

THE PERCEPTION OF CHINESE TOURISTS ON THAI CULTURAL-RELATED
ACTIVITIES



THE PERCEPTION OF CHINESE TOURIST ON THAI CULTURAL
RELATED ACTIVITIES



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ABSTRACT

This study is mainly aimed at the difference of Chinese tourists' perception of Thai culture before and after visiting Thailand. findings and data analysis of perception of Chinese tourists on Thai culture, using t-test and ANOVA. Finding revealed as follows: (1) Perception of Chinese tourists on Thai culture less positive significantly after their actual visit. (2) Before their first visit to Thailand ,perception of female Chinese tourists was statistically significant more positive than male's. However, there was no statistically significant difference between two groups after their actual visit.(3)Perception toward Thai culture of different age groups were significant different, both before and after visit Thailand. (4) There was no significant difference on the perception toward Thai culture before visiting Thailand among different groups of education level. However, after visiting Thailand, it shows that there was significant different on the perception among different groups of education level.

Key words: Perception of Chinese tourist, Thai culture, Intercultural communication.

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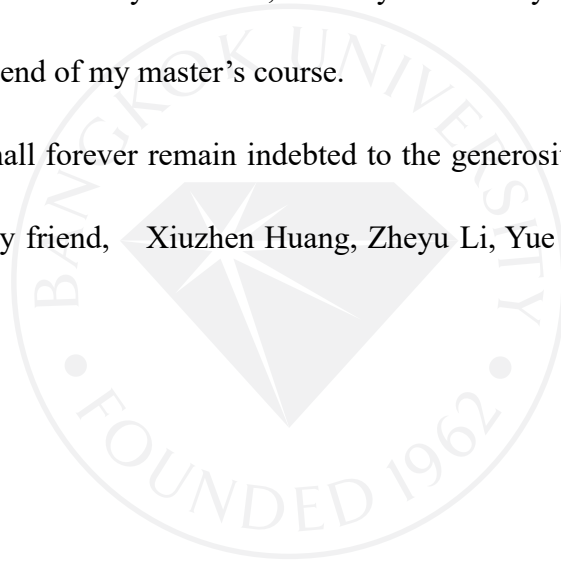


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CHAPTER I INTRODUCTION

1.1 Rationale and Problem Statement

With the development of science, technology and transportation , the trend of globalization be coming stronger. People now have more opportunities for traveling, which include many aspects, such as business and tourism, so there are more and more intercultural communication happened. As tourists travel to an unfamiliar country, tourists enter a new culture. Based on the differences between two cultures, they very likely not understand the local culture, which leads to misunderstanding and even conflict in intercultural communication.

Tourists will also collect information about culture destination before traveling to reduce these misunderstandings and conflicts. Some scholars believe, tourists' conception of the destination, mostly from the information they received on the trip. (Mingli, 2015). This view also proves that tourists pay attention to the information of the destination. One of the important sources of information, however, is the media.

There are many different channels of media for tourists to collect information. Advertisement from travel agency or authorities on TV is a good way to get the information. It is very easy and direct. Website is another choice to search information. Travel agency and authorities have their own official website to upload the information about travel to provide more service for individuals. Social media is also a very important part for publics to get the message. The information from social media with some personal signatures and experience is much more acceptable for

someone who pays more attentions to travel experience. Public can be another way for individuals to collect information. A part of tourists' perception of Thai culture is initially known by others, especially those close to them, such as relatives and friends, and this channel is more primitive than those mentioned above.

The information conveyed by these different channels may be different. Moreover, based on the different ways of information dissemination in urban and rural areas, it will also have an impact on the information channels of tourists. The unbalanced development of science and technology will make the city area more easily accessible to more information than the rural area. According to the demographic theory, it can be consider that the population of the two regions will be different. Residents in rural areas are more interested in traditional media, such as television, compared to the use of networks and other channels. In addition, communication with relatives or friends is one of the important channels for them to get information.

Compared with rural areas, there are more channels to obtain information in urban areas, and the proportion of traditional media channels is smaller than that in rural areas. So tourists in different regions may have different perception of Thai culture. Thailand, as a tourist country, receives a large number of tourists every year, a large part of which is Chinese tourists. There is a huge difference between Chinese and Thai culture, which creates obstacles to intercultural communication between Chinese and Thai the obstacles highlighted Chinese tourists' perceptions on Thai

culture. Before tourists arrive at Thailand, they often learn about Thai culture through a variety of channels, which constitutes a pre-perception of tourists on Thai culture. If this perception is different from the culture that the tourists actual contact with after arriving at Thailand, it will cause discomfort,(Dodd,1982).

Through this quantitative research, it will measure that the perception of Chinese tourist on Thai culture before and after their visit, and find out if there is any change of their perception.

1.2 Research Questions

Depends on the rationale and problem statement, research questions are summarized below:

1.2.1 What are the perceptions of tourists with different demographics towards Thai culture, before arriving Thailand?

1.2.2 What are the perceptions of tourists with different demographics on Thai culture, after arriving Thailand?

1.3 Objectives of Study

In order to measure perception of Chinese tourists, the specific objectives are:

1.3.1 To study perception of Chinese tourists with different demographics on Thai culture before arriving Thailand.

1.3.2 To study perception of Chinese tourists with different demographics on Thai culture after arriving Thailand.

1.3.3 To compare perception of Chinese tourists with different demographics between before and after.

1.4 Scope of the Study

1.4.1 The sample is chosen from Chinese tourists who come to Thailand. The source of tourists includes various cities in China

1.4.2 The survey is lasting for about one month. On March 2018, during this period, the number of tourists coming to Thailand was large. Meanwhile, during this period, Chinese tourist have more free time to have travel aboard. The study will be applied with the quantitative research approach by survey two hundred tourists. The questionnaires are collated by tour guide form different travel agency .

