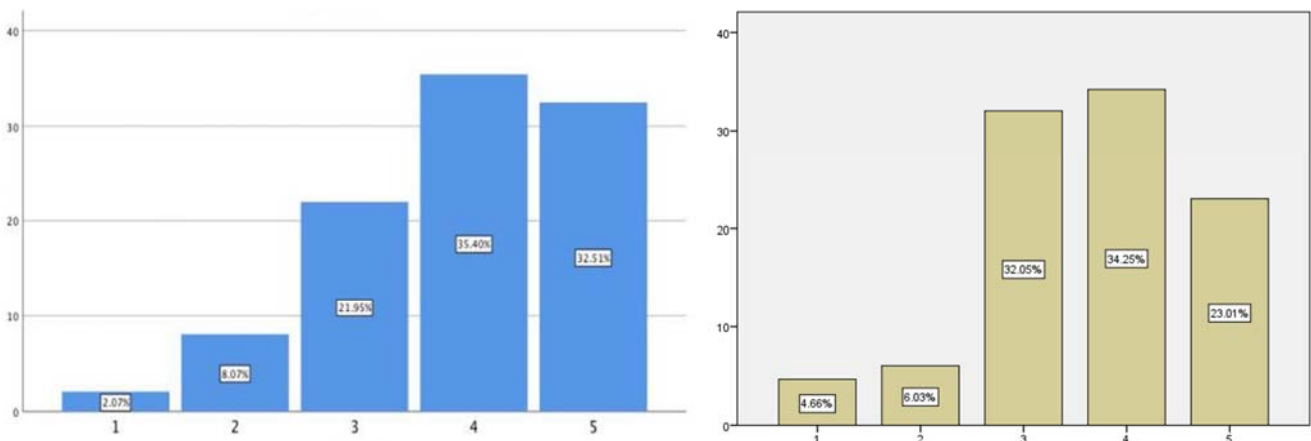


Figure 2. Whether impoverished (left) and non-impoverished (right) students like to travel.

5.3. Impoverished Students Are More Willing to Travel But They Do Not Prioritize Tourism as a Form of Leisure and Relaxation

Eleven percent of the non-impoveryished sample (see Figure 3 for impoverished students on the left and non-impoveryished students on the right, 1. extremely disagree 2. comparatively disagree 3. be indifferent 4. comparatively agree 5. extremely agree) said they did not want to travel when conditions permitted and 89 percent said

they wanted to travel when conditions permitted, 4.6 percent of the impoverished sample said they did not want to travel when conditions permitted and 95.4 percent said they wanted to travel when conditions permitted. Meanwhile, 25% of the non-impoveryished sample said they would not prioritise tourism and 75% said they would prioritise tourism as a form of leisure, 32.1% of the impoverished sample said they would not prioritise tourism as a form of leisure and 67.9% said they would prioritise tourism as a form of leisure.

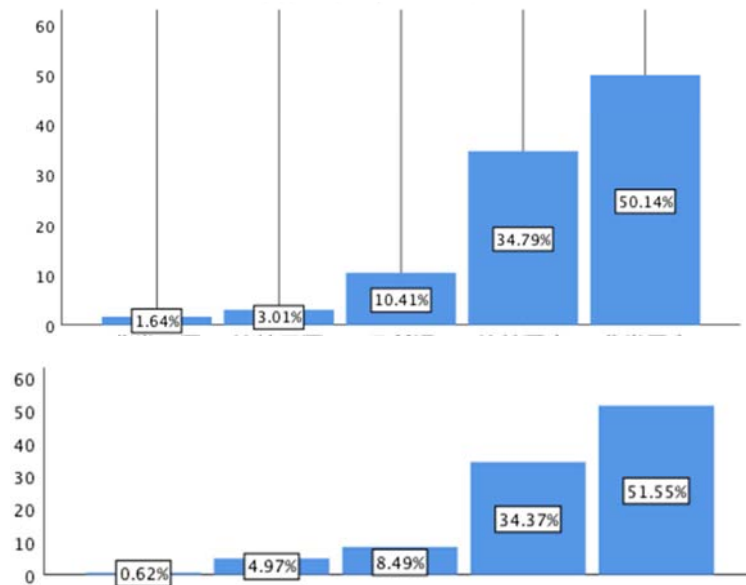


Figure 3. Whether impoverished students (left) and non-impoveryished students (right) would like to travel when conditions permit.

