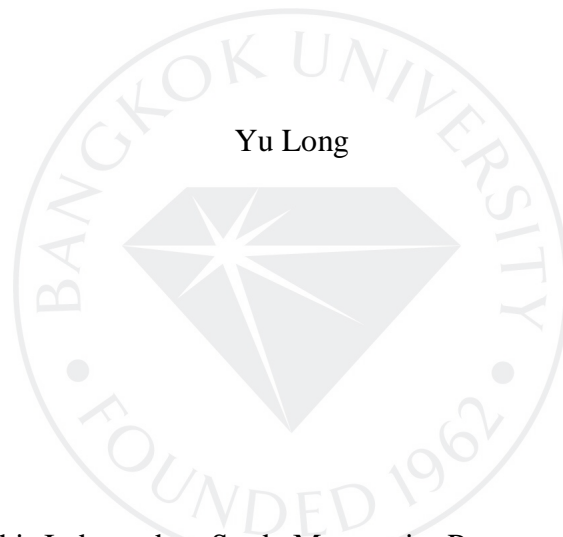


THE CHINESE TOURISM PROMOTIONAL VIDEO AND THE EFFECTS ON  
THAI TOURISTS' TRAVELLING INTENTION TO CHINA



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THAI TOURISTS' TRAVELLING INTENTION TO CHINA

Yu Long



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**This Independent Study has been approved by  
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THAI TOURISTS' TRAVELLING INTENSION TO CHINA**

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## ABSTRACT

The purpose of this research is to find out the effect of the Chinese tourism promotional video on Thai tourists' travelling intention to China, particularly pure Thai and Thai Chinese tourists.

Within this research, the researcher has distributed two hundred questionnaires to Thai tourists in Bangkok area, Chiangmai, Ubon Ratchatani, Phuket and other cities in Thailand from August 2015 to October 2016. After collecting and analyzing data by utilizing in a T-test way, the study showed that, as expected, the Chinese tourism promotional video has significant effects on the Thai tourists' travelling intention to travel to China with  $t(199) = -14.792, p < 0.001$  two tailed. However, the pure Thais were found to be more influenced by the Chinese tourism promotional video than Thai Chinese.

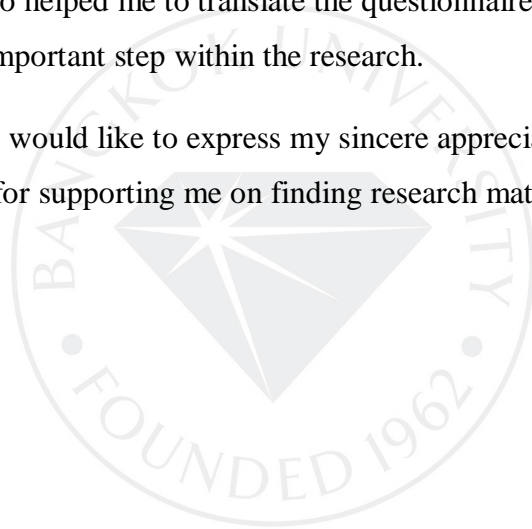
*Key words: Chinese promotional video, effects, Thai tourists, travelling intention*

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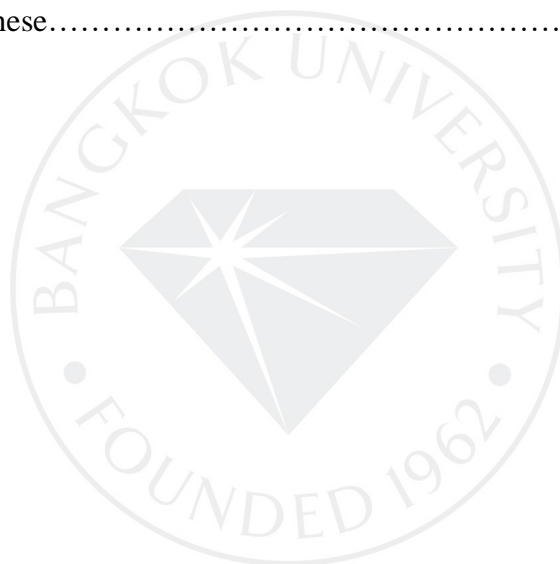


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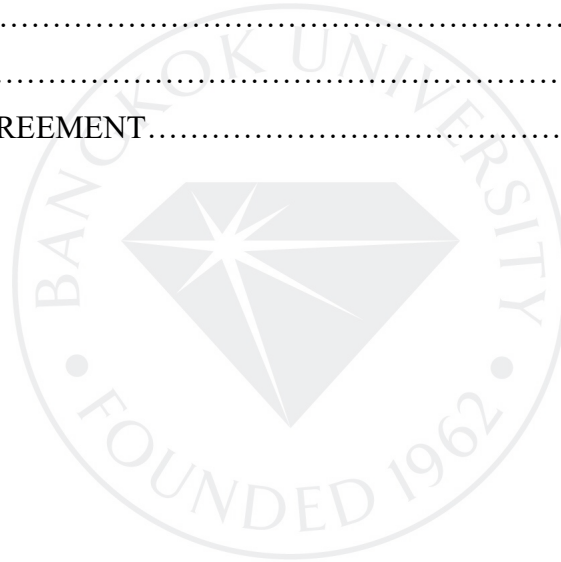


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## CHAPTER 1

### INTRODUCTION

#### **1.1 Rationale and Problem Statement**

With the development of the society, tourism has been playing a significant role in world since years ago, also it has become the most important activity on a worldwide scale (Abubakar, 2009). Especially in China, the contribution that tourism industry made cannot be measured and cannot be emphasized more (UNEP, 2005). As for China, the Southeast Asia tourism group is one of the most important inbound tourism groups in the world, which has been taking beyond 15% proportion among the all inbound tourists in recent years (Huang, 2012). Meanwhile, within the tourists, Thailand tourism group has played an extremely role (CNTA, 2015). Thus, the promotion strategy on invoking intended and potential tourists' travelling intention is needed.

In Garfield's article (2006), he emphasized the necessary of tourism promotional video and its abilities to invoke tourists' perceptions of a destination, then change the perceptions of the destination, because of invoking tourists' willingness and intention to travel to the destination. Thus, the test of whether and how the Chinese tourism promotional video effects tourists' travelling intention to travel to China with a promotional campaign is needed. But according to browse the previous research relates to this field, researcher found that most research just focus on the relationship between the film, event, celebrities, TV dramas and extremely old tourism promotional video and the tourists' destination image. Seldom or never focus on the relationship between the latest tourism promotional video: "Beautiful China, 2015---- Year of Silk Road Tourism Campaign" and Thai tourists' travelling intention to travel to China. Thus, the research of this article is needed.

The footstone rationale of this study based on Attitude change model theory which sketched by Carl Hovland and his colleagues at Yale University used for

understanding the processes of persuasion and making persuasive marketing and advertising information (Carl, 1945). The theory also known as a social psychology which was about how the persuasive messages effect people's attitude and how people most likely change their attitude under a given specific condition (Carl, 1945). Thus, the Attitude Change Model Theory has generated amount of research, and insight, in the nature of persuasion. What's more, another footstone rational is Behavior Intention Theory which was defined as an indication of an individual's readiness to perform a behavior, as well as assumed to be immediate antecedent of behavior (Azjen, 2002).

The questions to the research is whether there is a relationship exists between the Chinese tourism promotional video and Thai tourists' travelling intention to travel to China, and how to implement to develop the Chinese tourism promotional strategies to invoke Thai tourists' travelling intention to travel to China? Thus, depend on the current situation of popularized tourism industries, this issue is becoming a very interesting challenge among the future scholars. Therefore, depend on the elaborated rational, the following are the problem statement:

1, Whether viewing the Chinese tourism promotional video positively affects Thai tourists' travelling intention to travel to China?

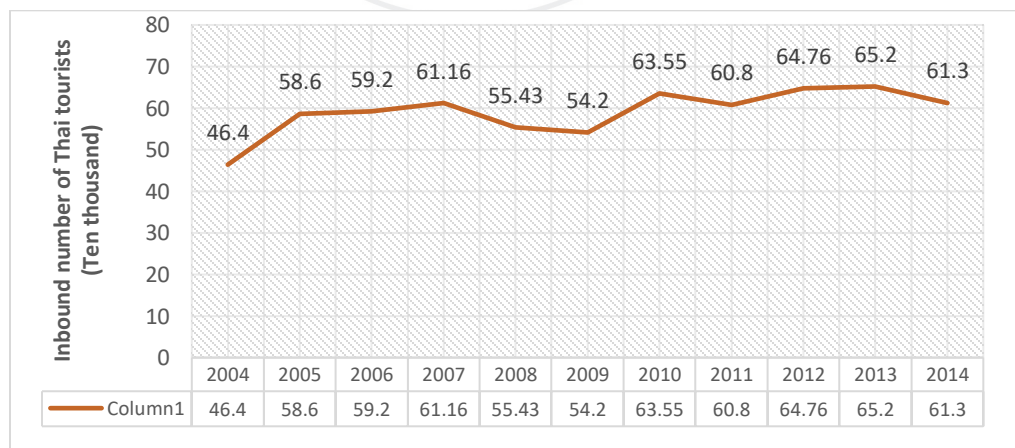


Figure 1: The ten years statistics of inbound tourists from Thailand (2004-2014)

Retrieved from <http://www.stats.gov.cn/english/>

## **1.2 Objective of Study**

To examine the relationship between viewing Chinese tourism promotional video and Thai tourists' travelling intention change to travel to China, and whether it could positively affect Thai tourists' travelling intention to travel to China; whether the tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai?

