FACTORS INFLUENCING SATISFACTION OF CHINESE TOURISTS TRAVELING
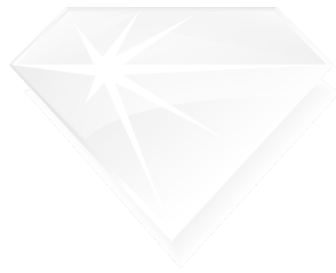IN THAILAND IN THE NEW ERA

FACTORS INFLUENCING SATISFACTION OF CHINESE TOURISTS TRAVELING
IN THAILAND IN THE NEW ERA

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ABSTRACT

This independent study aims to investigate the influence of Chinese tourists' personal data, tourist behaviour and information sources on Chinese tourists' satisfaction with travel in Thailand. This study used a questionnaire to collect primary data. The sample size was 279 Chinese tourists who were about to complete their tour in Thailand. The results found that most of them were female, aged between 20-30 years old, were undergraduate graduates, with a monthly income between 3,000 and 5,000 CNY, and most of the respondents were visiting Thailand for the first time with the main purpose of leisure travelling. The results show that there is no differences between the personal demographic whereas the tourist behaviour and the source of information have an influences on the satisfaction of Chinese tourists while traveling in Thailand such as travel time, transportation, intention to revisit.

Keywords: Personal Data, Tourist Behavior, Information Source, Tourist Satisfaction, New Era

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CHAPTER 1
INTRODUCTION

1.1 Research background

In recent years, due to China's reform and opening up policy, the economy has developed rapidly. The continuous improvement on people's living standards has led to the rapid development of outbound travel. On this basis, the Southeast Asian countries continue to create more opportunities for Chinese outbound tourists. Due to the outbreak of COVID-19 all over the world, many governments have launched travel restrictions to manage and control the COVID-19. Considering global health, these border closures result in a decline of Chinese outbound tourists (Wen et al., 2021). Moreover, the Thailand tourism industry has faced serious challenges since the global crisis event has limited flows of Chinese outbound tourist flows (Jin et al., 2019).

The tourism industry is perceived to be a main beneficiary of the economic development, which has generated approximately 11% of global GDP by 2018 (WTTC, 2019) with an increasing trend. Moreover, the tourism industry is one of the most profitable and promising fields, which is proven by the truth that the profits generated by the tourism sector in the global economy was roughly $9 trillion in 2018 (WTTC, 2019). At the same time, it can also improve the transportation facilities of the tourist destination. Therefore, the advancement of tourism can promote the rapid development of the national economy and increase the income of the country. Currently, tourism has become a social phenomenon since individuals want to escape from their daily routines and usual environment, and tourism also plays an important role in economic development (Amoah & Amoah, 2019).

As the popularity of outbound travel continues to rise, competition between major tourist countries has intensified. In this case, more and more countries are realizing that only by improving tourist satisfaction can they maintain a competitive advantage. Visitor satisfaction can measure the level of tourism development in a region (Amoah & Amoah, 2019). It is also a core factor affecting the image and national brand of the tourist area. Tourist satisfaction is very important for the development of a successful tourist destination market. It has been used as a tool for

assessing tourism products, assessing the consumption of tourism products, services and revisiting intentions.

In recent years, many scholars have studied tourist satisfaction. For example, some scholars study how to improve visitor satisfaction by exploring the expectations of tourists before travel and the actual feelings after travel. Many scholars use the expectation and perception interaction model to study the characteristics of tourist satisfaction. For instance, according to Chigora & Hoque (2018), they reported that it is necessary for a tourism country to maintain competitive through being aware of tourists' desires and requirements. This can also minimize the discrepancy between tourists' expectations and actual feeling of the tourist attraction (Mwinuka, 2017).

Although these studies provide a wide variety of tourist satisfaction information, there is little research focusing on the factors affecting tourist satisfaction of Chinese tourists with Thailand during the pandemic.

The development of tourism is an important direction to measure the development of tourism in a country and region. Thailand's tourism has developed rapidly in recent years, and the current tourism industry's profits are getting higher and higher, and the demands of tourists are constantly improving. However, due to cultural differences and uneven quality of service, this has made different visitors' satisfaction in Thailand. The increase in the number of tourists can increase the income of the tourism industry in Thailand. However, the increase in the number of tourists requires visitors to have higher satisfaction. This study uses questionnaire to investigate and analyze the satisfaction of Chinese tourists visiting Thailand It is hoped that the study could effectively promote the long-term development and the direction to improve tourist satisfaction of tourism after the pandemic in Thailand.

1.2 Objective of the study

An important factor of the continued stable development of tourism in a country: stable tourist resources. The premise of stabilizing the source of tourists is that the local tourism industry must have a high level of tourist satisfaction. Visitors have a high degree of satisfaction in order to make the local tourism industry develop rapidly. It even led to the rapid development of the entire national economy.

Therefore, the satisfaction of tourists is very important, and the study of tourist satisfaction is even more essential.

The aims of this study are as follows:

1. To discover tourist satisfaction of Chinese tourists on traveling in Thailand.

2. To analyze factors influencing tourist satisfaction of Chinese tourists on traveling in Thailand.

Research questions:

1. How do personal data influence on tourist satisfaction?

2. How does tourist behavior influence on tourist satisfaction?

3. How does information source influence on tourist satisfaction?

By summarizing and analyzing the differences, advantages and disadvantages of Thailand and other tourist countries, it began to improve Thailand's tourism industry (Wang, 2015). By continuously improving service levels, more tourists can be attracted (Nonthapot & Nasoontorn, 2020).

1.3 Significance

The research significance of this study has two aspects. One is theoretical meaning and the other is practical meaning. Starting from the theoretical part, there are many research findings in the academic field, which explain customer satisfaction from a theoretical perspective.

This study combines the development of the Thai tourism industry with the following theories: difference theory, Maslow's hierarchy of needs theory, customer satisfaction theory, and experience economy theory. The research data and results can accumulate the original materials for Chinese tourists to travel satisfaction research in Thailand. To a certain extent, it will enrich the theoretical research on tour satisfaction, and at the same time have a certain effect on the development of related disciplines such as management.

In the practical sense based on reality, this study can conduct targeted research on the satisfaction of Chinese tourists visiting Thailand. This will help the Thai tourism staff to understand the overall satisfaction of tourists. It is hoped to discover the current problems in the local tourism industry. Thereby improving the management of the scenic spots and improving the quality of service takes the guide

as an example. It is needed to improve the quality of tour guides to give the good quality of the service to the tourists. At the same time, research on tourist satisfaction of Chinese tourists visiting Thailand is conducive to reflecting the current satisfaction of Chinese tourists on tourism products in Thailand. This enables scenic spots and travel agencies to better develop travel plans for Chinese tourists and make better arrangements for tourists. At the same time, it can improve the service quality and service attitude take the guide as an example: need to increase the patience of the guide when explaining of the staff.

1.4 Content and methods

Based on the existing theories and taking the tourism satisfaction as the research perspective, this study explores the satisfaction of Chinese tourists visiting Thailand in the new era. Through background analysis, the development prospects of Thailand's tourism industry are pointed out. The analysis of the policy of Chinese tourists to Thailand is used to analyze the impact on Chinese tourist traveling in Thailand. This study collects and discusses the factors that affect the satisfaction with Chinese tourists visiting Thailand through the literature review method. It is because Chinese tourists visiting Thailand are very hot topics in China as Chigora & Hoque (2018) present that Thailand has become one of the most popular tourist destinations of Chinese tourists due to its low traveling prices and convenient transportation.

The research has a practical significance since it can offer valuable insights towards how to help global tourism make a continuous growth in the new era.

At present, there are relatively few research literatures on Chinese tourists visiting Thailand. Through the collation of the literature, combining with the collected data, this research focuses on research blind spots of current tourism satisfaction and has a positive reference to understanding and analyzing the satisfaction of Chinese tourists traveling in Thailand. Previous studies are mainly reflected on the investigation into the status quo and influencing factors of tourism satisfaction. The important of this study is that Thailand tourism has directly been impacted by the new era: the outbreak of the COVID-19. Therefore, it is meaningfully to explore how the outbreak of the COVID-19 influences the Thailand tourism and Chinese tourist satisfaction.

Many academic papers focus the current situation of Chinese tourists visiting Thailand. Through analyzing these academic papers, they can draw the advantages and disadvantages of Thai tourism. By using the relevant information to analyze the satisfaction with Chinese tourists to Thailand, we can provide experience and guide the advantages and disadvantages of the current tourism development in Thailand.

1.5 Definitions and terms

Tourist satisfaction:

Tourist satisfaction is a defined as a tourist's decision or reaction that follows cognition or emotion.

Tourist area:

Tourist area refers to an attractive tourist destination which aims at attracting more tourists to visit a tourist destination, and natural attractions play a significant role in developing the tourist area.

New Era:

Something that is new has been recently created, built, or invented or is in the process of being created, built, or invented. The trend of Thailand tourism after the outbreak of the COVID-19.

