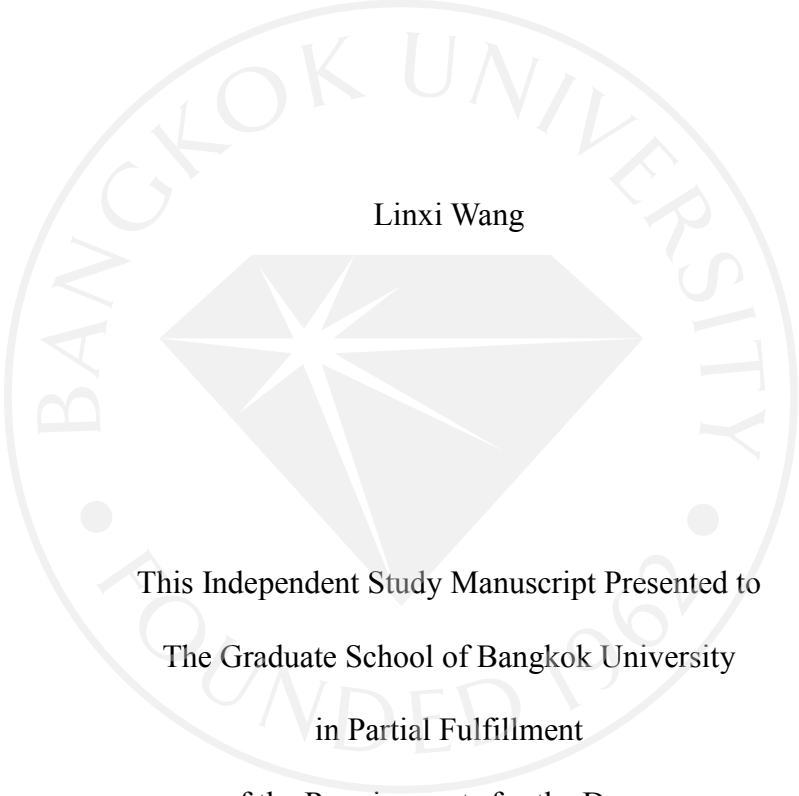


ATTITUDES OF THAI RESIDENTS TOWARDS
MULTI-DIMENSIONAL IMPACTS OF CHINESE TOURISM IN THAILAND



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Linxi Wang



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บัณฑิตวิทยาลัย มหาวิทยาลัยกรุงเทพ
อนุมัติให้การค้นคว้าอิสระเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการอุตสาหกรรมบริการและการท่องเที่ยว

เรื่อง Attitudes of Thai Residents towards Multi-dimensional Impacts of Chinese
Tourism in Thailand

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ABSTRACT

The purpose of this study is to explore the Thai residents' perceptions towards Chinese tourism impacts and how they affect the attitudes of supporting Chinese tourism in Thailand. It aims 1) to measure the Thai residents' perceptions towards Chinese tourism impacts in economic, socio-cultural and environmental aspects 2) to measure the Thai residents' attitudes of supporting Chinese tourism development in Thailand, and 3) to study the relationship between the Thai residents' perceptions of Chinese tourism impacts and the Thai residents' attitudes of supporting Chinese tourism development in Thailand. Four hundred online questionnaires were used to collect data from Thai residents. Data were analyzed by applying frequency, percentage, average, independent t-test, one-way ANOVA and Pearson correlation.

The results showed that Thai residents with different age, education and income have different levels of attitudes towards supporting Chinese tourism development in Thailand. Positive perceptions of Chinese tourism impacts in economic, socio-cultural and environmental aspects have moderate correlations with the attitudes of supporting Chinese tourism development in Thailand. Negative perceptions of Chinese tourism impacts have weak correlations with the attitudes of

supporting Chinese tourism development in Thailand.

Keywords: Tourism Impact, Chinese Tourism, Attitude



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Last but not least, I would like to express my special thanks to my Thai friends for helping improve my questionnaire of Thai version, other friends and my parents who support motivate me to move on.

LINXI WANG

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CHAPTER 1

INTRODUCTION

1.1 Background

Nowadays, Chinese tourists play an important role in Thailand inbound tourism. Chinese tourist arrivals to Thailand are increasing sharply in recent years. It can be seen in the follow figure.

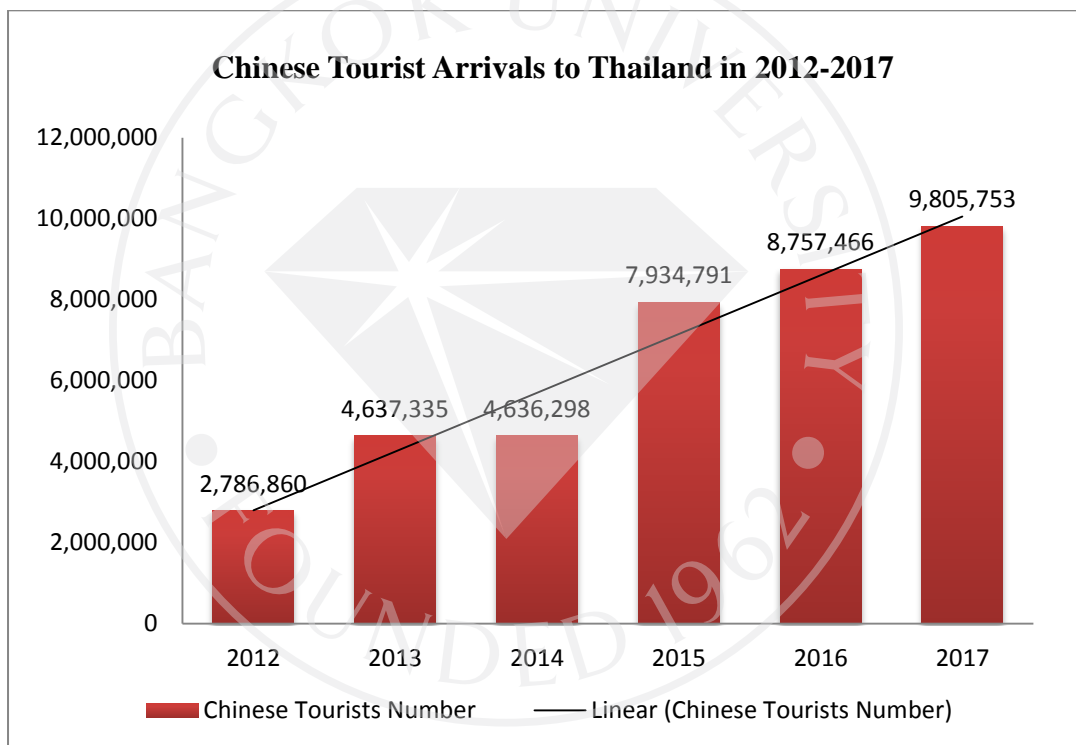


Figure 1.1: Chinese Tourist Arrivals to Thailand in 2012-2017

Source: Ministry of Tourism and Sports of Thailand. (2017). *Tourism statistics*.

Retrieved from https://www.mots.go.th/more_news.php?cid=411.

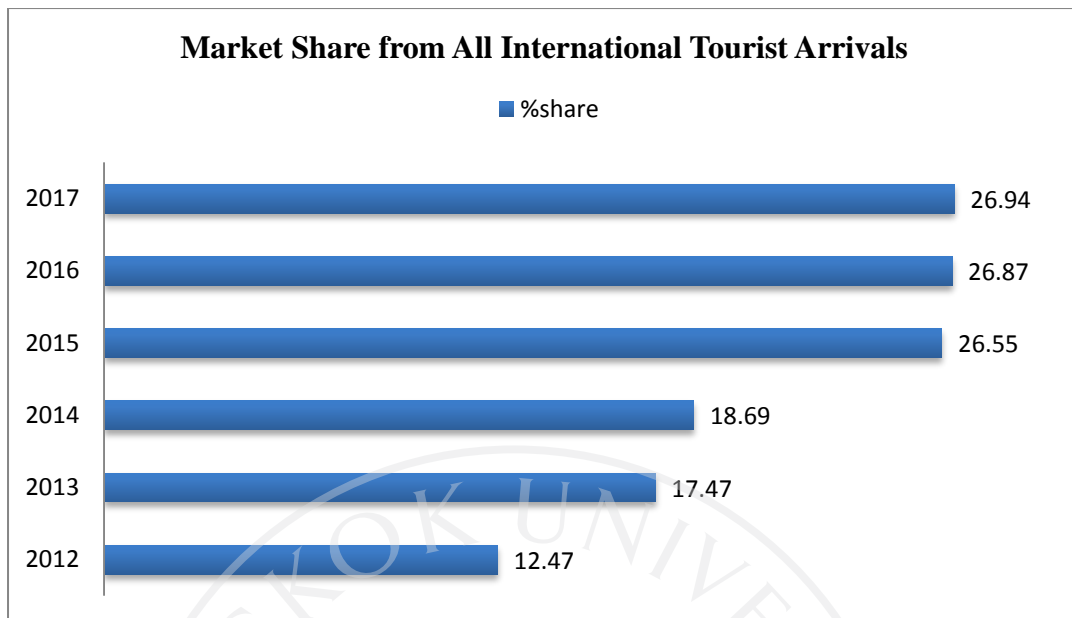


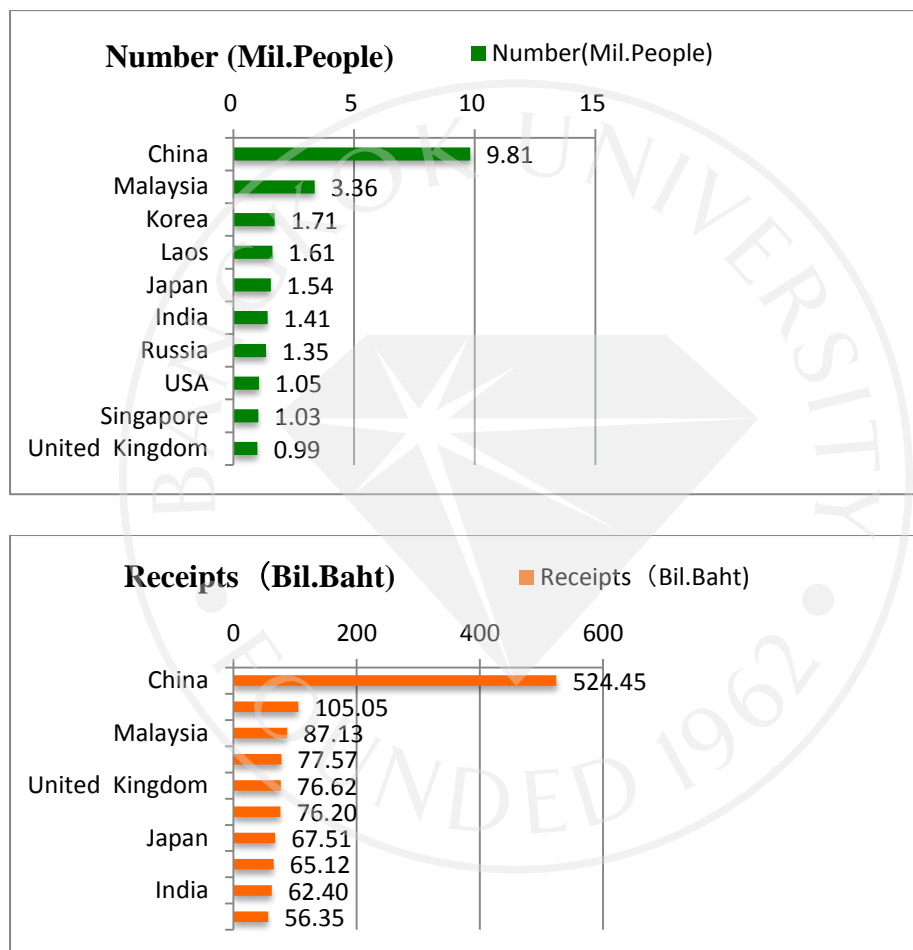
Figure 1.2: Market Share from All International Tourist Arrivals

Source: Ministry of Tourism and Sports of Thailand. (2017). *Tourism statistics*.

Retrieved from https://www.mots.go.th/more_news.php?cid=411.

From Figure 1.1 and Figure 1.2, the number of Chinese tourists in 2012 was 2.787 million people and market share of Thai inbound tourism is at 12.47% from all international tourists. In 2013, the number of Chinese tourists reached 4.637 million people, market share of Thai inbound tourism is at 17.47%. The number of Chinese tourists decreased a little to 4.636 million people in 2014, but market share also increased to 18.69%. In 2015, quantity of Chinese tourists climbed to 7.935 million people, market share reached to 26.55%. Number of Chinese tourists amounted to 8.757 million people, market share reached to 26.87% in 2016. In 2017, the number of Chinese tourists increased to 9.806 million people, market share reached to 26.94%.

In 2017, Chinese tourists were the largest number tourists to travel to Thailand, and generated the most receipts among other country tourists, according to the newest statistics from Ministry of Tourism and Sports, Thailand. There is a figure of top ten of number and receipts from international tourists in 2017.



Remark: the unit of number is million people, the unit of receipts is billion baht.

Figure 1.3: Top 10 Number and Receipts from International Tourists in 2017

Source: Ministry of Tourism and Sports of Thailand. (2017). *Tourism statistics*.

Retrieved from https://www.mots.go.th/more_news.php?cid=411.

It can be seen that China is the country which generated 524.45 billion baht for Thailand inbound tourism at the first place in 2017, and it is about 5 times more than the second place Russia which generated 105.05 billion baht. Chinese tourists made a high contribution to the tourism income of Thailand, and benefited Thai retailers and local practitioners.

However, there have been many complaints occurring. Srisuda Wanapinyosak (2015) indicated that bad behavior of Chinese tourists had the negative influence on Thai society, which were speaking loudly in public environment, no lining up, keeping many food on the table when they were having buffet, wearing Improper dress in temple and using toilet inappropriately. Walsh and Tachavimol (2007) indicated that Zero-dollar tour tourism has become a disreputable practice. A large amount of Chinese tourists affect the travel quality of other foreign tourists.