## **1.3 Scope of Study**

This research will focus on an independent variable that the Chinese tourism promotional video, and how it effects the dependent variable that Thai Tourists' travelling intention to travel China. Based on the previous studies, most researchers are focus on the correlation between the films, TV series, celebrities, or international events and the tourists' travelling intention. But there are few scholars focus on the correlation among the Chinese tourism promotional video and Thai tourists' travelling intention to travel to China. What's more, to the latest Chinese tourism promotional campaign "Beautiful China, 2015—Year of Silk Road Tourism Campaign", there is even no formal study on it. Thus, the study of: (1) whether viewing the Chinese tourism promotional video will affects Thai tourists' travelling intention change to travel to China, (2) and how does viewing the Chinese tourism promotional video will affects Thai tourists' travelling intention change to travel to China should be more and more concerned by scholars, tourism marketers and national associations.

According to the statistics analysis from National Bureau of Statistic of China, during the recent 3 years, the major inbound tourists from Thailand to China range from 25 years old to 44 years old, thus the target respondents in this research are very simple that who are no younger than 25 years old, and no older than 44 years old.

This study will use a quantitative methodology with launching a questionnaire (survey) within Thailand, aiming to discover the correlation between the Chinese tourism promotional video (IV) and Thai tourists' travelling intention (DV) to travel to China.

### **1.4 Research Questions**

This research will be from a variables-centered perspective, around the independent variable-the Chinese tourism promotional video and the dependent Variable-Thai tourists' travelling intention. According to the objective of the study and the scope of the study which were stated above, then the formulated research questions are:

RQ1: Does viewing the Chinese tourism promotional video will positively affect Thai tourists' travelling intention to travel to China?

RQ2: Does the Chinese tourism promotional video has a stronger influence on the travelling intention of Thai Chinese than pure Thai?

### **1.5 Significance of the Study**

On condition that the objectives of the study were accomplished like clockwork, then it could make abundant significances in the following ways:

1.5.1 Firstly, the research will have an implication for understanding the relationship between the Chinese tourism promotional video and Thai tourists' travelling intention to China.

1.5.2 Secondly, the research will have an implication for practitioners in international tourism industry. The research will be discovering the correlation between the Chinese tourism promotional video and Thai tourists' travelling intention to China. Thus, the research could provide information about Thai tourists' destination image satisfaction of China, Thai tourists' decision-making behavior, the core influence factors on Thai tourists' travelling intention and so forth, which could benefit the international tourism campaign making start points, contents picking process, and many related dimensions in campaign producing process.

1.5.3 Thirdly, the research will have an implication for practitioners in tourism-related industries. Travelling intention is a part of behavior intention, which has the common points with purchase decision making process. Thus, based on the correlation

between the Chinese tourism promotional video and Thai tourists' travelling intention to China, tourist souvenir marketers, hotel marketers, canteen marketers and so forth could have a reference object to make decisions on contents providing and advertising producing process.

1.5.4 The last, the research will have an implication for inheriting the past and ushering in the future. The research will provide a clear correlation relationship between the Chinese tourism promotional video and Thai tourists' travelling intention to China. For this reason, the result of the research could provide a guidance and meaningful information to the future related research.

## **1.6 Definition of Terms**

1.6.1 **Tourism promotional video** is an artistic creation which is based on theme elements of tourism attractions, combining sound, light image and tone, then sublimate as the form of video. It aims to be the essential display and performance of a tourist attractions which via a visual propagation path. In order to increase visibility and exposure, better to attract investment and promote tourism, highlighting the quality of tourist attractions and special identity, excavate the distinctive features of particular geographical and cultural landscapes, all in all, it is a path to strengthen the appeal of the tourism attractions.

1.6.2 **Foreign Tourist** is defined as any person visiting a country, other than that in which he/she usually resides, for a period of at least 24 hours (Committee of Statistical Experts of the League of Nations, 1937). Foreign tourist is one of the key elements in this research that refers in particular to Thai tourists who have a potential or already existed travelling intention to travel to China.

1.6.3 **Tourism** is defined as travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (World Tourism Organization, 1946). And also defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers,



host governments and host communities in the process of attracting and hosting these tourists and other visitors (Macintosh and Goeldner, 1986). Therefore, this research will focus on investigating the Chinese tourism promotional video influences on Thai tourists who have potential interests to travel to China and those who have already existed interesting to travel to China, due to leisure related purposes.

1.6.4 **Travelling intention** was defined as a traveler's perceived likelihood of visiting a specific destination within a specific time period (Woodside & Lysonki, 1989). Thus, in this study, travel intention refers to the motivation or the intention to travel to China after exposing to the Chinese tourism promotional video.



## **CHAPTER 2**

### **LITERATURE REVIEW**

With the aim of examining the correlation between viewing the Chinese tourism promotional video and Thai tourists' travelling intention to travel to China, the first part of literature review will critically analyze the available researches of Chinese tourism promotional video and tourists' travelling intention, as well as attempt to find potential gaps in previous studies. This lays a solid foundation for the choice of theories. Based on the gaps in literature review, the second part explores Attitude change theory, behavior intention theory and the application in a subordinate position. Then, the last part will elaborate the hypotheses and the theoretical framework. Thus, the chapter will be summarized the following topics:

- 2.1 A comprehensive synthesis of past studies.
  - 2.1.1 The coverage on “Beautiful China, 2015—Year of Silk Road Tourism Campaign”
  - 2.1.2 The Relationship between tourism campaign and tourists’ travelling intention
- 2.2 Related theories
  - 2.2.1 Theory of Attitude Change
  - 2.2.2 Theory of Behavior Intention
- 2.3 Hypotheses
- 2.4 Theoretical framework

#### **2.1 Related literature and previous studies**

The results of reviewing related literature showed that there is no existing academic research of the latest Chinese tourism promotional video which was newly published named: “Beautiful China, 2015—Year of Silk Road Tourism Campaign”; and the related researches about Thai tourists' travelling intention to China are even seldom or never. What’s worse, the comprehensive and deeper researches about the detailed correlation is even more restricted. However, the existing available materials have still offered some enlightenment for this research. Based on the review of these previous researches, the contents of journal articles approached to this topic via

various aspects. The main content of literature review could be categorized into several different themes in the next paragraphs.

### **2.1.1 The coverage on “Beautiful China, 2015—Year of Silk Road Tourism Campaign”**

The latest Chinese tourism campaign “Beautiful China, 2015—Year of Silk Road Tourism Campaign” shoulders the burden as the other marketing approaches to invoke potential tourists’ intention to visit China which has: “both unique experiences and a wide range of attributes with high utility value, such as landscape, climate, geographical location, quality of tourist facilities, friendliness, security, history, indigenous people and shopping” (Waitt, 1996), but the video “Beautiful China, 2015—Year of Silk Road Tourism Campaign” specially emphasizes on the the geographic location, the friendly people, the Chinese natural landscape, the Chinese artificial landscape, the China’s typical national customs, the individualized tourism, the healthcare tourism, the transportation and modern tourism (Wanjia, 2015). Therefore, this part will focus on a professional and influential news coverage which was published on 14<sup>th</sup> September, 2015, from China National Tourism Association official website (CNTA, 2015).

The year of 2015 was designated as the year of Silk Road Tourism, which was launched on 8<sup>th</sup> January, 2015 in Xi’an with inviting Thailand representative. The Chinese tourism campaign “Beautiful China, 2015—Year of Silk Road Tourism Campaign” was made by the China National Tourism Association with aiming to implement the “One Belt, One Road” tourism strategy (CNTA, 2015). What’s more, it was viewed as a crucial step of integrating tourism development, as well it was a major means to intensify the coaction among the countries along the side of Silk Road and to promote the Chinese inbound tourism (Wanjia, 2015). Thus, it can be an extremely suitable material for promote inbound tourism and test the correlation between tourism campaign and tourists’ travelling intention to China.

What’s more, the Silk Road used to be an irreplaceable role between eastern and western for political, economic and cultural collaboration (CNTA, 2015). Thus, as a history and culture heritage, the Silk Road itself can be a popular tourism route to enhance the international influence of the brand of Silk Road tourism and culture and add to the charm of Beautiful China (Wanjia, 2015).

The last, from an empirical analysis on the Chinese tourism campaign “Beautiful China, 2015—Year of Silk Road Tourism Campaign”, the video lasts for three minutes and 38 seconds, and it includes 168 scenes, which could represent the quintessence sceneries of China. All the scenery dimensions can be categorized as: the geographic location, the friendly people, the Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds and so on), the Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs and so on), the China’s typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities, and so on), the individualized tourism (i.e. adventure and excitement), the healthcare tourism (i.e. Chinese massage and Chinese yoga), the transportation (air transportation, bus & car transportation, high-speed rail transportation, ship transportation) and modern tourism (i.e. modern urban landscape).

This video was the latest tourism campaign which was shown in September 2015, up to now, there is no any researchers use it as a research material. Thus, depends on the meaningful analysis, effective contents and availability, then the video was applied in this research.

What’s more, the video is available on the official website of the China National Tourism Administration (<http://www.cnta.com>). Besides the official website, Beautiful China, 2015---- Year of Silk Road Tourism Campaign also distributed by some tourism official accounts and some independent users on YouTube which is a well-known and accessible platform in Thailand, thus the feasible usage was offered.

### **2.1.2 The Relationship between tourism promotional video and tourists’ travelling intention**

Tourism promotional video is defined as an artistic creation which is based on theme elements of tourism attractions, combining sound, light image and tone, then sublimate as the form of video (Baidubaike, 2015). It aims to be the essential display and performance of a tourist attractions which via a visual propagation path. In order to increase visibility and exposure, better to attract investment and promote tourism, highlighting the quality of tourist attractions and special identity, excavate the distinctive features of particular geographical and cultural landscapes, all in all, it is a

path to strengthen the appeal of the tourism attractions (UN, 2013). Travelling intention was defined as a traveler's perceived likelihood of visiting a specific destination within a specific time period (Woodside & Lysonki, 1989). Thus, in this study, travel intention refers to the motivation, willingness or the intention to travel to China after exposing to the Chinese tourism promotional video.