CHAPTER 2
LITERATURE REVIEW

Tourism evolves to be one of the most significant businesses and is regarded as a major contribution to well-being, prosperity, and development. However, it is difficult to systematically analyze the relationship between tourist satisfaction and tourism change. Generally, tourist satisfaction depicts the tourist's thoughts, state, and thinking emotionally after the tourist travel a tourist destination (Ranjanthran & Mohammed, 2010). Moreover, there is a positive relationship between the tourist destination and the tourist experience's quality (Muskat et al., 2019). For tourism destinations, tourist satisfaction also plays a significant role in influencing tourist's choice amongst different tourist destinations (Muskat et al., 2019).

2.1 Tourist Satisfaction

Tourism experience is the core of tourism phenomenon. The study of tourist satisfaction is based on tourism experience. It takes traditional mass tourists as the research object to analyze the overall evaluation of tourists on the tourism process of tourist destinations. The tourism industry's focus on customer satisfaction comes mainly from the sudden fierce competition in the world market. Tourist satisfaction is the comprehensive evaluation of tourists' satisfaction with tourism landscape, infrastructure, tourism environment and social services (Dabphet, 2017). Simply put, tourist satisfaction is a kind of psychological feeling or emotional state generated by tourists from inside out during or after the tour.

With the increasing frequency of tourism activities, for tourists, the evaluation of tourism experience is to see whether tourists are satisfied emotionally. However, whether a tourist will return home happily or not depends not only on the tourists themselves, but also on the warm and thoughtful service of the reception staff of tourism enterprises. There are many complicated factors, such as whether the tourists are satisfied with their experience in the destination and how they are treated in the destination. It is difficult to predict the effect of a tourist's travel experience because it can be done in completely different ways at different times and occasions and with different people (Villamediana-Pedrosa et al., 2020).

As early as the 20th century, some scholars have studied the tourist satisfaction of tourist destinations. So far, there have been some mature theories, including the definition of tourist satisfaction, research on its influencing factors and measurement methods.

In terms of concept definition, American scholar Pizam first proposed the concept of tourism satisfaction in 1978. Its interpretation of tourist satisfaction is widely accepted by the tourism industry. His interpretation of tourist satisfaction is as follows: this is the result of a comparison between expectation and experience. Expectation is the tourists' advance idea of the destination, while experience is the tourists' actual feeling in the destination. If the expectation is greater than the experience, the passenger is satisfied: on the contrary, if the expectation is less than the experience, the passenger is not satisfied (Huang & Guo, 2024).

Based on this concept, Naidoo (2011) further emphasized that tourist satisfaction is the positive effect of expectation compared with experience, that is, "positive" experience. Baker believes that improvements in perceived quality and satisfaction will lead to sustained or even expanded visitor Numbers, providing stronger support for destination (Lian el at., 2012).

In terms of influencing factors, Pizam conducted empirical research on tourists from Cape Cod, a port city in Massachusetts. By using the investigation data of 685 visitors in analysis, he found that there are eight factors influencing tourist satisfaction, including clothing, food, accommodation, living conditions, etc. Although these factors are related to the characteristics of destinations, they cannot cover all tourist destinations and are not representative, but can refine the influencing factors to factors, which has certain guiding significance (Huang & Chen, 2015).

Akama and Kieti (2003) believe that it is necessary to deeply study the individual factors that lead to the decrease of tourists' satisfaction, so as to avoid the occurrence of local factors that reduce the overall satisfaction of the destination. The factors that affect the satisfaction include expectation, fairness, emotion and characteristics. Mulwa et al. (2018) studied the reasons for the decline in visitor number in Kenya National Parks. He conducted a survey and found that the quality of both products and services would affect visitor satisfaction. Therefore, he came to the

conclusion that the quality of products and services in tourist destinations is an important factor affecting tourists' satisfaction.

As for the study on of Chinese tourist satisfaction, some Chinese scholars have devoted themselves to the establishment of the tourism satisfaction process model in recent years. Lian et al. (2012) studied the evaluation system of tourist satisfaction in tourist scenic spots, analyzed the business process of tourist scenic spots, and then put forward the main factors affecting tourist satisfaction in tourist scenic spots and built an index system to evaluate tourist satisfaction, and they conclude that it is important to use fuzzy comprehensive evaluation method in order to establish a mathematical model, which can evaluate tourists' satisfaction and try to provide a decision-making aid tool to master the level of tourists' satisfaction (Lian et al., 2012).

Dai (2019) used content analysis method and Importance-satisfaction analysis method to measure tourist satisfaction, which can understand the level of tourism service, the attraction of tourism resources and even the competitiveness of a tourism area. He found that tourist satisfaction can be improved through improving attraction of tourism resources.

Yang et al. (2010) obtained first-hand data through the market survey, using the Likert 5- point scale to measure the attitude of the research object. She used SPSS13 software package to process the factor analysis of the factors affecting tourism satisfaction with the basic data. She also used ANOVA to explore the relationship between demographic characteristics and the four common factors and found that there were some differences in the factors affecting tourism satisfaction with different genders, ages, occupations and educational levels.

Su et al. (2009) obtained the data of Changsha residents' satisfaction with rural tourism by means of sampling survey, they analyzed the contribution of each point of satisfaction to the overall satisfaction by using multiple regression, and obtained the difference of satisfaction among urban residents with different population characteristics by using one-way variance analysis, and constructed the rural tourism satisfaction system model.

Sun et al. (2013) selected 22 model independent variables to study the satisfaction of Korean tourists on tourist destinations in Shanghai, and proposed the

satisfaction ranking - cultural landscape, convenient transportation, nightlife, entertainment and natural landscape richness.

The above academic scholars use sampling survey to explore factors (such as age, income and education) influencing tourist satisfaction in order to offer suggestions of improving tourist satisfaction. And these academic scholars mainly use multiple regression to analyze data acquired by survey.

2.2 Tourist Behavior

Since the 1960s, western scholars have studied tourist behaviors in combination with anthropology, sociology, psychology and other disciplines, elaborated and analyzed the characteristics and reasons of tourist behaviors, mainly starting from the perception of tourism principles, tourist motivation and tourist behavior decision-making. The studies on influencing factors of tourist behavior mainly include internal and external factors. Both factors are elaborated as follows:

2.2.1 Internal factors

Plog built a tourist motivation model and found that the influencing factors of tourism behavior include age, economic strength, tourism preference and education level in 1974 (Huang, 2021). In his factor analysis and research on tourism behavior, believes that it is very important for driving factors (tourism preferences) to have an impact on tourism behavior.

That different age can make a difference in travel demand (Van den Berg et al., 2011) and other scholars combined with psychology related theory, the system analyzes the tourist behavior (including: individual behavior, group behavior) of the important factors: age, time and economic ability and level of education.

McKercher (2008) took the friction cost and distance cost as the starting point of tourists' tourism behavior research and concluded that economy and time naturally limit tourists' behavior. Kim and Lee (2020) conducted a comparative study on the travel behaviors of tourists from the United States and Japan. From the perspectives of age and gender, he found that both of them had important influences on the travel behaviors of tourists. Wang et al. (2023) pointed out that the relationship between tourism preference and tourists' perception is very important.

Vu et al. (2015) studied the mutual flow of tourists between cities and found that tourist preferences play a crucial role in travelers' behavioral decisions. Jönsson and Devonish (2008) conducted statistical research on tourists according to their age groups and found that tourists' age would affect their travel behaviors.

2.2.2 External factors

Political security has a great impact on tourism motivation, and tourists take political security as an external influencing factor into full consideration when choosing tourism behaviors. Wolpert built a time series analysis model in 1967 based on the data of tourists from 1950 to 1960 in the United States and studied the behavioral characteristics of tourists in the United States. The decisive influencing factors of tourism behaviors include local political factors, local culture, tourism products and environment (Tang, 2015). Prasad, Nair and Purohit (2019) found that tourism behavioral pull factors include tourism products, local environment and cultural environment of tourist destination.

Zong et al. (2017) comprehensively use SP and RP methods to find that Canadian handicrafts have an impact on tourists' behavioral choices. Axk studied tourist behaviors in major cities of 19 European countries. From the perspective of the attractiveness and participation rate of cultural activities in tourist destinations, local culture has an important impact on tourist behaviors.

In summary, the factors that affect the behavior of tourists can be divided into internal factors (age, economic strength, tourism preferences, education level, time, etc.) and external factors (local political factors, local culture, tourism products, environment, etc.).

2.3 Information source

2.3.1 Information source concept

UNESCO (1976) defines the "source of information" in the terminology of the literature. "Information source" is defined as "the source of information that an individual obtains in order to meet their information needs". The current information dissemination speed is very fast, it is not easy to find the source of a piece of information. In view of this, many scholars at home and abroad have made a clearer division of tourism information sources. In foreign countries, most scholars in the

empirical research have embodied information sources into the following classification studies: personnel information, commercial or market-driven information, public information, empirical information.

In addition, some scholars have started from other aspects and tried to propose different methods of classification of tourism information sources. Bieger and Laesse (2004) divide information into information sources for tourism decision-making and information sources for pre-tourism preparation from the dimension of importance of information before and after tourism decision-making. Wu and Zhao (2022) divide travel information into pre-tour information and in-game information, depending on the audience and stage of the tourism information.

Munar and Jacobsen (2013) divided tourism information sources into paper document information sources in 2003, broadcast television information sources and digital information sources. She analyzed the current status of the utilization of these three sources of information about China and the countermeasures for their development and utilization (Yan, 2015).

