

## **The Review of Chinese Tourist to Airline Staff**

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### **Abstract**

China is the most population and the largest country in the world. More than six million Chinese people choose to spend the National Day holidays abroad.

Chinese tourist admires to out onboard, because travel has become a key indicator of quality of life for the country's rising affluent population with more and more Chinese traveling overseas for their vacations. And the reason for many Chinese tourists preferring a good-quality holiday in foreign countries rather than at home is to avoid the overcrowded domestic tourism sites. And Chinese travelers often compile a comprehensive shopping plan by reviewing online recommendations, consulting with friends, talking with travel agents, and so on. Even after they arrive at their destination, visitors will continue to search for information about shopping.

China is already the world's largest outbound travel market, and is set to grow further. By 2020, we expect that more domestic travelers will graduate to overseas trips, pushing annual outbound traffic to 160 million. More than 70 percent of Chinese tourists travel with family and friends; as a result, these groups are the world's highest spenders per single trip.

*Keywords:* "Chinese tourist", "Onboard" "Travel"

### **Introduction**

"Family members share toilets, bedroom and everything. They get used to the noise, the total lack of privacy, even seeing each other naked, in the toilet, in a way that would just go against all manners of social norms in the West." This is one of the behaviors that Chinese tourists do on a regular basis, even when traveling abroad.

Many people around the world have a bad impression of Chinese tourists due to the way they behave when visiting foreign countries. In the past few years, these tourists have really earned a really bad reputation worldwide. Even those of Chinese descent in Southeast Asia, Hong Kong and Taiwan are unable to tolerate such

behaviours. For instance, in Hong Kong, there were instances where Chinese mothers allowed their children to urinate in public which made several HK residents extremely unhappy. When confronted by HK people, the mum slapped one on the face and rammed another with the pram.

Chinese tourists are now forbidden to behave in any way deemed "uncivilized". Take a photos, leave footprints on toilet seats, cut lines, pick their noses, and take more than they can eat at buffet tables. Another section included guidelines for mainland Chinese visiting China's bigger cities such as Hong Kong and Macau, where smoking in air-conditioned places and trying to get refunds on food have become local problems.

## **Research Methodology**

### **Objective**

To study the behavior of Chinese tourists.

To study the perspectives of Chinese tourist to airlines staff and airport staff.

### **1. Behaviours of Chinese tourists**

China National Tourism Administration, the government body responsible for tourism, conducted a survey to see if there has been any improvement to tourist behaviour in recent years. The survey was conducted in the United States, the United Kingdom, France, Hong Kong, Indonesia, Japan, South Korea, Taiwan, Thailand, and Singapore, interviewing 3,650 people in total about whether they've seen an improvement in the behaviour of Chinese tourists.

While the conclusion drawn from the survey was that Chinese tourist behaviour had improved, respondents in only half of the countries surveyed pointed out that they've noticed an improvement. Respondents in nearby countries with large numbers of annual Chinese visitors were less impressed with the behaviour of their Chinese visitors, with a majority of respondents in Hong Kong, Japan, South Korea, Taiwan, and Thailand noticing no improvement.

The report also explored the range of poor behaviours among Chinese tourists witnessed by the survey respondents that resulted in their negative appraisal of Chinese tourists. According to the CNTA, the following answers were the most commonly quoted bad behaviours:

- Making a racket in public
- Cutting in line
- Showing no respect for local culture and customs

- Spitting in public places
- Urinating and defecating everywhere
- Littering
- Speaking impolitely
- Taking photos when they are not allowed to
- Smoking in public places
- Not remaining rational when unsatisfied with services

## **2. The perspectives of airline staff and airport staff towards China tours.**

Chinese tourists are spoking in many countries about actions in bad way. The bad behavior of some Chinese tourist as a result, the image of Chinese tourists, mainly perceived as being worse. And because of bad behavior of some Chinese tourist that make another Chinese tourist have a hardly trip onboard when their go to travel. Therefore, behavior of Chinese tourists that affecting to works of airline staff and airport staff. That affects to the staff in many positions and many parts of travel industry. And some Chinese tourists have bad behavior and not allowed to enter the country such as

- I. Two Chinese passengers lashed out at the crew of an Air Asia flight unrouted from Bangkok to Nanjing in a dispute over their seating in late 2014. The angry passengers caused so much havoc on board, even scalding the stewardess with hot noodles, that the plane had to return to Bangkok to kick the passengers off the aircraft. The two passengers on the blacklist are a man from Jiangsu province named Mr. W. and a woman from Anhui named Mrs. Z.
- II. Three women and one man from Sichuan and Chongqing are put on China's traveling blacklist when refusing to board their plane and singing the national anthem at Bangkok airport, after their flight had a 10-hour-delay due to bad weather conditions. Together with other Chinese tourists, the four created major uproar at the airport.
- III. Mr. R. from Shanghai is on the blacklist after getting into an argument with a convenience store employee in Sapporo, Japan. When he opened up a package of food in the store before paying, local staff informed him and his wife that it was not allowed to eat within the store. Mr. Rong allegedly attacked the man, who then suffered injuries in his face.

The China National Tourism Administration said the incident had "badly damaged the overall image of the Chinese people". Last March, China's civil aviation authorities announced a crackdown, listing prohibited behaviour including occupying check-in counters and assaulting airline staff.

## **Conclusion**

Travel has become a key indicator of quality of life therefore Chinese people choose to spend the National Day holidays abroad.

Chinese tourists are now forbidden to behave in any way deemed "uncivilized". And the Chinese government has made efforts to improve the image of Chinese people projected by its millions of tourists in overseas destinations most famously by introducing a blacklist for tourists who have proven to behave exceptionally poorly. To get to the bottom of how Chinese tourist behaviours has evolved,

However, the educated Chinese tourists care about these issues and their effort to behave well should be applauded. It is to be hoped that, with rising levels of education and growing familiarity with the wider world, the Chinese tourists of the future will not be burdened by the undesirable image of being troublesome and disruptive. And Some of educated Chinese tourists, they apologies with the situation that bad Chinese tourist do.

## **Discussion and Recommendation**

Chinese people are like other countries that have both good and bad people. But if we have to change the behaviours of Chinese tourists, we must start by cultivating the subconscious mind of people since childhood. In addition to tightening government or industry regulations on this issue, it is also necessary to educate people about good manners from a young age, even starting from kindergarten, which would set solid foundations for education on civilized tourism.”

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