Analysis on the Reasons of Tourists' Uncivilized Travel Behavior

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Abstract: The uncivilized travel behavior restricts the rapid development of tourism industry. This paper take the 10th China (Wuhan) International Garden Expo for example, to analyze the causes of tourists’ uncivilized travel behavior, and put forward some improvement measures, such as strengthen the guidance and supervision of public opinion, strengthen the supervision of the administrative departments, improve the basic facilities in scenic spots.

1. Introduction

There has been a lot of debate among the public and the media about tourists’ improper behaviors in recent years. For example, it was reported in May 2013 that a Chinese tourist had inscribed the words “XXX has traveled thus far” in Chinese; some tourists had disregarded the placard in the scenic area and soaked their feet in Jinan’s Springs during the holiday of the Dragon Boat Festival. These events have aroused not only the public concern and heated debates, but the public introspection. Hence, the Interim Measures for the China National Tourism Administration’s Records and Management of improper Tourist Behaviors and the Tourism Etiquette Rules for Chinese Citizens were published in the attempt to restrain the tourists’ improper behaviors. The reasons for tourists’ improper behaviors and their mental motivation were of great interest to the author. As a result, the author tried to conduct a study by taking the tourists of the 10th China (Wuhan) International Garden Expo as the object. The Expo was held from 25th September, 2015 to 30th May, 2016 in Wuhan, Hubei Province, which took more than 8 months and attracted tourists of more than 2.4 million home and abroad. As one of the most important events held in Wuhan in recent years, it had gained an excellent reputation. Taking the time-efficient mega-event instead of the conventional tourist attraction as the object of study posed a great challenge to the research group.

2. The investigation of reasons for tourists’ improper behaviors in the Expo

2.1 Carrying out the investigation

The questionnaire serves as an important basis for carrying out the investigation as well as a crucial method of collecting primary data. The scale offered in the questionnaire consulted the related research literature made by experts and scholars home and abroad. In addition, the variable of the questionnaire was designed mainly according to the actual situation of the Expo, research objectives and possible reasons for tourists’ improper behaviors. In terms of the measurement of the questionnaire, Likert scale was employed, in which there were five items, “fairly dissatisfied,” “very dissatisfied,” “DK/NA,” “very satisfied” and “fairly satisfied.” Each participant was asked to grade the variable on the basis of the five items. In addition, “fairly dissatisfied” was equal to one point, while “fairly dissatisfied” denoted five points. The rest can be done in the same manner.

The random sampling method was employed in the questionnaire so as to ensure that each sample unit can be drawn with equal chance. Meanwhile, in terms of the research method, the intercept interview had been carried out on the streets for the sake of higher rate of collecting the questionnaire. The research group had distributed and collected 185 questionnaires in the Expo’s gardens from 1st to 15th March, 2016, among which 160 ones were valid and the rest 25 ones were invalid. Hence, the rate of collecting the valid questionnaires was 86.49%.
2.2 Analysis of the basic information of samples

In order to get the data information in an easy manner, the sensitive problems related to occupations and monthly incomes were omitted in the questionnaire, which only contained the basic questions related to gender, age, educational attainments and native places. The specific results were as follows:

There are 68 male participants and 92 female ones, which accounted for 42.50% and 57.50% of the total participants respectively. In terms of age distribution, the participants aged between 19-50 years old accounted for 82.51% of the total ones. In term of educational attainments, the participants with college degree or above accounted for 95% of the total ones. In terms of native places, 21 participants were local residents of Wuhan, 76 ones were residents of other places in Hubei Province and 63 ones were residents of the rest provinces, which accounted for 13.13%, 47.50% and 39.38% of the total participants respectively. In terms of the statistical result, this questionnaire was with content validity and credibility to some extent.

2.3 Exploratory factor analysis

Factor analysis aims to describe variability among observed, correlated variables through a few random variables that could control all of the variables on the basis of the study of the internal structure of the coefficient matrix related to the variables, and the variables would be grouped according to the correlation between them so as to ensure that there is a higher correlation between the variables within the same group and a lower correlation between them of different groups. The function of factor analysis is to concentrate the information, reduce indexes dimensionally and simplify the structure of indexes. As to this study, participants might think there were a lot of reasons for the tourist’s improper behaviors, wherefore factor analysis was enabled to represent their perceptions in a more clear and intuitional manner.

Before carrying out factor analysis, its adequacy should be examined by Bartlett’s and KMO (Kaiser-Meyer-Olkin). According to Kaiser, when KMO >0.9, it was fairy suitable to carry out factor analysis; when 0.8 <KMO <0.9, it was very suitable to carry out factor analysis; when 0.7< KMO<0.8, it was suitable to carry out factor analysis; when 0.6< KMO<0.7, it was not very suitable to carry out factor analysis; when KMO<0.6, it was not suitable to carry out factor analysis. The KMO value of the sample was 0.865 through Bartlett’s and KMO, which showed that the sample was very suitable to carry out factor analysis. Meanwhile, the significance probability of the sample through Bartlett’s was 0.000, which showed that the correlation coefficient was not the unit matrix with excellent construction validity, wherefore the sample was suitable to carry out factor analysis.

The factor was extracted by employing the principal component analysis and varimax rotation after the variable had passed the adequacy examination. The number of factors had been determined on the basis of characteristic value >1 in the process of factor extraction, wherefore three common factors should be extracted accordingly. In terms of the accumulated variance contribution rate, the first three factors were enabled to explain 74.869% of variance variation. As a result, the nine variables could divided into three types and then further analysis of variables in the sample could be conducted.

