



# The Implications of Political Situation in Thailand on Chinese Tourists

Ms. Dan Yang

91593 A Thesis Submitted in Partial Fulfillment of the Requirements  
the Degree of Master of Business Administration in Tourism Management  
Graduate School of Business  
Assumption University  
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Thesis Title	The Implications of Political Unrest in Thailand on Chinese Tourists
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The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management

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## ABSTRACT

The purpose of this paper is to understand the influence of political situation on the perceptions of Thailand as a tourism destination. The study is conducted from the perspective of Chinese tourists. The research is based on the responses provided to 400 questionnaires for Chinese tourists at Survannabumi International airport during December, 2010-January, 2011. The data were analyzed using Pearson's Correlations and Independent T-test.

The findings indicate that the perception of Thailand as a destination attract more Chinese tourists to visit. When Chinese tourists travel, perceptions of risk, safety and travel experience influences their travel decision. The results of the hypothesis testing indicate that there is a relationship both in the image of Thailand as a destination as well as Chinese tourists perception of Thai people and the intention to revisit Thailand within next two years. Thus, a positive view of Chinese tourists toward Thailand as an amazing tourist destination positively reinforces their future plans visits to Thailand. Although political situation affected Thailand's tourism, yet that did not dampen the Chinese tourists' enthusiasm to travel to Thailand. On the other hand, political situation in Thailand was not found to be related to both views towards Thai people as well as Thailand as a tourist destination.

Based on the findings it is recommended that Tourism Authority of Thailand should aggressively promote safe attractions such as nightlife entertainment, variety

of accommodation, variety of cultural and historical sight and excellent beaches in Thailand to Chinese tourists. It was found that for first time visit to Thailand, Chinese tourists related Thailand lower, even though positive, as compared to repeat Chinese tourists. The Thai government should increase numbers of guards, beach guards and trained volunteers deployed at recreational business district areas and beach destination along with more frequent patrols, especially along secluded destination (such as national parks) popular with Chinese tourists. TAT should vigorously sponsor the Chinese film and cinema production projects in Thailand to let Chinese people know Thailand as a very friendly country with beautiful scenery. This will help offset some of the political turmoil described in the media and lessen of impact negative, amongst Chinese in selecting Thailand as a tourist destination.

Keywords: Information media, Political, Perception of Thailand, Tourism, Chinese tourist



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# **Chapter I**

## **Introduction**

### **1.1 Background of the study**

#### **1.1.1 Introduction of Thailand tourism**

With the marvelous mixture of an ancient culture and a contemporary history, the Kingdom of Thailand has become widely known among international visitors as one of the most popular tourist destinations in Asia, particularly in Southeast Asia. This charming country offers tourists various types of activities and attractions ranging from ancient temples to rainforests and from local food to international cuisine and world-class restaurant. Based on the availability of tourism components, tourism is considered as an important part of Thai economy which always helps boost a number of job vacancies, personal income, infrastructures, and local people is quality of living. At the same time, the current and future trends of Thai tourism are moving toward sustainable and green tourism where the conservation of natural resources is a focus.

#### **1.1.2 China's outbound tourism**

China's outbound tourism began in the early 1980s. With 10 years' rapid development, China's outbound tourism has been ranked the number one amongst Asian countries. This large source of tourists caused global attention in tourism industry, contributing to international cooperation in economy culture and other fields. Business travelers play an important role both in China's outbound tourism departures & annual growth. In 1988, Southeast Asia was opened up to Chinese outbound tourism market, and Thailand became the first outbound tourism destination along with Singapore and

Malaysia.

**Table 1.1 China's outbound departures & annual growth**

Year	Departures	Growth (%)
2000	10,472,600	13.4
2001	12,000,000	11.5
2002	16,600,000	36.86
2003	20,220,000	21.80
2004	28,850,000	42.68
2005	31,000,000	7.50

Source: CNTA (2010), Year Book of China Tourism Statistics (2000-2005), p2.

The growth and number of Chinese outbound tourists can be seen in Table 1.1 which indicated that the People's Republic of China has changed from a country which actively discouraged tourism into one of the major source markets for the international industry; the 31 million Chinese travelling across the border in 2005 are merely the tip of the iceberg.

**Table 1.2 Outbound travel expenditure**

Year	Outbound spending	
	Spending (USD bn)	Annual growth (%)
2000	13.114	20.72
2001	13.909	6.06
2002	15.398	11.44
2003	15.187	-1.37
2004	19.149	26.09
2005	21.795	13.82

Source: China State foreign Exchange Administration, China balance of payment sheet (2000-2005), p2.

From 2000s, Chinese outbound leisure tourism has been developing rapidly. According to Table 1.1 of China's outbound statistics Chinese departures increased year by year which also lead to Table 1.2 outbound travel expenditure increasing. This illustrates that outbound Chinese tourists growing demand, with China's reform and "opening up", China's sustained economic growth and national income levels rising rapidly.

### 1.1.3 Chinese outbound tourists to Thailand

The growth of Chinese outbound tourists brings economic benefits to Thailand, as well as more job opportunities for local people. During the last few years, China was an important tourist source market for Thailand inbound tourism in terms of visitor arrivals, which reached nearly one million in 2006 and 2007, but fell substantially in 2008 due to diverse reasons, including the political instability in Thailand. According to TAT (Tourism Authority of Thailand), there was a decline of 6.16% of its international tourist arrivals, totaled 775,709 (<http://www.tatnews.org/ATF2010/4700.asp>). For Chinese tourists, the vital factor they choose a foreign destination is the personal safety. Therefore, political instability is a sensitive issue in Thailand which directly impact on tourists.

China has a huge population which is over 1.3 billion; of whom 40% are urban residents (Guangrui, 2006). Based on the related policies, economic and cultural reason, and Asian countries are the major destinations for Chinese outbound tourists, especially the Southeast countries, including Thailand. The statistics below shows Thailand becoming more popular year by year for Chinese outbound tourists as a

destination from 2000 to 2005. Unfortunately, the arrivals fell dramatically in 2008 due to the negative impacts of political instability in Thailand. Most Chinese tourists got the information from various media about Thailand political status, which caused the negative impacts on their perception that Thailand is not a tourist paradise, but a dangerous place during 2008.

**Table 1.3 Chinese tourist arrivals to Thailand**

Year	Number	Share (%)
2000	704,463	7.35
2001	801,362	7.91
2002	797,976	7.34
2003	396,490	5.72
2004	533,124	6.26
2005	182,378	5.21
2006	373,734	7.94
2007	907,117	6.27
2008	818,752	5.63
<b>2009</b>	<b>683,780</b>	<b>5.41</b>

Source: Office of Tourism Development.

Web site: <http://www.thailandfilmoffice.org/index.php/en/filmstatistics>

The number of Chinese tourists to Thailand each year decreased after the unrest. Based on Table 1.3, in 2000, Chinese tourists' share in Thai tourism market was 7.35% and 5.41% in 2009. All these were caused by its political unrest that led to the



drop of 1.94% of Chinese tourists to this market.

Thailand tourism suffered a lot from the unexpected tragedy, which lost billions of dollars during the two-month-long antigovernment protests in 2010, with 88 people dead and some popular shopping areas destroyed in Bangkok. Hotels in Thailand reported less than 50% occupancy (<http://www.eturbonews.com>). After the protests, as numerous tourists changed their holiday plans to avoid the trouble.

#### **1.1.4 Thailand Political instability discourages Chinese tourists' visit**

The nature of vulnerability in tourism industry makes it suffer from natural disaster, like the Tsunami in 2004, terrorism, emerging pandemic infectious diseases H1N1 Swine Flu in 2009 and SARS in 2003, which resulted severe negative impacts on Thai tourism industry. Thai tourism suffered from the worst street violence in 17 years in April 2009 and when "red shirt" protesters blocked Bangkok's international airport in late 2008.

Thai anti-government protesters took over the RAJDAMRI commercial center in Bangkok as their camp over six weeks that made China Travel agencies cancel more than 10 tourists charter flights. There were numerous calls from Chinese travel agents asking about Thailand's political situation, saying they'd consider whether they continue sending tours to Thailand or not. They were worried so much about the worsen situation in Thailand. From the beginning to February 20, 2010, the number of foreign tourists mainly from China, Japan, Korea, Russia and Taiwan, etc. was about 45 million, down 30% compared to last year (according to March 03, 2010 <http://www.nn2004.com/ArticleShow.aspx?ID=119060>). Most of Chinese tourists got

news of Thai political instability from TV, internet and newspaper. The Chinese government announced that all travel agencies must cancel all the travels to Thailand during the turmoil.

### **1.1.5 Building recovery in Thailand**

The tourism industry has been greatly affected by SARS pandemic in 2003, tsunami in 2004 and the closure of Suvarnabhumi airport in 2008. While the unrest recently in Bangkok and other provinces of Thailand was brought under control, the events had a significant impact on the flow of tourists, a major source of jobs and export revenues for the country. The United National Tourism Organization (UNWTO) and its Pacific Asia Travel Association (PATA) "have conveyed their strong support to Thailand and its tourism industry as the country returns to normalcy following political unrest earlier in the year. Attending a special meeting on international solidarity with Thai Tourism, both organizations commended the recovery measures undertaken by the Thai Government and the collaboration of the Thai private sector to support tourism in the country and expressed the unwavering solidarity of the international tourism community" (UNWTO, 2010).

The Thai government is planning to "make more than five billion baht (\$150 million) available to tourism-industry businesses in low interest loans with two year grace periods. It also intends to waive visa fees for some countries and lower the landing fees for airlines"(<http://www.eturbonews.com>). According to PATA tourism analysis, "International tourism continues to grow, as it has over the past decades, provided more job, improve infrastructure development and income-especially for

many developing countries. Meanwhile, in new regions, security has yet been an important factor and is only becoming more important with the growth of tourism. Improving the security plays a key role to improve the tourism in any given place because of key terrorism acts and related threats still present. Not only can it be used to improve the overall security in the region, but also to encourage tourist to have a safe trip as a key attractive tool" (PATA, 2010).

To maximize the attraction of Chinese tourists to Thailand, recently Thai government will offer Chinese tourists visa free until March 2011 as well as one million US\$ travel insurance free of charge, the cost of their accommodation and transportation will be greatly reduced. At present, Kunming - Bangkok round trip only 1,900 Yuan (about 9,000 baht), some hotels' price can be discounted to half of its previous years, even in high tourist season so that it enables the tourists to enjoy a higher quality of Thai tour by spending only 3,000 Yuan (about 15,000 baht). Deputy Secretary of Tourism Authority of Thailand told Chinese media that from now on to October, 2010, all national parks in the country will offer Chinese tourists half-price tickets including Samet, PP Island and Elephant Island and other popular attractions within the concession. At the same time, visitors will also enjoy shopping in Thailand from 10% to 80% discounts; he cordially invited Chinese tourists to Thailand for visit (CNTA, 2010).

## **1.2 Statement of the problem**

The trip to Thailand for Chinese tourists who have never been there is to experience a different culture as well as exotic customs so that are attracted to its sunshine, sandy,

beaches, food and the land of smiles. In 2009, nearly 683,780 Chinese tourists traveled to Thailand and created more than 40 billion baht in revenue from the Chinese tourism market, accounting for the top three in Thailand. For the tourism industry, in Thailand it is one of the big portions of the country's tourism revenue.

Many visitors including tourists from China during protests, cancelled their reservations, as they were afraid of the uncertain situation in Thailand during April-May 2010. Although, political demonstrations lasted for two months, the longer-term implications for tourism could last for many months and even years, affecting the confidence of tourists intending to visit Thailand. The images of the violence in the streets of Bangkok such as army chasing protesters and clashes at RAJDAMRI central business district, burning of shopping mall, curfew in the night were relayed around the world, deeply harming the tourist trade and also damaging the perceptions of political stability in Thailand.

If a tourist feels unsafe or threatened at a holiday destination, they may develop a negative impression of the destination. This can be very damaging to Thailand's tourism industry and can result in the decline of tourism to the area. Therefore, lacking sense of security, the Chinese tourists will not come easily to Thailand, as they may assume it is not worth taking a risk of their life or might go to Thailand's competitive tourists' destinations in Southeast Asia such as Malaysia, Singapore and Vietnam. In the highly competitive global tourism marketplace, destination substitution is becoming increasingly possible. Trust and sense of security are the two hardest things for Thailand to win back the Chinese tourists. A stable political



condition is a prerequisite to enable Chinese tourists to visit and travel within Thailand. For Thailand, a stable political situation is of great importance for achieving tourism objectives as outlined in the national economic development plan.

**RQ:** Whether the general and political views of the country affect the views that tourists may have of the place as a tourism destination?

### **1.3 Research objectives**

The objectives of the research as follows:

1.3.1 To understand the influence of the type of visit as well as political situation in the opinion of Chinese tourists about Thailand as a tourist destination and their intention to visit Thailand.

1.3.2 To analyze the views of Chinese tourists in relation to Thai people, Thailand as a tourism destination, as well as their intention to revisit Thailand in future.

### **1.4 Scope of research**

Since the political instability in Thailand has seriously affected the Chinese tourists to travel in Thailand, it led to rapid reduction of Chinese tourists and lack of sense of security. The research aims to know a sample of 400 Chinese tourists' views of political situation in Thailand that affects Chinese tourists' opinion of Thailand as a tourist destination. The study illustrate the implications of political unrest for tourism in Thailand requires a far more sophisticated understanding of the nature of international tourists specifically Chinese tourists response to political instability. This research views Chinese tourists perspective of visit to Thailand as well as Chinese tourists opinion of Thai people, and revisit intention to **Thailand**.

### **1.5 Limitations of the research**

This research covers only Chinese tourists' decision to visit Thailand after the political unrest and demonstrations. Following the April-May 2010, political unrest which greatly affected the Chinese tourists who were in Thailand. The Chinese tourists who cancelled their proposed visit to Thailand in the midst of political instability could be made contact by the research. But the Chinese tourists who have finally decided to come to Thailand just after the bad political situation in Thailand are the focus of this study.

### **1.6 Significance of the study**

It is important for tourism managers and planners in Thailand to understand the influence of the media and political situation about Thailand as a tourism destination. The relationship between tourism and political stability, in which the role of the media highlighted, is influencing tourists' opinion of the related safety of destinations. Airport closure, Songkran riots and deteriorating political situation caused a loss of billions of dollars to the tourism industry in Thailand. As traditional foreign destinations for Chinese tourists, Southeast Asian countries accounted for a very high percentage of the Chinese outbound tourist market. However, Thailand's unrest, known as a "tourist risk event" in China, has made Thailand appear as a dangerous place for Chinese tourists and has given a series of impacts on Chinese outbound tourism. Outcome of the findings of this study are likely to reflect that political stability in Thailand is crucial. When travelers choose a destination, it must be one that makes them feel 'safe'. Perceptions of tourist safety become vital in attracting

international and domestic travelers. While all these safety concerns are important for travelers, perceived dangers can be presented by physical disasters, health concerns, crime and the political potential risk.

### 1.7 Definition of terms

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Following terms are used in this study:

**Media:** refers to various means of communication. For example, television, radio, and the newspaper are different types of media.

**Perception:** Perception is the process of receiving information about and making sense of the world around us. It entails deciding which information to notice, how to categorize this information, and how to interpret it within the framework of our existing knowledge. This process reveals individuals thoughts about particular objects.

**Political situation:** of or relating to government, a government or the conduct of government; of, relating to ,or concerned with the making as distinguished from the administration of governmental policy.

**Revisit:** to visit again, a second or repeated visit.

**Safety:** an necessary part of the attractiveness of destinations and transport ways to tourists.

**Sources of information:** an information source is a foundation that might inform or provide knowledge to a person about something, or somebody. Information sources maybe observations, people, speeches, documents, pictures, organizations etc.

**Tourist:** usually defined as someone who has traveled at least 100miles from home,

or a temporary visitor (staying at least 24-hours at a destination away from home).

**Tourist destination:** is a city, town, or other area that is dependent to a significant extent on the revenues accruing from tourism.



## **Chapter 2**

### **Literature review**

This chapter discusses like different concepts and identifies the conceptual framework upon which this research study has been conducted.

#### **2.1 Independent variables**

##### **2.1.1 Information source**

The occurrence of several events and news are broadcast very quickly around the world through various mass media. Some news may cause either a positive impact or negative impact on potential tourists and tourist destinations. People's attitude and behavior can be influenced directly and indirectly by mass media through communication flow; people depend, to a greater or lesser degree, upon mass communication for much of the information they receive.

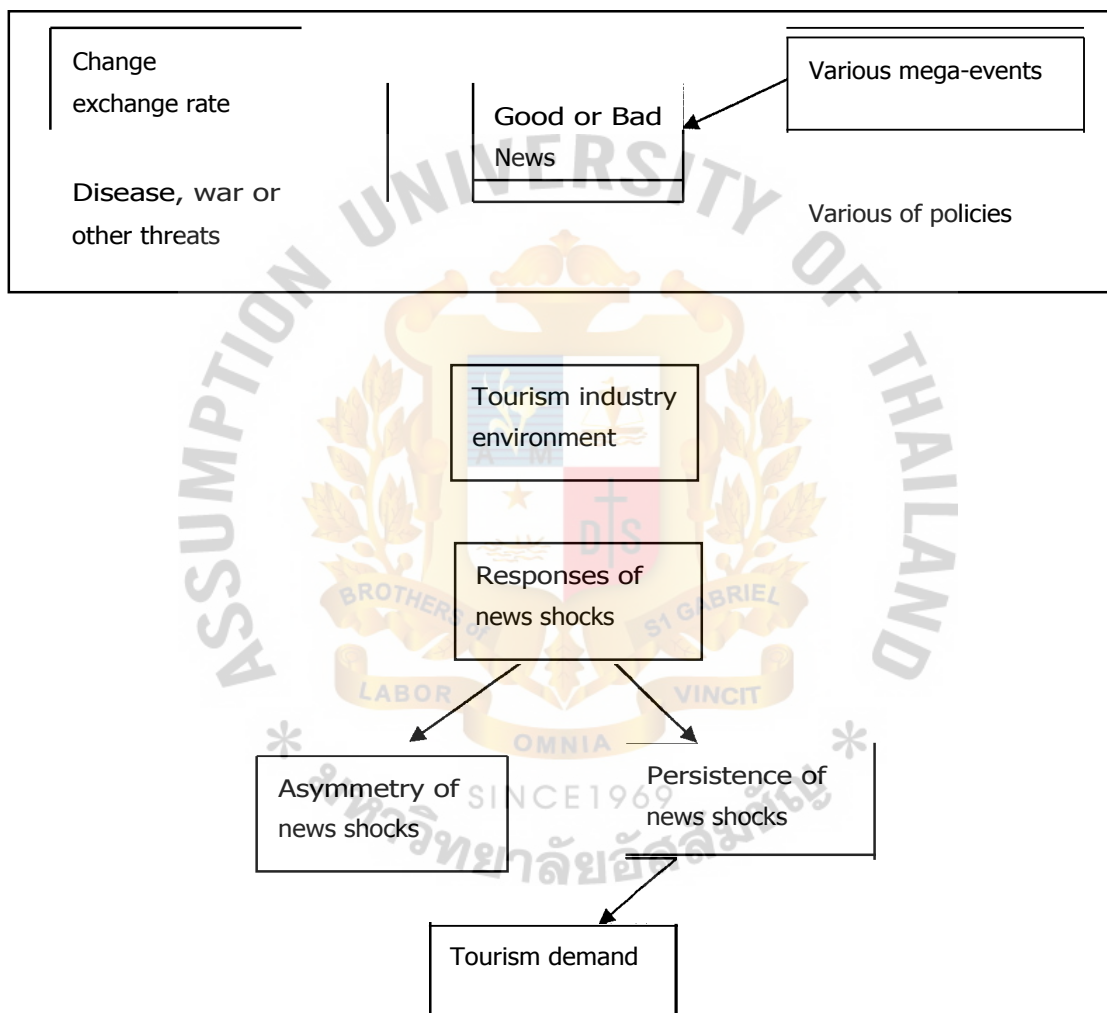
Avraham (2000) and Sonmez and Sirakaya (2002) said that the information people obtain affects how they imagine and illustrate about the places. In the past, the information was dispatched through only literature and written works; but now, the electronic media's role in image and representation transmission has become significant (Beeton, 2005). Curran and Seaton (2006) argued that media is known as responsibility-free power in nationality and globalization context, especially in relation to politics, affecting selecting and meaning. Because, the media plays the role of issue interpreters, influencing public opinion and perceptions; the media's influence is important (Hall, 2002).

In the media, situations in both global and local level, such as political instability,



terrorism and epidemics, are broadcast; influencing people's imaginations and perceptions of the places. Sonmez, S. F., Apostolopoulos, Y., & Tarlow, P. (1999) observed that the reputation for safety, attractiveness and comfort of the destination is diminished by the negative publicity about the disasters.

**Figure 2.1 News impacts on volatility of tourism demand**



Source: Kim and Wong (2006), Effect of news shock on inbound tourist demand volatility in Korea, Journal of Travel Research, 44, 457-466.

Crouch (1994a), (1994b) and Prideaux, Laws and Faulkner (2003) agreed that news about security and health as disease, war, natural disasters, terrorism, and political

instability are sensitive issues to tourism demand. Crouch (1994b); Qiu and Zhang (1995); Tan, McCahon and Miller (2002) maintained that news about international events such as world fairs, sport events and special "Visit Year" campaigns can result in the increase of actual or potential tourists' demand during the special mega-event or after the event has finished.

An asymmetric impact is one of characteristics of news shock observed; to illustrate, the levels between higher uncertainty evoked by negative shocks and lower uncertainty evoked by positive shocks are not proportionally the same. This phenomenon can be explained with prospective theory: negative messages or news have more impact on people than the positive ones. Among tourists, the level of their negative feeling when bad news is spread out is higher than their positive feeling when they perceive good news, argued by Diamond and Campell (1989) and Thaler (1985).

Kegerreis (1969) claimed that 60 percent of respondents adopted WOM, an automotive diagnostic center, as information source for making decision in buy products. It was observed by Katz and Lazarsfeld (1955) that the WOM was considered the most influential information source to purchasing behavior of customers of household goods and food products. Its potential encouraged consumers to switch brands more effectively than other marketing activities; featuring seven times than newspaper and magazines, four times than personal selling, twice than radio advertising. In selecting a physician, 66 percentage of new residents in a community relied on WOM, reported by Feldman and Merlin (1965). In addition,

Arndt (1967) insisted that there were more tendencies for respondents obtaining positive WOM about a new food product to buy it than those obtaining negative WOM. More recent published research is rare, said Richins (1983).

Schramm (1971) illustrated that communication was considered a transmitter to automatically transfer ideas, emotions, knowledge and motivation from one to others. He added that in the early age of communication studies, the audience was regarded quite passive and not protective, and they could be influenced by communication.

### **2.1.2 Political situation**

Politics has impact on tourism although the linkage between politics and tourism is not basically involved with political parties and elections, and tourism policy making. The study of politics is the study of power. Determining the power who gets what, where, how and why is all involved in politics (Lasswell, 1936 cited in Hall, 1994). Politics is consisted of five major elements. The first element is the activity of making decisions, collecting people into a small group, a community, an organization, and a nation. Secondly, it concerns decisions and the establishment of choices supported by policies and ideologies affecting decision making process. Thirdly, politics is about the problems of who makes decisions, one person or elite, and how they represent. The forth thing is the decision making processes and the various institution involved. Eventually, politics is the measure to implement and apply the decisions to the community (Jaensch, 1992).

Thailand is a constitutional monarchy; the head of government is the Prime Minister and the chief of the state is the King. The judiciary is independent of the

executive and the legislative branches. In 2008, the political conflicts has been started between People's Alliance for Democracy (PAD) and the People's Power Party (PPP) governments of Prime Ministers Samak Sundaravej and Somchai Wongsawat, respectively, and later between the National United Front of Democracy Against Dictatorship (UDD) and the Democrat Party government of Prime Minister Abhisit Vejjajiva. This political conflict was started in 2005-2006, when PAD protested against Prime Minister Thaksin Shinawatra, the leader of Thai Rak Thai (TRT) Party. Yellow color represents PAD; so PAD followers are called "the Yellow Shirts". Red color represents UDD; so UDD followers, supporters of the deposed Prime Minister Thaksin Shinawatra, are called "the Red Shirts". (<http://www.bahtsold.com/forum/viewtopic.php?t=3469>).

### **2.1.3 Political stability**

Hall and O'Sullivan (1996); Pizam and Mansfield (1996); and Richter (1992) argued that an important factor influencing tourism development is political situation. Maintaining political stability is the first priority in order to provide confidence among tourist to visit the destination.

Evident suggests that sense of fear and insecurity of tourists is considered a major obstacle of travel; as a result, the industry development is limited. Moreover, fear underlines the lack of interest in travel. The tourist demand of large number of potential tourists is sensitively affected by terrorism as concluded by Buckley and Klemm (1993).

The success of travel industry establishment is fundamentally depended on the

political stability. The observation made by Richter and Waugh (1986): when political unrest occurs, the decline of tourism may decline radically. Alternative destinations will be definitely chosen by tourists. Unluckily, many country leaders fail to understand and accept that to improve tourism they must put political stability as the first priority before other things such as scenic or cultural attractions.

Lea and Small (1988) noted that political violence affecting international tourism can be divided into five dimensions, comprising with wars, coups, terrorism, riots and strikes. They added that wars including individual and military activities can destroy infrastructure of tourism as well.

To promote a destination, a good image is essential. The bad images derived from civil chaos are spread out throughout the world; as a result, there will be more possibility for tourists, even ones who are not afraid of terrorism, to change their mind to take holiday in other places. More dangerous the place is, less attractive it is, asserted by Buckley and Klemm (1993).

In addition, the impact of political unrest and war on tourism may not stop only in a country, but also influence tourism at the regional level. And the degree of impact may be at the same level as the particular destination where the chaos actually takes place.

#### **2.1.4 Thai people**

How Thai people greet others is not saying 'good morning', 'good afternoon', 'good evening' or 'good night'. They greet to each other with the word pronouncing “Sawaddee”. The gesture for greeting is to put their palms together in prayer-like



gesture and slightly bow. When foreigners arrive in Thailand, the first thing can be observed from Thai people is their natural sense of playfulness and light-heartedness. “Sanuk” is the Thai word meaning fun; it is one of key element for doing anything such as work. This does not imply that they hate working but they do their best with joyfulness. The Land of Smile is partly derived from their desire to make Sanuk. In general, friendly, easy going and quick to smile are key characteristics of Thai people. Also, it is important to know that Thai people are very religious; Buddhism is their national religion, influencing every step of their life. Buddhist and traditional values importantly concentrate on family, friends and social harmony. Thai people are proud of their independence as Thailand is the only one country in South East Asia region that has never been colonized.

Because Thai people are famous about their friendliness, smile, and kindness, Thailand is called "Land of Smiles". Spicy delicious foods, nice beaches, Thai boxing are examples of what people think about Thailand. There are many reasons why tourists choose to visit Thailand. First of all, Thailand's beaches are very attractive. There are many nice islands in Thailand, most of which are world-class famous. Secondly, tourists love authentic Thai food. Food of each country has its own unique taste; Thai food has such a place in world cuisine culture, drawing many tourists to return time and again. Thai food as well, has its own traditional taste that can attract people, not only Thai people but also foreigners. Thirdly, Thailand is famous for the richness of cultural attractions. A lot of festivals are celebrated in Thailand. The signature one is Thai New Year, “Songkran”, which is the Thai traditional New Year

starting on April 12-14 every year. Ultimately, medical surgery in Thailand is famous for good-quality and not expensive service. Tourists who come for medical surgery not only get the surgery but are also able to enjoy the clean beaches for recovery.

#### **2.1.5 Chinese link to Thailand**

As elsewhere in Southeast Asia, the ethnic Chinese have long posed a special problem for national integration in Thailand, given their commercial influence and connections with mainland China. Until recently a common belief held that the Chinese in Thailand were well assimilated into Thai society-that is, they had become Thai. The Chinese language is being reintroduced into Thailand's schools and universities after a long period of official discouragement and lack of interest. In fashion, cuisine, popular literature, business culture, and especially in popular religion, one can observe increasing Chinese influence (Patrick, 2002).

Skinner (1973) also suggests that the basic similarities between Chinese and Thai religious life are conducive to assimilation. "The Chinese popular religion, with Mahayana elements, is similar to Theravada Buddhism. Chinese religious sentiment is eclectic and syncretic rather than exclusivist. Thus, religion is no barrier to Chinese assimilation in Thailand".

The modern Chinese population in Thailand descended from migrants originating in southern and southeastern China. These migrant ancestors were of rural background and had little access to education. Their lifestyle was that of the peasants or the Han culture, which was a blend of Mahayana Buddhism, Confucianism, Taoism, ancestor and deity worship (Anuman, 1932).

## **2.2 Dependent variables**

### **2.2.1 Intention to revisit**

Reid and Reid (1993), Lau and Mckercher (2004), and Oppermann (2000a) confirmed that returning visitors provide great advantage to the destination as they are stable market and can provide powerful advertising in form of word-or-mouth to their family members and friends .

Fishbein and Ajzen (1975) noted that decision for action in a particular way creates intentions. Eagly and Chaiken (1993) argued that intentions are psychologically created and different from attitude, and that an intention “. . . represents the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior". Intention is like possibility that someone will perform a behavior as an anticipation of the chances to perform a behavior in the future, asserted by Sheppard Hartwick and Warshaw, (1988).

The frequency of returning visitors were subdivided into "infrequent", "frequent" and "very frequent"; however, the number of visits qualifying for each category are not explained, as pointed out by Gitelson and Crompton (1984). Destination loyalty can be categorized by function of multiple visits; nevertheless, this categorization is weak because no one can expect loyalty for specific destinations to satisfy a simplistic relationship to frequency of visiting. The reasons that tourists will recommend others are about particular attributes such as convenience and price. This shows that loyalty is not created by the particular destination but particular attributes instead, concluded Oppermann (1998).