The factors in the selected tourism campaign are various, and the previous researches showed that there are many dimensions could affect tourists' travelling intention. Such as quality, social values, familiarity and the contentment (Terry and Cathy, 2005; Hosany and Witham, 2010; Silvestre, Santos, and Ramalho, 2008). As well as, the affective factors also will be influence tourists' travelling intention (Duman and Mattila, 2005). Among these potential influential dimensions in the tourism campaign, perceived value, consent to the described destination, and the motivation have been frequently tested before, and the results showed that these dimensions have a positive correlation to behavior intention (Terry and Cathy, 2005).

Basically, the identity of subjects such as gender (male, female and transgender), age (in this research, the respondents are 25-44 years old), occupation, marital status, income, purpose of visit, education, and social class will influence people's travelling intention (Mohammas, Neda, Behrooz & Parisa, 2012). The price is a sensitive influential dimension on tourists' travelling intention, which also can be a constrained factor that limits tourists' willingness and intention (Petrick, 2005; Hung and Petrick, 2012).

With the experimental investigation, the results showed that the perceived image, self-image congruence, brand image, functional attachment, motivation has a positively influences on visitor's intention (Park, 2006; Mohammas, Neda, Behrooz & Parisa, 2012; Hosany and Martin, 2012; Wen, 2015; Pham, Vo, & Mai, 2015). What's more, Pham, Vo, and Mai further developed the film-induced tourism factors as the topics, contents, actors, music, backgrounds, cultural, cultural distance and traditions has a positively correlation to people's travelling intention (Siew, Julie & Geoffery, 2007; Pham, Vo, & Mai, 2015). Besides, positive electronic word of mouth and attitudes toward destination in a media-introduced advertisement also has a positively correlation to travel intention (Mohammas, Neda, Behrooz & Parisa, 2012; Meysam, Mohamad, Mehdi & Mehdi, 2012).

Tourism is a kind of intercultural communication between different regions, thusly, the telecommunication and the transportation must be a crucial factor which would definitely influence people's travelling intention (Chun-Hua & Chyan, 2010 & Kuniaki & Kazuo, 2010). Besides, the customer experience, consumption cognitions and emotions, destination risk, travel motivation, perceived constraint, perceived quality of facilities in destination, and religions also has a correlation with people's travelling intention (Berry, 2002; Bigne, 2008; Cases, 2010; Celci, 1993; Chi, 2008; Girard, 2010; Jackson, 2009 & Li, 2000).

## **2.2 Related theories**

The effect of promotional video on intention change has been studied and approved for several years based on Attitude Change theory and Behavior Intention theory. Thusly the researcher tries to utilize these two theories to approve the research in this article. The related theories will be elaborate in the following two parts 2.1 and 2.2.

### **2.2.1 Theory of Attitude Change**

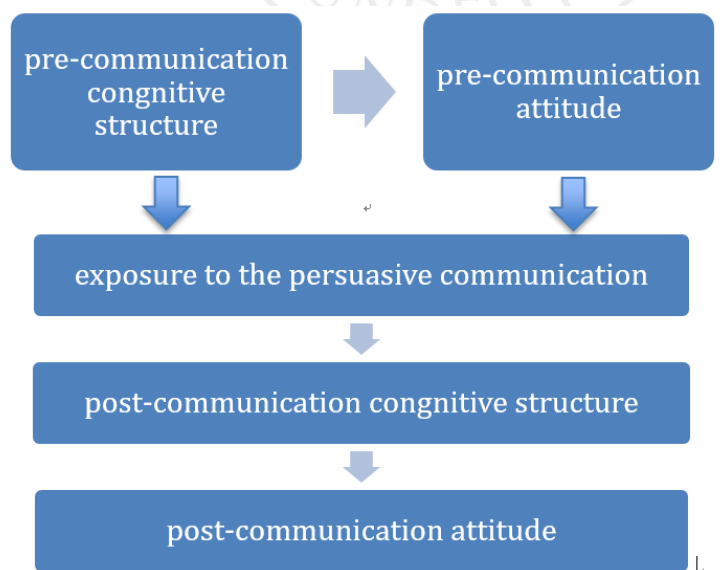


Figure 2: The theoretical framework of the Attitude Change

The theory of Attitude Change is a kind of social psychology concept which was also known the Attitude change model (Carl, 2015). It was established by Carl Hovland and his colleagues in Yale University for persuasive communications with aiming to test the conditions under which people are most likely to change their attitude in response to persuasive messages including persuasive factors and effects (Hovland, et al. 1953).

The Attitude change theory has not been only used in a great deal of researches for investigate the attitude change or understand the steps of persuasion, but also has been utilized in making marketing and advertising strategies in many companies (Aroson, 2010), which also including tourism marketing. Thusly, the message content and the mood all affect the attitude and intention change could tested by utilizing the theory of Yale Attitude change model (Carl, 2015).

While the theory has been utilized in tourism industry which infer that the technology and media has great power in promoting because the content in visual media-introduced advertisements contain amount of visual information (Clelia, 2016) which has a great power on affect tourists' intention.

Depend on Clelia's findings, Helene has developed the theory as media-introduced advertisement has a function to transfer certain contents and emotions (Helene, 2008) which infer that the selected contents and factors in the Chinese tourism promotional video could affect tourists' intention to China.

### **2.2.2 Theory of Behavior Intention**

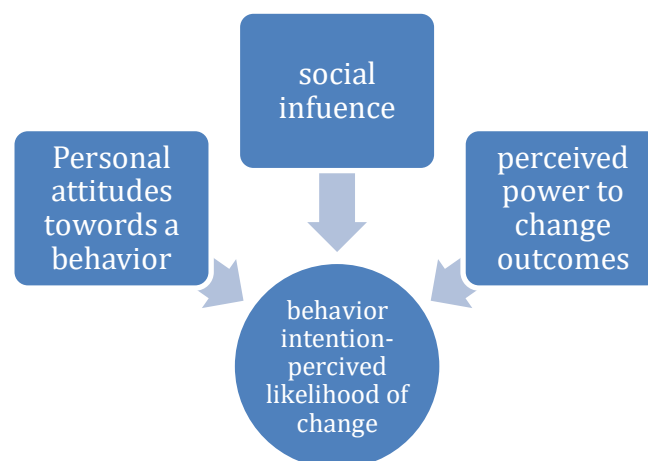




Figure 3: The theoretical framework of the Theory of Behavior Intention

The Theory of Behavioral Intention was established by Icek Ajzen which was originally defined the effort that someone wants to achieve a goal (Ajzen, 1991), later it was developed with a new definition which was defined as an indication of an individual's readiness to perform a guided behavior (Ajzen, 1991). It is assumed to be an immediate antecedent of behavior. It is based on attitude and intention which towards the behavior, subjective norm, and perceived behavioral control, with each predictor weighted for its importance in relation to the behavior and population of interest (Ajzen, 1991). Meanwhile, the previous studies have illustrated that regression between the effect of media-related advertisements and the intention, also approved that the media-related has a positive significance effect on respondents' intention before a predictable action (Iman, 2011), also 92% in a research show their positive intention change and willing to try or to plan to go travel in the future (Iman, 2011; Kunuakai & Kazuo, 2010). As for the media-related advertisement could have a significant correlation with respondents' image change (Clelia, 2016), and the image change has a strong correlation with behavior intention (Mahadzirah, Ahmad & Safiek, 2012). Hence, combine the two parts above we could infer that the media-related advertisement could have a significant effect on tourists' travelling intention to China.

Besides, there are three constructed antecedents of behavioral intentions: attitudes, subjective norm, and perceived control. As a footstone, it was used for conducting many researches in the field of hospitality and tourism industry (Cao, DiPietro & Kock, 2015), such as to discover the behavior intention of visiting a tourism destination or tourist attraction (Baker & Crompton, 2000; Buttle & Bok, 1996; Lam & Hsu, 2006; Hsu & Huang, 2012). Some researchers found that travelling intention strongly related to their attitude, perception and image of a place (Chih-Wen, 2014), besides many researchers have recognized that respondents' attitude leads to travelling intention change as they were exposure to media-introduced video, meanwhile the behavior intention also be changed (Cases, Fournier, Dubois, & Tanner, 2010). The literature reveals a significance of the concept behavior intention and its application to tourism-related industries (Chi-Wu, 2014).



### **2.3 Hypotheses**

Based on the preceding literature review, the well-founded hypotheses are justificative. Therefore, depends on the objectives and research questions, the hypothesis is assumed as:

H1: Viewing the Chinese tourism promotional video has a positive effect on Thai tourists' intention to travel to China.

H2: The tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai.