In order to determine the indexes that composed the three common factors respectively, varimax rotation has been carried out upon factor loading. The factor could be named according to the high-loading meaning contained in each common factor so as to figure out the information contained in the common factor. The three common factors extracted by employing the principal component analysis and varimax rotation were as shown in the figure.
Table 1. Rotated Component Matrix.

<table>
<thead>
<tr>
<th>Reasons</th>
<th>factor 1</th>
<th>factor 2</th>
<th>factor 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Their service is poor, what else do they want.</td>
<td>0.886</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2  There is no garbage can, could it be said that I put the litter into</td>
<td></td>
<td>0.811</td>
<td></td>
</tr>
<tr>
<td>my pocket.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3  It's no big deal to drop litter, the clear will clean.</td>
<td>0.771</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4  I just follow sui.</td>
<td>0.836</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5  No one knows me there.</td>
<td>0.829</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6  Don’t worry, I’ll not be fined for dropping litter.</td>
<td>0.802</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7  I'm sorry, I didn’t mean to it.</td>
<td></td>
<td>0.817</td>
<td></td>
</tr>
<tr>
<td>8  The price of admission ticket is too high, and they must have</td>
<td></td>
<td></td>
<td>0.721</td>
</tr>
<tr>
<td>enough money to repair.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9  I can’t control my kids.</td>
<td></td>
<td></td>
<td>0.713</td>
</tr>
</tbody>
</table>

“It's no big deal to drop litter, the clear will clean,” “I just follow suit,” “No one knows me there,” and “Don’t worry, I’ll not be fined for dropping litter” were four variables in the first common factor that were with higher loading, whose loading values were 0.771, 0.836, 0.829 and 0.802 respectively. According to the connotation of the factor, it could be named as “self-moral sense weakening factor (F1).” “I’m sorry, I didn’t mean to it,” “The price of admission ticket is too high, and they must have enough money to repair,” “I can’t control my kids,” were three variables in the second common factor that were with higher loading, whose loading values were 0.817, 0.721 and 0.713 respectively. According to the connotation of the factor, it could be named as “self-evasion factor (F2).” “Their service is poor, what else do they want,” “There is no garbage can, could it be said that I put the litter into my pocket” were two variables in the third common factor that were with higher loading, whose loading values were 0.886 and 0.811 respectively. According to the connotation of the factor, it could be named as “factor of lack of facilities in the scenic area (F3).”

According to the result of factor analysis, the possible reasons for tourists’ improper behaviors were the weakening of self-moral sense, self-evasion and lack of facilities in the scenic area. The weakening of self-moral sense was a particularly common phenomenon. Tourists began to let themselves run free after slipping the leash of daily routine, which led to improper tourist behaviors because of lack of moral norms. Self-evasion was a phenomenon that the tourists had already realized the improper tourist behaviors, but they tended to attribute such behavior to external factors instead of personal factors. For example, “I can’t control my kids.” Lack of facilities in the scenic area, such as garbage cans and rest rooms, would certainly increase the probability of improper tourist behaviors.

3. Suggestions on how to reduce improper tourist behaviors

First, strengthen the guidance of public opinion and supervision by public opinion. Both the guidance and supervision are enabled to strengthen the moral restraint on tourists and extricate themselves from the predicament of “the weakening of self-moral sense.” As a result, they will restrain their behaviors and behave in a proper way. Firstly, create a proper tourist atmosphere in the society. The working personnel or tour guides of travel agencies and volunteers should explain the Tourism Etiquette Rules for Chinese Citizens to tourists before they join the tourist group or when they arrive at the tourist attraction, so as to make them be conscious of the significance of civilized travel. Secondly, intensively launch the campaign of “Photograph improper tourist behaviors when you travel,” so as to make more improper tourist behaviors public. Thirdly, do the public-service propaganda related to civilized travel well. For example, place public-service leaflets in the scenic area, hotels in that area and travel agencies, place the Tourism Etiquette Rules for Chinese Citizens in the newspapers and broadcast the public-service advertising video related to civilized travel. As a result, the tourists are enabled to be conscious of the significance of civilized travel through various ways and measures.
Second, strengthen the government regulation. Firstly, the improper tourist behaviors should be restrained in terms of the system. The *Tourism Etiquette Rules for Chinese Citizens* only aim to exhort the tourists to behave well, which is lack of legal force of constraint. Hence, the tourist administration can try to push through law forbidding improper tourist behaviors. Secondly, send appeals to the government and ask for bringing the improper tourist behaviors into the personal credit system, so as to strengthen the constraint on these behaviors and make the tourists realize the serious consequences of these behaviors. Thirdly, the tour guides and escorts should be trained in an unified manner, who are required to publicize the civilized travel in the process of touring, which should be brought into their annual inspections.

Third, improve the ancillary infrastructure in the scenic area. Firstly, provide enough and good-condition facilities in the scenic area for the tourists, such as garbage cans and rest rooms, which would certainly decrease the probability of improper tourist behaviors. Secondly, the working personnel in the scenic area should dissuade the tourist from behaving improperly, so as to make them realize their improper behaviors. If a tourist has greatly damaged the image of the scenic spot, he/she should be punished or fined. Thirdly, carry out the public-service propaganda related to civilized travel, such as putting up logos and notices, so as to make the tourists travel in a civilized atmosphere and be conscious of the significance of civilized travel.

4. Conclusions

By taking the 10th China (Wuhan) International Garden Expo as an example, the reasons for tourists’ improper behaviors were analyzed and improvement measures were offered accordingly in this article. However, it is important to note that this study was only on the basis of the small sample. The author would like to enlarge the size of the sample in the future study so as to launch an investigation on the basis of the large sample and deepen the research methods. The author aspired to arrive at more scientific and valuable research conclusions in terms of the study of improper tourist behaviors.

Reference
