Research on the Formation Mechanism and Coping Strategies of Tourist Harassment

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Abstract. When an act is beyond the reach of a person, it becomes harassment. The occurrence of tourist harassment directly affects the experience satisfaction of tourists and affects the image of tourist destinations. How to solve this problem? This paper makes a preliminary definition of the connotation and performance of tourist harassment phenomenon, and starts from the related subjects involved in tourist harassment phenomenon, finds the mechanism of tourist harassment phenomenon formation, and puts forward corresponding countermeasures.

Introduction

In recent years, tourist harassment has become a common problem in the construction of tourism destinations. The occurrence of tourist harassment directly affects the experience satisfaction of tourists and affects the image of tourism destinations. Therefore, based on the study of foreign literatures, this paper makes a preliminary definition of the performance of domestic tourist harassment, and analyzes the relevant subjects of tourist harassment, and proposes corresponding countermeasures. This article is intended to attract more scholars to pay attention to this issue.

Literature Review

Research on the Definition of Tourist Harassment

The earliest research on tourist harassment was the Turkish scholars De Albuquerque and McElroy, but they did not strictly develop the theory and solutions behind harassment. However, the problem of tourist harassment has gradually attracted the attention of tourism scholars.[1]

In 1998, the Turkish government of Barbados defined harassment as “using obscene language, gestures and behavior to harass, ridicule, abuse and insult a person”. [1]

Ralph Camegie was commissioned by the Caribbean Tourism Organization to write Tourist Harassment Act that defined harassment as “a behavior that clearly adversely affects tourists, including inconvenience and annoyance to tourists, infringing on the privacy of tourists and the right to freedom of movement and other actions.” [2] However, Ralph Camegie did not clearly define “other actions”, the feasibility of the definition is not sufficient.

Research on the Type of Tourist Harassment

Kozak defines five specific types of harassment. First, tourists are always asked to go to the store or be over-marketed by the store (harassment by vendors). Second, tourists are sexually harassed (sexual harassment) by some local people for money or voluntary. Third, use obscene language or gestures to make tourists angry or threatened (verbal abuse). Fourth, tourists are physically attacked or abused (physical abuse). The fifth type is the crime problem (peddling of drugs) caused by the drug trade. [3]

Although various literatures cite different forms of tourist harassment, the most widespread and most disliked type of tourist harassment by tourists which followed by sexual harassment is “the annoying and aggressive trading behavior of local residents”. [1-3,5,18]
Research on the Causes of Tourist Harassment

The influencing factors given by Kozak are the unequal relationship between wealthy guests and poor hosts, the uneven distribution of income among residents of destinations, and whether tourism is the main way for residents of destination countries to maintain their daily lives.[4] Reisinger and Turner (1998) found that cultural differences in communication, expression of emotions, relationships and attitudes influenced the relationship between Korean tourists and Australian service providers. Cultural differences between visitors and owners can create interaction difficulties.[5]

Kozak believes that in cross-cultural comparisons, Nordic people are more willing to treat tourism practitioners in a rational way. Tourism practitioners should be enthusiastic and unmoving, and buyers can receive objective information. For them, invading private space is a very disturbing and annoying way of selling. [6] It can be seen that the phenomenon of merchants and passengers, which is very common in China, is a kind of harassment for tourists in Eastern Europe. Different regions, different nationalities, and different cultures have different definitions of harassment of tourists.

By reading various documents, the author finds that the causes of sexual harassment in tourism are relatively unique and need to be explained separately. As the oldest profession, prostitution has been widespread since the rise of tourism. The sexual harassment of male tourists is basically from prostitutes. In some countries or regions, prostitution has even become a pillar industry of tourism. Tourism means to enjoy the pleasures in a strange environment and get rid of the daily rules and regulations. This concept is conducive to the production of prostitution. At the same time, the relatively high income of prostitution also attracts local women to join the industry. On the contrary, most of the sexual harassment of female tourists comes from cultural differences. For example, European women's free wearing is often sexually harassed in other more traditional areas. [4-8]

Research Review

However, the factors influencing tourist harassment are diverse. Especially for the domestic tourism market is still not perfect, the incentives for tourist harassment are more due to the main players in the tourism industry. Government departments, tourist attractions, travel agencies, tour guide groups and hotels all have their own responsibilities and obligations in the generation, evolution and resolution of tourist harassment problems.

Based on this, this paper argues that tourist harassment refers to language and behavior that exceeds the psychological tolerance of tourists and adversely affects tourists, including language, behavior and other performances that violate the privacy, freedom of movement, languages and behaviors that reduce satisfaction, etc.

