THE INFLUENCE OF CHINESE TOURISTS' TRAVEL COGNITION AND

MOTIVATION ON THEIR TRAVEL INTENTION TO THAILAND

A CASE STUDY OF THAI TV SERIES "BUPPESANNIVAS" (LOVE DESTINY)

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<u>The Influence of Chinese Tourists' Travel Cognition and Motivation on their Travel</u>

<u>Intention to Thailand, A Case Study of Thai TV Series "Buppesannivas" (Love</u>

<u>Destiny)</u> (91 pp.)

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ABSTRACT

This survey is to examine the influence of Chinese tourists' travel cognition and

motivation on their travel intention to Thailand. The study involved 200 participants,

selected by purposive sampling and snowball sampling. The samples were Chinese

audiences between 15 and 45 years old who have watched the Thai TV series

"Buppesannivas" (Love Destiny). The mean and standard deviation were tabulated

and analyzed using Multiple Regression to test the hypothesis that the significance is

0.50. The findings found that: (1). Chinese tourists' cognition about tourism in

Thailand can significantly predict their travel motivation at the rate of 65.1% which is

considered be the medium prediction. Chinese tourist perceived natural state as the

most influential factor that influences their travel motivation, followed by comfort and

security, cultural distance, interest and adventure, resort atmosphere and climate,

inexpensiveness, and lack of language barrier. However, the results found that tourist

facilitation was negative predictor of their travel motivation; (2). Chinese tourists'

cognition about tourism in Thailand can significantly predict their travel intention at

the rate of 62.3% which is considered be the medium prediction. Chinese tourist

perceived inexpensiveness as the most influential factor that influences their travel

intention, followed by comfort and security, natural state, lack of language barrier, and cultural distance. However, the results found that resort atmosphere and climate, interest and adventure, and tourist facilities were negative predictors of their travel intention; (3). Chinese tourists' motivation about tourism in Thailand can significantly predict their travel intention at the rate of 53% which is considered be the medium prediction. Chinese tourist perceived cultural enrichment as the most influential factor that influences their travel intention, followed by ego-enhancement, fulfilling prestige, and novelty and knowledge-seeking. However, the results found that socialization, rest and relaxation were negative predictors of their travel intention.

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INTRODUCTION

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1.2. Objectives of the Study

1.3. Scope of the Study

1.4. Research Questions

1.5. Significance of the Study

1.6. Definition of Terms

1.1 Rationale and Problem Statement

Today, the fast-growing television products have become global news and information providers with diverse and selective features, including sports, entertainment, shopping, romance, foreign languages, religion, leisure and tourism, and modern life have become more and more inseparable from it (Butler, 1990; Couldry, 2001; Dahlgren, 1998). Besides, a popular television series could be a good addictive content provider that encourages people to discuss and gossip about the stories and the motivations of the actors as the topic for their social interactions (Couldry & McCarthy, 2004). The impact of television on people's daily lives is obvious. Among the various studies related to the influence of TV works on audiences' life, some studies found the impact of television works on a tourist destination from the perspective of tourism promotion (Beeton, 2001; Busby & Klug, 2001; Connell, 2005; Kim & Richardson, 2003).

Past researches have shown that there is a positive correlation between tourism with movies and television works. Riley and Van (1992) pointed out that viewers can enjoy the plot in addition to the exposure period of the film and television travel compared to the effects of the advertisement. The film was used as a destination for publicity, and its effect was better than that of advertising. Because the travel message transmitted through film and TV works through their shooting skills and wonderful performances of actors, more attractive than travel advertising. The film makes consumers think it is a more "non-sale" communication than advertising, which is the advantage of film tourism (Jones & Smith, 2005). Film and TV works can make tourists have pre-trip images of the destination, thus increasing their willingness to visit (Liu, 2013).

According to previous research, film and television works have a certain impact on the tourist destinations and tourism activities chosen by the audience, thus producing a new type of tourism, which is the film and television tourism (Mei, 2010). Tourism motivation is influenced by the situation of the popularity of the film and TV drama (Ling & Wu, 2010). Echtner and Ritchie (1993) said that tourism is not only a carrier of the image or culture of a nation. Creating a good image of a travel destination is a good motivation for successfully introducing it to the market. The image of a travel destination affects the decision-making of tourists (Woodside & Lysomki, 1989).