1.4.3 the main issue is to survey the three city of Bangkok, Phuket, Chiang Mai, because the three city Chinese tourists are relatively concentrated.

1.5 Significance of study

1.5.1 The result can provide reference for the tourism industry in Thailand, Thai tourism industry and the authorities can improve Thai tourism related services and policies to promote the development of tourism in Thailand. Attract more Chinese tourists to travel to Thailand.

1.5.2 this study eventually analyzed the perception of Chinese tourists on Thai culture , The analysis results are of reference significance to the tourism industry in

Thailand. Through the analysis of media channels, the tourism industry and the government should adjust the communication strategies currently used, and disseminated Thailand culture in a more effective way in different media channels. In order to reduce the misunderstanding and conflict of tourists because of intercultural communication

1.6 Definition of Terms

1.6.1 Perception refers to Chinese tourists' image about Thailand which can be measured with Likert scale in 5 levels: total agree, agree, neutral, disagree, total disagree.

1.6.2 Chinese Tourist refers to Chinese from mainland who travel to Thailand

1.6.3 Demographic refers to gender, age, region, education.

CHAPTER 2

LITERATURE REVIEW

2.1 Intercultural Communication

2.1.1 Importance of Intercultural Communication

Communicate with people from different cultural backgrounds becoming more and more important. Trade has got over state boundaries, immigration is increasing and we find ourselves communicating with people who are different. They may speak various languages, have different habits, profess sundry religion, and hold diverse opinions. Communication is the center point of all human existence and is widely regarded as a normal human phenomenon. The main purpose of communication is to make two or more people understand each other through the exchange of ideas and information. (Essays, UK, 2014) With the help of communication, all personal and social relations can be formed and maintained; so communication is a way of being human.

Ngampornchai (2007) believes intercultural communication refers to creation of shared meaning by people belonging to different cultural values, norms, beliefs and perspectives. Intercultural communication is generally considered more challenging than normal communication, because it occurs between two or more different world views. (Reese & Carothers, 1992).

Policy makers and scholars agree that with the deepening of globalization, the integration of different cultures, behavioral norms and business practices is deepened.

Strengthening intercultural communication and intercultural harmony has become more and more important. The free flow of goods, capital, services, ideas and information in the national boundaries means that a large number of people from non English speaking countries today are part of the US labor force, which indicates the importance of intercultural communication. (Essays, UK, 2014). It proves that intercultural communication is very important in the current globalization trend.

2.2 Problem in Intercultural Communication

Successful communication with people from different cultural backgrounds can be a real challenge. Cultural differences may lead to tension, debate and even conflict between people and countries.

If we enter another culture or encounter people from different cultures, our views may conflict with the different beliefs, norms, values and traditions of these countries. It may be difficult for us to adapt to the new culture and those parts of the culture that we are not familiar with, so we may feel anxious. (Mingli, 2015). When everything is different, cultural shock will happen. When people lose the familiar environment, you feel like fish out of the water. You can't find the familiar symbols and symbols of daily communication. (Kohut& Baxter, 1987).

Intercultural communication is often accompanied by similar psychological and social processes. The simplest intercultural communication between strangers and the new cultural environment is quite common in the tourism industry. (Cristina Elena,

2015). In the process of intercultural communication, tourists from different cultural backgrounds express their perceptions all coming to surface as result of interaction. In intercultural communication, communication barriers may arise, which is caused by behavioral differences and negative stereotypes among tourists from different cultural backgrounds.

2.3 Perception

Culture is proved to be a way of influencing tourism experience, and tourists interpret the same kind of service in different ways according to their own specific cultural values. (Kim, 2013). Kanchana(2014) examined the perceptions of Thailand residents on the cultural universality of Thailand are considered as a kind of tourist product that draws foreign tourists to Thailand. The study introduces the results of Thailand's cultural universality that can be used to create tourism in Thailand.

Tourist perception, based on an experienced destination product, represents an important indicator of destination competitiveness.(Meliou& Maroudas,2010) Cultural background shapes personal perception and behavior, as a filter through the world in many understood aspects. (Weiermair,2000).

Before that, some scholars studied the American perception of other cultures, they thought, mass media play a critical role in educating Americans about people from different cultures. (Zevin,2003). Other shoals also mentioned about it, for example, Ngampornchai(2007) mentioned that the news media have greatly influenced the audience's perception towards the subject matter. The media tells

people how to think by providing the public with the agenda..

Ngampornchai(2007) emphasized that most of tourists hold positive perception about Thai people friendly, civilized, kind, and peaceful. Thailand is most related to food, beautiful countries and temples. However, there are also negative perception, such as poverty, black skin, prostitution and sex trade. According to study of Zevin (2003), People who consume more media, especially those related to the Thai people, will have more understanding of Thailand. A lot of these perceptions of Thailand come from the media, Since one learns about the outgroup through interpersonal communication or mass media (Hall, 2005) . Perceptions are often formed by using personal experience. It can be found that the perception of tourists is different between they arrive at destination before and after.

More positive questions include smiling land, delicacy of food, boxing, and so on. There are a lot of negative problems, such as prostitution, corruption and transgender men. Most participants mentioned Thailand as a tourist - related word, such as beaches, beautiful countries, temples, mountaineering and tropical.

