

# Characteristics and Influencing Factors of Public Tourism Mentality in the New Era\*

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**Abstract**—The report of the 19th National Congress of the Communist Party of China (CPC) clearly pointed out that socialism with Chinese characteristics has entered a new era. In the context of the new era, the public's demand for tourism consumption has gradually developed into a manifestation of personality, fashion and self, showing different characteristics of tourism mentality. There is an internal relationship between the characteristics and the influencing factors of public tourism mentality, and the two explain the forming process of public tourism mentality from the dimension of two-way logic, laying an important value foundation and guiding path for further studying the current situation of public tourism mentality and the cultivation of positive tourism mentality in the new era.

**Keywords:** *new era, tourism mentality, characteristics, influencing factors*

## I. INTRODUCTION

Public tourism mentality is the "barometer" of tourism development, reflecting a country's tourism development. At present, China is in the transition period from a major world tourism country to a world tourism power. Understanding the characteristics and influencing factors of public tourism mentality against the background of the new era is the premise and foundation to realize the strategic goal of building China into a world tourism power by 2040.

## II. DEFINITION OF RELATED CONCEPTS

### A. Definition of new era

In the report of the 19th National Congress of the CPC, General Secretary Xi Jinping put forward a new major political judgment, marking a new historical juncture in China's social development — socialism with Chinese characteristics has entered a new era.

### B. Definition of public

The public refers to the social group that interacts and functions with the main body of public relations — social organization, whose members face common problems,

common interests and common requirements. The public in this study refers to all members of society in the social organization of the state.

### C. Definition of tourism mentality

Tourism mentality refers to people's attitudes, ways of thinking and intentions towards tourism activities. It is a collective state of mind, divided into positive and negative.

The era determines the mentality, and the mentality reflects the era. The public tourism mentality originates from the individual psychology of society and exists in the overall form, thus influencing the tourism value orientation and behavior of the public in the new era and the overall development of China's tourism industry.

## III. CHARACTERISTICS OF PUBLIC TOURISM MENTALITY IN THE NEW ERA

### A. Positivity

Positivity is the primary feature of public tourism mentality in the new era. The connotation of "positivity" in modern Chinese includes not only the positivity manifested externally, but also the latent positivity inside. As for the public tourism mentality, the positive characteristics are reflected from three aspects: The first is the positive nature of the public's attitude towards tourism activities. According to the survey results of this study, the majority of the public's attitude towards tourism is positive. The second is public enthusiasm in tourism behavior. Official statistics show that China has 5.5 billion domestic tourists in 2018, which means that last year, the average Chinese traveled four times a year. The survey results also show that the Chinese public pays close attention to tourism news and actively participates in approved tourism activities. The third is that in the new era, the public generally has a high index of happiness, positive self-consciousness, clear goals, and a good state of self. They can deal with all kinds of difficulties and setbacks in the process of traveling rationally, have the ideological tendency of pursuing success positively and keeping pace with the times, and are easy to accept new things.

### B. Universality and diversity

Universality refers to that most individuals have a positive tourism mentality, but each individual has more or

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less positive tourism mentality, which is based on the universal characteristics and involves the characteristics of diversity. Diversity refers to the diversity of public tourism mentality. In the questionnaire of this topic, there are 15 indicators of positive tourism attitude involved, but the results selected by the tested public are refined into a variety of contents, showing obvious differences. For example, the public from rural and urban areas have different degrees of positive tourism mentality, and the number of indicators of positive tourism mentality of subjects with different gender, age, occupation, family structure and income is also different, which can also be summarized as differences.

#### C. Stability

Once formed, the tourism mentality of the public will continue to be stable for a long or short time and become a part of human personality, so the public's tourism mentality is relatively stable. If you want to influence people's travel choices and behaviors, it is necessary to try to guide the public to develop a positive tourism attitude before they have formed a relatively stable tourism attitude, instead of trying to change the negative tourism attitude after they have generated it, which is very difficult to do.