With the development of society, tourism is the best way for people to seek relaxation, especially when people's quality of life is generally improved (Huang & Lin, 2006). Tourism is an important part of Thailand's economy, and it is one of the important sources of income in Thailand (NESDC, 2020).

A report from Thailand's National Economic and Social Development Commission (NESDC) showed that the number of foreign tourists visiting Thailand has increased a lot, from 35.35 million in 2017 to 39.8 million in 2019. According to a report by the National Economic and Social Development Commission of Thailand (NESDC), the number of foreign tourists visiting Thailand has increased to 39.8 million in 2019, it was 35.35 million in 2017. In February 2019, 18.4% of Thailand's GDP was accounted for the tourism industry. The report also shown the first major tourist imported country is China, the number of Chinese tourists increased to 10.99 million in 2019 (NESDC, 2020). This data can be seen, Thailand's tourism industry is very important to Thailand and has created a large part of Thailand's GDP.

In recent years, Chinese tourists make Thailand as their favorite destination. Lakkana (2015) pointed out that China's outbound tourism originated in 1998, Thailand is the first destination. Chen (2018) mentioned that Chinese tourists are traveling to Thailand because of Thailand's unique location and beautiful natural scenery, and more importantly, Chinese viewers are influenced by Thai TV series.

Thailand's TV series, 40 years has always been Thailand's main television programs, Thais called "Lakorn". In the late 20th century, Thai TV series is gradually popular in Asia. Starting in 2003, the Thai TV series to entering the Chinese market, let the Chinese audience to know Thai TV series (Feng, 2019). Thai shows became popular in China is because the Anhui satellite TV broadcasted the Thai TV series which is the "Battle of the Angels" in 2009. The show at the time of broadcast ratings is located in the top 10, and replay the four times between 2009 and 2010 (Danaithan, 2012). Also, the nationalist fears about dominant South Korean pop culture have led the China Review Commission to restrict imports of South Korean television

programs. This, in turn, gave Thai TV dramas a chance to enter China (Danaithan, 2012). In 2011, an investigation by the Royal Thai Consulate in Thailand on Weibo (China's popular microblogging service) found that Chinese viewers attracted by Thai TV series because of three points. There are beautiful scenery, attractive plot and beautiful actors (Lee, 2011). Lee (2011) said many Chinese viewers think they can see the cities, people, and the scenery through watching Thai TV series. After watching, they will feel closer to Thailand and want to travel to Thailand (Lee, 2011).

Through the development of network technology, people are accustomed to watching film and television works on online platforms or video websites (Chan, 2016). According to Yunhe Data (A network survey and statistics agency), from 2017 to the end of May 2019, Youku, Iqiyi, and Tencent are China's three major video platforms introduced 35 Thai series to Chinese viewers (SOHU,2019). Thai actors became more and more popular in China, and they have got a lot of Chinese fans (James & Wilawan, 2010). Ge (2019) has publicly stated that from the perspective of gender and age, Thai drama and Korean drama have a high degree of consistency in the audience. 15 to 30 years old female audience is the core audience, and the Thai series is currently relatively younger in the audience age (Ge, 2019).

In this research, the Thai TV series "Buppesannivas" (Love Destiny) was selected as a case study. "Buppesannivas" (Love Destiny) is a hit TV drama of 2018 in Thailand. Super Poll, Thailand's leading pollster, surveyed the TV series "Buppesannivas" (Love Destiny) in March 2018, showing that 80.8% of Thai people said they were watching this Thai TV series (Chen, 2018). The popularity of the Thai TV series "Buppesannivas" (Love Destiny) in Thailand triggered a craze for locals to travel to locations where the series was filmed (Jia, 2018). According to Bangkok Post

(2018), due to influence of this series, the city's historic Wat Chaiwataram temple decided to extend the closure and the number of visitors more than doubled after the park expanded its opening hours. With the popularity of "Buppesannivas" (Love Destiny), more and more people are interested in visiting historic sites in the City Capital, especially in Wat Chaiwataram, where visitors soared to nearly 20,000 over the weekend in March 2018 (Kowit, 2018). "Buppesannivas" (Love Destiny) has led to the popularity of Thais in traditional dress, many Thais wearing traditional costumes and visiting historic sites, especially Wat Chaiwataram, the temple in Aoki Historic Park (Chaiyot & Yuttapong, 2018). Talsatit (2018) said that "Buppesannivas" (Love Destiny) is not only popular in Thailand, but also very popular in ASEAN countries, China, and East Asia. The huge number of overseas viewers watching through the Internet, including many Chinese viewers, because they can watch the version with Chinese subtitles on video streaming websites (Talsatit, 2018). With the Thai TV series "Buppesannivas" (Love Destiny) becoming more and more popular, it is necessary to study its social influence, especially in the field of movie and television induced tourism.

