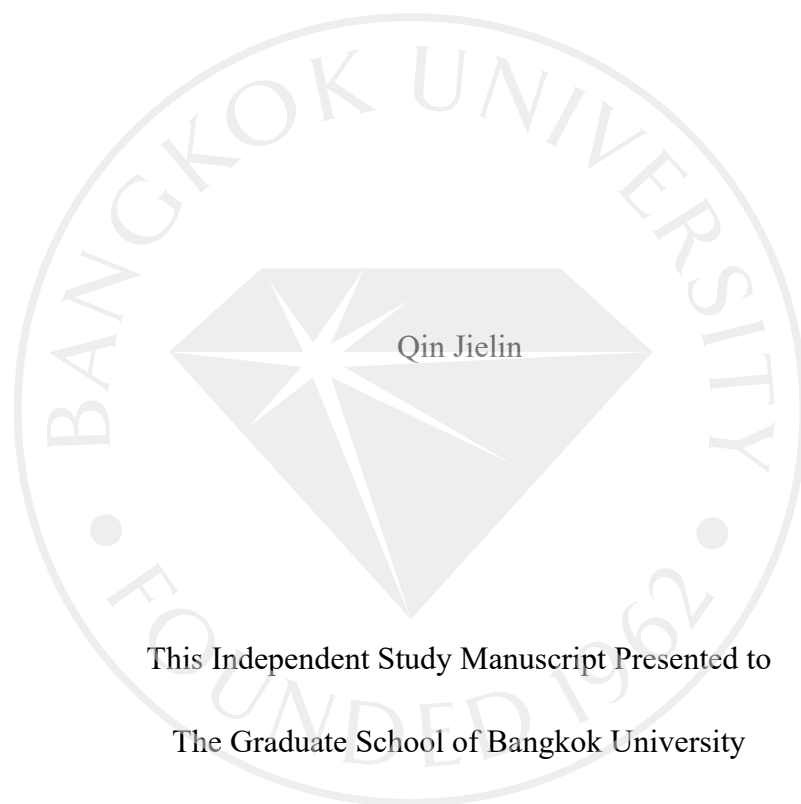


THE INFLUENCE OF MEDIA EXPOSURE TO THAI DRAMA IN SINA WEIBO  
ON THE PRECAUTION AND INTENTION TO TRAVEL TO THAILAND  
AMONG CHINESE TOURISTS



THE INFLUENCE OF MEDIA EXPOSURE TO THAI DRAMA IN SINA WEIBO  
ON THE PERCEPTION AND INTENTION TO TRAVEL TO THAILAND  
AMONG CHINESE TOURISTS



This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts

2019



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**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: THE INFLUENCE OF MEDIA EXPOSURE TO THAI DRAMA IN SINA WEIBO  
ON THE PERCEPTION AND INTENTION TO TRAVEL TO THAILAND AMONG  
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June 29, 2019

Jielin, Q. Master of Arts in Communication Arts, June 2019, Graduate School, Bangkok University.

The Influence of Media Exposure to Thai Drama in Sina Weibo on the Reputation and Intention to Travel to Thailand Among Chinese Tourists ( 86 pp.)

Advisor: Assoc. Prof. Pacharaporn Kesaporn, Ph.D.

#### ABSTRACT

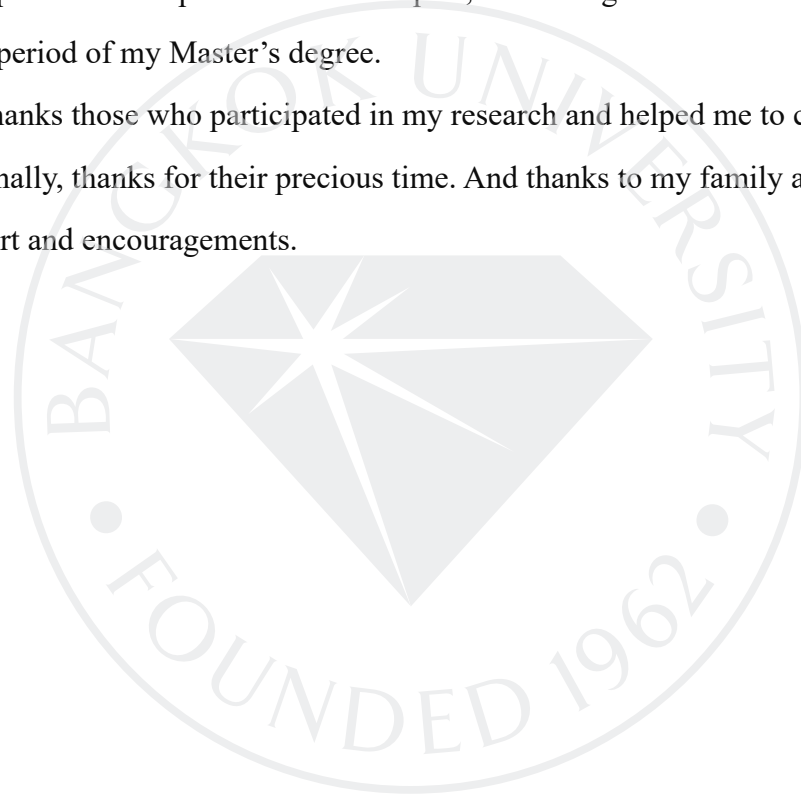
This survey research aimed to examine the relationship between storytelling techniques in the Thai drama “Love Destiny” and Chinese audience’ perception toward Thailand, and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama. Two hundred respondents were selected using purposive sampling method. The sample were Chinese Weibo users who have seen the Thai drama “Love Destiny”. The data was tabulated using Multiple Regression to test the hypotheses with significance of 0.50. The findings found that (1) The exposure to storytelling techniques in the Thai drama “Love Destiny” is positively correlated with Chinese audiences’ perception toward Thailand. Thereinto, the high correlation is visuals, other constructs is all medium correlation; (2) The Chinese audiences’ perception toward Thailand significantly influence their intention to travel to Thailand after viewing the drama. The perception of price and historical and cultural sites are positive. The perception of safe, Thai people are friendly, festivals and food are negative.

*Keywords: Television-induced tourism, Thai drama, Chinese tourist, Weibo, Tourist Destination Image*

## ACKNOWLEDGEMENTS

First of all, I would like to express my sincere gratitude to Assoc. Prof. Dr. Pacharaporn Kesaparakorn, my advisor for her continuous advices and useful suggestions for my Independent Study. During my writing, she gave me a lot of useful guidance and advice, and encouraged me to finish the whole paper. It will not be possible for me to work on my own on this academic work without her valuable help. I am deeply grateful of her help in the completion of this report, and it's a great honor to have this advisor during the period of my Master's degree.

Thanks those who participated in my research and helped me to collect data unconditionally, thanks for their precious time. And thanks to my family and friends for their support and encouragements.



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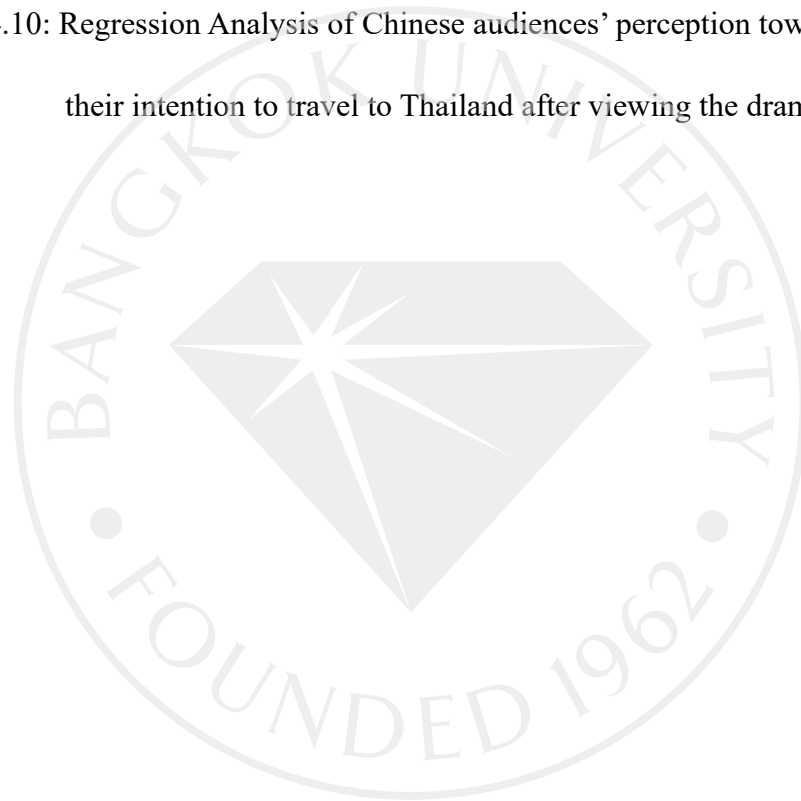


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# CHAPTER 1

## INTRODUCTION

### 1.1 Rationale and Problem Statement

The 21st century is an era of media communication and social development. According to the statistics of China's Internet Information Center, the number of Internet users reached 731 million in 2016, and the smartphone users reached 795 million who used internet with an average of 4 hours per day. From this statistics, the media is a very important way to get people to receive information. Early mass media were divided into newspapers, magazines, radio, recordings, etc. With the development of technology, media methods were constantly updated, such as television, internet, mobile phones, and social media (Baiyang, 2016).

Studies have shown that the use of the media, such as television, newspapers, magazines or the Internet to develop tourism, has a significant effect on the improvement of the cognitive image of tourist attractions and the perception of access.

In China, by December 2015, there are approximately 649 million internet users, including 249 million Sina Weibo users. The numbers of popular social media users such as Sina Weibo (microblog in Chinese), WeChat has increased considerably in China since 2009 (CNNIC, 2015; Zhou & Wang, 2014).

Social media also has a growing impact on the tourism industry and changes the way how tourists go travel. More and more tourists, particularly young people, take advantage of social media for their travel decision-making. They use social platforms to find tourist destination, design travel plans, share their experience and even directly communicate with the tourist sites administrators (Yang & Wang, 2015).

In recent years, the number of Chinese people choosing to travel to Thailand. According to data released by the National Tourism Administration of Thailand, in 2015, the number of Chinese tourists to Thailand totaled 7.93 million. In 2016, the number of Chinese tourists to Thailand has risen to 8.7 million; in 2017, the total number of Chinese tourists reached 9.8 million, an increase of 11.5% compared with 2016, and total revenue already accounted for 17% of Thailand's GDP (Thailand NESDB.2017). With the continuous development of the social economy, the film and television media have gradually penetrated into the tourism industry. More and more tourist attractions are familiar to the Chinese people because of the Thai dramas, making many Chinese tourists choose to travel to Thailand.

In addition to the convenience of geographical location and the beautiful scenery of Thailand, there are many reasons why Chinese tourists have traveled to Thailand. One of the important reasons is that the Thai film and television drama has spread to China and has an impact on the audience. Many Chinese people came to

Thailand because of Thai dramas, especially when they saw Thai drama on the most popular social media, they began to investigate the information of the scenes they had watched and plan to go to those place which were photographed, and when they return, they will share their experiences on social platforms, such as Weibo and WeChat. According to the statistics of the National Tourism Administration of Thailand (Thailand NESDB.2017), the number of Chinese tourists increased by 17.47% in 2013 compared with 2012. The place of visit is mainly the place where Thai dramas are filmed, especially the seaside or beautiful Thai buildings. According to statistics, in 2015, China tourists became the most of foreigners who travel to Thailand, with a total number of 7.9 million. The total number of Chinese tourists visiting Thailand in 2016 reached 8.77 million, an increase of 9.53% compared with last year. Before this, the popularity of Korean dramas has also led to a large number of Chinese people traveling to South Korea, especially the scenes and locations in TV dramas, which has attracted many people's pursuit. Thai dramas have slowly entered China, especially after the rise of social media, the spread of Thai drama is more rapid, which naturally led to the tourism of Thailand.