### **2.4 Theoretical framework**

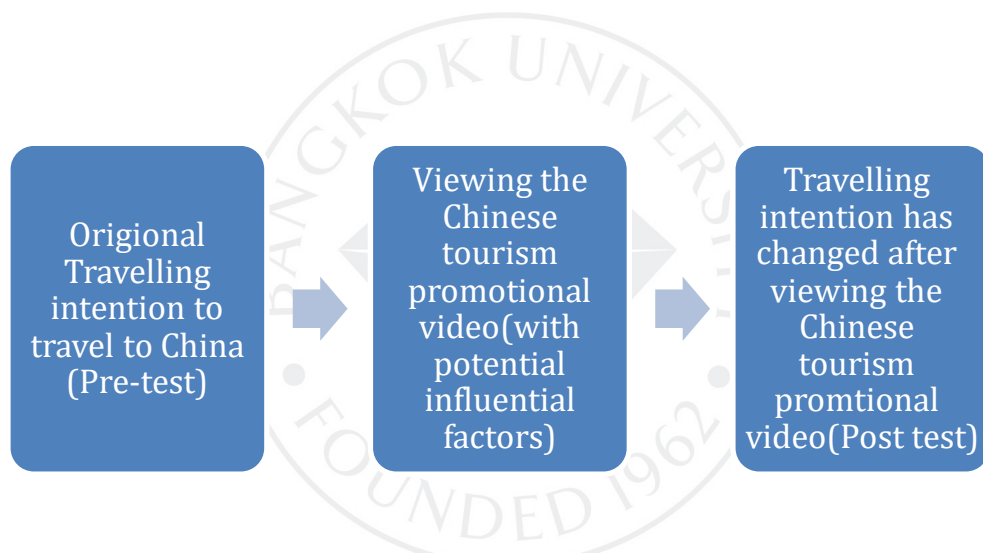


Figure 4: The theoretical framework of the research

## **CHAPTER 3**

### **METHODOLOGY**

The chapter 3 is consists of the research methodology and the sampling method to examine the relationships between the Chinese tourism promotional video and the effects on Thai tourists' travelling intention to travel to China. This chapter involves the following six sections:

- 3.1. Research design
- 3.2. Population and sample selection
- 3.3. Research instrument
- 3.4. Instrument pretest
- 3.5. Data collection procedure
- 3.6. Summary of demographic data

#### **3.1 Research Design**

This research will be carry out with a quantitative research method by using a survey, in order to collect the data information to see Thai tourists' attitude change when viewing the Chinese tourism promotional video, the correlation between the Chinese tourism promotional video and Thai tourists' behavior intention.

#### **3.2 Population and Sample Selection**

Population: due to the duration of the course Independent Study only lasts for one semester, thus the respondent population of this research only consists of 200 people who are range from 25 to 44 years old. As mentioned above, this research is using a quantitative research approach, thus the surveys will randomly be distributed by using a Simple Random Sampling method within Thailand which including Bangkok, Chiangmai, Ubon Rachatani, Puket, Pattaya and so on.

According to Yamane's (1973) formula, when the population is 1,182, the lower probability risk of having an error above .05 will be. Thus, the research sampling size is N=299.

$$n = \frac{N}{1 + Ne^2}$$

n= sample size

N= population

e= error in sampling

In order to finish this Independent Study in a limited period (one semester), the researcher decided to select only 200 respondents as research sampling population.

What's more, this research will launch the survey by using a Simple Random Sampling Method to collect the needed data which will last for one week to finish data collection.

### **3.3 Research instrument**

Initially, the survey was protocolled with 3 sections, they are scales for demographic data, pre-intention to travel to China and post-intention to travel to China.

#### **Section 1: demographic data**

The first section is made of demographic data, specifically in the scales for: gender, age, marital status, occupation, education background, and income. Assumed that, this factors have a crucial influence on tourists' intention to travel to China. Innovatively, in this research, the researcher gave three options to the gender, they are: male, female and transgender.

#### **Section 2: pre-intention to travel to China**

The researcher gave the surveys to the respondents without viewing the Chinese tourism promotional video, in order to exam their intention scales to travel to China. the items as following:

Table 3.3.1: The factors of pre-test survey

1	The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China;
2	The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China;
3	The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China;
4	The adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China;
5	The healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China;
6	The advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China;
7	The modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China;
8	The friendly people could affect your traveling intention and stimulate you to travel to China.

### Section 3: post-intention to travel to China

In this part, the researcher gave the surveys to the respondents after let them expose to the Chinese tourism promotional video, in order to exam their intention to travel to China with the influence of the Chinese tourism promotional video. The questionnaire including the following items:

Table 3.3.2: The factors of post-test survey

1	The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China.
2	The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China.
3	The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China.
4	The adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China.
5	The healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China.
6	The advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China.
7	The modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China.
8	The friendly people could affect your traveling intention and stimulate you to travel to China.

### **3.4 Instrument pretest**

Firstly, the researcher has translated the English surveys and the Chinese annotations in the Chinese tourism promotional video into Thai language, then the researcher will ask a professional interpreter to check them for several times with correcting the wording and

phrases, and try to get close to the local speaking and reading habit, in order to let all respondents to understand easily and precisely.

After that then, the researcher will send the Chinese tourism promotional video web-link to 20 respondents to exam whether the pre-test respondents could understand the annotation in the video precisely with the answer: 1. Yes, I can understand. 2. No, I cannot understand. And the result is definitely yes.

### **3.5 Data collection procedure**

As the researcher is majoring in English Program and all the surveys are in English, but the respondents are all Thai nationals. Thus, in order to let all respondents could understand well during answering questions, the researcher will translate the survey into Thai by asking Thai native speakers those who are both have a good command of Thai language and English language for help.

When there is no discrepancy could be found in translated version, then the researcher will randomly distribute the surveys to 200 respondents by using a Convenience Sampling Method to check the original self-perspective of their intention to travel to China without viewing the Chinese tourism promotional video. Then, mark the results as Results A.

Then the researcher will show the Chinese tourism promotional video as an influential factor to the 200 respondents. After watching the video, then let the 200 respondents to finish the questionnaire again and collect the results as Results B.

Finally, collect and analyze Results A and Results B, compare and to analyze whether there have any positive changes on respondents' travelling intention to travel to China. The period will last for only one week.

### **3.6 Summary of demographic data**

As mentioned before in Introduction and Section 1, the demographic data specifically in the scales for: gender, age, occupation, education background, and income

among the people who are age range from 25—44 years old in the whole Thailand. By assuming that in advance, this factors have a crucial influence on tourists' intention to travel to China. Innovatively, in this research, the researcher gave three options to the gender, they are: male, female and transgender.

After finish collecting the respondents' questionnaires and the data, the data will be put into the SPSS (Statistical Package for the Social Sciences). Then depends on the aiming, the researcher will select compare factors, then the results will be systematically summed up and get the mean scores to show the results of this research about whether viewing the Chinese tourism promotional video will have an effect on Thai tourists' travelling intention to travel to China, and why and how.

An analysis of the biology information frequency focuses on gender, age, education, marital status, occupation, and monthly income. These are presented in the following table.

Table 3.6.1: An analysis of the biology information

<b>Demographic Information</b>	<b>Frequency (persons)</b>	<b>Percent</b>
<b>Gender:</b>		
Male	80	40.0
Female	118	<b>59.0</b>
Transgender	2	1.0
Total	200	100.0
<b>Age:</b>		
25 years old	28	<b>14.0</b>
26 years old	17	8.5
27 years old	21	10.5
28 years old	10	5.0
29 years old	12	6.0
30 years old	18	9.0
31 years old	5	2.5
32 years old	12	6.0

Continued

Table 3.6.1(Continued): An analysis of the biology information

33 years old	8	4.0
34 years old	9	4.5
35 years old	3	1.5
36 years old	5	2.5
37 years old	5	2.5
38 years old	4	2.0
39 years old	4	2.0
40 years old	6	3.0
41 years old	7	3.5
42 years old	3	1.5
43 years old	4	2.0
44 years old	19	9.5
Total	200	100.0
<b>Marital status</b>	Frequency(persons)	Percent
In a relationship	21	10.5
Married	71	35.5
Single	108	54.0
Total	200	100.0
<b>Level of education:</b>	Frequency(persons)	Percent
Senior High School	5	2.5
Bachelor degree	107	<b>53.5</b>
Master degree	80	19.0
Higher than master degree	8	4.0
Total	200	100.0
<b>Occupation:</b>	Frequency(persons)	Percent
Government officer	37	18.5
Freelance	38	19.0
Student	25	12.5
Employees of private enterprises	83	41.5
Employees of governmental enterprise	17	8.5
Total	200	100.0

Continued



Table 3.6.1(Continued): An analysis of the biology information

<b>Monthly income:</b>	Frequency(persons)	Percent
Less than 15,000 Bath	26	13.0
15,001-25,000 Bath	54	27.0
25,001-30,000 Bath	27	13.5
30,001- 35,000 Bath	20	10.0
35,001-40,000 Bath	18	9.0
40,001-45,000 Bath	18	9.0
45,001-50,000 Bath	12	6.0
More than 50,001 Bath	25	12.5
<b>Total</b>	<b>200</b>	<b>100.0</b>
<b>Ancestry:</b>	Frequency(persons)	Percent
Pure Thai	108	54.0
Thai of Chinese ancestry	92	46.0
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Have you ever been to China before?</b>	Frequency(persons)	Percent
Yes	100	50.0
No	100	50.0
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Purpose visiting China:</b>	Frequency(persons)	Percent
Studying	58	58
Business	1	1
Leisure	6	6
Visiting relative	35	35
<b>Total</b>	<b>100</b>	<b>100</b>

As shown in the table above, firstly, there are 80 male respondents which take 40% among the 200 respondents, 118 female respondents which take 59% among the 200 respondents and 2 transgender respondents which take 1.0% among the 200 respondents. The quantity of female respondents is much more than male and transgender respondents.

Secondly, the age of respondents is ranging from 25 years old to 44 years old. The highest age frequency is 25 years old which takes 14.0% among the 200 respondents.

Meanwhile, the lowest age frequency are 35 years old and 42 years old, which respectively take 1.5%.

Thirdly, there are three options of marital status: in a relationship, married and single. Most respondents are single which takes 54% (N=108) of all respondents. Meanwhile, there are only 21 respondents in a relationship, which takes 10.5% among the all respondents.

Fourthly, most respondents are holding a bachelor degree, which takes 53.5% (N=107) among the 200 respondents. Meanwhile, the people who are holding senior high school certificates take 2.5%(N=5). The result shows that the average education level is between bachelor and master degree.

Fifthly, among the 200 respondents there are 41.5%(N=83) working for private enterprises which takes the highest frequency. On the other hand, there are 8.5%(N=17) working for governmental enterprises which takes the lowest frequency.

Sixthly, the monthly income of most respondents is between 15,001 – 25,000 Bath which has 54 respondents or 27.0% of all respondents. Meanwhile, there are 12 respondents' monthly income is between 45,001- 50,000 Bath which takes 6.0% of all respondents.