(Ngampornchai,2007) Chinese tourist who travelled to Thailand on destination image perception is mainly positive reviews, in the emotional aspects of "happy", "beautiful" and other positive perception, even those will lower, but Chinese of mainland tourists to Thailand tourism are satisfied, especially a variety of attractions, temples all kinds of special shows such as Cabaret, elephant show, simple social atmosphere, service consciousness, the overall quality of the residents impressed the tourists (Zhiqiang

Hou,2013).The characteristic culture in Thailand is an important criterion to measure Chinese tourists' perception of Thailand culture. From this study, we can see that before Chinese tourists arrive in Thailand, their perceptions of these cultures are more specific than others.

In the study of Nattapong, Kongpraserta & Porngarm, Virutamasenb (2013), They studied tourists' perception on the cultural identity of Thailand. In this study, they displayed 10 pictures to tourists and used the Likert scale to evaluate the perception of tourists. The study analyzed the relationship between tourists' perception and Thailand cultural identity through the PCA mapping. Therefore, in this study, Likert scale will be one of the important measurement methods, and at the same time, we will directly investigate the perception of Chinese tourists in the previous research, and establish a new questionnaire to achieve the purpose of the study. According to these previous studies, the first hypothesis can be proposed here.

H1: There is difference between perception of Chinese tourists on Thai culture before and after.

2.4 Tourists

2.4.1 Demographic

The perceptions of tourist c may be quite different depending on their demographic situations. Serkan Bertan & Volkan Altintaş (2013) revealed the effects of education, age and income levels of domestic tourists visiting place on their

perceptions towards destination and regarding necessary steps to increase the number of tourists visiting the area

Previous studies have confirmed that there are differences in the factors of tourist destination selection by tourists with different demographic background, Linhui Song(2016) believes that population characteristics play the role of the factors can be divided into two categories, the first category for the tourist's psychological characteristics, these characteristics will affect tourists' travel motivation; second for tourists to their own economic conditions, free time, age, physical condition and other external factors, these factors of tourism have a restrictive effect on the tourism destination and product selection.

While many variables such as age, education, and region have been cited as factors affecting images and perceptions, it is important to point out that age and education are the most important factors affecting demographic variables (Baloğlu & McCleary, 1999).The results show that tourists who do not have four years of education have a more positive perception of the tourist destination image than undergraduate and postgraduate education. There are significant differences in the evaluation of the destination image of tourists under different income situations.

Psychological studies suggest that the difference in brain lateralization is the cause of gender differences in evaluation and judgment (Xuemei Xie& Yaofeng Ma & Kai Bai, 2010). According to the theory of gender, gender difference is not determined by physical sex. It is mainly formed in the constraints of social culture, and is also

changing with the change of social culture. Therefore, the gender differences in perception are also the inevitable result of the social division of labor. Both psychological and social gender theories suggest that gender differences exist in the perception of tourists, but there are differences in the cause of the difference. Based on the results of previous studies, second hypotheses in this study can be proposed here

H2: There is influence of demographic on perception of Chinese tourists on Thai culture.



CHAPTER 3

METHODOLOGY

This chapter describes the study of the perception of Chinese tourists on Thai culture, and describes how the study will measure the perception of tourists and the impact of demographic on perception. Besides, this chapter also describes the basis of making the questionnaire, and displays the sample of the questionnaire.

3.1 Population

Population will be the Chinese tourists who visit Thailand for the first time and stay for at least 7 days.

The following factors will be taken into consideration:

3.1.1 Length of Stay

Population of this study is tourists who travel in Thailand for not less than 7 days and travel in at least two big cities.

3.1.2 First Visit

Based on the objective of this study, the selection of samples will be restricted to tourists who travel to Thailand for the first time. When tourists haven't visited Thailand, their perception is only derived from the information they get from different media channels. Cristina Elena (2015) mentioned that tourists' perception is mainly derived from information obtained through various channels before they travel. This kind of perception is primitive and has no personal signature. When visitors arrive at their destination in the first place, their perception comes from the information they

get before they start. And after tourists visit their destinations, their personal experiences have an impact on their perception. This study focuses on perception changes, so the impact of personal experience needs to be minimized in the perception of visitors before they arrive in Thailand.

3.1.3 Place of Visit

The selected visitors are expected to visit two or more cities in Thailand, According to the survey (Ministry of culture and tourism of People's Republic of China,2017), Chinese tourists prefer to visit Bangkok, Phuket, and Chiang Mai. Therefore, in this study, the questionnaire will be distributed to the groups that will travel in these three cities. There are some differences in tourism resources among the three regions, including custom, culture, diet and natural scenery. When selected tourists have visited more than two of them, the perception on Thai culture can be more comprehensive.

3.2 Sampling

In this study, 240 samples are collected by random sampling method.

3.3 Equipment

The questionnaire is used as the main equipment of this study, and the questionnaire is divided into three parts:

3.3.1 Demographic

According to the literature review of the second chapter, previous studies have

shown that demographic characteristics have an impact on people's perception. Linhui Song (2016) studied gender, age, education level and region as the influencing factors of Chinese tourists' perception of overseas destinations. On the basis of this study, the above factors will be taken as the first part of the questionnaire.