Past studies have revealed that excellent film and television works can enhance the attractiveness of the location, and promote the number of tourists in the film and television location (Iwashita,2003), and found that Thai drama are popular In Chinese internet with unique storytelling technique and story plot( Chenyuqi, 2008). However, very limited studies have found that Chinese audience's perception of storytelling

technique in Thai drama and their perception of Thailand as a tourist destination after viewing Thai drama. These findings are very significant to both the Thai drama industry and tourism industry because tourists' viewing, acceptance and recognition of film and television shooting place are different from general destination marketing, which is gradually accepted by tourists during the viewing process. In this process, what happened in psychology is called "empathy, mutual sympathy and resonance". The viewer can experience the feelings of the movie protagonist and has the characteristics of high brand recognition( Kim & Richardson, 2003).

Therefore, the scope of study is to determine whether the exposure of Thai drama on social media such as Weibo can improve the tourist willingness of Chinese tourists to Thailand. Which factors in the Thai drama are that influence the decision of tourists to go to Thailand. Researcher hope that this research can help to use the Thai drama to promote Thai tourism.

## **1.2 Objectives of Study**

1.2.1 To examine the relationship between storytelling techniques in the Thai drama "Love Destiny" and Chinese audience' perception toward Thailand.

1.2.2 To examine the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama.

## **1.3 Scope of Study**

The scope of this study is to determine whether the storytelling techniques in tourism-induced film “Love Destiny” that significantly influence Chinese audience’ perception toward Thailand. The study also aims to determine the views of Thai drama audiences in social media on Thailand tourism. In addition, this study aimed to examine what factors in the Thai drama that influence the decision of tourists to go to Thailand.

The study involves targeted Thai drama audience who have watched “Love Destiny” around Weibo users. GE Chengzhi, dean of the Iqiyi Data Research Institute, said that from the perspective of the gender and age of the audience, Thai drama and Korean dramas have a high degree of consistency in crowd attributes, and female audiences aged 15 to 45 are the core viewing groups (Wang, 2014). The duration of the study was from 31 January 2019 to 28 February 2019.

The methodology selected for this study utilized quantitative research. Questionnaire was constructed to collect data from respondents. The questionnaires then were distributed to the audience on Weibo to fill up and return it back to the researcher. The population of the research are the Thai drama audience who have watched “Love Destiny” among Weibo users. This group of people is chosen to be the sample of this study that come from different part of China and participated in at least one Thai drama/movie discussion on Weibo. Samples are those Weibo users who have seen at least Thai drama called “Love Destiny” via Thai drama fan club in



Weibo. The survey research was participated by two hundred audiences to examine the relationships among storytelling techniques in tourism-induced film “Love Destiny” and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama.

#### **1.4 Research Questions**

1. Do the storytelling techniques in the Thai drama “Love Destiny” positively correlated with Chinese audiences’ perception toward Thailand?
2. Do the perception of Chinese audiences toward Thailand significantly influence their intention to travel to Thailand after viewing the drama?

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

1. The research will have significant value for developing Thailand's tourism industry and to promote the film-induced tourism with Thai drama.
2. This research will have significant value for improve the tourism reputation of Thailand.

#### **1.6 Definition of Terms**

1. Thai drama or “Lakorn” in Thailand, people have a specific name for Thai dramas “Lakorn” means a romantic love series that performs in the Thai language.

The broadcast platform includes traditional TV stations, network video applications (Wang, 2014).

2. Sina Weibo refers to as one of most popular social media platforms in China is selected for data collection basis. Launched in 2010, Weibo is known as Chinese hybrids version of Twitter and Facebook with highest user loyalty and usage in China. It is also the main source for news, entertainment and other social media. (Yang & Wang, 2015) According to Weibo's official report, by the end of September 2014, it had 167 million MAU (Monthly Active Users). Its users vary from ordinary people to celebrities, individuals to groups or organizations, business use to charities (Sina and Weibo Data Center, 2015).

Its popularity is due to several reasons. First, without restriction of time and location, it provides easy access to a platform that everyone can express themselves freely by posting a feed up to 140 Chinese characters, or upload nine pictures, one videos and long content. Second, people can use Weibo as a media to interact with each other and connect with the world by "like", "comment" or "repost" other people's posts. It is also possible to send a private message or start a conversation directly on Weibo. In some cases, users can be part of the decision making by answer the post when host is seeking public opinion. Third, Sina Weibo's verification system ensures the authenticity of the user's identity. Under this checking system, an individual account will have an orange sign "V" and organizations and enterprises

will have sign “V” in blue color tagged beside their account names once their identities are verified. All ten accounts that will be studied in this report are having this blue “V” sign. Moreover, users cannot change their account name casually, as system will require verifying the detail information each time they change. Hence, the identities of celebrities and organizations are trustworthy. It gives opportunities for individual to directly interact with celebrities, government organizations and companies, which are difficult to achieve through traditional communication channels (Business overview, 2016).

3. Film-induced Tourism, or often called Film Tourism, is defined by Scottish Tourist Board (STB) as ‘the business of attracting visitors through the portrayal of the place or a place’s storylines in film, video and television’ and by VisitBritain 4 as ‘tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen’. Film-induced tourism is a kind of business that profits from attracting visitors inspired by beautiful sceneries of locations exposed in movie or drama and stories linked to the locations, through merchandising of filming sets or locations as a tour program (GDRI, 2005; SERI 2004).

Film-induced tourism falls loosely under the umbrella of cultural tourism.

Traditionally cultural tourists tend to be older, well-educated professionals looking to learn more about a destination’s history and culture. Film however, as a contemporary cultural tourism, appeals to a wider range of tourist. Although niche market films may have a cult following, film fans can be anyone from singletons to families (Grihault,

2003). The resulting film tourism is more complicated. Locations vary from a telephone box to the landscape of a whole country. Activities that come under the label of film tourism are just as diverse and marketing initiatives vary according to film themes as well as location to include experience to bring tourists closer to a film (Grihault, 2003).

4. Story telling techniques of the movie refers to effective medium for transmitting messages which often produces various replays and extensions in the brain after the audience appreciate it, which will leave a deep impression in the hearts of the audience and after the emotional processing, it will change to some extent.

5. Perception toward Thailand refers to a collection of people's ideas and impressions about Thailand, and played an important role in the destination selection and decision-making of tourists Including scenery, shooting location, historical and cultural sites, prices, food, safe, complete Infrastructure, Thai people and festivals.

6. Thailand destination refer to Chinese tourists use Thailand as a travel destination.

7. Decision to travel refer to the internal psychological process and psychological motivation that triggers the individual's tourism behavior-oriented tourism goals. When a person has made a decision to travel, this motivation will drive his efforts to achieve the desired travel goals until the completion of the travel behavior.

## CHAPTER 2

### LITERATURE REVIEW

In chapter 2, the researcher has summarized the related past studies, the influence of film and television works on image of the prime destination, celebrity effects, storytelling in film, and related theories, including Tourist Destination Image theory and branding of tourism destination.

#### 2.1 Related Literature and Previous Studies

##### 2.1.1 Past Studies on Film-induced Tourism

In the British tourism monograph "Television-induced tourism" emphasized that should be placed on film-induced tourism to summarize the tourism phenomenon caused by film and television drama.

Evans (1997) attributed that "Television-induced tourism" is a tourist destination that first appears on the screen and then prompts tourists to visit these tourist destinations; movies, television, and literary works enhance the perception of tourists, leaving a deep impact and a shock to visitors and inducing tourists to travel to film and television. Wu and Hou (2006) attributed that "Television-induced tourism" is a phenomenon in which people are interested in the location of the film because of the influence of the film and television drama, and then travel to the place.

From the perspective of supply, “Television-induced tourism” refers to the investors develop and utilize film and television production locations, environments, processes, activities and after planning and propaganda them, they are pushed to the tourism market. From the point of view of tourists, it means that tourists spend a certain amount of time, cost and energy. Through the venues and environment for film and television shooting, they can satisfy their own travel experiences of and psychological needs of seeking new things, seeking knowledge (Wang & Feng, 2006).

Iwashita (2003) deepens the concept of film-induced tourism, and believes that by showing the characteristics and charm of the destination to the audience, movies, television and literary works can influence individual travel preferences and destination choices. Therefore, some scholars have characterized the film as media induced tourism or media-related tourism.

### **2.1.2 The influence of film and television works on the image of the prime destination**

In the study of the Japanese tourist travel to South Korea caused by the Korean drama “Winter Sonata”, Kim, Agrusa, Lee & Chon (2007) analyzed the reasons why Korean dramas were popular in Japan, and believed that film and television works can promote the tourism image of the prime destination while promoting the tourism of the location and to a certain extent has also improved the tension between Japan and South Korea.

Through the case study in Vienna, the film “Before Sunrise” is based on many historical sites in Vienna. It tells a romantic love story. It was concluded that the film as a spontaneous image component can significantly change the image of the destination in a very short period of time, and pointed out that the contents of the film greatly affects the formation or change of the destination image.

### **2.1.3 The influence of film and television prime destination on tourists' attraction**

Both the media and the tourism industry believe that excellent film and television works can enhance the attractiveness of the location, and promote the number of tourists in the film and television location. Early academic research also focused on the promotion of the number of tourists in the location.

Riley and Van Doren (1992) explored the characteristics and advantages of film as a means of tourism promotion, using American films and Australian films as examples to illustrate that film has a positive effect on the tourist's travel to the location. After the broadcasting of 4 British films, including “To the Manor Bron”, “By the Sword Divide”, “Middlemarch and Heartbeat”, a series of surveys were conducted on the impact of TV dramas on tourism. The findings showed that the number of tourists of the shooting sites increased significantly.

Riley and Baker (1998) collected a large amount of data in 12 well-known American movies (such as “Gettysburg”, “Dancing with Wolves”, “Hilma and Louis”)

for data processing. The sample of visitors were selected from the 10 years before the screening of these films and during the 5 years after the screening. The quantitative findings concluded that the impact of the film on the tourism of the filming lasts at least 4 years, which increased the number of tourists by 40% - 50%.

Kim, Agrusa, Lee & Chon (2007) revealed that after TV series “Winter Sonata” broadcasted in 2004, Gangwon-do received 1,435,000 foreign tourists (from Japan, mainland China and Taiwan), an increase of 40.4% compared with the number of visitors before the TV series aired. More than 1,120,000 books introducing TV dramas were sold in Japan, and tapes, DVDs, CDs and photos about TV shows were sold for more than \$370,000,000.

#### **2.1.4 Celebrity Effects**

Celebrities refer to individuals who have significant visibility in the society. The celebrity effect is a general term for the attention, the strengthening of events, expanding influence, and the psychological phenomenon of people imitating celebrities. Another similar word is celebrity involvement. In general, the celebrity effect works by the attractiveness of celebrity appearance and the two factors of popularity. Celebrities can be divided into three categories according to their own work areas, namely entertainers (actors, models, pop stars), athletes, business people or politicians. The celebrities involved in the study belong to the first class of



entertainers. The celebrity effect has greatly contributed to the development of the film.