Juaneda (1996) and Perdue (1985) see that travel experience to a particular destination has been proved that it can increase the intention to return. Um and Crompton (1990) argued that if the potential tourists have no experience in visiting a particular destination, they have limitation of knowledge about the destination's attributes. Crompton (1992) and Woodside and Lyonski (1989) explained that the previous visits impacts how the tourists is familiarized with the destination, resulting in the decision to choose the destination.

In addition, Sonmez and Graefe (1998) claimed that tourists seem to think that the places, they are experienced are safer and prefer to return in the future. Gitelson and Crompton (1984) argued that the risk of encountering bad experienced can be mitigated with the past experience.

## **2.3 Moderating variables**

### **2.3.1 Perception**

The action that our senses towards environment are interpreted to provide order and meaning is known as perception, believed by John (1987). Northcraft and Neale (1994) argued that perception is like human's window to the world and process people know the world.

Manco (1999) and Sonmez and Sirakaya (2002) claimed that Turkish media coverage, **full** with safety and security issues about terrorism and political unrest, Islamic fundamentalism, human rights concerns, conflicts between Greece and Cyprus and how Turkish government reacted to the allegations of American genocide, has influenced people's perception on Turkey.

People's actions are based on perceptual system which is the interpretation of reality, not reality itself. Perception, a target that is being perceived and situational context where the perception is taking place has three components, consisted in every perceptual event. The impression of the perceiver and target interpretation are influenced by each of these components, emphasized by John (1987).

Nelson and Quick (1997) explained that perception is concerned with how we view the world around us, giving meaning of information received via the five senses: touch, smell, hearing, vision, and taste. All management activities are actually based on perception. Social perception is the process of information construe about other people. Perception is the process of translating stimuli from the external environment into meaningful internal experience, as explained by Samovar and Porter (1991).

#### 2.3.2 Tourist's Perceptions of safety

Sonmez and Graefe (1998) claimed that perception on risk is very important for tourists' decision making, showing the belief that "travel is unsafe" and that "tourists are likely to be targets of terrorism." Specific risks associated with tourism are identified by Roehl and Fesenmaier, (1992).

They said that the tourists usually have negative attitudes towards the destination that they have experienced unsafe situations. The tourism industry in the destination will be severely affected. The situations can be as follows:

- (i) The destination where criminal rate is high; this leads to the incident that tourists may decide not to visit.
- (ii) If tourists feel unsafe at the destination, they will not leave their hotels or



resort to do activities outside.

- (iii) There is high possibility that they will not return to the destination if they have faced with danger or unsafe situation. In addition, they may not recommend others to visit the destination.

Sonmez and Craefe (1998) illustrated that risk perception has become one of the most important factors for travelers that can make tourists change their decision making and revise their travel plans. It is commonly found that safety and security are the first requirement for the flourishing tourist destinations. If there are only two choice of destinations with similar benefits, tourists are likely to choose the safer one.

The study by Teye (1986) obviously shows that political unrest dramatically affect its environment and the following effect expands to many other tourism elements and may last in the long term. Teye (1986) explains that in short term, tourism activities are halted as travel agents will advise potential tourists to change their plan to visit the destination till the situation is eased up; the borders are closed; and tourism service delivery is canceled or suspended. In long term, tourism industry is likely to suffer because the instability damages image of the country and foreign investors lose confidence.

British tourists were surveyed to investigate their perceptions and experiences of crime while spending time on holiday. Brunt et al. (2000) explains that this finding was made directly from the victims, not adopting the information of the official police statistics like most other surveys. The questions in the survey were about the respondents' latest holiday experiences. Although the answers come from a different

aspect, the findings match to existing tourist victimization literature. For example, the studies by Chesney Lind, and Lind (1986), de Albuquerque and McElroy (1999), and Harper (2001) showed that tourists are more sensitive to victimization than local residents. The data showed that the level of tourists' concern about safety is low, although some who had been criminal victims (mostly property theft) still felt that the place they visited was safe (Brunt el al., 2000).

### 2.3.3 Destination perception

In consumer's mind, the thought about a destination is tied; this can lead to effective association, for instance, positive, neutral, or negative feelings. The consumer's attitudes towards the destination are expressed like "I really dislike the weather in English", and "I just love the beaches of the Caribbean Islands", forming product image. The types of destination can be varied featuring natural attractions: mountain, cultural attractions: unique architecture and other features. The preferences of tourists can be different as well; some may like natural facets, but dislike cultural attractions. The consumer's various attitudes directly influence the product development in compensatory way. To illustrate, the negative attitude on one attribute can be compensated by another attribute to create positive attitude. A tourist product is formed with overall attitudes of consumer by balancing combination of attitudes (Leisen, 2001).

An origin and a destination are two key components of tourism phenomenon. The first one representing tourists is known as the tourist demand, and the second one representing natural resources, cultural attractions and historical monuments is known

as tourism supply. Tourist products include attractions, services and infrastructures. To identify whether a region is attractive or not, tourists are determiners. Tourist perception is the key success factor of a destination. Nevertheless, there is a limitation of attraction measures by adopting tourist attitudes that human perceptions are fundamentally derived from personal and cultural belief and can be influenced by promotions and the past experiences. Moreover, the perception of a tourist attraction can be distorted by other factors, such as bad weather or special events (Formica, 2001).

#### **2.3.4 Thailand's tourism perception**

People place Thailand as a secured and friendly destination comprised with cultural richness, beautiful nature, and historical attractions. According to research on the image of Southeast Asian countries, the perception on Thailand is featured with nice beaches, reasonable prices, and variety of attractions; European tourists regard Thailand as a destination of choice (Yau and Chan, 1990). Also, it is found that Thailand is considered an appealing destination by European travelers (Calantone et al., 1989). Thailand has been driven by tourism authority to be a shopping paradise, so that Thailand has become a direct competitor of Singapore and Hong Kong. "Amazing Thailand Grand Sales" promotion has been launched in recent years, highlighting the image of shopping paradise; discounts of 15 to 80 percentage is offered in leading department stores throughout the country at the same time with the devaluation of the Thai baht enabling this promotion successful ultimately. For instance, Thailand was ranked as the second-most-attractive shopping destination in

the world in 1988 by Germany's Global magazine. Although there are many news creating good image for Thailand, Thailand is facing with bad image of prostitution and AIDS covered on the regular international news, bringing disadvantages to image of the country.

## **2.4 Empirical Studies**

### **Mercille (2005): Media effects on image—the case of Tibet**

Media effect research is utilized as a theoretical framework to analyze the impact of media representation such as movies, guidebooks, and magazines—on destination image. The data collection was made through observation of 397 respondents and questionnaires including two sets of open-ended structured questions without any preconception in analyzing the answers. The Tibet's image created by media production is aligned with the extent to tourists' imagination; what is shown and what is left out about the place strongly influence tourists. However, media effects are not consistent and unchangeable. It is noted in this study that each individual has different cultural and social background which affect how and what they interpret and decode messages. In conclusion for the case of Tibet, the media effect is placed in between the first and second hypotheses in other words, a strong and negotiated influence.

### **Gitelson & Crompton (1984): Repeaters' behavior at two distinct destinations**

The proposal of this study is a model relationship among tourist satisfaction, previous visits, and behavioral intention to return. The sampling size of the study was computed to be 400 respondents for both destinations. The data was collected from British tourists who had visited Spain and Turkey. The result of empirical test of the

model shows the gap between a developed and a less-developed destination. The overall satisfaction is the same; nevertheless, some factors are different between two destinations; the intention to return is highly influenced by overall satisfaction level and number of previous visits. The measures adopted to examine the finding of self-administered questionnaire given to British tourists visiting either Mallorca (Spain) or Turkey and to test these hypotheses are statistical tests and factor and regression analysis.

**George (2002): Tourist's perceptions of safety and security while visiting Cape Town**

The study purpose is to assess the sense of safety of tourists while staying at Cape Town during August and September 2001, tourism in the 'Mother City' and their perception about safety and security in Cape Town. The surveys were conducted with 438 respondents who were visitors to Cape Town. The result of this study was compared with several studies including empirical research of international tourist destination and the South African Tourism data on foreign visitor's perceptions of tourism facilities in the country. According to the findings, the recommendations were given that Cape Town needs measure to improve crime prevention; and this requires the coordination between tourism industry and law enforcement agencies.

**Alvarez and Korzay (2008): Influence of politics and media in the perceptions of Turkey as a tourism destination**

The study objective is to understand how the media and political issues influence the perceptions of Turkey as a tourism destination. The data collection is made through

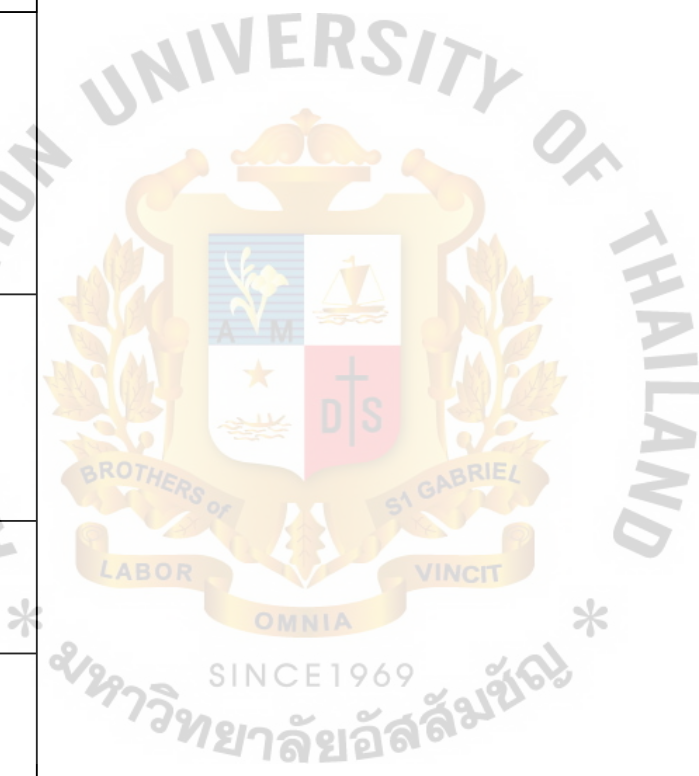


web survey. The methodology utilized in data analysis is descriptive statistics and Pearson's correlations. 83 percentages out of 189 questionnaires received were valid and used for the research. It is found that in the Spanish people's point of view, the Turkish political situation is not associated with the perceptions of the destination, except for ones who position Turkey a candidate for membership of the European Union. Nevertheless, the proposal was made explaining an indirect relationship between the political views and the perceptions of the destination influences the image of the host community. The study shows that the most important sources of information are television and the written media, rather than word of mouth and experience.



Author	Year	Country/Region	Respondent	Sample	Methodology	Topic	Findings
Ye	2005	Tibet	Incident tourists	397	Questionnaire	Media effect on image---Tourist case of Tibet	Media is the key issue that impact tourists when they are taking process. It is noted in this study that each individual has different cultural and social background which affect how and what they interpret and decode message. In this study, media should be seen as one of the most important issue that impacts tourism, and be studied to proved useful information.
Gitelson & Crompton	1984	Spain/Turkey	British tourists	400	Questionnaire	Repeaters' behavior at two distinct destinations	The proposal of this study is a model relationship among tourist satisfaction, previous visits, and behavioral intention to return.
Org	2001	Cape Town	International tourists	438	Questionnaire	Tourists' perceptions of safety in Cape Town	The sense of safety of tourists while staying at Cape Town during August and September 2001, tourism in the 'Mother City' and their perception about safety and security in Cape Town. A number of personal factors, such as nationality and previous experience of crime, were also found to affect respondent's perceptions of safety and security.

1 ez o zay	2008	re	Sp is' n ists	189	ib su a	Influence of politics and media in the perceptions of Turkey as a tourism destination	To understand how the media and political issues influence the perceptions of Turkey as a tourism destination. The study shows that most important sources of information are television and the written media, rather than word of mouth and experience.
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Based on the above literature, Mercille (2005) point out each individual has different cultural and social background which affect how and what they interpret and decode messages. Media production is aligned with the extent to tourists' imagination; what is shown and what is left out about the place strongly influence tourists, such as movies, guidebooks, and magazines.

Gitelson & Crompton (1984) model however shows the gap between a developed (Spain) and Turkey a less-developed destination. The overall satisfaction of 400 tourists is the same; nevertheless, some factors are different between two destinations; the intention to return is highly influenced by overall satisfaction level and number of previous visit.

Conversely the research of George (2002) focuses on tourist's perception of safety and uses 400 questionnaires to collect information from tourists in Cape Town. The purpose of this study was to evaluate whether tourist, who visited Cape Town in August and September 2001, felt safe while staying at and touring in the 'Mother City', and how they perceived safety and security in Cape Town.

Alvarez and Korzay (2008) focused on the media and how political issues influence the perception of the tourism destination. Using a web survey of 189 tourists in Turkey showed that the most important sources of information and television and the written media, rather than word of mouth and experience. The views of the Spanish people on the Turkish political situation were not found to be related to the perceptions of the destination, except for those regarding Turkey's candidacy to the European Union. However, an indirect relationship between the political views and

the perceptions of the destination through the influence of the former on the image of the host community is proposed. The dichotomy between different perceptions regarding a country is investigated. Moreover, the importance of the media in creating perceptions of a destination is analyzed.

In chapter two, it can be seen negative situations such as epidemics, wars, natural disasters, terrorism and political unrest; possibly produce overstated negative impacts on tourism industry rather than positive impacts. It is asserted in prospective theory that negative messages are likely more sensitive to people than are positive message. This leads to changes in tourists visit intention to a proposed destination. There are several of destinations who went on to see total decline in the tourists number, irrespective of its popularity good image once something happens. If such a situation arise it, becomes a testing time for the government, local authorities, tourism industry suppliers available at the destination. Negative incidents might be restricted to local areas, but at other times it may involve whole of the country in which case its tourism industry feels the impact.

In summary this literature review identified the following especially television and media they fasten.

1. Media is a key influence factor in tourist decision to travel. (Mercille, 2005 Alvarez & Korzay, 2008).
2. Previous visits and behavioral intention. (Gitelson & Crompton, 1984).
3. Perception of safety and previous experience. (George, 2002).

## **Chapter III**

### **Research Framework**

In this part of the study, the researcher draws the theories from the literature review to develop the theoretical frameworks, the conceptual framework of the research, research hypotheses. The previous studies are used to develop the conceptual framework of this research.

#### **3.1. Theoretical framework**

The theoretical construct for this study mainly included literature from few studies that helped researcher come up with the conceptual framework.

The first study by Alvarez and Korzay (2008) point to the fact that political views regarding a country; may not affect the perceptions concerning that particular destination. However, certain political issues seem to have a greater effect on the perceptions of the destination. The difference between the destination's image and the political views of the country is of practical interest to developing countries, which are dependent on tourists, but generally suffer from political instability and image problems. The study looked into the perception of Spanish people about Turkey as a tourism destination. The findings proved that the views of the Spanish people on the Turkey political situation were not found to be related to the perceptions of the destination.

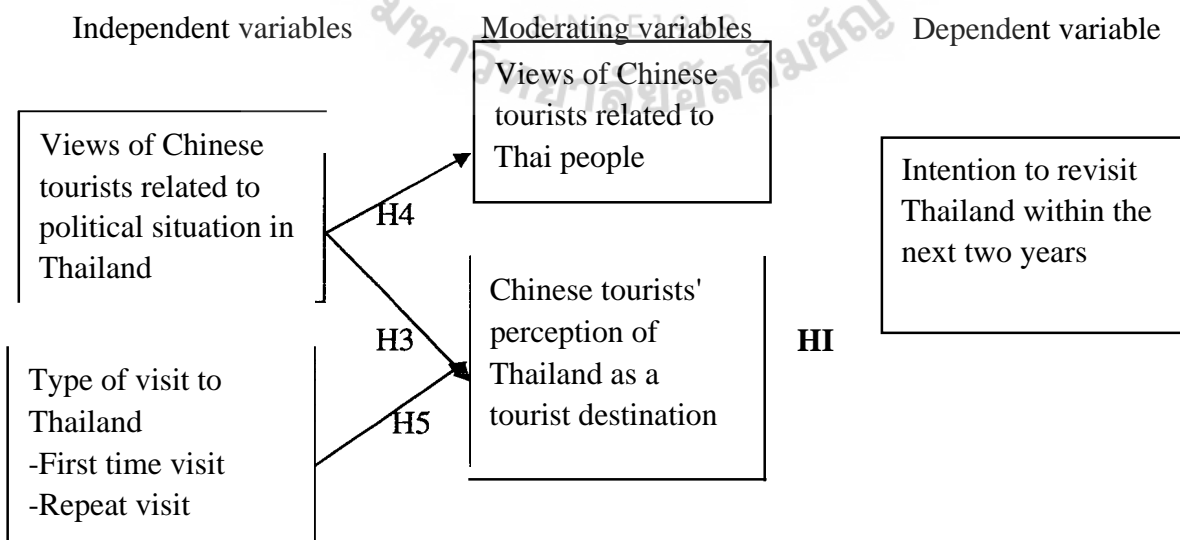
#### **3.2 Conceptual framework**

This research proposes that Chinese tourists' perception can be influenced by the type of visit and political issues. The political situation of a Thailand should be recognized



as an important determinant that influences tourism development. A stable political condition is a prerequisite to enable to visit and travel within Thailand. Thailand's political scene, has contributed to an image of instability and insecurity. Perceptions have also been shaped by the coverage in the media concerning: political, safety issues, terrorism, and instability in the political arena. As political episodes seem to have influenced the perceptions of Chinese tourists in relation to Thailand, so the views of this country may have been fundamental in shaping some political events. Negative image of Thailand presented by the media, it is of particular relevance to understand whether perceptions regarding Thailand are influenced by the individuals' political views. Independent variables which include type of visit such as first time or repeat visit and views of Chinese tourists are hypothesized to cause or influence the dependent variable which is Chinese tourists revisit intention to Thailand. The dependent variable is likely to be influenced by moderating variables.

**Figure 3.2 Conceptual Framework**



Source: Adopted from Alvarez and Korzay (2008). Influence of politics and media in the perceptions of Turkey as a tourism destination. *Tourism Review*, 63 (2), pp.38-46.

### 3.3 Research Hypotheses

They hypotheses are proposition or the statement that can be tested by reference to empirical study. The hypotheses statements shown below the explanations for certain behavior that occurs in this research.

**H<sub>0t</sub>** There is no relationship between the perception of Thailand as a destination and the intention to revisit Thailand within next two years.

**H<sub>a1</sub>**: There is a relationship between the perception of Thailand as a destination and the intention to revisit Thailand within next two year.

**H<sub>0t</sub>**: Chinese tourists perceptions related to the Thai people are not significantly related to their intention to revisit Thailand within the next two years.

**H<sub>a1</sub>**: Chinese tourists perceptions related to the Thai people are significantly related to their intention to revisit Thailand within the next two years.

**H<sub>03</sub>**: Chinese tourists views regarding Thai political situation are not significantly related to perceptions related to Thailand as a tourism destination.

**H<sub>a3</sub>**: Chinese tourists views regarding Thai political situation are significantly related to perceptions related to Thailand as a tourism destination.

**H<sub>04</sub>**: Chinese tourists opinions of political situation are not significantly related to perception of Thai host community.

**H<sub>a4</sub>**: Chinese tourists opinions of political situation are significantly related to perception of Thai host community.

**H<sub>05</sub>**: The differences in Chinese tourists' perception of Thailand as a tourist destination are not significant with regard to type of visit to Thailand.

**Ha5:** The differences in Chinese tourists' perception of Thailand as a tourist destination are significant with regard to type of visit to Thailand.

### 3.4 Operationalization of the independent and dependent variables

**Table 3.1 Operationalization of independent variables**

<b>Independent Variable</b>	<b>Conceptual Definition</b>	<b>Operational Component</b>	<b>Scale of Measurement</b>	<b>Question No.</b>
Type of visit to Thailand	Chinese tourists awareness and knowledge of Thailand either as a first time visitor of pervious visit	-Previous visit -first time visit	Nominal Scale	Part I  3
Views of Chinese tourists related to political situation in Thailand	Chinese tourists' opinions about political situation	-peaceful country with relaxed atmosphere -political stable -difficult for foreign tourists to live <b>normal routine</b>	Interval Scale	Part IV  27-39

**Table 3.2 Operationalization of dependent variables**

<b>Dependent Variable</b>	<b>Conceptual Definition</b>	<b>Operational Component</b>	<b>Scale * Measurement</b>	<b>Question No.</b>
Intention to revisit Thailand within next two year	It refers to the tourists future visit	-image & price -genuinely service-minded	Interval Scale	Part V  40-43

**Table 3.3 Operationalization of moderating variables**

<b>Moderating Variables</b>	<b>Conceptual Definition</b>	<b>Operational Component</b>	<b>Level of Measurement</b>	<b>Question NO.</b>
Chinese tourists' perception of Thailand as a tourist destination	Tourists' opinion or personal feeling about Thailand's attraction and ability to pull tourists	<ul style="list-style-type: none"> <li>-good value for money</li> <li>-natural environment</li> <li>-variety of cultural and historical sights</li> <li>-excellent beaches</li> <li>-cuisine</li> <li>-clean/sanitation country</li> <li>-variety of accommodation</li> <li>-nightlife entertainment</li> <li>-pleasant climate</li> </ul>	Interval Scale	Part II  5-15
Views of Chinese tourists related to Thai people	Chinese tourists' opinions about Thai people	<ul style="list-style-type: none"> <li>-honest</li> <li>-hospitable</li> <li>-traditional value</li> <li>-personal hygiene</li> <li>-flexible</li> <li>-good looking</li> <li>-well educated</li> <li>-ethical values</li> <li>-global vision</li> <li>-rationale</li> <li>-innovative</li> </ul>	Interval Scale	Part HI  16-26

## **Chapter IV**

### **Research Methodology**

The purpose of this chapter is to provide an overview of research methodology employed in this research. The researcher describes the research method used, respondents and sampling procedures, research instruments or questionnaires, collection of data or gathering procedures and statistical treatment of data.

#### **4.1 Research Method Used:**

Descriptive research is adopted in this study. The major objective of descriptive research is to describe something—usually market characteristics or functions (Churchill, 1995). Descriptive research is preplanned and structured. It is typically based on large representative samples.

Survey is the research technique in which information is gathered from sample of people by using of questionnaire; a method of data collection based on communication with a representative sample of individuals. Throughout this research, it is to be advised that the "survey" means sample survey, which is obtaining from representative sample of the target population. Zikmund (1997) stated that survey can provide quick, inexpensive, efficient and accurate means of assessing information about a population.

#### **4.2 Respondents and Sampling Procedures**

##### **4.2.1 Target population**

The target population for this research is the Chinese tourists who visited Thailand in 2010.

#### 4.2.2 Sample size

The size of the sample is dependent both on the size of the budget and the degree of confidence that the market wants to place in findings (Schiffman and Kanuk, 2000).

In this research study, the number of sample size was determined based on the theoretical sample sizes for different sizes of population by Anderson (1996).

According to the information from the Office of tourism development, in 2009, the number of Chinese tourists who visited the Thailand total about 683,780. For this study, the most appropriate sample sizes, therefore, was 384 respondents, which allows 5% for a tolerable error (see Table 4.2).

**Table 4.2: Theoretical sample size for different sizes of population and a 95 percent level of certainty**

Population	Required sample for tolerable error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1067	2400

Source: Anderson, G (1996), *Fundamentals of Educational Research*, RoutledgeFalmer, London, pp. 202.

#### 4.2.3 Sampling procedure

In this study, the sample design is the non-probability sampling in which units of the sample are selected on the basis of personal judgment or convenience. The research was conducted with 400 Chinese tourists who visited Thailand and about to leave at the departure area at the Survannabumi International airport as the respondents. The survey was conducted during December, 2010-January, 2011. Researcher used



convenience sample to obtain a large number of completed questionnaires quickly and economically.

#### **4.3 Research Instruments and Questionnaire**

The researcher uses questionnaire as an instrument of this research, The questionnaire of this research is a structured questionnaire. The questionnaire is designed to collect information on Chinese tourists' effected by Thailand political unrest. It includes five parts:

##### **Part 1: Trip characteristics**

This part include the questions concerning purpose and type of visit to Thailand as well as source of information about Thailand prior of arrival.

##### **Part 2: Chinese tourists' perception of Thailand as a tourist destination**

In this part, the respondents concerned about their feeling towards Thailand as a tourist destination. The levels of agreement range from strongly agree to strongly disagree, measured on a five point likert scale where 5-strongly agree, 4-agree, 3-neither agree nor disagree, 2-disagree and 1-strongly disagree.

##### **Part 3: Views of Chinese tourists related to Thai people**

In this section, the respondents focused on Chinese tourists views related to Thai people. There are ten questions in this part. The levels of agreement range from strongly agree to strongly disagree, measured as a five point likert scale where 5-strongly agree, 4-agree, 3-neither agree nor disagree, 2-disagree and 1-strongly disagree.

#### **Part 4: Views of Chinese tourists related to political situation in Thailand**

For this part, the respondents will be asked about feeling of political situation in Thailand. This section comprises thirteen questions. The levels of agreement range from strongly agree to strongly disagree, measured as a five point likert scale where 5-strongly agree, 4-agree, 3-neither agree nor disagree, 2-disagree and 1-strongly disagree.

#### **Part 5: Intention to revisit Thailand within next two years**

The last part, the respondents' likelihood to repeat visitation in Thailand is explored. This section comprises four questions. The levels of agreement range from strongly agree to strongly disagree, measured as a five point likert scale where 5-strongly agree, 4-agree, 3-neither agree nor disagree, 2-disagree and 1-strongly disagree.

### **4.4 Collection of Data/ Gathering Procedures**

#### **4.4.1 Primary data**

In this research, the primary data was collected through a survey by using self-administered questionnaires as the research instrument to examine the Chinese tourists perception of Thailand as a tourist destination, views of Chinese tourists related to Thai people and political situation in Thailand, then intention to revisit Thailand within next two years. The researcher distributed a total of 400 questionnaires to Chinese tourists at the Survannabumi International airport. This process was carried out during December, 2010-January, 2011. 400 questionnaires that were filled out completely were analysed by the researcher. The questionnaires were processed using the Statistical Package for the Social Sciences (SPSS) program

to analyze and interpret the output data.

#### 4.4.2 Secondary data

The source of secondary data in this study includes textbook, newspapers, magazine, academic tourism researches; professional journals gathered from St. Gabriel Library of Assumption University, the online database from Library, website of TAT, Thailand office of tourism development and National tourism administration of the People's Republic of China, especially the statistical data.

#### 4.5 Pretest and reliability test

Pretest is a trial run with a group respondents used to screen out problems in the design of a questionnaire (Zikmund, 2000). In a pretest, a researcher looks for evidence of ambiguous questions and respondents' misunderstanding, whether the questions means the same thing to all respondents or imply other considerations. Therefore, it is essential to do the pretest and make the study closer to an actual situation.

**Table 4.3 Reliability analysis for pretest questionnaire**

Four dimensions of the Questionnaire	Cronbach Alpha
Chinese tourists' perception of Thailand as a tourist destination	.83
Views of Chinese tourists related to Thai people	.81
Views of Chinese tourists related to political situation in Thailand	.72
Revisit intention Thailand	.81

The reliability analysis can indicate that questionnaire design is comprehensive and sufficient for examining the five hypotheses which stated in previous chapter. The Statistical Package of Social Science (SPSS) Program was used to analyze the output

date

The Alpha showed in the format is based on Cronbach's Coefficient Alpha Scale, which stated that the reliability coefficient reflects how well the items are positively correlated to one another. Reliabilities over .60 are considered to be acceptable. The better the closer the reliability coefficient gets to 1.0.

#### **4.6 Statistical treatment of Data**

To analyze the data collected from the respondents, the researcher used the statistical package for social science (SPSS) program for both descriptive analysis and test of hypotheses. Hypothesis testing is achieved by testing each hypothesis using relevant statistical testing. In this research, descriptive statistics is used to analyze Chinese tourists' trust and sense of security is the two hardest things for Thailand to win back the tourists.

Saiyod and Saiyod (1995) pointed out that an independent t-test is used to test the hypothesis where the mean scores on some interval or ratio scaled variables are significantly different for two independent samples or groups. To t-test for different means, it is assumed that two samples are drawn from normal distributions and the variance of the two population groups is equal. Therefore, the independent sample t-test was applied in this study to observe whether the residents living in the tourism zone and living outside tourism zone had the same positive perceptions and attitudes towards tourism impacts. This statistical tool was used to estimate whether there was a difference in local residents' perceptions of tourism impacts in terms of extrinsic and intrinsic independent variables.

In this study, the researcher applied Pearson's Correlation Coefficient for the statistical treatment of data between independent variable about views of Chinese tourists and dependent variables about intention to revisit Thailand within the next two years. According to Zikmund (2003), Pearson's Correlation Coefficient is a statistical measure of the co-variation, or association between two variables.

**Table 4.4 Pearson Correlation Coefficient generally range from -1.00 to +1.00**

-1.00	Perfect negative correlation
-0.95	Strong negative correlation
-0.50	Moderate negative correlation
-0.10	Weak negative correlation
0.00	No correlation
+0.10	Weak positive correlation
+0.50	Moderate positive correlation
+0.95	Strong positive correlation
+1.00	Perfect positive correlation

Source: Adopted from Zikmund, W. G (2003). Business Research Method. New York:

The Dryden Press. 7<sup>th</sup> edition. pp. 324.