3.3.2 Perception

Depends on the study of Nattapong, Kongpraserta & Porngarm, Virutamasenb (2015), they studied about the perception of tourist on Thai culture, the study used ten pictures in the questionnaire to define the tourists' perception of Thailand culture. Based on the questionnaire of their study, Likert scale was used as a measurement tool, the perception of tourist on Thai culture identity were measured. Most tourists think that Thailand's culture is "unique", "traditional", "civilized". In the study of Zhiqiang Hou (2013) perception of Chinese tourists on Thai culture has been measured. In this study, the perception on culture is specifically divided into dining, transportation and entertainment. Chinese tourist who travelled to Thailand on destination image perception is mainly positive reviews, in the emotional aspects of "happy", "beautiful" and other positive perception, even those will lower, but Chinese of mainland tourists to Thailand tourism are satisfied, especially a variety of attractions, temples all kinds of special shows such as Cabaret, elephant show, simple social atmosphere, service consciousness, Based on the two studies above, The factors mentioned above will be applied to the questionnaire, document the problem mainly from Hou (2013) in the study, the questions will also include cultural elements, mentioned in his research

such as temples, animal, in addition, Nattapong (2015) mentioned in the Thailand cultural performances, the beach and Thai Boxing and other elements will be applied to the questionnaire, this part will mainly measure the perception of Chinese tourists on Thai culture before and after arriving in Thailand, and Chinese tourists' perception about Thailand which can be measured with Likert scale in 5 levels: "5"for total agree, "4"for agree, "3"for neutral, "2"for disagree, "1" for total disagree, The degree represented is reduced in turn as the number decreases. In the questionnaire, the negative evaluation key words will be avoided or obvious. Based on the object of this study, the third part of the questionnaire will measure the perception of visitors after arriving in Thailand. Due to the need for comparative study at the end of the study, this part will use the same Likert scale as the second part, so as to compare the perception before and after.

Therefore, the second and third parts of the questionnaire consist of the same 28 questions. The second part is the perception of tourists before visit Thailand, and the third part is the perception of tourists after visit Thailand. The study will compare the perception of these two parts, so as to study whether the perception of tourists is significantly different.

Tourist are supposed to put an X or a check mark right in front of the answers that represent themselves the most.

The population of this study is Chinese tourists, and the questionnaire will be translated into Chinese version.

3.4 Data Collection

The questionnaire will be distributed in March 2018 for a whole month. After the Chinese Spring Festival in February, Chinese tourists prefer to travel during the Spring Festival or after the Spring Festival. So there will be a large number of visitors to Thailand, which is a very favorable condition for collecting samples.

The questionnaire will be distributed through tour guides of the groups that will travel to at least the two of the three cities. Twenty tourists of each twelve groups will be selected to answer the questionnaire. However, in order to make sure that the researcher has at least 240 questionnaires for the analysis, twenty five questionnaires will be distributed to each group.

The data will be collected on the last day of their visit prior departing at the airports. At the end of the survey, the researcher will collect the questionnaires from the travel agencies as agreed.

3.5 Data Analysis

Descriptive statistics, t-test, and ANOVA will be applied in data analysis to test hypotheses.

3.6 Hypotheses

This study focuses on the perception of Chinese tourists on Thai culture. At the

same time, it is necessary to study the perception of Thailand culture before and after Chinese tourists arriving in Thailand, and then compare them in the same group to understand the difference between before and after. According to the existing research, we can put forward the following hypotheses:

H1: There is difference between perception of Chinese tourists on Thai culture before and after their first visit.

H2: There is influence of demographic on perception of Chinese tourists on Thai culture.

3.7 Instrument Pretest

Before starting the main research, 33 questionnaires were sent to three different tour groups for pre-test. These questionnaires were only used in the prediction test. In the main research, a total of 282 questionnaires were collected, excluding 18 invalid questionnaires, and 264 valid questionnaires were obtained ,the reliability of this study is as follows:

Table 3.6.1: Reliability of Questionnaires

	Number of Questions	Cronbach's Alpha
Pretest	56	.942
Actual test	56	.948

According to the credibility analysis of SPSS20, there were 56 questions about

perception, including before and after two parts, Cronbach's Alpha was .942. The reliability of the questionnaire is higher than 0.70, so the questionnaire was considered acceptable.

In actual test the Cronbach's Alpha was .948 which is basically the same as the Cronbach's Alpha in the pretest, and it can be considered that the questionnaire was reliable.



CHAPTER 4

FINDINGS

This chapter includes the descriptive findings and data analysis of perception of Chinese tourists on Thai culture, using t-test and ANOVA. The results of this chapter are divided into three parts. The first part gives a descriptive analysis of the samples, the second part discusses the two hypotheses, and the discovery of sub-hypotheses. The last part gives result of other finding.

4.1 Demographics of samples

A total of 282 questionnaires were collected, of which 264 were valid. The study contains four demographic factors: gender, age, education level and habitat as shown in Table 4.1.1.

Table 4.1.1: Demographic of Samples

Demographic variables	Group	Frequency	Percent
Gender	Male	105	39.8
	Female	159	60.2
	Total	264	100
Age	15 - 24years old	81	30.7
	25 - 34 years old	99	37.5
	35 - 44 years old	43	16.3
	>45 years old	41	15.5
	Total	264	100
Education Level	< Bachelor's degree	51	19.3
	Bachelor's degree	142	53.8
	>Bachelor's degree	71	26.9
	Total	264	100
Habitat in China	Urban area	241	91.3
	rural area	23	8.7
	Total	265	100

As shown in Table 4.1.1, the results revealed that more than a half of samples were female (60.2%), age under 35 years old (68.2%) with a bachelor's degree (53.8%). These three demographics were used for the analysis disregarding the habitat of the samples because the difference between number of the samples from urban area (91.3%) and number of samples from rural area are too large which definitely has effects on results of analysis.

It can be seen from the table that most of the tourists came from urban areas (91.3%, n=241), and a few of them came from rural areas (8.7%, n=23). Because the difference between the two groups was too large. It might affect the analysis, so habitat will not be used for the analysis in this study.

4.2 Hypotheses Findings

H1: There is difference between perception of Chinese tourists on Thai culture before and after their first visit.