Li and Wang (2011) focused on professional tourism media and classified the media of tourism information dissemination into four categories: printing and electronic media, travel website pages and outdoor tourism media. Among them, printing media includes newspapers, periodicals, books, etc. Electronic media includes radio and television.

Guo and Ling (2013) based on purposefulness of dissemination, through the analysis of the concept of information dissemination and the analysis of these basic theories of components. He classified the routes of travel information and summarized them into three basic ways of transmission.

Skovsgaard and Van Dalen (2013) takes the tourism and leisure of the consumer society as the starting point, and the media of tourism information is classified into three categories: interpersonal communication, traditional media and online media. Among them, the main concern of interpersonal communication is word of mouth. Online media is the source of tourism information highlighted in this article.

Summarizing relevant research findings, the current academic community does not have a unified definition of tourism information sources. It basically follows

the classification of information sources by tourist behavior. At the same time, it takes into account the important role of interpersonal communication, print media communication and visual media in information dissemination. With the development of the times and technology, the network plays an increasingly important role in people's lives. Therefore, many scholars have begun to pay attention to the important role of the network of the dissemination of tourism information. In the study of interpersonal communication, more and more scholars began to focus on public praise. American marketing expert Emmanuel Rosen: "The so-called public praise is all comments about a brand, is any given at a given time. The sum of all communication between people in a particular product, service, or company."

With the continuous development of the network, virtual communities emerge one after another. People have a lot of extensive exchanges of the virtual community, and the network public praise has formed. The size of Chinese netizens continues to grow. According to the latest China Internet statistics report released by CNNIC (China Internet Network Information Center), the total size of Chinese Internet users has reached 649 million, and the Internet peneqtration rate has reached 47.9% (Nie, Sousa-Poza & Nimrod, 2017). Considering that the network has more and more important influence, this study uses the network public praise as an information source type.

Regarding the definition of the network public praise, Litvin (2008) believes: "The network public praise is the exchange of information about the two parties of the use of Internet technology to communicate the use of products and services, characteristics, etc. and all the communicators are consumers" (Xiong, 2014). This view covers the three main characteristics of the network public praise recognized by the current academic community: 1.the subject of communication is the consumer; 2.the communication with the consumer is carried out through the Internet; 3.the content of the communication is the product, Services for commenting and communicating.

Therefore, this study believes that the "network public praise" is the type of tourism information source mainly refers to the travel notes, recommendations and comments of netizens in Weibo, WeChat, Forum and other virtual communities. It

also includes comments on travel products and services published by netizens on travel-related websites.

2.3.2 Information source and tourist satisfaction

Tourists usually search for a large amount of information before they travel, and the search for information will affect the decision on the tourists. It will affect the tourists' satisfaction with the tour. Not only that, but tourist satisfaction is also affected by other factors.

In foreign countries, the research part related to the selection of information sources. Xiang and Fesenmaier (2020) found that family travel is more likely to get information from the media. Travel groups of more than 50 people tend to use to travel agencies. People with college education are more likely to get information from prints about specific destinations.

Zhang et al. (2014) also found that more and more tourists use the Internet and online resources to obtain travel information. The Internet has evolved to become one of the most effective means for tourists to search for travel information and products.

In terms of information sources and visitor satisfaction research, Thomas and da Costa Mendes et al. (2010) argued that there is a difference in the demand for information resources for tourist satisfaction. It is pointed out that future research should focus on information channels and information content.

MacKay et al. (2007) analyzes the relationship between travel information search and travel product purchase by investigating online and non-network travel information search and purchase behavior. They believe that information searches and product purchase are subject to travel products type, travel experience and the impact on the tourism phase.

Many scholars in China have also studied tourist satisfaction based on information sources. Luo et al. (2022) believes that tourism decisions cannot be made if they leave the tourist information. The content, form, type, quantity, source and other characteristics of tourism information directly. In turn, it will affect the overall tourist satisfaction with tourists.

Liu (2018) studied the decision-making behavior of tourists from the perspective of internet public praise. Through research, friends and relative's

recommendation, travel website, national policy promotion and overseas promotion Activities will stimulate visitors.

Zhao et al. (2015) found that the source of information is different, and the credibility will be different. Among them, the information about the oral communication of acquaintances and friends is the most credible. The exaggerated propaganda of media advertising is very low. Same time, it will cause excessive tourist expectations for tourists, which makes it easy to cause disappointment when it comes to real travel.

Tang and Jang (2012) divided the types of tourism information into seven types, such as interpersonal communication. At the same time, they constructed a structural equation model to study the influence of tourism information sources on consumer behavior intentions. Through research, it is found that consumers have the highest sensitivity and motivation for interpersonal communication.

Summarizing relevant research findings, there are many studies on the impact on specific information source types (such as network, public praise, etc.) on tourist satisfaction. Research sources of information also have more literature on the travel intentions of a particular type of tourist or tourist. These studies validate the role of information source types in responding to visitor satisfaction. The specific source of information can indeed influence the decision-making of tourists through certain factors. At the same time, this verifies that different types of tourists do have a preference for the choice of source of information. This provides a great theoretical guidance of the next study in this study.

The above analysis includes the concept of information sources and the relationship between information sources (public praise, etc.) and tourist satisfaction. In particular, the information source mainly includes visual media, print media communication and interpersonal communication. Meanwhile, tourists prefer to search for a large amount of information before they travel, and information source will affect the tourist satisfaction.

2.3.3 Interpersonal communication

Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods. It often includes face-to-face exchange of information, in a form of voice, facial

expressions, body language and gestures (Subramanian, 2017). The level of one's interpersonal communication skills is measured through the effectiveness of transferring messages to others. Whether a message is received and interpreted correctly depends mostly on context. Therefore, interpersonal communication is contextual. Context is about the environmental factors that influence the outcomes of communication. These include time and place, as well as factors like family relationships, gender, culture, personal interest and the environment.

2.3.4 Visual media

Visual media is a colloquial expression used to designate things like TV, movies, photography and painting. But it is highly inexact and misleading. In current extremely cluttered digital environment, online marketers have no option but to use visual media to stand out from the crowd (John and De'Villiers, 2020). Visuals are highly effective, and individuals can construe their effectiveness from the fact that adding a photo to social media accounts.

2.3.5 Print media communication

The print media is a medium of mass communication that involves the use of printed publications such as newspapers, magazines, journals etc. (Catalan-Matamoros and Peñafiel-Saiz, 2019). Newspapers have been the major source of disseminating information from time memorial. The most vital and significant purpose of print media is to share information as a written interface to a strictly targeted audience for whom the particular set of information or data has been meant for genuinely.

Personal data	Satisfaction of Chinese
Tourist behaviors Influence	tourists travelling in
Information source Influence	Thailand
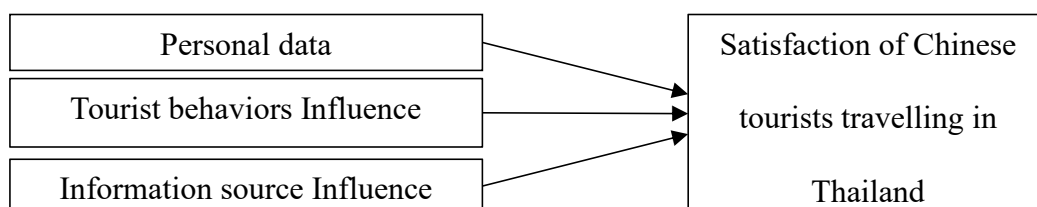
Figure 2.1: Research framework:

Hypothesis statements:

H1: Personal data has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H1.1 Gender has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H1.2 Age has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H1.3 Marital Status has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H1.4 Education has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H1.5 Income has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H1.6 Occupation has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2: Tourist behavior has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.1 Objectives of travelling has an influence on the satisfaction of Chinese tourists traveling in Thailand

H2.2 Frequency of travelling has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.3 Length of stay has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.4 Accompanies during travelling has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.5 Type of accommodation has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.6 Means of transportation has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.7 Attractions has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H2.8 Revisit has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H3: Information sources have an influence on the satisfaction of Chinese tourists traveling in Thailand.

H3.1 A friend's recommendation has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H3.2 Travel review has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H3.3 Recommendation from social media has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H3.4 Recommendation from tourists has an influence on the satisfaction of Chinese tourists traveling in Thailand.

H3.5 Commercial advertising has an influence on the satisfaction of Chinese tourists traveling in Thailand.
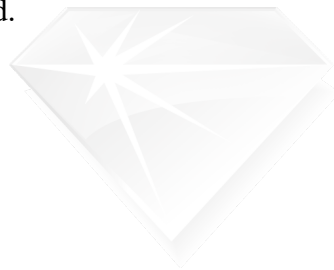
CHAPTER 3
RESEARCH METHODOLOGY

The research of this subject mainly aims at Chinese tourists who travel to Thailand to explore their overall satisfaction with traveling to Thailand. The main purpose of this chapter is to explain the variables of this study. The process of collecting samples, questionnaires design, and finally data collection and analysis. This chapter can be divided into the following parts:

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Testing Research Instrument

3.5 Data Collection

3.6 Preparation and Data Analysis

3.1 Research design

The methods used in the data collection stage of this study include questionnaire methods; and the analysis contents in the data analysis stage of the collection include descriptive statistical analysis, reliability and validity analysis, and regression correlation analysis. Among them, the questionnaire method based on the theories put forward by previous scholars, asking a series of questions for the survey subjects, and finding the data needed for this research from the answers of the survey subjects. The descriptive statistics method is to perform statistics on the basic information of the survey object to find out the overall characteristics of the research object; reliability and validity analysis refers to the analysis of the reliability of the questionnaire, so as to know whether the questionnaire is reliable or not. Many scholars use this method to study customer satisfaction. This study uses the above methods to complete the determination of the survey object, the reliability verification of the questionnaire and data, and the customer satisfaction analysis systematically, which has a certain logic.