1.2 Statement of problems

An increase in the number of Chinese tourists in recent years benefited Thailand tourism industry, while many problems on economy, society, culture and environment influenced Thai residents' life. It is worthy to know how the perceptions of Thai residents from the impacts towards Chinese tourism in are, and they are now still supporting the development of Chinese tourism in Thailand or not.

1.3 Scope of the Research

The scope of this study focus on the research of Thai residents' perceptions and attitudes on tourism impacts from Chinese tourists. The author plans to identify the perceptions of Thai residents in 3 aspects below on positive and negative side:

economy, socio-culture and environment. The author will also study attitudes towards support for the development Chinese tourism in Thailand.

1.4 Benefits of the Research

1.4.1 This study is useful for DMOs (Destination Management Organizations) to have a better understanding for the perceptions and attitudes of Thai residents towards tourism impacts from Chinese tourists.

1.4.2 This study is to benefit DMOs for making an appropriate destination development plan as a reference.

1.4.3 This study is useful to be a reference for sustainable tourism development.

1.5 Objectives of the Research

1.5.1 To measure the Thai residents' perceptions towards Chinese tourism impacts in economic, socio-cultural and environmental aspects.

1.5.2 To measure the Thai residents' attitudes of supporting Chinese tourism development in Thailand.

1.5.3 To study the relationship between the Thai residents' perceptions of Chinese tourism impacts and the Thai residents' attitudes of supporting Chinese tourism development in Thailand.

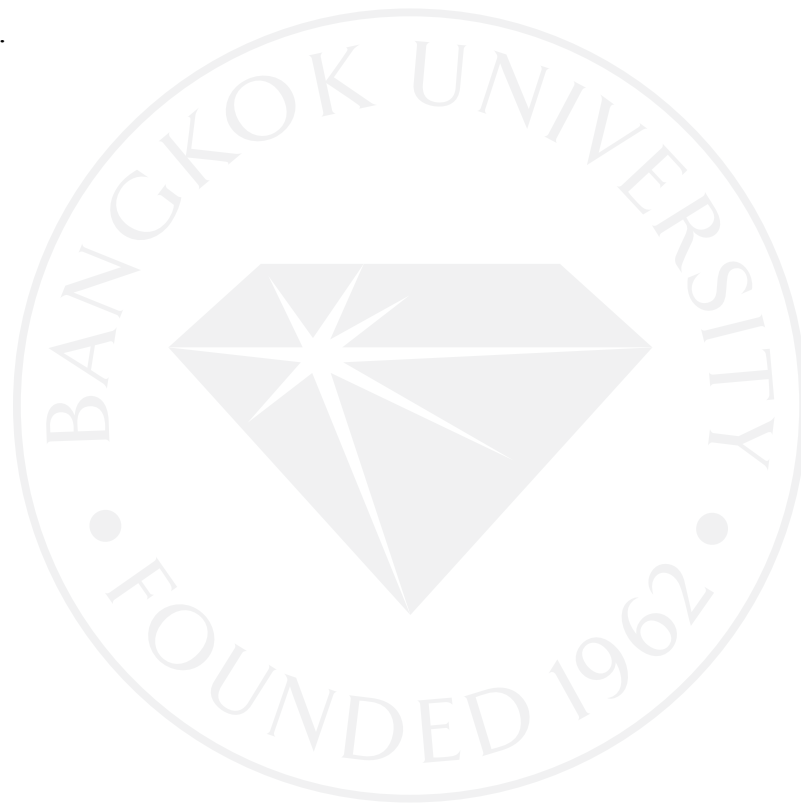
1.6 Definition

Tourism: Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for

leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Multi-dimensional tourism impacts: In this research, multi-dimensional tourism impacts refer to economic, socio-cultural and environmental tourism impacts in both positive and negative aspects.

Chinese tourism: Chinese tourism is the tourism generated around Chinese tourists.



CHAPTER 2

LITERATURE REVIEW

In this chapter, literature review and the concepts of theories that give academic viewpoints to support study topic Attitudes of Thai Residents towards Multi-dimensional Impacts of Chinese Tourism in Thailand will be introduced.

The terms of theories that will be illustrated are below:

- 2.1 Tourism
- 2.2 Tourism Impact
- 2.3 Chinese Outbound Tourism
- 2.4 Residents' Attitudes towards Tourism
- 2.5 Related Researches
- 2.6 Conceptual Framework
- 2.7 Hypothesis

2.1 Tourism

2.1.1 Definitions of Tourism

Hunziker and Kraft (1941) defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home.

Mathieson and Wall (1982) definition was: "The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

McIntosh and Goeldner (1986) defined tourism as "The sum of 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."

United Nations and World Tourism Organization (1994) identified three forms of tourism in its Recommendations on Tourism Statistics:

Domestic tourism, involving residents of the given country traveling only within this country;

Inbound tourism, involving non-residents traveling in the given country; outbound tourism, involving residents traveling in another country. In order to prevent the disaccords to define "Tourism", United Nations World Tourism Organization (UNWTO) (2001) defined it as indicated below:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

2.1.2 Tourism Development in Thailand

In 2013, the Tourism Authority of Thailand issued a tourism development strategy plan to improve the image of the tourism industry and promote the development of the high-end market for stimulating the development of tourism. There are five goals in this plan. First of all, build the brand of Amazing Thailand. Secondly, apply high-quality services and products to high-quality tourism, targeting high-end consumer markets and featured hobby markets. Thirdly, focus on the mainstream market by motivating repeat customers, seeking first-time visitors, and stimulating the off-season market. Fourthly, take advantage of the online market, by increasing the active level of the online market and improving the online environment. Fifthly, enhance policy coordination with ASEAN, such as jointly selling products with neighboring countries, developing the ASEAN market, and supporting the international cooperation framework.

In 2016, In order to upgrade Thailand's tourism profile to the preferred destination in the Asia Pacific region in next two decades. The Ministry of Tourism and Sports of Thailand released the National Tourism Development Outline for the next five years (2017-2021) and formulated five strategies. Meanwhile, the Thai government has proposed various preferential visa policies for Chinese citizens. For example, the cost of landing visas has been cut in half. The Visa Waiver Policy will be implemented from December 1, 2016 to February 28, 2017, and will be postponed until August 31, 2017. This policy has greatly attracted the travel of Chinese tourists during the Spring Festival, and Chinese tourists are welcome to belong.

2.2 Tourism Impact

Hall and Lew (2009) defined tourism impact as a change in a given state overtime as the result of an external stimulus. Tourism impact may be defined as an effect brought about by directly or indirectly by tourism policies, tourism-related establishments and infrastructure, and tourist behavior.

Mason (2003) indicated that although tourism impacts tend to be multi-dimensional, it is conventional to subdivide them under following headings: economic, socio-cultural and environmental. Tourism impacts can be considered as positive or negative.

2.2.1 The Economic Impacts of Tourism

The economic impacts of tourism have both positive aspects and negative aspects. Krag (2001) considered that the positive economic impacts of tourism are as follow:

- 1) Contribution to income and standard of living
- 2) Contribution to foreign exchange earnings
- 3) Contribution to government revenues
- 4) Generation of employment
- 5) Contribution to regional development
- 6) Contribution to local economy
- 7) Contribution to investment, development, and infrastructure spending
- 8) Contribution to public utilities infrastructure
- 9) Contribution to transport infrastructures
- 10) Contribution to opportunities for shopping
- 11) Economic impact (Direct, Indirect, Induced Spending) is widespread

in the community

12) Contribution to new business opportunities.

Pearce (1989), Mason (2003) and Kreag (2001) identified that the negative impacts of tourism include the following:

- 1) Opportunity costs
- 2) Over-dependence on tourism
- 3) Increasing cost of living
- 4) Increasing price of goods and services
- 5) Increasing price of land and housing
- 6) Increasing potential for imported labor
- 7) Cost for additional infrastructure (Water, Sewer, Power, Fuel, Medical, etc.)
- 8) Increasing road maintenance and transportation systems costs
- 9) Seasonal tourism creates high-risk, under- or unemployment issues
- 10) Competition for land with other (Higher Value) economic uses
- 11) Profits may be exported by non-local owners

2.2.2 The Socio-Cultural Impacts of Tourism

Socio-cultural impacts associated with interactions between peoples and culture background, attitudes and behaviors, and their relationships to material goods. (Mason, 2003)

As Kreag (2001) considered, the positive and negative impacts of tourism are as follow:

Positive Impacts

- 1) Contribution to quality of life

- 2) Facilitating meeting visitors (Educational Experience)
- 3) Promoting cultural exchange
- 4) Positive changes in values and customs
- 5) Improving understanding of different communities
- 6) Preserving cultural identity of host population
- 7) Increasing demand for historical and cultural exhibits
- 8) Greater tolerance of social differences
- 9) Satisfaction of psychological needs

Negative Impacts

- 1) Unwanted lifestyle changes
- 2) Excessive drinking, alcoholism, gambling
- 3) Increased underage drinking
- 4) Crime, drugs, prostitution
- 5) Increased smuggling
- 6) Language and cultural effects
- 7) Displacement of residents for tourism development
- 8) Negative changes in values and customs
- 9) Family disruption
- 10) Exclusion of locals from natural resources
- 11) New cliques modify social structure
- 12) Natural, political, and public relations calamities

2.2.3 The Environmental Impacts of Tourism

Mason (2003) indicated that there was a long history of environment acting as a significant attraction for visitors, but there was also growing evidence of conflict

between tourism activity and the wish to conserve landscapes and habitats.

The positive environmental impacts of tourism are considered as the following conventionally:

1) Tourism can help to promote the preservation of buildings/monuments
(This includes for example UNESCO's World Heritage Sites)

2) Tourism may stimulate measures to protect the environment and/or
landscape and/or wildlife

3) Tourism can help to promote the establishment of National Parks
and/or wildlife reserves

4) Tourism may provide the money via, for example, entrance charges to
maintain historic buildings, heritage sites and wildlife habitats.

The negative environmental impacts of tourism are considered as the following conventionally:

1) Tourism can contribute to congestion in terms of overcrowding of
people as well as traffic congestion

2) Tourists are likely to drop litter

3) Tourism can contribute to the pollution of water courses and beaches

4) Tourism may result in footpath erosion

5) Tourism can lead to creation of unsightly human structures such as
buildings (e.g. hotels) that do not fit in with vernacular architecture

6) Tourism may lead to damage and/or disturbance to wildlife habitats.

2.3 Chinese Outbound Tourism

2.3.1 International Tourism Trends

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer.

International tourist arrivals in Europe reached 671 million in 2017, a remarkable 8% increase following a comparatively weaker 2016. Asia and the Pacific (+6%) recorded 324 million international tourist arrivals. The Americas (+3%) welcomed 207 million international tourist arrivals. Based on available data for Africa, growth in 2017 was estimated at 8%. The region consolidated its 2016 rebound and reached a record 62 million international arrivals. The Middle East (+5%) received 58 million international tourist arrivals in 2017 with sustained growth in some destinations and a strong recovery in others.

2.3.2 Chinese Outbound Tourism

The development of China outbound tourism was contributed to the high-speed growth of China's economy and China's reform and opening up. Since visiting relatives in 1983, it has grown from tourism in the border area to the current outbound tourism market. As the number of destinations continues to increase, Chinese tourists are spread all over the world. The consumption concepts and patterns are experiencing huge change. Chinese outbound tourism is becoming mass tourism, mainly composed of individual consumers.

Since the early 1990s, with the rapid development of China's economy, China's tourism industry has greatly expanded. Nowadays, China is the world's largest source market of outbound tourists. China is not only the rise of the region, but also the highest-speed growing source market in the world. Since 2012, it has been the

largest consumer of international tourism. China's spending surged from \$13 billion in 2000 to \$55 billion in 2010 and reached a staggering \$115 billion in 2017. It can be shown as follow table:

Table 2.1: Number and Expenditure from Outbound Tourists of China in 2014-2017

Year	Number (Mil. People)	Expenditure (Bil. Dollar)
2014	107	89.64
2015	117	104.5
2016	122	109.8
2017	130.51	115.29

Source: Ministry of Culture and Tourism of the People's Republic of China. (2019).

Number and expenditure from outbound tourists of China. Retrieved from <https://www.mct.gov.cn>.

China accounts for more than half (59%) of tourism spending in Asia and the Pacific, accounting for around 24% of global tourist receipts. Since 2004, as tourism spending has grown at a double-digit rate each year, this growth has consolidated China's position as the world's number one source market since 2012.

With increasing disposable income, better exchange rates, fewer visa restrictions, and more flight connections, Chinese tourists travel aboard more frequently. The number of outbound trips has reached 130.51 million in 2017, up 5.7% from 122 million in 2016.

2017 China Outbound Tourism Travel Report indicated that China has become the largest source of inbound tourists to many countries, including Thailand, Japan, Russia, the United Kingdom, South Korea, Maldives, Vietnam, Indonesia, North Korea and South Africa. However, less than 10% of the Chinese population travel abroad, and only 10% have passports. This reflects the huge future potential of the outbound market.

2.4 Residents' Attitudes towards Tourism

Ajzen & Fishbein (1977) stated that attitudes were held with respect to some aspect of the individual's world, such as another person, a behavior, a physical object, or a policy. Therefore, the way that a person reacts to his surroundings is called his attitude. Baron & Byrne (1984) defined attitudes as relatively lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects or groups. Walley, Custance, Orton, Parsons, Lindgreen, & Hingley (2009) submitted that attitudes may be positive, negative, or neutral.

Doxey (1975) proposed four resident attitudes: euphoria, apathy, annoyance, and antagonism. The euphoria stage occurred in the early stages of development, when there was little travel planning or marketing, while with the tourism industry growing and developing, residents' attitudes towards tourism have been changed.

In 1980, Butler (1980) published a model of evolution of tourist destinations known as Tourism Area Life Cycle. There are six stages tourist destinations move through in the tourist area life cycle: exploration, involvement, development, consolidation, stagnation, decline or rejuvenation. Whether decline or rejuvenation in the final stage, it is depending on involvement from stakeholders. In order to

determine the life cycle stage, Butler uses residents' attitudes as key indicators.