Kim, Agrusa, Lee & Chon (2007) showed that the respondents' high level of interest and empathy for leading actors and actresses was a key reason for their preference for Korean TV soap operas. This suggested that celebrities shown in movies and on TV can act as positive push factors for tourism. This cultural behavior is understandable when we observe fans who are obsessed with famous singers, movie stars or sports stars. Thus the popularity of a TV soap opera can be increased by the cast of actors as well as their stories, impressive featured locations, and the musical background.

Visual media influences perceptions of what is fashionable, interesting, and attention grabbing. Likewise, to the extent that portrayals of actors' behaviors and emotions, whether romantic or violent are consistent with viewers' ideal self-images or prototypes of the ideal group member, viewers may emulate the on-screen behavior of the stars. A TV program or a motion picture in a prime destination not only brings in money to the location during the actual filming, which could be quite significant, it can also inspire people to visit the location for years afterwards. According to Beeton (2001), there is ample anecdotal evidence that tourists look for film sites and even reenact fantasies portrayed in movies and TV programs at those film locations.

### **2.1.5 Story Plot and Storytelling Techniques**

As an effective medium for transmitting messages, the story often produces various replays and extensions in the brain after the audience appreciate it, which will leave a deep impression in the hearts of the audience and after the emotional processing, it will change to some extent. The story plot is an important part of a movie. All the commercial products and the scenery of the filming scene are presented in front of the audience in the gradual interpretation of the story. A complete, compact, reasonable, and innovative story plot is often an important indicator for evaluating a movie.

Aditya (2014) categorized the storytelling elements of the film into eight categories, including character, plot, conflict, resolution, structure, scenes, dialogue, visuals.

Chenyuqi (2008) attributed the popularity of Thai drama in China to the following three points which are actor/actress, unique storytelling technique and exotic customs. Most Thai actors attract audiences because of their handsome and beautiful appearance. More importantly, 60% of Thai stars are multi-racial. This is different from other dramas.

The storytelling of the Thai drama is characterized by “Sweet after bitterness”. In the first half of the Thai drama, the male and female protagonists have a deep hatred in the beginning. The plot is a process of mutual torture with hatred. It mixes hate and love, and the audience in the process of watching can feel a kind of love

between hate. In this process, the writer often uses the “Love you, torture you” mode. Therefore, “Sweet after bitterness” has become a feature of Thai dramas and has become an important factor in the popularity of Thai dramas in China.

Thailand has a unique subtropical landscape and white sand beaches, so TV producers often choose the beach as a scene for Thai drama, giving the audience a warm and romantic feeling. The beaches of Phuket, the ancient cities of Chiang Mai, and the frequently appearing in the floating market of various places constitute a colorful image, showing the special style of Southeast Asia, which largely meets the sensory requirements of the audience.

Tooke and Baker (1996) studied the tourism development caused by film and television shooting and the situation after the tourism and point out that the image of film and television drama can be divided into “natural” image and “induced” image. The natural image is the sum of all the information. The information is covered by TV. According to the theme, characters and style, visual and artistic expressions are used to create a credible environment through natural and human landscape. It is this typical environment that has affected the visitors’ vision to some extent through special effects processing. 30% - 40% of tourists know about film and television shooting place through TV, which is a tourism phenomenon caused by TV and film.

Riley and Baker (1998) systematically studied the attraction of tourists from the film and television base and the popularity of the film and television base caused by

film and television shooting. The research point out that because tourists are familiar with the film in advance, they need to have “a confirmation” and “have an expectation” for these places, and traveling to the film and television shooting place was the role of “movie” and “media exposure”.

Riley and Van Doren (1992)’s research point out that the scenes and props used in film and television can help potential tourists through empathy produce a certain sensory and emotional perception of the tourist destination, thereby generating tourism motivation and facilitating tourism behavior. Among many factors, film and television is the pulling factor that drives tourists to travel.

#### **2.1.6 The Influence of Movie element toward tourist destination image and tourists’ willingness**

Some previous studies have shown that celebrity factors have an important impact on destination choice and travel willingness. Lee, Scott & Kim (2008) found that celebrities are involved in the tourist's familiarity with destinations and their willingness to travel. They also pointed out that celebrity involvement will have an indirect impact on tourist destination imagery (cognitive imagery and emotional imagery) through familiarity. Meng Fei (2013) found through the questionnaire that watching the movie “Lost in Thailand” had a significant impact on the image of the tourist destination (Thailand) of Jinan residents.

Through surveys of film and television tourists, Yena and Croyb (2009) found that celebrity involvement has a positive correlation with the image of tourist destinations, and celebrity worship plays an intermediate role between the two. Gjorgievski and Trpkova (2011) pointed out that the story plots and celebrity interpretations are the most attractive to the audience, making them change the image of the destination and increasing their willingness to travel to the area. Frost (2010) analyzes 22 feature films taken in the interior of Australia and finds that such films will give potential tourists a strong feeling that they will get a meaningful and life-changing travel experience when they travel to Australia. Kim and Richardson (2003) compared the people who have seen the movie “Before the dawn dawns” and people who have not seen it, and found that there is a difference in destination image between the two groups.

### **2.1.7 The influence of the Internet on the spread of Thai drama in China**

In China, due to the popularity and rapid development of the Internet, the way people watch TV shows has changed.

In order to facilitate users to find, select and watch TV dramas, the network broadcast platform was classified them by region. They are generally divided into mainland theaters, Hong Kong and Taiwan theaters, European and American theaters, overseas theaters (Korean drama, Japanese drama, Thai drama, Filipino drama, Indian drama, etc.). In overseas theaters, although it is still the main location of Korean

dramas and Japanese drama occupiers, the number of Thai dramas is constantly growing. Taking PPS as an example, the overseas theaters have a total of 1,262 TV dramas, including 268 Thai dramas (including completion and updating), accounting for 1/5 of the total. Entering “Thai Drama” in the search box of the video sharing website will display a full 100 pages with 102 Thai drama that have Chinese subtitles. Some Thai dramas have even more click-through rates than Korean dramas broadcast at the same time.

The Thai drama “Love Destiny” or “บุพเพสันนิวาส” which was broadcasted in 2018 had a reading volume of 930 million on Weibo. The drama has repeatedly boarded Weibo hot search. It can be said that it is one of the hottest Thai dramas in China in recent years.

## **2.2 Related Theories**

### **2.2.1 Tourist Destination Image Theory**

Crompton pointed out in 1979 that Tourism Destination Image (TDI) is a collection of people's ideas and impressions about destinations, and played an important role in the destination selection and decision-making of tourists. The word “Image” was originally proposed in 1956 by American economist Building in his book “The Image: Knowledge in Life and Society”. He believes that compared to the fact itself, imagery plays a very important role in people's lives. People are more often reacting to the facts they believe, so images have a major impact on people's

behavioral decisions, in other words, people rely on their subjective values and knowledge as a tool to communicate with the external environment. In 1960, Lynch, an American-based urban planning theorist, proposed five elements of urban imagery including roads, borders, regions, nodes, and markers in the book “The Image of City”. This has had a profound impact on the subsequent imagery of the city and the imagery of tourist destinations. In 1965, Reynolds introduced “Image” to tourism research for the first time, and pointed out that human beings are also based on certain impressions selected in the overall environmental message. The image formed by individuals in tourism activities is one of them.

### **2.2.2 Concept of the theories of branding as a tourism destination**

Li Daoxin (2007) attributed that “Television-induced tourism” is a complementary and cooperation of film industry and tourism industry. The combination of film industry and tourism industry has injected a strong cultural connotation into tourism, and tourism has enhanced and expanded its influence through film. The same or similar cultural origins produce a sense of cultural identity, and people's desire for sincere emotions in modern society is to take advantage of the psychological penetration of film to tourists. The reasonable grafting of the two produces a win-win situation.

Riley and Baker (1998) sums up a principles: Whether the selected film is successful at the box office is a prerequisite for attracting visitors to the location.

Beeton (2004) analyzed the conflict between the image of Australian rural tourism and the actual tourism image in the three-version (1906, 1970, 2003) Australian film “Ned Kelly”. The psychological confusion has caused Australia to lose opportunities for marketing.

Urry (1992) point out that tourists’ choice of tourist destinations is based on the desire for entertainment, dreams and participation. This marketing method can attract people to the places they have seen on the screen with unique effects, and the factors that lead people to travel in film and television shooting place are multiple attraction, and they have strong comprehensive characteristics.

Kim and Richardson (2003) point out that tourists’ viewing, acceptance and recognition of film and television shooting place are different from general destination marketing, which is gradually accepted by tourists during the viewing process. In this process, what happened in psychology is called “empathy, mutual sympathy and resonance”. The viewer can experience the feelings of the movie protagonist and has the characteristics of high brand recognition.

### **2.3 Hypotheses**

H1. Chinese audiences’ exposure to storytelling techniques in the Thai drama “Love Destiny” positively correlated Chinese audience’ perception toward Thailand.



H2. Chinese audiences' perception toward Thailand significantly influence their intention to travel to Thailand after viewing the drama.

## 2.4 Theoretical Framework

The overview of the literature indicates research gaps and opportunities associated with film-induced tourism of Chinese tourists to Thailand. It is hoped that examining film-induced tourism caused by the storytelling techniques in Thai drama would help extend the existing knowledge by fulfilling the gaps in the literature, and help better understand the travel characteristics of the Chinese travel market.

Moreover, the results would provide tourism practitioners and film & television practitioners (government and private sectors) with helpful information to develop appropriate marketing programs as well as tourism products to meet the targets' needs and expectations.

In this study, tourist destination image theory are used to explain travel motivations of Chinese tourists to Thailand, and they are established as dependent variables as well as travel motivations. A review of literature indicates that exposure to storytelling techniques in Thai drama have been found to be associated with travel motivations. Hence, this variables are established as the independent variables that may be related to Chinese perception of Thailand and tourist' willingness among Chinese tourists. Thus these relationships, based on the literature, will be used as a

conceptual framework developed for this study as shown below (relationship between independent and dependent variables).