3.2 Population and sample

Selection population:

This study examined Chinese tourists who traveling in Thailand were about to complete Thailand's tourism as the survey object. It gathered their basic information such as gender, age, income, etc. The questionnaires were distributed to these Chinese tourists traveling Thailand from December 2019 to December 2020 to complete data collection.

Sample and sample size:

In order to make this research more credible, Gorsuch (1989) proposed that the size of the sample size should ensure that the ratio of measurement items to sample size is kept between 1:5 and 1:10. Since the number of measurement items in the questionnaire in this paper is 30, the calculation and formula are performed according to this ratio:

$$n = \frac{p(1-p)}{e^2 * z^2 + p(1-p)N}$$

In this formula,

n means	Required sample size
p means	Population proportion picking a choice (0.5)
z means	Z value (1.96 for 95% confidence level)
e means	Margin of error (0.1)
N means	Population size

As the research object of this study is Chinese tourists traveling in Thailand during December 2019 to December 2020, according to the statistics of the Ministry of Tourism of Thailand at the end of the year 2020, the number of Chinese tourists entering Thailand is 1.25 million, the value of N is obtained, through the calculation of the results revealed 80, indicating that at least 100 samples are required for the research on the factors influencing the satisfaction of Chinese tourists traveling in Thailand. Hence, summarizing the above results and considering the actual efficiency of the questionnaire distribution, the amount of data must be sufficient, the number of distributed research samples is set at 300 (Hayes & Bennett, 1999).

Sample selection:

In this study, random sampling was used to collect questionnaires in a variety of ways. The data collection starts from May 2020 to October 2020 in Thailand to investigate Chinese tourists who were about to end their trip in Thailand and gathered via completing the questionnaire online. The questionnaire is in a Mandarin version, which can improve the efficiency of questionnaire recovery and ensured the authenticity and reliability of the questionnaire.

3.3 Research tools

The research tool was developed according to the following steps:

3.3.1 Documents and theories related to tourist satisfaction in academic websites and major libraries on the Internet are collected and sorted out, which can offer help to the smooth progress of this topic.

3.3.2 According to the satisfaction index system developed by Song (2012), and according to the specific conditions of Thailand, the latitude of the indicators was improved, and on this basis, the questionnaire was designed and translated into Chinese. The questionnaire is in the form of a Richter 5-level scale, in which tourist expectations are divided into 1=strongly disagree, 5= strongly disagree.

This study is based on the review of relevant literature and collected data by questionnaire. The questionnaire is divided into the following sections:

The first section: the basic information of the survey object, including gender, age, education level, etc.

The second section: about the survey of Chinese tourists' satisfaction with various indicators in Thailand, this part can be divided into three aspects, tourist satisfaction including tourist behavior and information source.

3.4 Reliability and Content Validity

3.4.1 Reliability

The reliability analysis of this questionnaire uses Cronbach's Alpha coefficient as the metric. According to the opinions of most scholars, the reliability coefficient is above 0.9, indicating that the reliability of the scale is the best, and between 0.8-0.9, indicating that the reliability is better. Therefore, this study eliminated categories with a reliability coefficient below 0.8.

Table 3.1: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha	
	Pilot Test	
	Item	n = 40
Tourist behavior	8	0.508
Information resource	5	0.901
Tourist satisfaction	11	0.935
Overall	30	0.836

3.4.2 Content Validity

After the questionnaire was developed based on the adviser's suggestion Then, it was sent out to three experts to check the verification of content validity. It is important to check if something is valid and accurate before sending the questionnaire to the respondents.

3.5 Data collection

In this research, based on the probability sampling theory proposed by Samaher and Faisel in 2015, the author surveyed Chinese tourists who are about to end their trip to Thailand in Thailand airports, hotels, restaurants and other places. It is estimated that 300 questionnaires will be issued. When returning the questionnaires, check the number of questionnaires returned, and select n valid questionnaires from the returned questionnaires, n/300*100%, to get the effective questionnaire distribution.

3.6 Preparation and data analysis

This study used the questionnaire method, and made use of statistical knowledge and theories, and used computer technology to analyze the data collected by the questionnaire. The specific steps are as follows:

1. Compile the questionnaire based on relevant theories

2. Complete the reliability and validity test of the questionnaire

3. Analyze the data using descriptive statistical analysis

4. Reliability and validity analysis

5. ANOVA analysis

The main software used in the process of completing data processing is SPSS program. When verifying the hypothesis, ANOVA methods are used for verification. The questionnaire was back-translated into Chinese as the study population was Chinese.
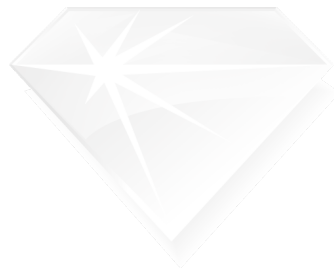
CHAPTER 4
DATA ANALYSIS

This chapter focuses on analyzing the collected data from 279 valid questionnaires actually returned. The data consist of the participants' demographic data, tourist behavior data, information source data, and tourist satisfaction data of Chinese tourists traveling in Thailand during May - October 2020. According to the gathered data, this chapter has reported the analysis of correlation and the difference between the means of more than two groups, thus determining the relationship between the independent variable and dependent variable.

4.1 Data analysis

Based on the gathered data from the questionnaire, this chapter involves the analysis of demographic information, the analysis of tourist behaviors, the Correlation analysis between information source and satisfaction of Chinese tourists traveling in Thailand, and the difference between information source and satisfaction of Chinese tourists traveling in Thailand.

The results of the analysis are as follows:

Table 4.1: Analysis of Demographic Information (n = 279)

Items		Frequency	Percentage
Gender	Male	81	29.1
	Female	197	70.9
Age	Less than 20 years	1	0.4
	20-30 years	80	28.8
	31-40 years	57	20.5
	41-50 years	61	21.9
	More than 50 years	79	28.4
Marital Status	Single	52	16.88
	Married	256	83.12
	Unmarried	170	61.2

(Continued)

Table 4.1(Continued): Analysis of Demographic Information (n = 279)

Items		Frequency	Percentage
Education	Lower than bachelor's degree	145	37.66
	Bachelor's degree	114	48.38
	Higher than bachelor's degree	19	13.96
Income	Below 3000 yuan	98	35.3
	3000-5000 yuan	108	38.8
	5001-7000 yuan	31	11.2
	7001-10, 000 yuan	16	5.8
	More than 10000 yuan	25	9.0
Occupation	Student	11	4
	Company employee	39	14
	Business owner	3	1.1
	Government / State enterprises	22	7.9
	Others	203	73
Total		279	100

Table 4.1 exhibits the participants' demographic information. According to Table 4.1, 29.4% are males, and 70.6% are females. The majority of respondents' average age are between 20 and 30 years old, which is 28.7%. Next are between 31 and 40 years old, which is 20.4%; less than 20 years old and more than 50 years old, 0.7% and 28.3% respectively. In terms of their marital status, 28.3% are single; 10.8% are married and 60.9% are unmarried. Regarding their education level, 52% do not obtain a bachelor's degree; 41.2% acquire a bachelor's degree; 6.8% obtain an education degree higher than a bachelor's degree. In terms of participants' average monthly income, 35.5% do not exceed 3000 yuan; 38.7% earn average monthly income between 3000 and 5000 yuan; 11.1% acquire average monthly income between 5001 and 700 yuan; 5.7% earn average monthly income between 7001 and 10, 000 yuan; 9% acquire average monthly income more than 10, 000 yuan. Regarding their occupation, 4.3% students, 14% are company employee, 7.9% working on government or state enterprises and 73% are other occupations.