Studying movie and television induced tourism are very meaningful and necessary in the present. Ministry of Public Health of Thailand (2020) released the outbreak of coronavirus (COVID-19) has spread globally, and the World Health Organization (WHO) lists COVID-19 as a pandemic. COVID-19 has led to unprecedented challenges for tourism worldwide. The Association of Thai Travel Agents (ATTA, 2020) released statistics of Chinese tourists to Thailand until March 20, 2020 (Figure 1.1). Figure 1.2 shown that China is the first country to import to Thailand, accounting for 40.98% of the total (ATTA, 2020). As more international

flights were canceled, the airports emptied. Therefore, how to recover the Tourism

Industry in Thailand after the COVID-19 outbreak and recover the loss is the key

issue to be considered by the tourism departments in Thailand. This study will

understand the positive role of Thai TV dramas in promoting Thai tourism. Through

the research results, we can know whether film and television can be used as a viable

means to attract overseas tourists to Thailand.

Figure 1.1: Tourism statistics of Chinese arriving in Thailand 2020 (ATTA, 2020)
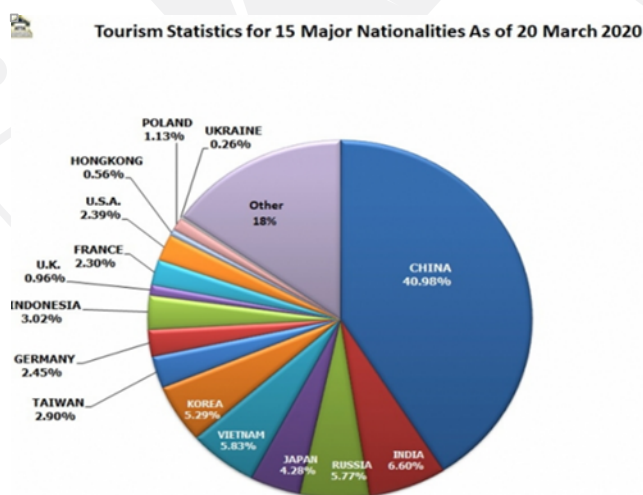
Figure 1.2: 15 major nationalities arriving in Thailand.

Source: ATTA. (2020). *Statistics international tourists arriving in Thailand as of*

20 March 2020. Retrieved from https://www.atta.or.th/

statistics-international-tourists-arriving-in-thailand-as-of-

as-of-20-march-2020/

This study is to induce the determinants that affect tourists to travel to Thailand. In addition, it is also challenging to study the media's influence on tourists' perceptions, trying to find out whether Thai TV series will affect Chinese tourists' decision to visit Thailand. At present, there are few studies on the influence of Thai TV series on Chinese tourists 'travel intentions, mainly on the research of modern Thai movies or LGBT film and television works. Previous research on the relationship between the Thai TV series "Buppesannivas" (Love Destiny) and Chinese tourist is almost blank. The only research is about the relationship between the storytelling skills and the perception of Chinese audiences in Thailand. Regarding the impact of Chinese audiences on Thailand's travel expectations, the scope of the study is to determine whether the exposure of Thai TV series on Weibo enhances Chinese tourists' intention to travel to Thailand (Qin, 2019). The research is mainly about the influence of TV dramas on the audience's image of tourism destinations. Research on the impact of after watching "Buppesannivas" (Love Destiny) on the audience's travel cognition and travel motivation are the gaps of study. So, this study is to enrich the results of previous studies on film and television tourism and to understand the impact of Chinese viewers on their travel behavior after watching this TV series, including their travel cognition, travel motivation, and travel intention. Also, understand the travel satisfaction of respondents who have travel experience. The research helps promote Thai TV series production units to better use the media to spread Thai culture and rich tourism resources. Understanding the tourist behaviors and needs of Chinese tourists also has a positive effect on promoting the Thai tourism industry.

Therefore, it is interesting to find out the factors that the impact on Chinese tourists' travel intention to Thailand as their travel destination from Thai TV series

"Buppesannivas" (Love Destiny). The problem statement was developed as follows:

1. Does cognition about tourism in Thailand significantly influence their motivations to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)?