According to the hypothesis, in order to study the total evaluation perception of samples before and after visiting Thailand, the paired sample t-test was adopted. In the study, 28 questions in the second part of the questionnaire were used to assess the tourists' perception before their first visit to Thailand. And the 28 questions of the third part were used to assess their perception after their first visit in Thailand. The results are shown in the table 4.2.1.

Table 4.2.1: Perception of Chinese Tourists Before and After Their First Visit to Thailand

	Mean	N	SD	Std. Error Mean
before_perception	3.6761364	264	.48991128	.03015195
after_perception	3.6442100	264	.52813129	.03250423

	Paired Differences		t-test for Equality of Means		
	Mean	SD	t	df	p. (2-tailed)
before_perception after_perception	03192641	.26084224	1.989	263	.048

The result revealed that there was a statistically significant difference between the perception of samples before and after visiting Thailand ($p = .048$). Through the t-test analysis, it can be seen that the perception of before visiting Thailand was statistically significantly more positive than perception of after visiting Thailand.

Based on test results, hypothesis H1 is accepted.

In order to study the level of perception in each question, the mean value of each question is listed in detail, including after and after. The result as table 4.2.2:

Table 4.2.2 :Mean of the Perception of Chinese on Thai Culture Before and After.

	Before	After
Thai temples are beautiful.	4.30	4.27
Thai traditional dance is graceful	3.93	3.94
Thai boxing is brutal.	3.53	3.46

(Continued)

Table 4.2.2 (Continued): Mean of the Perception of Chinese on Thai Culture Before and After.

Thai boxing is fun.	3.52	3.54
Thai handicraft is delicate.	3.84	3.77
climate in Thailand is pleasant.	3.53	3.50
Thai food tastes good.	3.88	3.77
Thai food is too spicy.	2.83	2.98
Price of Thai food is cheap.	3.67	3.48
Thai food is various.	3.55	3.48
Beaches in Thailand are beautiful.	4.40	4.09
Beaches in Thailand are crowded.	3.63	3.60
Beach activities are fun.	3.70	3.68
Activities on the beach are challenging	3.69	3.77
Beach in Thailand is more beautiful than China	3.55	3.58
Night life in Thailand is colorful.	4.08	4.01
Night life in Thailand is safe.	3.26	3.27
Thai massage is relaxing.	4.13	4.10
Animal performance is Enjoyable to watch	3.08	3.08
Shopping in Thailand is cheap.	3.72	3.64
Cost on Thai transportation is cheap.	3.36	3.30
Thai Tuk Tuk is convenient.	3.48	3.46
Thai transportation is safe.	3.09	3.22
Thai transportation is crowded.	3.79	3.83
Thai people are polite	4.08	3.99
Thai people are easy to communicate with.	3.57	3.58
Thai people always look happy.	4.02	3.96
Thai people are honest.	3.72	3.67

From table 4.4.2, it shows that both before and after, tourists' perception on Thai temple, beach, colorful nightlife and Thai massage are positive, the mean all higher than 4. From the mean of Thai people are polite and Thai people always look happy, the perception is also positive.

H2: There is influence of demographics on perception of Chinese tourists on Thai culture.

According to the hypothesis, the three demographic factors: gender, age, and education level, are tested respectively.

H2a: Gender has influence on perception of Chinese tourists on Thai culture.

In order to study the hypothesis, the independent sample t-test was used to test the difference of the total perception before and after their first visit to Thailand based on gender. The results are shown in table 4.2.3.

Table 4.2.3: Perception of Male and Female Chinese Tourists before and after their first visit to Thailand

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Before perception	Male	105	3.59048	.577026	.056312
	Female	159	3.73270	.415037	.032915
After perception	Male	105	3.60204	.594846	.058051
	Female	159	3.67206	.478970	.037985

Paired Samples Statistics								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	p.	t	df	p. (2-tailed)	Mean Difference	Std. Error Difference
before_perception	Equal variances assumed	4.436	.036	-2.328	262	.021	-.142228	.061095
	Equal variances not assumed			-2.181	173.845	.031	-.142228	.065226
after_perception	Equal variances assumed	3.221	.074	-1.054	262	.293	-.070017	.066398
	Equal variances not assumed			-1.009	189.281	.314	-.070017	.069374

According to the independent sample t-test, for perception before, different gender have different perception of Thai culture before visit Thailand ($p=.031$). For perception after, it shows that there was no difference, and male's perception more positive while female's perception less positive, after actual visit ($p=.293$).

It means that, before leaving China for their first visit to Thailand, female tourists have more positive perception toward Thai culture than males' perception with statistically significant difference. However, after travelling around Thailand, perception of female less positive while perception of male more positive. As the result shown in the Table 4.2.2, there was no statistically significant difference between perception of the two groups ($p=.074$).

H2b: Age has Effects on Perception of Chinese Tourists toward Thai culture.

One-way ANOVA was used to test the hypothesis. The result as shown in table 4.2.4.

Table 4.2.4: Perception of Chinese Tourists at different ages Toward Thai Culture:

Descriptives					
		N	Mean	Std. Deviation	Std. Error
before_perception	15 - 24years old	81	3.55732	.437689	.048632
	25 - 34 years old	99	3.63456	.520804	.052343
	35 - 44 years old	43	3.96595	.388891	.059305
	45 years old and above	41	3.70732	.497457	.077690
	Total	264	3.67614	.489911	.030152
after_perception	15 - 24years old	81	3.48280	.498630	.055403
	25 - 34 years old	99	3.60426	.510374	.051295
	35 - 44 years old	43	3.99169	.451541	.068859
	45 years old and above	41	3.69512	.543344	.084856
	Total	264	3.64421	.528131	.032504

ANOVA

		Sum of Squares	df	Mean Square	F	p.
before_perception	Between Groups	4.966	3	1.655	7.401	.000
	Within Groups	58.157	260	.224		
	Total	63.123	263			
after_perception	Between Groups	7.567	3	2.522	9.968	.000
	Within Groups	65.790	260	.253		
	Total	73.357	263			

From review of result, there is a statistically significant difference among perception of tourists in different age groups ($p = .000$). It shows that there are significant differences in perception after visit on different ages ($p = .000$).

