

Research on the Citizen Quality and State Image From the Aspect of Tourism

Yongling Ding

College of Tourism and Hotel Management, Wuhan Business University, 430022, China

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Abstract. With The development of time and the continuous improvement of social science and technology, people are more and more interested in the exploration of the unknown world. Because of the earth-shaking changes in people's life and improvements in quality life and cultural life caused by the rapid growth of modern economy, people are more and more enthusiastic about the places they have visited. Feeling the local conditions and customs in strange lands must be the biggest harvest during their travels. During the short and relaxed travels, some changes occurred to the mental states and behaviors of visitors. In recent years, the uncivilized and immoral behaviors of tourists during travelling some regions or some other countries have been reported by various media. Some these behaviors have been printed in the front pages for many times. Moreover, social researches pay more and more attention to the exploration and thinking on citizens' low moral quality during travelling. Then, in this paper, the influences of citizens' quality on state image during tourism will be discussed and some advices about how to improve citizen's quality and stage image will be put forward and explored.

Introduction

Currently, with the continuous improvement of economic conditions and living standards, people enjoy more and more leisure time during their daily life. The growth of tourism awareness makes tourism become a good way to relieve fatigue and relax visitors' moods during holidays, which has become an indispensable part of people's life. Tourism is completely different with the daily life of people, because it is a kind of personal and special experience. Its temporary feature and nonlocal feature make people feel exciting and anxious. It is because of the two kinds of features of tourism, people often set them as tourists, a new social role, during travelling. In this way, they can not be bothered by their work and constrained by their life pressure. They can also get rid of their original role in their won cities and take off their masks matching with their statuses. They want to face with others with their real faces or new faces, which can impact significant influences on their psychology and behaviors. If the quality of tourists is relatively low and they are short of morals, they may do some immoral or improper things in strange places or foreign countries, which many impact negative influences on the image of the local region or even the country of the tourists.

Analysis on the moral quality status and reasons for the status during the travelling of the citizens of our country

In recent years, the absence of basic moral standards of our citizens during travelling has drawn much attention from both home and abroad. Media turn to moral issue again and again and society also pays more and more attention on moral problems. Since ancient times, our country has been regarded as a civilized country and a state of ceremonies. However, the serious moral problems force the government and all sectors of society to think that the system of ruling the country by virtue should be also established at the same time with ruling the country by laws. The uncivilized behaviors during the travelling of national tourists become more and more serious, which are mainly reflected in the absence of social morality in protecting environment and serious discretionary damages to

tourism environment. These behaviors impact very serious negative influences on our state image. Therefore, government has to pay more and more attention to them.

The status of our citizens' quality during tourism

Since the reform and opening-up, our economy has been developed rapidly. With the gradually perfected social security, people save more money gradually. Therefore, the tourism in our country is promoted. The number of tourists increases year by year. Average tourism rate has been developed twice during the recent five years. The proportion of the value added of tourism in gross domestic product (GDP) is increasing gradually. Tourism consumption has become a large part in the total consumption of citizens' daily life. Moreover, China has become the third largest inbound tourist receiver in the world and the country with the most outbound tourists in Asia. Moreover, China has been ranked in the list of countries with the largest domestic tourism markets in the world.

The rapid increase in the number of the tourists travelling the attractions in both home and abroad reflects that our citizens are the main part of international tourism. Through our citizens spend the most money during travel when compared with the tourists from Europe, America, Japan and South Korea and we drive the development of the local economy largely, some of our citizens are immoral during travelling. As a result, we are not respectable and friendly for foreigners. In the survey of "worst tourist in the world", our citizens are ranked in the top ones because of spitting on the ground, without etiquette, scratching everywhere, not following the public order, etc. Currently, through the communications with reception personnel for outbound tourists, local residents and team leaders of the various outbound travel agencies, we find that since the 21st century, the moral quality of our citizens has been improved largely. The behaviors as throwing cigarette butts everywhere, spitting, throwing wastes or relieving everywhere are very few. However, some bad habits as the lack of the concept of time, speaking loudly, making noises, showing no respect to local cultures are maintained because of their personalities. Apart from uncivilized behaviors, the differences caused by the different cultures and living manners are caused directly by the conflicts among cultures during China integrating with the world. Moreover, the moral quality of national tourists can directly reflect the moral standards and civilization level of the country.

Analysis on the reasons for the absence of citizen quality of our citizens during travelling

The collisions and conflicts during the communication with the local cultures and the immoral behaviors of tourists during their travels in our own country or other countries are caused by the long-term close of their cities. Therefore, they know very little about other cultures. These are not bad habits of uncivilized behaviors. Because of different cultures, tourists may do some disrespectful behaviors because they do not understanding the local cultures. The harm of those behaviors is bidirectional. They not only hurt the feeling of the residents in the local place and the good environment and folk customs, but also impact serious negative influences on our country. The positive and active meaning of travel is lost. We can not win the respect and love from both the domestic compatriots and foreign friends.