2. Does cognition about tourism in Thailand significantly influence their intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)?

3. Are cognition about Thailand tourism and motivations to travel in Thailand significant predictors of Chinese tourists' intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)?

1.2 Objectives of Study

Thai TV series "Buppesannivas" (Love Destiny) as the research object of this study. It could be better to understand the role of this type of TV drama on the promotion of culture and tourism. Investigate the connections between travel cognition, travel motivation and travel intention produced by Chinese audiences after watching the Thai TV series "Buppesannivas" (Love Destiny). The objectives of this study are as follows:

1. To examine the influence of cognition about tourism in Thailand on Chinese tourists' motivations to travel in Thailand after watching Thai TV series "Buppesannivas" (Love Destiny).

2. To examine the influence of cognition about tourism in Thailand on their intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny).

3. To explore whether cognition about Thailand tourism and motivations to travel

in Thailand are significant predictors of Chinese tourists' intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny).

1.3 Scope of Study

This research focuses on the process of producing travel cognition and travel motivation of Chinese viewers after they are watching Thai TV series "Buppesannivas" (Love Destiny). Quantitative research is the method in this paper. Chinese audiences conduct online questionnaire surveys. The participants are Chinese viewers who have watched the Thai TV series "Buppesannivas" (Love Destiny) and had experiences traveling to Thailand. Ge (2019) has publicly stated that from the perspective of gender and age, Thai drama has a high degree of consistency in the Chinese audience, 15 to 45 years old female audiences are the core audience. Two hundred participants both male and female online users between the ages of 15 and 45 in this study were selected to participate in the survey. Purposive sampling and snowball sampling are the methods to find participants. The data collection was from 1 June 2020 to 15 June 2020.

In this study, the Thai TV series "Buppesannivas" (Love Destiny) was selected as a case study. "Buppesannivas" (Love Destiny) is a hit TV drama of 2018 in Thailand. Talsatit (2018) said that "Buppesannivas" (Love Destiny) is not only popular in Thailand, the huge number of overseas viewers watching through the Internet, including many Chinese viewers. With the popularity of "Buppesannivas" (Love Destiny), many Thai people are interested in visiting the historical sites of Ayutthaya (Kowit, 2018). It is necessary to study the influence on Chinese audience and their travel behavior.

This study mainly explores the relationship between variables. The independent

variable included tourists' perception of Thailand's tourism, the tourists' motivation for Thailand, and the dependent variable is the tourists' intention to travel to Thailand. Among them, tourism cognition refers to Chinese tourists' cognition about Thailand destination after watching the Thai TV series "Buppesannivas" (Love Destiny) and have experienced travelling to Thailand. Travel motivation refers to Chinese tourists' intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny). The travel intention refers to Chinese tourists' travel intention to Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny).

1.4 Research Questions

The study mainly involved a case study that studied the impact of the Thai TV series "Buppesannivas" (Love Destiny) in attracting Chinese tourists to Thailand. To find out the impact on the Chinese audience, the following three questions were carried out:

1. Does cognition about tourism in Thailand significantly influence their motivations to travel in Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)?

2. Does cognition about tourism in Thailand significantly their intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)?

3. Are cognition about Thailand tourism and motivations to travel in Thailand significant predictors of Chinese tourists' intention to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)?

1.5 Significance of the Study

This research focuses on the influence of Thai TV series "Buppesannivas" (Love Destiny) on Chinese tourists' travel intention. So far, there has been no research on the

influence of travel intention by watching Thai TV series "Buppesannivas" (Love Destiny). The purpose of this study is to find out the connections between travel cognition, travel motivation, and travel intention based on Tourists Gaze, Tourists Behavior, Use and Gratification theory. The significance of this research could provide more support to the Tourist gaze, Tourists Behavior, and Use and Gratifications theories. The findings will help understand why the Thai TV series "Buppesannivas" (Love Destiny) is causing a rating frenzy. As one of the important means of cultural output, this study could let the people in the film and television industry think about how to produce an excellent TV series, how to influence the audience's view of a positive destination image of Thailand through TV series. Just as Korean TV dramas are so popular with overseas audiences.

This study can also understand how the TV series let the audience form their travel cognition. This may have a positive reference value for the film and television industry and tourism. It can illustrate that film and television is an important channel for attracting tourists from neighboring countries or the world. Especially since COVID-19 has led to unprecedented challenges for the tourism industry, Thailand's tourism industry needs to do so through efforts to win more tourism after the outbreak. Therefore, the results of this study will show whether tourism caused by TV series and movies has become a beneficial force to promote Thailand's economy.