Analysis on the Formation Mechanism of Domestic Tourist Harassment

Game Theory Analysis of Tourist Harassment

This paper studies the game between the tourism practitioners and the tourists. Considering the actual situation, the tourists are independent and the information will not be shared. Or even if the information is shared because of the diversity of information channels, the information itself is widely sourced and lacks pertinence, and the tourist destination belongs to the strange environment of tourists. The tourists and the tourism industry belong to the first contact, the first transaction, and Since then, the two sides have rarely touched again, and the subjectivity of the individual tourists has not proved that tourists understand the integrity of the tourism industry.

The sharing of information, but the information itself is widely sourced and lacks pertinence, and the tourist destination belongs to the strange environment of tourists. The tourists and the tourism practitioners belong to the first contact, the first transaction, and then the two sides will rarely contact again. Coupled with the subjectivity of individual visitors, it does not prove that tourists
understand the integrity of the tourism industry. Therefore, in the latter game, only a single game between the tourism practitioners and the tourists is discussed.

**Game between Tourism Practitioners**

The competitive relationship among different tourism practitioners in the market determines their game psychology. In order to scientifically study the game psychology among the tourism practitioners, three premise assumptions are proposed from the perspective of the tourism practitioners:

Hypothesis 1: Tourism practitioners are rational people, and they will give priority to maximizing their own interests.

Hypothesis 2: Tourists are independent of each other, information is not shared, and the purchase behavior of a single visitor is disposable.

Hypothesis 3: The probability of each transaction occurring among tourism practitioners is equal.

Supposing that there are only two tourism practitioners in the market, namely, the tourism practitioner 1 and the tourism practitioner 2, as the above assumptions, are rational people and the probability of each transaction is equal. In the face of tourists, each tourism practitioner has two strategies to choose from, namely, treating tourists honestly or dishonestly. This gives four different resultants of policy: ①Both the tourism practitioner 1 and the tourism practitioner 2 choose to treat the tourists honestly, and they can each get a profit per unit; ②The tourism practitioner 1 chooses to treat tourists honestly, the tourism practitioner 2 chooses to treat the tourists dishonestly. Since the probability of transactions between the tourism practitioners is equal, the tourism practitioner 2 who chooses to treat the tourists dishonestly will get higher profits, so the tourism practitioner 1 can obtain the profit of 1 unit, the tourism practitioner 2 can obtain the profit of 2 unit; ③On the contrary, the tourism practitioner 1 can obtain the profit of 2 units, while the tourism practitioner 2 can obtain the profit of 1 unit; ④Both the tourism practitioner 1 and the tourism practitioner 2 choose to treat the tourists dishonestly. The tourists are independent of each other and the probability of the traders are equal. Therefore, both the tourism practitioner 1 and the tourism practitioner 2 will be treated more honestly than the tourists. Profit, that is, 2 units of profit.

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<tr>
<th>Tourism Practitioner 2</th>
<th>Honest</th>
<th>Dishonest</th>
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<tr>
<td>Tourism Practitioner 1</td>
<td>(1,1)</td>
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From the game matrix, when the tourism practitioner 1 chooses to treat tourists honestly, the tourism practitioner 2 chooses to treat tourists honestly or dishonestly treat tourists with a profit of 1 or 2 respectively. At this time, for the tourism practitioner 2, choose dishonest treatment of tourists is his best choice. When the tourism practitioner 1 chooses to treat the tourists dishonestly, the profit of the tourism practitioner 2 who chooses to treat the tourists honestly or treat the tourists dishonestly is still 1 or 2 respectively. At this time, the tourism practitioner 2 still chooses to treat the tourists dishonestly. Based on the hypothesis that the tourism practitioner is a rational person, no matter what the tourism practitioner 1 chooses, the tourism practitioner 2 will choose to treat the tourists dishonestly so that he will get the most benefit. On the contrary, regardless of the assumptions made by the tourism practitioner 2, the tourism practitioner 1 will choose to treat the tourists dishonestly to obtain the maximum benefit. In summary, in this game, there is only one Nash equilibrium—both the tourism practitioner 1 and the tourism practitioner 2 choose to treat the tourists dishonestly.

According to the above game analysis, under the premise of satisfying the rational person's assumptions, the tourism practitioner will choose to treat the tourists dishonestly in order to maximize their own interests in the competition with other tourism practitioners.
The Game between Tourism Practitioners and Tourists

The tourist destination belongs to the strange environment of tourists. The tourists and the tourism practitioner are the first contact, the first transaction, and the two sides will rarely contact again, but the tourists, like the tourism practitioner, are the existence of rational people, tourists also in the pursuit of the maximization of their own interests, therefore, make the following assumptions:

Hypothesis 1: Both the tourism practitioner and the tourists are rational people, and they will give priority to maximizing their own interests.

