

Study on the Psychological Pressure and Adjustment of Tour Guides under the Background of Multimedia

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Abstract: with the Continuous Development of China's Social Economy, the National Tourism Industry is Becoming More and More Popular. as an Indispensable Part of Tourism, the Psychological Pressure of Tour Guides Have Gradually Increased. At Present, Relevant Experts Analyze the Psychological Pressure and Reasons Faced by Tour Guides on Professional Orientation, Interpersonal Relationship and Personal Emotions, and Put Forward How to Deal with the Pressure, Which Has Played a Role to Some Extent, But It Has Never Been Able to Really Solve the Various Pressures Faced by Tour Guides. on This Basis, This Paper Puts Forward the Debugging Method in the Face of Psychological Pressure Combined with the Application of Multimedia.

1. Introduction

1.1 Literature Review

As the main body of the whole tourism process, tour guide is the core of the whole tourism service. The service of tour guides is very important to the development of tourism, so it is necessary to study the psychological pressure of tour guides (Wang, 2006). Some experts pointed out that tour guide service, as a product sold to tourists, is the most sensitive part of tourism products. In such a developed era of information technology, the speed of information sharing is faster than image. As one of the service industries, tour guide's service quality directly affects the development of the whole tourism industry. (Chen, 2011). According to experts, the work of tour guides is to make face-to-face contact with guests and deal with the relationship between people, which leads to more pressure on tour guides. According to relevant scholars, with the rapid development of China's socialist market economy, the society puts forward higher requirements for the quality of talents. More and more people feel the psychological pressure from different angles, and the psychological world has also suffered a huge impact (Xu, 2003). As the core of tourism industry, tour guides should not only deal with complex interpersonal relationships in daily life, but also face various pressures from travel agencies (Peng, 2004). To sum up, in recent years, experts and scholars have made more and more researches on tour guides' psychological stress, and put forward positive coping methods based on the analysis of its causes. Therefore, with the increasing research, the major travel agencies are becoming more and more standardized, and the psychological stress of tour guides has been effectively solved.

1.2 Purpose of Research

The tour guide's psychological pressure is caused by many reasons, such as policy changes and workplace events, which makes the individual under the influence of the working environment produce dual psychological and physiological pressure, and then forms the symptoms of anxiety, depression, low work efficiency and so on. In view of this, it is an important task for experts and scholars to study the psychological pressure of tour guides and find out positive countermeasures for psychological adjustment on this basis. Relevant departments should also actively adjust policies, properly conduct psychological tests on tour guides to protect their mental health, so as to promote the rapid development of tourism.

2. Sources of Psychological Pressure of Tour Guides in the Context of Multimedia

2.1 Inaccurate Career Positioning

Professional orientation refers to the guide's insufficient understanding of his / her role and future development direction (Wu, 2004). The work of tour guide is complex, which needs a lot of preparation in the early stage, including the combination of professional knowledge and extra-curricular knowledge, so as to better serve tourists. In addition, the tour guide should also arrange the food, accommodation, transportation and travel of tourists, solve all the problems encountered by tourists during their travel, and deal with all kinds of emergencies at any time. As the main way of information communication in modern society, multimedia also plays an irreplaceable role in cultural communication. The tour guide is the main force of cultural communication, an emissary of local cultural communication, and has a very high social status. However, due to the bad competition of travel agencies in recent years, the tourism industry has entered an unprecedented downturn, and tour guides can only make money by forcing customers to buy goods. In addition, in the era of multimedia, the negative news about tour guides from all walks of life is only increasing, which makes the social status of tour guides lower and lower, which leads to tour guides' uncertainty about their own career, easy to produce job burnout, and thus "career exhaustion" in tourism industry.

2.2 Complicated Interpersonal Relationship

The interpersonal relationship here includes the relationship with tourists as well as the relationship with colleagues. Dealing with interpersonal relationship has always been a big problem, and having a good interpersonal relationship can not only effectively deal with various problems, but also help to relieve the work pressure and improve the tourists' job satisfaction with tour guides (Chen, 2011). Guide should receive thousands of tourists from different regions and countries every day. They want to meet all kinds of requirements of customers, sometimes they will encounter difficulties from a few tourists, but tour guides can only hide their emotions and show a positive and optimistic side in front of tourists. For this reason, tour guides have a huge psychological pressure, which may cause mental health. In addition to balancing the interpersonal relationship with tourists, tour guides should also deal with the relationship with partners such as drivers and scenic spots. They should balance each other's interests, and make tourists satisfied and face various pressures. It can be seen that interpersonal relationship is an important factor that causes tour guide's psychological pressure.

2.3 Personal Emotional Instability

The nature of tour guide work is quite different from other work. On the one hand, the social status of tour guides is low, the salary is low, and the work is unstable. On the other hand, due to the mistakes of individual tour guides, the public recognition of tour guides is low (Wang, 2011). For this reason, tourists are always aiming at the guide in the process of tourism, and put forward unreasonable requirements. The guide can only pay attention everywhere, worry about his career, and then doubt his professional ability. In this way, the tour guide began to suffer, anxiety, uneasiness and other negative emotions, with a strong sense of frustration, that they can't do it, and then lose confidence in work and hope for life. In the era of multimedia, it is also necessary for the public to evaluate tour guides, which may affect their mood for a day or even longer. In the face of this situation, tour guides should adjust their mood in time, do their job well, and ensure the satisfaction of tourists.