1.6 Definition of Terms

1.6.1 "Buppesannivas" (Love Destiny)

"Buppesannivas" (Love Destiny) is a hit TV drama of 2018 in Thailand. "Buppesannivas" (Love Destiny) contains elements of romance, drama, and space-time travel, starring by the famous Thai actor Ranee Campen (Bella) and Thanavat

Vatthanaputi (Pope). After the TV series aired, it was well-received in Thailand and became popular throughout Asia, as well as contributing to the tourism revival of the location. This study takes the Thai TV series "Buppesannivas" (Love Destiny) as the research object.

1.6.2 Chinese audience

Chinese audiences who have been able to travel and had watched the Thai TV series "Buppesannivas" (Love Destiny) are the targets in this study. According to an earlier Thai poll, 80.8 percent of Thais watch "Buppesannivas" (Love Destiny) while live streaming in China is almost 100,000 Chinese audiences (Xuehua, 2018).

1.6.3 Film and TV series induced tourism

The particularity of the location is strengthened through television and movies, and a wider social concern is generated to trigger a tourism form that drives the tourism effect. Film and TV works can make tourists have pre-trip images of the destination, thus increasing their willingness to visit (Liu, 2013). It could be an effective marketing method for raising the profile of tourist destinations (Ma, Guo, & Wu, 2016). It is not just about people travel to where the film or TV series has been filmed. It also includes local stories, museums, attractions, and activities (Ling & Wu, 2010). In this study, Chinese audiences generated their intention to travel to Thailand by watching Thai TV series "Buppesannivas" (Love Destiny).

1.6.4 Travel cognition

In terms of film and television influencing travel cognition, Riley & Van (1992) believed that the film can help potential visitors generate some kind of sensory and emotional awareness about the destinations in the film. Baloglu and McCleary (1999) considered the destination image to be an attitude structure, which is made up of

individual beliefs, emotions, knowledge and overall impressions of the destination. Past study found that individual's cognition shapes the motivation of travel, and then promote the occurrence of tourism behavior (Riley, 1994). In this study, travel cognition refers to the audience's understanding of Thailand's customs and natural resources by watching the Thai TV series "Buppesannivas" (Love Destiny), which includes history, culture, scenery, folk customs, music, clothing, etc., and has formed a certain impression of the tourist destination.

1.6.5 Travel motivation

Travel motivation is a psychological state that forces individuals to produce their travel decisions (Dann, 1981). Understanding the motivations of tourists is the best way to know why they want to travel (Cha, McCleary & Uysalal, 1995). This study, focus on Chinese audiences' travel motivation of visiting Thailand after they watch the Thai TV series "Buppesannivas" (Love Destiny).

1.6.6 Travel intention

The definition of travel intention is the possibility of a traveler visiting a particular destination within a limited period (Woodside & Lysonki, 1989). Gartner (1993) points out that the willingness to travel can be a tourist's attitude towards the destination. In this study, it refers to the desire of Chinese audiences to travel to Thailand. In this research, it represents the desire of Chinese viewers to visit Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny).

1.6.7 Tourist gaze

John Urry (2002) believed that the tourism gaze combines people's abstract desire for tourism, tourism motivation, and tourism behavior. Urry & Jonas (2013) pointed out that Gaze is the most fundamental visual feature of the travel experience,

but it is not limited to the visual experience, it can also be expressed as behavior. This study is to examine how does the audience produces a tourist gaze from watching the Thai TV series "Buppesannivas" (Love Destiny)? How to turn the tourists' gaze into the process of tourism demand, tourism motivation, and tourism behavior by watching "Buppesannivas" (Love Destiny).

CHAPTER 2

LITERATURE REVIEW

Chapter 2 summarized previous studies about the connections between travel cognition, travel motivation, and travel intention as well as explored the concepts, principles and the assumptions of the theory of Use and Gratification and Tourism Gaze. This chapter highlighted the following topics:

2.1 Related Literature and Previous Studies

2.1.1 Film and TV series induced tourism

2.1.1.1 Concept of travel cognition

2.1.1.2 Concept of travel motivation

2.1.1.3 Travel behavior

2.1.2 Thai TV series in China

2.1.3 "Buppesannivas" (Love Destiny)

2.1.4 Concept of travel intention

2.2 Related Theories

2.2.1 Assumptions of Use and Gratifications Theory (UGT)

2.2.2 Concept of Tourist Gaze Theory

2.2.3 Tourist Behavior Theory

2.3. Research Hypothesis

2.4. Theoretical Framework

2.1 Related Literature and Previous Studies

This section will review past studies on the topics of film and television tourism, Thai TV series in China, the Thai TV series "Buppesannivas" (Love Destiny), and

travel intentions.

