

# Research on the Attribution of Tourists' Uncivilized Behavior in China

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**Abstract.** Tourists' uncivilized behavior not only has an impact on tourists themselves, but also causes different degrees of harm to cities, scenic spots, environment and society. Based on the analysis of tourists' uncivilized behavior of Chinese tourists, this paper analyzes the causes of tourists' uncivilized behavior from subjective and objective aspects. The subjective reasons include the continuation of habitual behavior, the decrease of self-restraint because of the allopatry and psychological imbalance. The objective reasons include imperfect management, inadequate services, differences in social and cultural environments, and the distortion and amplification effect of media propaganda.

## 1. Introduction

In recent years, China's economic development has been rapid, and tourism has become a leisure and entertainment lifestyle. However, there are many problems behind the booming tourism. Tourists' uncivilized behavior is one of them, and has attracted the attention of many scholars. Uncivilized behavior such as littering, frequent screaming in public places, and graffiti on scenic spots in many tourist destinations have adversely affected tourist destinations and scenic spots. On the one hand, tourists' uncivilized behavior has destroyed precious tourism resources, affected the tourism experience of themselves and other tourists, and hindered the healthy and orderly development of tourism. On the other hand, tourists' uncivilized behavior has attracted the attention of all countries in the world. Tourists' uncivilized behavior has destroyed the cultural atmosphere of the destination country and undermined the image of our country. Although the Chinese government and relevant departments have issued specific policies and regulations, the reasons for the tourists' uncivilized behavior include many aspects and involve multiple parties. Therefore, the effect has not reached an ideal state, and the uncivilized phenomenon of tourism still exists.

## 2. the main performance of tourists' uncivilized behavior

Tourists' uncivilized behavior refers to the behavior of tourists who violate the widely accepted social ethics in the tourism situation. <sup>[1]</sup> Tourism uncivilized behavior is between proper and illegal behavior, which will have adverse effects on tourism resources, environment, residents and other tourists, and even on themselves. <sup>[2]</sup> Li tao classified tourists' uncivilized behaviors into two categories according to their behavioral attributes: independent uncivilized behaviors (bad habits, destructive mementoes, malicious sabotage, destructive rest and disregard for safety regulations) and interactive uncivilized behaviors (taking advantage of others, conflicts of interests, disrespect for others and cultural differences). <sup>[1]</sup> Hu Hua divided the uncivilized behavior of tourism into three categories: uncivilized behaviors of tourists and others, uncivilized behaviors in public places, and uncivilized behaviors of the environment. <sup>[3]</sup> In the document issued by the National Tourism Administration on the Interim Measures for the Record Management of Tourists' Uncivilized Behavior in 2016, specific provisions were also made on tourists' uncivilized behaviors. In reality, the tourists' uncivilized behavior is more extensive.

### 3. The causes of tourists' uncivilized behavior

#### 3.1 Subjective reasons of tourists

##### 3.1.1 Continuation of habitual behaviors

In daily life, many behaviors are completed unconsciously, and they are only reflected after they appear. Therefore, many tourists' uncivilized behaviors are not intentional, just repeating the previous habits unconsciously. Some tourists lack the necessary public space awareness in the usual time, and regard the littering red light as a "normal" behavior. After this habit is deeply rooted, they naturally bring it to the tourist destination without considering whether the residents of the tourist destination can accept it or not.

##### 3.1.2 The decrease of self-restraint because of the allopatry

Li zhifei's theory of tourist dualistic behavior holds that tourists' behavior is dualistic. Tourists' behavior in different places is different from their habitual residence, and the behavior of the same tourist in dualistic space may change. The behavior of tourists in the context of tourist destination is more realistic than that in the context of habitual residence. [4]When people leave their habitual residence to travel in different places, they will have a sense of relaxation and excitement. After getting rid of the constraints of daily life work, they will relax their restraint. People who are usually late are more likely to have a lack of time in the context of tourist destinations, those who usually speak loudly will be more unscrupulous in the context of tourism. The situation of traveling in different places makes tourists feel free and relaxed, and makes tourists lower their constraint on themselves, so that they make uncivilized behaviors different from ordinary ones.