Because there are significant differences in perception before and after visit Thailand on different ages, so in order to further study the differences, through the Post Hoc analysis, the results are shown in the following table 4.2.5.

Table 4.2.5: Multiple Comparison of Perception of Chinese Tourists at different ages

Toward Thai Culture, before visit:

Perception_before	15-24 years old	25-34 years old	35-44 years old	45 years old and above
15-24 years old	1	.277	.000**	.099
25-34 years old		1	.000**	.048*
35-44 years old			1	.013*
45 years old and above				1

Note. ** $p < .01$, * $p < .05$.Posthoc comparisons using LSD.

Table 4.2.6: Multiple Comparison of Perception of Chinese Tourists at different ages

Toward Thai Culture, after visit:

Peception_after	15-24 years old	25-34 years old	35-44 years old	45 years old and above
15-24 years old	1	.108	.000**	.029*
25-34 years old		1	.000**	.332
35-44 years old			1	.007**
45 years old and above				1

Note. ** $p < .01$, * $p < .05$. Posthoc comparisons using LSD.

As shown in the table 4.2.5 and table 4.2.6, both before and after the perception of 35-44 years old was significantly different from the tourists under 35 years old and tourists over 45years old.

From review of table 4.2.4, both before and after, the mean of 35-44 years old was higher than other 3 groups. The perception of 35-44 years old was more positive after visiting Thailand, while other group were less positive.

H2c: Education Level has Effects on Perception of Chinese Tourists toward Thai culture

The one-way ANOVA is used to test the hypothesis :

Table 4.2.7: Perception of Different Education Level on Thai Culture.

Descriptives					
		N	Mean	Std. Deviation	Std. Error
before_perception	Lower than Bachelor's degree	51	3.81513	.477221	.066824
	Bachelor's degree	142	3.65719	.406718	.034131
	Higher than Bachelor's degree	71	3.61419	.622250	.073847
	Total	264	3.67614	.489911	.030152
after_perception	Lower than Bachelor's degree	51	3.83754	.547830	.076712
	Bachelor's degree	142	3.61595	.456082	.038274
	Higher than Bachelor's degree	71	3.56187	.615517	.073048
	Total	264	3.64421	.528131	.032504

ANOVA						
		Sum of Squares	df	Mean Square	F	p.
before_perception	Between Groups	1.309	2	.654	2.763	.065
	Within Groups	61.815	261	.237		
	Total	63.123	263			
after_perception	Between Groups	2.501	2	1.250	4.606	.011
	Within Groups	70.856	261	.271		
	Total	73.357	263			

As the result of table 4.2.7. The perception of different education level before visit Thailand, there were no significant difference in perception toward Thai culture before visit ($p=.065$). According to the descriptive results, it shown that Lower than Bachelor 's degree had the most positive perception, Higher than Bachelor' s degree had the least positive perception, which was basically in line with the higher educational level, the less positive perception. The perception of different education level after visit Thailand was significantly different, after visit. According to the

descriptive results, the perception of Lower than Bachelor's degree was the most positive, and Higher than Bachelor's degree had the least positive perception, which was basically in accordance with the higher educational background, the less positive perception.

Because, there was a significant difference of different educational level in perception after visit Thailand, so in order to further study the difference, through the post test and multiple comparison analysis, the results are shown in the table 4.2.8:

Table 4.2.8: Multiple Comparison of Perception of Different Education Level on Thai Culture are visit.

Peception_after	Lower than Bachelor's degree	Bachelor's degree	Higher than Bachelor's degree
Lower than Bachelor's degree	1	.010*	.004**
Bachelor's degree		1	.476
Higher than Bachelor's degree			1

Note. ** $p < .01$, * $p < .05$. Post hoc comparisons using LSD.

According to the table, there were significant differences in the perception of the Lower than Bachelor 's degree group and the Bachelor's degree and Higher than Bachelor's tourists, Lower than Bachelor 's degree has a significantly more positive perception than that of Bachelor' s degree and Higher than Bachelor 's degree.

4.3 Other Findings

In order to know whether the perception will have effect on the tourists' intention to visit Thailand again, the questionnaire in the last part was asked about their intention. The results are shown in table 4.3.1:

Table 4.3.1: Tourism Intention

variables	Group	Frequency	Percent
Will you come to visit Thailand again?	Yes	256	97
	No	8	3
Would you recommend people around you to travel to Thailand?	Yes	252	95.5
	No	12	4.5

As shown in table 4.3.1, most of the Chinese tourists (97%, n=256) would come to visit Thailand again .furthermore, the result also shows that most of them would recommend others to visit Thailand (95.5%, n=252).

CHAPTER 5

DISCUSSION

This chapter summarizes the main findings of the study and discuss the quantitative contains of each hypothesis. The Conclusion of study also included in this chapter.

5.1 Findings of Study

5.1.1 Perception of Chinese tourists on Thai culture are less positive significantly after their actual visit.

5.1.2 Before their first visit to Thailand, perception of female Chinese tourists was statistically significant more positive than male's. However, there was no statistically significant difference between two groups after their actual visit.