Seventhly, an analysis of respondents whether they are pure Thai or Thai Chinese. As result showed, 54.0% or 108 respondents are pure Thai and 46.0% or 92 respondents are Thai Chinese. As mentioned before, the ancestry of respondents factor has an unpredictable influence on Thai tourists' travelling intention to travel to China.

What is more, among the 200 respondents, there are 100 respondents (50%) have been to China before, and there are 100 respondents (50%) have not been to China before.

Finally, depend on the data which shown in Table above, there are only 100 respondents have been to China before.

Thusly, the quantity of the effective respondents' data in table 4.1.9 is 100, the analysis as below: the highest frequency of the purpose to visit China is studying which takes 58%(N=58), for the lowest frequency of the purpose visiting China is business

which takes 1.0% (N=1). Besides, there are 35% among the all respondents have been to China before due to visiting relatives.



## CHAPTER 4

### RESULTS

According to the study, the Chinese Tourism Promotional Video and the effects on Thai tourists' travelling intention to China, the researcher distributed the questionnaires to 200 participants. After then, the researcher analyzes data by using SPSS (Statistical Package for the Social Sciences), the data has been analyzed and interpreted as the following 3 parts:

4.1 Finding of Descriptive Analysis

4.2 Summary on Hypotheses Findings

#### **4.1. Finding of Descriptive Analysis**

An analysis of the biology information frequency focuses on gender, age, education, marital status, occupation, and monthly income. These are presented in the following tables.

Table 4.1.1: The descriptive data analysis of gender

(n=200)

Gender	Frequency	Percentage(%)
Male	80	40.0
Female	118	59.0
Transgender	2	1.0
Total	200	100

As shown in the table 4.1.1, there are 80 male respondents which take 40% among the 200 respondents, 118 female respondents which take 59% among the 200

respondents and 2 transgender respondents which take 1.0% among the 200 respondents. The quantity of female respondents is much more than male and transgender respondents.

Table 4.1.2: The descriptive data analysis of age.

(n=200)

Age	Frequency	Percentage(%)
25 years old	28	14.0
26 years old	17	8.5
27 years old	21	10.5
28 years old	10	5.0
29 years old	12	6.0
30 years old	18	9.0
31 years old	5	2.5
32 years old	12	6.0
33 years old	8	4.0
34 years old	9	4.5
35 years old	3	1.5
36 years old	5	2.5
37 years old	5	2.5
38 years old	4	2.0
39 years old	4	2.0
40 years old	6	3.0
41 years old	7	3.5
42 years old	3	1.5
43 years old	4	2.0
44 years old	19	9.5
Total	200	100

As shown in the table 4.1.2, the age of respondents is ranging from 25 years old to 44 years old. The highest age frequency is 25 years old which takes 14.0% among the 200 respondents. Meanwhile, the lowest age frequency are 35 years old and 42 years old, which respectively take 1.5%.

Table 4.1.3: The descriptive data analysis of marital status

(n=200)

Marital status	Frequency	Percentage(%)
In a relationship	21	10.5
Married	71	35.5
Single	108	54.0
Total	200	100

As shown in table 4.1.3, there are three options of marital status: in a relationship, married and single. Most respondents are single which takes 54% (N=108) of all respondents. Meanwhile, there are only 21 respondents in a relationship, which takes 10.5% among the all respondents.

Table 4.1.4: The descriptive data analysis of level of education

(n=200)

Level of education	Frequency	Percentage (%)
Senior High School	5	2.5
Bachelor degree	107	53.5
Master degree	80	40.0
Higher than master degree	8	4.0
Total	200	100

As shown in table 4.1.4, most respondents are holding a bachelor degree, which takes 53.5% (N=107) among the 200 respondents. Meanwhile, the people who are

holding senior high school certificates take 2.5%(N=5). The result shows that the average education level is between bachelor and master degree.

Table 4.1.5: The descriptive data analysis of current occupation

(n=200)

Current occupation	Frequency	Percentage (%)
Government officer	37	18.5
Freelance	38	19.0
Student	25	12.5
Employees of private enterprises	83	41.5
Employees of Governmental enterprise	17	8.5
Total	200	100

As shown in table 4.1.5, among the 200 respondents there are 41.5%(N=83) working for private enterprises which takes the highest frequency. On the other hand, there are 8.5%(N=17) working for governmental enterprises which takes the lowest frequency.

Table 4.1.6: The descriptive data analysis of monthly income

(n=200)

Monthly income	Frequency	Percentage (%)
Less than 15,000 Bath	26	13.0
15,001 – 25,000 Bath	54	27.0
25,001 -30,000 Bath	27	13.5
30,001- 35,000 Bath	20	10.0
35,001- 40,000 Bath	18	9.0
40,001- 45,000 Bath	18	9.0
45,001- 50,000 Bath	12	6.0

More than 50,001 Bath	25	12.5
Total	200	100

As shown in table 4.1.6, the monthly income of most respondents is between 15,001 – 25,000 Bath which has 54 respondents or 27.0% of all respondents. Meanwhile, there are 12 respondents' monthly income is between 45,001- 50,000 Bath which takes 6.0% of all respondents.

Table 4.1.7: The descriptive data analysis of the ancestry of all respondents

(n=200)

Ancestry	Frequency	Percentage (%)
Pure Thai	108	54.0
Thai of Chinese ancestry	92	46.0
Total	200	100

As shown above in table 4.1.7, an analysis of respondents whether they are pure Thai or Thai of Chinese ancestry. As result showed, 54.0% or 108 respondents are pure Thai and 46.0% or 92 respondents are Thai of Chinese ancestry. As mentioned before, the ancestry of respondents factor has an unpredictable influence on Thai tourists' travelling intention to travel to China.

Table 4.1.8: The descriptive data analysis to the question: Have you ever been to China before?

(n=200)

Have you ever been to China before?	Frequency	Percentage (%)
Yes	100	50.0
No	100	50.0
Total	200	100



As shown in table 4.1.8, among the 200 respondents, there are 100 respondents (50%) have been to China before, and there are 100 respondents (50%) have not been to China before.

Table 4.1.9: The descriptive data analysis of the purpose visiting China

(n =200)

Purpose visiting China	Frequency	Percentage (%)
Studying	58	58.0
Business	1	1.0
Leisure	6	6.0
Visiting relative	35	35.0
Total	100	100

Depend on the data which shown in Table 4.1.7, there are only 100 respondents have been to China before.

Thusly, the quantity of the effective respondents' data in table 4.1.9 is 100, the analysis as below: the highest frequency of the purpose to visit China is studying which takes 58%(N=58), for the lowest frequency of the purpose visiting China is business which takes 1.0%(N=1). Besides, there are 35% among the all respondents have been to China before due to visiting relatives.

#### **4.2. Summary on Hypotheses Findings**

According to previous chapter 1 and chapter 2, the research aims to examine the relationship between viewing the Chinese tourism promotional video and Thai tourists' travelling intention to travel to China. Depends on the objectives and research questions, the hypotheses are assumed as the following in chapter 2:

H1: Viewing the Chinese tourism promotional video has a positive effect on Thai tourists' intention to travel to China.

H2: The tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai;

**H1: Viewing the Chinese tourism promotional video has a positive effect on Thai tourists' intention to travel to China.**

According to the object of the study and the hypothesis in chapter 2, the researcher assumed that viewing the Chinese tourism promotional video has a positive effect on Thai tourists' intention to travel to China. Conducted by the hypothesis, the researcher analyzed and made a summarized conclusion blow:

Table 4.2.1. An analysis the data of respondents' intention to travelling to travel to China before showing the Chinese tourism promotional video.

The questionnaire including the following items:

1	The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China;
2	The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China;
3	The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China;
4	The adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China;

(Continued)

Table 4.2.1 (Continued): An analysis the data of respondents' intention to travelling to travel to China before showing the Chinese tourism promotional video.

5	The healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China;
6	The advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China;
7	The modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China;
8	The friendly people could affect your traveling intention and stimulate you to travel to China.

Table 4.2.2. The mean score and standard deviation of each respondents' intention level to travel to China before showing the Chinese promotional video.

(n =200)

Items	$\bar{x}$	S.D.	Interpretation
1. The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) will affect your intention to travel to China.	4.11	.74	much
2. The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) will affect your intention to travel to China.	4.05	.82	much
3. The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) will affect your intention to travel to China.	3.72	.81	much

(Continued)

Table 4.2.2 (Continued): The mean score and standard deviation of each respondents' intention level to travel to China before showing the Chinese promotional video.

4. The adventure and excitement tourism will affect your intention to travel to China.	3.57	.88	much
5. The healthcare tourism (i.e. Chinese massage and Chinese yoga) will affect your intention to travel to China.	3.37	.99	much
6. The advanced transportation (i.e. high-speed rail transportation, ship transportation) will affect your intention to travel to China.	3.39	1.0	much
7. The modern tourism (i.e. modern urban landscape) will affect your intention to travel to China.	3.41	1.0	much
8. The friendly people will affect your intention to travel to China.	3.02	1.1	much
$\bar{x}$	3.58	0.92	much

As shown in table 4.2.2, the result shows that the average scores of respondents' original travelling intention to travel to China are between 3.02-4.11. The highest average score of them is: The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) will affect your intention to travel to China ( $\bar{x}$ =4.11, S.D = 0.74). The second highest average score is the Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) will affect your intention to travel to China ( $\bar{x}$ =4.05, S.D = 0.82). The third highest average score is the China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) will affect your intention to travel to China ( $\bar{x}$ =3.72, S.D = 0.81). The fourth highest average score is the adventure and excitement tourism will affect your intention to travel to China ( $\bar{x}$ =3.57). The fifth highest average score is the

modern tourism (i.e. modern urban landscape) will affect your intention to travel to China ( $\bar{x}=3.41$ , S.D = 1.0). The sixth highest average score is the advanced transportation (i.e. high-speed rail transportation, ship transportation) will affect your intention to travel to China ( $\bar{x}=3.39$ , S.D = 1.0). The seventh highest average score is the healthcare tourism (i.e. Chinese massage and Chinese yoga) will affect your intention to travel to China ( $\bar{x}=3.37$ , S.D = 0.99). And the lowest average score is the friendly people will affect your intention to travel to China ( $\bar{x}=3.02$ , S.D = 1.1).