5.4. Psychological Burden May Be a Major Factor Preventing Impoverished Students from Transforming Tourism Demand into Tourism Behavior

According to the survey data of the non-impoveryished sample (see Figure 4 on the left for impoverished students and on the right for non-impoveryished students, 1. extremely disagree 2. comparatively disagree 3. general 4. comparatively agree 5. extremely agree), only a small number of people said

that they wanted to travel but with psychological burden compared to the survey data of the impoverished sample. The majority of people in the impoverished sample said that I wanted to travel but with psychological burden. In the non-impoveryished sample, 4/5 said they should travel, while only 1/5 said not. Compared to the non-impoveryished sample, more impoverished students said they should not travel, while about 3/4 said they should travel.

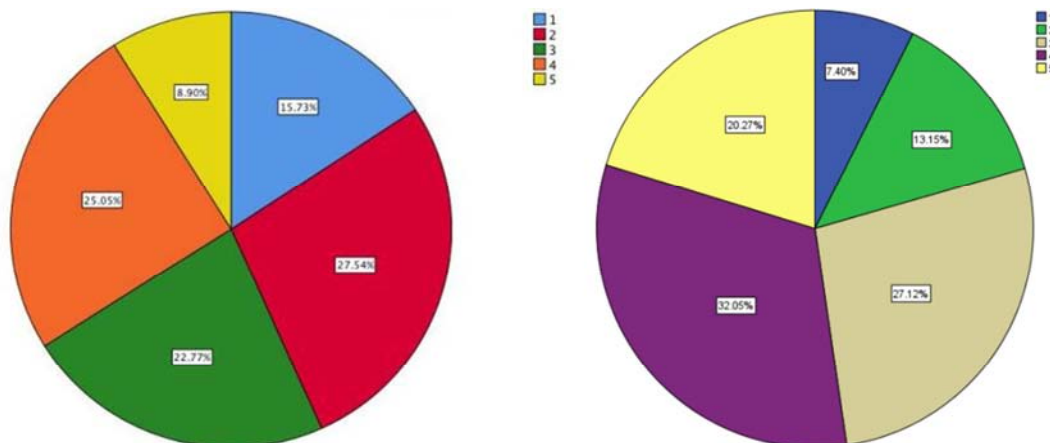


Figure 4. Whether impoverished (left) students and non-impoveryished (right) students are psychologically burdened when they want to go on a trip.

5.5. Factors That Have No Differential Impact on the Demand for Tourism Between Impoverished and Non-impoveryished Students

In terms of tourism time, the impact of the Internet on tourism demand, the impact of tourism destination on tourism demand, the impact of tourism price on tourism demand, the impact of leisure time on tourism demand and the impact of the presence of companions on tourism demand (see Figure 5), for the non-impoveryished student sample and the impoverished student sample there is no major difference in terms of leisure

time. But the comparison shows that the non-impoveryished students have slightly more leisure time than the impoverished students. The price of tourism has a greater impact on impoverished students, with the impoverished students being more influenced in a more significant and very significant way compared to the non-impoveryished students. In terms of tourism destinations, the influence of the Internet and the availability of companions, both impoverished and non-impoveryished students believe that it has a greater impact on tourism demand.