#### 4.7 Summary of Statistical tests used

**Table 4.5 Statistical method used for data analysis**

Number	Hypotheses Statement	Statistical test
Ho 1	There is no relationship between the image of Thailand as a destination and the intention to revisit Thailand within next two years.	Pearson's Correlation Coefficient
Ho2	Chinese tourists perceptions related to the Thai people are not significantly related to the respondents intention to revisit Thailand within the next two years.	Pearson's Correlation Coefficient
Ho3	Chinese tourists views regarding Thai political situation are not significantly related to perceptions related to Thailand as a tourism destination.	Pearson's Correlation Coefficient
Ho4	Chinese tourists opinions of political situation are not significantly related to perception of Thai host community.	Pearson's Correlation Coefficient
Ho5	The difference in Chinese tourists' perception of Thailand as a tourist destination is not significant with regard to type of visit to Thailand.	Independent T-test



## Chapter V

### Presentation of data and critical discussion of results

This chapter presents the data analysis based on the survey of 400 respondents and explanation of the results. The findings are based on SPSS analysis. In this chapter, responses to the questionnaires were coded and the resulting data were analyzed to address the research questions. The researcher tested hypotheses that were presented in this study. The findings are illustrated and discussed in this chapter.

#### 5.1 Descriptive statistics of the study

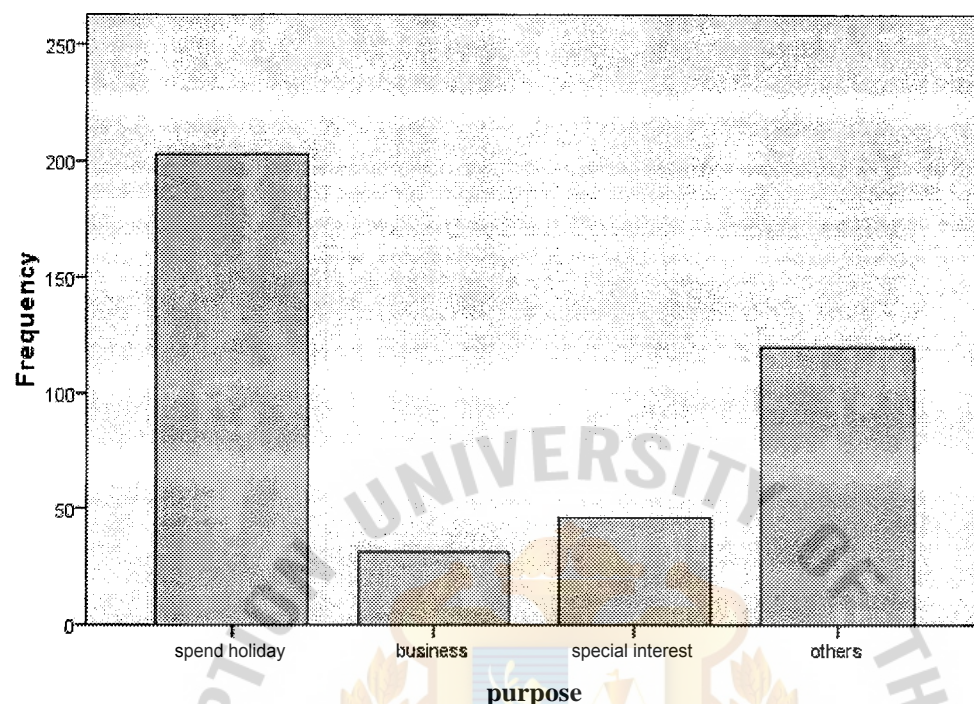
##### 5.1.1 Purpose of visit to Bangkok

Table 5.1 demonstrate that out of 400 respondents, the majority of the Chinese respondents' purpose of visit to Bangkok is to "spend holiday" (203 respondents or 50.8%), followed by the "others" (120 respondents or 30%), "special interest" (46 respondent or 11.5%), "business" (31 respondent or 7.8%), respectively.

**Table 5.1 Purpose of visit to Bangkok**

		purpose			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	spend holiday	203	50.8	50.8	50.8
	business	31	7.8	7.8	58.5
	special interest	46	11.5	11.5	70.0
	others	120	30.0	30.0	100.0
	Total	400	100.0	100.0	

**Figure 5.1 Purpose of visit to Bangkok**



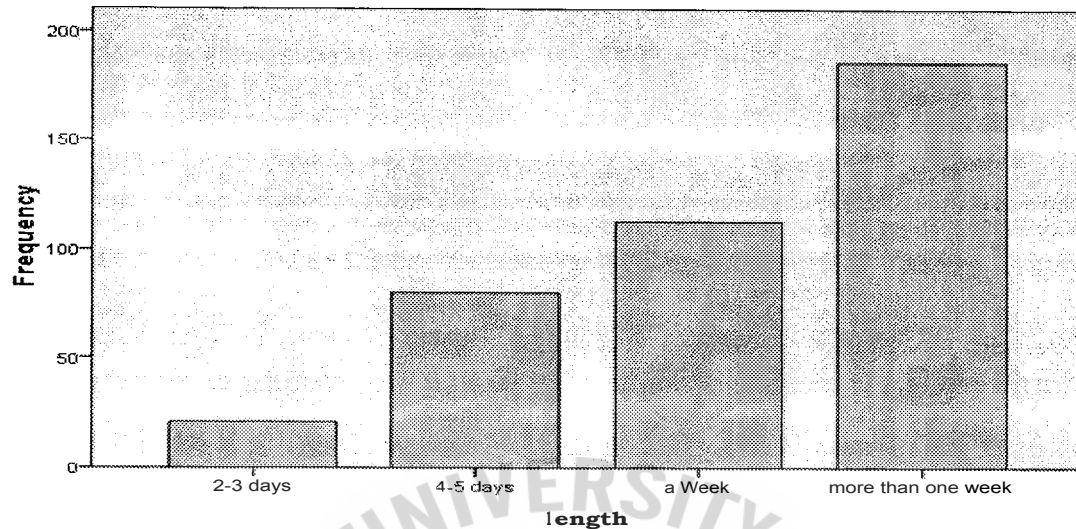
### 5.1.2 Length of stay

Table 5.2 shows that out of 400 respondents, the majority of the Chinese respondents length of stay in this study is "more than one week" group (186 respondent or 46.5%), followed by the "a week" group (113 respondent or 28.2%), "4-5 days" group (80 respondents or 20%), "2-3 days" group (21 respondents or 5.2%), respectively.

**Table 5.2 Length of stay**

		length			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3 days	21	5.2	5.2	5.2
	4-5 days	80	20.0	20.0	25.2
	a week	113	28.2	28.2	53.5
	more than one week	186	46.5	46.5	100.0
	Total	400	100.0	100.0	

**Figure 5.2 Length of stay**



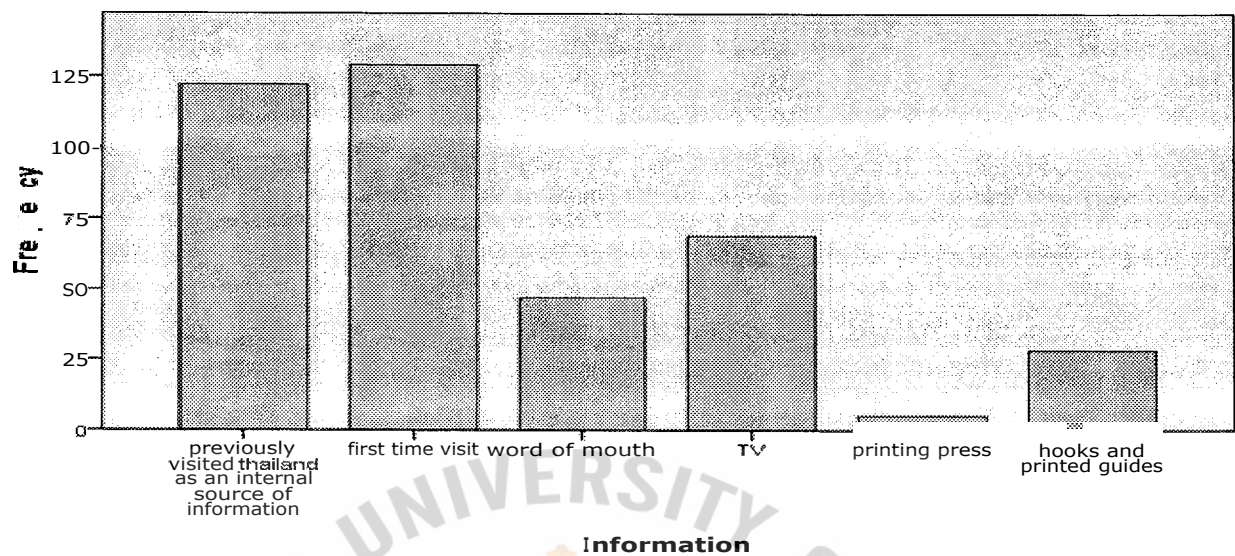
### 5.1.3 Source of information of Thailand

Table 5.1 shows that in this research variety of sources of information were used to gather information. Out of a total of 400 Chinese respondents previously visited Thailand are 122 respondents (30.5%). Respondents who "first time visit" are 129 (32.2%). Only "Word of Mouth" are 47 (or 11.8%), through TV are 69 (or 17.2), "printing press" are 5 (or 1.2) and "books and printed guides" are 28 (or 7%), respectively.

**Table 5.3 Source of information of Thailand**

		Information			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	previously visited thailand as an internal source of information	122	30.5	30.5	30.5
	first time visit	129	32.2	32.2	62.8
	word of mouth	47	11.8	11.8	74.5
	TV	69	17.2	17.2	91.8
	printing press	5	1.2	1.2	93.0
	books and printed guides	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

**Figure 5.3 Source of information of Thailand**



#### 5.1.4 Planned Trip

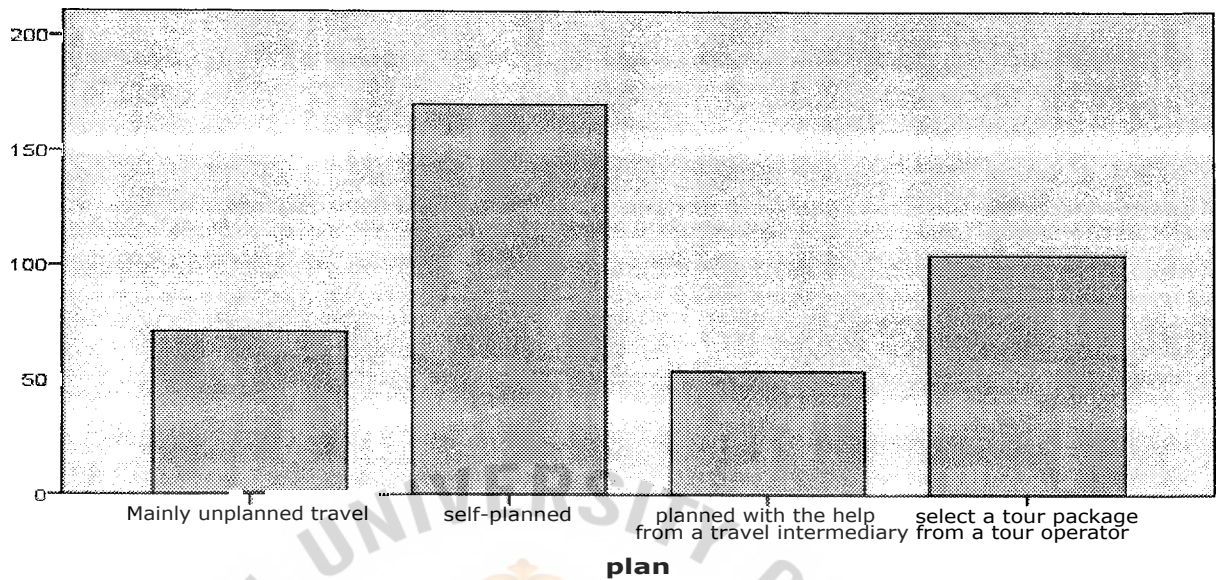
Table 5.4 demonstrate that out of 400 Chinese respondents, most of the respondents "self-planned" their trip to Thailand was (170 respondents or 42.5%), followed by "select a tour package from a tour operator" (105 respondents or 26.2%), "mainly unplanned travel" (71 respondents or 17.8%), "planned with the help from a travel intermediary" (54 respondents or 13.5%), respectively.

**Table 5.4 Planned Trip**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mainly unplanned travel	71	17.8	17.8	17.8
	self-planned	170	42.5	42.5	60.2
	planned with the help from a travel intermediary	54	13.5	13.5	73.8
	select a tour package from a tour operator	105	26.2	26.2	100.0
	Total	400	100.0	100.0	



**Figure 5.4 Planned Trip**



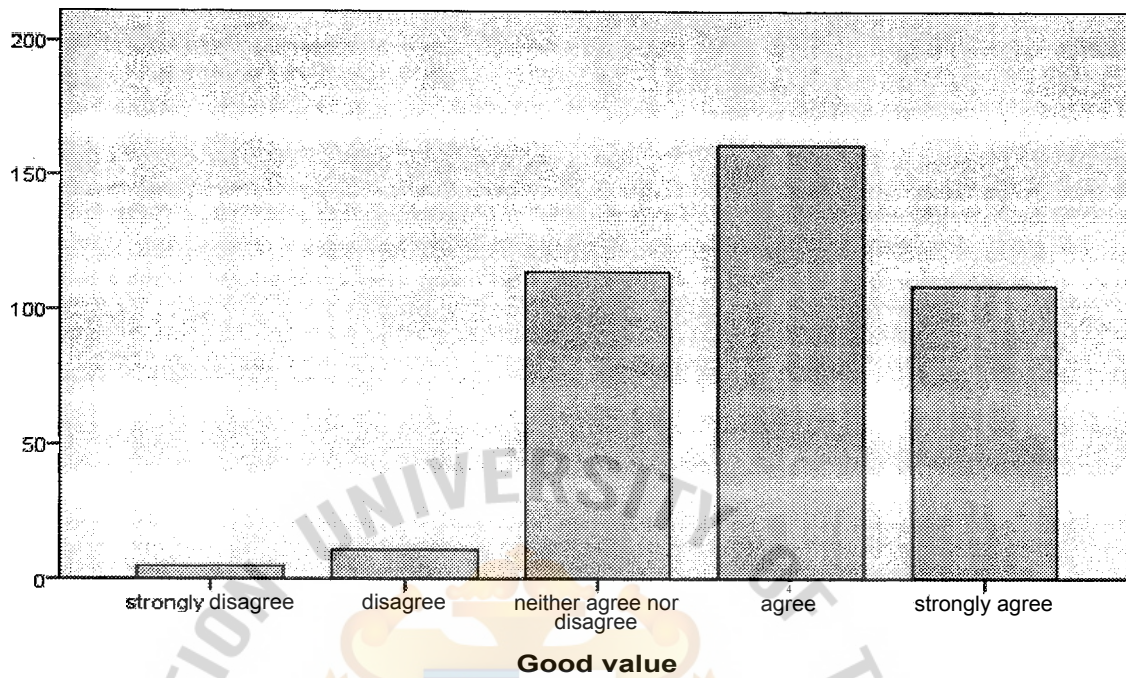
### 5.1.5 Thailand offers good value for money

Table 5.5 illustrated that out of 400 Chinese respondents, 40.2% agreed that Thailand offers good value for money, 114 respondents or 28.5% neither agree nor disagree, 109 respondents or 27.2% strongly agree, 11 respondents or 2.8% disagree, and only 5 respondents or 1.2% strongly disagree. Therefore, a total of 67.4% respondents agree to strongly agree that Thailand offers good value for money.

**Table 5.5 Good value for money**

Good value		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	1.2	1.2	1.2
	disagree	11	2.8	2.8	4.0
	neither agree nor disagree	114	28.5	28.5	32.5
	agree	161	40.2	40.2	72.8
	strongly agree	109	27.2	27.2	100.0
	Total	400	100.0	100.0	

**Figure 5.5 Good value for money**



#### 5.1.6 Thailand gives a glimpse of natural environment

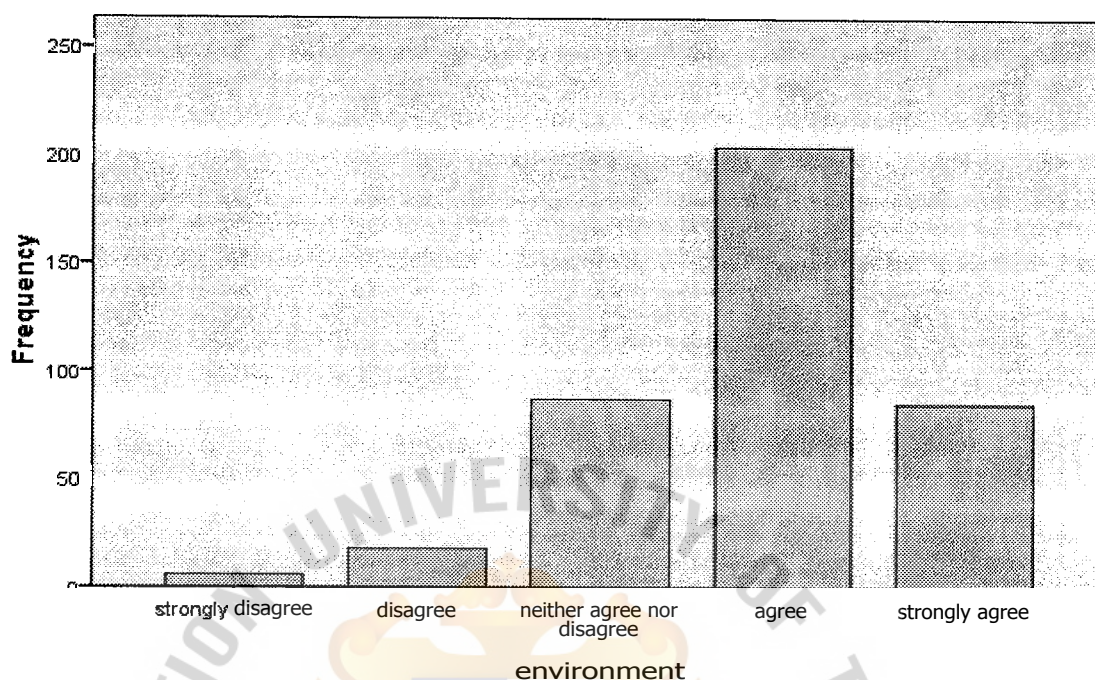
Table 5.6 shows that out of 400 Chinese respondents, half of them (51%) agreed that Thailand gives a glimpse of natural environment, 87 respondents or 21.8% neither agree nor disagree, 85 respondents or 21.2% strongly agree, 18 respondents or 4.5% disagree, and only 6 respondents or 1.5% strongly disagree. Therefore, a total of 72.2% respondents agreed to strongly agreed that Thailand gives a glimpse of natural environment.

**Table 5.6 Natural environment**

		environment			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.5	1.5	1.5
	disagree	18	4.5	4.5	6.0
	neither agree nor disagree	87	21.8	21.8	27.8
	agree	204	51.0	51.0	78.8
	strongly agree	85	21.2	21.2	100.0
	Total	400	100.0	100.0	



**Figure 5.6 Natural environment**



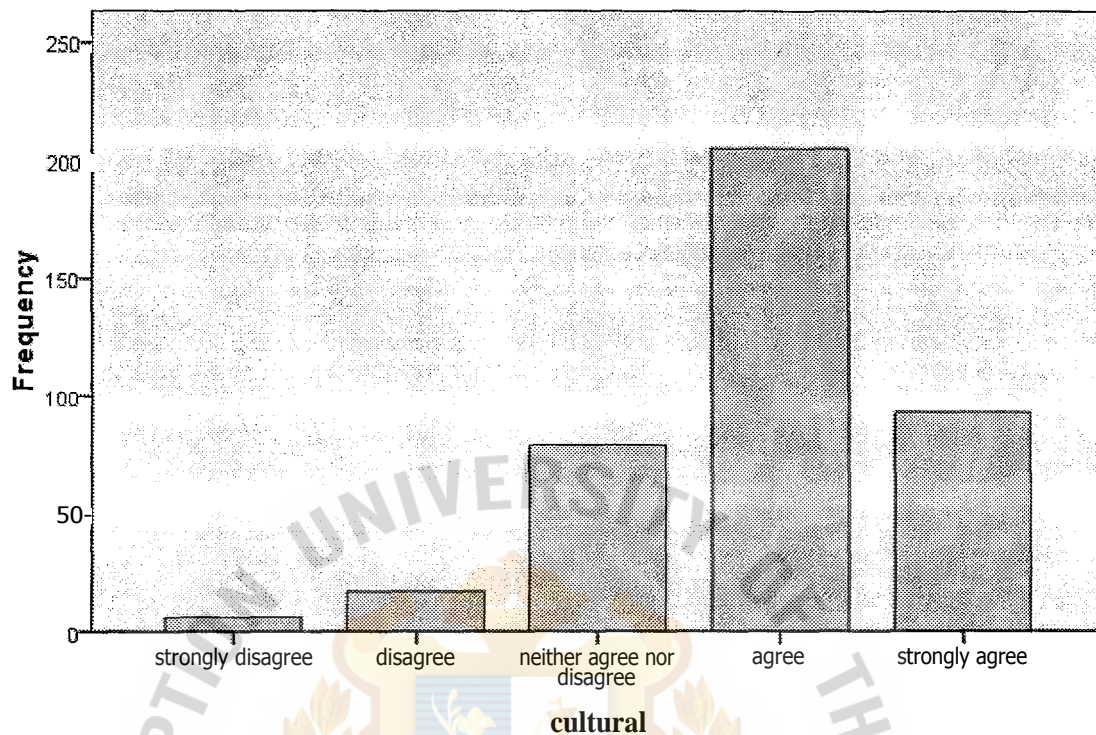
#### **5.1.7 Thailand has a variety of cultural and historical sights**

Table 5.7 illustrated that out of 400 Chinese respondents, half of them (51.2%) agreed that Thailand has a variety of cultural and historical sights, 93 respondents or 23.2% strongly agree, 79 respondents or 19.8% neither agree nor disagree, 17 respondents or 4.2% disagree, and 6 respondents or 1.5% strongly disagree. Therefore, a total of 74.4% respondents agreed to strongly agreed that Thailand has a variety of cultural and historical sights.

**Table 5.7 Variety of cultural and historical sights**

		cultural			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.5	1.5	1.5
	disagree	17	4.2	4.2	5.8
	neither agree nor disagree	79	19.8	19.8	25.5
	agree	205	51.2	51.2	76.8
	strongly agree	93	23.2	23.2	100.0
	Total	400	100.0	100.0	

**Figure 5.7 Variety of cultural and historical sights**



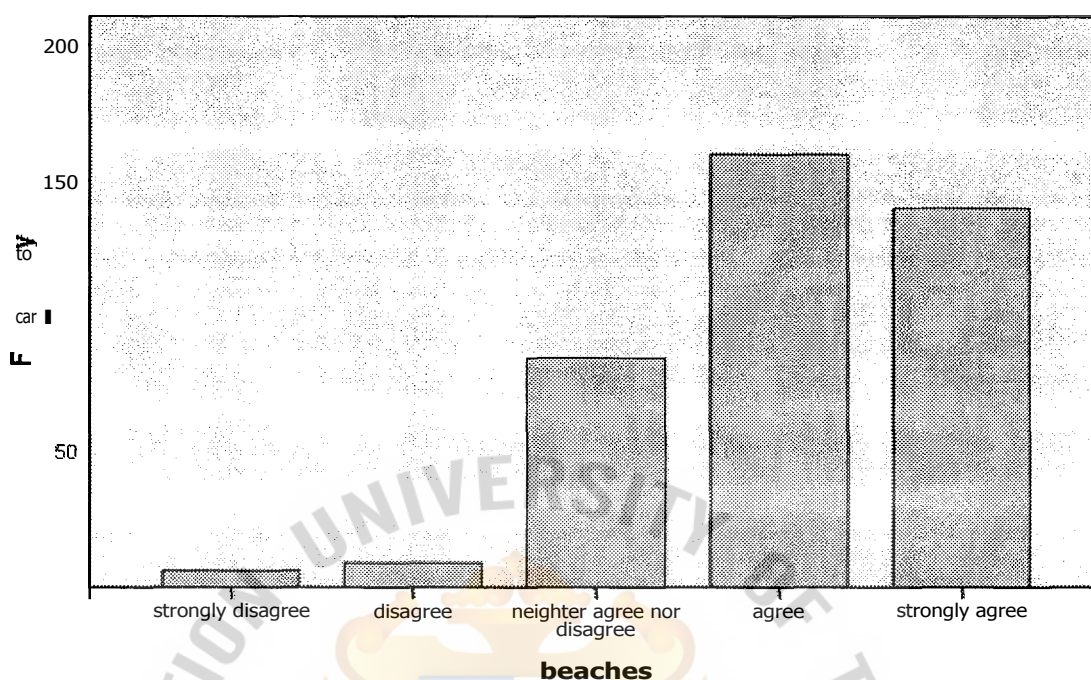
#### 5.1.8 Thailand has excellent beaches

Table 5.8 shows that out of 400 Chinese respondents, 40% agreed that Thailand has excellent beaches, 140 respondents or 35% strongly agree, 85 respondents or 21.2% neither agree nor disagree, 9 respondents or 2.2% disagree, and only 6 respondents or 1.5% strongly disagree. Therefore, a total of 75% respondents agree to strongly agree that Thailand has excellent beaches.

**Table 5.8 Excellent beaches**

		beaches			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.5	1.5	1.5
	disagree	9	2.2	2.2	3.8
	neighter agree nor disagree	85	21.2	21.2	25.0
	agree	160	40.0	40.0	55.0
	strongly agree	140	35.0	35.0	100.0
	Total	400	100.0	<b>100.0</b>	

**Figure 5.8 Excellent beaches**



### 5.1.9 Thailand has tourist friendly infrastructure

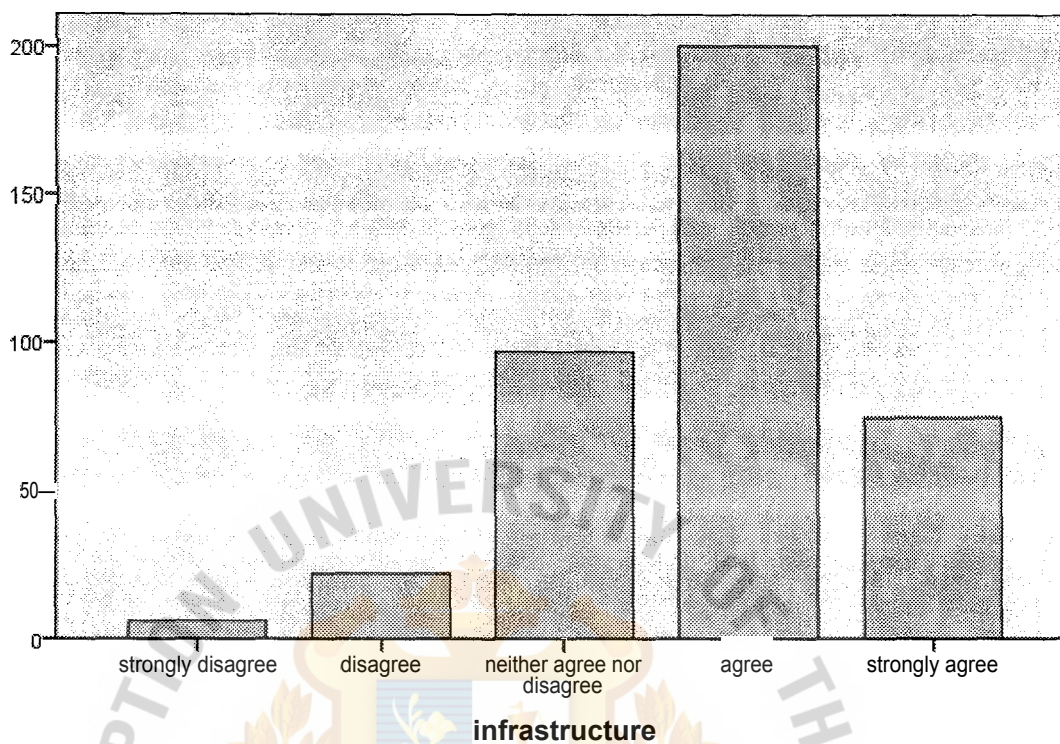
Table 5.9 illustrated that out of 400 Chinese respondents, half of them (50%) agreed that Thailand has tourist friendly infrastructure, 97 respondents or 24.2% neither agree nor disagree, 75 respondents or 18.8% strongly agree, 22 respondents or 5.5% disagree, and only 6 respondents or 1.5% strongly disagree. Therefore, a total of 68.8% respondents agree to strongly agree that Thailand has tourists friendly infrastructure.