Hypothesis 2: Visitors are independent of each other, information is not shared, and the purchase behavior of a single visitor is one-off.

Hypothesis 3: The probability of each tourism practitioner's transaction between them is equal.

Suppose there is only one tourism practitioner and one tourist in the market. As mentioned above, both the tourism practitioner and the tourists are rational people. In the face of tourists, the tourism practitioner has two strategies to choose from, namely, treating tourists honestly and dishonestly. Tourists. Visitors are independent of each other and have two strategies to choose from, as well as services for those who accept tourism and those who do not. This gives you four different strategic outcomes: ① The tourism practitioner chooses to treat the tourist honestly and the tourist chooses to accept the services of the tourism practitioner, both parties can benefit from the psychological expectations and each will get a profit of 1 unit; ② The tourism practitioner chooses to treat the tourist dishonestly, the tourist accepts the services of the tourism practitioner, but this service is unqualified, or they can get the same or even better service at the same or even lower prices, so that the tourist will lose the opportunity cost of 1 unit, while the tourism practitioner receives the benefits of 2 units because of dishonest treatment of tourists taking illegitimate benefits; ③ The tourism practitioner chooses to treat the tourist honestly, but the tourist chooses not to accept the services of the tourism practitioner. At this time, the tourist has neither received income nor caused losses, but the tourism practitioner has not received corresponding feedback because of the choice of honesty, and the cost has been occurred, resulting in the loss of 1 unit; ④ The tourism practitioner chooses to treat the tourist dishonestly, and at this time, when the tourist chooses not to accept the services of the tourism practitioner, neither side has any gains or losses (at this time, only one tourism practitioner and one tourist are assumed, the actual situation is bound to be more than that. Even if most tourists choose not to accept it, there are still a small number of tourists who choose to accept it. At this time, when the trading opportunities are equal, the tourism practitioners choose to treat tourists dishonestly, even if they cause losses, the losses are less than the losses of choosing to treat tourists honestly. It is assumed that there is no loss, 0 > –1).

Table 2. Game between the Tourist Practitioner and the Tourist.

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<td></td>
<td>Honest</td>
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<tr>
<td>Tourist Accept</td>
<td>(1,1)</td>
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<tr>
<td>Tourist Not accept</td>
<td>(0,–1)</td>
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From the game matrix, when the tourist chooses to accept the services of the tourism practitioner, the tourism practitioner chooses to treat the tourist honestly or dishonestly treat the tourist with a profit of 1 or 2 respectively. At this time, for the tourism practitioner, choosing to treat the tourist dishonestly is their best choice. When the tourist chooses not to accept the services of the tourism practitioner, the tourism practitioner chooses to treat the tourist honestly or dishonestly treat the tourist with a benefit of -1 or 0. At this time, for the tourism practitioner, choosing dishonest treatment of tourist is still the best choice. When the tourism practitioner chooses to treat the tourist honestly, the income of the tourist who choose to accept or not accept the services of the tourism
practitioner is 1 or 0 respectively. At this time, for the tourist, choosing to accept the services of the tourism practitioner is the best choice. When the tourism practitioner choose to treat the tourist dishonestly, the income of the tourist who choose to accept or not accept the tourism practitioner is -1 or 0 respectively. At this time, for the tourist, choosing not to accept the services of the tourism practitioner is the best choice. In summary, in this game, there is only one Nash equilibrium—the tourism practitioner chooses to treat the tourist dishonestly, and the tourist choose not to accept the services provided by the tourism practitioner.

According to the above game analysis, for the tourism practitioners, whether the tourists choose to accept the service or not, the tourism practitioners choose to treat the tourists dishonestly is the best choice. For the tourists, regardless of the tourism practitioners choose to treat the tourists honestly or dishonestly, choosing not to accept the services provided by the tourism practitioners is the best choice. [9-11]

### Coping Strategies for Tourist Harassment

#### Enhance the Diversity and Originality of Goods in the Tourism Industry

The merchants in the scenic spot develop cultural and creative products or tourism derivatives according to local characteristics and characteristics of the scenic spots to meet the diverse needs of tourists. Merchants' income is guaranteed, and then gradually guide them to open healthy competition. The scenic spot management needs more reasonable scenic spot planning to control the number, scale and business category of hotels, restaurants and shops in order to reduce unnecessary competition.

The government can increase the barriers to entry for the travel agency industry, count the number of travel agencies of all types, and restrict access to travel agencies of the same type in the same region. Due to the strong reproducibility of tourist routes, the tourism company's innovative tourism products have been curbed to a certain extent. Therefore, while encouraging travel agencies to develop new lines and new themes, government departments must protect their intellectual property rights and increase their crackdown on illegal activities.