Table 4.2: Analysis of Tourist Behavior (n =279)

Items		Frequency	Percentage
Objectives	Leisure	183	65.6
	Business	3	1.1
	Visiting friends	2	0.7
	Education	18	6.5
	Other	73	26.2
Frequency	First time	214	76.7
	2-3 times	42	15.1
	4-5 times	7	2.5
	More than 5 times	16	5.7
Length of stay	2-3 days	44	15.8
	4-5 days	144	51.6
	1-2 weeks	62	22.2
	More than 2 weeks	29	10.4
Accompanies	Alone	30	10.8
	Family	64	22.9
	Friends	130	46.6
	Tour group	38	13.6
	Other	17	6.1
Types of accommodation	Hotel	189	67.7
	Hostel	63	22.6
	Guesthouse	2	0.7
	Friends & relatives' house	6	2.2
	Other	19	6.8
Means of transports	Public transit	88	31.5
	Taxi	118	42.3
	Private / rental car	34	12.2
	Other	39	14.0

(Continued)

Table 4.2(Continued): Analysis of Tourist Behavior (n =279)

	Thai Culture	74	26.5
Attractions	Tourist Attractions	167	59.9
	Thai Food	34	12.2
	Shopping	4	1.4
	Yes	235	84.2
Revisit	Perhaps	41	14.7
	No	3	1.1
Total		279	100

Table 4.2 exhibits the results of tourist behaviors. There are 65.6% traveling to Thailand for leisure; 1.1% for business; 26.9% visiting Thailand for visiting friends and relatives and other reasons; and 6.5% going to Thailand for education respectively. Regarding their frequency of traveling to Thailand, 76.7% have traveled to Thailand for the first time; 15.1% traveling to Thailand for 2 to 3 times; 2.5% traveling to Thailand for 4 to 5 times and 5.7% traveling to Thailand more than 5 times respectively. In terms of length of stay in Thailand, 15.8% staying in Thailand for 2 to 3 days; 51.6% staying for 4 to 5 days and 22.2% staying for 1 to 2 weeks respectively. Regarding accompanies traveling in Thailand, 10.8% traveling to Thailand alone; 22.9% traveling to Thailand with family; 46.6% traveling with friends and relatives and 19.7% traveling to Thailand with tour group or others respectively. In terms of accommodation, 67.7% choosing a hotel while traveling to Thailand; 22.6% selecting a hostel and 9.7% choosing a guesthouse, friend's house or other residence respectively.

Regarding means of transportation, 31.5% choosing public transit while traveling to Thailand; 42.3% taking taxis and 12.2% traveling by a rental car or private car respectively. In terms of factors that are most attractive for them to travel in Thailand, 26.5% traveling to Thailand for Thai culture; 59.9% traveling for its tourist attractions and 12.2% traveling for Thai food respectively. In terms of revisiting Thailand, 84.2% will revisit Thailand; 14.7% may revisit Thailand and 1.1% will not visit Thailand again respectively.

Table 4.3: Analysis of Information Source

Item	Std. Deviation	Mean
I choose Thailand as my travel destination because of a friend's recommendation	1.089	4.29
I choose Thailand as my travel destination because of travel reviews from different sources (such as travel magazines)	1.077	4.28
I choose Thailand as my travel destination from recommendations from social media e.g. Weibo, WeChat official account, TikTok, etc.	1.186	4.2
I choose Thailand as my travel destination from the recommendations of tourists who have already visited Thailand	1.029	4.32
I choose Thailand as my travel destination due to commercial advertisements	1.419	3.89

As exhibited in Table 4.3, the mean value of 4.29 demonstrates the truth that the majority of the participants choose Thailand as a travel destination largely due to friend recommendations. The mean score of 4.28 reflects that a great proportion of participants depend on travel reviews from different sources to determine Thailand as a travel destination. The mean value of 4.2 indicates that most of the participants rely on recommendations from social media (i.e. Weibo, WeChat official account, and TikTok) to decide on Thailand as a travel destination. The mean value of 4.32 reflects that the majority of participants depend on the recommendations of tourists who have already visited Thailand to determine Thailand as a travel destination. The mean score of 3.89 demonstrates that commercial advertisements play a significant role in determining Thailand as a travel destination.

Table 4.4: Analysis of Tourist Satisfaction

Item	Std. Deviation	Mean
Overall, I am satisfied with visiting Thailand	0.905	4.49
I am satisfied with the local people's enthusiasm and friendliness	0.943	4.46
I am satisfied with Thai food	0.968	4.43
I am satisfied with the tourist attractions of Thailand	0.864	4.51
I am satisfied with the transportation in Thailand	1.167	4.16
I am satisfied with the culture of Thailand	0.89	4.43
I am satisfied with the safety and security of Thailand	1.026	4.27
I am satisfied with travel expenses while traveling in Thailand since it is cheap	0.955	4.38
I am satisfied with the tourist facilities and services of Thailand	0.908	4.37
Traveling in Thailand always satisfies my expectations	0.939	4.37
I would recommend to my family and friends to visit Thailand	0.936	4.46

The mean score of 4.51 implies that the majority of participants are satisfied with the tourist attractions of Thailand. The mean value of 4.49 indicates that most of the participants are overall satisfied with their visit to Thailand. The mean score of 4.46 reflects that a great proportion of participants are satisfied with the local people's enthusiasm and friendliness. The mean value of 4.46 demonstrates that a great proportion of participants would recommend to family and friends to visit Thailand. The mean value of 4.43 indicates that most of the participants are satisfied with Thai food. The mean score of 4.43 demonstrates that most of the participants are satisfied with the culture of Thailand. The mean score of 4.38 demonstrates that most of the participants are satisfied with travel expenses while traveling in Thailand since it is cheap. The mean value of 4.37 reflects that most of the participants are satisfied with the tourist facilities and services of Thailand. The mean score of 4.37 indicates that the majority of participants' expectations are always satisfied while traveling in Thailand. The mean value of 4.27 reflects that the majority of participants are

satisfied with the safety and security of Thailand. The mean value of 4.16 reflects that a significant proportion of participants are satisfied with the transportation in Thailand.

4.2 Pearson's Correlation analysis

The reason why Pearson correlation is adopted on exploring the strength of the linear relationship between the dependent variable and independent variable. The value of Pearson correlation ranges from -1 to 1. If the value of Pearson correlation is negative, it means that there is a negative linear correlation between the dependent variable and independent variable. If the value of Pearson correlation is 0, it means that there is no linear correlation between the dependent variable and independent variable. If the value of Pearson correlation is positive, it means that there is a positive linear correlation between the dependent variable and independent variable.

Table 4.5: Correlation analysis

Correlations		
	Information source	Tourist satisfaction
Information source	1	
Tourist satisfaction	.767**	1

Based on the results of Table 4.5, information source as the independent variable correlated with the dependent variable (tourist satisfaction) at the significance level of 0.01, the coefficient value of the information source is ($p \leq 0.01$, r=.767). As the R-value is more than 0.6, it implies that there is a strong relationship between information sources and tourist satisfaction. P-value is lower than 0.01, which indicates that information source is significantly and positively influence on tourist satisfaction. Therefore, demographic Data does positively influence the satisfaction of Chinese tourists while traveling in Thailand; tourist Behavior does positively influence the satisfaction of Chinese tourists while traveling in Thailand; information sources does positively influence the satisfaction of Chinese tourists while traveling in Thailand.

4.3 Summary of Analysis of Variance

4.3.1 Analysis of Demographic

Table 4.6: T-test and Analysis of Variance (ANOVA) for Gender and Tourist Satisfaction

Item	Gender				t	Sig.
	Male (n=81)		Female (n=197)			
	Mean	SD	Mean	SD		
Overall, I am satisfied with visiting to Thailand	4.37	0.923	4.55	0.894	-1.537	0.125

* p<0.05

Table 4.7: T-test and Analysis of Variance (ANOVA) for Age and Tourist Satisfaction

Variable		df	SS	MS	F	Sig.
Overall, I am satisfied with visiting to Thailand	Between Groups	4	6.716	1.679	2.081	0.083
	Within Groups	274	221.026	0.807		
	Total	278	227.742			

* p<0.05

Table 4.7 exhibits the results of Age, there is no significant result (P>0.05).

Table 4.8: T-test and Analysis of Variance (ANOVA) for Marital and Tourist Satisfaction

Variable		df	SS	MS	F	Sig.
Overall, I am satisfied with visiting to Thailand	Between Groups	2	3.487	1.744	2.146	0.119
	Within Groups	276	224.255	0.813		
	Total	278	227.742			

* p<0.05

Table 4.8 exhibits the results of marital, there is no significant result (P>0.05).

Table 4.9: T-test and Analysis of Variance (ANOVA) for Education and Tourist Satisfaction

Variable		df	SS	MS	F	Sig.
Overall, I am satisfied with visiting to Thailand	Between Groups	2	3.505	1.753	2.157	0.118
	Within Groups	276	224.237	0.812		
	Total	278	227.742			

* p<0.05

Table 4.9 exhibits the results of education, there is no significant result (P>0.05).

Table 4.10: T-test and Analysis of Variance (ANOVA) for Income and Tourist Satisfaction

Variable		df	SS	MS	F	Sig.
Overall, I am satisfied with visiting to Thailand	Between Groups	4	2.504	0.626	0.761	0.551
	Within Groups	274	225.238	0.822		
	Total	278	227.742			

* p<0.05

Table 4.10 exhibits the results of income, there is no significant result (P>0.05).

Table 4.11: T-test and Analysis of Variance (ANOVA) for Occupation and Tourist Satisfaction

Variable		df	SS	MS	F	Sig.
Overall, I am satisfied with visiting to Thailand	Between Groups	4	2.715	0.679	0.827	0.509
	Within Groups	274	225.026	0.821		
	Total	278	227.742			

* p<0.05

Table 4.11 exhibits the results of Age, there is no significant result (P>0.05).