TOURISM LIFECYCLE

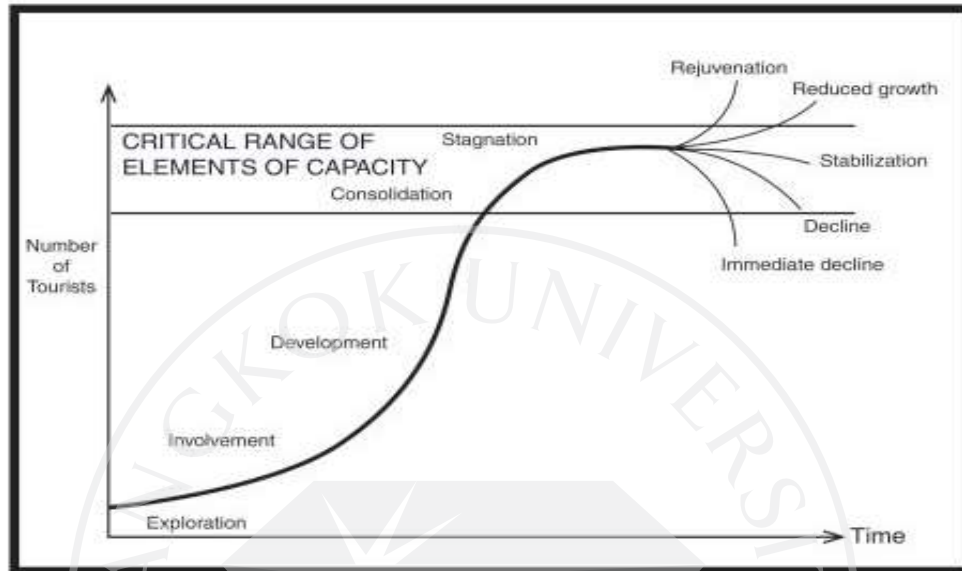


Figure 2.1: Bulter's Model

Source: Butler, R.W. (1980). The concept of a tourist area cycle of evolution:

Implications for management of resources. *Canadian Geographer*, 24, 5-12.

In the 1990s, Perdue and Long (1990) used the theory of social exchange to establish a conceptual model between perceived tourism impacts of residents and their supporting for tourism development. In the figure below, Perdue and Long (1990) model showed that residents' perceptions of tourism influenced on support for additional tourism development. Perceived positive impacts of tourism and perceived negative impacts of tourism determine residents' support for additional tourism development.

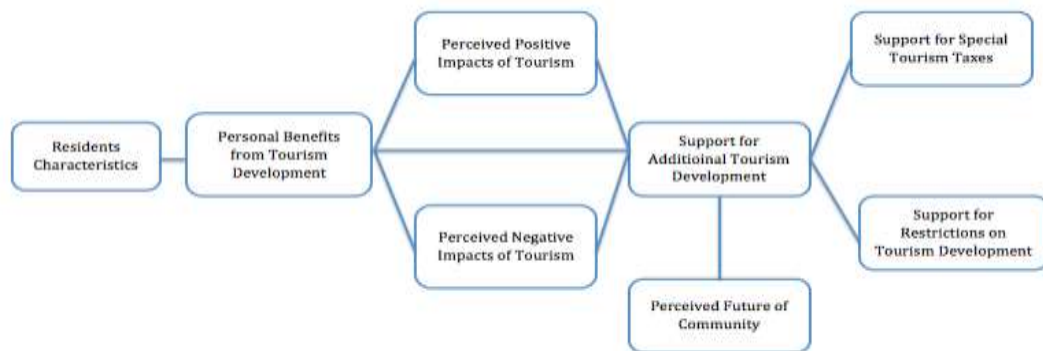


Figure 2.2: Model of Residents' Tourism Perceptions of Perdue, Long, and Allen

Source: Perdue, R., Long, P., & Allen, L. (1987). Rural resident tourism perceptions and attitudes. *Annals of Tourism Research*, 14(3), 420-429.

2.5 Related Researches

Regarding economic impacts of tourism, As World travel & tourism council indicated, Thailand's tourism contribution to GDP totaled 322.98 billion baht (US\$95 billion), accounting for 21.2% of GDP in 2017. It is expected to increase by 7.4% in 2018, up 5.6% to 5,957.1 billion baht (\$175.2 bn), 28.2% of the annual GDP in 2028. In 2017, the contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 15.5% of the total employment (5,834,000 jobs). It is expected to increase by 5.5% to 6,154,000 jobs in 2018, an increase of 3.4% pa to 8,572,000 jobs in 2028 (22.3% of the total). Tourism investment in 2017 was 262.6 billion pesos, accounting for 7.3% of the total investment (7.7 billion US dollars). It will rise 5.2% in 2018 and rise 5.5% in the next decade to 473.8 billion baht (\$13.9 billion) in 2028, or 8.9% of the total. Essays, UK (2018) indicated that as tourism grows in Thailand many businesses have moved from being run locally to

being owned by national or international companies which creates leakages in the Thai government with less spending money going back into the Thai economy. Chotika Tungsirisurp and Warunchai Athigapanich (2017) considered that the Chinese is the largest group of all tourists accounting for around 30% each year, Chinese spending on Thai products, ranging from fashion to electronics, has undoubtedly been an important part of the Thai economy.

With respect to socio-cultural impacts of tourism, Essays, UK (2018) referred that tourism brought a bad change in characteristics of the host community, such as drug selling to tourist and encouraging the Thai people to dress differently or abandon their religion. Srisuda Wanapinyosak (2015) indicated that bad behavior of Chinese tourists had the negative influence on Thai society, which were speaking loudly in public environment, no lining up, keeping many food on the table when they were having buffet, wearing Improper dress in temple and using toilet inappropriately. However, Chinese tourism also had the positive influence on Thai society, which were increasing Chinese learning in Thai school and promoting Thai language learning in Chinese students studying in Thailand.

Regarding the environmental impacts of tourism, Thun Thamerungnaawat said, a professor of marine biology at Cassitsart University and a collaborator on several state-owned projects, tourism has a major impact on the country's coastline, where the main challenge is to protect the marine ecosystems. Mrs. Mingsarn, president of the Public Policy Studies Institute Foundation, told a seminar on the environment organized by the Thai Society of Environmental Journalists that the rapid influx of Chinese tourists into the country could spell higher levels of waste

accumulation in tourist service areas such as hotel.

2.6 Conceptual Framework

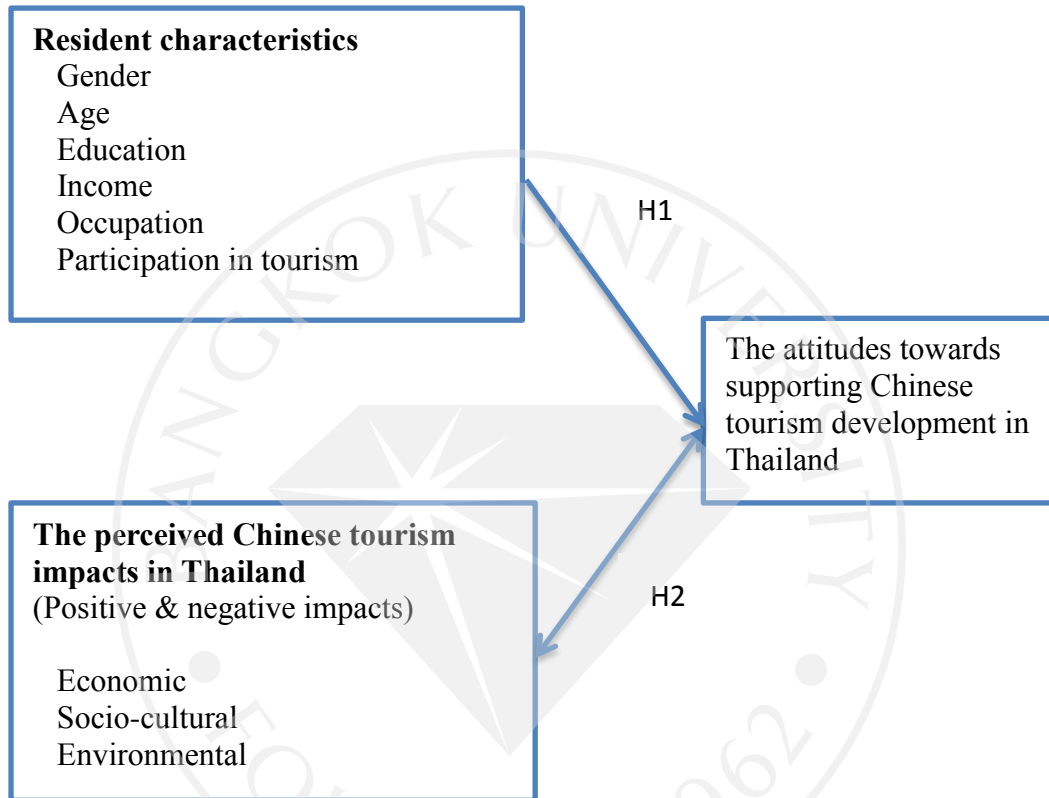


Figure: 2.3: Conceptual Framework

2.7 Hypothesis

Hypothesis 1

H1₀: There is no difference among resident characteristics for the attitudes of supporting Chinese tourism development in Thailand.

H1a: There is a difference between residents of different genders for the attitudes of supporting Chinese tourism development in Thailand.

H1b: There is a difference among residents of different ages for the attitudes of supporting Chinese tourism development in Thailand.

H1c: There is a difference among residents of different education for the attitudes of supporting Chinese tourism development in Thailand.

H1d: There is a difference among residents of different occupation for the attitudes of supporting Chinese tourism development in Thailand.

H1e: There is a difference among resident of different income for the attitudes of supporting Chinese tourism development in Thailand.

H1f: There is a difference between residents having different levels of tourism participation for the attitudes of supporting Chinese tourism development in Thailand.

Hypothesis 2

H2₀: There is no correlation between perceived Chinese tourism impacts and the attitudes of supporting Chinese tourism development in Thailand.

H2a: There is a correlation between perceived positive Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2b: There is a correlation between perceived negative Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2c: There is a correlation between perceived positive impacts Chinese tourism in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2d: There is a correlation between perceived negative Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2e: There is a correlation between perceived positive Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2f: There is a correlation between perceived negative Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand.

CHAPTER 3

RESEARCH METHODOLOGY

In this chapter, the research methodology of this paper was explained. Research instrument, population and sample selection, data collection and data analysis were discussed.

3.1 Research Instrument

This type of research was quantitative research which used the questionnaire as the tools for collecting the data from Thai residents. The author set up electronic questionnaire and distributed it online.

This questionnaire was divided into 3 parts as follows:

The first part of questionnaire was intended to collect resident characteristics of the respondents that consist of 6 closed-ended questions that are gender, age, education, occupation, income, participation in tourism. The 6 closed-ended questions are bellow

The second part of questionnaire collected data with economic, socio-cultural, environmental tourism impacts in both positive and negative aspects that residents perceived from Chinese tourism in Thailand used the rating scale which was set by Likert scale.

Table 3.1: Description of Five Point Likert Scale

Level	Score
Strongly Disagree	1.00-1.80
Disagree	1.81-2.60
Neutral	2.61-3.40
Agree	3.40-4.20
Strongly Agree	4.21-5.00

The third part of questionnaire collected data with the attitudes of supporting the Chinese tourism development in Thailand of the respondents used the rating scale which was set by Likert scale. There are five rating scale questions in this part.

3.2 Population and Sample Selection

Data used in the study was obtained from Thai residents who have lived in Thailand. The current population of Thailand is 69,203,750 as of Wednesday, August 22, 2018, based on the latest United Nations estimates.

3.2.2 Sample in Research

The author determined sample size by applying a formula which was suggested by Yamane (1967). The formula is shown as follow

$$n = \frac{N}{1+N(e^2)}$$

When, n = the sample size

N = the size of population

e = the level of precision

The current population of Thailand is 69,203,750 as of Wednesday, August 22, 2018, based on the latest United Nations estimates, given the precision level is set to be 95% confidence ($e=0.05$). Thus, the sample size is;

$$n = \frac{69,203,750}{1+69,203,750(0.05^2)}$$

$$\approx 399.99$$

Therefore, a total sample size of 400 is needed.

3.3 Data Collection

3.3.1 Primary Data

Primary data collected by online questionnaire surveys with Thai residents who have lived in Thailand. The study focused on the concept of resident characteristics, the perceptions towards tourism impacts from Chinese tourists travelling to Thailand and the attitudes towards support for Chinese tourism in Thailand.

3.3.2 Secondary Data

In this section, the author reviewed study of theory and research related. Secondary data was from various sources including website, literary works, journals, newspapers, and researches from other related dissertations both of domestic and international. After that, the author has applied these theories and principles to the research.

3.4 Data Analysis

The author has used the Statistical Package to input and analyze data that received from collecting questionnaires. Statistics using to analyze data: descriptive statistics were used to explain the data of Respondents by frequency, percentage, mean, significance level value, standard deviation, t-test value, one-way ANOVA, Pearson correlation. Statistical methods to use in hypotheses testing are shown as below table.

Table 3.2: Statistical Methods to Use in Hypotheses Testing

Hypotheses	Methods
1. There is a difference among resident characteristics for the attitudes of supporting Chinese tourism development in Thailand	
1) Gender	Independent T-test
2) Age	One-way ANOVA
3) Education	One-way ANOVA
4) Occupation	One-way ANOVA
5) Income	One-way ANOVA
6) Tourism participation	Independent T-test
2. There is a correlation between perceptions of Chinese tourism impacts and the attitudes of supporting Chinese tourism development in Thailand	
1) Positive economic impacts	Pearson correlation
2) Negative economic impacts	Pearson correlation
3) Positive socio-cultural impacts	Pearson correlation
4) Negative socio-cultural impacts	Pearson correlation
5) Positive environmental impacts	Pearson correlation
6) Negative environmental impacts	Pearson correlation

And Correlation is an effect size and so the strength of the correlation can be described through using the guide that Evans (1996) suggests for the absolute value of r as follow table.