5.1.3 Perception toward Thai culture of 35-44 age groups was significantly more positive, both before and after visit Thailand. Furthermore after visiting Thailand, the perception of 35-44 age group was more positive, while the perception of other groups were less positive.

5.1.4 There was no significant difference on the perception toward Thai culture before visiting Thailand among different groups of education level. However, after visiting Thailand, it shows that there was significant different on the perception among different groups of education level.

5.2 Discussion

5.2.1 Difference between perception of Chinese tourists on Thai culture before and after their first visit.

Perception of Chinese tourists toward Thai culture before the actual visit was more positive can be assumed that information received about Thai culture was very attractive and better than actual scenes.

Previous studies have mentioned that tourists will collect information of destinations from different media channels before they start to travel. (Mingli,W, 2015), As a result, most of the tourists' perception before visiting Thailand comes from the information they have collected, most of which come from the Thai tourism authority or travel agencies, these information were much more positive. As a result, it makes tourists' perception more positive before they visit Thailand. And after tourists arriving at Thailand, tourists are actually in an unfamiliar environment, which lead to misunderstanding of Thai culture (Dodd, 1982), this phenomenon makes tourists' perception be less positive. As Zhiqiang Hou (2013) point out, it is the problem that Thai tourism authority need to rectify.

5.2.2 Gender has influence on perception of Chinese tourists on Thai culture

Before visiting Thailand, male and female received the same information about Thailand culture, but the perception of the two genders was different, female have more positive perception than male. Previous studies suggest that male and female were dealing with information in different ways. Male and female play different roles in daily life, which have effect on the perception of the destination. In the role of

social division of labor, male are more independent, confident, competitive and willing to take risks because of more participation in social and economic activities. Female are less aware of the risks compared with male, female pay more attention to trivial and details such as daily life, children and so on. Therefore, the difference in perception of genders is also the inevitable result of social division of labor (Xuemei Xie & Yaofeng Ma & Kai Bai, 2010). As a result, male and female have different concerns when collecting information, which lead to the different perception toward Thai culture between the genders before visiting Thailand.

However, after the actual contact with Thailand culture, the difference of perception between male and female disappeared. The perception of male got more positive while female's was less positive. It can be explained that after arriving in Thailand, male and female are exposed to the same experience, the tour guide of tourist group explained the Thai culture to every one in group in the same way, it makes both male and female have same perception toward Thai culture.

5.2.3 Age has Effects on Perception of Chinese Tourists toward Thai culture

Perceptions toward Thai culture was different among age groups, both before and after. Especially, the 35-44 years old age group had the most positive perception, compared with other groups. Furthermore, after actual contact with Thai culture, perception of group aged 35-44 years old group was still more positive than other age groups, and more positive perception before arriving .

This difference can be caused by the different life styles, since the founding of

the people's Republic of China, great changes have taken place in all aspects of society, economy and culture. Therefore, the life style of the residents in various ages is very different, and their perception of the tourism industry is also distinctly different to the cultural perception. Tourists under 35 years old have more contact with information due to the influence of foreign culture. (Qiwen Dai & Gang Xiao & Wei Xu & YanNa Xie,2014), So before these tourists visit Thailand, they prefer to get the information from internet, which written by individuals, these information can be both positive and negative, it makes tourists get a less positive perception. However, most of tourists aged 35-44 years old were at working age and taking care of their families, they had less spare time to search information on internet, they would get the information from official channels and travel agency, which is most positive, and it lead the tourists to get a more positive perception of Thai culture. In addition, some scholars point out that 35-44 year old tourists have the highest willingness to travel(Xucaai Wan & Mengjuan Zhao ,2016), They have a more positive perception of destinations due to personal emotion before traveling, and this is also proved in this study. After reaching the destination, the group's curiosity about the destination is relatively strong, which makes perception toward Thai culture of this group more positive after visiting Thailand.

5.2.4 Education Level has Effects on Perception of Chinese Tourists toward Thai culture

The perception of tourists who haven't get the bachelor degree is significantly

higher than the one who hold the bachelor degree or higher than bachelor degree.

McCleary (1999) point out that tourists who do not have four years of education have a more positive perception of the tourist destination image than undergraduate and postgraduate education. Previous studies have mentioned that tourists who have not received undergraduate or graduate education are more positive in tourism, while those who are undergraduate or above have higher requirements for the quality of tourism. Tourists who have not received undergraduate education have lower requirements, they were more optimistic. Therefore, they will enjoy the destination in the process of collecting information (Serkan Bertan & Volkan Altintaş, 2013). So, this group had a more positive perception towards Thai culture.

5.3 Conclusion

Tourists' perception is an important factor that affects tourists' decision to traveling and their intention to visit a destination. From the study, it found that, after actual visiting Thailand the perception of tourists was less positive, but still in a positive level, and most of tourist said they would return to visit Thailand again . Therefore, it can be considered that the communication of Thai tourism is effective attractive and the tourists' travel experience was pretty well. However, there are still some problems in Thailand tourism, which leads to the less positive of tourists' perception. The local government should pay more attention to its cultural characteristics and economic advantages, improving the supervision of the tourism

market and establish a more perfect tourism service system, so as to improve the perception of tourists after visiting Thailand.

From the new round of tourism slogan "Amazing Thailand Always Amazes You" launched by the Thai Tourism authority, Thailand will advance the tourism and holiday experience products with rich natural tourism resources and profound cultural tourism resources, and refresh the tourism image of Thailand.

5.4 Recommendation for Future Research

Based on the limitations of this study, the following recommendations are proposed for future research:

5.4.1 In order to make the research results more accurate, the number of samples should be expanded.

5.4.2 This kind of research can also aimed at the different travel types, sample group could include such as tourists who travel by their own or tourists travel with family.