There are several reasons for the low quality of our national tourists. First, the social reality of our country. China is a developing country. Through the socioeconomic status of China is improved continuously, tourism is not an indispensable link in the life of national citizens. It is obvious that the material civilization can not meet the demands of spiritual civilization. Our country focuses on the rapid economic development and carries out social transformation. Therefore, the previous rules are broken because they can not meet the modern development. However, the new rules are still in construction. Therefore, there aren't certain rules and regulations. As a result, citizens are generally without the rule consciousness. In the society stuffed with fierce competition, the pursuit for materials and utilitarian directly lead to the absence of moral sense in citizens. Second, there are relatively large differences between different cultures. The focus on economy of china is much higher than the focus on the development of moral civilization, which leads that many tourists are not familiar with the basic social common senses in other countries. It is related to the insufficient emphasis on the education of relative knowledge in our country. Through we have issued some policies and laws related to civilized tourism in recent years, the uncivilized bad habits can not be corrected in a short time. It is a long-term and arduous task to improve citizen quality. Third, the

development of the tourism in China should be improved. There are many problems complained by tourists in the products and services provided by some tourism enterprises and sectors as well as environment. For instance, tourism enterprises should be faith and should not cheat tourists or guide them to carry out excessive consumption. As for outbound tourism staff should have good quality. The bad atmosphere in tourism industry can directly lead to the uncivilized behaviors of tourists. Forth, the quality of national tourists is relatively low. China is a country with an ancient civilization. Since the ancient times, the ideology of our country has been human first rather than society first. As the saying goes “every man for himself, and the devil takes the hindmost”, the ideology of most people is self-centered. Their concerns on themselves and their families are more than on others. This is the common reason for the absence of social morality consciousness. The daily life is long, while the tourism is short. The differences between these two make people can not change their concepts and ideas in short times. Therefore, they can not change their habits and behaviors immediately to adapt to the relatively civilized environment.

Advices on improving the citizen quality and stage image during tourism world

As a product that can bring people from different countries, regions, languages and cultures to communicate friendly, tourism is an important path to spread culture. The best way to improve the quality of the citizens in a country is to improve the moral quality of them. The two are complementary to each other. The quality improvement for citizens should not be carried out for both outbound and inbound tourisms. The weaknesses of the moral quality of our citizens are not reflected only in outbound tourism. Therefore, it is not enough to improve the quality of national tourists. The moral quality level of the whole citizen should be improved from the aspect of the whole society. The competition of cultural environment and culture soft power are very important in world competition. The strong comprehensive strength of a country is not only reflected by the hardware as economic and science and technologies, but also shown in the software as cultures and citizen quality, etc.

Establish tourism plans for our citizens and strengthen the education in tourism quality for our citizens

China has started the activity of improving the tourism quality of Chinese citizen. However, the activity was not effective. It is obvious that the civilization pledge on paper can not work in the way to improving the tourism quality of our citizens. It should be implemented further. Improving the moral quality and living quality of our citizen is the starting point for the establishing of the tourism plan for our citizens. The tourism plan for our citizens can cultivate a good environment to win a positive situation for the society. For the government, it can stimulate domestic demand; for people, it can provide them with an additional leisure entertainment; for enterprises, it can promote the growth of their performances and provide long-term development for them. Teenagers are treated as the first beneficiaries of the tourism plan for our citizens. They are sent out to broaden their view and get know with advanced knowledge and technologies, feel the local conditions and customs in foreign countries. Their overall quality is combined to become the versatile talents. Apart from teenager students, the beneficiaries of the tourism plan for our citizens are employees in enterprises and public institutions, community-based organizations and rural population with relatively good economic conditions in order. Well-organized and disciplined national tourism activities can establish right “tourism concept”, so as to improve the moral quality of the whole quality.

Develop tourism projects with quality education

During the development of tourism projects, correct analysis and adjustment should be carried out for the trend and direction of the future tourism to explore influential new routes with market, which can not just improve the competitiveness of tourism enterprises but also provide tourists the opportunities to enjoy new experiences. The practical etiquettes and taboos in the cultures of the tourism destinations should be combined with each new route to increase tourists’ knowledge, broaden their view, built their body and temper their personalities, which can improve the citizen quality of tourists largely. Tourism enterprises are asked to explore new tourism projects and routes

continuously to shoulder the mission of improving the moral quality of the whole citizen or our country.

Melt tourism into the quality-oriented education for students as a new teaching mode

Culture soft power has become an important part in the competition of comprehensive strength among countries. However, the absence of social morality and social etiquettes in citizens can directly reduce the comprehensive strength of a country. Education should be started with young kids. It was put forward by Deng Xiaoping, the chief designer for the reform and opening-up of China, during talking about education. The behavioral habits of a man are cultivated gradually during his teenager. Therefore, it is very meaningful to intensify the publicity about tourism civilization for primary and secondary school students. Taking the foreign education as an example, the high quality of British is closely related with the cultivation on tourism awareness since their early ages. The resources in the British Museum are fully used to let them realize the mystery and exploratory value of tourism. Bring tourism into the compulsory courses for teenagers can help them to master more knowledge and broaden their views. Teachers can deliver the knowledge unconsciously to students during the process of tourism to intensify their understanding and impression on the knowledge and set up right values, so as to lay a good foundation for the improvement of the quality of the whole citizen.

Conclusion

There are many challenged for our country to realize civilized tourism. The basic solution for these problems is to improve the moral quality of our citizens. At present, all departments should join together to improve the citizen quality and stage image of our country. This task should be emphasized as an important project. Certain rules and regulations should be completed to constrain citizens. Publicity and education should be intensified to set up correct tourism concept. In this way, citizens can have a deep understanding in the problem and reflect their own shortcomings in their behaviors and correct them, which is a guarantee for improving the overall quality level of the whole citizen, setting up good stage image and enhancing the soft power of our country, so that our country can take a advantage position in the international competition.

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