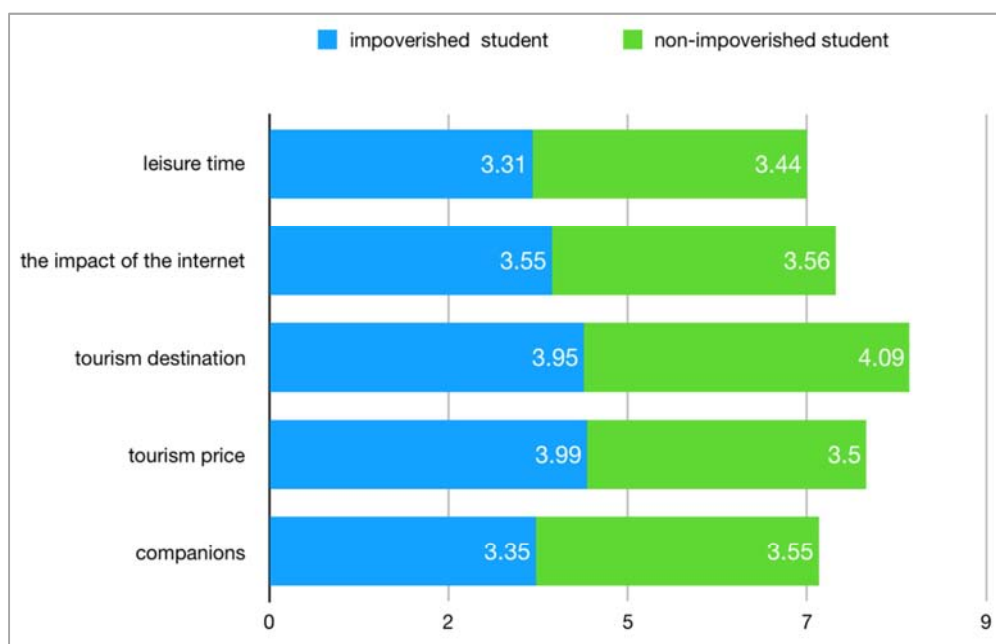


Figure 5. Mean values of factors influencing tourism demand impoverished (left) students vs. non-impoveryished (right) students.

6. Analysis on the Impact of the Internet on the Tourism Demand of Students

6.1. Analysis on the Impact of the Internet on the Demand for Tourism for Impoverished Students

6.1.1. Impact of the Internet on the Tourism Demand of Impoverished Students from Different Family Structures

There were no significant differences among the samples in terms of the means of purchasing tourism products, the choice of tourism mode, and the choice of a tourism destination (see

Table 2), and the significance under the F-test was greater than 0.05. In terms of access to tourism information, the significance was less than 0.05, with impoverished students with one or two children in the family structure believing that the Internet had an average impact, and impoverished students with three or more children in the family structure believing that the Internet had a greater impact. In terms of tourism security, the significance is less than 0.05, with impoverished students with one or two children in the family structure believing that the impact of the Internet was average and impoverished students with three or more children in the family structure believing that the impact was more significant.

Table 2. Impact of the internet on the tourism demand of impoverished students from different family structures.

Family structure	One (n=68)	Two (n=189)	Three or more (n=108)	F	p
Willingness to obtain tourism information	4.02±0.658	4.07±0.715	4.25±0.833	2.772	0.064
Purchasing tourism products	3.18±0.897	3.31±0.888	3.40±1.076	1.14	0.321
Tourism information acquisition	3.90±0.949	3.96±0.950	4.25±0.712	4.722	0.009
Tourism modes	3.99±0.985	3.98±0.847	4.18±0.708	1.99	0.138
Ways of purchasing tourism products	3.60±1.067	3.62±1.037	3.86±0.891	2.237	0.108
Choice of tourism destinations	3.94±0.944	3.88±0.944	4.13±0.712	2.712	0.068
Tourism security	3.74±1.002	3.83±0.861	4.11±0.740	5.252	0.006

6.1.2. Influence of the Internet on the Willingness of Impoverished Students to Access Tourism Information in Different Tourism Year Budgets

There were no significant differences among the samples for the choice of tourism mode, the means of purchasing tourism products, the choice of tourism destination and the sense of tourism security (see Table 3), and the significance

under the F-test was greater than 0.05. In terms of access to tourism information, the significance was less than 0.05, and students with an annual tourism budget of less than ¥500 considered the impact of the Internet to be average, while students with an annual tourism budget of more than ¥500 considered its impact to be relatively significant.

Table 3. Impact of the Internet on the tourism demand of impoverished students with different annual tourism budgets.

