

## Abstract

This research aims to survey the difference between Chinese visiting friends and relatives' travelers (VFRs) and Chinese non-VFRs to Thailand in terms of tripographic variables. Therefore, this being a part of the descriptive information on Chinese tourists, socio-demographic variables, tripographic variables and various attractions attributes. In order to analyze and understand these variables, relevant theories and concepts were applied to form the theoretical and conceptual frameworks.

In this research, descriptive research is applied and 400 questionnaires were distributed to Chinese tourists at Suvarnabhumi International airport, China Town, Assumption University and Central World in Bangkok during September to October 2008. The non-probability sampling method is employed. Chi-square analysis along with cross-tabulation is used to compare the tripographic characteristics of Chinese VFRs and Chinese non-VFRs.

From the research, it can be concluded that one-third of the Chinese respondents came to Thailand for VI-R purpose, and majority of Chinese VFRs came to visit their friend. The information from socio-demographic research reveals that the majority of respondents of Chinese VFRs were mainly 25-34 years old with income of 2001 to 4000 Yuan per month. While the Chinese non VFRs were also mainly 25-34 years old, but with an income of more than 8000 Yuan per month. The attributes for the attractions in/around Bangkok were nearly the same for both Chinese VFRs and

non-VFRs.

The result of hypothesis testing reveals that there are significant difference in the choice of accommodation, activity participation in terms of nightlife/entertainment, gardens, golf and quality dining, choice of transportation used, length of stay and travel period or season. The majority of Chinese VFRs came to Thailand during vacations, and were accommodated exclusively by friends or relatives and stayed more than one week, while the majority of Chinese non-VFRs came to Thailand in autumn, stayed in hotels and spent less than one week in Thailand. Chinese VFRs came to Thailand used more choices for other transportation than non-VFRs, who mostly only chose international air.

Finally, the recommendations such as 'encourage low season businesses with VFR traffic', 'diversify connection between local residents and their VFRs', 'establish special database for VFR travelers' and 'educate local residents in tourism knowledge' are proposed for the destination government, destination marketing organizations (DMOs) and related industry companies.

**Key Words:** VFR, non-VFR, Tripography, Chinese tourists, Thailand