### Theoretical Framework

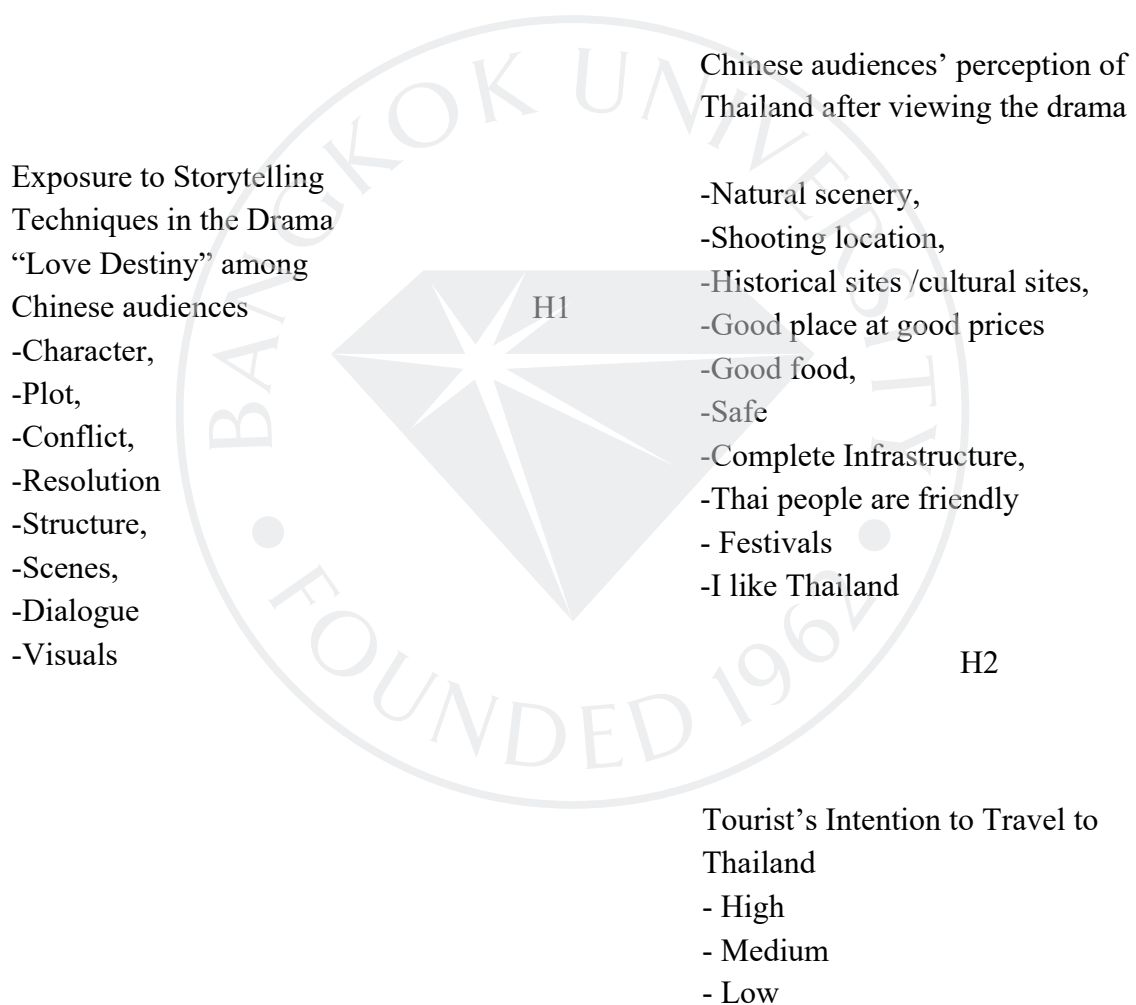


Figure 1: Theoretical Framework

## **CHAPTER 3**

### **METHODOLOGY**

This chapter aims to describe research methodologies employed to examine the exposure of Thai dramas on Weibo can improve Chinese tourist' willingness to travel to Thailand and to see the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama. The objective of this chapter is to discuss research design, population, sample selection, research instrument, instrument pretest, data collection procedure, and summary of demographic data.

#### 3.1 Research Design

#### 3.2 Population and Sampling Method

#### 3.3 Research Instrument

#### 3.4 Research Pretest

#### 3.5 Data Collection Procedure

#### 3.6 Data Analysis and Interpretation

#### 3.7 Demographic Data of the Samples

### **3.1 Research Design**

The objective of this study aims to examine the storytelling techniques in tourism-induced film “Love Destiny” that significantly influence Chinese audience’ perception toward Thailand and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama.

This research is a quantitative research to collect the data information to show the audience’s perceived to storytelling techniques in the drama “Love Destiny”, Chinese perception of Thailand after viewing the drama and their intention to Travel to Thailand.

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

The population of the research are the Thai drama audience who have watched “Love Destiny” around Weibo users. This group of people is chosen to be the sample of this study that come from different part of China and participated in at least one Thai drama/movie discussion on Weibo. Samples are those audiences who have seen at least one Thai drama/movie around Weibo users. The survey research was participated by two hundred audiences to examine the relationships among storytelling techniques in tourism-induced film “Love Destiny” and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama.

### **3.3 Research Instrument**

The purpose of this questionnaire is to examine the relationships among storytelling techniques in tourism-induced film “Love Destiny” and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama.

#### Section 1: Demographic Information of users

This first section of questions asking audience to provide their special information which including sex, age, occupation, marriage status, education background, monthly income. There are 6 nominal scales and ordinal scales

#### Section 2: Audiences’ perception to the storytelling techniques in the drama “Love Destiny”

Five-likert scale was used to examine the Audiences’ perception to the storytelling techniques in the drama “Love Destiny”, ranging from (5) strong agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, respectively. The researcher used Ankit (2014) categorized the storytelling elements of the film into eight categories, including character, plot, conflict, resolution, structure, scenes, dialogue, visuals which was classified into eight components as follows:

1. Character includes the following statements: (1) The character image created in Thai drama “Love Destiny” is the most attractive to me. (2) The character image created in Thai drama “Love Destiny” is the most attractive to me.

2. Plot includes the following statements: (1) I think the strong emotion is the advantages of Thai drama “Love Destiny”. (2) I think vivid and easy to understand is the advantages of Thai drama “Love Destiny”.

3. Conflict includes the following statements: (1) I think the plot is ups and downs, full of drama conflict is the advantage of Thai drama “Love Destiny”. (2) I think the story is out of reality and have rich imagination is the advantage of Thai drama “Love Destiny”.

4. Resolution includes the following statements: (1) I think the story is out of reality and have rich imagination is the advantage of Thai drama “Love Destiny”. (2) I think the obvious color contrast is the advantage of Thai drama “Love Destiny”.

5. Structure includes the following statements: (1) I think the plot "Sweet after bitterness" is the advantage of Thai drama “Love Destiny”. (2) I think the successful ending is the advantage of Thai drama “Love Destiny”.

6. Scenes includes the following statements: (1) The Thai cultural customs that appear in Thai dramas “Love Destiny” are the most attractive to me. (2) The food that appears in Thai dramas “Love Destiny” is the most attractive to me.

7. Dialogue includes the following statements: (1) The way characters speak in Thai drama “Love Destiny” is what attracts me most. (2) I think the dialogue is easy to understand is the advantage of Thai drama “Love Destiny” .

8. Visuals include the following statements: (1) The view of the scenery that appear in Thai drama “Love Destiny” are the most attractive to me. (2) Places and scenes that appear in Thai drama “Love Destiny” is most appealing to me.

Section 3: The perception of Chinese audience toward Thailand after viewing the drama.

The questions were taken from the scale suggested by Zhengyang (2016). Five-likert scale was used to examine the perception of Chinese audience toward Thailand after viewing the drama, ranging from (5) strong agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, respectively. Researcher used Likert scale, includes the following statements:

1. Beautiful natural scenery
2. Beautiful film and television shooting location
3. Characteristic historical and cultural sites
4. Good place at good prices
5. Complete infrastructure
6. Attractive Thai food
7. Safe
8. Thai people are friendly

9. Colorful festivals

10. I like Thailand

#### Section 4: Chinese audiences' intention to travel to Thailand

The questions were taken from the scale suggested by Zhengyang (2016).

Five-likert scale was used to examine the Chinese audiences' intention to travel to Thailand, ranging from (5) strong agree, (4) agree, (3) neutral, (2) disagree and (1) strongly disagree, respectively. Chinese audiences' intention to travel to Thailand includes the following statements:

1. After watching the Thai drama, I will tell my friends and family about my travel purpose and plan.
2. After watching the Thai drama, I will recommend Thailand to my friends and family.
3. After watching the Thai drama, I will be willing to visit Thailand further.
4. After watching the Thai drama, I will continue to visit Thailand in the future.
5. After watching the Thai drama, I will visit Thailand even if the cost is higher than other destinations.
6. After watching the Thai drama, even if the price rises, I will spend more money to go to Thailand.



### 3.4 Research Pretest

Before gathering the final data, the researcher should conduct pretests to evaluate the reliability and validity of the research instrument. The survey was conducted through Weibo online and conducted with Chinese audience come from different part of China and participated in at least one Thai drama/movie discussion on Weibo. Based on the pilot test with 30 respondents, some modifications were made to ensure respondents could better understand the question and choose the appropriate answer. In addition, a reliability test by Cronbach's coefficient alpha was also performed to determine the inter-item consistency reliability of the research instrument. The Cronbach alpha of the questionnaire can be summarized as follows:

Table 3.1: The comparison of Cronbach alpha

	Sample 30 respondents	Cronbach's Alpha	Sample 200 respondents	Cronbach's Alpha
IV: Exposure to Storytelling Techniques in the Drama "Love Destiny"	16	.978	16	.975
Character	2	.859	2	.831
Plot	2	.858	2	.855
Conflict	2	.846	2	.842
Resolution	2	.846	2	.833
Structure	2	.866	2	.841
Scenes	2	.853	2	.840
Dialogue	2	.909	2	.846
Visuals	2	.833	2	.814
DV1: Chinese perception of Thailand after viewing the drama	10	.916	10	.953
DV2: Tourist's intention to Travel to Thailand	6	.851	6	.921

### 3.5 Data Collection Procedure

For the 200 questionnaires, the survey was conducted Weibo online survey. That is original questionnaire items are English, which would be translated into Chinese. The researcher sent the questionnaires via online in Weibo. Two hundred respondents completed questionnaires.

### 3.6 Data Analysis and Interpretation

H1: Chinese audiences' exposure to storytelling techniques in the Thai drama "Love Destiny" positively correlated with Chinese audience' perception toward Thailand.

Independent variables: Exposure to Storytelling Techniques in the Drama "Love Destiny" (Likert scale)

Dependent variable: Chinese audience' perception toward Thailand (Likert scale)

Statistical analysis: Spearman correlation

H2: Chinese audiences' perception toward Thailand significantly influence their intention to travel to Thailand after viewing the drama.

Independent variables: The perception of Chinese audience toward Thailand after viewing the drama. (Likert scale)

Dependent variable: Chinese audiences' intention to travel to Thailand after viewing the drama. (Likert scale)

Statistical analysis: Linear Regression

The storytelling techniques in the drama "Love Destiny", Chinese audience' perception toward Thailand and the perception of Chinese audience toward Thailand after viewing the drama will be ranging into 5 levels from Strongly agreeable, Agreeable , Neutral, Disagree or Disagree by using the following formula:

Table 3.2: Criteria for the storytelling techniques in the drama "Love Destiny", Chinese audience' perception toward Thailand and the perception of Chinese audience toward Thailand after viewing the drama

<b>Opinion toward the statement</b>	<b>Score</b>	<b>Criteria</b>	<b>Meaning</b>
Strongly agree with the statement	5	4.21 - 5.00	Strongly agreeable
Agree with the statement	4	3.41 - 4.00	Agreeable
Neutral statement	3	2.61 - 3.00	Neutral
Disagree with the statement	2	1.81 - 2.00	Disagree
Strongly Disagree with the statement	1	0.80 - 1.00	Disagree

### 3.7 Demographic Data of the Samples

The demographic information of 200 audience was analyzed into frequency and percentage of the samples. The demographic data of the sample was summarized in Table 3.3-Table 3.8.

As shown in Table 3.3, descriptive analysis showed that majority of the sample were female (52% , n= 104) and male (48%, n = 96), respectively.