3. The Influence of Psychological Pressure on Tour Guides

3.1 Affect the Development of Mental Health

Tourism itself is divided into light and peak seasons, and guide work can not achieve the normal work and rest of "nine to five", and the working time is far greater than the legal working time.

Once the work and rest rules are broken, coupled with long-term overload work, emotions will fluctuate, resulting in great psychological pressure, and then affect mental health. Secondly, the tour guide will encounter various problems in the process of leading the group. They have to hide their emotions and show the most positive and energetic things to the tourists. Although the quality of service has been improved, people have feelings after all, long-term emotional depression will lead to mental disorders, the whole person becomes numb, and ultimately affect physical and mental health.

3.2 Impact on Service Quality

The lack of effective supervision of tour guides in the tourism industry makes tour guides do whatever they want, and the overall quality continues to decline. In recent years, there are countless videos exposed by tour guides who scold tourists for making money, which not only affect their career, but also the reputation of the tourism industry. It also reminds the major travel agencies to strengthen the quality education of tour guides and promote the development of tourism in a better direction. In the case of hard to realize salary and welfare and group subsidy, tour guides can only focus on how to shorten the tour time, how to coax tourists to buy more goods and visit more tourist attractions in order to make more profits. Their behavior has seriously affected the service quality and violated the commitment of tourism department to tourists.

3.3 Easy to Cause Job Burnout

The instability of work and the uncertainty of income source make the tour guide not clear about their career orientation, but this is not enough to cause their job burnout. In recent years, due to the unreasonable competition in the tourism market, there is no subsidy for tour guides, so tour guides have to use tourists to increase their income. However, some travel agencies require tour guides to pay 50% of the shopping rebate as the conditions for next tour guide. Tour guides are extremely dissatisfied with this practice, resulting in psychological imbalance, which leads to burnout. The low social recognition of tour guides is also the main reason for burnout. Most tour guides only regard work as a transition, which often leads to the phenomenon of empty window in tourism industry.

4. New Strategies for Psychological Adjustment of Tour Guides in the Context of Multimedia

4.1 Improve the Effectiveness of the Implementation of Policies and Regulations

In recent years, China's tourism industry has developed rapidly, but with zero subsidy, many factors such as selling fake and shoddy products in scenic spots, and shoddy products are obstacles to the development of tourism industry. Therefore, to improve the effectiveness of the implementation of policies and regulations is one of the urgent problems to be solved. In view of this, the tourism administrative department should strengthen the supervision of each travel agency, put an end to all kinds of bad reception modes, and restore the normal operation order of the tourism market. At the same time, the administration of industry and commerce should strengthen the supervision of tourist shopping malls to prevent the sale of fake and shoddy products to tourists. In such a developed era of multimedia, the quality education for tour guides is also convenient. In this way, the quality of tour guides can be improved to prevent the implementation of mandatory measures for tourists. In case of any of the above circumstances, the tourism department shall order it to make corrections once it is found, and those who are serious shall be punished with a fine.

4.2 Do a Good Job in Career Development Planning

Most tour guides regard their work as a kind of transition, and the evaluation of tour guides from all walks of life is not high, so it is necessary to change their own views and the views of the society on tour guides. First of all, we should improve the cultural quality of tour guides, not only to strengthen their professional knowledge and ability, but also to cultivate the professional quality that a tour guide should have. According to the book "tour guide business" compiled by the tourism administration in 1990, tour guides should have certain cultural knowledge, which is the minimum

condition for tour guides. Secondly, the tourism administration should strengthen the management of tour guides, conduct regular professional knowledge and ability training for tour guides, increase the sense of honor of tour guides, and help tour guides clear their career positioning and future career planning. At the same time, we can also invite relevant famous people to give lectures to help guide staff clear their goals and directions. Finally, the relevant departments should guide the social media to make positive reports on tour guides, or interview tour guides with better performance, promote positive social atmosphere, and make tour guides realize their importance in the tourism industry.

4.3 Strengthen Self Psychological Construction

Due to the special nature of work, the mood of tour guides is easy to fluctuate. At this time, you can share your mood with your family and friends through multimedia, listen to soothing music to relax yourself, or seek psychological guidance through the Internet. No matter what method is used, in the process of taking the group, we should always keep an optimistic attitude, pass the positive energy to the tourists, and create a humorous and friendly atmosphere. Secondly, tour guides should find a good balance between work and life, and don't expect too much from their work. Finally, the tour guide should do a good job in emotional management, hide the happiness, anger and sorrow in his heart, face the tourists in a better state, face the work, be able to effectively deal with all kinds of difficulties encountered in the work, and relieve the psychological pressure.

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