**Table 5.9 Infrastructure**

		infrastructure			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.5	1.5	1.5
	disagree	22	5.5	5.5	7.0
	neither agree nor disagree	97	24.2	24.2	31.2
	agree	200	50.0	50.0	81.2
	strongly agree	75	18.8	18.8	100.0
	Total	400	100.0	100.0	



**Figure 5.9 Infrastructure**



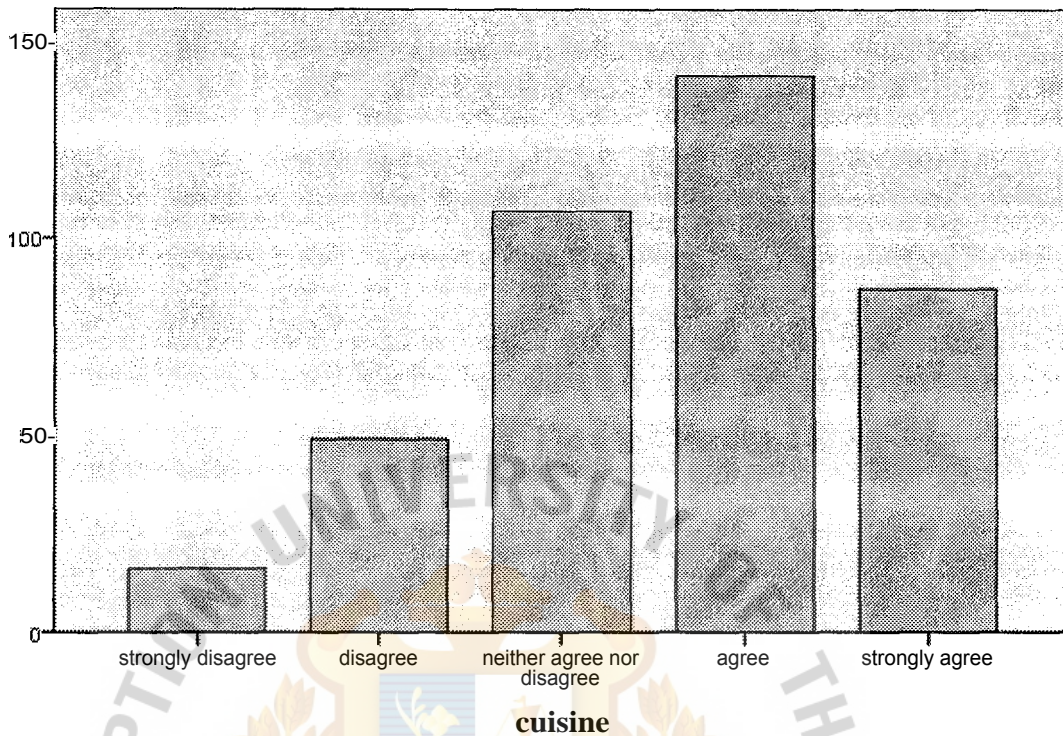
#### 5.1.10 Thai cuisine is irresistible

Table 5.10 shows that out of 400 Chinese respondents, 35.2% agreed that Thai cuisine is irresistible, 107 respondents or 26.8% neither agree nor disagree, 87 respondents or 21.8% strongly agree, 49 respondents or 12.2% disagree, and 16 respondents or 4% strongly disagree. Therefore, a total of 57% respondents agree to strongly agree that Thai cuisine is irresistible.

**Table 5.10 Thai cuisine is irresistible**

		cuisine			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	16	4.0	4.0	4.0
	disagree	49	12.2	12.2	16.2
	neither agree nor disagree	107	26.8	26.8	43.0
	agree	141	35.2	35.2	78.2
	strongly agree	87	21.8	21.8	100.0
Total		400	100.0	100.0	

**Figure 5.10 Thai cuisine is irresistible**



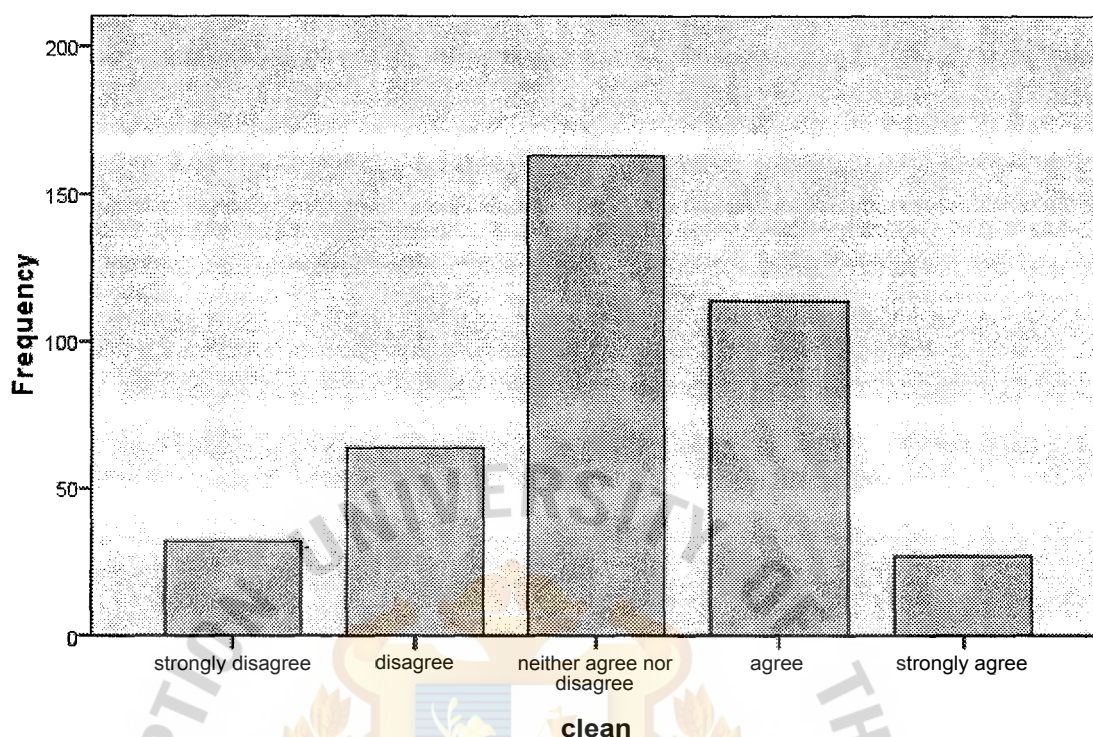
#### 5.1.11 Thailand is a clean/sanitation country

Table 5.11 illustrated that out of 400 Chinese respondents, 28.5% agreed that Thailand is a clean/sanitation country, 163 respondents or 40.8% neither agree nor disagree, 64 respondents or 16% disagree, 32 respondents or 8% strongly disagree, and only 27 respondents or 6.8% strongly agree. It concludes that of 40.8% respondents were unsure that Thailand is a clean/sanitation country.

**Table 5.11 Clean/sanitation country**

		clean			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	32	8.0	8.0	8.0
	disagree	64	16.0	16.0	24.0
	neither agree nor disagree	163	40.8	40.8	64.8
	agree	114	28.5	28.5	93.2
	strongly agree	27	6.8	6.8	100.0
	Total	400	100.0	100.0	

**Figure 5.11 clean/sanitation country**



#### 5.1.12 Thai people are friendly

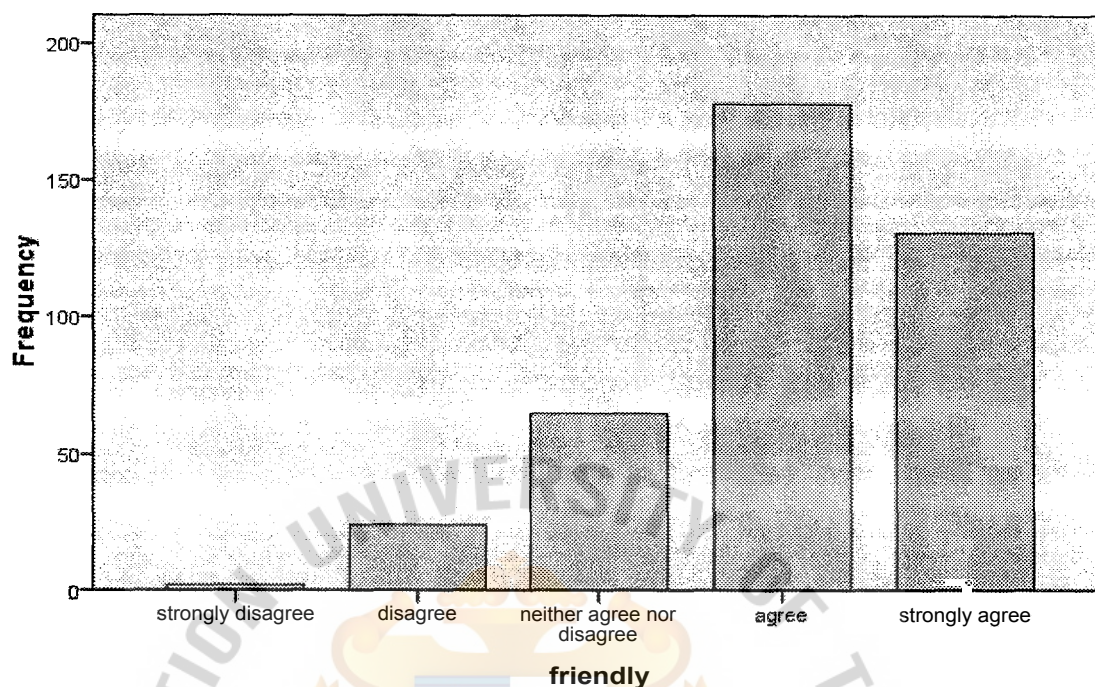
Table 5.12 shows that out of 400 Chinese respondents, close to half (44.5%) agreed that Thailand people are friendly, 131 respondents or 32.8% strongly agree, 65 respondents or 16.2% neither agree nor disagree, 24 respondents or 6% disagree, and only 2 respondents or 0.5% strongly disagree. Therefore, a total of 77.3 respondents agree to strongly agree that Thailand people are friendly.

**Table 5.12 Thai people are friendly**

		friendly			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.5	.5	.5
	disagree	24	6.0	6.0	6.5
	neither agree nor disagree	65	16.2	16.2	22.8
	agree	178	44.5	44.5	67.2
	strongly agree	131	32.8	32.8	100.0
	Total	400	100.0	100.0	



**Figure 5.12 Thai people are friendly**



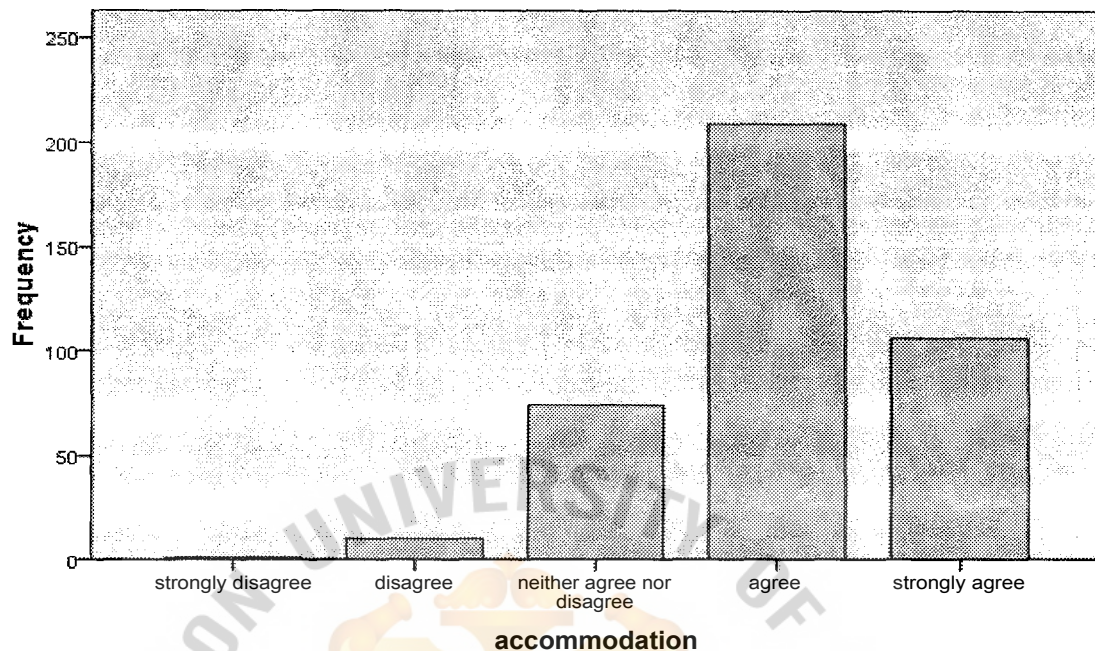
### 5.1.13 Thailand has variety of accommodation

Table 5.13 illustrated that out of 400 Chinese respondents, half of them (52.2%) agreed that Thailand has variety of accommodation, 106 respondents or 26.5% strongly agree, 74 respondents or 18.5% neither agree nor disagree, 10 respondents or 2.5% disagree, and only 1 respondent or 0.2% strongly disagree. therefore of three-fourth (78.7%) respondents agree to strongly agree that Thailand has variety of accommodation.

**Table 5.13 Variety of accommodation**

		accommodation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.2	.2	.2
	disagree	10	2.5	2.5	2.8
	neither agree nor disagree	74	18.5	18.5	21.2
	agree	209	52.2	52.2	73.5
	strongly agree	106	26.5	26.5	100.0
	Total	400	100.0	100.0	

**Figure 5.13 Variety of accommodation**



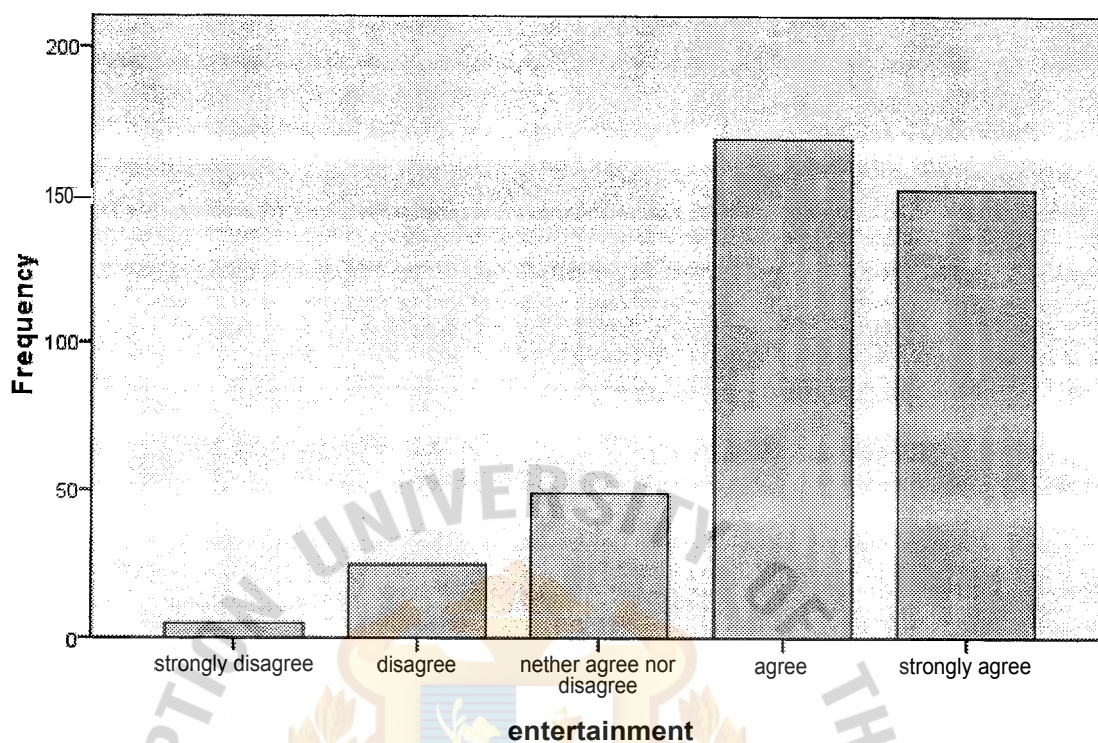
#### 5.1.14 Thailand offers a plenty of nightlife entertainment

Table 5.14 shows that out of 400 Chinese respondents, 42.2% agreed that Thailand offers a plenty of nightlife entertainment, 38% strongly agree, 12.2% neither agree nor disagree, 6.2% disagree, and only 1.2% strongly disagree. Therefore, a total of 80.2% respondents agree to strongly agree that Thailand offers a plenty of nightlife entertainment.

**Table 5.14 Nightlife entertainment**

		entertainment			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	1.2	1.2	1.2
	disagree	25	6.2	6.2	7.5
	neither agree nor disagree	49	12.2	12.2	19.8
	agree	169	42.2	42.2	62.0
	strongly agree	152	38.0	38.0	100.0
	Total	400	100.0	100.0	

**Figure 5.14 Nightlife entertainment**



#### 5.1.15 Thailand has a pleasant climate

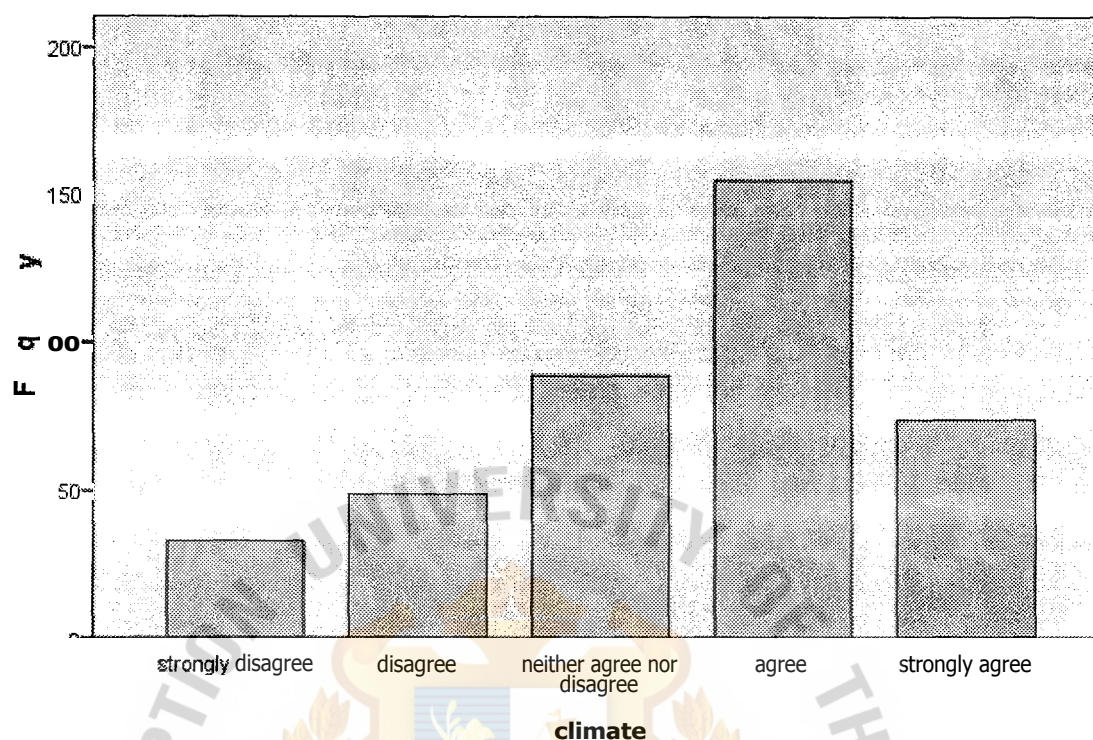
Table 5.15 shows that out of 400 Chinese respondents, 38.8% agreed that Thailand has a pleasant climate, 89 respondents or 22.2% neither agree nor disagree, 74 respondents or 18.5% strongly agree, 49 respondents or 12.2% disagree, and 33 respondents or 8.2% strongly disagree. Therefore, a total of 57.3% respondents agreed to strongly agreed that Thailand has a pleasant climate.

**Table 5.15 Pleasant climate**

		climate			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	33	8.2	8.2	8.2
	disagree	49	12.2	12.2	20.5
	neither agree nor disagree	89	22.2	22.2	42.8
	agree	155	38.8	38.8	81.5
	strongly agree	74	18.5	18.5	100.0
Total		400	100.0	100.0	



**Figure 5.15 Pleasant climate**



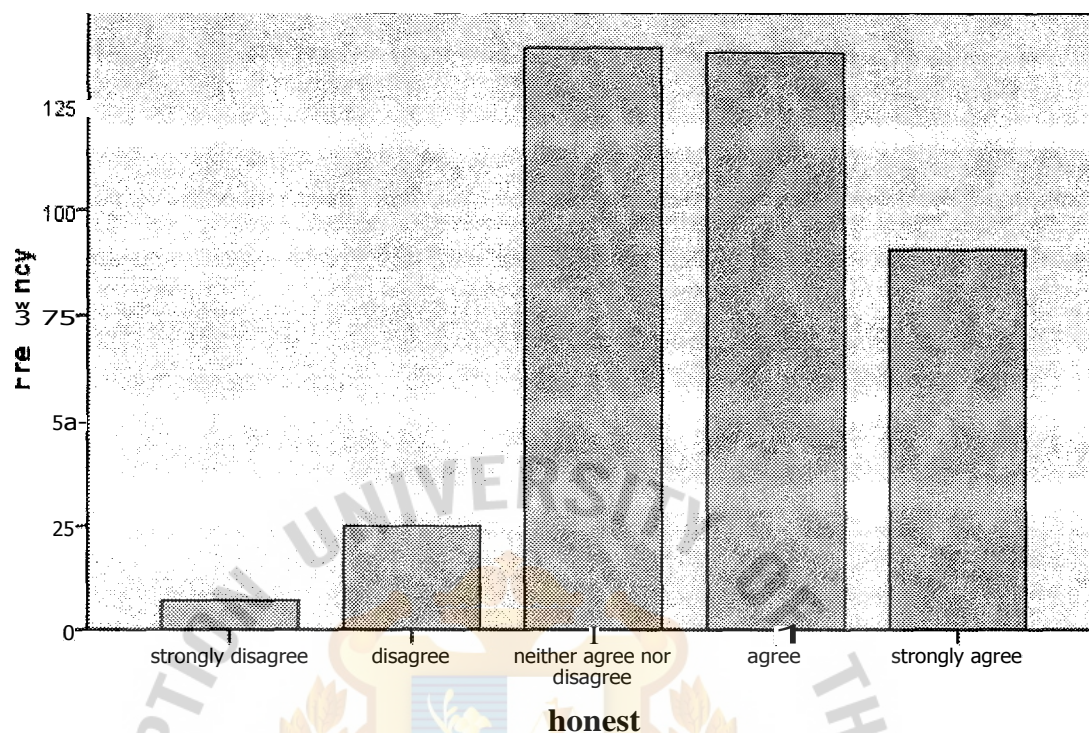
#### 5.1.16 Thai people are honest

Table 5.16 illustrated that out of 400 Chinese respondents, 34.5% agreed that Thai people are honest, 139 respondents or 34.8% neither agree nor disagree, 91 respondents or 22.8% strongly agree, 25 respondents or 6.2% disagree, and 7 respondents or 1.8% strongly disagree. Therefore, a total of 57.3% respondents agreed to strongly agreed that Thai people are honest.

**Table 5.16 Thai people are honest**

		honest			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	1.8	1.8	1.8
	disagree	25	6.2	6.2	8.0
	neither agree nor disagree	139	34.8	34.8	42.8
	agree	138	34.5	34.5	77.2
	strongly agree	91	22.8	22.8	100.0
<b>Total</b>		<b>400</b>	<b>100.0</b>	<b>100.0</b>	

**Figure 5.16 Thai people are honest**



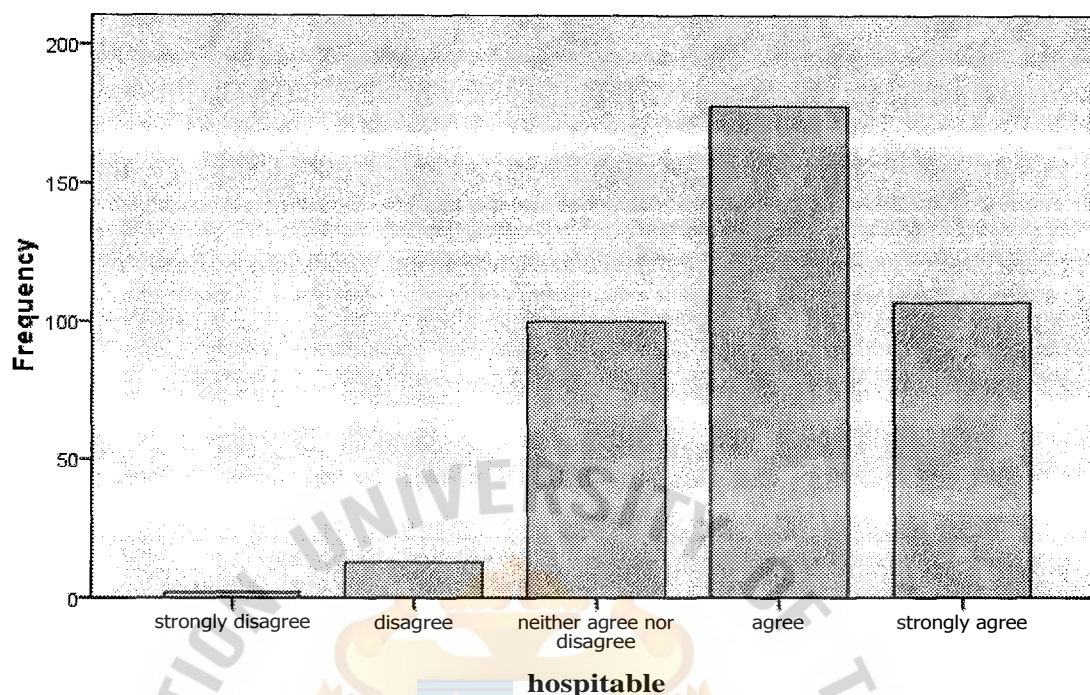
#### 5.1.17 Thai people are hospitable

Table 5.17 shows that out of 400 Chinese respondents, nearly half (44.5%) agreed that Thai people are hospitable, 107 respondents or 26.8% strongly agree, 100 respondents or 25% neither agree nor disagree, 13 respondents or 3.2% disagree, and only 2 respondents or 0.5% strongly disagree. Therefore, a total of 71.3% respondents agree to strongly agree that Thai people are hospitable.

**Table 5.17 Thai people are hospitable**

		hospitable			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.5	.5	.5
	disagree	13	3.2	3.2	3.8
	neither agree nor disagree	100	25.0	25.0	28.8
	agree	178	44.5	44.5	73.2
	strongly agree	107	26.8	26.8	100.0
	Total	400	100.0	100.0	

**Figure 5.17 Thai people are hospitable**



#### 5.1.18 Thai people have traditional values

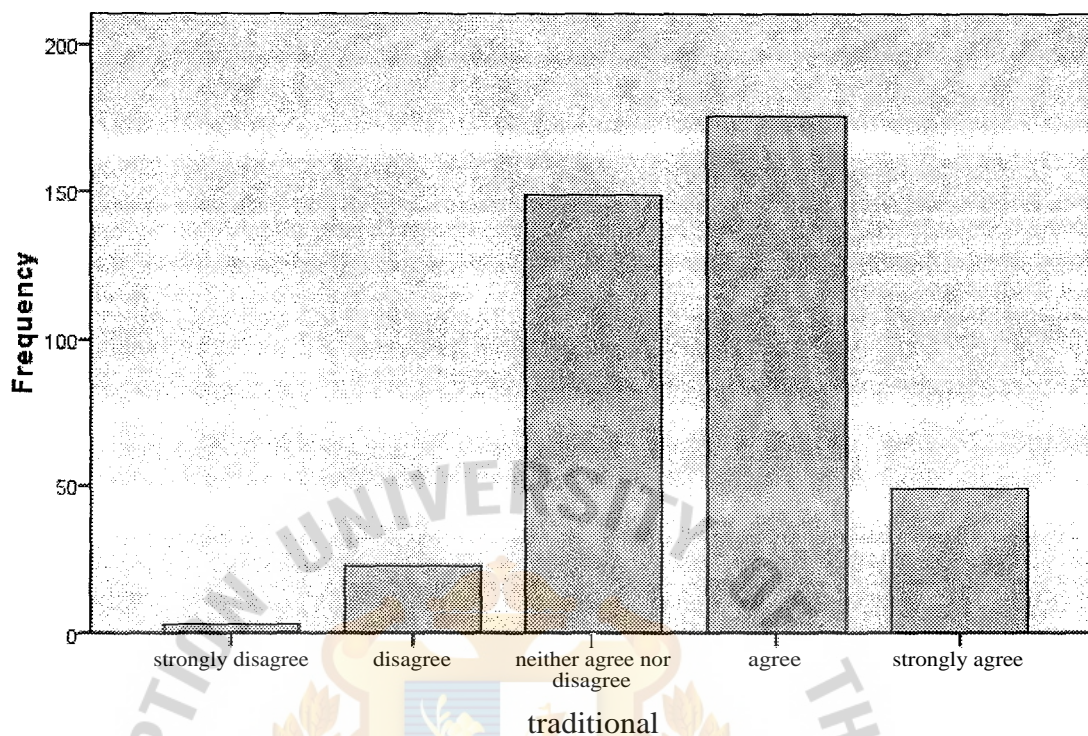
Table 5.18 illustrated that out of 400 Chinese respondents, 44% agreed that Thai people have traditional values, 149 respondents or 37.2% neither agree nor disagree, 49 respondents or 12.2% strongly agree, 23 respondents or 5.8% disagree, and only 3 respondents or 0.8% strongly disagree. Therefore, a total of 56.2% respondents agree to strongly agree that Thai people have traditional values.