Table 3.3: Gender of samples

Demographic Information	Frequency	Percent (%)
<b>Gender:</b>		
Male	96	48%
Female	104	52%
Total	200	100%

As shown in Table 3.4, descriptive findings revealed that majority of the sample aged 18-25 years old (36.5%, n = 73), followed by those who were 26 – 35 years old (21%, n = 42), 36 – 45 years old (20%, n = 40), under 18 years old (13%, n = 26) and more than 45 years old (9.5%, n = 19), respectively.

Table 3.4: Age of samples

Age	Frequency	Percent (%)
Under 18 years old	26	13%
18-25 years old	73	36.5%
26-35 years old	42	21%
36-45 years old	40	20%
More than 45 years old	19	9.5%

As shown in Table 3.5, descriptive findings revealed that majority of the sample occupation for white collar (30%, n = 60), followed by freelance (23.5%, n = 47), and government officials (17.5%, n = 35), student (13%, n = 26), teacher (13%, n = 26) and other (3%, n = 6), respectively.

Table 3.5: Occupation of samples

Occupation	Frequency	Percent (%)
Student	26	13%
White collar	60	30%
Government officials	35	17.5%
Freelance	47	23.5%
Teacher	26	13%
Other	6	3%
Total	200	100%

As shown in Table 3.6, descriptive findings revealed that majority of the sample was married (80.5%, n = 161), followed by those single/unmarried (19.5%, n= 39) , respectively.

Table 3.6: Marriage status of samples

<b>Marriage Status</b>	<b>Frequency</b>	<b>Percent (%)</b>
Married	161	80.5%
Single/Unmarried	39	19.5%
Total	200	100%

As shown in Table 3.7, descriptive findings revealed that majority of the sample education for bachelor degree (56%, n = 112), followed by those high school (34%, n = 68), master degree and above (10%, n = 20), respectively.

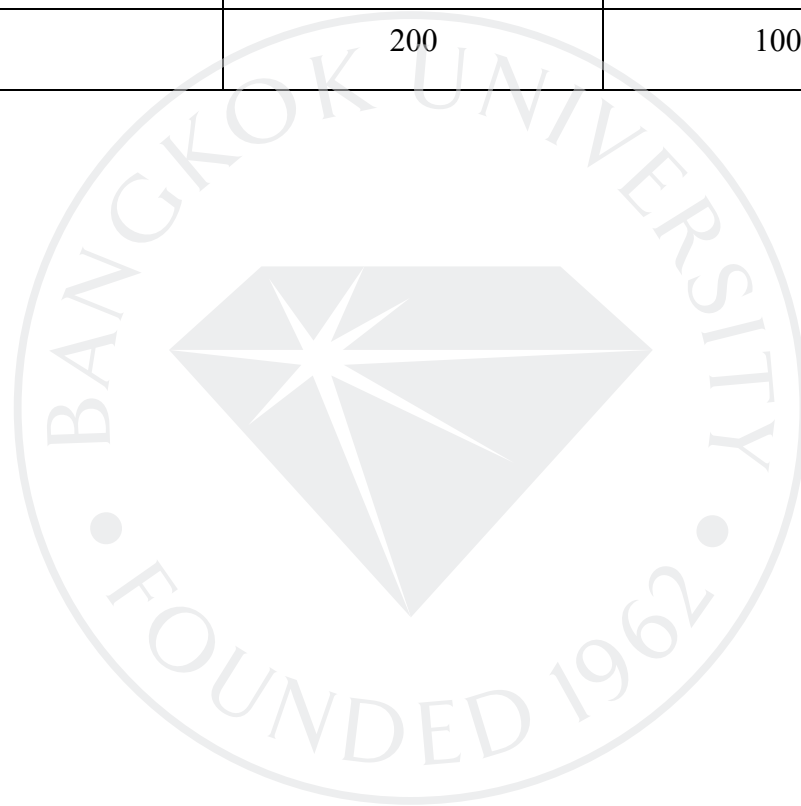
Table 3.7: Education level of samples

<b>Education</b>	<b>Frequency</b>	<b>Percent (%)</b>
High School	68	34%
Bachelor degree	112	56%
Master degree and above	20	10%
Total	200	100%

As shown in Table 3.8, descriptive findings revealed that majority of the sample income for 2001 – 4000 RMB (31.5%, n = 63), followed by those 4001 – 6000 RMB (30.5%, n = 61), and more than 6000 RMB (21.5%, n = 43), less than 2000 RMB (16.5%, n = 33), respectively.

Table 3.8: Income per month of samples

<b>Income</b>	<b>Frequency</b>	<b>Percent (%)</b>
Less than 2000 RMB	33	16.5%
2001 – 4000 RMB	63	31.5%
4001 – 6000 RMB	61	30.5%
More than 6000 RMB	43	21.5%
Total	200	100%





## CHAPTER 4

### FINDINGS

This chapter revealed the results descriptive findings and findings of hypothesis testing using Spearman correlation and Linear Regression to testing the hypotheses. The

#### 4.1 Summary on Findings of Descriptive Analysis

#### 4.2 Hypotheses Finding and Testing

#### **4.1 Summary on Descriptive Findings**

As shown in Table 4.1, the descriptive findings revealed that majority of the respondents have watched more than 5 Thai drama/movie (36.5%, n = 73), followed by those who watched from 2-5 Thai drama/movie (24.5%, n = 49) and who watched more than 10 Thai drama/movie (21.5%, n = 43), respectively. Some of the respondents claimed that they have watched only 1 Thai drama/movie (17.5%, n = 35).

Table 4.1: The number of Thai dramas watched among respondents in the past six months

The number of Thai dramas watched among respondents	Number	Percentage%
1. One Thai drama/Movie	35	17.5%
2. 2-5 Thai drama/Movie	49	24.5%
3. More than 5 Thai drama/Movie	73	36.5%
4. More than 10 Thai drama/Movie	43	21.5%
Total	200	100%

Table 4.2 is the criteria to interpret the opinion of respondents about each statement of storytelling techniques in the drama “Love Destiny” and Table 4.2 and Table 4.3 are the criteria to interpret the level of Chinese perception of Thailand after viewing the drama and tourist’s intention to travel to Thailand.

Table 4.2: Criteria to interpret the opinion of respondents about each statements of storytelling techniques in the Drama “Love Destiny”

<b>Opinion toward the statement</b>	<b>Score</b>	<b>Criteria</b>	<b>Meaning</b>
Strongly agree with the statement	5	4.21 – 5.00	Strongly agree
Agree with the statement	4	3.41 – 4.20	Agree
Neutral with the statement	3	2.61 – 3.40	Neutral
Disagree with the statement	2	1.81 – 2.60	Disagree
Strongly Disagree with the statement	1	1.00 – 1.80	Strongly disagree

Table 4.3: Analyzing the degree of Chinese perception of Thailand after viewing the drama and tourist's intention to travel to Thailand.

Criteria	Meaning
3.68 – 5.00	High level
2.34 – 3.67	Medium level
1.00 – 2.33	Low level

As shown in Table 4.4, the descriptive findings showed that the opinion of respondents about each statements of the storytelling techniques in the drama “Love Destiny” agreed with all storytelling techniques ( $\bar{x} = 3.81$ ,  $SD = 1.08$ ). When examining each construct of the opinion of respondents about each statements of the storytelling techniques in the drama “Love Destiny”, the respondents perceived dialogue ( $\bar{x} = 3.84$ ,  $SD = 1.19$ ) and scenes ( $\bar{x} = 3.84$ ,  $SD = 1.17$ ) with the highest mean, followed by plot ( $\bar{x} = 3.83$ ,  $SD = 1.19$ ) and resolution ( $\bar{x} = 3.83$ ,  $SD = 1.19$ ), perceived structure ( $\bar{x} = 3.82$ ,  $SD = 1.20$ ), perceived conflict ( $\bar{x} = 3.79$ ,  $SD = 1.19$ ), perceived visuals ( $\bar{x} = 3.78$ ,  $SD = 1.13$ ), and character ( $\bar{x} = 3.77$ ,  $SD = 1.14$ ), respectively.

When examining the level of the opinion of respondents about each statements of the storytelling techniques in the drama “Love Destiny”—high, medium, and low level, the descriptive findings found that respondents perceived the opinion of respondents about each statements of the storytelling techniques in the drama “Love Destiny” at high level ( $\bar{x} = 3.81$ ), classifying into character (high level, ( $\bar{x} = 3.77$ ), plot (high level,  $\bar{x} = 3.83$ ), conflict (high level,  $\bar{x} = 3.79$ ), resolution (high level,  $\bar{x} = 3.83$ ), structure (high level,  $\bar{x} = 3.82$ ), scenes (high level,  $\bar{x} = 3.79$ ), dialogue (high level,  $\bar{x} = 3.84$ ), and visuals ( high level,  $\bar{x} = 3.78$ ), respectively.

Table 4.4: Exposure to Storytelling Techniques in the Drama “Love Destiny”

<b>Exposure to Storytelling Techniques in the Drama “Love Destiny”</b>	$\bar{x}$	<b>SD</b>	<b>Interpretation</b>
<b>1. Character</b>	3.77	1.14	Agree
The character image created in Thai drama “Love Destiny” is the most attractive to me.	3.70	1.28	Agree
The Thai stars that appear in Thai dramas “Love Destiny” are the most attractive to me.	3.86	1.19	Agree
<b>2. Plot</b>	3.83	1.19	Agree
I think the strong emotion is the advantages of Thai drama “Love Destiny”.	3.87	1.26	Agree
I think vivid and easy to understand is the advantages of Thai drama “Love Destiny”.	3.80	1.29	Agree
<b>3. Conflict</b>	3.79	1.19	Agree
I think the plot is ups and downs, full of drama conflict is the advantage of Thai drama “Love Destiny”.	3.79	1.27	Agree
I think the story is out of reality and have rich imagination is the advantage of Thai drama “Love Destiny”.	3.81	1.31	Agree
<b>4. Resolution</b>	3.83	1.17	Agree
I think the high definition of shooting is the advantage of Thai drama “Love Destiny”.	3.82	1.27	Agree

I think the obvious color contrast is the advantage of Thai drama “Love Destiny”.	3.85	1.26	Agree
<b>5. Structure</b>	3.82	1.20	Agree
I think the plot "Sweet after bitterness" is the advantage of Thai drama “Love Destiny”.	3.82	1.30	Agree
I think the successful ending is the advantage of Thai drama “Love Destiny”.	3.83	1.30	Agree
<b>6. Scenes</b>	3.84	1.17	Agree
The Thai cultural customs that appear in Thai dramas “Love Destiny” are the most attractive to me.	3.93	1.31	Agree
The food that appears in Thai dramas “Love Destiny” is the most attractive to me.	3.77	1.21	Agree
<b>7. Dialogue</b>	3.84	1.19	Agree
The way characters speak in Thai drama “Love Destiny” is what attracts me most.	3.80	1.26	Agree
I think the dialogue is easy to understand is the advantage of Thai drama “Love Destiny” .	3.88	1.29	Agree
<b>8. Visuals</b>	3.78	1.13	Agree
The view of the scenery that appear in Thai drama “Love Destiny” are the most attractive to me.	3.76	1.22	Agree
Places and scenes that appear in Thai drama “Love Destiny” is most appealing to me.	3.82	1.25	Agree
<b>Total</b>	3.81	1.08	Agree

As shown in Table 4.5, the descriptive analysis of Chinese perception of Thailand after viewing the drama revealed that majority of the respondents agreed with the statements about their perception toward Thailand ( $\bar{x}$ = 3.62, SD = 1.05). The samples agreed with the statements “Characteristic historical and cultural sites” ( $\bar{x}$ =3.68, SD =1.27), “Good place at good prices” ( $\bar{x}$ =3.67,SD =1.28), “Attractive Thai food” ( $\bar{x}$ = 3.67, SD = 1.21), “I like Thailand” ( $\bar{x}$ = 3.66, SD=1.26), “Safe”(  $\bar{x}$ = 3.65, SD=1.25), “Beautiful natural scenery”(  $\bar{x}$ = 3.64, SD=1.27), “Beautiful film and television shooting location”(  $\bar{x}$ = 3.62, SD=1.25), “Colorful festivals”(  $\bar{x}$ = 3.61, SD=1.21),

“Thai people are friendly” ( $\bar{x}$  = 3.53, SD=1.32). However, most sample disagree with the statement “Complete infrastructure” with lowest mean ( $\bar{x}$ =3.50, SD=1.26). The findings suggested that samples had high perception with the natural scenery, shooting location, historical and cultural sites, food, prices, safety and festivals, respectively; however, the samples not satisfied with the infrastructure. When examining the level of their perception toward Thailand, the findings found that majority of the respondent had medium perception ( $\bar{x}$ =3.62, SD= 1.05).