5.4.3 This kind of research can also take different media channels as the research object, to study whether the perception of tourists from different media channels is different, and to provide more bases for the communication strategy of Thailand tourism.

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Simple of Questionnaire

Part1: Personal information

Is this your first visit to Thailand?

..... Yes

.... No

If the answer is YES, please answer the following questions.

If the answer is NO, have a safe trip home.

1. Gender:

Male

Female

2. Age:

15 - 24years old.

25 - 34 years old.

35 - 44 years old.

45 years old and above

3. Education Level

Lower than Bachelor's degree

Bachelor's degree

Higher than Bachelor's degree

4. Habitat in China

Urban area

rural area

Part2: Your understanding of Thailand before arriving at the Thai airport.

	Total agree	Agree	Neutral	Disagree	Total Disagree
1.Thai temples are beautiful.					
2. Thai traditional dance is graceful					
3. Thai boxing is brutal.					
4. Thai boxing is fun.					
5. Thai handicraft is delicate.					
6. climate in Thailand is pleasant.					
7. Thai food tastes good.					
8. Thai food is too spicy.					
9. price of Thai food is cheap.					
10. Thai food is various.					
11. Beaches in Thailand are beautiful.					
12. Beaches in Thailand are crowded.					
13. Beach activities are fun.					

14. Activities on the beach are challenging					
15. beach in Thailand is more beautiful than China					
16. Night life in Thailand is colorful.					
17. Night life in Thailand is safe.					
18. Thai massage is relaxing.					
19. Animal performance is Enjoyable to watch					
20. Shopping in Thailand is cheap.					
21. cost on Thai transportation is cheap.					
22. Thai Tuk Tuk is convenient.					
23. Thai transportation is safe.					
24. Thai transportation is crowded.					
25. Thai people are polite					

26. Thai people are easy to communicate with.					
27. Thai people always look happy.					
28. Thai people are honest.					

Part3: Your understanding of Thailand after finish travelling in Thailand.

	Total agree	Agree	Neutral	Disagree	Total Disagree
1. Thai temples are beautiful.					
2. Thai traditional dance is graceful					
3. Thai boxing is brutal.					
4. Thai boxing is fun.					
5. Thai handicraft is delicate.					

6. climate in Thailand is pleasant.					
7. Thai food tastes good.					
8. Thai food is too spicy.					
9. price of Thai food is cheap.					
10. Thai food is various.					
11. beaches in Thailand are beautiful.					
12. Beaches in Thailand are crowded.					
13. Beaches activities are fun.					
14. Activities on the beach are challenging					
15. beach in Thailand is more beautiful than China					
16. night life in Thailand is colorful.					
17. Night life in Thailand is					

safe.					
18. Thai massage is relaxing.					
19. Animal performance is Enjoyable to watch					
20. Shopping in Thailand is cheap.					
21. cost on Thai transportation is cheap.					
22. Thai Tuk Tuk is convenient.					
23. Thai transportation is safe.					
24. Thai transportation is crowded.					
25. Thai people are polite					
26. Thai people are easy to communicate with.					
27. Thai people always look happy.					

28.Thai people are honest.					
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Part 4. Tourism Intention

1. will you come to visit Thailand again?

Yes.

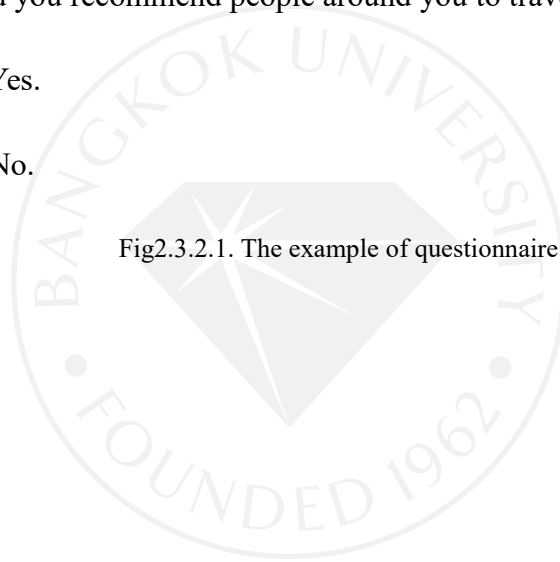
No.

2. would you recommend people around you to travel to Thailand?

Yes.

No.

Fig2.3.2.1. The example of questionnaire



BIODATA

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Gender: Male

Date of Birth: 13th August 1992

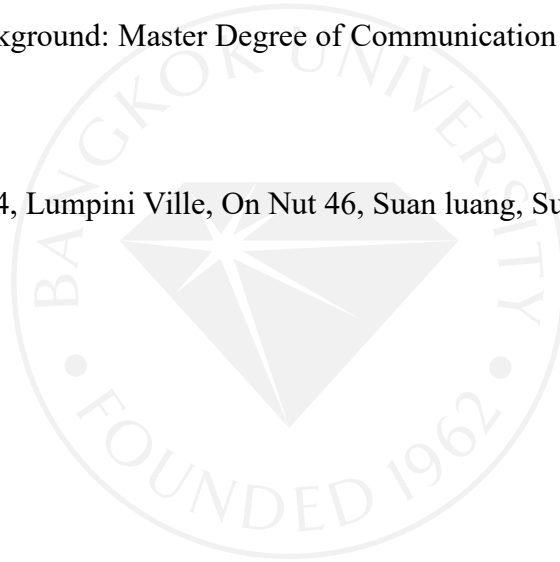
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