

A Study on the Onlookers of Social Media on Uncivilized Behavior of Outbound Tourism

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Abstract: This study firstly explains the "onlookers" and sorts out the research on the related aspects of uncivilized behavior of outbound tourism. Secondly, the content of Sina Weibo of the "toilet cover" incident of the representative event of uncivilized travel in outbound tourism is taken as the research object. The Rost word parser word frequency analysis software is used to extract the high frequency feature words of the network text and filter them. Finally, the content analysis method and the principal component social network analysis method are used to obtain the social network connection between the high frequency words of the network text and discover the social interaction. The onlookers and the significance of the media's uncivilized behavior in outbound tourism.

Keywords: Social media; uncivilized behavior of outbound tourism; microblogging; onlookers; content analysis.

1. INTRODUCTION

Outbound tourism has become a hot spot for future residents of China. According to China Tourism Research Institute and Ctrip Travel Group jointly released "China Tourists' Chinese Business Card, Consumption Upgraded Quality Tourism - 2017 China Outbound Tourism Big Data Report", Chinese citizens' outbound tourism exceeded 130 million in 2017, and Chinese citizens outbound tourism in 2017 Breaking through 130 million person-times, the cost reached 115.29 billion US dollars, ranking first in the world. However, with the rapid growth of China's outbound tourism, it is the loss of citizens' outbound travel behavior []. Among them, some uncivilized tourism behaviors rely on blogs and forums. Social media such as Weibo is rapidly spreading through the Internet. "Network onlookers" came into being. The "onlookers" meaning means that many people watch around, and in the context of the contemporary network society, "crowd" is associated with "microblogging" [], Weibo gives a new meaning to the onlookers, and converts "watchers" into Citizens who actively participate in public affairs form a network onlookers []. The essence of this kind of onlookers is a new kind of "public opinion supervision" [], which supervises the process of network events and makes it possible to advance the event process in a good direction []. Then, the combination of such network

onlookers and uncivilized tourism behaviors, and what is the role and significance of uncivilized behaviors in outbound tourism, the research on this issue has yet to be filled.

Li Dekui, Zhou Fan and others (2014) studied the adjustment effect of the report on the uncivilized behavior of Chinese citizens' outbound tourism, and constructed an attribution model that can explain the effect of the report. It was found that the media reports should change with the improvement of citizens' quality. Otherwise, there will be negative effects that are counterproductive. Wang Hua and Xu Shiyan (2016) based on the perspective of tourism gaze theory, using content analysis method, mainly analyzes the "moral" gaze among tourists. Visitors will use the public discourse platform constructed by digital cameras, smart phones and the Internet. Civilized tourism is exposed to the "gaze" of other potential tourists, thus constraining the behavior of tourists. At present, most of the research on the uncivilized behavior of outbound tourists is from the concept of analysis, and less on the role of the news media, especially social media, for uncivilized behavior of outbound tourism. The proposals put forward by the theoretical circles to promote advanced ideas and guide citizens' civilized travel, if there is no media realization, will be only a theoretical assumption, without any practical significance []. Therefore, the study of social media on the spread of uncivilized behavior of outbound tourists and the onlookers of the audience have certain significance for regulating the uncivilized behavior of outbound tourism.

Based on the relevant research results at home and abroad, the author takes the "toilet cover" incident as an example, and uses the word analysis method of Rost word parser to study the social media as an emerging media to watch the uncivilized behavior of outbound tourism. Its role and significance, in order to enrich domestic related research and provide a useful reference for regulating uncivilized tourism behavior.

2. RESEARCH SAMPLES AND DATA SELECTION

According to the degree of incident impact, this paper takes the popular event of "Chinese tourists going to Japan to steal toilet seats" on October 19, 2016 as an example. At around 22:00 on October 18th, 2016, a guide WeChat public number pushed a tweet "Shocked! Ningbo tourists took the hotel toilet cover in Japan, after the verification, the hotel asked the tour guide to send back...", quickly in the circle of friends Fermentation. Then I paid close attention to and commented on Weibo. As of October 22, 2016, there were 406 related Weibo comments. This study selected data according to the following two conditions. First, the content is limited to the "Chinese tourists stealing the toilet cover" as the source of research data content.