Examining the level of perception toward Thailand destination, the descriptive findings revealed that Chinese audiences had high perception toward “Characteristic historical and cultural sites” ( $\bar{x}$ =3.68, SD =1.27; high level), followed by medium perception toward “Good place at good prices” ( $\bar{x}$ =3.67, SD =1.28; medium level), “Attractive Thai food” ( $\bar{x}$  = 3.67, SD = 1.21; medium level), “I like Thailand” ( $\bar{x}$  = 3.66, SD=1.26; medium level), “Safe” ( $\bar{x}$  = 3.65, SD=1.25; medium level), “Beautiful natural scenery” ( $\bar{x}$  = 3.64, SD=1.27; medium level), “Beautiful film and television shooting location” ( $\bar{x}$  = 3.62, SD=1.25; medium level), “Colorful festivals” ( $\bar{x}$  = 3.61, SD=1.21; medium level), “Thai people are friendly” ( $\bar{x}$  = 3.53, SD=1.32; medium level). However, the lowest toward “Complete infrastructure” ( $\bar{x}$ =3.50, SD=1.26; medium level).

Table 4.5: Chinese perception of Thailand after viewing the drama

<b>Chinese perception of Thailand after viewing the drama</b>	<b><math>\bar{x}</math></b>	<b>SD</b>	<b>Interpretation</b>
Beautiful natural scenery	3.64	1.27	Agree
Beautiful film and television shooting location	3.62	1.25	Agree
Characteristic historical and cultural sites	3.68	1.27	Agree
Good place at good prices	3.67	1.28	Agree
Complete infrastructure	3.50	1.26	Agree
Attractive Thai food	3.67	1.21	Agree
Safe	3.65	1.25	Agree
Thai people are friendly	3.53	1.32	Agree
Colorful festivals	3.61	1.21	Agree
I like Thailand	3.66	1.26	Agree
Total	3.62	1.05	Agree

As shown in Table 4.6, the descriptive analysis of Chinese audiences' intention to travel to Thailand indicated that majority of the sample had high intention to travel to Thailand ( $\bar{x}=3.68, SD=1.06$ ). They agreed with the statements, "After watching the Thai drama, I will recommend Thailand to my friends and family." ( $\bar{x}=3.76, SD=1.20$ ) and "After watching the Thai drama, even if the price rises, I will spend more money to go to Thailand." ( $\bar{x}=3.76, SD=1.24$ ), and "After watching the Thai drama, I will visit Thailand even if the cost is higher than other destinations." ( $\bar{x}=3.70, SD=1.25$ ), and "After watching the Thai drama, I will continue to visit

Thailand in the future.” ( $\bar{x}$ = 3.68,SD=1.24),and “After watching the Thai drama, I will be willing to visit Thailand further.” ( $\bar{x}$ = 3.70,SD=1.25). The statement that has the lowest mean was “After watching the Thai drama, I will tell my friends and family about my travel purpose and plan.” ( $\bar{x}$ =3.50,SD =1.32).

Examining the level of intention toward travel to Thailand , the descriptive findings revealed that Chinese audiences had high intention toward “After watching the Thai drama, I will recommend Thailand to my friends and family.” ( $\bar{x}$ =3.76,SD=1.20, high level) and “After watching the Thai drama, even if the price rises, I will spend more money to go to Thailand.” ( $\bar{x}$ =3.76,SD=1.24, high level), and “After watching the Thai drama, I will visit Thailand even if the cost is higher than other destinations.” ( $\bar{x}$ = 3.70,SD=1.25, high level), and “After watching the Thai drama, I will continue to visit Thailand in the future.” ( $\bar{x}$ = 3.68,SD=1.24, high level),and “After watching the Thai drama, I will be willing to visit Thailand further.” ( $\bar{x}$ = 3.62,SD=1.30, medium level). The statement that has the lowest mean was “After watching the Thai drama, I will tell my friends and family about my travel purpose and plan.” ( $\bar{x}$ =3.50,SD =1.32, medium level). The findings suggested that samples will recommend Thailand to their friends and family and have willing to visit Thailand in the future, even if the cost is higher than other destinations.



Table 4.6: Chinese audiences' Intention to Travel to Thailand

<b>Tourist's Intention to Travel to Thailand</b>	<b>X</b>	<b>SD</b>	<b>Interpretation</b>
After watching the Thai drama, I will tell my friends and family about my travel purpose and plan.	3.50	1.32	Agree
After watching the Thai drama, I will recommend Thailand to my friends and family.	3.76	1.20	Agree
After watching the Thai drama, I will be willing to visit Thailand further.	3.62	1.30	Agree
After watching the Thai drama, I will continue to visit Thailand in the future.	3.68	1.24	Agree
After watching the Thai drama, I will visit Thailand even if the cost is higher than other destinations.	3.70	1.25	Agree
After watching the Thai drama, even if the price rises, I will spend more money to go to Thailand.	3.76	1.24	Agree
Total	3.68	1.06	Agree

## 4.2 Findings on Hypotheses testing

**H1. Chinese audiences' exposure to storytelling techniques in the Thai drama "Love Destiny" positively correlated with Chinese audience' perception toward Thailand.**

To examine the correlations between independent variables and dependent variables, the criteria for interpretation was identified as follows:

Table 4.7: The criteria for interpretation of the correlation between variables

Correlation	Interpretation
r is Higher than 0.80	Very high correlation
r is 0.61- 0.80	High correlation
r is 0.41-0.60	Medium correlation
r is 0.20-0.40	Low correlation
r is lower than 0.20	Very Low correlation

As shown in Table 4.8, the Spearman correlation analysis found that samples' exposure to storytelling techniques in the Thai drama "Love Destiny" is positively correlated with Chinese audience' perception toward Thailand. ( $r^2 = .622^{**}$ ,  $p < 0.05$ , high). The most positively correlation construct is visuals ( $r^2 = .623^{**}$ ,  $p < 0.05$ , high), followed by scenes ( $r^2 = .600^{**}$ ,  $p < 0.05$ , high), conflict ( $r^2 = .585^{**}$ ,  $p < 0.05$ , medium), dialogue ( $r^2 = .577^{**}$ ,  $p < 0.05$ , medium), resolution ( $r^2 = .559^{**}$ ,  $p < 0.05$ , medium), character ( $r^2 = .558^{**}$ ,  $p < 0.05$ , medium), structure ( $r^2 = .546^{**}$ ,  $p < 0.05$ , medium) and plot ( $r^2 = .519^{**}$ ,  $p < 0.05$ , medium), respectively. In sum, the media exposure to visuals and scene in the drama was positively correlated with the perception toward Thailand at the high level, while the media exposure in the drama toward the conflict, dialogues, resolution, character, and structure were positively correlated with the perception in the medium level.

Table 4.8: Correlation between Chinese audiences' exposure to storytelling techniques in the Thai drama "Love Destiny" and Chinese audience' perception toward Thailand

Note: \*  $p < 0.05$

	Chinese audience' perception toward Thailand
Chinese audiences' exposure to storytelling techniques in the Thai drama "Love Destiny"	.622**
Character	.558**
Plot	.519**
Conflict	.585**
Resolution	.559**
Structure	.546**
Scenes	.600**
Dialogue	.577**
Visuals	.623**

As shown in Table 4.9, the Spearman correlation analysis found that the most correlation construct between Chinese audience' perception toward Thailand and Chinese audiences' exposure to storytelling techniques in the Thai drama "Love Destiny" is "Good place at good prices" ( $r^2 = .588$ ,  $p < 0.05$ , medium), followed by "I like Thailand" ( $r^2 = .584$ ,  $p < 0.05$ , medium), "Complete infrastructure" ( $r^2 = .582$ ,  $p < 0.05$ , medium), "Characteristic historical and cultural sites" ( $r^2 = .549$ ,  $p < 0.05$ , medium), "Thai people are friendly" ( $r^2 = .540$ ,  $p < 0.05$ , medium), "Beautiful natural scenery" ( $r^2 = .506$ ,  $p < 0.05$ , medium), "Colorful festivals" ( $r^2 = .499$ ,  $p < 0.05$ , medium), "Safe" ( $r^2 = .496$ ,  $p < 0.05$ , medium), "Beautiful film and television shooting location" ( $r^2 = .468$ ,  $p < 0.05$ , medium), and "Attractive Thai food" ( $r^2 = .452$ ,  $p < 0.05$ , medium), respectively.

In sum, the media exposure to “Good place at good prices”, “I like Thailand”, “I like Thailand”, “Characteristic historical and cultural sites”, “Thai people are friendly”, “Beautiful natural scenery”, “Beautiful natural scenery”, “Safe”, “Beautiful film and television shooting location” and “Attractive Thai food” in the drama was positively correlated with the perception toward Thailand at the medium level.

Table 4.9: Correlation between each construct of Chinese audience’ perception toward Thailand and Chinese audiences’ exposure to storytelling techniques in the Thai drama “Love Destiny”

Each construct of Chinese audience’ perception toward Thailand	Chinese audiences’ exposure to storytelling techniques in the Thai drama “Love Destiny”
Beautiful natural scenery	.506**
Beautiful film and television shooting location	.468**
Characteristic historical and cultural sites	.549**
Good place at good prices	.588**
Complete infrastructure	.582**
Attractive Thai food	.452**
Safe	.496**
Thai people are friendly	.540**
Colorful festivals	.499**
I like Thailand	.584**

Note: \*  $p < 0.05$

## **H2. Chinese audiences' perception toward Thailand significantly influences their intention to travel to Thailand after viewing the drama.**

As shown in Table 4.10, Regression analysis revealed that Chinese audiences' perception toward Thailand is significantly influenced their intention to travel to Thailand after viewing the drama at 25.3% ( $R^2=.253^*$ ,  $p<0.05$ ). When examining the influence of each construct of Chinese audiences' perception toward Thailand, the most positive influenced construct is "Good place at good price" (Beta = .210,  $p<0.05$ ), followed by "Characteristic historical and cultural sites" (Beta = .180.,  $p<0.05$ ), "I like Thailand" (Beta = .171,  $p<0.05$ ), "Good place at good prices" (Beta = .149,  $p<0.05$ ), "Beautiful film and television shooting location" (Beta = .130.,  $p<0.05$ ), "Beautiful natural scenery" (Beta = .083,  $p<0.05$ ). However, the most negative influenced construct is "Safe" (Beta = -1.41.,  $p<0.05$ ), followed by "Thai people are friendly" (Beta = -.111.,  $p<0.05$ ), "Colorful festivals" (Beta = -.078.,  $p<0.05$ ), " ", and "Attractive Thai food" (Beta= -.044.,  $p<0.05$ ), respectively.

