Survey Study on participation motivations and constraints of China outdoor mountaineering

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Abstract:
This paper is to find the participation motivations and constraints of China outdoor mountaineering. Volunteers in the survey are from all areas in China mainland, and their ages are mainly in the interval of 15-45. Hiking and Mountain Climbing are the two favorite outdoor mountaineering programs in China, and the top constraint factors of mountaineering are lack of time, lack of money, no origination, and insecurity, while the promote of health and relaxation of spirit are the two main motivations of mountaineering in China. These finding may give a reference for some organizations.

Keywords: China mountaineering; outdoor motivations; outdoor constraints.

1. Introduction

Outdoor mountaineering describes the sport of mountain climbing, including ski mountaineering. Hiking in the mountains can also be a simple form of mountaineering when it involves scrambling, or short stretches of the more basic grades of rock climbing, as well as crossing glaciers. People often carry out Outdoor mountaineering in the wild or natural site (countryside space and wildemess space), which is often able to bring people the depth of experience. The difference between outdoor mountaineering and sports is that participants in outdoor mountaineering often experience extremely difficult environment and should be depend on their self-sufficiency and self-help skills. However, participants can better explore the nature, find pleasure in experience hardships, and achieve the purpose of self-transcendence. In order to adapt to the outdoor environment, the participants need to have a strong ability to self-sufficiency and flexibility, and carry functional utility and lightweight professional equipment.

Outdoor mountaineering originated from the expedition and scientific expedition early in Europe countries. Now it is engaged under the premise of norms and safety. Participants go out of city and into the nature and do targeted activities with a certain risk and challenges. The outdoor mountaineering in Europe, United States and the other developed countries has already developed into a mature period.

Since the China 1979 economy reform and opening up, outdoor mountaineering has been introduced to China by foreign tourists and educators. Mountaineering sports in China has been developing for more than 30 years, and the public's perception experience through the surprise, understanding, and willing to take. Now the mountaineering is in a period of rapid development. In April 26, 2005, Administration of Sport General set mountain outdoor sport as a country sports project, and in 2014 China government promulgated some policy to accelerate the development of mountain outdoor sport in China. Recent years, with the continuous improvement of the national consumption level and the vigorous development of the domestic tourism market, the outdoor mountaineering industry is facing unprecedented opportunities and challenges.

In order to ensure the scientific development of China's outdoor mountaineering, and to explore and solve the core problem in the process of development, we made a survey on participation motivations and constraints of China outdoor mountaineering, and this survey is put on a website for volunteers to answer in December, 2015. This paper is to display
the survey results and hopefully it can give some help to China government to better promote the outdoor mountaineering.

2. Survey Settings

The survey is an online investigation, and put on a website named ‘Star of Questionnaire’. The link for this survey is http://tp.sojump.cn/jq/6478645.aspx. Volunteers can freely access the survey page, and all the questions are only choice questions. This questionnaire of survey involves 5 parts including 17 multiple-choice questions. The five parts of survey are about outdoor mountaineering sports participation behaviors, the constraint factors of participating mountaineering, the motivations of participating mountaineering, the willing for future participating mountaineering sport, and the demography information on volunteers. The survey collects 695 answer sheets, and all the volunteers are abstracted through the friends’ sharing of WeChat. WeChat is a China social network and only based on mobile apps. About only half percentage volunteers complete all the choice questions, and many volunteers only finish parts of questions in the survey, which is because the amount of questions are relative large and many volunteers have little patient to answer all the questions.