From the above Table 4.6 - Table 4.11, it can be observed that the t-test (fully known as independent sample t-test) is used to investigate the difference of gender on overall tourist satisfaction. It can be shown that: different gender samples do not show significant (p>0.05) for overall tourist satisfaction, which means that all different gender samples do not show significant differences for overall tourist satisfaction. P-value>0.05 for different age samples on overall tourist satisfaction, which means the influence of different age samples on the overall satisfaction of tourists is not significantly different. P-value>0.05 for different marital samples on overall tourist satisfaction, which means the influence of different marital samples on the overall satisfaction of tourists is not significantly different. P-value>0.05 for different education samples on overall tourist satisfaction, which means the influence of different education samples on the overall satisfaction of tourists is not significantly different. P-value>0.05 for different education samples on overall tourist satisfaction, which means the influence of different education samples on the overall satisfaction of tourists is not significantly different. P-value>0.05 for different income samples on overall tourist satisfaction, indicating that there is no significant difference in the influence of the different income samples on the overall satisfaction of tourists. P-value>0.05 for different occupation samples on overall tourist satisfaction, indicating that there is no significant difference in the influence of the different occupation samples on the overall satisfaction of tourists.

4.3.2 Analysis of tourist behavior

Table 4.12: Comparison of Differences in Mean Scores of Tourist Satisfaction by Travel Times

Welch ANOVA results

Variable	Items	N	Mean	S.D.	Welch F	p
Overall, I am satisfied with visiting to Thailand	2-3 days	44	4.09	1.22	2.998	0.035*
	4-5 days	144	4.63	0.84		
	1-2 weeks	62	4.55	0.76		
	More than 2 weeks	29	4.34	0.81		
	Total	279	4.49	0.91		

* p<0.05 ** p<0.01

Table 4.13: Test Results for Differences in Mean Scores of Tourist Satisfaction Among the Sample Groups Classified by Travel Times

Multi-analysis of Tamhane T2

How long will you be staying in Thailand		2-3 days	4-5 days	1-2 weeks	More than 2 weeks
	Mean	4.09	4.63	4.55	4.34
2-3 days	4.09	-	0.034*	0.118	0.744
4-5 days	4.63		-	0.948	0.344
1-2 weeks	4.55			-	0.703
More than 2 weeks	4.34				-

* p<0.05

Table 4.13 shown the samples with different travel time showed significant differences for overall tourist satisfaction, specifically for the Tamhane T2 method: tourist travel time showed 0.05 level of significance for overall tourist satisfaction (F=2.998, p=0.005), and the comparison of the mean scores of the groups with more significant differences resulted in "4-5 days>2-3 days".

Table 4.14: Comparison of Differences in Mean Scores of Tourist Satisfaction by transportation

Welch ANOVA results

Variable	Items	N	Mean	S.D.	Welch F	p
Overall, I am satisfied with visiting to Thailand	Public transit	88	4.2	1.15	5.473	0.002**
	Taxi	118	4.73	0.68		
	Private / rental car	34	4.5	0.71		
	Other	39	4.44	0.88		
	Total	279	4.49	0.91		

* p<0.05 ** p<0.01

Table 4.15: Difference Test Results of the Mean Scores of Tourist Satisfaction for Sample Groups Classified by Mode of Transportation

Multi-analysis of Tamhane T2

What kind of transportation did you use to traveling in Thailand		Public transit	Taxi	Private / rental car	Other
	Mean	4.2	4.73	4.5	4.44
Public transit	4.2	-	0.001**	0.312	0.627
Taxi	4.73		-	0.341	0.23
Private / rental car	4.5			-	0.995
Other	4.44				-

* p<0.05 ** p<0.01

From the above Table 4.15, it can be indicated that the samples of different modes of transportation showed significant differences for the overall tourist satisfaction, specifically the Tamhane T2 method: the mode of transportation showed a 0.01 level of significance (F=5.473, p=0.001) for overall tourist satisfaction, and the mean scores of groups with more significant differences were compared as "Taxi> Public transit".

Table 4.16: Comparison of Differences in Mean Scores of Tourist Satisfaction by Intention to Revisit Thailand

Welch ANOVA results

Variable	Items	N	Mean	S.D.	Welch F	p
Overall，I am satisfied with visiting to Thailand	Yes	235	4.65	0.74	11.852	0.012*
	Perhaps	41	3.66	1.24		
	No	3	3.67	1.15		
	Total	279	4.49	0.91		

* p<0.05

Table 4.17: Difference Test Results of the Mean Scores of Tourist Satisfaction for
Sample Groups Classified by Mode of Intention to Revisit Thailand
Multi-analysis of Tamhane T2

Would you like to revisit Thailand if conditions allowed in the future		Yes	Perhaps	No
	Mean	4.65	3.66	3.67
Yes	4.65	-	0.000**	0.623
Perhaps	3.66		-	1
No	3.67			-

* $p<0.05$ ** $p<0.01$

Table 4.17 indicated that the samples of different intention to revisit Thailand
showed significant differences for overall tourist satisfaction. Specifically, the
Tamhane T2 method are used: tourists' intention to revisit Thailand showed a
significant difference at the level of 0.01 for the overall tourist satisfaction (F=11.852,
p=0.000**), and the more significant difference in the group mean score comparison
results are "Yes>Perhaps".

4.4 Summary of hypothesis results

From Table 4.6- Table 4.11, it shows that personal data such as gender, age,
marital, education, income, and occupation, the significance of personal data whose
p-values > .05, therefore we could accept H1o. The personal data did not influence on
the satisfaction of Chinese tourists traveling in Thailand. Therefore, Hypothesis 1 is
rejected.

From Table 4.12 - Table 4.17, it can shown that for tourists' behaviors such as
travel time, transportation, and intention to revisit, the significance of tourist behavior
whose p-values < .05, therefore we could reject H2o that tourist behavior did not
influence on the satisfaction of Chinese tourists traveling in Thailand and accept H2a
that tourist behavior has an influence on the satisfaction of Chinese tourists traveling
in Thailand. Therefore, Hypothesis 2 is accepted:

Accept H2a : Tourist behavior has an influence on the satisfaction of Chinese
tourists traveling in Thailand.

Table 4.5 exhibits that for information resource the significance whose p-values < .05, therefore we could reject H3o that information sources did not influence on the satisfaction of Chinese tourists traveling in Thailand and accept H3a that information sources have an influence on the satisfaction of Chinese tourists traveling in Thailand. Therefore, Hypothesis 3 is accepted.

Accept H3a : Information sources have an influence on the satisfaction of Chinese tourists traveling in Thailand.

According to the above analysis of correlation and ANOVA, the summary of the hypotheses result are exhibited in Table 4.18.

Table 4.18: Summary of Hypotheses Testing

Hypothesis	Results
H1: Personal data has an influence on the satisfaction of Chinese tourists traveling in Thailand. H1.1 Gender has an influence on the satisfaction of Chinese tourists traveling in Thailand. H1.2 Age has an influence on the satisfaction of Chinese tourists traveling in Thailand. H1.3 Marital Status has an influence on the satisfaction of Chinese tourists traveling in Thailand. H1.4 Education has an influence on the satisfaction of Chinese tourists traveling in Thailand. H1.5 Income has an influence on the satisfaction of Chinese tourists traveling in Thailand. H1.6 Occupation has an influence on the satisfaction of Chinese tourists traveling in Thailand.	Rejected
H2: Tourist behavior has an influence on the satisfaction of Chinese tourists traveling in Thailand. H2.3 Length of stay has an influence on the satisfaction of Chinese tourists traveling in Thailand.	Accepted

(Continued)

Table 4.18(Continued): Summary of Hypotheses Testing

Hypothesis	Results
H2.6 Means of transportation has an influence on the satisfaction of Chinese tourists traveling in Thailand. H2.8 Revisit has an influence on the satisfaction of Chinese tourists traveling in Thailand.	Accepted
H3: Information sources have an influence on the satisfaction of Chinese tourists traveling in Thailand. H3.1 A friend's recommendation has an influence on the satisfaction of Chinese tourists traveling in Thailand. H3.2 Travel review has an influence on the satisfaction of Chinese tourists traveling in Thailand. H3.3 Recommendation from social media has an influence on the satisfaction of Chinese tourists traveling in Thailand. H3.4 recommendation from tourists has an influence on the satisfaction of Chinese tourists traveling in Thailand. H3.5 Commercial advertising has an influence on the satisfaction of Chinese tourists traveling in Thailand.	Accepted

CHAPTER 5
DISCUSSIONS AND CONCLUSIONS

In this chapter, it focuses on presenting overall discussions and suggestions of the study. Firstly, in the section of discussions, the results analyzing remain consistent with the incorporated variables in the conceptual model. Secondly, it provides some suggestions, which are designed to draw the policy makers' attention to improve tourist information sources and to take action on satisfaction of Chinese tourists when traveling in Thailand.

5.1 Summary of data analysis and discussions

5.1.1 Respondents' demographic summary

Respondents' demographic profiles have imposed a direct influence on the demands and desires of tourists, and respondents' demographic profiles also indirectly influence tourism services. The majority of participants in this study are females, and most of the participants are between 20 and 30 years old. Most of the respondents have earned a monthly income between 3000 and 5000 yuan.