Table 3.3: Description of the Strength of Pearson Correlation

Strength	Value
Very weak	0.00-0.19
Weak	0.20-0.39
Moderate	0.40-0.59
Strong	0.60-0.79
Very strong	0.79-1.00

CHAPTER 4

DATA ANALYSIS

In this chapter, the research data were presented and analyzed. The researcher used frequency, independent T-test, one-way ANOVA and Pearson correlation to analyze data. And this chapter is divided into 4 parts below:

4.1 Data Analysis for Resident Characteristics

4.2 Data Analysis for Perception towards Chinese Tourism Impact in Thailand

4.3 Data Analysis for Attitude of Supporting Chinese Tourism Development in Thailand

4.4 Data Analysis for Testing Hypotheses

4.1 Data Analysis for Resident Characteristics

As is shown in the table 4.1, 32.5% of respondents are male, 67.5% are female.

Table 4.1: Data of Gender

	Frequency	Percent
male	130	32.5
female	270	67.5
Total	400	100.0

Table 4.2 shows that the highest number of respondents involved in this study is of the ages between 21-30 years old at 42.5%, the second are below 20 years old at 24.5%, the third are 31-40 years old at 20%, the fourth are 41-50 years old at 8.5%, 50 years old over are only 4.8%.

Table 4.2: Data of Age

	Frequency	Percent
below 20 years old	97	24.2
21-30 years old	170	42.5
31-40 years old	80	20.0
41-50 years old	34	8.5
50 years old over	19	4.8
Total	400	100.0

It can be shown in the table 4.3, the highest number of respondents involved in this study is bachelor's degree at 40%, the second are high school or under at 38.5%, the third are master's degree at 12%, the fourth are diploma at 7.2%, only 2.3% are doctor's degree.

Table 4.3: Data of Education

	Frequency	Percent
High school or under	154	38.5
Diploma	29	7.2
Bachelor's Degree	160	40.0
Master's Degree	48	12.0
Doctor's Degree	9	2.3
Total	400	100.0

Table 4.4 indicates that the occupations of the respondents in this research are: other occupations make up 30.3%, own business 27.3%, student 27.5%, employee 10%, government official 5%.

Table 4.4: Data of Occupation

	Frequency	Percent
Student	110	27.5
Government Official	20	5.0
Own business	109	27.2
Employee	40	10.0
Other	121	30.3
Total	400	100.0

According to the table 4.5, the income of the respondents involved in this research are; less than 10,000 baht make up 36%, 15,001-30,000 baht 24.8%, 10,001-15,000 baht 16%, 30,001-45,000 baht 13.3%, more than 45,000 baht 10%.

Table 4.5: Data of Income

	Frequency	Percent
Less than 10,000 baht	144	36.0
10,001-15,000 baht	64	16.0
15,001-30,000 baht	99	24.8
30,001-45,000 baht	53	13.2
More than 45,000 baht	40	10.0
Total	400	100.0

It can be shown from table 4.6 that 30.3% of respondents are working in the tourism industry or tourism related industry, and 69.8% of respondents are working in the other industries.

Table 4.6: Data of Tourism Participation

	Frequency	Percent
work in tourism industry or tourism related industry	121	30.3
work in the other industries	279	69.7
Total	400	100.0

4.2 Data analysis for perceptions towards Chinese tourism impacts in Thailand

Based on the table 4.7, it shows that average mean of positive economic impacts is 3.42. The mean of item a8 (Chinese tourism increases opportunities for trading) is highest at 3.63 in the perception of positive economic impacts; the second one is item a9 (Chinese tourism creates new business opportunities) with mean at 3.54; the third one is a3 (Chinese tourism increases employment opportunities) with mean at 3.51.

Table 4.7: Perceptions of Positive Economic Impacts

Items	Mean	Std. Deviation	Level of agreement
a1. Chinese tourism contributes to income and standard of living	3.5	1.095	agree
a2. Chinese tourism improves local economy	3.4	1.094	agree

(Continued)

Table 4.7 (Continued): Perceptions of Positive Economic Impacts

Items	Mean	Std. Deviation	Level of agreement
a3. Chinese tourism increases employment opportunities	3.51	1.101	agree
a4. Chinese tourism improves investment, development, and infrastructure spending	3.42	1.084	agree
a5. Chinese tourism increases tax revenues	3.36	1.077	neutral
a6. Chinese tourism improves public utilities infrastructure	3.17	1.124	neutral
a7. Chinese tourism improves transport infrastructure	3.25	1.095	neutral
a8. Chinese tourism increases opportunities for trading	3.63	1.15	agree
a9. Chinese tourism creates new business opportunities	3.54	1.15	agree
Positive economic impacts (Average)	3.4181	0.89473	agree

It can be shown from table 4.8 that average mean of negative economic impacts is 3.16. The mean of b7 (Profits may be exported by non-local owners) is highest at 3.43 in the perception of negative economic impacts; the second one is b5 (Chinese tourism Increases road maintenance and transportation systems costs) with mean at 3.21.

Table 4.8: Perceptions of Negative Economic Impacts

Items	Mean	Std. Deviation	Level of agreement
b1. Chinese tourism increases price of goods and services	3.14	1.115	neutral
b2. Chinese tourism increases price of land and housing	3.15	1.088	neutral
b3. Chinese tourism increases cost of living	3.09	1.034	neutral
b4. Chinese tourism has increased cost for additional infrastructure (water, sewer, power, fuel, medical, etc.)	3.09	1.103	neutral
b5. Chinese tourism Increases road maintenance and transportation systems costs	3.21	1.097	neutral
b6. Seasonal tourism creates high-risk, under- or unemployment issues	3.09	1.109	neutral
b7. Profits may be exported by non-local owners	3.43	1.144	agree
b8. Chinese tourism may cause Jobs pay low wages	3.08	1.05	neutral
Negative economic impacts (Average)	3.1584	0.81986	neutral

According to the table 4.9, average mean of positive socio-cultural impacts is 3.26. The mean of c7 (Chinese tourism has contributed to greater tolerance of social differences) is highest at 3.48 in the perception of positive socio-cultural impacts; the second one is c6 (Chinese tourism has contributed to increases demand for historical and cultural exhibits) with mean at 3.44; the third one is c3 (Chinese tourism promotes cultural exchange) with mean at 3.42.

Table 4.9: Perceptions of Positive Socio-Cultural Impacts

Items	Mean	Std. Deviation	Level of agreement
c1. Chinese tourism improves quality of life	3.06	1.08	neutral
c2. Chinese tourism has contributed to positive changes in value and customs	2.94	1.126	neutral
c3. Chinese tourism promotes cultural exchange	3.42	1.132	agree
c4. Chinese tourism improves understanding of different communities	3.25	1.064	neutral
c5. Chinese tourism has contributed to preserving cultural identity of host population	3.27	1.142	neutral
c6. Chinese tourism has contributed to increases demand for historical and cultural exhibits	3.44	1.079	agree
c7. Chinese tourism has contributed to greater tolerance of social differences	3.48	1.124	agree
Positive socio-cultural impacts (Average)	3.2636	0.87159	neutral

Table 4.10 indicates that average mean of negative socio-cultural impacts is 3.01. The mean of d5 (Chinese tourism has caused displacement of residents for tourism development) is highest at 3.26; the second one is d3 (Chinese tourism has caused increases smuggling in Thailand) with mean at 3.25; the third one is d4 (Chinese tourism has caused unwanted lifestyle changes of Thai people.) with mean at 3.13.

Table 4.10: Perceptions of Negative Socio-Cultural Impacts

Items	Mean	Std. Deviation	Level of agreement
d1. Chinese tourism causes increased excessive drinking, alcoholism and gambling in Thailand	2.96	1.166	neutral
d2. Chinese tourism increases crime rates from drug use and prostitution	2.95	1.075	neutral
d3. Chinese tourism has caused increases smuggling in Thailand.	3.25	1.102	neutral
d4. Chinese tourism has caused unwanted lifestyle changes of Thai people.	3.13	1.051	neutral
d5. Chinese tourism has caused displacement of residents for tourism development	3.26	1.141	neutral
d6. Chinese tourism has caused negative changes in value and customs	3.05	1.113	neutral
d7. Chinese tourism has caused family disruption	2.69	1.163	neutral
d8. Chinese tourism has caused exclusion of locals from natural resources	2.81	1.137	neutral
Negative socio-cultural impacts (Average)	3.0113	0.87589	neutral

It can be shown on the table 4.11 that average mean of positive environmental impacts is 3.18. The mean of e3 (Chinese tourism has contributed to improvement of the area's appearance (visual and aesthetic)) is highest at 3.3.

Table 4.11: Perceptions of Positive Environmental Impacts

Items	Mean	Std. Deviation	Level of agreement
e1. Chinese tourism has contributed to protection of selected natural environments or prevention of further ecological decline	3.08	1.156	neutral
e2. Chinese tourism has contributed to preservation of historic buildings and monuments	3.17	1.177	neutral
e3. Chinese tourism has contributed to improvement of the area's appearance (visual and aesthetic)	3.3	1.151	neutral
Positive environmental impacts (Average)	3.1825	1.0264	neutral

It can be seen on the table 4.12 that average mean of negative environmental impacts is 3.19. The mean of f1 (Chinese tourism has caused pollution (air, water, noise, solid waste, and visual)) is highest at 3.28 in the perception of negative environmental impacts; the second one is f4 (Chinese tourism has caused degradation of landscape, historic sites, and monuments) with mean at 3.25; the third one is f3 (Chinese tourism has caused destruction of flora and fauna) with mean at 3.23.

Table 4.12: Perceptions of Negative Environmental Impacts

Items	Mean	Std. Deviation	Level of agreement
f1. Chinese tourism has caused pollution (air, water, noise, solid waste, and visual)	3.28	1.117	neutral
f2. Chinese tourism has caused loss of natural lands	3.22	1.146	neutral
f3. Chinese tourism has caused destruction of flora and fauna.	3.23	1.172	neutral
f4. Chinese tourism has caused degradation of landscape, historic sites, and monuments	3.25	1.167	neutral
f5. Chinese tourism has caused introduction of new species of plants and animals in Thailand.	3.08	1.103	neutral
f6. Chinese tourism has caused disruption of wildlife breeding cycles	3.07	1.127	neutral
Negative environmental impacts (Average)	3.1871	0.95524	neutral

4.3 Data Analysis for Attitude of Supporting Chinese Tourism Development in Thailand

It can be shown from table 4.13 that average mean of attitudes of supporting Chinese tourism development in Thailand is 3.66. The mean of g1 (The development of Chinese tourism should be actively continued in Thailand) is highest at 3.75; the second one is g5 (Chinese tourism is beneficial to Thailand) with mean at 3.71.

Table 4.13: Attitudes of Supporting Chinese Tourism Development in Thailand

Items	Mean	Std. Deviation	Level of agreement
g1. The development of Chinese tourism should be actively continued in Thailand	3.75	1.114	agree
g2. I support to develop new facilities that attract more Chinese tourists	3.62	1.074	agree
g3. Thailand will be more sustainable with Chinese tourism in the future	3.59	1.093	agree
g4. I fully support development of new tourist destination for attracting Chinese tourists in Thailand	3.62	1.111	agree
g5. Chinese tourism is beneficial to Thailand.	3.71	1.1	agree
Attitudes (Average)	3.657	0.97793	agree

4.4 Data Analysis for Testing Hypotheses

This part aims to present the results of research hypotheses, there are two hypotheses related to the current research, the results of hypotheses testing are shown as follow:

Hypothesis 1

H1₀: There is no difference among resident characteristics for the attitudes of supporting Chinese tourism development in Thailand.

H1a: There is a difference between residents of different genders for the attitudes of supporting Chinese tourism development in Thailand.

H1b: There is a difference among residents of different ages for the attitudes of supporting Chinese tourism development in Thailand.

H1c: There is a difference among residents of different education for the attitudes of supporting Chinese tourism development in Thailand.

H1d: There is a difference among residents of different occupation for the attitudes of supporting Chinese tourism development in Thailand.

H1e: There is a difference among residents of different income for the attitudes of supporting Chinese tourism development in Thailand.

H1f: There is a difference between residents having different levels of tourism participation for the attitudes of supporting Chinese tourism development in Thailand.

To test hypothesis 1, Independent t-test is employed to examine if there is a difference between gender for the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.14 that there is no difference between gender ($t=0.195$, sig. =0.845) for the attitudes of supporting

Chinese tourism development in Thailand, Therefore, the findings support null hypothesis (H1₀).

Table 4.14: Gender of Thai Residents has a Difference on the Attitudes of Supporting Chinese Tourism Development in Thailand

Variable	Variable value	Mean	S.D	t	Sig.
Gender	1) Male	3.671	1.028	0.195	0.845
	2) Female	3.650	0.955		
sig.< 0.05					

To test hypothesis 1, One-Way ANOVA analysis is employed to examine if there is a difference among residents of different ages for the attitudes of supporting Chinese tourism development in Thailand. Based on the table 4.15, it shows that there is a difference among age ($F=3.349$, Sig. = 0.01) for the attitudes of supporting Chinese tourism development in Thailand. Therefore, the findings support alternative hypothesis (H1_b)

Table 4.15: The Age of Thai Residents has a Difference on the Attitudes of Supporting Chinese Tourism Development in Thailand

Variable	Variable value	Mean	S.D	F	Sig.	Post hoc
Age	1) Below 20 years old	3.425	0.923	3.349	0.010	1) < 3)
	2) 21-30 years old	3.612	1.018			
	3) 31-40 years old	3.893	0.910			
	4) 41-50 years old	3.847	1.019			
	5) 50 years old over	3.916	0.828			
sig.< 0.05						

It can be shown on the table 4.16 that respondents in the age of 31-40 years old have stronger agreement than the age below 20 years old on the attitudes of supporting Chinese tourism development in Thailand.