Table 4.10: Regression Analysis of Chinese audiences' perception toward Thailand as their intention to travel to Thailand after viewing the drama

<b>Model Summary<sup>b</sup></b>										
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.503 <sup>a</sup>	.253	.214	.94701	.253	6.415	10	189	.000	1.876
Predictors: (Constant), Beautiful natural scenery, Beautiful film and television shooting location, Beautiful film and television shooting location, Good place at good prices , Complete infrastructure, Attractive Thai food, Safe, Thai people are friendly, Colorful festivals, I like Thailand										
Dependent Variable: Tourist's Intention to Travel to Thailand										

<b>ANOVA</b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.528	10	5.753	6.415	.000 <sup>b</sup>
	Residual	169.499	189	.897		
	Total	227.028	199			
Dependent Variable: Tourist's Intention to Travel to Thailand						
Predictors: (Constant), Beautiful natural scenery, Beautiful film and television shooting location, Beautiful film and television shooting location, Good place at good prices , Complete infrastructure, Attractive Thai food, Safe, Thai people are friendly, Colorful festivals, I like Thailand						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.999	.248		8.063	.000
	Beautiful natural scenery	.070	.093	.083	.749	.455
	Beautiful film and television shooting location	.111	.095	.130	1.172	.243
	Characteristic historical and cultural sites	.151	.099	.180	1.521	.130
	Good place at good prices	.124	.100	.149	1.242	.216
	Complete infrastructure	.177	.093	.210	1.090	.058
	Attractive Thai food	-.039	.095	-.044	-.407	.685
	Safe	-.120	.101	-.141	-1.191	.235
	Thai people are friendly	-.090	.104	-.111	-.868	.386
	Colorful festivals	-.069	.089	-.078	-.772	.441
	I like Thailand	.145	.092	.171	1.568	.118
Dependent Variable: Tourist's Intention to Travel to Thailand						

## CHAPTER 5

### DISCUSSION

This chapter discusses the summary of hypotheses and discussion on the findings of the study. In addition, this chapter provides the limitations of the study, and recommendations for application and for future research. The summary of the chapter is as follows:

#### 5.1 Summary of the Descriptive Findings and Discussion

Descriptive findings revealed that 36.5% of the respondents watched more than 5 Thai drama/movie, followed by those who watched from 2-5 Thai drama/movie, respectively. They had high satisfaction toward storytelling techniques in the drama “Love Destiny”. Chinese audience had high intention to travel to Thailand. Majority of the audience agreed with all key constructs in storytelling techniques in the drama “Love Destiny”, perceived visuals and scene at the high level, while the media exposure in the drama toward the conflict, dialogues, resolution, character, and structure were positively correlated with the perception in the medium level.

The findings suggested that samples had high media exposure toward storytelling techniques in the drama “Love Destiny”. They were satisfied with the character image created and Thai stars, strong emotion and easy to understand in drama, plot is ups and downs at the same time full of drama conflict, the story is out of reality and have rich imagination, high definition of shooting, "Sweet after



bitterness" and successful ending, Thai cultural customs and Thai food in drama, dialogue is easy to understand, the view of the scenery and the scenes in drama, in the high levels, respectively.

The study also pointed that majority of the respondents agreed with the statements about their perception toward Thailand after viewing the drama.

Characteristic historical and cultural sites is the most key constructs that audience agree, followed by good place at good prices, attractive Thai food, love Thailand, safe, beautiful natural scenery, beautiful film and television shooting location, colorful festival and Thai people are friendly. However, the lowest construct is complete infrastructure. In sum, the media exposure to "Good place at good prices", "I like Thailand", "I like Thailand", "Characteristic historical and cultural sites", "Thai people are friendly", "Beautiful natural scenery", "Beautiful natural scenery", "Safe", "Beautiful film and television shooting location" and "Attractive Thai food" in the drama was positively correlated with the perception toward Thailand at the medium level.

The study pointed that Chinese audiences' intention to travel to Thailand indicated majority of the sample had high intention to travel to Thailand. The result shows that the Chinese perception of Thailand after viewing the drama did influenced the tourist's intention to travel to Thailand. The results coincided with Riley and Baker(1998) , which found that because tourists are familiar with the film in advance, they need to have "a confirmation" and "have an expectation" for these places, and

traveling to the film and television shooting place was the role of “movie” and “media exposure”.

The finding point out that among all the storytelling technique in Thai drama, the visuals and scenes have the most high perception, the results coincided with Riley and Van Doren (1992), which found that the scenes and props used in film and television can help potential tourists through empathy produce a certain sensory and emotional perception of the tourist destination, thereby generating tourism motivation and facilitating tourism behavior.

The finding also point out that among all the medium level perception toward Thailand, Characteristic historical and cultural sites is the most key constructs that audience agree. The results coincided with Tooke and Baker (1996) , which found that according to the theme, characters and style, visual and artistic expressions are used to create a credible environment through natural and human landscape. It is this typical environment that has affected the visitors’ vision to some extent through special effects processing.

## **5.2 Hypothesis Testing Summary and Discussion**

**Hypothesis 1 : Chinese audiences’ exposure to storytelling techniques in the Thai drama “Love Destiny” positively correlated with Chinese audience’ perception toward Thailand.**

As shown in Table 4.8, the Spearman correlation analysis found that samples' exposure to storytelling techniques in the Thai drama "Love Destiny" is positively correlated with Chinese audience' perception toward Thailand.

Hypothesis 1 results revealed that the exposure to storytelling techniques in the Thai drama "Love Destiny" is positively correlated with Chinese audiences' perception toward Thailand. Thereinto, the high correlation is visuals, other constructs is all medium correlation. This results revealed that excellent film and television works can enhance the attractiveness of the location.

As shown in Table 4.9, researcher found that the most correlation construct between Chinese audience' perception toward Thailand and Chinese audiences' exposure to storytelling techniques in the Thai drama "Love Destiny" is "Good place at good prices", with medium correction, same as other construct, however, the lowest is "Attractive Thai food". These results revealed that the content of the film greatly affects the formation or change of the destination image.

These findings coincided with the study conducted by Tooke and Baker (1996) which found that the image of film and television drama can be divided into "natural" image and "induced" image. The natural image is the sum of all the information. The information is covered by TV. According to the theme, characters and style, visual and artistic expressions are used to create a credible environment through natural and human landscape. It is this typical environment that has affected the visitors' vision to some extent through special effects processing. The findings supported the

assumption tourist destination image theory which posited that. The findings suggested that compared to the fact itself, imagery plays a very important role in people's lives. People are more often reacting to the facts they believe, so images have a major impact on people's behavioral decisions, in other words, people rely on their subjective values and knowledge as a tool to communicate with the external environment.

**Hypothesis 2: Chinese audiences' perception toward Thailand significantly influence their intention to travel to Thailand after viewing the drama.**

The findings indicated that the Chinese audiences' perception toward Thailand significantly influence their intention to travel to Thailand after viewing the drama. As shown in Table 4.10, Regression analysis revealed that Chinese audiences' perception toward Thailand is significantly influenced their intention to travel to Thailand after viewing the drama at the rate of 25.3% ( $R^2=.253^{**}$ ,  $p<.05$ ). When examining the influence of each construct of Chinese audiences' perception toward Thailand, the most positive influenced construct is "Good place at good price" (Beta = .210\*\*,  $p< 0.05$ ), follow by "Characteristic historical and cultural sites"(Beta = .180\*\*,  $p< 0.05$ ). However, the most negative influenced construct is "Safe" (Beta = -1.41\*\*,  $p< 0.05$ ), followed by "Thai people are friendly" (Beta = -.111\*\*,  $p< 0.05$ ), "Colorful festivals"(Beta= -.078\*\*,  $p< 0.05$ ), and "Attractive Thai food"(Beta= -.044\*\*,  $p< 0.05$ ), respectively.

Hypothesis 2 results suggested that the perception of price and historical and

cultural sites are positive. The perception of safe, Thai people are friendly, festivals and food are negative. These findings coincided with the study conducted by Chenyuqi (2008) which found that The storytelling of the Thai drama is characterized by “Sweet after bitterness”. In the first half of the Thai drama, the male and female protagonists have a deep hatred in the beginning. The plot is a process of mutual torture with hatred. It mixes hate and love, and the audience in the process of watching can feel a kind of love between hate. In this process, the writer often uses the “Love you, torture you” mode. The characters of the Thai drama are bright and strong, and the performance style of the actors is more exaggerated. The expression of the five senses is used to complete the emotional expression. With the vicious face lines and intense background music, it is easy to present hatred and tension. Because in Thai drama “Love destiny” is to shape the image of the bad guys in this way, this is the performance characteristic that has been formed since the long-term development of Thai drama. Thailand, which believes in Buddhism, hopes to amplify the ugliness of the evildoers in this way, thus acting as a warning. However, for Chinese audiences, such performances make the Thai people's image in the play seem unfriendly. The related plots about car accidents, curses, and wars may result in lower audience consent to safe. At the same time, there is no emphasis on Thai food and festivals in “Love destiny”. The findings supported the assumption concept of the theories of branding as a tourism destination which posited that. The findings suggested that tourists' viewing, acceptance and recognition of film and television shooting place are different from general destination marketing, which is gradually accepted by tourists

during the viewing process. In this process, what happened in psychology is called “empathy, mutual sympathy and resonance”. The viewer can experience the feelings of the movie protagonist and has the characteristics of high brand recognition.

### **5.3 Conclusion of the Research**

This research aims to examine the relationship between storytelling techniques in the Thai drama “Love Destiny” and Chinese audience’ perception toward Thailand and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama.

According to the research results, the exposure to storytelling techniques in the Thai drama “Love Destiny” is positively correlated with Chinese audiences’ perception toward Thailand. Chinese audiences’ perception toward Thailand significantly influence their intention to travel to Thailand after viewing the drama. Thereinto, the high correlation is visuals, other constructs is all medium correlation. The results also suggested that the perception of price and historical and cultural sites are positive. The perception of safe, Thai people are friendly, festivals and food are negative. This results revealed that excellent film and television works can enhance the attractiveness of the location. The findings supported the assumption tourist destination image theory which posited that. The findings suggested that compared to the fact itself, imagery plays a very important role in people's lives. People are more often reacting to the facts they believe, so images have a major impact on people's

behavioral decisions, in other words, people rely on their subjective values and knowledge as a tool to communicate with the external environment.

According to the research results, tourism destinations must be able to establish positive destination images to attract tourists. First, they need to combine with film and television works to enhance the dissemination of content. Therefore, the film needs to carefully select and consider whether the plot of the content, the dialogue, the actors' acting skills, the orientation of the lens and other factors meet the needs of the image. Try to ingeniously integrate the destination into the destination image of the positive evaluation of the plot, to enhance the audience's attitude towards the destination, to leave the mark of the destination in the key part of the plot to enhance the recognition, and to follow the development of the movie plot to achieve the goal. The image of the destination is also subtly shaped in the minds of potential tourists.