**Table 5.18 Traditional value**

		traditional			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	.8	.8	.8
	disagree	23	5.8	5.8	6.5
	neither agree nor disagree	149	37.2	37.2	42.8
	agree	176	44.0	44.0	87.8
	strongly agree	49	12.2	12.2	100.0
	Total	400	100.0	100.0	



**Figure 5.18 Traditional value**



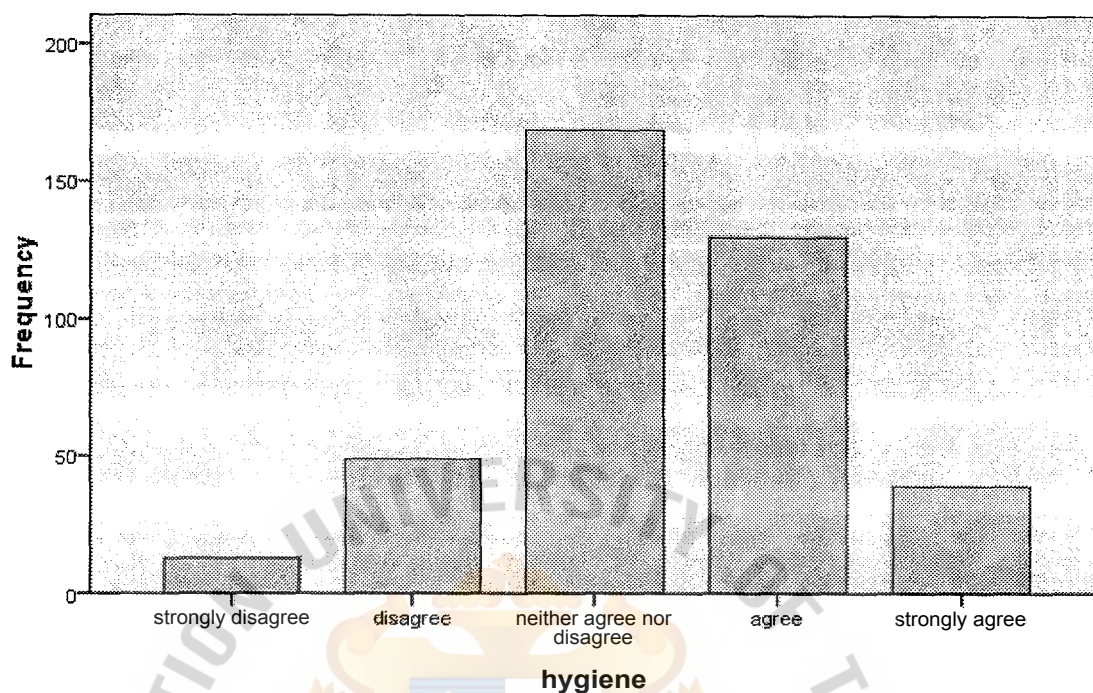
#### 5.1.19 Thai people observe personal hygiene

Table 5.19 shows that out of 400 Chinese respondents, 32.5% agreed that Thai people observe personal hygiene, 169 respondents or 42.2% neither agree nor disagree, 49 respondents or 12.2% disagree, 39 respondents or 9.8% strongly agree, and 13 respondents or 3.2% strongly disagree. Therefore, a total of 42.3% respondents agree to strongly agree that Thai people observe personal hygiene.

**Table 5.19 Personal hygiene**

		hygiene			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	13	3.2	3.2	3.2
	disagree	49	12.2	12.2	15.5
	neither agree nor disagree	169	42.2	42.2	57.8
	agree	130	32.5	32.5	90.2
	strongly agree	39	9.8	9.8	100.0
	Total	400	100.0	100.0	

**Figure 5.19 Personal hygiene**



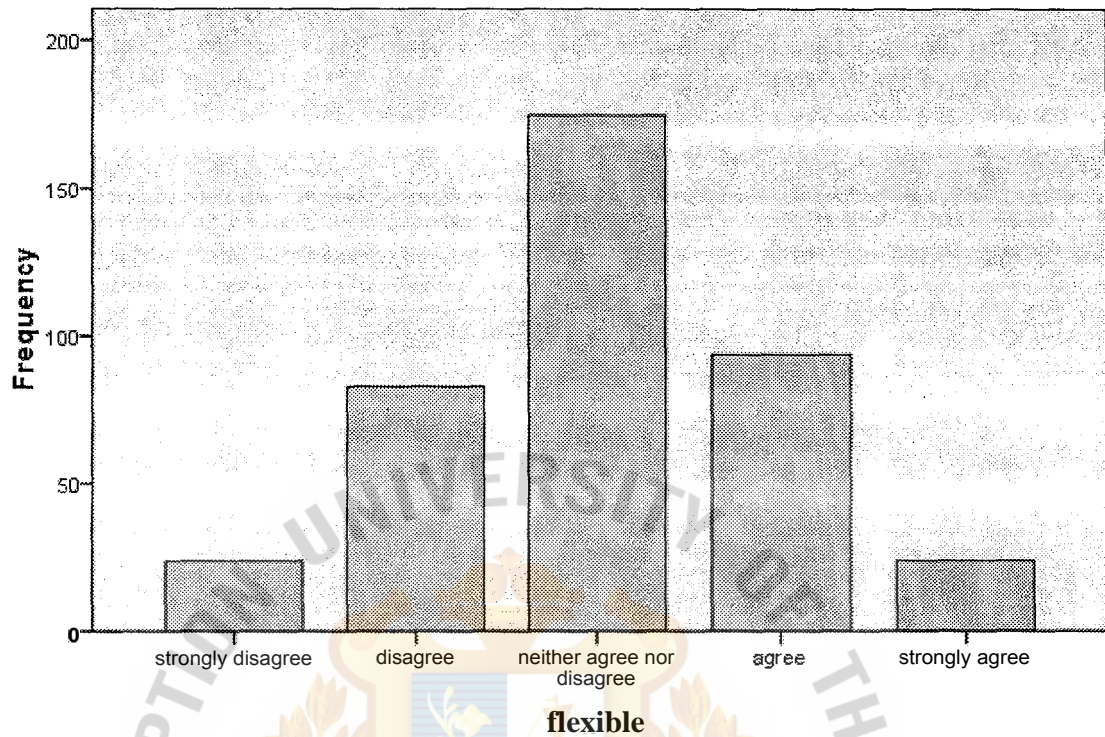
### 5.1.20 Thai people are quite flexible

Table 5.20 shows that out of 400 Chinese respondents, a quarter (23.5%) agreed that Thai people are quite flexible, 175 respondents or 43.8% neither agree nor disagree, 83 respondents or 20.8% disagree, 24 respondents or 6% strongly disagree, and 24 respondents or 6% strongly agree. Therefore, most of the respondents were unsure as if Thai people as flexible. Probably, the contact between Chinese tourists and Thais is not long enough to create any opinion.

**Table 5.20 Thai people are quite flexible**

		flexible			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	24	6.0	6.0	6.0
	disagree	83	20.8	20.8	26.8
	neither agree nor disagree	175	43.8	43.8	70.5
	agree	94	23.5	23.5	94.0
	strongly agree	24	6.0	6.0	100.0
	Total	400	100.0	100.0	

**Figure 5.20 Thai people are quite flexible**



#### 5.1.21 Thais are good looking

Table 5.21 illustrated that out of 400 Chinese respondents, a quarter (25%) agreed that Thais are good looking, 156 respondents or 39% neither agree nor disagree, 73 respondents or 18.2% disagree, 39 respondents or 9.8% strongly disagree, 32 respondents or 8% strongly agree. It is probably, that this issue is too subjective for the respondents to reveal their opinion.

**Table 5.21 Thais are good looking**

		goodlooking			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	9.8	9.8	9.8
	disagree	73	18.2	18.2	28.0
	neither agree nor disagree	156	39.0	39.0	67.0
	agree	100	25.0	25.0	92.0
	strongly agree	32	8.0	8.0	100.0
Total		400	100.0	100.0	



**Figure 5.21 Thais are good looking**



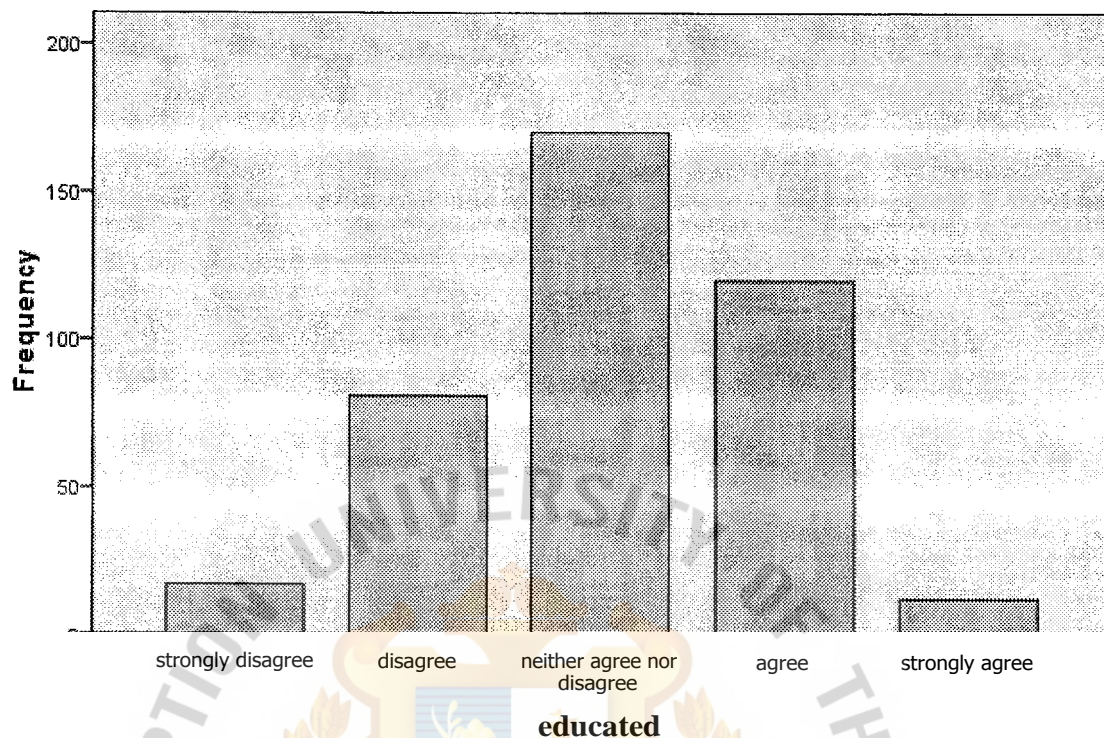
#### 5.1.22 Thais are well educated

Table 5.22 shows that out of 400 Chinese respondents, 30% agreed that Thais are well educated, 170 respondents or 42.5% neither agree nor disagree, 81 respondents or 20.2% disagree, 17 respondents or 4.2% strongly disagree, and 12 respondents or 3% strongly agree. Probably, Chinese tourists encounter variety of people while their stay and travel in Thailand, make that issue to difficult to predict the educational qualification of Thais.

**Table 5.22 Thais are well educated**

		educated			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	17	4.2	4.2	4.2
	disagree	81	20.2	20.2	24.5
	neither agree nor disagree	170	42.5	42.5	67.0
	agree	120	30.0	30.0	97.0
	strongly agree	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

**Figure 5.22 Thais are well educated**



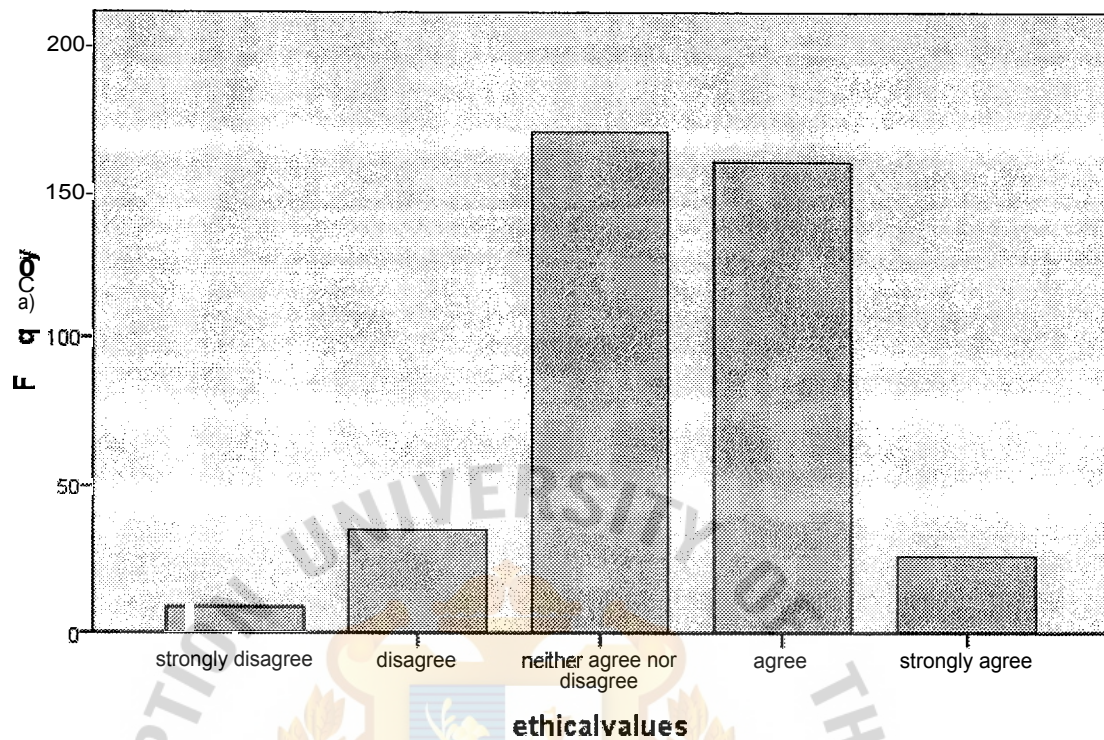
### 5.1.23 Thai people have ethical values

Table 5.23 illustrated that out of 400 Chinese respondents, 40% agreed that Thai people have ethical values, 170 respondents or 42.5% neither agree nor disagree, 35 respondents or 8.8% disagree, 26 respondents or 6.5% strongly agree, and only 9 respondents or 2.2% strongly disagree. Therefore, a total of 46.5% respondents agree to strongly agree that Thai people have ethical values.

**Table 5.23 Ethical values**

ethical values		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	2.2	2.2	2.2
	disagree	35	8.8	8.8	11.0
	neither agree nor disagree	170	42.5	42.5	53.5
	agree	160	40.0	40.0	93.5
	strongly agree	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

**Figure 5.23 ethical values**



#### 5.1.24 Thais possess a global vision

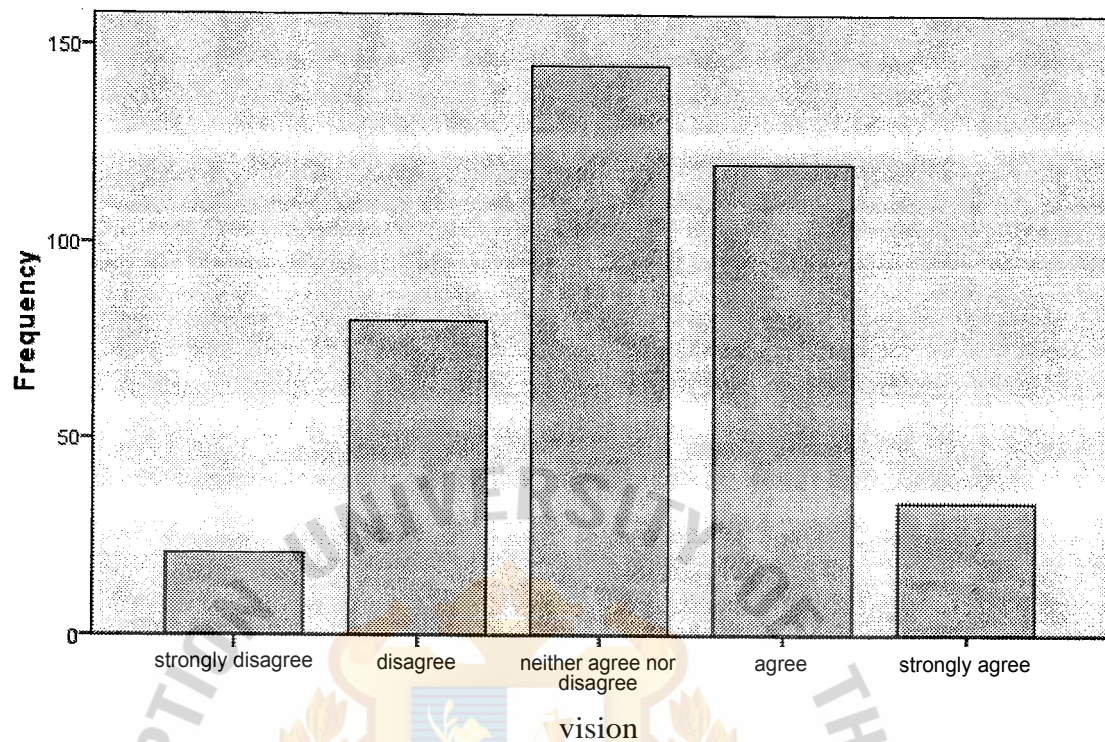
Table 5.24 illustrated that out of 400 Chinese respondents, 30% agreed that Thais have a global vision, 145 respondents or 36.2% neither agree nor disagree, 80 respondents or 20% disagree, 34 respondents or 8.5% strongly agree, and 21 respondents or 5.2% strongly disagree. Therefore, a total of 38.5% respondents agree to strongly agree that Thais possess a global vision.

**Table 5.24 Global vision**

		vision			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	5.2	5.2	5.2
	disagree	80	20.0	20.0	25.2
	neither agree nor disagree	145	36.2	36.2	61.5
	agree	120	30.0	30.0	91.5
	strongly agree	34	8.5	8.5	100.0
Total		400	100.0	100.0	



**Figure 5.24 Global vision**



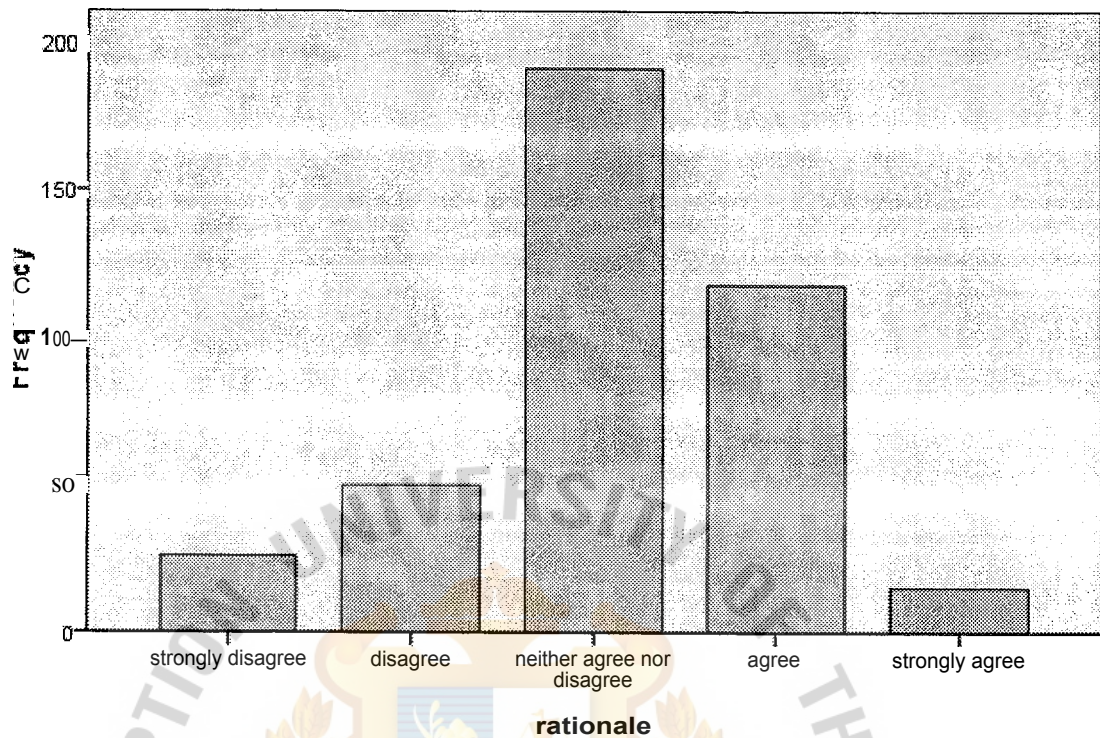
#### 5.1.25 Thais possess rational

Table 5.25 shows that out of 400 Chinese respondents, 29.5% agreed that Thais are rational, 191 respondents or 47.8% neither agree nor disagree, 50 respondents or 12.5% disagree, 26 respondents or 6.5% strongly disagree, and 15 respondents or 3.8% strongly agree. As most of Chinese tourists used different types of trip to travel to Thailand and might have met Thais from varied background making it difficult to make a common opinion on this issue.

**Table 5.25 Thais possess rational**

		rationale			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	26	6.5	6.5	6.5
	disagree	50	12.5	12.5	19.0
	neither agree nor disagree	191	47.8	47.8	66.8
	agree	118	29.5	29.5	96.2
	strongly agree	15	3.8	3.8	100.0
Total		400	100.0	100.0	

**Figure 5.25 Thais possess rational**



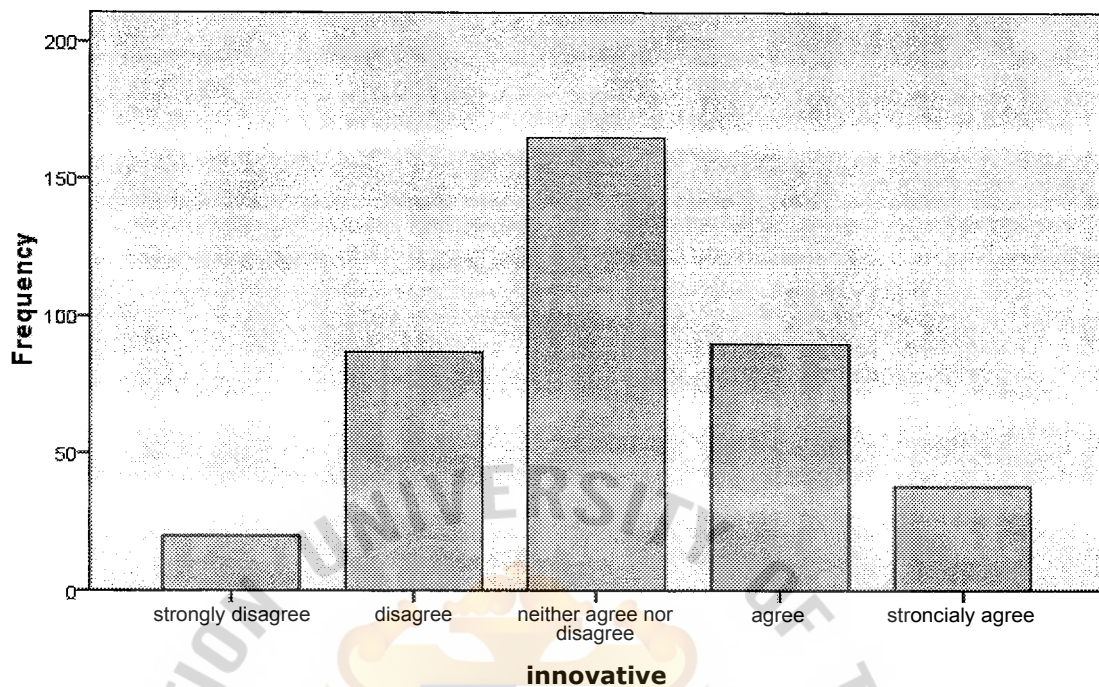
#### 5.1.26 Thai people are innovative

Table 5.26 shows that out of 400 Chinese respondents, 22.5% agreed that Thai people are innovative, 165 respondents or 41.2% neither agree nor disagree, 87 respondents or 21.8% disagree, 38 respondents or 9.5% strongly agree, and 20 respondents or 5% strongly disagree. This issue is subjective enough for respondent to come out with a singular opinion about Thais.

**Table 5.26 Innovative**

		innovative			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	20	5.0	5.0	5.0
	disagree	87	21.8	21.8	26.8
	neither agree nor disagree	165	41.2	41.2	68.0
	agree	90	22.5	22.5	90.5
	strongly agree	38	9.5	9.5	100.0
	Total	400	100.0	100.0	

Figure 5.26 Innovative



#### 5.1.27 Thailand is a peaceful country with relaxed atmosphere

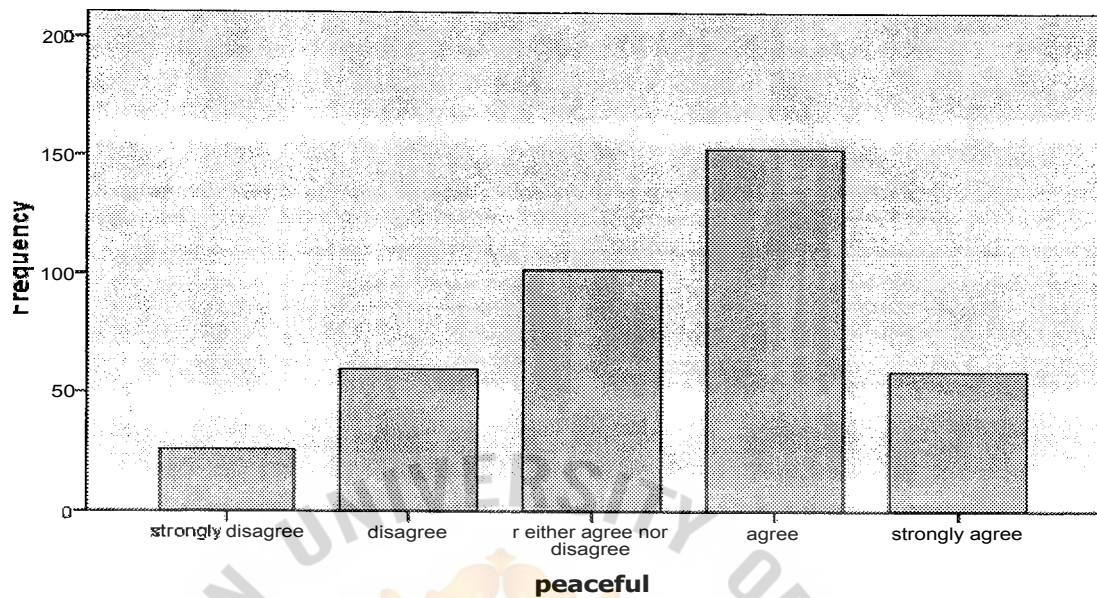
Table 5.27 illustrated that out of 400 Chinese respondents, 38.2% agreed that Thailand is a peaceful country with relaxed atmosphere, 102 respondents or 25.5% neither agree nor disagree, 60 respondents or 15% disagree, 59 respondents or 14.8% strongly agree, and 26 respondents or 6.5% strongly disagree. Therefore, a total of 53% respondents agree to strongly agree that Thailand is a peaceful country with relaxed atmosphere.

Table 5.27 Peaceful country

		peaceful			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	26	6.5	6.5	6.5
	disagree	60	15.0	15.0	21.5
	neither agree nor disagree	102	25.5	25.5	47.0
	agree	153	38.2	38.2	85.2
	strongly agree	59	14.8	14.8	100.0
	Total	400	100.0	100.0	



**Figure 5.27 Peaceful country**



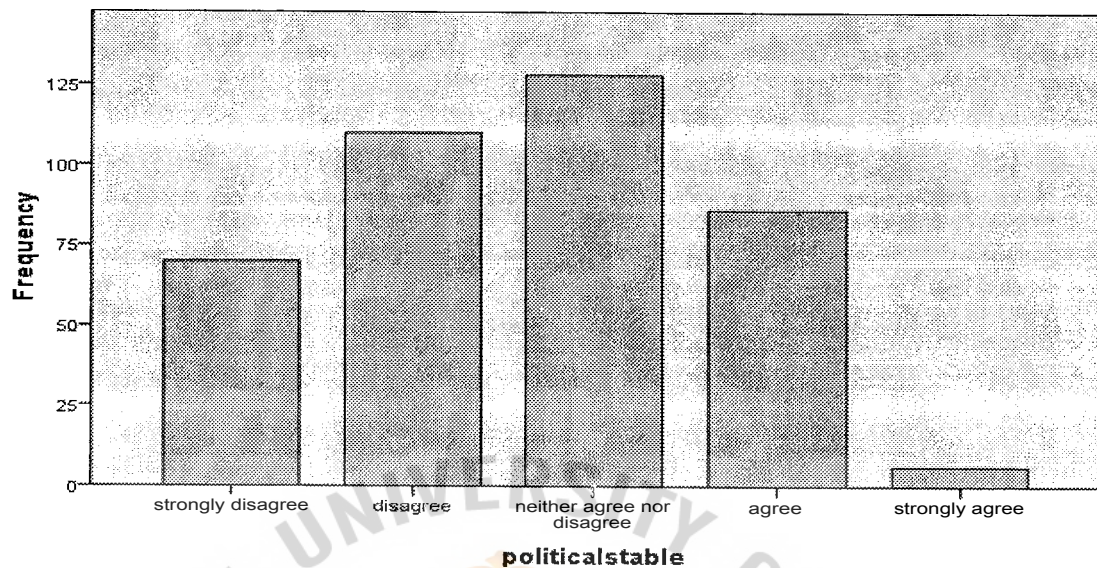
### 5.1.28 Thailand is a political stable

Table 5.28 shows that out of 400 Chinese respondents, 21.5% agreed that Thailand is a political stable, 128 respondents or 32% neither agree nor disagree, 110 respondents or 27.5% disagree, 70 respondents or 17.5% strongly disagree, and only 6 respondents or 1.5% strongly agree. A total of 45% respondents disagreed that Thailand is a political stable. It may be because the news stories, media images still fresh in the mind of Chinese tourists about rallies around Bangkok by political parties.