Table 4.16: Multiple Comparison among the Residents of Different Ages for the Attitudes of Supporting Chinese Tourism Development in Thailand

Multiple Comparisons						
Dependent Variable: Attitudes						
Bonferroni						
(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 20 years old	21-30 years old	-.18702	.12300	1.000	-.5342	.1602
	31-40 years old	-.46776*	.14598	.015	-.8799	-.0557
	41-50 years old	-.42232	.19265	.289	-.9661	.1215
	50 years old over	-.49105	.24250	.435	-1.1756	.1935
21-30 years old	below 20 years old	.18702	.12300	1.000	-.1602	.5342
	31-40 years old	-.28074	.13105	.328	-.6507	.0892
	41-50 years old	-.23529	.18159	1.000	-.7479	.2773
	50 years old over	-.30402	.23382	1.000	-.9641	.3560
31-40 years old	below 20 years old	.46776*	.14598	.015	.0557	.8799
	21-30 years old	.28074	.13105	.328	-.0892	.6507
	41-50 years old	.04544	.19789	1.000	-.5132	.6041
	50 years old over	-.02329	.24669	1.000	-.7197	.6731

(Continued)

Table 4.16 (Continue): Multiple Comparison among the Residents of Different Ages
for the Attitudes of Supporting Chinese Tourism Development
in Thailand

Multiple Comparisons						
Dependent Variable: Attitudes						
Bonferroni						
(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
41-50 years old	below 20 years old	.42232	.19265	.289	-.1215	.9661
	21-30 years old	.23529	.18159	1.000	-.2773	.7479
	31-40 years old	-.04544	.19789	1.000	-.6041	.5132
	50 years old over	-.06873	.27687	1.000	-.8503	.7128
50 years old over	below 20 years old	.49105	.24250	.435	-.1935	1.1756
	21-30 years old	.30402	.23382	1.000	-.3560	.9641
	31-40 years old	.02329	.24669	1.000	-.6731	.7197
	41-50 years old	.06873	.27687	1.000	-.7128	.8503

*. The mean difference is significant at the 0.05 level.

To test hypothesis 1, One-Way ANOVA analysis is employed to examine if there is a difference among education for the attitudes of supporting Chinese tourism development in Thailand. It can be seen on the table 4.17 that there is a difference

among education ($F=6.221$, $\text{Sig.} = 0.000$) for the attitudes of supporting Chinese tourism development in Thailand. Therefore, the findings support alternative hypothesis (H1c)

Table 4.17: The Education of Thai Residents has a Difference on the Attitudes of Supporting Chinese Tourism Development in Thailand

Variable	Variable value	Mean	S.D	F	Sig.	Post hoc
Education	1) High school or under	3.439	1.050	6.221	0.000	1) < 3)
	2) Diploma	3.545	1.004			
	3) Bachelor's Degree	3.863	0.834			
	4) Master's Degree	3.888	0.910			
	5) Doctor's Degree	2.867	1.245			
sig.< 0.05						

It can be shown on the table 4.18 that respondents in the education of bachelor's degree have stronger agreement than the education of high school or under on the attitudes of supporting Chinese tourism development in Thailand.

Table 4.18: Multiple Comparison among the Residents of Different Education for the Attitudes of Supporting Chinese Tourism Development in Thailand

Multiple Comparisons						
Dependent Variable: Attitudes						
Bonferroni						
(I) edu	(J) edu	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school or under	Diploma	-.10587	.19297	1.000	-.6506	.4389
	Bachelor's Degree	-.42354*	.10761	.001	-.7273	-.1198
	Master's Degree	-.44854*	.15759	.047	-.8934	-.0037
	Doctor's Degree	.57229	.32692	.808	-.3506	1.4952
Diploma	High school or under	.10587	.19297	1.000	-.4389	.6506
	Bachelor's Degree	-.31767	.19240	.995	-.8608	.2254
	Master's Degree	-.34267	.22421	1.000	-.9756	.2902
	Doctor's Degree	.67816	.36375	.630	-.3487	1.7050
Bachelor's Degree	High school or under	.42354*	.10761	.001	.1198	.7273
	Diploma	.31767	.19240	.995	-.2254	.8608
	Master's Degree	-.02500	.15688	1.000	-.4679	.4179
	Doctor's Degree	.99583*	.32658	.024	.0739	1.9177

(Continue)

Table 4.18 (Continue): Multiple Comparison among the Residents of Different Education for the Attitudes of Supporting Chinese Tourism Development in Thailand

Multiple Comparisons						
Dependent Variable: Attitudes						
Bonferroni						
(I) edu	(J) edu	Mean	Std. Error	Sig.	95% Confidence Interval	
		Difference (I-J)			Lower Bound	Upper Bound
Master's Degree	High school or under	.44854*	.15759	.047	.0037	.8934
	Diploma	.34267	.22421	1.000	-.2902	.9756
	Bachelor's Degree	.02500	.15688	1.000	-.4179	.4679
	Doctor's Degree	1.02083*	.34628	.034	.0433	1.9983
Doctor's Degree	High school or under	-.57229	.32692	.808	-1.4952	.3506
	Diploma	-.67816	.36375	.630	-1.7050	.3487
	Bachelor's Degree	-.99583*	.32658	.024	-1.9177	-.0739
	Master's Degree	-1.02083*	.34628	.034	-1.9983	-.0433

*. The mean difference is significant at the 0.05 level.

To test hypothesis 1, One-Way ANOVA analysis is employed to examine if there is a difference among occupation for the attitudes of supporting Chinese tourism development in Thailand. It can be seen on the table 4.19 that there is no difference among occupation ($F=1.508$, $Sig. = 0.199$) for the attitudes of supporting Chinese

tourism development in Thailand. Therefore, the findings support null hypothesis (H1₀).

Table 4.19: The Occupation of Thai Residents has a Difference on the Attitudes of Supporting Chinese Tourism Development in Thailand

Variable	Variable value	Mean	S.D	F	Sig.	Post hoc
Occupation	1) Student	3.535	0.964	1.508	0.199	
	2) Government official	3.440	1.213			
	3) Own business	3.800	0.936			
	4) Employee	3.805	0.851			
	5) Other	3.629	1.015			
sig.< 0.05						

To test hypothesis 1, One-Way ANOVA analysis is employed to examine if there is a difference among income for the attitudes of supporting Chinese tourism development in Thailand. It can be seen on the table 4.20 that there is a difference among income (F=3.138, Sig. = 0.015) for the attitudes of supporting Chinese tourism development in Thailand. Therefore, the findings support alternative hypothesis (H1_e)

Table 4.20: The Income of Thai Residents has a Difference on the Attitudes of Supporting Chinese Tourism Development in Thailand

Variable	Variable value	Mean	S.D	F	Sig.	Post hoc
Income	1) Less than 10,000 baht	3.490	0.989	3.138	0.015	1) < 5)
	2) 10,001-15,000 baht	3.603	1.037			
	3) 15,001-30,000 baht	3.760	0.935			
	4) 30,001-45,000 baht	3.680	0.875			
	5) More than 45,000 baht	4.060	0.969			
sig.< 0.05						

It can be shown on the table 4.21 that the respondents in the income more than 45,000 baht have stronger agreement than the income less than 10,000 baht on the attitudes of supporting Chinese tourism development in Thailand.

Table 4.21: Multiple Comparison among the Residents of Different Income for the Attitudes of Supporting Chinese Tourism Development in Thailand

Multiple Comparisons						
Dependent Variable: Attitudes						
Bonferroni						
(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 10,000 baht	10,001-15,000 baht	-.11285	.14537	1.000	-.5232	.2975
	15,001-30,000 baht	-.26932	.12633	.336	-.6259	.0873
	30,001-45,000 baht	-.18897	.15546	1.000	-.6278	.2499
	More than 45,000 baht	-.56972*	.17294	.011	-1.0579	-.0815
10,001-15,000 baht	Less than 10,000 baht	.11285	.14537	1.000	-.2975	.5232
	15,001-30,000 baht	-.15647	.15520	1.000	-.5946	.2816
	30,001-45,000 baht	-.07612	.17971	1.000	-.5834	.4312
	More than 45,000 baht	-.45688	.19503	.196	-1.0074	.0937
15,001-30,000 baht	Less than 10,000 baht	.26932	.12633	.336	-.0873	.6259
	10,001-15,000 baht	.15647	.15520	1.000	-.2816	.5946
	30,001-45,000 baht	.08035	.16469	1.000	-.3846	.5453
	More than 45,000 baht	-.30040	.18128	.983	-.8122	.2113

(Continue)

Table 4.21 (Continue): Multiple Comparison among the Residents of Different
Income for the Attitudes of Supporting Chinese Tourism
Development in Thailand

Multiple Comparisons						
Dependent Variable: Attitudes						
Bonferroni						
(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
30,001- 45,000 baht	Less than 10,000 baht	.18897	.15546	1.000	-.2499	.6278
	10,001-15,000 baht	.07612	.17971	1.000	-.4312	.5834
	15,001-30,000 baht	-.08035	.16469	1.000	-.5453	.3846
	More than 45,000 baht	-.38075	.20266	.610	-.9529	.1913
More than 45,000 baht	Less than 10,000 baht	.56972*	.17294	.011	.0815	1.0579
	10,001-15,000 baht	.45688	.19503	.196	-.0937	1.0074
	15,001-30,000 baht	.30040	.18128	.983	-.2113	.8122
	30,001-45,000 baht	.38075	.20266	.610	-.1913	.9529

*. The mean difference is significant at the 0.05 level.

To test hypothesis 1, Independent t-test is employed to examine if there is a difference between tourism participation for the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.22 that there is no

difference between tourism participation ($t=-1.373$, $\text{sig.} = 0.171$) for the attitudes of supporting Chinese tourism development in Thailand, Therefore, the findings support null hypothesis (H_{10}).

Table 4.22: The Tourism Participation of Thai Residents has a Difference on the Attitudes of Supporting Chinese Tourism Development in Thailand

Variable	Variable value	Mean	S.D	t	Sig.
Tourism participation	1) Work in tourism industry or tourism related industry	3.547	1.110	1.37	0.171
	2) Work in the other industries	3.704	0.913	3.71	0.000
sig.< 0.05					

Hypothesis 2

H_{20} : There is no correlation between perceived Chinese tourism impacts and the attitudes of supporting Chinese tourism development in Thailand.

H_{2a} : There is a correlation between perceived positive Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand.

H_{2b} : There is a correlation between perceived negative Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand.

H_{2c} : There is a correlation between perceived positive Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand.

development in Thailand.

H2d: There is a correlation between perceived negative Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2e: There is a correlation between perceived positive Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand.

H2f: There is a correlation between perceived negative Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand.

To test hypothesis 2, Pearson correlation analysis is employed to examine if there is a correlation between perceived positive Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.23 that there is a moderate correlation between perceived positive Chinese tourism impacts in economic aspect (Pearson correlation=0.474, Sig. = 0.000) and the attitudes of supporting Chinese tourism development in Thailand.

Therefore, the findings support the alternative hypothesis (H2a)

Table 4.23: The Perceptions of Positive Chinese Tourism Impacts in Economic Aspect has a Correlation with the Attitudes of Supporting Chinese Tourism Development in Thailand

	Positive economic impacts	Sig.	Mean	S.D.
Positive economic impacts			3.418	0.895
Attitudes	0.474*	0.000	3.657	0.978
*. Correlation is significant at the 0.05 level.				

To test hypothesis 2, Pearson correlation analysis is employed to examine if there is a correlation between perceived negative Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.24 that there is a weak correlation between perceived negative Chinese tourism impacts in economic aspect (Pearson correlation=0.317, Sig. = 0.000) and the attitudes of supporting Chinese tourism development in Thailand.

Therefore, the findings support the alternative hypothesis (H2b)

Table 4.24: The Perceptions of Negative Chinese Tourism Impacts in Economic Aspect has a Correlation with the Attitudes of Supporting Chinese Tourism Development in Thailand

	Negative economic impacts	Sig.	Mean	S.D.
Negative economic impacts			3.158	0.820
Attitudes	0.317*	0.000	3.657	0.978
*. Correlation is significant at the 0.05 level.				

To test hypothesis 2, Pearson correlation analysis is employed to examine if there is a correlation between perceived positive Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.25 that there is a moderate correlation between perceived positive Chinese tourism impacts in socio-cultural aspect (Pearson correlation=0.451, Sig. =0.000) and the attitudes of supporting Chinese tourism development in Thailand.

Therefore, the findings support the alternative hypothesis (H2b).

Table 4.25: The Perceptions of Positive Chinese Tourism Impacts in Socio-Cultural Aspect has a Correlation with the Attitudes of Supporting Chinese Tourism Development in Thailand

	Positive socio-cultural impacts	Sig.	Mean	S.D.
Positive socio-cultural impacts			3.264	0.872
Attitudes	0.451*	0.000	3.657	0.978
*. Correlation is significant at the 0.05 level.				

To test hypothesis 2, Pearson correlation analysis is employed to examine if there is a correlation between perceived negative Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.26 that there is a weak correlation between perceived negative Chinese tourism impacts in socio-cultural aspect (Pearson correlation=0.260, Sig. =0.000) and the attitudes of supporting Chinese tourism development in Thailand.

Therefore, the findings support the alternative hypothesis (H2d).

Table 4.26: The Perceptions of Negative Chinese Tourism Impacts in Socio-Cultural Aspect has a Correlation with the Attitudes of Supporting Chinese Tourism Development in Thailand

	Negative socio-cultural impacts	Sig.	Mean	S.D.
Negative socio-cultural impacts			3.011	0.876
Attitudes	0.260*	0.000	3.657	0.978
*. Correlation is significant at the 0.05 level.				

To test hypothesis 2, Pearson correlation analysis is employed to examine if there is a correlation between perceived positive Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.27 that there is a moderate correlation between perceived positive Chinese tourism impacts in environmental aspect (Pearson correlation=0.414, Sig. =0.000) and the attitudes of supporting Chinese tourism development in Thailand.

Therefore, the findings support the alternative hypothesis (H2e).

Table 4.27: The Perceptions of Positive Chinese Tourism Impacts in Environmental Aspect has a Correlation with the Attitudes of Supporting Chinese Tourism Development in Thailand

	Positive environmental impacts	Sig.	Mean	S.D.
Positive environmental impacts			3.183	1.026
Attitudes	0.414*	0.000	3.657	0.978
*. Correlation is significant at the 0.05 level.				

To test hypothesis 2, Pearson correlation analysis is employed to examine if there is a correlation between perceived negative Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand. It can be shown from the table 4.28 that there is a weak correlation between perceived negative Chinese tourism impacts in environmental aspect (Pearson correlation=0.328, Sig. =0.000) and the attitudes of supporting Chinese tourism development in Thailand. Therefore, the findings support the alternative hypothesis (H2e).