#### **5.4 Limitations of the Study**

Despite the contributions that the present study provides, the researcher needs to discuss some research limitations, these are some recommendations for the research and study as follows:

5.3.1 The Thai drama “Love Destiny” watched by Chinese audience on the Internet are through subtitles. It is impossible to rule out the misunderstanding caused by translation.

5.3.2 The audience may have a stereotype of Thailand through other means such as news or the ideas of friends around, which is an unavoidable limitation in this study.

### **5.5 Future Recommendations for Future Application**

The research results showed that the film's dissemination effect played an important role in establishing the image of the destination and the willingness to travel. On the one hand, positive destination images can enhance or translate into willingness to travel, so positive destination perceptions and positive emotional imagery must be shaped. Therefore, the destination image that needs to be publicized is naturally integrated into the plot and the scene, and attention is paid to establishing an attractive image of the front of the tourist destination in the film and television work, thereby conveying to the audience and guiding the establishment of the audience's curiosity to the destination. Positive psychological feelings such as interest, pleasure, etc., ultimately produce a willingness to travel. On the other hand, the image of the destination established through the series will directly affect the willingness to travel, and enhance the effect of film transmission by enhancing the visibility of the story, shooting techniques, star effect, etc., and will also increase the popularity of the destination.

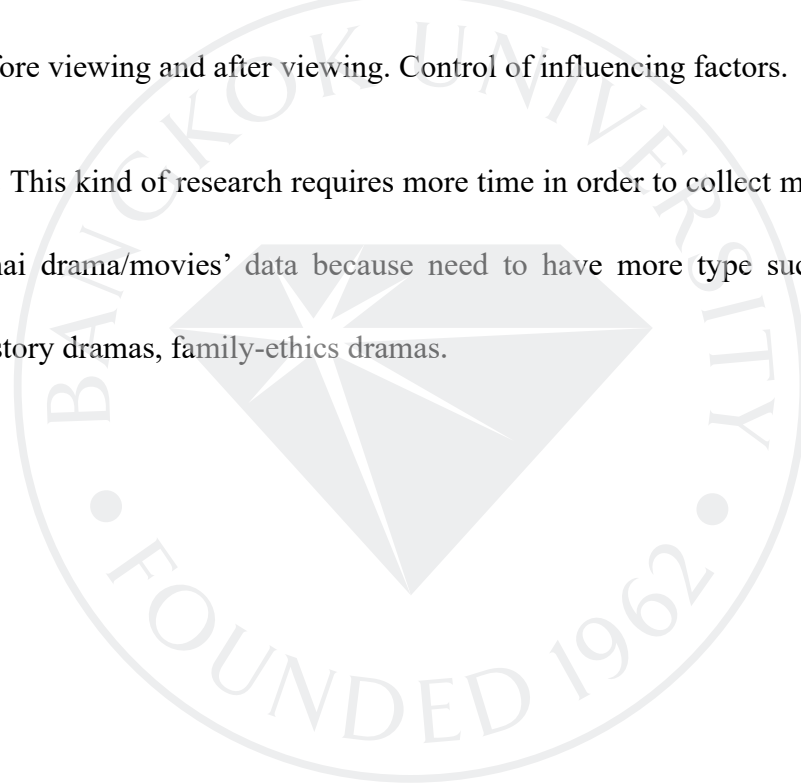


## 5.6 Recommendations for Future Research

Despite the contributions that the present study provides, that these are some recommendations for the future research and study as follows:

5.3.1 This kind of research cannot completely exclude the influence of the stereotype of Thailand through other means in the survey design. Therefore, it is recommended that follow-up research can focus on this aspect, and adopt methods such as before viewing and after viewing. Control of influencing factors.

5.3.2 This kind of research requires more time in order to collect more than one type of Thai drama/movies' data because need to have more type such as LGBT dramas, history dramas, family-ethics dramas.



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## QUESTIONNAIRE

This questionnaire investigates the relationship between storytelling techniques in the Thai drama “Love Destiny” and Chinese audience’ perception toward Thailand, and the influence of the perception of Chinese audience toward Thailand on their intention to travel to Thailand after viewing the drama. Please answer the following questions that best represent your opinion. There is no right or wrong answers, so please respond as honestly as possible. Your responses will remain anonymous. The questionnaire is divided into 4 parts as follows:

Section I: Demographic Information

Section II: Audiences’ perception to the storytelling techniques in the drama “Love Destiny”.

Section III: The perception of Chinese audience toward Thailand after viewing the drama.

Section IV: Chinese audiences’ intention to travel to Thailand

Appreciate much for your genuine cooperation!

Miss. Qin Jie Lin

Date: 19 April 2019

Email: [qjl9085@gmail.com](mailto:qjl9085@gmail.com)

**Section I: Demographic Information**

**Direction: This part of questionnaire would like to ask about your personal information.**

**Please put the cross mark (√) next the appropriate answer that can best represent your demographic profile.**

1. Gender of respondent

1. Male       2. Female

2. Age of respondent

1. Under 18 years old       2. 18-25 years old  
 3. 26-35 years old       4. 36-45 years old  
 5. 46-60 years old       6. Over 60 years old

3. What is your current occupation

1. Student       2. White collar  
 3. Government officials       4. Freelance  
 5. Teacher       6. Others

4. Your marriage Status

1. Married       2. Unmarried/single



### 5. Level of Educational

1. High School       2. Bachelor Degree
3. Graduate and above

### 6. Monthly Income

1. Less than 2,000 RMB       2. 2,000 - 4,000 RMB
3. 4,001 - 6,000 RMB       4. More than 6,000 RMB

### Section II:

**This part of questionnaire would like to ask you about your perception to the storytelling techniques in the drama “Love Destiny”.**

### 7. Have you ever been to Thailand?

1. Yes.    2. No.

### 8. How many Thai dramas/movies have you watched ?

1. One       2. 2-5
3. More than 5       4. More than 10

**Direction: The following description of Thai drama “Love Destiny”, how much do you agree with, Please put the cross mark (√) in the box that best represents your degree of agreement/disagreement on the following statements.**

Statements	Level of Agreement/Disagreement				
	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
<b>Character</b>					
1. The character image created in Thai drama “Love Destiny” is the most attractive to me.					
2. The Thai stars that appear in Thai dramas “Love Destiny” are the most attractive to me.					
<b>Plot</b>					
3. I think the strong emotion is the advantages of Thai drama “Love Destiny”.					
4. I think vivid and easy to understand is the advantages of Thai drama “Love Destiny”.					
<b>Conflict</b>					
5. I think the plot is ups and downs, full of drama conflict is the advantage of Thai drama					

“Love Destiny”.					
6. I think the story is out of reality and have rich imagination is the advantage of Thai drama “Love Destiny”.					
<b>Resolution</b>					
7. I think the high definition of shooting is the advantage of Thai drama “Love Destiny”.					
8. I think the obvious color contrast is the advantage of Thai drama “Love Destiny”.					
<b>Structure</b>					
9. I think the plot "Sweet after bitterness" is the advantage of Thai drama “Love Destiny”.					
10. I think the successful ending is the advantage of Thai drama “Love Destiny”.					
<b>Scenes</b>					
13. I think the high definition of shooting is the advantage of Thai drama “Love Destiny”.					
14. The food that appears in Thai dramas “Love Destiny” is the most attractive to me.					
<b>Dialogue</b>					

15. The way characters speak in Thai drama “Love Destiny” is what attracts me most.					
16. I think the dialogue is easy to understand is the advantage of Thai drama “Love Destiny” .					
<b>Visuals</b>					
17. The view of the scenery that appear in Thai drama “Love Destiny” are the most attractive to me.					
18. Places and scenes that appear in Thai drama “Love Destiny” is most appealing to me.					

**Section III: The perception of Chinese audience toward Thailand after viewing the drama.**

**This part of questionnaire would like to ask you about by watching Thai drama / movie, the following description of Thailand, how much do you agree with, Please put the cross mark (√) in the box that best represents your degree of agreement/disagreement on the following statements.**

Statements	Level of Agreement/Disagreement				
	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
1.Beautiful natural scenery					
2.Beautiful film and television shooting location					
3.Characteristic historical and cultural sites					
4.Good place at good prices					
5.Complete infrastructure					
6.Attractive Thai food					
7.Safe					
8.Thai people are friendly					
9.Colorful festivals					
10.I like Thailand					

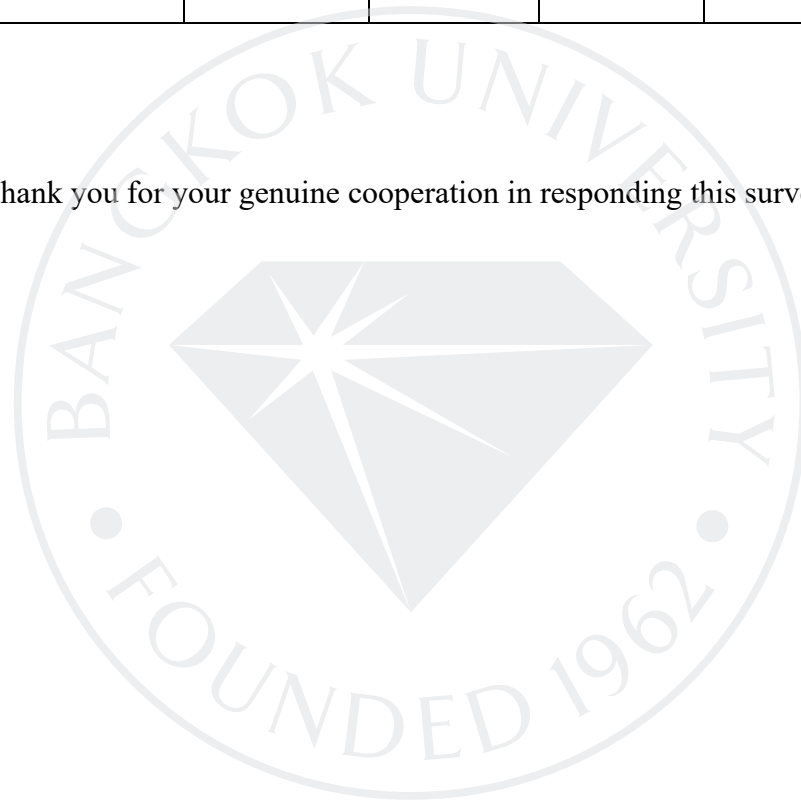
#### Section IV: Chinese audiences' intention to travel to Thailand

This part of questionnaire would like to ask you about by watching Thai drama / movie, the following description of your travel intent to Thailand, how much do you agree with, Please put the cross mark (√) in the box that best represents your degree of agreement/disagreement on the following statements.

Statements	Level of Agreement/Disagreement				
	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (6)
1. After watching the Thai drama, I will tell my friends and family about my travel purpose and plan.					
2. After watching the Thai drama, I will recommend Thailand to my friends and family.					
3. After watching the Thai drama, I will be willing to visit Thailand further.					
4. After watching the Thai drama, I will continue to visit Thailand in the future.					

5.After watching the Thai drama, I will visit Thailand even if the cost is higher than other destinations.					
6.After watching the Thai drama, I will visit Thailand even if the cost is higher than other destinations.					

Thank you for your genuine cooperation in responding this survey!



**BIODATA**

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Day 30 Month Jan. Year 2020

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