Variables		Willingness to obtain tourism information	Purchasing tourism products	Tourism information acquisition	Tourism modes	Ways of purchasing tourism products	Choice of tourism destinations	Tourism security
Annual Tourism Budget	Under ¥500, n=231	3.96±0.751	3.24±0.882	4.00±0.964	3.96±0.900	3.67±1.026	3.93±0.929	3.84±0.925
	500 – 1000, n=100	4.25±0.702	3.36±1.030	4.08±0.800	4.17±0.726	3.69±0.940	4.03±0.858	3.91±0.793
	1000 – 2000, n=37	4.38±0.639	3.41±1.117	4.14±0.751	4.11±0.737	3.92±0.954	3.97±0.726	4.05±0.705
	2000 and above, n=15	4.67±0.617	3.73±0.799	4±0.845	4.13±0.834	3.40±1.242	4±0.845	4.20±0.775
F		8.88	1.612	0.383	1.556	1.08	0.271	1.384
p		0	0.186	0.765	0.2	0.357	0.846	0.247

6.1.3. Influence of Different Psychological Structures of Impoverished Students on the Willingness to Access Tourism Information on the Internet

There were no significant differences among the samples for the choice of tourism mode, the means of purchasing tourism products, the choice of destination and the sense of tourism security (see Table 4), and the significance under the

F-test was greater than 0.05. In terms of access to tourism information, the significance was less than 0.05, with the egocentric students believing that the Internet had an average impact and the near-egocentric, intermediate, near-polycentric and polycentric types believing that its impact was relatively large.

Table 4. The impact of the Internet on the tourism demand of impoverished students in different tourist psycho type patterns.

Variables		Willingness to obtain tourism information	Purchasing tourism products	Tourism information acquisition	Tourism modes	Ways of purchasing tourism products	Choice of tourism destinations	Tourism security
Tourist Psychology Types	Self-centered, (n=111)	3.94±0.742	3.13±0.906	4±1	4.04±0.943	3.61±1.055	3.90±1.018	3.77±1.009
	Nearly egocentric, n=75	4.11±0.815	3.27±1.070	3.99±0.846	4±0.788	3.64±0.995	4.07±0.741	3.93±0.777
	Intermediate, n=99	4.17±0.623	3.40±0.880	4.02±0.833	4.03±0.706	3.74±0.864	3.93±0.811	3.91±0.771
	Near polycentric, n=43	4.47±0.631	3.58±0.957	4.23±0.782	4.14±0.774	3.81±1.075	4.02±0.913	4.05±0.754
	Polycentric, n=37	4.08±0.894	3.38±0.924	4.03±0.957	4.05±1.026	3.76±1.164	4±0.913	3.97±0.928
F		4.263	2.281	0.625	0.198	0.467	0.49	1.066
p		0.002	0.06	0.645	0.939	0.76	0.743	0.373

6.1.4. Significant Impact of Different Tourism Consumption to Income Ratios on the Willingness to Access Tourism Information on the Internet

There were no significant differences among the samples in terms of choice of tourism mode, means of purchasing tourism products, choice of tourism destination and sense of tourism security (see Table 5), with significance greater than

0.05 under the F-test. In terms of access to tourism information, significance was less than 0.05, with samples whose tourism consumption accounted for 30% or more of their income being the most affected, samples whose tourism consumption accounted for 5% or less of their income being the least affected, and other samples being more affected.

Table 5. Impact of the Internet on tourism demand of impoverished students with different tourism spending as a percentage of income.

Tourism consumption as a proportion of income	5% and below n=233	5% - 10% n=77	10% - 20% n=37	20%- 30% n=14	30% and above n=4	F	P
Willingness to obtain tourism information	4.02±0.760	4.18±0.683	4.49±0.651	4.14±0.770	4.75±0.500	4.335	0.002
Purchasing tourism products	3.23±0.931	3.30±1.001	3.78±0.712	3.50±1.225	3.25±0.957	2.953	0.20
Tourism information acquisition	4.03±0.937	4.05±0.776	4.16±0.688	3.79±1.188	3.75±1.258	0.569	0.685
Tourism modes	4.02±0.876	4.06±0.732	4.22±0.630	3.86±1.231	4.00±0.816	0.634	0.639
Ways of purchasing tourism products	3.67±1.020	3.70±0.919	3.97±0.799	3.43±1.342	2.75±1.708	1.879	0.114
Choice of tourism destinations	3.92±0.948	4.09±0.653	4.19±0.739	3.50±1.160	3.75±0.500	2.164	0.073
Tourism security	3.82±0.919	3.99±0.716	4.11±0.614	3.93±1.269	4.00±0.000	1.191	0.314