From the data analysis above that we can infer that originally the most attractive dimension in the Chinese tourism promotional video is the Chinese natural landscape, followed by the Chinese artificial landscape, then followed by the Chinese typical national customs. But unfortunately, the researcher found that the option of the Chinese people has the least attractive among the above options.

Table 4.2.3. An analysis the data of respondents' intention to travelling to travel to China after showing the Chinese tourism promotional video.

The questionnaire including the following items:

1	The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China.
2	The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China.
3	The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China.

(Continued)

Table 4.2.3: An analysis the data of respondents' intention to travelling to travel to China after showing the Chinese tourism promotional video.

4	The adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China.
5	The healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China.
6	The advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China.
7	The modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China.
8	The friendly people could affect your traveling intention and stimulate you to travel to China.

Table 4.2.4: The mean score and standard of deviation of each respondents' intention level to travel to China after showing the Chinese promotional video.

(n =200)

Items	$\bar{x}$	S.D.	Interpretation
The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China.	4.65	.62	much
The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China.	4.60	.66	much

(Continued)

Table 4.2.4(Continued): The mean score and standard of deviation of each respondents' intention level to travel to China after showing the Chinese promotional video.

The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China.	4.43	.75	much
The adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China.	4.27	.81	much
The healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China.	4.02	.96	much
The advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China.	4.08	.92	much
The modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China.	4.08	.94	much
The friendly people could affect your traveling intention and stimulate you to travel to China.	3.73	1.0	much
Total	4.23	0.83	much

As shown in table 4.2.4, the result shows that the mean scores of respondents' travelling intention to travel to China after watching the Chinese tourism promotional video are between 3.37-4.65. The highest mean score among them is the Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China ( $\bar{x}$ = 4.65, S.D = 0.62). Then followed by the Chinese artificial

landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China ( $\bar{x}$  = 4.60, S.D = .66). The third highest mean score is the China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China. ( $\bar{x}$  = 4.43, S.D = .75). The fourth highest mean score is the adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China. ( $\bar{x}$  = 4.27, S.D = .81). The fifth highest mean score are the advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China ( $\bar{x}$  = 4.08, S.D = .92) and the modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China ( $\bar{x}$  = 4.08, S.D = .92). The sixth highest mean score is the healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China ( $\bar{x}$  = 4.02, S.D = .96). And the least favored item with the least attraction and influence is the friendly people ( $\bar{x}$  = 3.70, S.D = 1.0).

Table 4.2.5: A comparison of Thai tourists' travelling intention to travel to China before watching the Chinese tourism promotional video and after watching the Chinese tourism promotional video.

(n =200)

Items	$\bar{x}$		S.D	
	Before watching Video	After watching Video	Before watching Video	After watching Video
The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds)	4.11	4.65	.74	.62

(Continued)



Table 4.2.5(Continued): A comparison of Thai tourists' travelling intention to travel to China before watching the Chinese tourism promotional video and after watching the Chinese tourism promotional video.

The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs)	4.05	4.60	.82	.66
The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities)	3.72	4.43	.81	.75
The adventure and excitement tourism	3.57	4.27	.88	.81
The healthcare tourism (i.e. Chinese massage and Chinese yoga)	3.37	4.02	.99	.96
The advanced transportation (i.e. high-speed rail transportation, ship transportation)	3.39	4.08	1.0	.92
The modern tourism (i.e. modern urban landscape)	3.41	4.08	1.0	.94
The friendly people	3.02	3.73	1.1	1.0
Total	3.58	4.23	0.92	0.83

As shown in table 4.2.5, all the mean scores of each item has risen and all the standard deviation has centralized. Firstly, the mean score of item the Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds has risen from  $\bar{x}=4.11$  to  $\bar{x}=4.65$ , the standard deviation has fallen from S.D. = 0.92 to S.D. = 0.83 which means the Chinese natural landscape in the Chinese tourism promotional video has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. Secondly, the mean score of item the Chinese artificial landscape (i.e. historical

sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) has risen from  $\bar{x} = 4.05$  to  $\bar{x} = 4.60$ , and the standard deviation has fallen from S.D. = 0.82 to S.D. = 0.66 which means the Chinese artificial landscape has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. Thirdly, the mean score of item the Chinese typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) has risen from  $\bar{x} = 3.37$  to  $\bar{x} = 4.43$  and the standard deviation has fallen from S.D. = 0.81 to S.D. = 0.75 which means the Chinese typical national customs has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. Fourthly, the mean score of item the adventure and excitement tourism has risen from  $\bar{x} = 3.57$  to  $\bar{x} = 4.27$  and standard deviation score has fallen from S.D. = 0.88 to S.D. = 0.81 which means the dimension adventure and excitement tourism has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. Fifthly, the mean score of item the healthcare tourism (i.e. Chinese massage and Chinese yoga) has risen from  $\bar{x} = 3.37$  to  $\bar{x} = 4.02$  and the standard deviation has fallen from S.D. = 0.99 to S.D. = 0.96, thusly which means the item of health tourism has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. Sixthly, the mean score of the advanced transportation (i.e. high-speed rail transportation, ship transportation) has risen from  $\bar{x} = 3.39$  to  $\bar{x} = 4.08$  and the standard deviation score has fallen from S.D. = 1.0 to S.D. = 0.92, thusly which means the item of advanced transportation has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. Seventhly, the mean score of item the modern tourism (i.e. modern urban landscape) has risen from  $\bar{x} = 3.41$  to  $\bar{x} = 4.08$  and the standard deviation score has fallen from S.D. = 1.0 to S.D. = 0.94, thusly which means the item modern tourism (i.e. modern urban landscape) has a strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China. The lastly, the mean score of item the friendly people has risen from  $\bar{x} = 3.02$  to  $\bar{x} = 3.73$  and the standard deviation score has fallen from S.D. = 1.1 to S.D. = 1.0, thusly which means the item - friendly people has a

strong influence on Thai tourists and could positively change Thai tourists' travelling intention to travel to China.

Table 4.2.6: The comparison between the pre-test and the post-test result by using paired samples test measurement.

Pre vs Post		Mean	Std. Deviation	Correlation	t	df	Sig.(2-tailed)
	Pre	3.5775	.68196	.569	-14.792	199	.000
	Post	4.2325	.66735				

The statistics as showed in the table above were analyzed into mean score, S.D., correlation, t score, df, and significance.

As shown above in the table, the mean score of pre-test is  $\bar{x}=3.5775$ , while the mean score of post-test  $\bar{x}=4.2325$ . The S.D. score of pre-test is S.D.=0.68196 which is higher than the S.D. score of post-test S.D.=0.66735. Thusly, the Mean Deviation is -0.6500, the S.D. Deviation is 0.62622. While, the correlation between pre-test and post-test is 0.569, which we can infer that the statistics of before and after watching tourism promotional video are significantly correlated. The t score is -14.792, the significance is  $p=0.00$ . Then, which infers that the Chinese tourism promotional video has significant effect on Thai tourists' travelling intention to travel to China. Thusly, it tends to support the hypotheses 2.

**H2: The tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai;**

According to the object of the study and the hypothesis in chapter 2, the researcher assumed that the Chinese tourism promotional video could affect the travelling intention of Thai Chinese more than pure Thai. Conducted by the hypothesis, the researcher analyzed and made a summarized conclusion blow:

Table 4.2.7: An analyze of the effect on the travelling intention of Pure Thai and Thai

## Chinese

	N		Mean Score		Std. Deviation		Std. Error Mean	
Pure Thai	Pre	108	Pre	<b>3.6192</b>	Pre	.72513	Pre	.06978
	Post	92	Post	<b>4.3481</b>	Post	.57874	Post	.05569
Thai Chinese	Pre	108	Pre	<b>3.5282</b>	Pre	.62449	Pre	.06476
	Post	92	Post	<b>4.0833</b>	Post	.73220	Post	.07593

According to the table above, the result showed that: among the pre-rest and the post-test, the mean score of pure Thai raised from  $\bar{x} = 3.6192$  to  $\bar{x} = 4.3681$  which has risen 0.7489, and the mean score of Thai Chinese raised from  $\bar{x} = 3.5282$  to  $\bar{x} = 4.0833$  which has risen 0.5551, which means the Chinese tourism promotional video has a significantly correlation with the change of Thai tourists' travelling intention to travel to China after watching the Chinese tourism promotional video. But according to the analysis above, the pure Thai are more effected by the Chinese tourism promotional video than Thai Chinese. Then, the hypothesis 1 is not confirmed.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

This chapter aims to summarize and discuss the findings which were found along the quantitative research in a theoretical way. Firstly, this chapter will summarize and discuss the findings of hypothesis 1 and hypothesis 2. Secondly, this chapter will also retrospect the whole project and summarize the limitation of the research. At last, the researcher will give pertinent recommendations for the further application and for the future research which may related to this field.

#### **5.1 Summary and discussion**

Within this study, the research tested two hypotheses which will be summarized and discussed in this part:

**H1: Viewing the Chinese tourism promotional video has a positive effect on Thai tourists' intention to travel to China.**

While testing hypothesis 1, the researcher analyzed data by utilizing Paired Samples Test method. Which has different approaches but equally satisfactory results as previous research that the tourism promotional video has a strong effect on people's perception, intention and behavior. The behavior intention is based on the tourists' attitude and tourists' subject norms which has been utilized in many studies on consumption in tourism industry (Lam & Hsu, 2006), thusly it is reasonable to applied to be utilized in this research to exam whether the Chinese tourism promotional video could affect Thai tourists' intention to travel to China.