**Table 5.28 Political stable**

		politicalstable			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	70	17.5	17.5	17.5
	disagree	110	27.5	27.5	45.0
	neither agree nor disagree	128	32.0	32.0	77.0
	agree	86	21.5	21.5	98.5
	strongly agree	6	1.5	1.5	100.0
Total		400	100.0	100.0	

**Figure 5.28 Political stable**



#### 5.1.29 Difficult for Chinese tourists to live normal routine

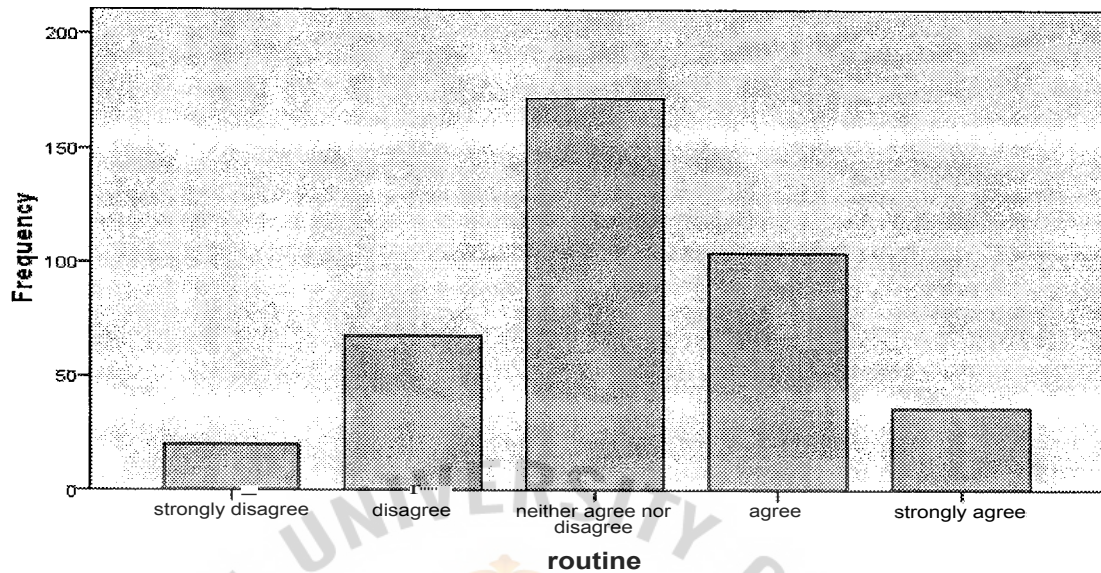
Table 5.29 shows that out of 400 Chinese respondents, a quarter (26%) agreed that it is difficult for Chinese tourists to live normal routine, 172 respondents or 43% neither agree nor disagree, 68 respondents or 17% disagree, 36 respondents or 9% strongly agree, and 20 respondents or 5% strongly disagree. Even though sample was made contact while on their way back to China at airport, some Chinese tourists had no problem while their stay and travel while some tourists had uncertainly in their mind while in Bangkok.

**Table 5.29 Difficult for Chinese tourists to live normal routine**

routine		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	20	5.0	5.0	5.0
	disagree	68	17.0	17.0	22.0
	neither agree nor disagree	172	43.0	43.0	65.0
	agree	104	26.0	26.0	91.0
	strongly agree	36	9.0	9.0	100.0
	Total	400	100.0	100.0	



**Figure 5.29 Difficult for Chinese tourists to live normal routine**



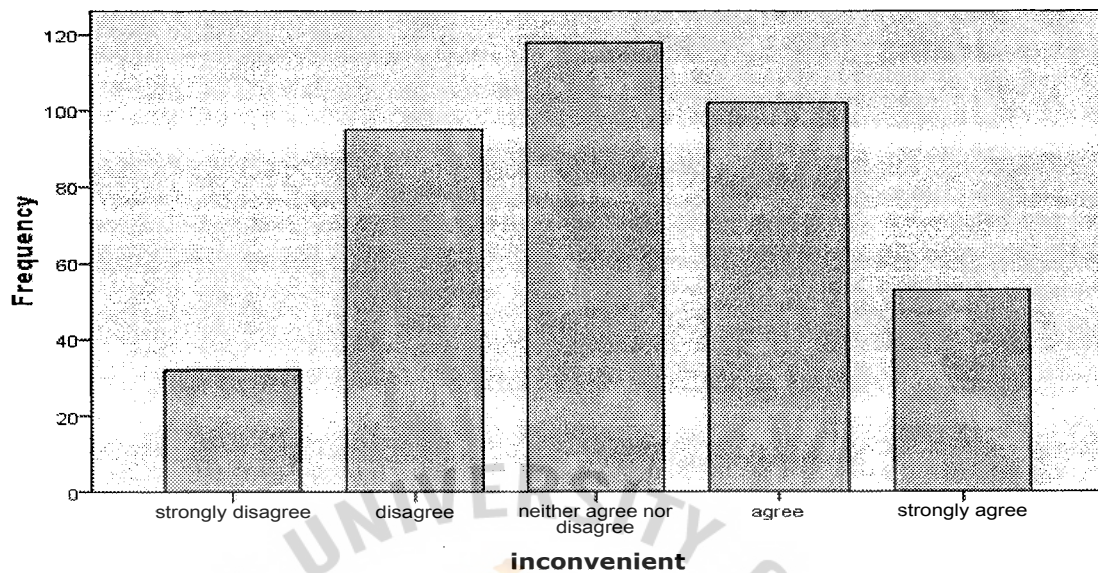
### 5.1.30 Moving around in Thailand is inconvenient

Table 5.30 illustrated that out of 400 Chinese respondents, one-fourth (25.5%) agreed that moving around in Thailand is inconvenient, 118 respondents or 29.5% neither agree nor disagree, 95 respondents or 23.8% disagree, 53 respondents or 13.2% strongly agree, and 32 respondents or 8% strongly respondents. Therefore, a total of 38.7% respondents agreed that moving around in Thailand is inconvenient. It may be because local tour companies responsible for Chinese tourists made last minutes changes in their travel plan disrupting original plans.

**Table 5.30 Moving around in Thailand is inconvenient**

		inconvenient			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	32	8.0	8.0	8.0
	disagree	95	23.8	23.8	31.8
	neither agree nor disagree	118	29.5	29.5	61.2
	agree	102	25.5	25.5	86.8
	strongly agree	53	13.2	13.2	100.0
	Total	400	100.0	100.0	

**Figure 5.30 Moving around in Thailand is inconvenient**



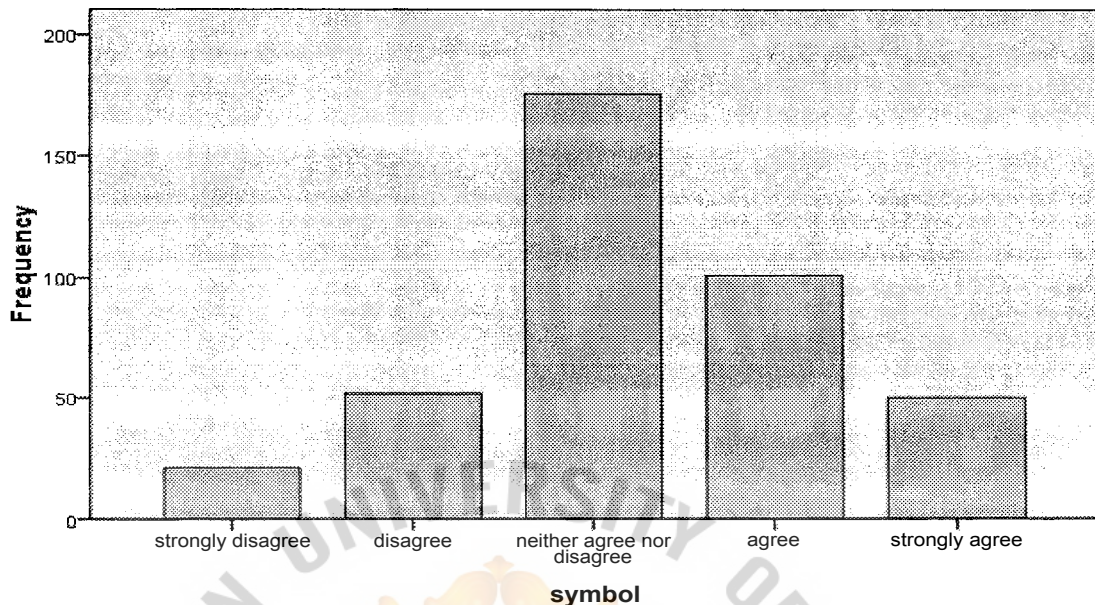
### 5.1.31 Wearing red or yellow is a political symbol

Table 5.31 illustrated that out of 400 Chinese respondents, a quarter (25.2%) agreed that wearing red or yellow is a political symbol, 176 respondents or 44% neither agree nor disagree, 52 respondents or 13% disagree, 50 respondents or 12.5% strongly agree, and 21 respondents or 5.2% strongly disagree. It may be probably due to Chinese tourists being unaware of wearing a particular color of dress has any associations with political relationship.

**Table 5.31 Wearing red or yellow is a political symbol**

		symbol			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	5.2	5.2	5.2
	disagree	52	13.0	13.0	18.2
	neither agree nor disagree	176	44.0	44.0	62.2
	agree	101	25.2	25.2	87.5
	strongly agree	50	12.5	12.5	100.0
Total		400	100.0	100.0	

**Figure 5.31 Wearing red or yellow is a political symbol**



#### 5.1.32 Unsafe to visit recreational business areas in Bangkok

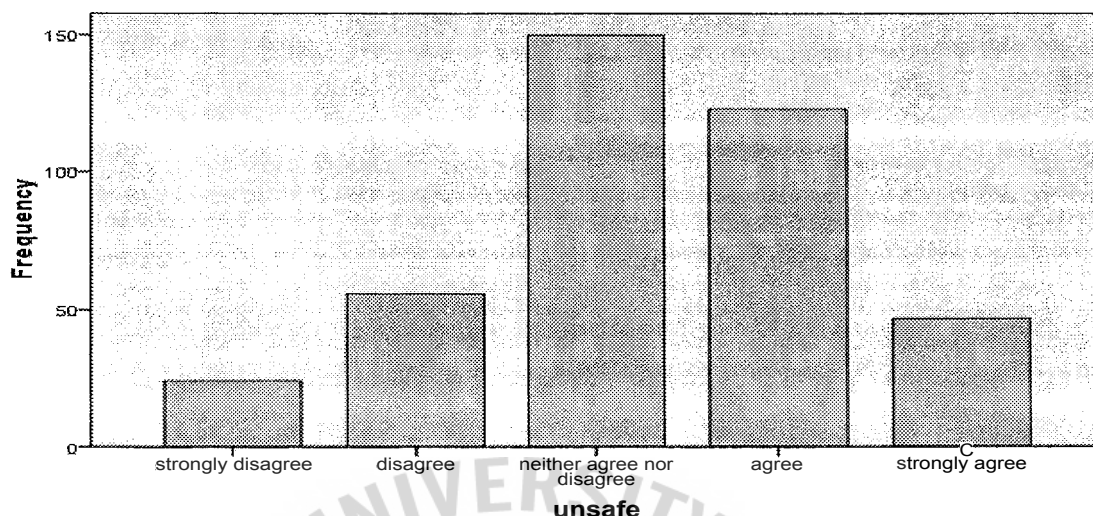
Table 5.32 shown that out of 400 Chinese respondents, 30.8% agreed that unsafe to visit recreational business in Bangkok, 150 respondents or 37.5% neither agree nor disagree, 56 respondents or 14% disagree, 47 respondents or 11.8% strongly agree, and 24 respondents or 6% strongly disagree. Therefore, a total of 42.6% respondents agree to strongly agree that it is unsafe to visit recreational business areas in Bangkok. Probably the politically rallies were held right in the middle of recreational areas in Bangkok.

**Table 5.32 Unsafe to visit recreational business in Bangkok**

unsafe					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	24	6.0	6.0	6.0
	disagree	56	14.0	14.0	20.0
	neither agree nor disagree	150	37.5	37.5	57.5
	agree	123	30.8	30.8	88.2
	strongly agree	47	11.8	11.8	100.0
	Total	400	100.0	100.0	



Figure 5.32 Unsafe to visit recreational business in Bangkok



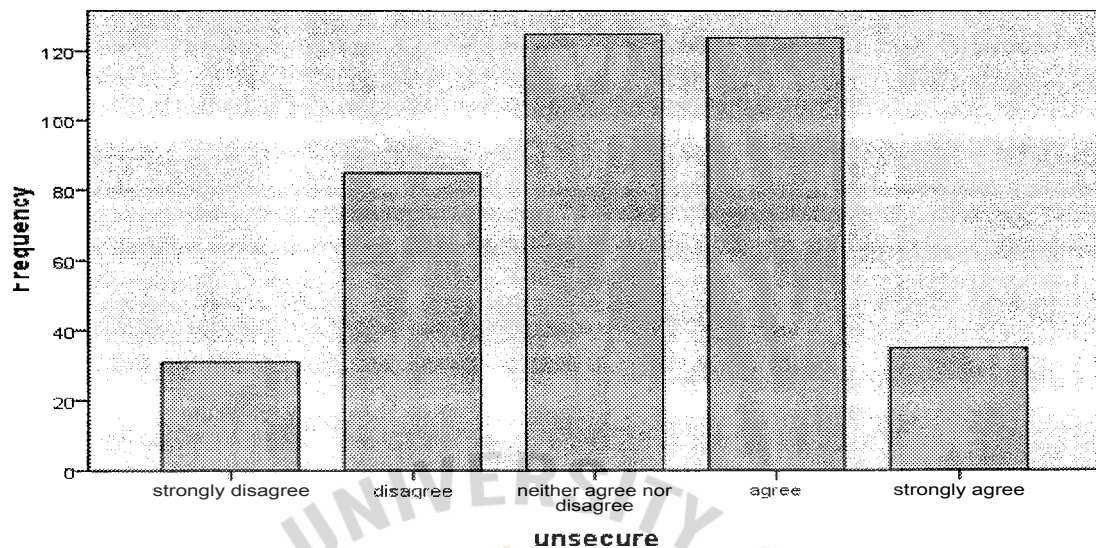
### 5.1.33 One feel unsecure to travel places of tourists interest in Thailand

Table 5.33 shown that out of 400 Chinese respondents, 31% agreed that one feel unsecure to travel places of tourists interest in Thailand, 125 respondents or 31.2% neither agree nor disagree, 85 respondents or 21.2% disagree, 35 respondents or 8.8% strongly agree, and 31 respondents or 7.8% strongly disagree. Therefore, a total of 39.8% respondents agree to strongly agree that one feel unsecure to travel places of tourists interest in Thailand. Even though main political rallies and protests were held in Bangkok but when news of protest spread to areas outside Bangkok, tourists felt unsecured going away from Bangkok.

Table 5.33 Feeling unsecure to travel to tourist destinations in Thailand

unsecure					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	31	7.8	7.8	7.8
	disagree	85	21.2	21.2	29.0
	neither agree nor disagree	125	31.2	31.2	60.2
	agree	124	31.0	31.0	91.2
	strongly agree	35	8.8	8.8	100.0
	Total	400	100.0	100.0	

**Figure 5.33 Feeling insecure to travel to tourist destinations in Thailand**



#### **5.1.34 Thai image of peace and a land of smiles have been affected**

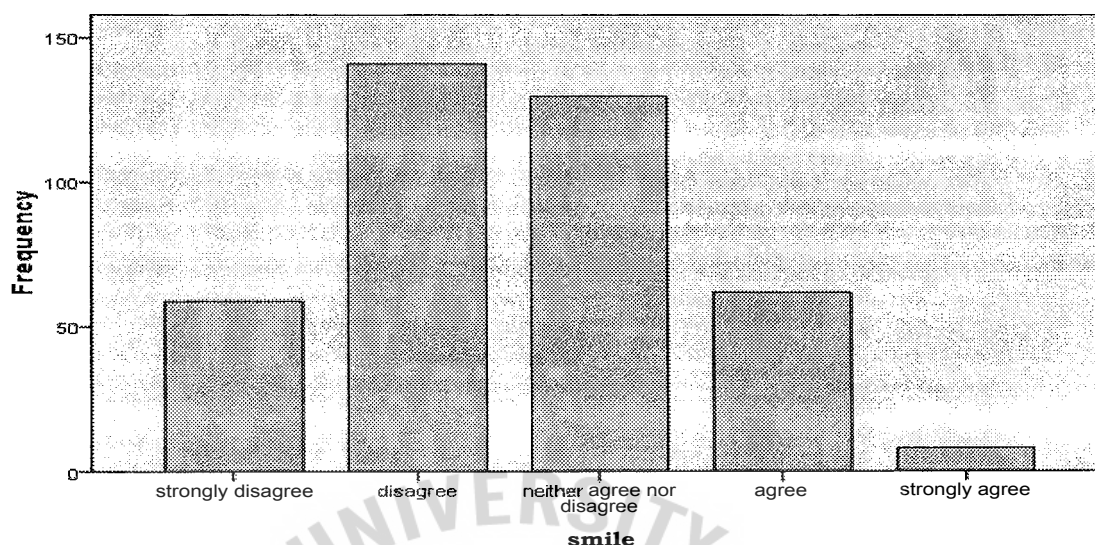
Table 3.34 shown that out of 400 Chinese respondents, 15.5% agreed that Thai image of peace and a land of smiles have been affected, 141 respondents or 35.2% disagree, 130 respondents or 32.5% neither agree nor disagree, 59 respondents or 14.8% strongly disagree, and only 8 respondents or 2% strongly agree. Therefore, a total of 50% respondent disagree that Thai image of peace and a land of smiles have been affected. Smiles on the faces of Thai are essence of Thai culture which is hard to fade even with political unrest.

**Table 5.34 Thai image of peace and a land of smiles have been affected**

		smile			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	59	14.8	14.8	14.8
	disagree	141	35.2	35.2	50.0
	neither agree nor disagree	130	32.5	32.5	82.5
	agree	62	15.5	15.5	98.0
	strongly agree	8	2.0	2.0	100.0
Total		400	100.0	100.0	



**Figure 5.34 Thai image of peace and a land of smiles have been affected**



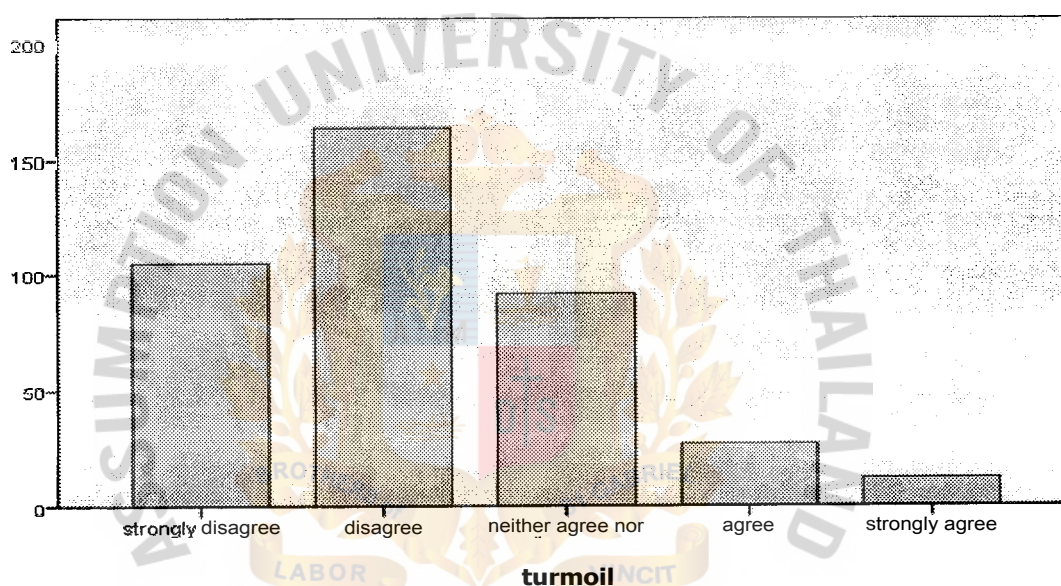
#### **5.1.35 The adverse effect of political turmoil is the worst situation for Thai tourism**

Table 5.35 illustrated that out of 400 Chinese respondents, only 6.8% agreed that the adverse effect of political turmoil is the worst situation for Thai tourism, 164 respondents or 41% disagree, 105 respondents or 26.2% strongly disagree, 92 respondents or 23% neither agree nor disagree, and 12 respondents or 3% strongly agree. Therefore, a total of 67.2% respondents disagree to strongly disagree that the adverse effect of political turmoil is the worst situation for Thai tourism. The respondent of this study reported this issue after the successful visit to Thailand on their way back to China; therefore, they appear more optimistic that tourism in Thailand will be back on the road of recovery.

**Table 5.35 Political turmoil is the worst situation for Thai tourism**

		turmoil			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	105	26.2	26.2	26.2
	disagree	164	41.0	41.0	67.2
	neither agree nor disagree	92	23.0	23.0	90.2
	agree	27	6.8	6.8	97.0
	strongly agree	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

**Figure 5.35 Political turmoil is the worst situation for Thai tourism**



### 5.1.36 Many tourists will change holiday plan to escape trouble in Thailand

**Table 5.36 Many tourists will change holiday plan**

		changeholiday			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	94	23.5	23.5	<b>23.5</b>
	disagree	127	31.8	31.8	55.2
	neither agree nor disagree	126	31.5	31.5	86.8
	agree	37	9.2	9.2	96.0
	strongly agree	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

**Table 5.36 Many tourists will change holiday plan**

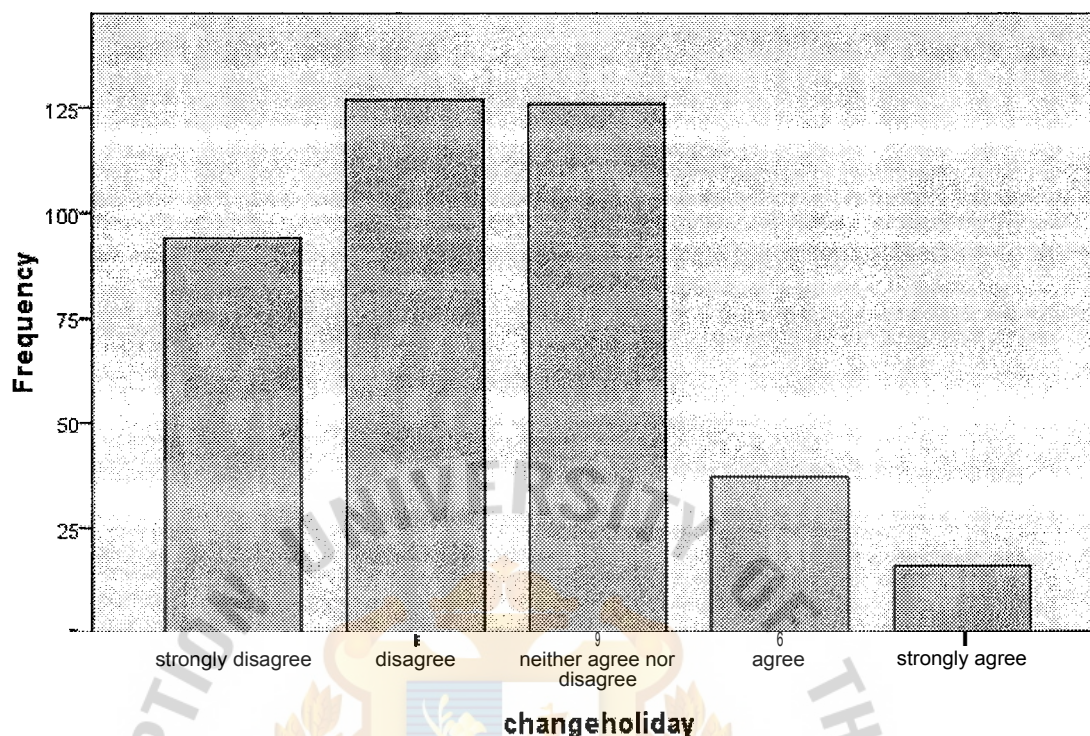


Table 5.36 shows that out of 400 Chinese respondents, only 9.2% agreed that tourists will change holiday plan to include Malaysia, Hong Kong and Singapore to escape trouble in Thailand, 127 respondents or 31.8% disagree, 126 respondents or 31.5% neither agree nor disagree, 94 respondents or 23.5% strongly disagree, 16 respondents or 4% strongly agree. Therefore, a total of 55.3% respondents disagree that to strongly disagree many tourists will change holiday plan. It is understandable that respondents of this study go ahead with their plan to visit Thailand and did not think of alternate destination.

### **5.1.37 Current woes would affect international brands developing new properties in Thailand**

Table 5.37 illustrated that out of 400 Chinese respondents, only 7.2% agreed that current woes would affect international brands developing new properties in

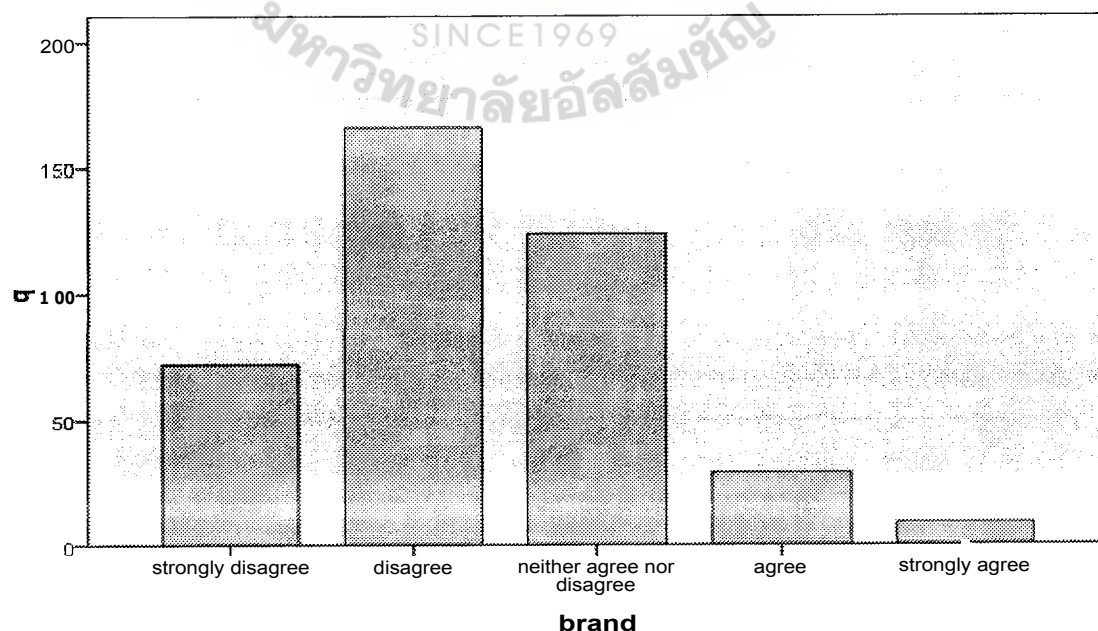


Thailand, 166 respondents or 41.5% disagree, 124 respondents or 31% neither agree nor disagree, 72 respondents or 18% strongly disagree, and only 9 respondents or 2.2% strongly agree. Therefore, a total of 59.5% respondents disagree to strongly disagree that current woes would affect international brands developing new properties in Thailand.

**Table 5.37 Current woes would affect international brands developing in Thailand**

		brand			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	72	18.0	18.0	18.0
	disagree	166	41.5	41.5	59.5
	neither agree nor disagree	124	31.0	31.0	90.5
	agree	29	7.2	7.2	97.8
	strongly agree	9	2.2	2.2	100.0
	Total	400	100.0	100.0	

**Figure 5.37 Current woes would affect international brands developing in Thailand**





### 5.1.38 Prolonged unrest might lead to Thailand left out of some travel brochures

**Table 5.38 Unrest might lead to Thailand to be cut out of some travel brochures**

		unrest			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	95	23.8	23.8	23.8
	disagree	160	40.0	40.0	63.8
	neither agree nor disagree	91	22.8	22.8	86.5
	agree	43	10.8	10.8	97.2
	strongly agree	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

**Figure 5.38 Unrest might lead to Thailand cut out of some travel brochures**

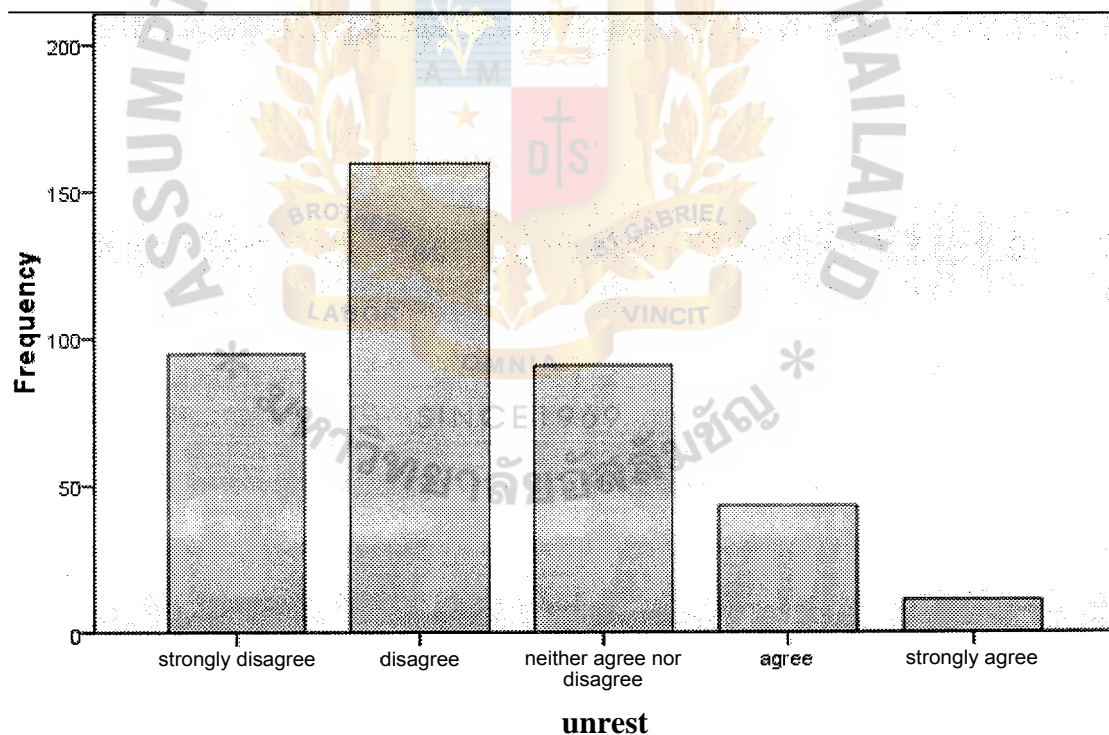


Table 5.38 shows that out of 400 Chinese respondents, 10.8% agreed that prolonged unrest might lead to Thailand left out of some travel brochures, 160 respondents or 40% respondents disagree, 95 respondents or 23.8% strongly disagree, 91 respondents or 22.8% neither agree nor disagree, and 11 respondents

or 2.8% strongly agree. Therefore, a total of 63.8% respondents disagree to strongly disagree that prolonged unrest might lead to Thailand left out of some travel brochures. The travel connection between Thailand and China has historical links, the travel intermediaries both at the origin and at the destination are completely aware of popularity of Thailand among Chinese visitors.