6.2. Analysis on the Impact of the Internet on the Demand for Non-impovertised Student Tourism

6.2.1. Significant Impact of the Internet on Tourism Information and Products Among Non-impovertised Students

In terms of willingness to obtain tourism information, the higher the annual tourism budget (see Table 6), the greater the influence of the Internet. In terms of purchasing tourism products, the samples with annual tourism budgets below ¥500 and above ¥2,000 were more influenced by the Internet, while the samples with annual tourism budgets between ¥500 and ¥2,000 were generally influenced by the Internet. In terms of access to tourism information, the higher

the annual tourism budget, the greater the influence of the Internet. In terms of access to tourism products, the samples with annual tourism budgets between ¥500 and ¥2,000 were more influenced by the Internet. In terms of access to tourism information, the higher the annual tourism budget, the greater the influence of the Internet. In terms of purchasing tourism products, samples with an annual tourism budget of less than RMB 500 and more than RMB 2,000 are more influenced by the Internet, while those with an annual tourism budget of less than RMB 500 are considered to be generally influenced. In terms of access to tourism information, the higher the annual tourism budget, the greater the influence of the Internet.

Table 6. Impact of the Internet on the tourism demand of non-impovertised students with different annual tourism budgets.

Annual Tourism Budget	Under ¥500 n=74	500 - 1000 n=108	1000 - 2000 n=125	2000 and above n=176	F	P
Willingness to obtain tourism information	4.07±0.782	4.08±0.598	4.16±0.745	4.35±0.667	4.691	0.003
Purchasing tourism products	3.31±0.935	3.21±0.907	3.12±0.903	3.44±1.035	2.938	0.033
Tourism information acquisition	3.88±1.020	4.02±0.820	4.16±0.745	4.21±0.879	3.146	0.025
Tourism modes	3.86±0.941	4.03±0.814	4.03±0.851	4.19±0.884	2.595	0.052
Ways of purchasing tourism products	3.42±1.110	3.75±0.948	3.66±1.023	3.88±0.999	3.818	0.010
Choice of tourism destinations	3.99±0.884	3.95±0.778	4.02±0.866	4.10±0.930	0.678	0.566
Tourism security	3.70±0.947	3.82±0.818	3.82±0.862	3.97±0.956	1.684	0.170

6.2.2. The Influence of Internet on Impoverished Students' Tourism Decision and Sense of Security

There were no significant differences among the samples in terms of willingness to obtain tourism information, purchase of tourism products, mode of obtaining tourism information, choice of tourism destination and sense of tourism security (see Table 7), with significance greater than

0.05 under the F-test. In terms of the means of travel, the higher the proportion of tourism consumption to income, the greater the influence. In terms of the means of travel, the higher the proportion of tourism consumption to income, the greater the influence. In terms of the sense of tourism security, the higher the proportion of tourism consumption to income, the greater the influence.

Table 7. Impact of the Internet on the tourism demand of non-impovertised students with different tourism spending as a percentage of income.

Tourism consumption as a proportion of income (%)	5 and below n=122	5 - 10 n=158	10 - 20 n=167	20 - 30 n=26	30 and above n=10	F	P
Willingness to obtain tourism information	4.15±0.77	4.22±0.66	4.16±0.66	4.38±0.75	4.60±0.51	1.650	0.161
Purchasing tourism products	3.16±0.99	3.32±0.97	3.32±0.92	3.42±1.06	3.30±0.82	0.807	0.521
Tourism information acquisition	3.93±1.05	4.16±0.76	4.11±0.81	4.31±0.67	4.60±0.51	2.596	0.36
Tourism modes	3.88±1.01	4.12±0.77	4.08±0.85	4.27±0.77	4.60±0.51	2.914	0.021
Ways of purchasing tourism products	3.41±1.17	3.87±0.95	3.77±0.95	3.96±0.97	4.00±0.81	4.391	0.002
Choice of tourism destinations	3.89±0.95	4.06±0.83	4.04±0.83	4.38±0.80	4.20±1.03	2.068	0.084
Tourism security	3.63±1.01	3.92±0.84	3.93±0.86	3.96±0.77	4.10±1.10	2.689	0.031