Since the media-introduced and film-introduced tourism has a great power on transforming the meaning of landscape (Huang, 2013), more and more media-introduced films and videos were utilized in promoting tourism industry, and most researchers in previous studies acknowledged that the media has a great power on effecting tourists' travelling intention (Chen and Tsai, 2007). Within the media in this study as well as has the same factor which has approved that it could affect tourists' intention to a destination, such as the advanced tourism industry, variety of unique Chinese events and festivals,

modern things, unique natural attractions, friendly people and diverse and unique ethnic groups and cultures could have a positive correlation to change tourists' destination image and travel intention (Amir, 2010). It happens that there is a similar case, within the video including variety of similar culture (Siew, 2007), thusly there is no doubt the similar culture within the Chinese promotional video has a positive effect on tourists' intention to China.

**H2: The tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai.**

While testing the second hypothesis, the result showed that it was not approved the hypothesis 2 the tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai. The testing result is opposite to hypothesis, it showed that the Chinese tourism promotional video has a stronger effect on the intention of pure Thai to travel to China more than Thai Chinese. Like a sword has two sides, the answers of previous studies to this question are vary from person to person, it depends on the respondents whom the researcher asked (Suttichat, 2015). Date back to many years ago, the successive Thai monarchs warmly welcomed Chinese migrants and allowed them to keep their own identity, culture, language and traditional customs, which has made the Thai Chinese could keep their own life situation around them and feel like there is no different from in China (Nirmal, 2015), thusly the Thai Chinese are familiar with Chinese people and culture, and the eager to travel to is weak. On the hand, for the pure Thai, they are not familiar with China, Chinese culture which could invoke their curiosity to explore China.

Thusly, the hypothesis 2 has been approved that viewing the Chinese tourism promotional video has a stronger effect on the intention of Thai Chinese to travel to China than Pure Thai. So that, we can infer that viewing the Chinese tourism promotional video has a stronger effect on the intention of Pure Thai to travel to China than Thai Chinese.

**5.2 Recommendation for future application**

On condition that the objectives of the research were well conducted and accomplished like clockwork, then it supposed could make abundant theoretical and practical significances in the following ways:

Firstly, the research will have a significantly implication for understanding the relationship between the Chinese tourism promotional video and Thai tourists' travelling intention to China, whether the Chinese tourism promotional video could affect Thai tourists' intention to China or not. Meanwhile, for the respondents who has exposed to the Chinese tourism promotional video could deepen the acknowledge of Chinese culture, religion, custom, people and so forth;

Secondly, the research will have an implication for practitioners in international tourism industry. The research will discover the correlation between the Chinese tourism promotional video and Thai tourists' travelling intention to China. Thus, the research could provide information about Thai tourists' behavior intention to travel to China, Thai tourists' decision-making behavior, the core influence factors on Thai tourists' travelling intention and many segments information which could benefit the international tourism campaign making start points, contents picking process, and many related factors in campaign producing processes.

Thirdly, the research will have an implication for practitioners in tourism-related industries. Travelling intention is a part of behavior intention, which has the common points with purchase decision making process. Thus, based on the correlation between the Chinese tourism promotional video and Thai tourists' travelling intention to China, tourist souvenir marketers, hotel marketers, canteen marketers and so forth could have a reference object to make decisions on contents providing and advertising producing process.

Fourthly, the research will have an implication for inheriting the past and ushering in the future. The research will provide a clear correlation relationship between the Chinese tourism promotional video and Thai tourists' travelling intention to China. For this reason, the result of the research could provide a guidance and meaningful information to the future related research.

At last, while the research is conducting, it is also a process of spreading and instilling the typical Chinese culture. As for the great power of media, it could promote the influential power of China, the Chinese culture and deepen the communication between Thailand and China, as well as the whole Asia, or even the whole world.

### **5.3 Recommendation for the further research**

Even the research was well conducted and accomplished as set in advance, but it still has improved spaces or deepen study aspects in the following ways:

Firstly, within this research, the researcher has unprecedented gave three choices to “Gender”, which are “Male”, “Female” and “Transgender” in order to respect the sexual orientation of each respondents in this study. Thusly, for the future research, the researchers should care much more about the potential answers among each question which could fully respect all the respondents as much as each researcher can.

Secondly, due to the information from the National Bureau of Statistics of China, the highest frequency Thai people who have been travel to China before, are aging from 25 years old to 44 years old (NBS, 2015). Thusly, the research has been conducted among the specific group targets. Even the research has successfully conducted, but the weakness of this research is notably that it could not represent the most Thai people. So, for the future study, it is better to cover all the age segments. So that, the further study will be more persuasive and convincing.

Thirdly, as for the research has been conducted in a quantitative way, so that it lacks of deep insights on the effects of the Chinese tourism promotional video on Thai tourists’ intention to China. Thusly, for the future study it is better to use both quantitative and qualitative methodology together to get more details and insight opinions for deeper understanding the relationship between the Chinese tourism promotional video and the effect on Thai tourists’ intention to China.

Fourthly, the research has been conducted in a Quasi-experimental way with one shoot online survey. Part of the surveys were send by email separately and the respondents did the survey in an uncontrollable situation. For the future study, the



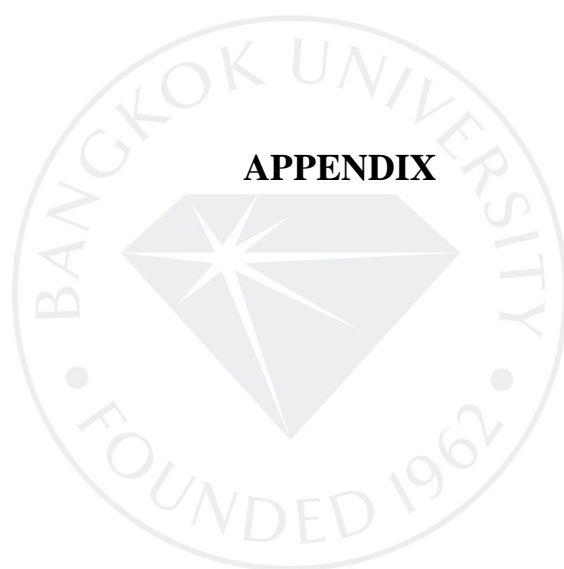
researcher suggest that it is better to gather all the respondents together in a same situation and investigate their opinion at a same time.



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## APPENDIX

### Survey in Both Thai and English

**Title: The Chinese tourism promotional video and the effects on Thai tourists' travelling intention to China**

วิดีโอส่งเสริมการท่องเที่ยวจีน

และผลกระทบต่อนักท่องเที่ยวไทยที่ตั้งใจจะไปเที่ยวประเทศจีน

Thank you so much for taking the time to watch the Chinese tourism promotional video and answering the following questions. I greatly appreciate your assistance.

ขอขอบคุณเป็นอย่างสูงที่สละเวลาชมวิดีโอส่งเสริมการท่องเที่ยวจีน

และตอบแบบสอบถามต่อไปนี้ ขอขอบคุณในความช่วยเหลือของคุณ

**Introduction:** this survey is a project of the graduate course “Independent Study: at Bangkok University for student pursuing the Master of Communication Arts in Global Communication. บทนำ: การสำรวจครั้งนี้เป็นโครงการของหลักสูตรระดับบัณฑิตศึกษา “การค้นคว้าอิสระ: ของมหาวิทยาลัยกรุงเทพ คณะศิลปศาสตร์มหาบัณฑิต

**Rational:** according to the previous studies, promotional video has a potential power which can influence people's perception and behavior intention. Thusly, the researcher is studying the correlation between exposure to the latest Chinese tourism promotional video and the effects on Thai tourists' travelling intention to travel to China. เหตุผล: ตามการศึกษาก่อนหน้านี้ วิดีโอส่งเสริมการท่องเที่ยวมีอิทธิพลอย่างมากต่อความเข้าใจและพฤติกรรมที่ตั้งใจของผู้คน ในขณะเดียวกัน นักวิจัยก็กำลังศึกษาความสัมพันธ์ระหว่างการเปิดรับวิดีโอส่งเสริมการท่องเที่ยวจีนและผลกระทบต่อนักท่องเที่ยวไทยที่ตั้งใจจะไปท่องเที่ยวประเทศจีน

### **Instructions: คำแนะนำ**

1. Please answer the questions in part 1 and part 2.

กรุณาตอบคำถามในส่วนที่ 1 และ 2

2. Please watch the Chinese tourism promotional video: *Beautiful China, 2015----* Year of Silk Road Tourism Campaign in part 3.