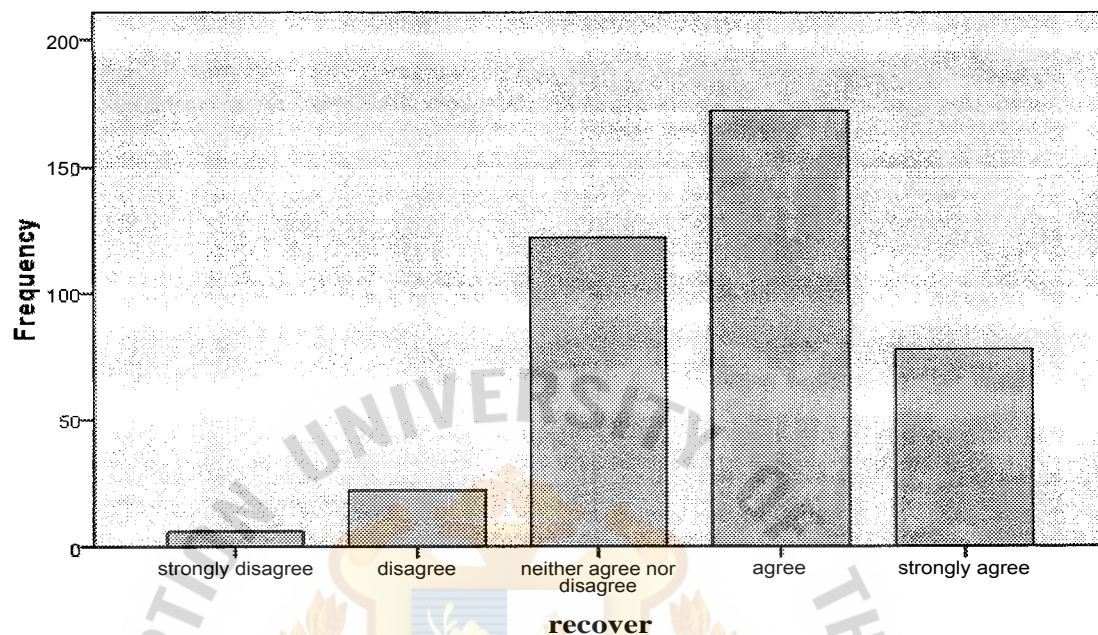
#### **5.1.39 It might take about six months to a year for tourism industry to recover as long as there are not more unrest**

Table 5.39 illustrated that out of 400 Chinese respondents, 43% agreed that about six months to a year for tourism industry to recover as long as there are not more unrest, 122 respondents or 30.5% neither agree nor disagree, 78 respondents or 19.5% strongly agree, 22 respondents or 5.5% disagree, and only 6 respondents or 1.5% strongly disagree. Therefore, a total of 62.5% respondents agree to strongly agree that take about six months to a year for tourism industry to recover as long as there are not more unrest. Usually potential tourists ask experienced tourists for recommendation of views before they decide to select to destination.

**Table 5.39 About six months to a year for tourism industry to recover as long as there is not more unrest**

recover					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.5	1.5	1.5
	disagree	22	5.5	5.5	7.0
	neither agree nor disagree	122	30.5	30.5	37.5
	agree	172	43.0	43.0	80.5
	strongly agree	78	19.5	19.5	100.0
	Total	400	100.0	100.0	

**Figure 5.39 About six months to a year for tourism industry to recover as long as there is not more unrest**



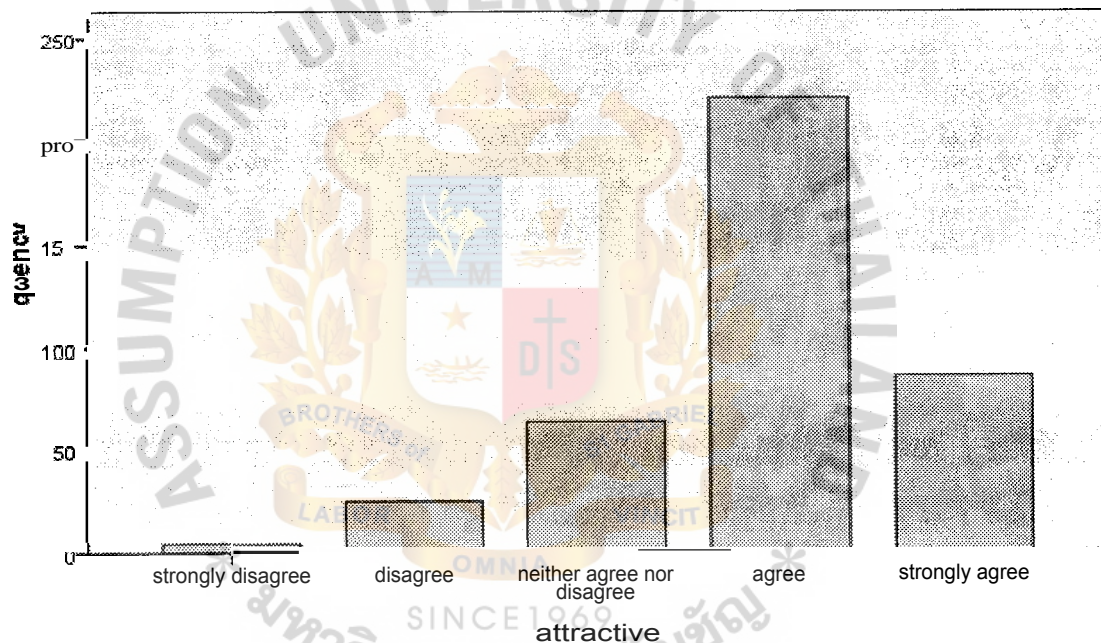
#### **5.1.40 Tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population**

Table 5.40 shows that out of 400 Chinese respondents, more than half agreed (55.2%) that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population, 86 respondents or 21.5% strongly agree, 64 respondents or 16% neither agree nor disagree, 25 respondents or 6.2% disagree, and only 4 respondents or 1% strongly disagree. Therefore, a total of 76.7% respondents agreed that tourism in Thailand would bounce back quicker due to attractive image & prices, and a genuinely service-minded Thai population. This opinion really matters as the respondent expressed based on what they experienced

**Table 5.40 Image & price**

		attractive			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.0	1.0	1.0
	disagree	25	6.2	6.2	7.2
	neither agree nor disagree	64	16.0	16.0	23.2
	agree	221	55.2	55.2	78.5
	strongly agree	86	21.5	21.5	100.0
	Total	400	100.0	100.0	

**Figure 5.40 Image & price**



#### **5.1.41 Non-selection of Thailand in case an eventual risk of being affected by political turbulence subsists**

Table 5.41 illustrated that out of 400 Chinese respondents, 17% agreed not to select Thailand in case an eventual risk of being affected by political turbulence subsists, 144 respondents or 36% disagree, 102 respondents or 25.5% neither agree nor disagree, 70 respondents or 17.5% strongly disagree, and 16 respondents or 4% strongly agree. Therefore, a total of 53.5% respondents disagree to strongly

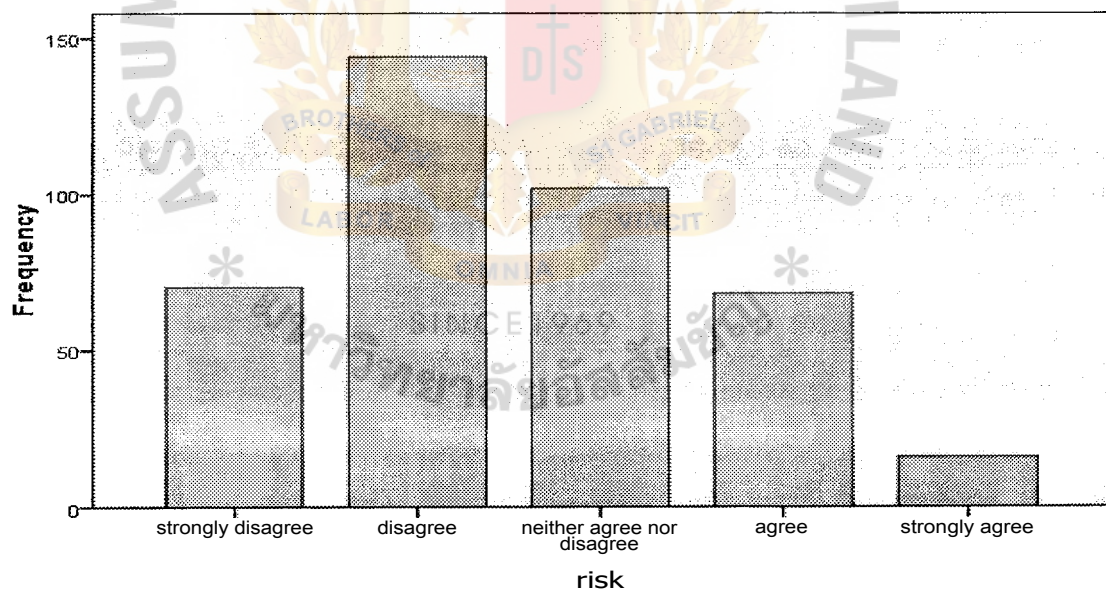


disagree that they will not select Thailand in case an eventual risk of being affected by political turbulence subsists. This response might be based on the fact respondent expressed this opinion at the end of tour and felt no risk in selecting Thailand again as a tourist destination.

**Table 5.41 Risk**

		risk			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	70	17.5	17.5	17.5
	disagree	144	36.0	36.0	53.5
	neither agree nor disagree	102	25.5	25.5	79.0
	agree	68	17.0	17.0	96.0
	strongly agree	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

**Figure 5.41 Risk**



#### **5.1.42 Continue to visit Thailand despite media coverage of the unrest**

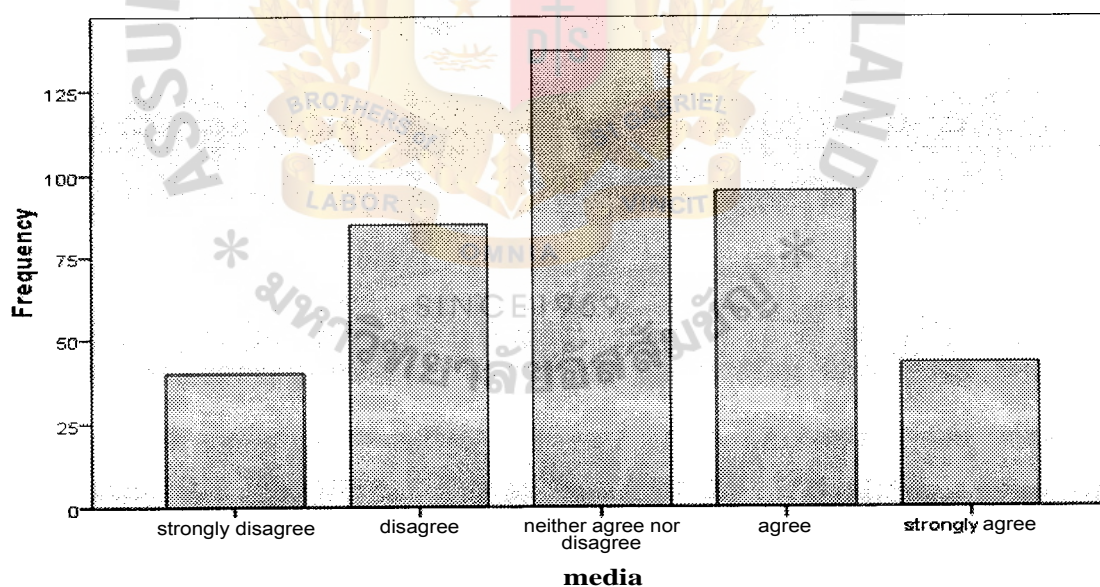
Table 5.42 shows that out of 400 Chinese respondents, a quarter (23.8%) agreed that continue to visit Thailand despite media coverage of the unrest, 137 respondents or 34.2% neither agree nor disagree, 85 respondents or 21.2%

disagree, 43 respondents or 10.8% strongly agree, and 40 respondents or 10% strongly disagree. A total of 34.6% respondents agree to strongly agree that they will continue to visit Thailand despite media coverage of the unrest while almost equal proportion (34.2%) of respondents were unsure of future visit to Thailand.

**Table 5.42 Continue to visit Thailand despite media coverage of the unrest**

		media			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	40	10.0	10.0	10.0
	disagree	85	21.2	21.2	31.2
	neither agree nor disagree	137	34.2	34.2	55.5
	agree	95	23.8	23.8	89.2
	strongly agree	43	10.8	10.8	100.0
	Total	400	100.0	100.0	

**Figure 5.42 Continue to visit Thailand despite media coverage of the unrest**



### 5.1.43 Continue to visit Thailand despite travel warning against visit to Thailand

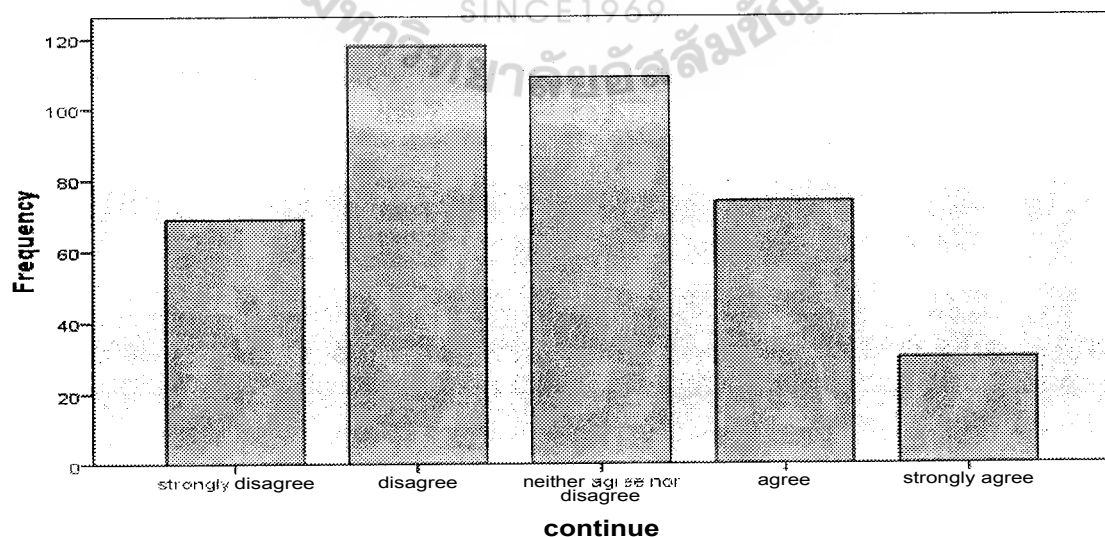
Table 5.43 illustrated that out of 400 Chinese respondents, 18.5% agreed to continue to visit Thailand despite travel warning against visit to Thailand, 118

respondents or 29.5% disagree, 109 respondents or 27.2% neither agree nor disagree, 69 respondents or 17.2% strongly disagree, and 30 respondents or 7.5% strongly agree. Therefore, a total of 46.7% respondents disagree to strongly disagree to continue to visit Thailand despite travel warning against visit to Thailand. Usually travel advisory against a destination is issued by government agencies to safe guard life of their citizens.

**Table 5.43 Continue to visit Thailand despite travel warning against visit to Thailand**

		continue			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	69	17.2	17.2	17.2
	disagree	118	29.5	29.5	46.8
	neither agree nor disagree	109	27.2	27.2	74.0
	agree	74	18.5	18.5	92.5
	strongly agree	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

**Figure 5.43 Continue to visit Thailand despite travel warning against visit to Thailand**



## 5.2 Chinese tourists' perception of Thailand as a tourist destination

In this section, the statements of Chinese tourists' perception of Thailand as a tourist destination are presented. Their perception about the Thailand as a tourist destination appears to be positive, with the mean scores lying between 3.1-4.09 as indicated below.

**Table 5.44 Descriptive statistics of Chinese tourists' perception of Thailand as a tourist destination (N=400)**

Descriptive Statistics		
Statements	Mean	Std. Deviation
Thailand offers good value for money	3.90	.88
Thailand gives a glimpse of natural environment	3.86	.85
Thailand has a variety of cultural and historical sights	3.91	.85
Thailand has excellent beaches	4.05	.89
Thailand has tourists friendly infrastructure	3.79	.86
Thai cuisine is irresistible	3.59	1.08
Thailand is a clean/sanitary country	3.10	1.01
Thai people friendly	4.03	.88
Thailand has variety of accommodation	4.02	.76
Thailand offers a plenty of nightlife entertainment	4.10	.92
Thailand has a pleasant climate	3.47	1.17

As the outcome shown in table 5.44, the perception of "Thailand offers a plenty of nightlife entertainment" got the highest mean score, which is 4.09, followed by "Thailand has excellent beaches" (4.04) , "Thailand people are friendly" (4.03), "Thailand has variety of accommodation" (4.02), "Thailand has a variety of cultural and historical sights" (3.90), "Thailand offers good value for money" (3.89), "Thailand gives a glimpse of natural environment" (3.86), "Thailand has tourists



friendly infrastructure" (3.79), "Thai cuisine is irresistible" (3.58), "Thailand has a pleasant climate" (3.47) and "Thailand is a clean/sanitary country" (3.10).

The highest mean score of 4.09 means that Chinese tourists "agree" that Thailand offers a plenty of nightlife entertainment. However, Chinese tourists "neither agree nor disagree" that Thailand is a clean/sanitary country, which got lowest mean score of 3.10.

### **5.3 Views of Chinese tourists related to Thai people**

In this section, the statements of views of Chinese tourists related to Thai people are presented. Their perceptions about views of Chinese tourists related to Thai people appear to be positive, with the mean scores lying between 3.02-3.93 as indicated below.

According to the outcome shown in table 5.45, the perception of "Thai people are hospitable" got the highest mean score, which is 3.9, followed by "Thai people are honest" (3.70), "Thai people have traditional values" (3.61), "Thai people have ethical values" (3.39), "Thai people observe personal hygiene" (3.33), "Thais have a global vision" (3.16), "Thais are rationale" (3.11), "Thai people are innovative" (3.09), "Thai people are well educated" (3.07), "Thai people are good looking" (3.03) and "Thai people are quite flexible" (3.02).

The outcome shows that Chinese tourists "agree" that Thai people are hospitable, with the highest mean score of 3.93. On the other hand, Chinese tourists "neither agree nor disagree" that Thai people are quite flexible, with the lowest mean score of 3.02.

**Table 5.45 Descriptive statistics of views of Chinese tourists related to Thai people (N=400)**

<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
Thai people are honest	3.70	.95
Thai people are hospitable	3.93	.83
Thai people have traditional values	3.61	.80
Thai people observe personal hygiene	3.33	.93
Thai people are quite flexible	3.02	.96
Thais are good looking	3.03	1.07
Thais are well educated	3.07	.89
Thai people have ethical values	3.40	.82
Thais have a global vision	3.17	1.01
Thais are rationale	3.11	.90
Thai people are innovative	3.10	1.01

#### **5.4 Views of Chinese tourists related to political situation in Thailand**

In this section, the statement views of Chinese tourists related to political situation in Thailand are presented. Their perceptions about Chinese tourists related to political situation in Thailand to be not positive, with the mean scores lying between 2.19-3.73 as indicated below.

As to the outcome shown in the table 5.46, the perception of "it might take about six months to a year for tourism industry to recover as long as there are not more unrest" got the highest mean score, which is 3.73, followed by "Thailand is a peaceful country with relaxed atmosphere" (3.39), "it is unsafe to visit recreational business district in BKK" (3.28), "wearing red or yellow is a political symbol" (3.26), "it is difficult for Chinese tourists to live normal routing" (3.17), "moving around in Thailand is inconvenient" (3.12), "one feel unsecure to travel places of tourists interest in Thailand" (3.11), "Thailand is a political stable" (2.62), "Thai image of

Peace and a land of smiles is affected" (2.54), "many tourists will change holiday plan to include Malaysia, Hong Kong and Singapore to escape trouble in Thailand" (2.38), "current woes would affect international brands developing new properties in Thailand" (2.34), "prolonged unrest might lead to Thailand cut out of some travel brochures" (2.28) and "the adverse effect of political turmoil is the worst situation for Thai tourism" (2.19).

**Table 5.46 Descriptive statistics of views of Chinese related to political situation in Thailand (N=400)**

<b>Descriptive Statistics</b>		
Statements	Mean	Std. Deviation
Thailand is a peaceful country with relaxed atmosphere	3.40	1.11
Thailand is a political stable	2.62	1.05
It is difficult for Chinese tourists to live normal routine	3.17	.98
Moving around in Thailand is inconvenient	3.12	1.15
Wearing red or yellow is a political symbol	3.27	1.01
It is unsafe to visit recreational business district in Bangkok	3.28	1.04
One feel unsecure to travel places of tourists interest in Thailand	3.12	1.08
Thai image of peace and a land of smiles is affected	2.55	.99
The adverse effect of political turmoil is the worst situation for Thai Tourism	2.19	1.00
Many tourists will change holiday plan to include Malaysia, Hong Kong and Singapore to escape trouble in Thailand	2.39	1.07
Current woes would affect international brands developing new properties in Thailand	2.34	.93
Prolonged unrest might lead to Thailand cut out of some travel brochures	2.29	1.03
It might take about six months to a year for tourism industry to recover as long as there are not more unrest	3.73	.89

The highest mean score of 3.73 means that Chinese tourists "agree" that it might take about six months to a year for tourism industry to recover as long as there are not more unrest. But Chinese tourists "disagree" that the adverse effect of political turmoil is the worst situation for Thai tourism, with the lowest mean score of 2.19 which indicates that tourists are optimistic about some political situation in the near future.

### **5.5 Intention to revisit Thailand within next two year**

In this section, the statements of Chinese tourists/ intention to revisit Thailand within next two year are presented. Their perceptions about intention to revisit Thailand appear to be somewhat positive, with the mean scores positioned between 2.54-3.90 as indicated below.

According to the outcome shown in table 5.47, the perceptions of "I am confident that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population", with the highest mean score of 3.90, followed by "I will continue to visit Thailand despite media coverage of the unrest" (3.04), "I will continue to visit Thailand despite travel warning against visit to Thailand" (2.69) and "I will not select Thailand in case an eventual risk of being affected by political turbulence subsists" (2.54).

The highest mean score of 3.90 means that Chinese tourists "agree" that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population. But Chinese tourists "disagree" that not select Thailand in case an eventual risk of being affected by political turbulence subsists,



with the lowest mean score of 2.54, which shows Chinese tourists indication of Thailand's continuity to be their favorite destination.

**Table 5.47 Descriptive statistics of intention to revisit Thailand within next two year (N=400)**

<b>Descriptive Statistics</b>		
<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>
I am confident that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population	3.90	.84
I will not select Thailand in case an eventual risk of being affected by political turbulence subsists	2.54	1.09
I will continue to visit Thailand despite media coverage of the unrest	3.04	1.13
I will continue to visit Thailand despite travel warning against visit to Thailand	2.70	1.17

## 5.6 Hypothesis Testing

In this study, the researcher uses the Pearson Correlations to test the hypothesis and find out the relationship among independent variables and dependent variable.

### Hypothesis 1

Ho1: There is no relationship between the perception of Thailand as a destination and the intention to revisit Thailand within next two years.

Hal: There is a relationship between the perception of Thailand as a destination and the intention to revisit Thailand within next two years.

**Table 5.48 Pearson's Correlation Coefficient for hypothesis one**

Correlations			
		Perception of Thailand	Intention_to_ visit Thailand within_next_ two_years
Perception_of Thailand	Pearson Correlation	1	.201
	Sig. (2-tailed)		.000
	N	400	400
Intention_to_visit_ Thailand_within_next_ two_years	Pearson Correlation	.201	1
	Sig. (2-tailed)	.000	
	N	400	400

Correlation is significant at the 0.01 level (2-tailed).

According to the Pearson Correlation Coefficient analysis of the relationship between the perception of Thailand as a destination and the intention to visit Thailand within next two years (shown table 5.48), the significance value came out as 0.000, which is less than 0.05. That means the null hypothesis is rejected. Therefore, there is a significant relationship between the perception of Thailand as a destination and the intention to revisit Thailand within next two years. The correlation coefficient was 0.201 that showed a very weak positive relation between these two variables.

## Hypothesis 2

Ho2: Chinese tourists perceptions related to the Thai people are not significantly related to their intention to revisit Thailand within the next two years.

Ha2: Chinese tourists perceptions related to the Thai people are significantly related to their intention to revisit Thailand within the next two years.

**Table 5.49 Pearson's Correlation Coefficient for hypothesis two**

Correlations			
		Thai people	Intention_to_visit_Thailand_within_next_two_years
Thai_people	Pearson Correlation	1	.267**
	Sig. (2-tailed)		.000
	N	400	400
Intention_to_visit_Thailand_within_next_two_years	Pearson Correlation	.267	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to the Pearson Correlation Coefficient analysis of the relationship between Chinese tourists perceptions to the Thai people related to their intention to visit Thailand within the next two years (shown in Table 5.49), the significance value came out as 0.000, which is less than 0.05. That means the **null** hypothesis is rejected. Therefore, there is a significant relationship between Chinese tourists perceptions to the Thai people related to their intention to revisit Thailand within the next two years. The correlation coefficient was 0.267 that showed a weak positive relation between these two variables.

### Hypothesis 3

H<sub>03</sub>: Chinese tourists views regarding Thai political situation are not significantly related to perceptions related to Thailand as a tourism destination.

H<sub>a3</sub>: Chinese tourists views regarding Thai political situation are significantly related to perceptions related to Thailand as a tourism destination.

**Table 5.50 Pearson's Correlation Coefficient for hypothesis three**

Correlations		Perception of Thailand	Information
Perception_of Thailand	Pearson Correlation	1	-.091
	Sig. (2-tailed)		.068
	N	400	400
Information	Pearson Correlation	-.091	1
	Sig. (2-tailed)	.068	
	N	400	400

The table 5.50 shows that the significance value came out as 0.068 which is more than 0.05, so there is no relationship between Chinese tourists views regarding Thai political issues related to perceptions related to Thailand as a tourism destination.

#### **Hypothesis 4**

Ho4: Chinese tourists opinions of political situation is not significantly related to perception of Thai host community.

Ha4: Chinese tourists opinions of political situation is significantly related to perception of Thai host community

**Table 5.51 Pearson's Correlation Coefficient for hypothesis four**

Correlations		Political_ situation	Thai people
Political_situation	Pearson Correlation	1	.094
	Sig. (2-tailed)		.061
	N	400	400
Thai_people	Pearson Correlation	.094	1
	Sig. (2-tailed)	.061	
	N	400	400

The table 5.51 shows that the significance value came out as 0.061, which is more than 0.05, so there is no relationship between Chinese tourists opinions of political situation related to views of Chinese tourists to Thai people.



## Hypothesis 5

Ho5: The differences in Chinese tourists' perception of Thailand as a tourists destination is not significant with regard to type of visit to Thailand.

Ha5: The differences in Chinese tourists' perception of Thailand as a tourists destination is significant with regard to type of visit to Thailand.