3. Descriptive Results

The website records the IP address of volunteers, which indicates the location of the volunteers. By the IP data, the spatial distribution of volunteers is displayed in Figure 1. The total numbers of each area are listed in the map, and the color of each areas is proportional to its numbers of volunteers as shown in the color index of Figure 1. The 695 volunteers are from all the areas in China mainland. It can be found from the Figure that the volunteers are mainly from Beijing, Tianjin and Guangdong areas, and about 40% volunteers are from these 3 areas. The numbers from other areas are relative smaller. It is because the originators of the survey are mainly from the three areas, and more volunteers are contacted by the originators. The age distribution of volunteers is shown in Figure 2. It can be seen in the Figure that the volunteers with ages between 15 and 24, ages between 25 and 35, ages between 36-45 all have high percentages about 30%, and the total percentage of the three groups is 89.07%. However, volunteers with ages above 56 and ages below 14 both have very low percentage about 1%. The age distribution of volunteers is reasonable, as the participants of outdoor mountaineering are mainly young people and their age is 15-45. The older people like ages above 56 have little interests on mountaineering as their physical quality is a little weaker than before. The government or organizations should set up outdoor events more for the young people as they are the majority part of the participants.
Figure 1. Spatial distribution of volunteers in the survey. The total numbers of each area are listed in the map, and the color of each areas is proportional to its numbers of volunteers as shown in the color index.

Figure 2. The age distribution of volunteers.
The volunteers also made the choice on each mountaineering sport to assess whether it is an interested sport program, i.e., whether the such sport program is supported by a volunteer. Figure 3 displays the support rate for each mountaineering sport. The support rate is calculated as the percentage of volunteers to vote the sport program as an interested program. From the figure, it can be seen that Hiking, Mountain climbing, Camping, Rock Climbing and the Mountain-land Rovers are the top interested sport program in China population, and these sport program are all supported at high percentages. Hiking and Mountain Climbing are the two favorite program in China as their support rate are both more than 70%. From the Figure 3, the government, organizations or clubs should pay much effort on events of Hiking and Mountain Climbing as they are more popular in the people.

Figure 3. The support rate for each mountaineering sport.

The average score for each constrain factor on outdoor mountaineering are shown in Figure 4. The score for each constrain factor is made by every volunteer, and the average value of a factor is the mean value of scores by all volunteer. The score is based on the content of volunteer’s satisfaction: 1 points means very disagree, and 5 indicates very much agree. The restricted factors such as lack of time, lack of money, no origination, and insecurity list on the top in the Figure 4 with average score higher than 2.5. The other factors are also listed in the Figure 4. Based on these constrain factors, the organizations can do something to help participants overcome such constrains. For example, advertise their events by more internets channels, corporate with loan companies to lend money to participants, and pay much effort on security affairs.
Figure 4. The average score for each constrain factor on outdoor mountaineering.

The average score for each motivation on outdoor mountaineering are shown in Figure 5. The score for each motivation factor is made by every volunteer, and the average value of a factor is the mean value of scores by all volunteer. The score is based on the content of volunteer’s satisfaction: 1 points means very disagree, and 5 indicates very much agree. The motivation factors such as promote health, relieve stress, learn skill, and rest themselves rank on the top of the list, with the average score higher than 3.9. The other motivation factors are also listed in the Figure 5. It can be found that health and relaxation are the two reasons for outdoor mountaineering for China people, which is common in the world. Based on these finding, the organizations or clubs can advertise the effects of their events on health and spirit, which can highly encourage participants to join the events.
4. Conclusions

This paper does a descriptive study on the survey of participation motivations and constraints of China outdoor mountaineering. The volunteers are from all the areas of China mainland but mainly from Beijing, Tianjin and Guangdong. It is found that young people with the age 15-45 are in the majority part. Hiking and Mountain Climbing are the two favorite program in China, thus governments, organizations or clubs should set up events of Hiking and Mountain Climbing as they are more popular in the people. The restricted factors such as lack of time, lack of money, no origination, and insecurity are the top constraints, and organizations should do something to help participants overcome such constrains. It is also found that health and relaxation are the two reason for outdoor mountaineering for China people, thus the organizations or clubs can advertise the effects of their events on health and spirit, which can highly encourage participants to join the events. This paper is just a simple descriptive study, and it can give some help to government, originations and researchers as a reference.

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References