5.1.2 Result discussion of hypotheses testing

The conceptual model in this study has guided the study to formulate 3 hypotheses, which summarized from relevant and recent literature reviews. The conceptual model describes the relationship among three variables: personal data, tourist behaviors and information sources with studying tourist satisfaction. Based on the results from Table 4.18, there are 2 hypotheses were accepted at the significant value of P-value < .05, there are tourist behaviors and information sources. From the results, it is shown that the tourist behaviors has an influences on the satisfaction of Chinese tourists while traveling in Thailand such as Travel time, transportation, intention to revisit. Chayakorn's (2015) experimental conclusion proves that the convenience and accessibility of tourist transportation, scenic spot infrastructure and other tourist behaviors also significantly affect the overall satisfaction of Chinese tourists with Thailand tourist destinations. In addition, information sources has an influence the satisfaction of Chinese tourists while traveling in Thailand.

In this study, it has revealed that information sources has a significantly influencing on tourist satisfaction. Prior studies have demonstrated that information

source is very important for tourist attraction since information source influences visitors' perception of the tourist attractions and their satisfaction with the tourist attractions (Luo et al., 2022). Based on the statistical results of this study, it shows that information source was rated comparatively high compare with tourist behaviors. Therefore, tourists are more likely to be satisfied with tourist attractions when they can receive relevant information from different sources such as social media, commercial advertisements, and friends' recommendation as shown in Table 4.3. Hui, et al. found that even if a travel destination leaves a deep impression on tourists, there is no guarantee that tourists will revisit the same destination, but tourists tend to accept recommendations from relatives, friends and from information resources such as social media (Shi et al., 2014). Information sources is the most important component of tourists' pre-traval preparation, and information sources affect a series of consumption behaviors of individual tourists and their satisfaction evaluation. In addition, In addition, there is a positive correlation between the source of information and tourist satisfaction ratings (Liu Chunji et al., 2012).

In terms of satisfaction with tourism in Thailand, compared with tourist facilities and services, expectations, safety and security, transportation, tourists have higher ratings for the local people's enthusiasm and friendliness, tourist attractions, food, culture, recommendations to others, and travel expenses, as can be seen in Table 4.4. It is because Thai people are friendly, enthusiasm characteristics and personalities, they are known worldwide as the Land of Smiles, and tourists are deeply touched by these aspects of Thai culture (Suanmali, 2014). In addition to the friendly and warm personality and instincts of Thai people, Thai local cuisine is unique and diverse, whether it is a roadside stall or a luxurious dish. Moreover, travel expenses in Thailand is cheaper and friendlier to middle- and lower-class tourists compared to other countries. Thailand is regarded as a friendly and scenic country by international tourists (Sun, 2022). The results of this study are consistent with Siri et al.'s study (2012), which shown that Thailand's cultural and historical attractions are perceived as a good place for a variety of activities, making it easier for tourists to recommend visiting Thailand to others.

5.2 Implications and recommendations

In this study, it demonstrated how tourist behavior and information source influencing tourist satisfaction while traveling in Thailand. The study focuses on understanding tourist behaviors through recognizing their travel behaviors and preferences while traveling in Thailand. Regarding the objectives of tourist behaviors, they mainly include enjoying cultural experiences and leisure experiences such as relaxation.

Therefore, Thailand travel agencies can design new strategies, which can collaborate with tourist behavior preferences to advertise Thailand's unique cultural activities, and resources, which can effectively attract more tourists to travel to Thailand as shown in Table 4.2. Since cultural differences will affect the tourism experience of cross-border tourists, tourists from different cultural backgrounds have different expectations and judgmental standards of tourism services, even if they are faced with the same tourism activities and services, their perceived service quality and satisfaction may be different. For example, Yvette Reisinger and Lindsay W. Turner (2002) developed a model of cross-cultural tourists' satisfaction with tourism, and a comparative study between Australian residents and tourists from Asia (Indonesia, Japan, South Korea, China, and Thailand). They found that three variables, namely, cultural values, social behavioral norms, and social interactions, had a significant impact on tourists' satisfaction.

There is an important relationship between tourist behaviors and tourist satisfaction, which proposes that it is essential to define and differentiate tourist behaviors to design appropriate ways of increasing tourist satisfaction and their frequency to re-visit Thailand. Tourist satisfaction and tourists' behavioral intentions are important characteristics of tourists' post-purchase behavior, which have a important impact on tourists destination operators and the development of destination tourism (Wang et al., 2022). It can be seen from Table 4.2 that tourist attractions account for 59.9% of the attractive factors. In Table 4.4, it shows that tourists' satisfaction with Thailand's tourist attractions is the highest rank, which is 4.51. Then it can be more improved promotion of tourist attractions as well as reduce the behavior of tour groups or tourist attractions to force tourists to consumption, which seriously damages the interests of tourists, in turn affects the overall impression of

tourists to Thailand. Therefore, Thailand needs to improve the regulatory system and accelerate the process of rule of law (Nattapon, 2017). Travel agencies in Thailand should carefully analyze tourist behaviors and design diverse interesting activities according to tourists' preferences and purposes, which can provide different options to develop Thailand's future tourism.

As mentioned in Chapter 4, most of the participants are satisfied with their visit in Thailand. The Chinese tourists are satisfied with facilities and services, travel expenses and attractions as well as Thai food, the local people's enthusiasm and friendliness. As shown in Table 4.4 that tourist satisfaction values for Thailand are all >4, which means that tourists are basically satisfied with traveling to Thailand.

The significance of tourist satisfaction means that it is important to examine relevant factors, which can influence visitors' satisfaction related to diverse dimensions of Thailand, thus increasing the possibility of revisiting Thailand and recommending Thailand to their friends. According to the results of this study, tourists' behaviors while traveling in Thailand can increase their satisfaction and desire to revisit Thailand. Meanwhile, tourists' behaviors can also provide effective ways to improve local services in Thailand by making relevant efforts to improve service quality and vitalize Thailand's tourism. According to Kozak and Rimmington (2000), it has been demonstrated that offering services of high quality can make tourist perceive their preferences and behaviors to be carefully considered, thus increasing their satisfaction (Vassiliadis et al., 2021). Therefore, it can be concluded that tourist behaviors and preferences can improve local services to achieve the success of Thailand tourism. Exploring tourist behaviors can also increase their satisfaction, which can help Thailand to cultivate a long-term relationship with its tourists and to increase tourists' loyalty to Thailand (Som & Badarneh, 2011).

Acquiring information related to tourist attractions from different sources can be considered as an important starting point to make relevant decisions for tourists whether they should travel to Thailand. Tourists usually spend much time acquiring information prior to determining Thailand as their tourist destination, which plays an important role in decreasing the uncertainty, which is likely caused by the process of traveling in Thailand. It can be predicted that the tourists can be satisfied with their traveling experiences in Thailand when their travel expectations generated from these

information sources are consistent with the reality of Thailand. Therefore, searching for travel information from different information sources will exert a great impact on tourist satisfaction. The choice of a particular information source is not only likely to have impacts on tourists' decisions of traveling to Thailand but also influence their satisfaction with Thailand. American scholars Dogan Gursoy and Joseph S. Chen (2000) investigated the different information gathering methods of German, French, and English travelers. Their research results show that cross-border travelers normally make their travel decisions by obtaining information sources through different channels, such as friends and relatives, brochures, travel agencies, newspapers and magazines, and television and radio broadcasts.

Exploring tourist behaviors of searching for information can offer Thailand tourism marketers some facts to make relevant decisions for promoting Thailand tourism. In this study, the participants can search Thailand's information from different sources. Since tourist satisfaction can be increased by these information sources, it implies that there is a positive relationship between information sources and tourist satisfaction largely due to these information sources having credibility and reliability. In addition, tourists who have traveled to Thailand are likely to be impacted by these credible and reliable information sources. The Thailand tourism marketers should guarantee their tourism information is dedicated, thus offering an effective way to communicate with more potential tourists. This indicates that Thailand tourism marketers need to make more research to explore the potential differences while tourists are searching for information to satisfy tourists' objectives of pre-traveling Thailand (Tavares et al., 2018).

Offering more accurate information related to accommodation, transportation, and infrastructure in Thailand such as features of tracks, water quality, motels, hotels, and huts can help tourists to better consider what they are likely to face. There are several contexts that can increase tourist satisfaction while they are traveling in Thailand from the dimension of information sources. For instance, Thailand tourism marketers can increase information centers to offer information such as increasing local news and weather locations. An interesting direction to increase tourist satisfaction is to provide more information sources related to educational and interpretative information. This can better exhibit historical information, geographical

information, and cultures in Thailand, thus fully understanding the attractions, environment, and cultures in Thailand (García-Milon et al., 2020).

To increase the richness of these information sources, it is suggested that Thailand tourism marketers should include using technologies to display maps, pamphlets, and photos in order to make tourists have a full understanding of Thailand before they travel in Thailand, which can increase their satisfaction towards their traveling experience in Thailand. The information sources are very critical for tourists since these sources need to be locally knowledgeable, approachable, helpful, and friendly, which can more effectively respond to the demands of tourists (Su et al., 2018). The timetable, price, coverage, frequency, and quality of information sources should be guaranteed, which can help tourists to better explore Thailand.

5.3 Limitations and recommendations for future study

This study concentrates on exploring the relationship between tourist satisfaction, tourist behavior and information source, which can offer suggestions to increase tourist satisfaction and the likelihood of revisiting Thailand.