**Table 5.52 Independent Samples t-test for hypothesis five**

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	Df	Sig. 2-tailed	Mean Difference	Std. Error Difference
Thailand offers good value for money	Equal variances assumed	3.892	.049	2.340	398	.020	.222	.095
	Equal variances not assumed			2.403	246.179	.017	.222	.092
Thailand gives a glimpse of natural environment	Equal variances assumed	<b>4.213</b>	<b>.041</b>	<b>-.117</b>	<b>398</b>	<b>.907</b>	<b>-.011</b>	<b>.093</b>
	Equal variances not assumed			-.110	203.429	.912	-.011	.098
Thailand has a variety of cultural and historical sights	Equal variances assumed	<b>.451</b>	<b>.502</b>	<b>-.434</b>	<b>398</b>	<b>.665</b>	<b>-.040</b>	<b>.093</b>
	Equal variances not assumed			<b>-.430</b>	<b>226.214</b>	<b>.668</b>	<b>-.040</b>	<b>.094</b>
Thailand has excellent beaches	Equal variances assumed	<b>.181</b>	<b>.671</b>	<b>3.246</b>	<b>398</b>	<b>.001</b>	<b>.309</b>	<b>.095</b>
	Equal variances not assumed			<b>3.300</b>	<b>240.308</b>	<b>.001</b>	<b>.309</b>	<b>.094</b>
Thailand has tourists friendly infrastructure	Equal variances assumed	<b>10.919</b>	<b>.001</b>	<b>2.617</b>	<b>398</b>	<b>.009</b>	<b>.243</b>	<b>.093</b>
	Equal variances not assumed			<b>2.840</b>	<b>282.185</b>	<b>.005</b>	<b>.243</b>	<b>.086</b>

Thai cuisine is irresistible	Equal variances assumed	1.587	.208	1.170	398	.243	.137	.117
	Equal variances not assumed			1.140	217.571	.256	.137	.120
Thailand is a clean/sanitary country	Equal variances assumed	5.332	.021	.728	398	.467	.080	.110
	Equal variances not assumed			.689	204.679	.491	.080	.116
Thailand people are friendly	Equal variances assumed	.111	.740	3.287	398	.001	.311	.095
	Equal variances not assumed			3.426	255.283	.001	.311	.091
Thailand has variety of accommodation	Equal variances assumed	4.004	.046	4.133	398	.000	.333	.081
	Equal variances not assumed			4.126	230.105	.000	.333	.081
Thailand offers a plenty of nightlife entertainment	Equal variances assumed	.577	.448	1.339	398	.181	.135	.100
	Equal variances not assumed			1.321	224.001	.188	.135	.101
Thailand has a pleasant climate	Equal variances assumed	.638	.425	-.589	398	.556	-.075	.127
	Equal variances not assumed			-.583	225.270	.561	-.075	.128

As shown in the table 5.52, the significant value is 0.000 which is less than 0.05 means the null hypothesis is rejected, in terms of Thailand offers good value for money with  $p=0.017$  ( $p<0.05$ ), which means that there is significant difference existing. Thailand has excellent beaches with  $p=0.001$  ( $p<0.05$ ), which means that there is significant difference existing. Thailand has tourists friendly infrastructure with  $p=0.005$  ( $p<0.005$ ), which means that there is significant different existing. Thailand people are friendly with  $p=0.001$  ( $p<0.005$ ), which means that there is

significant difference existing. Thailand has variety of accommodation with  $p=0.000$  ( $p<0.005$ ), which means that there is significant difference among tourists who visit Thailand previously and those who visited for the first time.



## Chapter VI

### Summary of Findings, Conclusions and Recommendations

This chapter includes a brief summary of the study, conclusion of the research outcomes along with recommendations and suggestions for further research.

#### 6.1 Summary of the findings

##### 6.1.1 Sample profile

Among 400 respondents of this research, the majority of Chinese respondents who visited Thailand were to spend "holiday". Most of Chinese tourists stayed for "more than one week", most of Chinese tourists "first time visit" and "self-planned" their trip to Thailand.

**Table 6.1 Summary of respondent's trip characteristics**

Trip characteristics	The majority group of respondents (%)
Purpose	Spend holiday (50.8%)
Length of stay	More than one week (46.5%)
Source of information	First time visit (32.2%) TV (17.2%)
Plan trip	Self-planned (42.5%)

##### 6.1.2 Chinese tourists' perception of Thailand as a tourist destination

As shown in table 6.2, for the ten statements, the majority of the responses were "strongly agree to agree", which means that most of the Chinese tourists (80.2%) agreed that Thailand offers plenty of nightlife entertainment. This could mean that



these Chinese tourists were mainly interested in nightlife entertainment on their visit to Thailand.

Table 6.2 Summary of Chinese tourists' perception of Thailand as a tourist destination

Statements	Strongly agree to agree (%)	Neither agree nor disagree (%)	Disagree to strongly disagree (%)
Thailand offers good value for money	67.4	28.5	4
Thailand gives a glimpse of natural environment	72.2	21.8	6
Thailand has a variety of cultural and historical sights	74.4	19.8	5.7
Thailand has excellent beaches	75	21.2	3.7
Thailand has tourists friendly infrastructure	68.8	24.2	7
Thai cuisine is irresistible	57	26.8	16.2
Thailand is a clean/sanitary country	35.3	40.8	24
Thailand people are friendly	77.3	16.2	6.5
Thailand has variety of accommodation	78.7	18.5	2.7
Thailand offers a plenty of nightlife entertainment	80.2	12.2	7.4
Thailand has a pleasant climate	57.3	22.2	20.4

A total of 78.7% agreed that Thailand has variety of accommodations, such as hotels, resorts or guesthouses; three-fourth (77.3%) agreed the views that Thailand people are friendly, always smile and warm. 75% agreed that Thailand has excellent beaches. 74.4% agreed that Thailand has a variety of cultural and historical sights, 72.2% agreed that Thailand gives a glimpse of natural environment. This implies Chinese tourists enjoyed Thailand beautiful scenery. 68.8% agreed that Thailand has tourists friendly infrastructure, 67.4% agreed that Thailand offers good value for money, which Chinese tourists get good service based on a reasonable cost, meanwhile. 57.3% agreed that Thailand has a pleasant climate, 57% agreed that Thai cuisine is

irresistible, because Chinese tourists from different province who have different eating habits enjoyed much. Overall satisfaction is also positively influenced by the Chinese tourists' perception of Thailand as a tourist destination.

### 6.1.3 Views of Chinese tourists related to Thai people

**Table 6.3 Summary of views of Chinese tourists related to Thai people**

<b>Statements</b>	<b>Strongly agree to agree (%)</b>	<b>Neither agree nor disagree (%)</b>	<b>Disagree to strongly disagree (%)</b>
Thai people are honest	<b>57.3</b>	34.8	8
Thai people are hospitable	<b>71.3</b>	25	3.7
Thai people have traditional values	<b>56.2</b>	37.2	6.6
Thai people observe personal hygiene	<b>42.3</b>	42.2	15.4
Thai people are quite flexible	29.5	<b>43.8</b>	26.8
Thais are good looking	33	<b>39</b>	28
Thais are well educated	33	<b>42.5</b>	24.2
Thai people have ethical values	<b>46.5</b>	42.5	11
Thais have a global vision	<b>38.5</b>	36.2	25.2
Thais are rationale	33.3	<b>47.8</b>	19
Thai people are innovative	32	<b>41.2</b>	26.8

As shown in table 6.3, for the six statements, the responses were "strongly agree to agree". The majority of Chinese tourists (71.3%) expressed the views that Thai people are hospitable; 57.3% of them expressed that Thai people are honest; 56.2% agreed that Thai people have traditional values; 46.5% reported that Thai people have ethical values; 42.3% agreed that Thai people observe personal hygiene; 38.5% of them expressed that Thais have a global vision. Choosing Thailand as the destination because Thai people are hospitable, honest, traditional values ethical values, personal hygiene and global vision gives the impression that there are friendly relationship

between China and Thailand. This result can explain the idea that Chinese tourists decided to visit Thailand because Thai people offered services very well.

#### **6.1.4 Views of Chinese tourists related to political situation in Thailand**

As shown in table 6.4, for the six statements, the responses were "strongly disagree to disagree". The majority of Chinese tourists (67.2%) expressed that the adverse effect of political turmoil is the worst situation for Thai tourism, which is understandable in line with the fact economy of Thailand heavily depends on tourism. 63.8% of them expressed disagreement that prolonged unrest might lead to Thailand cut out of some travel brochures, which means that respondents were positive that in spite of political trouble, Thailand is still the magnet for international tourists. 59.5% of them disagreed that current woes would affect international brands developing new properties in Thailand, which means Thailand tourism brands gives positive impact in the international market, together with Thailand is a peaceful country. 55.3% of them were against the idea that many tourists will change holiday plan to escape trouble in Thailand, maintains that Chinese tourists consider political instability is temporary phase; half of the respondents (50%) were not in the favor that Thai image of peace and a land of smiles is affected, it can be concluded that political instability will not last long and usually people have short memories. Therefore, tourists will ignore short phase of uncertainty and remember long lasting image of peace-loving Thais. 45% were unlikely to label that Thailand is a political stable which points to the fact that division or unrest in the Thai society gives wrong signals to the outsiders that Thailand is a suitable and safe tourist destination.

**Table 6.4 Summary of views of Chinese tourists related to political situation in Thailand**

<b>Statements</b>	<b>Strongly agree to agree (%)</b>	<b>Neither agree nor disagree (%)</b>	<b>Strongly disagree to disagree (%)</b>
Thailand is a peaceful country with relaxed atmosphere	<b>53</b>	25.5	21.5
Thailand is a political stable	23	32	<b>45</b>
It is difficult for Chinese tourists to live normal routine	35	<b>43</b>	23
Moving around in Thailand is inconvenient	<b>38.7</b>	29.5	31.8
Wearing red or yellow is a political symbol	37.7	<b>44</b>	18.2
It is unsafe to visit recreational business district in Bangkok	<b>42.6</b>	37.5	20
One feel unsecure to travel places of tourists interest in Thailand	<b>39.8</b>	31.2	29
Thai image of peace and a land of smiles is affected	17.5	32.5	<b>50</b>
The adverse effect of political turmoil is the worst situation for Thai tourism	9.8	23	<b>67.2</b>
Many tourists will change holiday plan to include Malaysia, Hong Kong and Singapore to escape trouble in Thailand	13.2	31.5	<b>55.3</b>
Current woes would affect international brands developing new properties in Thailand	9.4	31	<b>59.5</b>
Prolonged unrest might lead to Thailand cut out of some travel brochures	13.6	22.8	<b>63.8</b>
It might take about six months to a year for tourism industry to recover as long as there are not more unrest	<b>62.5</b>	30.5	7

#### **6.1.5 Intention to revisit Thailand within next two years**

As shown in table 6.5, three-fourth (76.7%) of the Chinese respondents in this study expressed that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population. 34.6% of them expressed



that they will be continue to visit Thailand despite media coverage of the unrest. Just over half (53.5%) of them expressed disagreement that they will not select Thailand in case an eventual risk of being affected by political turbulence subsists, which explains that Chinese tourists were attracted by Thai people, variety of cultural and historical sites as their first choose destination, not affected by political instability. Close to half (46.7%) of them disagreed to visit Thailand in the event of travel warning against visit to Thailand, which insists that Chinese tourists cares for their personal safety.

**Table 6.5 Summary of intention to revisit Thailand within next two years**

<b>Statements</b>	<b>Strongly agree to agree (%)</b>	<b>Neither agree nor disagree (%)</b>	<b>Disagree to strongly disagree (%)</b>
I am confident that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population	<b>76.7</b>	16	7.2
I will not select Thailand in case an eventual risk of being affected by political turbulence subsists	21	* 25.5	<b>53.5</b>
I will continue to visit Thailand despite media coverage of the unrest	<b>34.6</b>	34.2	31.2
I will continue to visit Thailand despite travel warning against visit to Thailand	26	27.2	<b>46.7</b>

#### **6.1.6 Summary of hypotheses testing**

This research study obtained primary data from 400 respondents. Pearson Correlation Coefficient and Independent sample t-test were applied to test the associations. The results of hypotheses testing are summarized in Table 6.6. This paper shows that the Chinese visitors also have a positive intention to return, together with attractive image & price, and a genuinely service-minded Thai population .

**Table 6.6 Summary of results hypotheses testing**

Hypothesis	Statistical test	Strength of relationship	Significance value	Results
Ho 1: There is no relationship between the perception of Thailand as a destination and the intention to revisit Thailand within next two years.	Pearson Correlation Coefficient	Weak positive relationship .20	0.000	Reject Ho1
Ho2: Chinese tourists perceptions related to the Thai people are not significantly related to the respondents intention to revisit Thailand within the next two years.	Pearson Correlation Coefficient	Weak positive relationship .27	0.000	Reject Ho2
Ho3: Chinese tourists views regarding Thai political situation are not significantly related to perceptions related to Thailand as a tourism destination	Pearson Correlation Coefficient	No relationship -.091	0.068	Failed to reject Ho3
Ho4: Chinese tourists opinions of political situation is not significantly related to perception of Thai host community.	Pearson Correlation Coefficient	No relationship 0.094	0.061	Failed to reject Ho4
Ho5: The differences in Chinese tourists perception of Thailand as a tourists destination is not significant with regard type of visit Thailand.	Independent sample t-test			Reject Ho5 (5 items)

## 6.2 Discussion

### 6.2.1 The image of Thailand as a destination and the intention to revisit Thailand within next two years

The result of the hypothesis testing one indicates that there is a weak positive relationship between the image of Thailand as a destination and the intention to revisit

Thailand within next two years. This means that Chinese tourists more care about positive image of Thailand linked to their future revisit, such as natural environment, a variety of cultural and historical sights, excellent beaches, Thai cuisine, nightlife entertainment, variety of accommodation and pleasant climate.

The political situation affected Thailand's tourism, and political unrest dampened the Chinese tourists' enthusiasm to travel to Thailand. Which supports George (2002) Chinese tourists viewed Thailand worthy of their tour destination which supported Gitelson and Crompton (1984). Nightlife entertainment in particular is one of the main attraction that attract Chinese to visit. The frequency of returning visitors were subdivided into "infrequent", "frequent" and "very frequent"; however, the number of visits qualifying for each category are not explained, as pointed out by Gitelson and Crompton (1984).

#### **6.2.2 Chinese tourists' perceptions of the Thai people are related to their intention to revisit Thailand within the next two years.**

The result of the hypothesis testing two indicates that Chinese tourists' perceptions of the Thai people are related to the respondents' intention to revisit Thailand within the next two years. This means that the more Chinese tourists felt the Thai people are hospitable, will influence positively to their future revisit to Thailand again support Gitelson and Crompton (1984).

In this research, Thai people's enthusiasm and courtesy is established among the Chinese respondents as they all enjoyed the Thai warmth, friendliness and hospitality. Although the Thai people seem to be shy, in fact they get along easily with strangers, and always meet with a smile on the face; hence Thailand earns "smiling kingdom"

reputation. Crompton (1984) said that if the potential tourists have no experience in visiting a particular destination, they have limitation of knowledge about the destination's attributes.

### **6.2.3 Chinese tourists' views regarding Thai political situation are not related to perceptions of Thailand as a tourism destination.**

The result of the hypothesis testing three indicates that Chinese tourists view of Thai political situation are not related to their perceptions of Thailand as a tourism destination. This means that Chinese tourists consider political problems as separate issue with no influence on their perceptions of Thailand as a tourism destination. It may be due to Chinese tourists when they were awarded of worsening political situation in Thailand, either change their travel plan or postponed their travel. As they questionnaires were deliver to the Chinese tourists after a gap of four or five month when the political situation in Bangkok in proved. These findings are in line with previous research related to the satisfaction of Japanese tourists in Turkey (Alvarez and Korzay, 2008) and tourists visiting Cape Town as experienced by George (2002).

### **6.2.4 Chinese tourists opinions of political situation are not related to image of Thai host community.**

In this research, the results show that Chinese tourists' opinions of the political situation are found to be not related to the image that the tourists hold in relation to the Thai host community. The findings argue that unstable political situation in Thailand is disadvantage for Thailand's tourism, but for such a situation do not point out common Thai people responsible. This is similar to findings by George (2002) who visited respondents in Cape Town and found previous experience was influence in tourists to make a return visit to a destination.



### 6.2.5 Differences in Chinese tourists perception of Thailand by type of visit

Table 6.7 shows the significant differences in the five statements that include "Thailand offers good value for money ( $p=0.020$ )", "Thailand has excellent beaches ( $p=0.001$ )", "Thailand has tourists friendly infrastructure ( $p=0.009$ )", "Thailand people are friendly ( $p=0.001$ )", and "Thailand has variety of accommodation ( $p=0.000$ )" respectively.

**Table 6.7 Differences in Chinese tourists perception of Thailand by type of visit**

Information	N	Mean	Std. Deviation	t-value	Sig.
Good value for money	122	4.05	.832	2.340	.020
first time visit	278	3.83	.891		
Thailand has excellent beaches	122	4.26	.851	3.246	.001
first time visit	278	3.95	.888		
Thailand has friendly Infrastructure	122	3.96	.732	2.617	.009
first time visit	278	3.72	.904		
Thailand people are friendly	122	4.25	.806	3.287	.001
first time visit	278	3.94	.897		
Thailand has variety of accommodation	122	4.25	.745	4.133	.000
first time visit	278	3.92	.741		

For the statement of "Thailand offers good value for money", for the previously visited tourists to Thailand have a wealth of experience stay, travel and purchase than the first time visit. With previous experience, tourists can know more about excellent beach in Thailand, friendly infrastructure and variety of accommodation, compared to the first time to Thailand get more tourism information, to know the type of

accommodation, such as hotel, hostel and guesthouse, it based on their budget, but the first time visited Thailand will be more care about accommodation's safety and afraid of be cheated by Thai people. So with previous experience Chinese tourists feel comfortable with Thai people, because tourists know Thai people are very hospitable and honest.

It can be seen clearly that for the tourists who have already been to Thailand have higher perception of destination offering good value, beaches, infrastructure, friendliness of Thai people and accommodation than the tourists who visit for the first time. Moreover, different sources of information lead to different perceptions. For the group who visit Thailand first time, they might have got Thailand information through the TV news; travel Magazine, brochure, or other external channels, but have not any experience of social life in Thailand, and its culture environment.

### 6.3 Conclusions

The findings indicate that the image of Thailand as a destination attract more Chinese tourists to visit. As discussed earlier, the results of the hypothesis testing indicate that there is a relationship between the image of Thailand as a destination and the intention to revisit Thailand within next two years. Thus, a positive view of Chinese tourists toward amazing Thailand as a destination positively reinforce to their future revisit to Thailand.

From a practical perspective, it is encouraging for developing countries, especially for those that are affected by instability and political unrest, that even though the country may not be successful at managing its political image in the media, this may have a direct consequence on the image of the place as tourism destination. However, this finding needs to be treated with caution, as the political views related to the

country were found to be connected to the image to the Thai people, which in turn are related to the perceptions of the destination. Thus a more indirect effect between the political image and the tourism destination image is proposed. In addition, it implies that Chinese tourists' perception and views are the important determinants of customers' satisfaction which will impact on their revisit intention.

#### **6.4 Recommendations**

These issues should be addressed by the responsible authorities. There are some recommendations from this research as follows.

##### **6.4.1 Recommendation for Thai authorities to win back Chinese tourists**

Based on the findings of this research, Chinese tourists have strong perception of Thailand as a tourist destination, such as plenty of nightlife entertainment, variety of accommodation, variety of cultural and historical sight and excellent beaches. The TAT may take these into consideration how to promote Chinese tourists revisit to Thailand. TAT should offer Chinese tourists visa free as well as one million US\$ travel insurance free of charge. The cost of their accommodation and transportation are greatly reduced. Such as, Kunming- Bangkok and Guangzhou-Bangkok round trip only 1,900 yuan (about 9,000 Baht).

TAT should provide ecotourism for Chinese tourists to visit Thailand, such as, practice yoga at beach, learn to cook Thai food that attract Chinese tourists more deeply know Thai cultural. Eagly and Chaiken (1993) argued that intentions are psychologically created and different from attitudes, and that an intention represents

the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior".

#### **6.4.2 Recommendation to increase positive image of Thailand among Chinese tourists**

According to the findings of this research study, Chinese tourists feel Thailand has a variety of cultural and historical sights, also has excellent beaches that attract Chinese tourists. For the most visitors, they content to laze their days away on the beach, soaking up the sun and cooling off in the turquoise waters. But for action enthusiasts, there are plenty of choices like diving and snorkeling, windsurfing and paragliding, beach volleyball, off-road driving and other similar activities. For action enthusiasts that TAT and Thai government should support sports matches. Make better use of Thailand's natural resource, the setting of different sports in different destination, so that Chinese visitors not only get a real exercise but also understanding Thailand cultural. Tourist products include: attractions, services and infrastructures.

#### **6.4.3 Recommendation on how to make Chinese tourists feel safe while travel in Thailand**

According to the results of the survey, Chinese tourists' views about the unsafe to visit recreational business district in Bangkok, unsecure to travel places of tourists interest in Thailand and moving around in Thailand is inconvenient. These issues should be addressed by the responsible authorities. There are some recommendations from this research as follows:

- Increase numbers of guards, beach guards and trained volunteers deployed at all recreational business district and beach destination along with more frequent patrols, especially along secluded destination (such as national park) that are so popular with Chinese tourists.

- Set Chinese language invitation and welcome message at the airport, bus stations, train station. TAT should print a travel guide book for Chinese tourists to visit Thailand.

#### **6.4.4 Recommendation on how Thai media can portray peaceful situation among Chinese viewers**

Based on the findings of this research, 53% of Chinese tourists agreed that Thailand is a peaceful country with relaxed atmosphere. Because of the restricted use of information sharing in China, most of Chinese viewers can only reach Thai media through internet or via special travel entertainment programs targeted to Chinese viewers translated in Chinese language. So, it is recommended to choose internet (websites of TAT and other main tourism destination) as the main media to portray peaceful situation among Chinese viewers. Seaton (2006) argued that media is known as responsibility-free power in nationality and globalization context, especially in relation to politics, affecting selecting and meaning.

#### **6.4.5 Recommendation on what TAT should do to convenience Chinese to visit Thailand**

According to the finding of this research study, 45% of Chinese tourists disagreed that Thailand is a political stable. TAT should be vigorously sponsoring the Chinese



movie shooting in Thailand. Such as a movie "Go Lala Go" that shooting at Pattaya, let Chinese tourists watch movie know that Thailand is very friendly country and beautiful of scenery, even if political turmoil will not hurt the tourists and affected destination of Thailand. Kegerries (1969) argued 60 percent of respondents adopted WOM, an automotive diagnostic center, as information sources for making decision in buy production.

### **6.5 Further Research**

This research focused on Chinese tourists' views on the Thai people and political situation in Thailand. Other factors that should be investigated in the future are as follows:

1. Further research should include Asian people, such as Japanese and Korean tourists' perception of Thailand as a tourist destination as Japanese and Koreans are one of the top tourist markets of **Thailand**.
2. Further research can be conducted on the tourism suppliers at destination. Tourists may come or change destination but it is the tourism suppliers who feel the real impact.

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## Appendix A: Questionnaire

### Questionnaire



Dear Respondents:

This questionnaire is part of the Master Thesis for Master of Business Administration in Tourism Management, Graduate School of Business, and Assumption University. The title of thesis is "The implications of political unrest in Thailand on incoming Chinese tourists".

Your answers are very valuable and your information will be treated confidential and used for academic purpose only. Your cooperation and precious time spent in answering this questionnaire is highly appreciated.

#### Part I: Trip Characteristics

Please indicate your answer, by marking (.) or different color only one option for the following questions

##### 1. Purpose of visit to Bangkok, Thailand.

- |   |  |
|---|--|
| <input type="checkbox"/> Spend holiday (vacation)                     | <input type="checkbox"/> <b>Business</b> |
| <input type="checkbox"/> Special interest (health, culture, shopping) | <input type="checkbox"/> Others          |

##### 2. Length of stay

- ☐ 2-3 days    ☐ 4-5 days    ☐ A week    ☐ More than one week

3. Type of visit as your source of information about Thailand prior to arrival?

☐ Previously visited Thailand as an internal source of information

☐ First time visit (know Thailand from external sources of information)

☐ Word of mouth      ☐ TV      ☐ Printing Press      ☐ Books and printed guides

4. How have you planned your trip?

☐ Mainly unplanned travel

☐ Self-planned

☐ Planned with the help from a travel intermediary

☐ Select a tour package from a tour operator

## Part II: Chinese tourists' perception of Thailand as a tourist destination

Please tick (✓) ONE best that matches with your opinion for the following statements,

where 5—strongly agree, 4—agree, 3—neither agree nor disagree, 2—disagree,

1—strongly disagree

Thailand as a tourist destination		5	4	3	2	1
5.	Thailand offers good value for money					
6.	Thailand gives a glimpse of natural environment					
7.	Thailand has a variety of cultural and historical sights					
8.	Thailand has excellent beaches					
9.	Thailand has tourists friendly infrastructure					
10.	Thai cuisine is irresistible					
11.	Thailand is a clean/sanitary country					
12.	Thai people are friendly					
13.	Thailand has variety of accommodation					

14.	Thailand offers a plenty of nightlife entertainment					
15.	Thailand has a pleasant climate					

### Part III: Views of Chinese tourists related to Thai people

Please tick ( ) ONE that matches best with your opinion for the following statements, where 5—strongly agree, 4—agree, 3—neither agree nor disagree, 2—disagree, 1—strongly disagree

Thai people		5	4	3	2	1
16.	Thai people are honest					
17.	Thai people are hospitable					
18.	Thai people have traditional values					
19.	Thai people observe personal hygiene					
20.	Thai people are quite flexible					
21.	Thais are good looking					
22.	Thais are well educated					
23.	Thai people have ethical values					
24.	Thais have a global vision					
25.	Thais are rationale					
26.	Thai people are innovative					

### Part IV: Views of Chinese tourists related to political situation in Thailand

Please tick ( ✓ ) ONE best that matches with your opinion for the following statements, where 5—strongly agree, 4—agree, 3—neither agree nor disagree, 2—disagree, 1—strongly disagree

Political situation in Thailand		5	4	3	2	1
27.	Thailand is a peaceful country with relaxed atmosphere					
28.	Thailand is a political stable					
29.	It is difficult for Chinese tourists to live normal routine					
30.	Moving around in Thailand is inconvenient					
31.	Wearing red or yellow is a political symbol					
32.	It is unsafe to visit recreational business district in BKK					
33.	One feel unsecure to travel places of tourists interest in Thailand					
34.	Thai image of peace and a land of smiles is affected					
35.	The adverse effect of political turmoil is the worst situation for Thai Tourism					
36.	Many tourists will change holiday plan to include Malaysia, Hong Kong and Singapore to escape trouble in Thailand					
37.	Current woes would affect international brands developing new properties in Thailand					
38.	Prolonged unrest might lead to Thailand cut out of some travel brochures					
39.	It might take about six months to a year for tourism industry to recover as long as there are not more unrest					

# **Part V: Intension to revisit Thailand within next two years**

Please tick ( ✓ ) ONE best that matches with your opinion for the following statements,

where 5—strongly agree, 4—agree, 3—neither agree nor disagree, 2—disagree,

1—strongly disagree

Revisit intention Thailand		5	4	3	2	1
40.	I am confident that tourism in Thailand would bounce back quicker due to attractive image & price, and a genuinely service-minded Thai population					
41.	I will not select Thailand in case an eventual risk of being affected by political turbulence subsists					
42.	I will continue to visit Thailand despite media coverage of the unrest					
43.	I will continue to visit Thailand despite travel warning against visit to Thailand					



## 问卷调查



尊敬的先生/女士：

！

(Assumption University) 研究生院旅游管理

(MBA-TRM) 学生。您看到的这份问卷是基于硕士毕业论文设计的。

“泰国的政治动荡影响中国游客的入境”的相关数据。

保证您所提供的数据将只用于

于我的毕业论文中，所有信息将得到严格保密，

非常感谢您的合作

在此我表示衷心的感谢。

请选择你的答案并打钩。

1.

目

☐ 度假（假期）    ☐ 商务    ☐ 特别兴趣（健康，Mt）    ☐ 其它

2.

☐ 2-3 3c    ☐ 4-5    ☐ 超过 周

3. 什么是作为你来泰国之前的访 型？

☐

☐ 第 次来泰国    从外来信息了解泰国）

☐ 口碑    ☐ 电视    ☐ 印刷小册子    ☐

4. 如何计划你的旅行？

☐ 无计划旅行为主 ☐ 自助 ☐ 旅行中寻求帮助计划 ☐ 从旅行社选旅游套餐

### 中国游客的感知把泰国作为目的地

在最符合你意见的答案下打钩，非常同意—5.， 既不同意也不不

同意 2，非常不同意 1

旅游目的地泰国		5	4	3	2	1
5.	泰国物有所值					
6.	泰国给了我们自然环境 瞥					
7.	泰国有各种自然历 景观					
8.	泰国有 好的海滩					
9.	泰国有很好的旅游设施					
10.	泰国食物诱人					
11.	泰国是 一个清洁的国家					
12.	泰国人很友善					
13.	泰国有各种各样的住宿接待					
14.	泰国提供很 夜生活娱					
15.	泰国有舒适的气候					

### 第三部分：泰国人给中国游客的印象

答案下打钩，非常同意 5.，

非常不同意—1

泰国人		5	4	3	2	1
16.	泰国人很诚实					
17.	泰国人很好					

18.	泰国人有传统的价值观					
19.	泰国人注意个人卫生					
20.	泰国人相当灵活					
21.	泰国人很好看					
22.	泰国人受过很好的教育					
23.	泰国 AA 道德价值					
24.	泰国人 景					
25.	泰国人很理性					
26.	泰国人是创新的					

#### 第四部分：中国游客对泰国政治局势的观点

请在最符 意 5., 同意 4, 既不同意也 不同

国的政治局势		5	4	3	2	1
27.	泰国是一个和平的国家，充满着轻松的氛围	*				
28.	泰国政治 定					
29.	国游客不能正常的观光旅游					
30.	在泰国出行不方便					
31.	穿着红色或 色的服装是政治的象征					
32.	在曼谷的娱乐场所和商业区都是不安 的					
33.	对泰国感兴趣的游客游览的时候没有 感					
34.	泰国这个微笑的国度 平的形象受到了影响					
35.	政治动荡给泰国的旅游带来了负面影响					

36.	很多游客会改变旅游计划避开泰国，选择马来西亚、香港、或新加坡					
37.	当前的形式会影响到旅游品牌在国际上的发展					
38.	长期动荡可能导致泰国削减一些旅行宣传					
39.	只 不再发生动荡，预计花半年到一 时间可以恢复旅游业					

非常同意—5., 同意—4,

同意 2, 非常不同意—1

重游泰国的目的		5	4	3	2	1
40.	我相信归功于富有魅力的形象 极富吸引力的价格和泰国人真诚的服务理念 泰国的旅游业 在短时间内恢复其原有的活力。					
41.	在泰国政治动 对旅游造成风险的情况下，我是不会选择泰国为旅游目的地的。					
42.	即使各方面媒体对泰国政治动荡有非常 的报道，我还是会坚持选择前往泰国旅游					
43.	就算赴泰旅游发布了相 警告，我还是 到泰国 游					