Table 4.28: The Perceptions of Negative Chinese Tourism Impacts in Environmental Aspect has a Correlation with the Attitudes of Supporting Chinese Tourism Development in Thailand

	Negative environmental impacts	Sig.	Mean	S.D.
Negative environmental impacts			3.187	0.955
Attitudes	0.328*	0.000	3.657	0.978
*. Correlation is significant at the 0.05 level.				

CHAPTER 5

RESEARCH FINDINGS

This chapter aims to summarize research finding, present the discussion and provide the recommendations. This chapter is divided into 4 parts below:

5.1 Research Findings

5.2 Discussion

5.3 Conclusion

5.1 Research Findings

5.1.1 Resident characteristics

As the table 5.1 shown, from a total of 400 respondents involved in this research, 32.6% are males and 67.5% are females.

The highest number of respondents involved in this study is of the ages between 21-30 years old at 42.5%, the second are below 20 years old at 24.5%, the third are 31-40 years old at 20%, the fourth are 41-50 years old at 8.5%, 50 years old over are only 4.8%.

The highest number of respondents involved in this study is bachelor's degree at 40%, the second are high school or under at 38.5%, the third are master's degree at 12%, the fourth are diploma at 7.2%, only 2.3% are doctor's degree.

The occupations of the respondents in this research are; other occupations make up 30.3%, own business 27.3%, student 27.5%, employee 10%, government official 5%.

The income of the respondents involved in this research are; less than 10,000

baht make up 36%, 15,001-30,000 baht 24.8%, 10,001-15,000 baht 16%, 30,001-45,000 baht 13.3%, more than 45,000 baht 10%.

The respondents involved working in tourism industry or tourism related industry make up 30.3%, working in the other industries 69.7%.

Table 5.1: Resident Characteristics

Variables	n (400)	%
Gender		
Male	130	32.5
Female	270	67.5
Age		
below 20 years old	97	24.3
21-30 years old	170	42.5
31-40 years old	80	20
41-50 years old	34	8.5
50 years old over	19	4.8
Education		
High school or under	154	38.5
Diploma	29	7.2
Bachelor's Degree	160	40
Master's Degree	48	12

(Continued)

Table 5.1 (Continued): Resident characteristics

Variables	n (400)	%
Doctor's Degree	9	2.3
Occupation		
Student	110	27.5
Government Official	20	5
Own business	109	27.3
Employee	40	10
Other	121	30.3
Income		
Less than 10,000 baht	144	36
10,001-15,000 baht	64	16
15,001-30,000 baht	99	24.8
30,001-45,000 baht	53	13.3
More than 45,000 baht	40	10
Tourism participation		
work in tourism industry or tourism related industry	121	30.3
work in the other industries	279	69.7

5.1.2 Residents' perception about Chinese tourism impacts

The table 5.2 shows that most respondents agree that 'Chinese tourism increases opportunities for trading' (mean=3.63). The next is 'Chinese tourism creates

new business opportunities’ (mean=3.54). The lowest range is ‘Chinese tourism improves public utilities infrastructure’ (mean=3.17).

Table 5.2: Positive Economic Impacts

Positive economic impacts	Mean *	Rank
a8. Chinese tourism increases opportunities for trading	3.63	1
a9. Chinese tourism creates new business opportunities	3.54	2
a3. Chinese tourism increases employment opportunities	3.51	3
a1. Chinese tourism contributes to income and standard of living	3.5	4
a4. Chinese tourism improves investment, development, and infrastructure spending	3.42	5
a2. Chinese tourism improves local economy	3.4	6
a5. Chinese tourism increases tax revenues	3.36	7
a7. Chinese tourism improves transport infrastructure	3.25	8
a6. Chinese tourism improves public utilities infrastructure	3.17	9

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

The table 5.3 shows that most respondents agree that ‘Profits may be exported by non-local owners’ (mean=3.43). The next is ‘Chinese tourism Increases road maintenance and transportation systems costs’ (mean=3.21). The third is Chinese tourism increases employment opportunities’ mean=3.5). The lowest range is Chinese tourism may cause Jobs pay low wages’ (mean=3.08).

Table 5.3: Negative Economic Impacts

Negative economic impacts	Mean *	Rank
b7. Profits may be exported by non-local owners	3.43	1
b5. Chinese tourism Increases road maintenance and transportation systems costs	3.21	2
b2. Chinese tourism increases price of land and housing	3.15	3
b1. Chinese tourism increases price of goods and services	3.14	4
b3. Chinese tourism increases cost of living	3.09	5
b4. Chinese tourism has increased cost for additional infrastructure (water, sewer, power, fuel, medical, etc.)	3.09	6
b6. Seasonal tourism creates high-risk, under-or unemployment issues	3.09	7
b8. Chinese tourism may cause Jobs pay low wages	3.08	8

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

The table 5.4 shows that most respondents agree that ‘Chinese tourism has contributed to greater tolerance of social differences’ (mean=3.48). The next is Chinese tourism has contributed to increases demand for historical and cultural exhibits (mean=3.44). The lowest range is ‘Chinese tourism has contributed to positive changes in value and customs’ (mean=2.94).

Table 5.4: Positive Socio-Cultural Impacts

Positive socio-cultural impacts	Mean*	Rank
c7. Chinese tourism has contributed to greater tolerance of social differences	3.48	1
c6. Chinese tourism has contributed to increases demand for historical and cultural exhibits	3.44	2
c3. Chinese tourism promotes cultural exchange	3.42	3
c5. Chinese tourism has contributed to preserving cultural identity of host population	3.27	4
c4. Chinese tourism improves understanding of different communities	3.25	5
c1. Chinese tourism improves quality of life	3.06	6
c2. Chinese tourism has contributed to positive changes in value and customs	2.94	7

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

The table 5.5 indicates that most respondents agree that ‘Chinese tourism has caused displacement of residents for tourism development’ (mean=3.26). The next is ‘Chinese tourism has caused increases smuggling in Thailand’ (mean=3.25). The lowest range is ‘Chinese tourism has caused family disruption’ (mean=2.69).

Table 5.5: Negative Socio-Cultural Impacts

Negative socio-cultural impacts	Mean *	Rank
d5. Chinese tourism has caused displacement of residents for tourism development	3.26	1
d3. Chinese tourism has caused increases smuggling in Thailand.	3.25	2
d4. Chinese tourism has caused unwanted lifestyle changes of Thai people.	3.13	3
d6. Chinese tourism has caused negative changes in value and customs	3.05	4
d1. Chinese tourism causes increased excessive drinking, alcoholism and gambling in Thailand	2.96	5
d2. Chinese tourism increases crime rates from drug use and prostitution	2.95	6
d8. Chinese tourism has caused exclusion of locals from natural resources	2.81	7
d7. Chinese tourism has caused family disruption	2.69	8

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

The table 5.6 indicates that most respondents agree that ‘Chinese tourism has contributed to improvement of the area's appearance (visual and aesthetic) (mean=3.3). The next is ‘Chinese tourism has contributed to preservation of historic buildings and monuments’ (mean=3.17). The lowest range is ‘Chinese tourism has contributed to protection of selected natural environments or prevention of further

ecological decline' (mean=3.08).

Table 5.6: Positive Environmental Impacts

Positive environmental impacts	Mean*	Rank
e3. Chinese tourism has contributed to improvement of the area's appearance (visual and aesthetic)	3.3	1
e2. Chinese tourism has contributed to preservation of historic buildings and monuments	3.17	2
e1. Chinese tourism has contributed to protection of selected natural environments or prevention of further ecological decline	3.08	3

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

The table 5.7 indicates that most respondent agree that 'Chinese tourism has caused pollution (air, water, noise, solid waste, and visual)' (mean=3.28). The next is 'Chinese tourism has caused degradation of landscape, historic sites, and monument' (mean=3.25). The lowest range is 'Chinese tourism has caused disruption of wildlife breeding cycles' (mean=3.07).

Table 5.7: Negative Environmental Impacts

Negative environmental impacts	Mean*	Rank
f1. Chinese tourism has caused pollution (air, water, noise, solid waste, and visual)	3.28	1
f4. Chinese tourism has caused degradation of landscape, historic sites, and monument	3.25	2
f3. Chinese tourism has caused destruction of flora and fauna.	3.23	3
f2. Chinese tourism has caused loss of natural lands	3.22	4
f5. Chinese tourism has caused introduction of new species of plants and animals in Thailand.	3.08	5
f6. Chinese tourism has caused disruption of wildlife breeding cycles	3.07	6

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

5.1.3 Residents' attitude of supporting Chinese tourism development in Thailand

The table 5.8 indicates that most respondents agree that 'The development of Chinese tourism should be actively continued in Thailand' (mean=3.75). The next is 'Chinese tourism is beneficial to Thailand' (mean=3.71). The lowest range is 'Thailand will be more sustainable with Chinese tourism in the future' (mean=3.59).

Table 5.8: Residents' Attitude of Supporting Chinese Tourism Development in Thailand

Attitude	Mean*	Rank
g1. The development of Chinese tourism should be actively continued in Thailand	3.75	1
g5. Chinese tourism is beneficial to Thailand.	3.71	2
g2. I support to develop new facilities that attract more Chinese tourists	3.62	3
g4. I fully support development of new tourist destination for attracting Chinese tourists in Thailand	3.62	4
g3. Thailand will be more sustainable with Chinese tourism in the future	3.59	5

*Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

5.1.4 Hypotheses summary

Hypothesis 1

H1a: There is a difference between residents of different genders for the attitudes of supporting Chinese tourism development in Thailand. ($t=0.195$, $p=0.845$)

H1b: There is a difference among residents of different ages for the attitudes of supporting Chinese tourism development in Thailand. ($F=3.349$, $p=0.01$)

H1c: There is a difference among residents of different education for the attitudes of supporting Chinese tourism development in Thailand. ($F=6.221$, $p=0.000$)

H1d: There is a difference among residents of different occupation for the

attitudes of supporting Chinese tourism development in Thailand. ($F=1.508$, $p=0.199$)

H1e: There is a difference among residents of different income for the attitudes of supporting Chinese tourism development in Thailand. ($F=3.138$, $p=0.015$)

H1f: There is a difference between residents having different levels of tourism participation for the attitudes of supporting Chinese tourism development in Thailand. ($t= -1.373$, $p=0.171$)

Hypothesis 2

H2a: There is a correlation between perceived positive Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand. (Pearson correlation= 0.474 , $p=0.000$)

H2b: There is a correlation between perceived negative Chinese tourism impacts in economic aspect and the attitudes of supporting Chinese tourism development in Thailand. (Pearson correlation= 0.317 , $p=0.000$)

H2c: There is a correlation between perceived positive Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand. (Pearson correlation= 0.451 , $p=0.000$)

H2d: There is a correlation between perceived negative Chinese tourism impacts in socio-cultural aspect and the attitudes of supporting Chinese tourism development in Thailand. (Pearson correlation= 0.260 , $p=0.000$)

H2e: There is a correlation between perceived positive Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism development in Thailand. (Pearson correlation= 0.414 , $p=0.000$)

H2f: There is a correlation between perceived negative Chinese tourism impacts in environmental aspect and the attitudes of supporting Chinese tourism

development in Thailand. (Pearson correlation=0.328, $p=0.000$)

Table 5.9: Hypotheses Summary

Hypotheses	Methods	Result
1. There is a difference among resident characteristics for the attitudes of supporting Chinese tourism development in Thailand		
1) Gender	Independent T-test	Rejected
2) Age	One-way ANOVA	Accepted
3) Education	One-way ANOVA	Accepted
4) Occupation	One-way ANOVA	Rejected
5) Income	One-way ANOVA	Accepted
6) Tourism participation	Independent T-test	Rejected
2. There is a correlation between perceptions of Chinese tourism impacts and the attitudes of supporting Chinese tourism development in Thailand		
1) Positive economic impacts	Pearson correlation	Accepted
2) Negative economic impacts	Pearson correlation	Accepted
3) Positive socio-cultural impacts	Pearson correlation	Accepted
4) Negative socio-cultural impacts	Pearson correlation	Accepted
5) Positive environmental impacts	Pearson correlation	Accepted
6) Negative environmental impacts	Pearson correlation	Accepted

5.2 Discussion

The overall objective of this study is to identify verify the Chinese tourism impacts perceived by Thai residents in economic, socio-cultural and environmental aspects. Specifically, in addition to showing the residents' characteristics and perceived Chinese tourism impacts, the goal is to verify the residents' attitudes of supporting Chinese tourism development in Thailand.

As is shown in hypotheses summary, Thai residents with different age, education and income have different levels of attitudes towards supporting Chinese tourism development in Thailand: The respondents in the age of 31-40 years old have stronger agreement than the age below 20 years old on the attitudes of supporting Chinese tourism development in Thailand; The respondents in the education of bachelor's degree have stronger agreement than the education of high school or under on the attitudes of supporting Chinese tourism development in Thailand; The respondents in the income more than 45,000 baht have stronger agreement than the income less than 10,000 baht on the attitudes of supporting Chinese tourism development in Thailand. But there are no differences in gender, occupation and tourism participation.

Regarding the residents' perceptions of economic Chinese tourism impacts, respondents agree with the statements that 'Chinese tourism increases opportunities for trading', 'Chinese tourism creates new business opportunities', 'Chinese tourism increases employment opportunities', 'Chinese tourism contributes to income and standard of living', 'Chinese tourism improves investment, development, and infrastructure spending', 'Chinese tourism improves local economy' in the positive side. This may be because in the recent years, Thailand has become the biggest

destination country in outbound tourism of China. A number of Chinese tourists have made a large revenue for Thailand tourism, and tourism industry has been a strong and significant industry in Thailand. Hence, more and more Thai people choose learning Chinese to grasp the opportunities in the future. In the negative side, respondents mostly agree with the statement that 'Profits may be exported by non-local owners' Essays, UK (2018) indicated that as tourism grows in Thailand many businesses have moved from being run locally to being owned by national or international companies which creates leakages in the Thai government with less spending money going back into the Thai economy.