Search for keywords on Sina Weibo, through the popular keywords "stealing the toilet cover", "stealing the toilet cover", "Chinese tourists stealing the toilet cover" and "Japan stealing the toilet cover" to find relevant content comments. Second, the time impact, because the case occurred in 2016, there is a time interval from the study, you can get a more complete information source, the Sina Weibo content of the event as a data source. Through the above conditions, 214 valid network texts were obtained through screening.

3. SOCIAL NETWORK ANALYSIS BASED ON PC PRINCIPAL COMPONENT

Using the Rost Content Mining software to perform the word frequency statistical analysis on the saved "Chinese tourists stealing the toilet cover" microblog text content, after the word segmentation, then the word frequency analysis, using the word frequency analysis function, and setting the enabled filter word table, filtering no In the actual meaning, 100 effective high-frequency words are selected according to the vocabulary frequency from high to low, and the social network shown in Figure 1 is obtained.

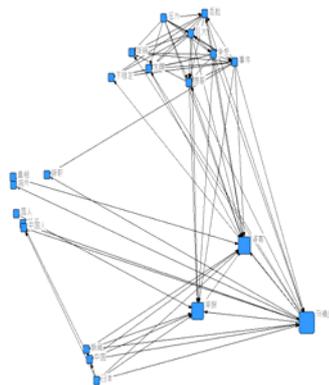


Figure 1. Social Network Diagram

Through this social network connection can be seen: around the word of tourists, there are pressure, huge, shameful, bear, event, affairs, rice bowl, fermentation network A; around the word report, there are news, China, Japan, Chinese people, Huge, event, bear, travel, party social network B. The toilet lid, as a key word for the event, covers all the high-frequency feature word networks around this keyword.

3.1 Analysis of social network connections around the main component of tourists

As can be seen from Figure 2, this social network mainly includes words such as huge, stress, shame, tolerance, event, fermentation, and so on. There are mainly pressures, and the face is huge; pressure and events point to the two paths of fermentation.

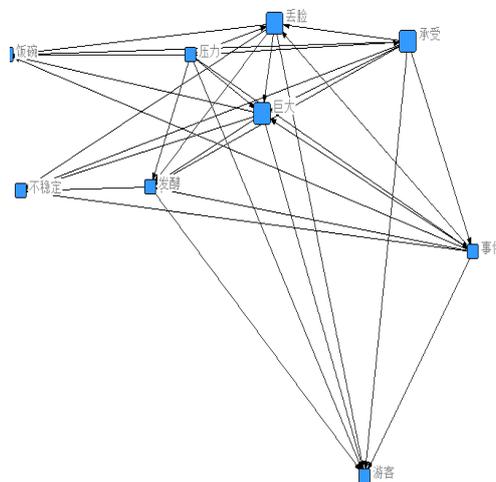


Figure 2. Social network connection around the main component of tourists

Pressure and events point to fermentation

Through the public's attention to the incident continues to rise, Weibo comments are more and more people are forwarded, the exposure of the event rises instantaneously, and the pressure from the society is also increasing, thus further event fermentation. As shown in Figure 3, the number of Weibos reached 98 on the 19th, and 37 Weibo on the 20th, reaching its peak on the 21st. It shows that from 19th to 21st, the degree of social attention has gradually increased and social pressure has increased.



Figure 3. The number of microblogs in the event from October 19th to 22nd

Stress points to shame, huge

Explain that the rapid exposure of the incident on Weibo has brought tremendous social pressure. This social pressure has led to the public's emotional convergence, and more people choose to use the word "shame" to express their attitude. It reflects the public's cognition of the value of this kind of behavior. The representative of the original text of Weibo: "The media has publicized, and the person has resigned from public office. It shows how uncomfortable he is. It is too shameful. Chinese people love to urinate and it is easy to see. Buying fruit snacks abroad." "Because of tourists" "Stealing the toilet cover" "The event is rapidly fermented. When the tourists are under tremendous pressure and the mood is very unstable, they will return home in advance."

