Analysis about Tourist Behavior from Graffiti on the Great Wall

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Abstract. Tourist’s behavior is influenced by tourists themselves and objective environment which reflects the needs, attitudes and values of tourists, and also reflects the social cultural environment, management of scenic area and stimulate factors. Analysis about the feature of tourist’s behavior can be used to reveal the demands of tourists and intrinsic motivation, to understand the social background and environment. Finally, provide some reference to promote tourism values, standardize the order of travel behavior, make effective development of tourism resources, optimize the scenic area management and even innovate tourism products, and so on.

Introduction

Uncivilized behavior as a part of tourist behavior, has attracted much attention in recent years (Ma Hong, 2014). Malcolm Crick (1996), Jing-wu Wang (2004), Dolores M. Rias-Jamilena (2012), explored the causes of uncivilized behavior through the demand and supply theory; Douglas & Lubbe (2006), Gustafson (2013) showed that the internal standards is more important according to Durkheim’s “behavior anomie theory”; Pearce (1987), Li-Li Zhao (2004), stated the dimension of tourist uncivilized behavior from the theory of “human itself - stimulus – situation”; Ning Wang (2000), Macbeth (2005), Shou-peng Wang (2007), Anethe Sandve (2014), analyzed the emotion and moral development behind uncivilized tourist behavior; Lepak (2002), Dolnicar & Leisch (2008), Jian-hui Yu (2009), pointed out that the interest balance involved from an economic cost-benefit theory. In addition, the research object mainly focused on code of conduct about tourism, ecotourism and responsible tourism (Bin-Yi Liu, 2011).

Tourist uncivilized behavior is influenced by comprehensive factors. Many scholars have elaborated very rich, specifically involved in the selfless and escape (Shoupeng Wang, 2011); Tourists group and imitate psychology, (Zheng Yang, 2015) and the photos record (Hu Hua, 2014); The demand of possess and venting (Meng Li 2002); self praise and showing off demand (Hai-Long Wang, 2001); Cost accounting (Jian-Hui Yu, 2009); Rules unconsciousness (Chuan-Dong Hu, 2008), etc. In addition to the internal reasons of visitors, external elements embodied in several aspects, such as space in another place and time of temporary and the uniqueness of the tourist groups (Lu-Fang Guo, 2008); Social activity changes (Shoupeng Wang, 2011); Cultural differences and imperfect laws and regulations (Xiao-An Wei, 2006); Pre consumption (Xueli Cai, 2008); Personal civilization inefficiencies (Meng li 2002); Personal morals and ethics and "self-discipline" and "heteronomy" culture (Yubin Lin, 2011); Tourism services and management lags, the lack of citizen education about tourism and tourists insufficiency experience (Hui Xiao, 2008); Social broken window and the embodiment of the Matthew effect (Lei Zhong, 2013), etc.

The research content, method and results

Content and method

Great Wall is encountered “disfigurement” more and more seriously, which evoked much attention. We took 4120 photographs about graffiti of Great Wall in Badaling On October 20 to 24, 2015, respectively, frrom 1th to 12th north gate tower and 1th to 7th south gate tower in main Sightseeing
Areas. Finally, a total of 3291 photos are available or can be identified. Then input the content of pictures to Excel if anyone can be recognized as word or symbol following building position.

With the technology of visual photos, transferred data to the electronic device for remote viewing conveniently. Apply Picdata online word cloud analysis system to get word frequency statistics, next, Excel data were imported into NVivo software, using query and statistical functions of the NVivo10 and statistical chart and intuitive list data of Excel. And then analyze the personal and social representation about graffiti on Great Wall combining with the tourism science, behavioral science, Semiotics, Human sociology and human geography and management.

**Results**

**The content of graffiti**

It can be seen from the input content and word cloud statistics that the most content in graffiti is name, followed by place, time, in addition to this, mark the unit such as "Peking University", "Macau Hao Gong Middle School", "Chongqing Mat factory", etc. And "climb the Great Wall", "have visited this place", to express the hearts of Love or statements such as "I Love You", " Love on the Great Wall", "love forever", "together forever", etc.; "Who has never been to the Great Wall is not a true man", "the Great Wall is so long" "life is too short - mountain high and water long" and other poetry express; about thoughts expression such as "grandpa, we miss you", "climb the Great Wall, have relatives"; Some characterization is also made clear that "family", "team", "husband and wife" or "brother", etc.; And someone leave his qq number, or to express with hand prints and other symbols even not easy to identify.

**The time of graffiti**

Due to October 24, 2015, there are 63 marks scrawled in 2015, more than the number of 44 in 2013 and 31 in 2014. Starting from 1960, there are the most graffiti in the 70s, followed by around 2000. The first floor to the fourth floor of south and the first floor to the fourth floor of north is most severe in the 70s, 8 to 12 floor on the north is the most serious after 2000.

**The place of graffiti**

It can be identified from the statistics that some provinces names such as Shandong, Henan, Sichuan, Shanxi and Hebei are appeared more times than other provinces.

There are more place names on the first floor to the fourth floor of the south and the first floor to the fourth floor of the north, most especially to the first floor to the fourth floor of the south. From the perspective of the process of data entry, there are clear words “Laos” or “Malaysia”; in addition, there are Korean, English, Russian, Thailand, etc., to some extent represents the local symbol, especially Korean, the number of occurrences is up to 98 times.

**Other features of graffiti**

The position is given priority to the top and side of the wall where is easy to reach, but also some part specifically on the outer wall or the high places even hard to get, and also some appeared on the ground directly.