With respect to the residents' perceptions of socio-cultural Chinese tourism impacts, respondents agree with the statements that 'Chinese tourism has contributed to greater tolerance of social differences', 'Chinese tourism has contributed to increases demand for historical and cultural exhibits', 'Chinese tourism promotes cultural exchange' in the positive side. The large number of Chinese tourists has created demand for historical and cultural exhibits, meanwhile, it is beneficial to local people for promoting them learning history and culture. Srisuda Wanapinyosak (2015) considered that Chinese tourism also had the positive influence on Thai society, which were increasing Chinese learning in Thai school and promoting Thai language learning in Chinese students studying in Thailand. In the negative side, respondents have indefinite perceptions.

With regard to the residents' perceptions of environmental Chinese tourism impacts, respondents have indefinite perceptions on both positive and negative aspects. Regarding the attitudes of supporting Chinese tourism development in Thailand, respondents agree with the statements that 'The development of Chinese

tourism should be actively continued in Thailand’, ‘Chinese tourism is beneficial to Thailand’, ‘I support to develop new facilities that attract more Chinese tourists’, ‘I fully support development of new tourist destination for attracting Chinese tourists in Thailand’, ‘Thailand will be more sustainable with Chinese tourism in the future’. Most of respondents approve of the importance of Chinese tourism in Thailand tourism industry, and support for developing Chinese tourism in Thailand. Positive perceptions of Chinese tourism impacts in economic, socio-cultural and environmental aspects have moderate correlations with the attitudes of supporting Chinese tourism development in Thailand. Negative perceptions of Chinese tourism impacts have weak correlations with the attitudes of supporting Chinese tourism development in Thailand. Therefore, compared to the negative perceptions from Chinese tourism impacts, the positive perceptions have stronger correlations with the attitudes of supporting Chinese tourism development in Thailand. Perdue and Long (1990) indicated that Perceived positive impacts of tourism and perceived negative impacts of tourism determine residents’ support for additional tourism development.

5.3 Conclusion

The contribution of this study can be interpreted as follows. Firstly, the respondents have given their perceptions from Chinese tourism impacts, according to this things, the DMOs (Destination management organizations) can understand residents’ inside better. Secondly, residents’ attitudes of supporting Chinese tourism development have been measured so that the DMOs make a proper destination management plan.

However, there are many insufficiencies in this research. Therefore, further research is highly recommended to improve it. It is recommended that further research should add a qualitative research for more information about residents' perceptions, choose to do the fieldwork survey for more accurate primary data and choose a tourism related city or area to make a research.

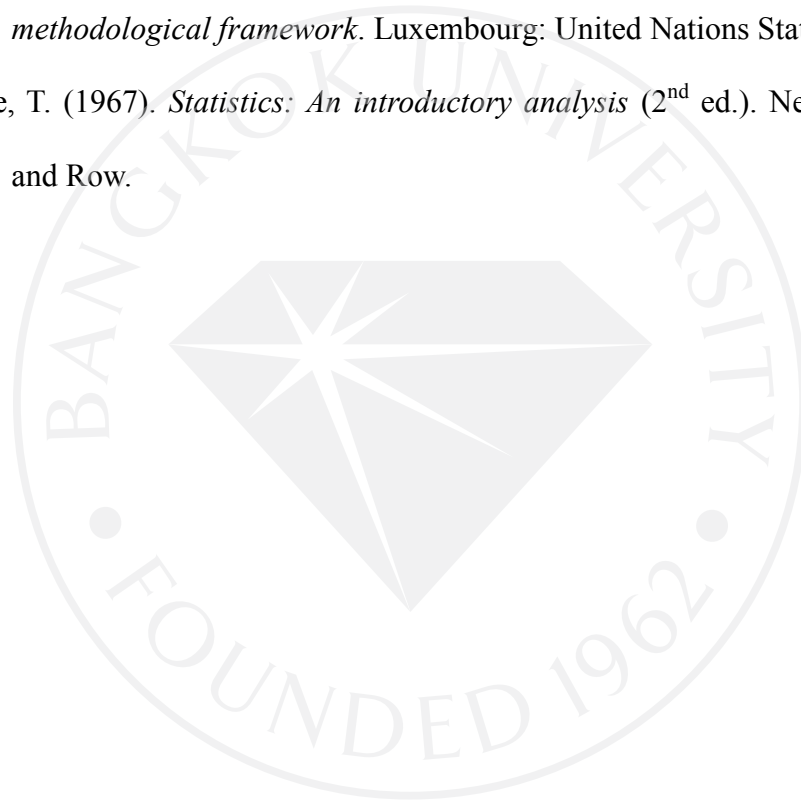


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APPENDIX

APPENDIX A

Attitudes of Thai Residents towards Multi-dimensional Impacts of Chinese Tourism in Thailand Questionnaire

This questionnaire was conducted for research about Factors influencing on Attitudes of Thai Residents towards Multi-dimensional Impacts of Chinese Tourism in Thailand. Your opinions will be very helpful for this research. The researchers assure that the survey data won't be used for commercial purposes and the information would be confidential. Thank you for your cooperation and support.

This questionnaire would be divided into 3 parts as follow:

Part 1: Resident characteristics

Part 2: The perceptions towards tourism impacts from Chinese tourism in Thailand

Part 3: The attitudes towards support for development of Chinese tourism in Thailand

Part 1: Resident Characteristics

1. Gender

Male Female

2. Age

below 20 years old 21-30 years old

31-40 years old 41-50 years old 50 years old over

3. Level of education

- High school or under Diploma Bachelor's Degree
 Master's Degree Doctor's Degree

4. Occupation

- Student Government Official Own business
 Employee Other

5. Income (per month)

- Less than 10,000 baht 10,001-15,000 baht
 15,001-30,000 baht 30,001-45,000 baht
 More than 45,000 baht

6. Participation in tourism

- work in tourism industry or tourism related industry
 work in the other industries

Part 2: The perceptions towards tourism impacts from Chinese tourism in

Thailand

The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
2.1. Positive economic impacts from Chinese tourism in Thailand					
1. Chinese tourism contributes to income and standard of living					
2. Chinese tourism improves local economy					
3. Chinese tourism increases employment opportunities					
4. Chinese tourism improves investment, development, and infrastructure spending					
5. Chinese tourism increases tax revenues					
6. Chinese tourism improves public utilities infrastructure					
7. Chinese tourism improves transport infrastructure					

The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
8. Chinese tourism increases opportunities for trading					
9. Chinese tourism creates new business opportunities					
2.2. Negative economic impacts from Chinese tourism in Thailand					
10. Chinese tourism increases price of goods and services					
11. Chinese tourism increases price of land and housing					
12. Chinese tourism increases cost of living					
13. Chinese tourism has increased cost for additional infrastructure (water, sewer, power, fuel, medical, etc.)					
14. Chinese tourism Increases road maintenance and transportation systems costs					

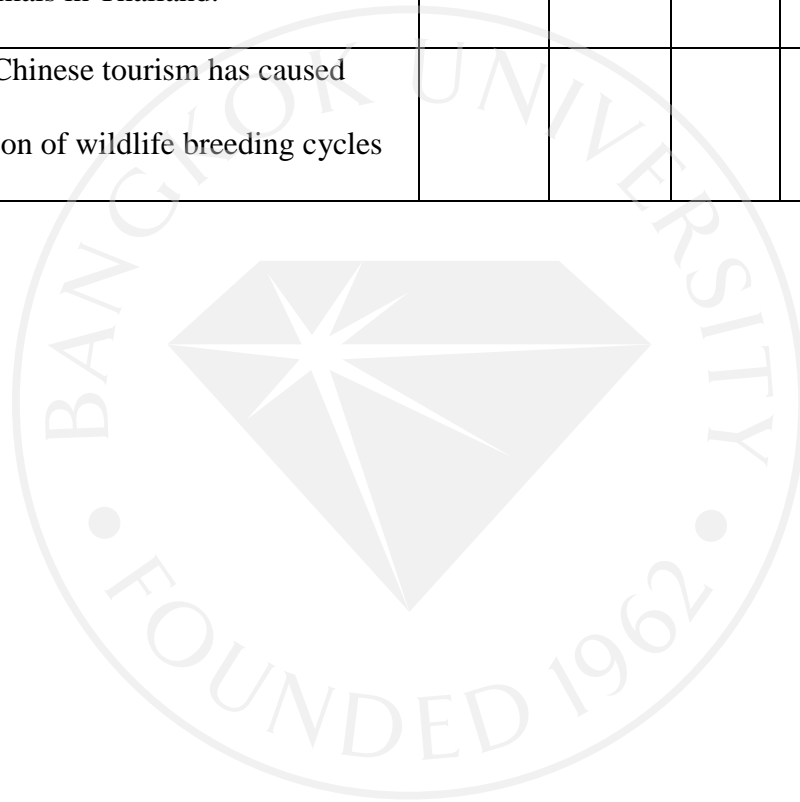
The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
15. Seasonal tourism creates high-risk, under-or unemployment issues					
16. Profits may be exported by non-local owners					
17. Chinese tourism may cause Jobs pay low wages					
2.3 Positive socio-cultural impacts from Chinese tourism in Thailand					
18. Chinese tourism improves quality of life					
19. Chinese tourism has contributed to positive changes in value and customs					
20. Chinese tourism promotes cultural exchange					
21. Chinese tourism improves understanding of different communities					

The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
22. Chinese tourism has contributed to preserving cultural identity of host population					
23. Chinese tourism has contributed to increases demand for historical and cultural exhibits					
24. Chinese tourism has contributed to greater tolerance of social differences					
2.4 Negative socio-cultural impacts from Chinese tourism in Thailand					
25. Chinese tourism causes increased excessive drinking, alcoholism and gambling in Thailand.					
26. Chinese tourism increases crime rates from drug use and prostitution.					
27. Chinese tourism has caused increases smuggling in Thailand.					

The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
28. Chinese tourism has caused unwanted lifestyle changes of Thai people.					
29. Chinese tourism has caused displacement of residents for tourism development					
30. Chinese tourism has caused negative changes in value and customs					
31. Chinese tourism has caused family disruption					
32. Chinese tourism has caused exclusion of locals from natural resources					
2.5 Positive environmental impacts from Chinese tourism in Thailand					
33. Chinese tourism has contributed to protection of selected natural environments or prevention of further ecological decline					

The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
34. Chinese tourism has contributed to preservation of historic buildings and monuments					
35. Chinese tourism has contributed to improvement of the area's appearance (visual and aesthetic)					
2.6 Negative environmental impacts from Chinese tourism in Thailand					
36. Chinese tourism has caused pollution (air, water, noise, solid waste, and visual)					
37. Chinese tourism has caused loss of natural lands					
38. Chinese tourism has caused destruction of flora and fauna.					
39. Chinese tourism has caused degradation of landscape, historic sites, and monuments					

The perceptions towards tourism impacts	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
40. Chinese tourism has caused introduction of new species of plants and animals in Thailand.					
41. Chinese tourism has caused disruption of wildlife breeding cycles					



Part 3: The attitudes towards supporting development of Chinese tourism in Thailand

Attitudes of Thai residents	Level of agreement				
	Strongly disagree	disagree	Neutral	agree	Strongly agree
	1	2	3	4	5
3. The attitudes towards support for development of Chinese tourism in Thailand					
1. The development of Chinese tourism should be actively continued in Thailand					
2. I support to develop new facilities that attract more Chinese tourists					
3. Thailand will be more sustainable with Chinese tourism in the future					
4. I fully support development of new tourist destination for attracting Chinese tourists in Thailand					
5. Chinese tourism is beneficial to Thailand.					

APPENDIX B

ทัศนคติของประชาชนชาวไทยต่อผลกระทบหลายมิติของการท่องเที่ยวสำหรับชาวจีนในประเทศไทย

แบบสอบถามนี้มีวัตถุประสงค์เพื่อศึกษาทัศนคติของชาวไทยที่มีต่อผลกระทบหลายมิติของการท่องเที่ยวชาวจีนในประเทศไทยความคิดเห็นของคุณจะเป็นประโยชน์สำหรับการวิจัยนี้ นักวิจัยมั่นใจว่าข้อมูลการสำรวจจะไม่ถูกใช้เพื่อวัตถุประสงค์ทางการค้าและข้อมูลจะเป็นความลับขอขอบคุณที่ให้ความร่วมมือและสนับสนุน

แบบสอบถามนี้แบ่งออกเป็น 3 ส่วน ดังนี้

1. ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม
2. ความคิดเห็นของผลกระทบจากการท่องเที่ยวของชาวจีนในประเทศไทย
3. ทัศนคติต่อการสนับสนุนการพัฒนาการท่องเที่ยวของชาวจีนในประเทศไทย

ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม

1. เพศ

ผู้ชาย ผู้หญิง

2. อายุ

20 ปีหรือต่ำกว่า 21-30 ปี 31-40 ปี 41-50 ปี มากกว่า 50 ปี

3. ระดับการศึกษา

มัธยมศึกษาหรือต่ำกว่ามัธยมศึกษา อนุปริญญา

ปริญญาตรี ปริญญาโท ปริญญาเอก

4. อาชีพ

นักศึกษา ข้าราชการ เจ้าของกิจการ พนักงานบริษัท อื่นๆ

5. รายได้ต่อเดือน

10,000 บาทหรือต่ำกว่า 10,001-15,000 บาท

15,001-30,000 บาท 30,001-45,000 บาท มากกว่า 45,000 บาท

6. การมีส่วนร่วมในการท่องเที่ยว

- () ทำงานในอุตสาหกรรมการท่องเที่ยวหรืออุตสาหกรรมที่เกี่ยวข้อง
 () ทำงานในอุตสาหกรรมอื่น ๆ

ความคิดเห็นของผลกระทบจากการท่องเที่ยวของชาวจีนในประเทศไทย

ท่านมีความคิดเห็นต่อข้อความต่อไปนี้อย่างไร

- 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง
- 2 หมายถึง ไม่เห็นด้วย
- 3 หมายถึง ไม่มีความคิดเห็น
- 4 หมายถึง เห็นด้วย
- 5 หมายถึง เห็นด้วยอย่างยิ่ง