3.2 Analysis of social network connections around the main component of reporting

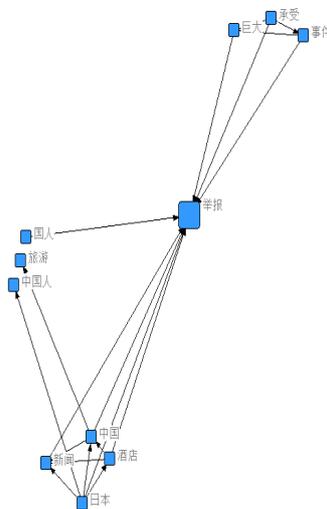


Figure 4. Social network links around the main component of reporting

It can be seen from Figure 4 that there are two paths pointing to the main component of the report, which are huge, bearable, and incidents pointing to reports; China, Chinese, Japan, Chinese, news, and reporting.

Huge, bear and event pointing

Through the social media of Weibo, the widespread spread of this uncivilized event of outbound tourism, the social influence has been continuously expanded, and social pressure has increased. Especially in the case of the reversal of the incident, the truth of the truth is confusing, and there is a remark on Weibo that the incident is rumored. The public has asked for a thorough investigation of the incident and “reported” the incident. The representative description of the original microblog: "Chinese tourists stealing toilet seats in Japanese hotels, many people do not understand, it seems too bizarre, so some people feel like fake news, but also "reverse" "face" until today Ningbo The Municipal Tourism Bureau officially issued a notice that it was confirmed that it was implemented." "Reversal? Chinese tourists Japanese hotel "stealing the toilet cover" incident fermented again!] Last night "Stunned! Ningbo tourists take the hotel toilet in Japan Cover, after the verification, the hotel asked the tour guide to send back..." The article smashed the circle of friends, and the various media have followed suit. However, today's WeChat publicity @Tokyo New Youth broke the news that it was a fake news, the Japanese hotel staff said no It's going on!"

China, Chinese, Japanese, Chinese, and the news point to reporting

As a loader of heterogeneous culture, outbound tourists all mean a kind of “cultural display” in international tourism scenes []. Especially in outbound tourism, the image of tourists is constantly magnified, and even improved to the cultural image of a country in a region. Through the amplification of social media, the public raised the incident to the Chinese, the image of China, condemned and reported the incident, and forced the upgrade. The representative description of the original microblog: "This reminds me of the Chinese who stole the toilet cover in a Japanese hotel. The real Nyima lost the Chinese face! The Chinese are abroad, no matter which province of China you are, Foreigners can only say how the Chinese are doing! Going abroad, you represent China, and it is China's external image. I really don't understand what kind of structure this human brain is. Sanlu drinks more or eats more waste oil." In a foreign country, all Chinese are image communities, and they are all glory, and they lose their strength. Because once the prejudice is formed, what you say, the other party will all justify and will not improve the view of you. "Go to Japan to steal the toilet cover." People"

4. CONCLUSION

From the study of social network connections around tourists, it has been found that social media's onlookers of uncivilized behavior of outbound tourism not only exerts tremendous social pressure on tourists but also on the public. On the one hand, this huge social pressure can strengthen and spread the existing tourism ethics and systems through social media. On the other hand, under the crowded social pressure of social media, the public's emotional attitudes

are converge. The ethical autonomy that helps tourists [] can promote the internalization and self-restraint behavior of Chinese tourists' moral norms and systems.

At the same time, from the social network connection around the report, it was found that the social media's onlookers of uncivilized behavior of outbound tourism forced the governance model to escalate. With interactive comments on social media such as Weibo and WeChat, everyone in the society has the opportunity to speak and have the opportunity to make their own evaluations. Through social media, the propaganda of uncivilized behavior of outbound tourism, especially for outbound tourism, the sensitivity brought by different national identities, which makes the public publicly criticize the uncivilized behavior and lead to escalation.

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