##### 3.1.3 The manifestation of psychological imbalance

Compared with the reference group, the tourists' own past living conditions or expectations and the concept of fairness, tourists are prone to relative deprivation during the tourism process, [5] which is another important reason for the tourists' uncivilized behavior. The relative deprivation refers to the psychological feelings that people are deprived of their own interests through comparison with other standards or groups. It is the phenomenon of individual subjective psychological imbalance, the cognitive result of individual subjective on social environment, which will produce negative emotions and words and deeds. [6]"Others can, I can, or suffer a loss" has become a pretext for many tourists to appear uncivilized behavior of tourists. This also explains why most of the tourists' uncivilized behavior in China are the following behaviors of others. In addition, people often go out to travel with high expectations, while the management of tourism often lacks, and the unfair treatment of tourists abounds. Once this happens, tourists often adopt self-interested methods to reduce their own interests and be deprived to achieve a psychological balance. This selfish approach often leads to the emergence of tourists' uncivilized behavior. For example, tourists scramble for food in the buffet, resulting in wasted food, and unnecessary large amounts of water and electricity after staying in the hotel. Even retaliatory behaviors that vent dissatisfaction can occur. Random destruction of the landscape and the environment, this kind of damage to the landscape and the environment, and some even irreparable and devastating, has had a serious impact on the environmental, ecological and cultural heritage.

#### 3.2 Objective reasons

##### 3.2.1 The management and service is not perfect

Tourism management involves a wide range of issues. At present, there are still some problems in China's tourism management, and there are even large gaps. According to the survey and statistics, the management of tourists' uncivilized behavior only accounts for 5.81% of the total sample. [1] The existence of these problems, to a certain extent, also condone the uncivilized behavior of tourism. In addition, in order to pursue the maximization of economic benefits and reduce the cost of tourism facilities, tourism related departments have led to insufficient infrastructure. Especially in the peak tourism period, tourist attractions are overloaded with reception, leading to the prolonged waiting time of tourists, the impact of tourism experience, and the emergence of uncivilized tourism behaviors. The quality of tourism practitioners is uneven, and many tour guides and leaders lack the

ability to guide tourists. They turn a blind eye to the uncivilized behaviors of tourists, and even many uncivilized behaviors, such as evading tickets and jumping the queue in scenic spots, are made under the guidance of tour guides. The existence of the above problems has objectively aggravated the emergence of tourists' uncivilized behavior.

### 3.2.2 Differences in social and cultural environment

Rules can be accepted and recognized by people in one culture may have different meanings in another culture. The cultural difference is another important reason for the tourists' uncivilized behavior. Talking loudly in public is not uncommon in our country, but it is considered uncivilized abroad. Similarly, most tourists in China do not have the awareness of tipping, but in some developed countries abroad, not tipping is also uncivilized. Even in China, there are great cultural differences between different ethnic groups due to different living habits and cultural beliefs. For example, dai girls will warmly welcome strangers to visit their homes, but they will never invite them to visit their bedrooms. If visitors do not understand this religious habit, it is easy for them to make impolite requests, thus leading to uncivilized behaviors. This kind of habit make the residents of the tourist destination unbearable, thus making a negative evaluation of the tourists from the source of origin, the name of uncivilized since then formed.

### 3.2.3 Distorted amplification effect of media propaganda

The behavior of tourists in different situations will be different from the past, but it is not completely developed towards the negative side of uncivilization. In the process of tourism, there have been many cases of returning lost money, willingness to help others, and even good brave deeds. However, the vast majority of the civilized behavior of tourists has not been followed and reported by the mainstream media. The uncivilized behavior of tourists is highly concerned by the mainstream media and the majority of netizens. Once reported, it will become a temporary social hot issue, which will cause great repercussions. because of the lack of related laws and regulations, those press reports may lead to the tourists' negative attitude towards uncivilized behaviors.

## 4. Summary

The generation of tourists' uncivilized behavior is the result of many aspects. Tourists, tourism practitioners and relevant departments should take measures together to reduce the generation of tourists' uncivilized behavior and create a harmonious and civilized tourism environment.

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