Although the Great Wall protection ordinance was implemented since December 1, 2006, and stated that scrawling on the Great Wall will be found guilty of illegal, but there are still some people carving even on the warning board (photo On the right side).

In addition, it is consistent in form and content in the adjacent position. Both all "name + time" in the form or either "place +name + time", engraved with "who couple" place also tend to appear other "couples". There are people scrawling continuously on the Great Wall, as the same name and brushwork appeared in a different position (following photo).

Tools is also not the same, scrawling relatively deep in the early, but fewer carving later with paint pen drawing (following photo).
Implications of findings and discussion

Graffiti the expression in all kinds of human is inside, of conscious or unconscious desires. As Kurt Lewin shown in the “field theory” that the process of expression is the effecting of individual effected by both internal and external objective environment.

Implications of findings

Emphasis on self and the meaning of life

The most of this graffiti are names, followed by time and place, have visited, love, mood, such as records. Main about “who am I?” “ Where I come from?” “When I am here?” and “What is the mood or state of mind?” To give a position of themselves with name and time, space, or even cave their names at different location on the Great Wall in succession, This is the embodiment of the basic world view, it also illustrates that the things what are significant or link to their lives directly make the most prominent theme in symbols expression.

Ego praise

It is said that "hungry man praise his food, labourer praise his labour", people want to praise themselves when they get the Great Wall with hardship, think of the “Journey to the west” and the famous phrase “Have been here” in the story, think of "not a true man unless he comes to the Great Wall", self praise psychology arises spontaneously and tourist want to choose words from the existing phrases to express their feelings. However, different contents and forms bear on the expressions of the same or different; it contains both the attitudes towards life and living, also includes the cognition of itself or external things and methodology.

History and imitate

Graffiti is an ancient behavior found in the ruins of ancient Rome and Mayan, Graffiti in China can be traced back to rock paintings of the long period.

It is the internal characters of human beings to declare their culture through some symbols, not only the Chinese people but other ethnic groups. That is why there are some graffiti made by foreigners or other language. However, we also can't throw imitating phenomenon and the broken window.

Rules consciousness

The behavior of tourists comply with principle of emotions rather than rational to a great extent in the travel space. It is more impulsive to scrawl something to express themselves when get on the Great wall.

Tourists scrawl optionally on the warning board where just "protect relics, no graffiti" alerted, which states that many tourists are careless to the word "relics" and the rules intentionally or unintentionally

Changes of social environment

It can be found From photos that the tools is in change, hard deep traces are less relatively in recent years, and some unique writing tools appear gradually; In addition, the expression are evaluated with The Times change, qq number and hearts symbols enter our visual range, emotional expression is more straightforward. It appeared the phenomenon of hybrid in both Chinese and English in Graffiti, foreign language is also not few, showing its internationalization on Great wall.

But we can feel slightly that the beautiful degree of Chinese characters is reducing, for writing and no matter from content and form are obvious conformity and imitating phenomenon.

Management condition of Great wall

Tourism administration of Badaling Great Wall was established in 1971. Then in January 1972, it was began to be charged to visit the Dadaling Great Wall, but the conservation was gradually strengthen from 1981, around 2000, visitors of the Great Wall have a progression growth. These
development, protection, management policies and the number of visitors are consistent with time and numbers of graffiti which related to management condition of Great wall.

So, expression of graffiti is a kind of performance in the form of space-time continuum, may demonstrate the development of scenic area, occurring in a particular situation space, and has a certain amount of time context and age specification

**Discussion**

*Imperfection and further explore*

Analysis about tourist behavior on the basis of photo symbol recognition is a complex process. The data was affected by the sharpness of the photo. By definition of the pictures, the shooting angle and light, moreover, the identification of data is also biased inevitably by the researchers’ subjective conditions. In addition, it is a challenge to identify the graffiti with overlapping and of different ways.

This study just make graffiti symbols as the object, it will be more abundant if joining the tourist's participation and investigation content, but the time and space of carvers are limited and hard to be found. Therefore, it is difficult to understand the true psychological and situational of tourists directly when he was making graffiti.

The research will be deepen the when in conjunction with the psychological and values of public about graffiti. Making survey about the consciousness of civilization travel behavior, comprehending the basic tourism concept of the masses, and identifying the stage of tourism civilization and then analyzing psychological expression of civilized behavior, which will be a continuation of this topic, and also needed further explore combining with this study.

**Management strategy**

Emotional expression is more obvious when in travel. Making graffiti which is directly connected with life and meaningful things to get cultural declaration is the most fundamental and primitive symbolic act in the depth of visitor's heart. Tourists have the pursuit of retaining identity eternally, and demand self-praise and emotional expression. To do this, Billy Haworth and Eleanor Bruce (2013) has pointed out that a total ban on graffiti are difficult only when changing the position of the features and forms. Qiu Hongliang (2014) stated that emotion is more important than the effect of consciousness on travel behavior. For this purpose, managers should be positive to pay attention to the emotional expression demand of tourists, provide visitors with alternative or better place and space for expression, furthermore, find innovation way and gradually improve civilization consciousness of tourists through emotional rule, that will take a strong step forward to both the protection of cultural relics and tourist service.

It can enhance the feeling of integration and the sense of responsibility and strengthen self-discipline through improving the quality of tourism services, at the same time, the education level and the consciousness of environmental protection also can affect tourism behavior, especially in the process of tourism anomie adjustment, individual factors are dominate, if tourists are not aware of the importance of resources, even don't know which resources are or as the meaning of cultural relics, there is no little initiation to talk about Protection of civilization.

**References**