7. Conclusion

7.1. Impoverished Female Students Are More Influenced by the Micro-social Environment and the Factors Affecting Their Tourism Demand

Compared to non-impovertised female students, the micro-social environment of impoverished female students is not conducive to the transformation of tourism demand into tourism motivation. Compared to non-impovertised female students, the tourism demand of impoverished female students is more strongly influenced by tourism price,

disposable income and psychological factors.

7.2. Impoverished Female Students Have a Neutral Attitude Towards Tourism and Are More Concerned About Tourism Safety

Some of the impoverished students remain neutral in their attitudes towards tourism, while most of the non-impovertised students clearly express their love for it. Impoverished students are more concerned about tourism safety than non-impovertised students, and the Internet has enhanced the impoverished students' sense of tourism safety.

7.3. The Internet Mainly Influences Impoverished Female Students' Willingness to Obtain Tourism Information and Their Sense of Tourism Security

The Internet facilitates the willingness to obtain tourism information among impoverished female university students with different psychological structures, different family structures, different annual tourism budgets, and different proportions of tourism spending to income. There are significant differences in the Internet's effect on impoverished students with different family structures in terms of their sense of tourism security, and impoverished students living in families with three or more children believe that the Internet increases their sense of tourism security.

7.4. The Internet Mainly Influences the Choice of Tourism Mode and the Purchase Route of Tourism Products of Non-impoverished Female Students

The impact of the Internet on non-impoverished students differed significantly only in the two indicators of different annual tourism budgets and different tourism spending as a proportion of income. The Internet mainly affected the choice of tourism mode and the purchase route of tourism products of non-impoverished students with different annual tourism budgets and different tourism spending as a proportion of income.

7.5. Different Aspects of the Internet's Impact on Impoverished and Non-impoverished Women's Universities

For both impoverished and non-impoverished students, the Internet mainly influences the former's willingness to access tourism information and affects the latter's tourism decisions.

8. Recommendations and Responses

8.1. Enhanced Online Marketing

Impoverished female students are more dependent on the Internet for access to tourism information. Good online marketing is, therefore, an issue that the tourism industry should pay attention to and focus on.

8.2. Development of a Marketing Programme for Special-priced Tourism for Impoverished Female Students

The consumption process of tourists can be distinguished into three major stages: before, during and after tourism. The consumption characteristics of tourists in these three stages reflect the market demand characteristics of the tourist host place, and are an important basis for the development and construction of the tourism place and the marketing of the tourism place [14] At the same time, the level of consumer knowledge affects every aspect of the process of consumer decision-making and purchasing. As a specific group of consumers, university students' consumption behaviour has

unique characteristics [15] Impoverished female students have less money at their disposal than non-impoverished female students, but there is no significant difference in their willingness to tourism when conditions permit. In order to attract this group, we should develop a price strategy that meets the expectations of impoverished female students to attract their interest. For example, we should encourage impoverished female students to tourism in groups by offering inexpensive packages and different prices for group and individual tourism.

8.3. Enhance the Regulation of the Tourism Sector to Ensure the Safety of Impoverished Female Students on Their Trips

The government administration strengthens the management of financial investment in tourism safety and provides security by introducing normative documents and promoting tourism safety knowledge for impoverished female university students, thereby reducing the incidence of tourism accidents and increasing the sense of safety of tourism for impoverished students.

8.4. Joint School-enterprise Efforts to Enhance Publicity and Promotional Offers

Cooperation with tourism companies through clubs within the school, membership and promotion at discounted prices, while keeping impoverished female students up to date with tourism information.

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