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## On the Perception of Ethnic Image in the Context of Tourism

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**Abstract:** Massive pictures about ethnic travels were acquired from the website Flickr, which has been a leading and popular source for huge amounts of original and quality pictures worldwide. Meta-data thereof was collected for the following analysis: Latitude and longitude parameters help map the geographic positions involved therein applying software ArcGIS; descriptions, titles and tags contribute to categorize pictures objects and look into photographers' perceptions, evaluations and attitudes. The user generated content analysis shows that, unlike images depicted in literary or artistic works, (1) in the context of tourism it is travelers who build up ethnic image bonded with their own travel experiences; (2) regarding the representations of ethnic image, ethnic people together with their apparel, totemic aesthetics and symbols, and decorative accessories are likely to feature prominently; (3) ethnic images may differ from each other due to diversified and distinctive soil they are born in; (4) ethnic images may originate from the pursuit of so-called cultural novelty, and mirror mankind's exploration for what life and nature are all about.

**Keywords:** ethnic group; ethnic image; visual image; image perception

Image is closely related to psychological perception and has a variety of meanings according to its specific connotation. It can be an entity or posture image that conveys thoughts and emotions, a spiritual image that is displayed through activities or behavioral characteristics, a visual image that is outlined by pictures or symbols, or a literary image that is portrayed through infectious language. Tourism pictures are usually colorful, exquisite composition, through the real scene or scene reproduction to form a huge visual impact and shock. Tourism pictures depict the "shape" of the subject through visual images, and also convey their "God", reflecting the cognitive characteristics of the photographer, which is the product of their experience, habits, emotions and other comprehensive processing. Tourism pictures are mostly based on the subjective feelings of the photographer and are randomly "captured", which is different from the "staged" by the organization shaping, publicity and promotion.

### **1.The world it reflects and the image it transmits are more real and more easily resonated.**

Through the analysis of a certain scale of thematic tourism pictures, we can understand the visual image characteristics of the expressed theme and the expressers' cognition, opinions and emotional feelings. In view of this, based on the background of tourism activities, a large number of tourism pictures related to the theme of "ethnic group" are selected from mainstream photo sharing websites, and information such as the theme, labels and technical parameters of the pictures are counted to explore how people record and express "ethnic group" through pictures in the tourism perspective, and further explore people's perception of ethnic visual images.

The "ethnic" pictures in the sample data are provided by tourists from many countries and regions in the world, and the ethnic visual images conveyed by them are the general answers about "what is" ethnic "and how to view it". Because tourists come from different places, it also means that they usually have different cultural backgrounds and traditions, and there are differences in ideological concepts. However, large-scale tourists from different places of origin can transcend the possible differences in regional and cultural backgrounds and form a representative "national" visual image, which reflects a kind of mentality of human beings eager

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to know the origin of their own blood and find the future direction, and also reflects a certain hope of staying away from the hustle and bustle of this world and returning to the original state of life. Since tourists themselves are representatives of human beings who are determined to pursue the distance and experience the unknown, the more distant places they want to visit and the more mysterious unknown they want to perceive, so they use pictures to record "tribal" and "painted" and other "ethnic" visual images that are different from those of most modern developed societies. It is not only a reflection of primitive things such as "indigenous" and "ritual", but also a visual record of "nation" to trace its roots and reflect on the past.

(1) The creation of national visual image in the vision of tourism

The tourism pictures related to ethnic theme in the tourism perspective are the image records of tourists about "ethnic". If ethnographic photography uses high-quality pictures to truly record and show ethnic features (geography, life, customs, language, song and dance, etc.) for a long time and comprehensively and systematically, "ethnic" images in tourism activities are the features of "ethnic" recorded by the photographer in a limited time after visiting the destination. It is the visual record that the photographer thinks can best represent the "nation" and has the most "national" value. As tourism pictures are an integral part of tourism experience, they affect the quality of tourism experience and the visual image they present is also a reflection of tourists' travel experience. Display the visual image of the "ethnic" tourism pictures, some with strong colors to convey a strong life force; Some use ancient rituals and traditions to express the infinite awe of natural gods and ancestors, and the supreme respect for life; Some use unique alien aesthetics to highlight the wild and mysterious ancient human beings and express the power to defend life. The photographer was, no doubt

Experience stimulation in sense, spirit and emotion, receive the light of life and the beauty of life transmitted by foreign cultures and customs, and feel lifeThe shock of the soul, thus giving birth to the visual image recorded in tourist pictures. Different from literary works, news reports or films, etc. that pay attention to the design of ideal personality in the thinking space, generally pay attention to or adapt to the psychological characteristics of the audience, and emphasize the expression or realization of established artistic effects, the ethnic visual image created by tourists is an immediate, realistic and conscious life-style perception, which does not carry too much educational function and social significance.

(2) The representation of ethnic visual images in the tourism horizon

The vast majority of ethnic theme pictures in the tourism perspective are people -- ethnic individuals: some highlight the clear eyes of people with close-ups; Some highlight the mysterious facial decoration and painting, tattoo; Some prominent characters of the anomalous aesthetic characteristics, such as long neck, lip disc, ear disc, scar type beauty, long hair; Some prominent characters decorated magnificent feather hair accessories, wigs, masks, etc.; Some prominent figures wear gorgeous bead chain silver jewelry, clothing, etc.; Some prominent people carry special national production tools, weapons and so on. If the character pictures reflect the construction of the intimate relationship between the stares and the stares under the head-up lens, the prominent ethnic visual images in the tourism vision should be more understood as the photographer's desire to understand the stares in a relatively short time, hoping to gain trust and acceptance, so as to choose the focus of shooting according to their own psychological expectations. This kind of national visual image, which is shaped by the main insight into the appearance and appearance of the national individual, belongs to the most

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externalized characteristics of the nation being stared at. Through these external costumes, ornaments, wear and utensils, we can not only gain insight into the aesthetics of the "nation", but also trace the initial living environment and state of human life through these rough, simple and even strange external characteristics, and take stock of the stages and trajectories of life's survival and evolution, as well as the disasters and setbacks that may be encountered in the process of life evolution. The photographer is addicted to these "external" expressions, following the visual "external" which is the most obvious and most distinguishing indicator. Through the "external" to represent the image of the nation, although there is not much of the national history, national spirit and other "internal" direct exploration, but from the outside to the inside, from the surface to the inside, is undoubtedly also the perception of life, is a kind of life staring.

(3) The original hometown of the ethnic visual image in the tourism horizon

In the tourism horizon, tourists take pictures about "nationalities"

Based on their cognition of "nationality", the visual images of ethnic groups that can be recognized or accepted are often limited to some specific ethnic groups, especially primitive tribes or tribes. These ethnic groups are usually concentrated in minority areas, so these areas have become the main source of ethnic visual image in the tourism horizon. According to the geographical space represented by the above pictures, most of these settlements are far away from cities and scattered in relatively remote places such as highlands, mountains, ice fields, jungles or valleys. Typical examples include the OmoValle Valley in Ethiopia, the karakoram mountains adjacent to China, Afghanistan and other countries, the Arctic ice fields in the north of Canada and other countries, the Lancang-Mekong River basin across the Indo-China Peninsula, the jungles of Papua New Guinea and so on. It is based on these unique regional environments that all kinds of unique culture.

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