The main limitation:

1. The shortage of this survey is that the time of the survey was chosen during the period of covid-19, and the research results may lack representativeness in the time dimension due to the impact of the pandemic. Therefore, future research should conduct a comprehensive investigation and analysis of tourists who choose to travel abroad throughout the year after the epidemic recovers, and conduct a more segmented analysis of Chinese tourists. Or to gain more insight of the Chinese tourist satisfaction by conducting a qualitative research.

2. The survey mainly focused on Chinese tourists, which means that this study is lack of generalization and cannot be applied in other contexts. The future study should engage tourists from different countries, thus generalizing the results and offering valuable insights for Thailand tourism to increase foreign tourists' satisfaction.

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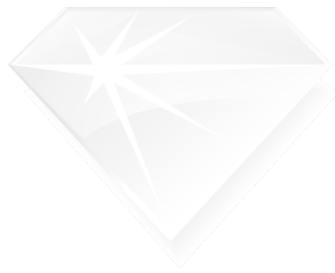
APPENDIX I:
ENGLISH SURVEY QUESTIONNAIR

QUESTIONNAIRE:

Perception of a Destination, Cultural and Natural Attraction, and Destination
Satisfaction Affecting Revisit Intention of Chinese Tourists in Thailand

This survey research was aimed to study the influence of Chinese tourists' personal data, travel behaviour and information sources on Chinese tourists' satisfaction with traveling to Thailand. This study is a part of Independent Study, Graduate School, Bangkok University. Your opinion directly determines the truthfulness and accuracy of this study, therefore, I would be appreciated if you could fill in the questionnaire according to the instructions. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

ITHM Student, Bangkok University

Part 1: Tourists' Information

Explanation: Please mark✓into ❑ that matches your information the most.

1. Gender: ❑1) Male ❑2) Female

2. Age:

❑1) Under 21 years old ❑2) 21 – 30 years old

❑3) 31 –40 years old ❑4) 41 –50 years old

❑5) More than 50 years

3. Marital Status

❑1) Single ❑2) Marry ❑3) Divorce

4. Educational level:

❑1) Lower than bachelor's degree ❑2) Bachelor's degree

❑3) Higher than Bachelor's degree

5. Monthly income:

❑1) Below 3, 000 CNY ❑2) 3, 001 - 5, 000 CNY

❑3) 5, 001 - 7, 000 CNY ❑4) 7001-10,000 CNY

❑5) More than 10000 CNY

6. Occupation:

❑1) Student ❑2) Private company

❑3) Business owner ❑4) Government / State enterprises

❑5) Others

Part 2 Tourist behavior

Explanation: Please mark✓into ❑ that matches your information the most.

1. What was the main objective of your visit to Thailand?

❑1)Leisure ❑2) Business

❑3)Visiting friends ❑4)Education ❑5)Other _____

2. How many times have you travelled to Thailand?

❑1)First time ❑2) 2-3 times

❑3) 4-5 times ❑4) More than 5 times

3. How long will you be staying in Thailand?

❑1)2-3 days ❑2) 4-5 days

❑3)1-2 weeks ❑4)More than 2 weeks

4. Who accompany you to travel in Thailand?

❑1)Alone ❑2) Family

❑3)Friends ❑4)Tour group

❑5)Other _____

5. What kind of accommodation did you use for your trip to Thailand?

❑1)Hotel ❑2) Hostel

❑3)Guest house ❑4) Friends & relatives' house

❑5)Other _____

6. What kind of transportation did you use to traveling in Thailand?

❑1)Public transit ❑2)Taxi

❑3)Private / rental car ❑4)Other

7. Which of these factors would most attract you to traveling in Thailand?

❑1)Thai Culture ❑2) Tourist Attractions

❑3)Thai Food ❑4) Shopping

8. Would you like to revisit Thailand if conditions allowed in the future?

❑1)Yes ❑2)Perhaps ❑3) No

Part 3 Information resource

Explanation: please mark √ into □ on the right-hand side that   choose the importance of elements impacting your tourist satisfaction. (1= very strongly disagree to 5= very strongly agree)

Item	Description	Level of importance				
		1	2	3	4	5
Information source						
1	I choose Thailand as my travel destination because of friend recommendation					
2	I choose Thailand as my travel destination because of travel reviews from different sources (such as travel magazines)					
3	I choose Thailand as my travel destination from recommendations from social media *e.g. weibo, WeChat official account, ticktok etc.*					
4	I choose Thailand as my travel destination from the recommendations of tourists who have already visited Thailand					
5	I choose Thailand as my travel destination due to commercial advertisements					

Part 4 Satisfaction rating

Explanation: please mark √ into □ on the right-hand side that   choose the importance of elements impacting your tourist satisfaction. (1= very strongly disagree to 5= very strongly agree)

Item	Description	Level of agreement				
		1	2	3	4	5
Tourist satisfaction						
1	Overall, I am satisfied with visiting to Thailand					
2	I am satisfied with the local people's enthusiasm and friendliness					
3	I am satisfied with Thai food					
4	I am satisfied with tourist attractions of Thailand					
5	I am satisfied with transportation of Thailand					
6	I am satisfied with culture of Thailand					
7	I am satisfied with safety and security of Thailand					
8	I am satisfied with travel expenses while traveling in Thailand since it is cheap					
9	I am satisfied with tourist facilities and services of Thailand					
10	Traveling in Thailand always satisfies my expectations					
11	I would recommend to my family and friends to visit Thailand					

** Thank you for your kind cooperation**
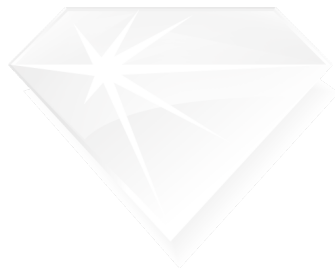
APPENDIX II:
CHINESE SURVEY QUESTIONNAIRE

新时代中国游客赴泰旅游满意度影响因素调查

　　本调查研究旨在研究中国游客的个人资料、旅游行为和信息来源对中国游客赴泰旅游满意度的影响。本研究是曼谷大学研究生院独立研究的一部分。您的意见直接决定了本研究的真实性和准确性，因此，如果您能按照说明填写问卷，我将不胜感激。您所提供的信息将被高度保密，并仅用于学术资源目的。

　　非常感谢您在百忙之中帮助我完成本次调查。

曼谷大学研究生

第一部分：个人信息

1. 您的性别

(1) 男

(2) 女

2. 您的年龄

(1) 20 岁以下

(2) 20-30 岁

(3) 31-40 岁

(4) 41-50 岁

(5) 50 岁以上

3. 婚姻状况

(1) 单身

(2) 未婚

(3) 已婚

4. 您的学历

(1) 本科以下学历

(2) 本科学历

(3) 本科以上学历（研究生）

5. 您的月薪

(1) 3000 以下

(2) 3000-5000

(3) 5001-7000

(4) 7001-10000

(5) 10000 以上

6. 您的职业

(1) 学生

(2) 私有企业员工

(3) 企业家

(4) 政府人员

(5) 其他

第二部分：游客行为

1. 您访问泰国的主要目的是什么？

(1) 休闲娱乐

(2) 商务

(3) 探访亲友

(4) 教育学习

(5) 其他

2. 您去泰国旅游过几次？

(1) 第一次

(2) 2-3 次

(3) 4-5 次

(4) 5 次以上

3.您会在泰国待几天？

(1) 2-3 天

(2) 4-5 天

(3) 1-2 周

(4) 2 周以上

4. 谁陪同您去泰国旅游？

(1) 自己

(2) 家人

(3) 朋友

(4) 旅游团

(5) 其他

5. 你在泰国的旅行中使用了哪种住宿方式？

(1) 酒店

(2) 旅社

(3) 招待所

(4) 朋友或亲戚家

(5) 其他

6. 您在泰国旅行时使用什么交通工具？

(1) 公共交通

(2) 出租车

(3) 私家车/租车

(4) 其他

7. 哪一项因素最能吸引你去泰国旅游？

(1) 泰国文化

(2) 旅游景点

(3) 泰国食物

(4) 购物

8. 如果将来条件允许，您愿意重访泰国吗？

(1) 愿意

(2) 也许

(3) 不愿意

第三部分：信息来源

项目	说明	同意程度				
		1	2	3	4	5
	信息来源					
1	我选择泰国作为我的旅行目的地是因为朋友的推荐					
2	我选择泰国作为我的旅行目的地是因为来自不同渠道的旅游评论					
3	我选择泰国作为我的旅行目的地是来自社交媒体的推荐，例如微博，微信公众号，抖音等					
4	我选择泰国作为我的旅行目的地，是因为已经去过泰国的游客的推荐					
5	我选择泰国作为我的旅行目的地是由于商业广告					

第四部分：满意度评价

项目	说明	同意程度				
		1	2	3	4	5
	满意度评价					
1	总体而言，我对访问泰国感到满意					
2	我对当地人的热情和友好感到满意					
3	我对泰国菜很满意					
4	我对泰国的旅游景点很满意					
5	我对泰国的交通很满意					
6	我对泰国的文化很满意					
7	我对泰国的安全和保障感到满意					
8	我对在泰国旅行时的旅行费用感到满意，因为它很便宜					
9	我对泰国的旅游设施和服务感到满意					
10	在泰国旅行总是能满足我的期望					
11	我将向我的家人和朋友推荐去泰国旅游					

非常感谢您在百忙之中帮助我完成本次调查，谢谢！

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