#### Innovative Tourism Company Organization Form and Set Up Tour Guide Companies

The traditional travel agency organizations are complex and hierarchical. Faced with the rapid development of tourism, this kind of vertical organizational structure has a slow response to the market, too many new product development procedures, and low-level employees' enthusiasm is low, making it difficult to expand the business form. Travel agencies should be encouraged to flatten and reduce levels. The guides, drivers, restaurants, hotels and other staff at the front end collaborate with the team's specialized division of labor. The back-end planning, development, and finance are mainly based on team professional services.

The tour guide group should leave the travel agency to set up a tour guide company, form a third-party service outsourcing, and provide guided tour services in a unified manner. The “tour guide rebate” and tour guide service fees are settled by tourism commodity operators, travel agencies and tour guide companies; the tour guide company establishes a standard salary system, which is composed according to business skills, business contributions, years of employment, and shopping commission distribution. [15]

#### Open and Legalize the Tourism and Shopping Commission

In the contemporary business community, the service commission metal is normal and consumers can understand it. The relevant parties should jointly promote the openness and legalization of travel commissions. Co-supervised by the tourism authorities and the price department, the price control of tourism goods by tourist shopping stores is within an economically reasonable range, and should be acceptable.

There are a wide variety of tourist souvenirs, and different types of souvenir commissions should be different. Different commodities refer to different commission systems. In general, it should be
ensured that the origin of tourism goods is lower than the market circulation price. This will make the tourism shopping market more dynamic, protect consumers’ right to know fully, and ensure that the "guide kickback" compensation system is more legal and fair.

**Improve the Legislative and Complaint Reporting Feedback Mechanism**

Tourism is inseparable from travel agencies, and the state’s management of travel agencies needs to be strengthened. At present, although the *Travel Agency Regulations* have been promulgated and implemented, the authority of the regulations is not high and it is urgent to rise to the height of national laws. In order to enable the tour guide group to realize their own life value and have sufficient salary to support the family, it not only needs the efforts of the tourism industry itself, but also the support of the law.

Improve the complaint reporting mechanism so that after being harassed, tourists can quickly and conveniently file complaints and respond to complaints within a time limit. For example, Yunnan Province has set up complaint channels in the *One Mobile Phone Tour of Yunnan* platform, and clearly stipulates that tourist complaints must be answered within 5 minutes, and unconditional return system is implemented to gradually improve the satisfaction of tourists.

**Quantitative Assessment of Business Practices and Establish Correct Business Philosophy**

Increased supervision and enforcement of laws and regulations are the main means to make up for market failures. It also quantifies the vicious fraud and other business irregularities of merchants. The trade of scenic goods is a long-term cooperative relationship. Many businesses believe that commodity trading behavior of tourist attractions are disposable, visitors will not be late after-sales rights. Therefore, the scenic spot should conduct rating management for the merchants in the jurisdiction, and warn or even suspend business for low-stakes merchants. Relevant government departments should also verify and supervise the product information published by the merchants, and use administrative means to punish the bad merchants. By making merchants pay more, the merchants will converge on fraud. [13,15,17]

**City Authorities Increase Tourism Warning Propaganda**

Clear advertising signs should be posted at airports, train stations, hotels, popular attractions and other public transportation, to make foreign tourists have a general understanding of basic traffic, major tourist attractions, hotels, and transportation hubs.

Post warnings and complaints about consumer fraud and fraud in conspicuous locations in tourist consumption places, and remind consumers to pay attention to personal and property safety at any time during peak tourist seasons, crowd-intensive periods, regional announcements, and broadcasts.

**Conclusions and Discussion**

The tourism experience is a kind of personal, subjective and strong inner perception, and it is easily affected by incidents in the tourist destination, and is also an extension of the daily life experience. The tourism industry is an industry that is extremely sensitive to the environment. This sensitivity is reflected in the impact of external emergencies, which affects the tourist satisfaction.

In addition, in the era of media, more and more tourists use the Internet to collect and understand tourism information, and to express and share the travel experience through the network. Network travel (or punching the clock) is not only a literary style for tourists to record personal travel activities and experiences, but also a platform for gathering and publishing travel information. Its content is of great value for tourism experience research. At the same time, it is worth noting that because of the natural subjectivity of travel, it is easy to produce a phenomenon in which the minority represents the majority. The personal preferences of bloggers will cause researchers to make many false positives. The greater the appeal of the blogger, the greater the impact.

Therefore, in order to improve the construction quality of tourist destinations, establishing a good image of tourist destinations, improving the satisfaction of tourists, and preventing tourist harassment are imperative.
References


[16] Tourism Law of the people's Republic of China