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
2.1	ผลกระทบด้านบวกทางเศรษฐกิจจากการท่องเที่ยวสำหรับชาวจีนในประเทศไทย (Positive economic impacts)					
1.	การท่องเที่ยวของชาวจีนช่วยสร้างรายได้และยกระดับมาตรฐานการครองชีพของชาวไทย					
2.	การท่องเที่ยวของชาวจีนช่วยปรับปรุงระบบเศรษฐกิจในท้องถิ่นให้ดีขึ้น					
3.	การท่องเที่ยวของชาวจีนช่วยเพิ่มโอกาสในการจ้างงาน					
4.	การท่องเที่ยวของชาวจีนช่วยเพิ่มการลงทุนและพัฒนาใช้โครงสร้างพื้นฐานให้ดีขึ้น					

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
5.	รายได้ภาครัฐจากภาษีเพิ่มขึ้นจาก การท่องเที่ยวของชาวจีน					
6.	การท่องเที่ยวของชาวจีนช่วย ปรับปรุงโครงสร้างสาธารณูปโภค ให้ดีขึ้น					
7.	การท่องเที่ยวของชาวจีนช่วย ปรับปรุงโครงสร้างพื้นฐานด้านการ ขนส่งให้ดีขึ้น					
8.	การท่องเที่ยวของชาวจีนช่วยเพิ่ม โอกาสในการค้าขาย					
9.	การท่องเที่ยวของชาวจีนช่วยสร้าง โอกาสใหม่ๆทางธุรกิจ					
2.2	ผลกระทบด้านลบทางเศรษฐกิจจากการท่องเที่ยวสำหรับชาวจีนในประเทศไทย (Negative economic impacts)					
10.	การท่องเที่ยวของชาวจีนทำให้ราคา สินค้าและบริการสูงขึ้น					
11.	การท่องเที่ยวของชาวจีนทำให้ราคา ที่ดินและราคาที่อยู่อาศัยสูงขึ้น					
12.	การท่องเที่ยวของชาวจีนทำให้ค่า ครองชีพสูงขึ้น					

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
13.	การท่องเที่ยวของชาวจีนทำให้ ค่าใช้จ่ายสำหรับโครงสร้างพื้นฐาน เพิ่มขึ้น (น้ำ, ท่อระบายน้ำ, พลังงาน, เชื้อเพลิง, การแพทย์, ฯลฯ)					
14.	การท่องเที่ยวของชาวจีนทำให้มีค่า บำรุงรักษาระบบขนส่งเพิ่มขึ้น					
15.	การท่องเที่ยวตามฤดูกาลของชาว จีนก่อให้เกิดปัญหาที่มีความเสี่ยง สูงในเรื่องปัญหาการว่างงาน					
16.	ประโยชน์เกิดจากการท่องเที่ยว ของชาวจีนไม่ได้ตกอยู่กับคนไทย ทั้งหมด					
17.	การท่องเที่ยวของชาวจีนทำให้ รายได้จากการท่องเที่ยวลดลง					
2.3	ผลกระทบด้านบวกทางวัฒนธรรมและสังคมจากการท่องเที่ยวสำหรับชาวจีนในประเทศไทย (Positive socio-cultural impacts)					
18.	การท่องเที่ยวของชาวจีนทำให้ คุณภาพชีวิตดีขึ้น					
19.	การท่องเที่ยวของชาวจีนทำให้ค่า นิยมและประเพณีของไทย เปลี่ยนไป					

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
20.	การท่องเที่ยวของชาวจีนทำให้เกิดการแลกเปลี่ยนทางวัฒนธรรม					
21.	การท่องเที่ยวของชาวจีนทำให้ชุมชนต่าง ๆ มีความเข้าใจกันมากขึ้น					
22.	การท่องเที่ยวของชาวจีนช่วยรักษาเอกลักษณ์ทางวัฒนธรรมของประชาชนชาวไทย					
23.	การท่องเที่ยวของชาวจีนเพิ่มความต้องการในการจัดแสดงนิทรรศการทางประวัติศาสตร์และวัฒนธรรม					
24.	การท่องเที่ยวของชาวจีนช่วยทำให้คนไทยยอมรับความแตกต่างทางวัฒนธรรมเพิ่มมากขึ้น					
2.4	ผลกระทบด้านลบทางวัฒนธรรมและสังคมจากการท่องเที่ยวสำหรับชาวจีนในประเทศไทย (Negative socio-cultural impacts)					
25.	การท่องเที่ยวของชาวจีนทำให้เกิดการดื่มแอลกอฮอล์และเล่นการพนันเพิ่มขึ้นในประเทศไทย					
26.	การท่องเที่ยวของชาวจีนเพิ่มอัตราเกิดการอาชญากรรมจากการใช้ยาเสพติดและการค้าประเวณี					
27.	การท่องเที่ยวของชาวจีนทำให้เพิ่มการลักลอบนำเข้าของสินค้ามาในประเทศไทย					

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
28.	การท่องเที่ยวของชาวจีนทำให้เกิด การเปลี่ยนแปลงวิถีชีวิตที่ไม่พึง ประสงค์ของคนไทย					
29.	การท่องเที่ยวของชาวจีนทำให้เกิด การย้ายถิ่นฐานของผู้อยู่อาศัยเพื่อ การท่องเที่ยว					
30.	การท่องเที่ยวของชาวจีนทำให้เกิด การเปลี่ยนแปลงด้านลบต่อค่านิยม และประเพณีไทย					
31.	การท่องเที่ยวของชาวจีนทำให้ ครอบครัวแตกแยก					
32.	การท่องเที่ยวของชาวจีนกีดกัน ชาวบ้านไม่ให้ใช้ทรัพยากรธรรมชาติ					
2.5	ผลกระทบด้านบวกทางสิ่งแวดล้อมจากการท่องเที่ยวสำหรับชาวจีนในประเทศไทย (Positive environmental impacts)					
33.	การท่องเที่ยวของชาวจีนส่งเสริม ให้เกิดการรักษาสภาพแวดล้อม ทางธรรมชาติ					
34.	การท่องเที่ยวของชาวจีนส่งเสริม ให้เกิดการรักษาสถานที่ทาง ประวัติศาสตร์และอนุสาวรีย์					
35.	การท่องเที่ยวของชาวจีนส่งเสริม ให้เกิดการปรับปรุงลักษณะของ พื้นที่ด้านทัศนียภาพและความ งดงาม					

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
2.6	ผลกระทบด้านลบทางสิ่งแวดล้อมจากการท่องเที่ยวสำหรับชาวจีนในประเทศไทย (Negative environmental impacts)					
36.	การท่องเที่ยวของชาวจีนทำให้มีมลพิษต่าง ๆ เพิ่มมากขึ้น(เช่น อากาศ น้ำ เสียงรบกวน ฯลฯ)					
37.	การท่องเที่ยวของชาวจีนทำให้เกิดการสูญเสียทรัพยากรทางธรรมชาติเพื่อการท่องเที่ยว					
38.	การท่องเที่ยวของชาวจีนทำให้เกิดการทำลายระบบนิเวศน์ของพืชและสัตว์					
39.	การท่องเที่ยวของชาวจีนทำให้เกิดการเสื่อมโทรมของภูมิทัศน์/สถานที่ทางประวัติศาสตร์และอนุสาวรีย์ต่าง ๆ					
40.	การท่องเที่ยวของชาวจีนทำให้มีการนำเข้าพืชและสัตว์สายพันธุ์ใหม่เข้ามาในไทย					
41.	การท่องเที่ยวของชาวจีนทำให้เกิดการทำลายวัฏจักรการเพาะพันธุ์ของสัตว์ป่า					

ทัศนคติต่อการสนับสนุนการพัฒนาการท่องเที่ยวของชาวจีนในประเทศไทย

ท่านมีความคิดเห็นต่อข้อความต่อไปนี้อย่างไร

- 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง
- 2 หมายถึง ไม่เห็นด้วย
- 3 หมายถึง ไม่มีความคิดเห็น
- 4 หมายถึง เห็นด้วย
- 5 หมายถึง เห็นด้วยอย่างยิ่ง

ข้อที่	หัวข้อ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็นด้วย (2)	ไม่มีความ คิดเห็น (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
1.	การท่องเที่ยวสำหรับชาวจีนควรมีการพัฒนาอย่างต่อเนื่องในประเทศไทย					
2.	ฉันสนับสนุนให้สร้างสิ่งอำนวยความสะดวกใหม่เพิ่มเติมเพื่อดึงดูดนักท่องเที่ยวชาวจีนให้เข้ามาท่องเที่ยวในประเทศไทยเพิ่มมากขึ้น					
3.	ประเทศไทยจะยั่งยืนมากขึ้นหากมีนักท่องเที่ยวชาวจีนเดินทางมาอย่างต่อเนื่องในอนาคต					
4.	ฉันสนับสนุนให้พัฒนาแหล่งท่องเที่ยวใหม่เพื่อดึงดูดนักท่องเที่ยวชาวจีน					
5.	การเดินทางมาท่องเที่ยวในประเทศไทยของชาวจีนมีประโยชน์ต่อประเทศไทย					

มหาวิทยาลัยกรุงเทพ

ข้อตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในวิทยานิพนธ์/สารนิพนธ์

วันที่ 29 เดือน May พ.ศ. 2562

ข้าพเจ้า (นาย/นาง/นางสาว) LINXI WANG อยู่บ้านเลขที่ 110

ซอย ถนน ZHONGSHANBEI ตำบล/แขวง DIECAI

อำเภอ/เขต จังหวัด GUILIN รหัสไปรษณีย์ 541001

เป็นนักศึกษาของมหาวิทยาลัยกรุงเทพ รหัสประจำตัว 7590500554

ระดับปริญญา ตรี โท เอก

หลักสูตร ศิลปศาสตรมหาบัณฑิต สาขาวิชา การจัดการอุตสาหกรรมบริการและการท่องเที่ยว

คณะ มนุษยศาสตร์และการจัดการการท่องเที่ยว ซึ่งต่อไปเรียกว่า “ผู้อนุญาตให้ใช้สิทธิ” ฝ่ายหนึ่ง และ

มหาวิทยาลัยกรุงเทพ ตั้งอยู่เลขที่ 119 ถนนพระราม 4 แขวงพระโขนง เขตคลองเตย

กรุงเทพมหานคร 10110 ซึ่งต่อไปเรียกว่า “ผู้ได้รับอนุญาตให้ใช้สิทธิ” อีกฝ่ายหนึ่ง

ผู้อนุญาตให้ใช้สิทธิ และ ผู้ได้รับอนุญาตให้ใช้สิทธิ ตกลงทำสัญญากันโดยมีข้อความดังต่อไปนี้

ข้อ 1. ผู้อนุญาตให้ใช้สิทธิขอรับรองว่าเป็นผู้สร้างสรรค์และเป็นผู้มีสิทธิแต่เพียงผู้เดียวในงานสารนิพนธ์/
วิทยานิพนธ์หัวข้อ Attitudes of Thai Residents towards Multi-dimensional
Impacts of Chinese Tourism in Thailand

ซึ่งถือเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร ศิลปศาสตรมหาบัณฑิต ของมหาวิทยาลัยกรุงเทพ
(ต่อไปเรียกว่า “สารนิพนธ์/วิทยานิพนธ์”)

ข้อ 2. ผู้อนุญาตให้ใช้สิทธิตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิโดยปราศจากค่าตอบแทนและไม่มี
กำหนดระยะเวลาในการนำสารนิพนธ์/วิทยานิพนธ์ ซึ่งรวมถึงแต่ไม่จำกัดเพียงการทำซ้ำ ดัดแปลง เผยแพร่
ต่อสาธารณชน ให้เข้าต้นฉบับหรือสำเนา งานให้ประโยชน์อันเกิดจากลิขสิทธิ์แก่ผู้อื่น อนุญาตให้ผู้อื่นใช้
สิทธิโดยจะกำหนดเงื่อนไขอย่างหนึ่งอย่างใดด้วยหรือไม่ก็ได้ ไม่ว่าทั้งหมดหรือเพียงบางส่วน หรือการ
กระทำอื่นใดในลักษณะทำนองเดียวกัน

ข้อ 3. หากกรณีมีข้อขัดแย้งในปัญหาสิทธิในสารนิพนธ์/วิทยานิพนธ์ระหว่างผู้อนุญาตให้ใช้สิทธิกับ
บุคคลภายนอกก็ดี หรือระหว่างผู้ได้รับอนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือมีเหตุขัดข้องอื่น ๆ
เกี่ยวกับลิขสิทธิ์ อันเป็นเหตุให้ผู้ได้รับอนุญาตให้ใช้สิทธิไม่สามารถนำงานนั้นออกทำซ้ำ เผยแพร่ หรือโฆษณา
ได้ ผู้อนุญาตให้ใช้สิทธิยินยอมรับผิดชอบและชดเชยค่าเสียหายแก่ผู้ได้รับอนุญาตให้ใช้สิทธิในความเสียหาย
ต่าง ๆ ที่เกิดขึ้นแก่ผู้ได้รับอนุญาตให้ใช้สิทธิทั้งสิ้น

สัญญาฉบับนี้ทำขึ้นสองฉบับ มีข้อความเป็นอย่างเดียวกัน คู่สัญญาได้อ่านและเข้าใจข้อความในสัญญาฉบับนี้โดยละเอียดแล้ว จึงได้ลงลายมือชื่อให้ไว้เป็นสำคัญต่อหน้าพยาน และเก็บรักษาไว้ฝ่ายละฉบับ

ลงชื่อ.....ผู้อนุญาตให้ใช้สิทธิ
(.....)

ลงชื่อ.....ผู้ได้รับอนุญาตให้ใช้สิทธิ
(อาจารย์อภิญญา จุลพิสิฐ)
ผู้อำนวยการสำนักหอสมุดและพื้นที่การเรียนรู้

ลงชื่อ.....พยาน
(ดร.สุชาดา เจริญพันธุ์ศิริกุล)
คณบดีบัณฑิตวิทยาลัย

ลงชื่อ.....พยาน
(ดร.ชุติน แก้วนพรัตน์)
ผู้อำนวยการหลักสูตร/ ผู้รับผิดชอบหลักสูตร