#### D. Plasticity

Although the public's tourism mentality is relatively stable, it does not mean that it is immutable. Especially in the new era, with the rapid development of social information technology, the public has more active thinking, stronger learning awareness, and higher ability and speed to accept new things. When the motivation of necessary intensity plays its role and reaches the critical point of changing the original psychological state, the original tourism mentality can still be changed, which reflects the plasticity of the public tourism mentality. Plasticity means that public tourism mentality can be shaped, nurtured and improved. Here it mainly refers to the public of negative tourism point of view. Based on plasticity, people can take positive and effective guiding measures to change their attitude of opposition, aversion and indifference to tourism activities, so that they can change into a positive attitude of approval, love and concern about tourism, which is also the foothold of the research value of this topic.

#### E. Infectivity

Infectivity refers to the mutual influence and interaction between public attitudes towards tourism, but there are positive and negative effects. The positive effect is mainly reflected in the positive tourism mentality among the public, which will promote and influence each other to play a complementary effect. However, the negative effect is mainly reflected in that the negative tourism mentality will also infect each other among the public, especially some individuals with low positive tourism mentality, weak will and lack of rational understanding of tourism activities are most susceptible to this negative impact. And the infection is strongest in the peer group environment and the cluster environment. In China, there are three typical domestic

tourism markets, namely the Pearl River Delta region with Guangzhou as its center and its adjacent markets (including Guangxi and Hainan), the lower reaches of Yangtze River region centered on Shanghai and its adjacent markets (including Zhejiang, Jiangsu, and Anhui) and the lower reaches of the Yellow River centered on Beijing and Tianjin and their adjacent markets (including Shandong, Hebei, Henan, and Shaanxi). In these three domestic tourism markets, the public has a strong sense of travel, high tourism costs and a positive attitude towards tourism, which is the manifestation of the mutual influence and interaction of positive attitudes towards tourism. However, in western China, especially in the rural areas, the public generally has a negative attitude towards tourism, which is undeniably influenced by the level of economic development, but another influencing factor is the mutual influence of negative tourism attitudes between social individuals in these regions. In such an environment, even if some people originally have a positive tourism mentality, they will be affected by the group's negative tourism mentality, so that the positive tourism mentality will be covered up and even transformed into a negative tourism mentality. Therefore, in guiding the public's positive attitude toward tourism, people should pay special attention to infectivity, try to play its positive role, reduce the negative impact, and help the sustainable development of tourism.

### IV. INFLUENCING FACTORS OF PUBLIC TOURISM MENTALITY IN THE NEW ERA

In the new era, the formation of public tourism mentality is influenced by many factors, and the influence degree of these factors is not equal, among which the following factors have a greater impact.

#### A. The impact of whether travel needs are met

Public tourism in the new era should gradually develop into a diversified trend that highlights individuality, fashion and self. Individuals generally have a positive and welcoming attitude toward the tourism activities that can meet their tourism needs or are conducive to achieving the goals, while they will reject or even hate the tourism activities that affect the fulfillment of tourism needs and hinder the realization of the goals. If a certain destination country or region has rich and varied tourist attractions, high level of tourism services and hospitable local residents, it can meet people's tourism needs to a large extent, which is conducive to people's positive attitude towards the place. On the contrary, if people fail to stay in the booked hotels, encounter traffic congestion, poor service or tourism accidents, they will feel disgusted, thus forming a negative tourism mentality. Whether the need are satisfied or not involves two aspects: first, the specific contents of public tourism needs; second, the functions of tourism activities and the public's understanding and perception of such functions. The public's attitude towards tourism activities formed by their perception of whether tourism activities can meet their tourism needs will further influence their choice of tourism activities. In the process of tourism activities, the public's

perception of the degree to which tourism activities meet the needs of tourism influences the enhancement of the public's tourism attitude and the change of tourism mentality. Special attention should be paid to the fact that public tourism needs to keep changing in the new era. Therefore, in order to truly meet the tourism needs of customers, development strategies must be adopted to deal with this factor.