กรุณารับชมวิดีโอส่งเสริมการท่องเที่ยวจีน ประเทศจีนทั้งดงาม ปี 2015  
ปีแห่งการท่องเที่ยวเส้นทางสายไหม ในส่วนที่ 3

3. Please answer the questions in part 4.

กรุณาตอบคำถามในส่วนที่ 4

**Part 1: Demographic profile data of the samples ข้อมูลสถิติของกลุ่มตัวอย่าง**

Please choose an appropriate answer to the following questions by placing a cross mark (✓) nearby. กรุณาตอบคำถามต่อไปนี้ โดยการใส่เครื่องหมายถูกหน้าข้อ

1. Sex: เพศ

- ☐ 1. Male ชาย ☐ 2. Female หญิง ☐ 3. Transgender  
ผ่าตัดแปลงเพศ

2. Age: \_\_\_\_\_ อายุ: \_\_\_\_\_

3. Marital status สถานภาพการแต่งงาน

- ☐ 1. Married แต่งงาน  
☐ 2. Single โสด  
☐ 3. In a relationship กำลังคบหา

4. Level of Education ระดับการศึกษา

- ☐ 1. Senior High School มัธยมศึกษา  
☐ 2. Bachelor degree ปริญญาตรี  
☐ 3. Master degree ปริญญาโท  
☐ 4. Higher than master degree สูงกว่าปริญญาโท

5. What is your current occupation? อาชีพปัจจุบัน

- ☐ 1. Student นักเรียน  
☐ 2. Government officer ข้าราชการ  
☐ 3. Employees of Governmental enterprise พนักงานรัฐวิสาหกิจ  
☐ 4. Employees of private enterprises พนักงานบริษัทเอกชน  
☐ 5. Freelance งานอิสระ หรือ ธุรกิจส่วนตัว  
☐ 6. Others (please specify): ..... อื่นๆ) โปรดระบุ(

6. Monthly income รายได้ต่อเดือน

- ☐ 1. Less than 15,000 Bath น้อยกว่า 15,000 บาท  
☐ 2. 15,001 – 25,000 Bath 15,001 – 25,000 บาท  
☐ 3. 25,001 -30,000 Bath 25,001 -30,000 บาท  
☐ 4. 30,001- 35,000 Bath 30,001- 35,000 บาท

- ☐ 5. 35,001- 40,000 Bath 35,001- 40,000 บาท
- ☐ 6. 40,001- 45,000 Bath 40,001- 45,000 บาท
- ☐ 7. 45,001- 50,000 Bath 45,001- 50,000 บาท
- ☐ 8. More than 50,001 Bath มากกว่า 50,001 บาท

7. What is your ancestry? บรรพบุรุษของคุณคือ?

- ☐ 1. Pure Thai (Have no Chinese ancestry) คนไทย (ไม่มีเชื้อสายจีนเลย)
- ☐ 2. Thai Chinese (Have at least one immediate relative who is a Chinese)

คนไทยเชื้อสายจีน (มีคนจีนอย่างน้อยหนึ่งคนในกลุ่มญาติของคุณ)

8. Have you ever been to China before? คุณเคยไปประเทศจีนมาก่อนหรือไม่

- ☐ 1. Yes ใช่ เคยไป
- ☐ 2. No ไม่เคยไป

9. What is your purpose visiting China? เหตุผลที่คุณไปประเทศจีน

- ☐ 1. Business ธุรกิจ
- ☐ 2. Visit relative เยี่ยมญาติ
- ☐ 3. Leisure พักผ่อน
- ☐ 4. Other..... อื่นๆ.....

Part 2: Place a check mark (✓) on the table according to the following statements. กรุณาใส่เครื่องหมายถูกในช่องตามความเห็นของท่าน

5. Strongly agree เห็นด้วยอย่างมาก

4. Agree เห็นด้วย

3. Neutral เฉยๆ

2. Disagree ไม่เห็นด้วย

1. Strongly disagree ไม่เห็นด้วยอย่างยิ่ง

What factors will affect your intention to travel to China, please answer the questions with placing a check mark (✓) on the table according to the following statements กรุณาใส่เครื่องหมายถูก (✓) ในช่องคะแนนที่ท่านคิดว่ามีผลต่อการไปท่องเที่ยวประเทศจีนตามหัวข้อต่อไปนี้	5	4	3	2	1
The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) will affect your intention to travel to China. เนื่องจากธรรมชาติสถานที่ท่องเที่ยวของประเทศจีนทำให้ผู้คนต้องการไปเที่ยวประเทศจีน เช่น ภูเขา ทะเล ภูเขาหิมะ หอ่งฟ้า					
The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) will affect your intention to travel to					

China. เนื่องจากสถานที่ทัศนียภาพ ซึ่งแสดงออกถึงวัฒนธรรมและศิลปะของชาวจีน ทำให้ผู้คนที่ต้องการไปเที่ยวประเทศจีน เช่น โบราณสถาน ที่พักอาศัย					
The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) will affect your intention to travel to China.  เนื่องจากประเพณีของประเทศจีน ทำให้ผู้คนที่ต้องการไปเที่ยวประเทศจีนเช่น เครื่องแต่งกายย้อนยุค การเดินรำ กิจกรรมประเพณี					
The Chinese adventure and excitement will affect your intention to travel to China. เนื่องจากกิจกรรมที่จัดขึ้นสำหรับนักท่องเที่ยว หรือมีสถานที่ที่มีความน่าสนใจรายบุคคล ทำให้ผู้คนที่ต้องการไปเที่ยวประเทศจีน เช่น การผจญภัย และ ความตื่นเต้น					
The Chinese healthcare tourism (i.e. Chinese massage and Chinese yoga) will affect your intention to travel to China. เนื่องจากต้องการท่องเที่ยวเชิงสุขภาพ ทำให้ผู้คนที่ต้องการไปเที่ยวประเทศจีน เช่น การนวดแผนจีน และโยคะจีน					
The Chinese advanced transportation (i.e. high-speed rail transportation) will affect your intention to travel to China. เนื่องจากการคมนาคมที่ล้ำหน้า ทำให้ผู้คนที่ต้องการไปเที่ยวประเทศจีน เช่น การขนส่งทางอากาศ รถบัส หรือรถยนต์ รถไฟความเร็วสูง การขนส่งทางเรือ					
The Chinese modern tourism (i.e. modern urban landscape) will affect your intention to travel to China. เนื่องจากการท่องเที่ยวที่ทันสมัย ทำให้ผู้คนที่ต้องการไปเที่ยวประเทศจีน					
The Chinese friendly people will affect your intention to travel to China. ผู้คนที่ต้องการไปเที่ยวประเทศจีนเพราะผู้คนเป็นมิตร					



**Part 3: Watch the Chinese tourism promotional video “*Beautiful China, 2015---Year of Silk Road Tourism Campaign*” then answer the following questions in chapter 4. ชมวิดีโอโปรโมทการท่องเที่ยวจีนในแคมเปญ ประเทศจีนที่งดงาม“2015 ปีแห่งการท่องเที่ยวตามเส้นทางสายไหมจากนั้นตอบคำถามด้านล่าง ”**



<https://www.youtube.com/watch?v=QWkV7iFYCPg>

**Part 4: Place a check mark (✓) on the table according to the following statements. กรุณาใส่เครื่องหมายถูกในช่องตามความเห็นของท่าน**

5. Strongly agree เห็นด้วยอย่างมาก
4. Agree เห็นด้วย
3. Neutral เฉยๆ
2. Disagree ไม่เห็นด้วย
1. Strongly disagree ไม่เห็นด้วยอย่างยิ่ง

Since you have viewed the video, then how much the following factors could affect your intention to travel to china, answer the questions with placing a check mark (✓) on the table according to the following statements. กรุณาใส่เครื่องหมายถูก (✓) ในช่องคะแนนที่ท่านคิดว่ามีผลต่อการไปท่องเที่ยวประเทศจีนตามหัวข้อต่อไปนี้	5	4	3	2	1
The Chinese natural landscape (i.e. blue mountains, seas, jokuls, clouds) could affect your traveling intention to travel to China. ธรรมชาติของประเทศจีน เช่น ภูเขา ทะเล ภูเขาน้ำแข็ง หิ้งฟ้า มีอิทธิพลต่อการเปลี่ยนแปลงจุดมุ่งหมาย					

และความคิดของคุณให้มาเที่ยวประเทศจีนเป็นอย่างมาก					
The Chinese artificial landscape (i.e. historical sites, classical gardens, religions cultures, literature and arts, Towns and industrial sightseeing, folk customs) could affect your traveling intention and stimulate you to travel to China. ศิลปะ วัฒนธรรมของประเทศจีน เช่น โบราณสถาน สวน ศาสนา ศิลปะ การเดินชมบ้านเมือง ของพื้นเมือง มีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย และความคิดของคุณให้มาเที่ยวประเทศจีนเป็นอย่างมาก					
The China's typical national customs (i.e. traditional clothes, diet customs, folk dances, festival activities) could affect your traveling intention and stimulate you to travel to China. ประเพณีของประเทศจีน เช่น เครื่องแต่งกายย้อนยุค การเต้นรำ กิจกรรมประเพณี มีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย และความคิดของคุณให้มาเที่ยวประเทศจีนเป็นอย่างมาก					
The adventure and excitement tourism could affect your traveling intention and stimulate you to travel to China. กิจกรรมที่จัดขึ้นสำหรับนักท่องเที่ยว หรือมีสถานที่ที่มีความน่าสนใจรายบุคคล เช่น การผจญภัย และความตื่นเต้น มีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย และความคิดของคุณให้มาเที่ยวประเทศจีน					
The healthcare tourism (i.e. Chinese massage and Chinese yoga) could affect your traveling intention and stimulate you to travel to China. การท่องเที่ยวเชิงสุขภาพ เช่น การนวดแผนจีน และโยคะจีน มีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย และความคิดของคุณให้มาเที่ยวประเทศจีน					
The advanced transportation (i.e. high-speed rail transportation, ship transportation) could affect your traveling intention and stimulate you to travel to China. การขนส่งที่ล้ำหน้า เช่น การขนส่งทางอากาศ รถบัส หรือรถยนต์ รถไฟความเร็วสูง การขนส่งทางเรือ มีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย และความคิดของคุณให้มาเที่ยวประเทศจีน					
The modern tourism (i.e. modern urban landscape) could affect your traveling intention and stimulate you to travel to China. การท่องเที่ยวที่ทันสมัย เช่น แหล่งท่องเที่ยวที่ทันสมัย มีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย					

และความคิดของคุณให้มาเที่ยวประเทศจีน					
The friendly people could affect your traveling intention and stimulate you to travel to China. ผู้คนที่เป็มิตรในประเทศจีนมีอิทธิพลต่อการเปลี่ยนจุดมุ่งหมาย และความคิดของคุณให้มาเที่ยวประเทศจีน					



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