#### *B. The impact of knowledge*

The new era is an era of constant updating and innovation of knowledge. Individuals' attitudes towards tourism activities are influenced by the knowledge they acquire about tourism activities. The more positive knowledge they acquire, the more likely they are to have a positive attitude towards tourism activities. If influenced by negative knowledge, they will have a negative tourism attitude. A foreigner who has visited the China tourism exhibition and a person who has not, due to the influence of the state of knowledge, will have a different attitude towards traveling to China. It is learned that before European tourists come to China for travel, 80% of them will first buy a few books or surf the Internet to have a comprehensive understanding of China's history, geography, customs, culture and art, etc., and then come to China for in-depth sightseeing with a positive tourism attitude. Knowledge can form a state of mind, and can also change the original state of mind. Another example is a carpenter who traveled to Mount Huangshan. At first, he was not interested in the ancient pines coiled on the rocks and hanging among the cliffs, because from the practical point of view, these curving ancient pines were not good materials for furniture in the carpenter's eyes. Such travel experience has something to do with the carpenter's indifferent, blind and practical attitude towards tourism, which is not the problem of the object of travel, but the carpenter's lack of necessary aesthetic knowledge and experience of tourism. If the carpenter wants to improve the satisfaction degree of tourism needs, he must acquire more knowledge of tourism, know how to grasp tourism things intuitively and appreciate the aesthetic objects of tourism with the pure artistic vision, so that the tourism experience is improved and the tourism mentality is changed.

#### *C. The impact of group*

In the new era, the public and various social groups (such as families, schools, work units, social organizations, etc.) are more dependent. If the public wants to survive and develop in social groups, each member should abide by the code of conduct and have roughly the same knowledge. In this context, the mentality of the members will be affected by the pressure of the group, and they tend to support and obey the mentality of the group to which they belong. If a person has a positive attitude towards tourism activities, but other members of his family and work have opposite attitudes towards tourism activities, the intensity and even the nature of his positive attitude towards tourism will change under the influence of the group to some extent. The Chinese public is deeply influenced by the "doctrine of the mean", and tends to show a tendency of "seeking common ground" in their attitude towards things. Therefore, the influence of groups

plays an important role in the formation and change of the public's attitude towards tourism.

#### *D. The impact of personality and characteristics*

The new era is an era of individuality. Personality is an important psychological factor that affects individual tourism mentality, which reflects the role of internal factors in the formation of tourism mentality. Interest in tourism activities makes individual psychological activities focus on tourism activities, showing great concern for tourism activities, which itself contains a positive component of tourism mentality. Interest also enables people to get close to and choose the travel objects they are interested in, and engage in the travel activities they are interested in, while staying away from and avoiding the objects they are not interested in. Different interests lead to different mindsets. When people become interested in a tourism activity, or are no longer interested in a tourism activity, the nature of their tourism mentality will change. Due to personality factors, individuals have different interest degree in the same thing. For example, people with introverted personality traits tend to have deep emotions, be cautious in dealing with others, and have to think repeatedly to make travel decisions. Affected by this personality, they do not have a positive attitude towards travel, or they are more interested in those quiet and less changeable travel activities. When traveling, they prefer to travel with their families, choose safe transportation and so on. People with extroverted personality characteristics are lively, cheerful, enthusiastic and active, with an obvious positive attitude towards tourism. They are more interested in tourism activities with a certain degree of adventure. They prefer to travel with friends or by themselves and talk with people from different cultural backgrounds. In addition, under the influence of personality and characteristics, when different individuals encounter problems in the process of travel, their stress response and behavior choices are also different.

#### *E. The impact of personal trauma or dramatic experience*

Personal trauma or dramatic experiences can affect the public tourism mentality. For example, people fall down or get bitten by a snake in the process of climbing a mountain, or they have trouble with the plane or have to make an emergency landing in the process of traveling by plane, which will change people's attitude towards climbing a mountain and traveling by plane. When they travel in the future, they will try to avoid choosing such tourist destinations or such means of transportation as aircraft. Such behavior is the manifestation of the influence of traumatic experience on people's traveling mentality. People's dramatic experiences in travel can also play an important role in tourism mentality. For example, a tourist meets his or her partner during a tour, and the two end up being lifelong partners because of travel. This unexpected and dramatic travel experience will greatly strengthen his positive attitude towards travel.

In addition to the above factors, the completeness of reception facilities in tourist destinations, the awareness and

service level of tourism services, and the degree to which the problems related to the people's livelihood are solved will also affect the public's attitude towards tourism.

#### V. CONCLUSION

In the new era, China should constantly strengthen the healthy development of tourism, create a safe environment for tourism consumption, and meet people's yearning for a better life, so as to strengthen the public's demand for tourism and guide the public's attitude toward tourism. This is the fundamental way to cultivate public's positive attitude toward tourism.

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