2.1.1 Film and TV series induced Tourism

As a medium form, film and TV works have become a very important channel for people to collect information and satisfy their spiritual life. It is characterized by a large number of the viewer, strong audio-visual and so on.

The film and television work in terms of cultural transmission also promote local resources, such as natural and human resources. Compared with the general travel brochure, it has created a more realistic and intuitive impression on potential tourists, thus helping to promote the development of tourism. Riley & Van (1994) pointed out that, compared to the effect of advertising, the characteristics of film attraction tourism in addition to a longer exposure period than advertising, as the plot progresses viewers can immerse themselves and empathize. Besides, shooting skills and actors' performances enhanced the audience's impression of the attraction, and the film makes consumers think of it as a more "non-sales" mode of communication than advertising, which is the advantage of film tourism. The film is used as propaganda for the destination, and its effect is better than that of other advertising activities (Jones & Smith, 2005).

In the gradual development of film and tourism, scholars began to gradually turn to film and tourism, when they realized that tourism inflows data showed an upward trend with movies or TV series. Anita & Robert (2010) mentioned that the original purpose of these films is not to influence the choice of tourists or to improve the flow of tourism data. Although the film does not provide travel marketing and advertising information for the location, the audience can see that the scene is already on the screen. It also has a potential impact on local tourism of filming places. Scholars had

given this fortuitous phenomenon a new name by the late 1990s, they call it is the film and TV tourism (Riley, 1994).

Connell, (2012) in the study of film and television tourism are mostly focused on different angles and activities (Figure 2.1), summed up the western scholars from different angles on film and TV tourism has given different definitions, found that these definitions are mainly in the scope and perspective of differences. Ling & Wu (2010) pointed out that film and TV tourism is not just about people travel to the place of film or TV series filmed. It also includes local stories, local museums, attractions, and activities. As far as definition is concerned, it can be divided into supply perspective and demand perspective (Ling & Wu, 2010).

Figure 2.1: Film tourism

Source: Connell, J. (2012). Film tourism evolution, progress and prospects. *Tourism Management, 33,* 1007-1029.

Evans (1997) proposed that tourism caused by television, radio, and the film,

because of the tourism destination appeared on the screen. Riley (1998) and others put forward by tourists to explore the screen to see the attractions of the tourism activities. Mercille (2005) found that film and television work directly affect the economic development of tourist destinations that appear in the film. It could be an effective marketing method for raising the profile of tourist destinations (Ma, Guo & Wu, 2016).

Tak-kee & Wan (2006) pointed out that more and more regions are now using the positive impact of film and TV works to achieve rapid tourism growth, enhance the tourism experience, and then enhance the attractiveness and visibility of tourist destinations.

The impact of film and television works on tourist destinations is mainly reflected in two aspects, audience and destination. In this study, we explored the influence of the audience on television works. By analyzing the previous research, it was found that film and TV series can influence tourists in three ways, namely, tourism cognition, tourism motivation, and tourism behavior (Kim, Agrusa & Lee, 2007).

(1) Concept of travel cognition

In terms of film and television influencing tourist cognition, Riley &Van (1992) believes the movie can help potential visitors generate some kind of sensory and emotional awareness about tourist destinations in the film. Past studies found that cognition shape tourists' motivation to travel and influence their tourist behavior (Riley. 1994).

Bigné, Sánchez and Sánchez (2001) believed that whether the audience is willing to travel to the place of the show depends on their impression of this place. Television

series can make tourists have pre-trip images of the destination, thus increasing their willingness to visit (Liu, 2013). Warnick, Bojanic, and Siriangkul (2005) through the study of "Beach", it is understood that this movie does give the audience perception of Thailand.

Murry, Lastovicka, and Singh (1992) put forward that the audience's preference for film and TV shows can arouse the viewer's positive feelings about the regional cognition. Baloglu and McCleary (1999) considered the destination impression to be an attitude structure, which is made up of individual beliefs, emotions, knowledge and overall impressions of the destination. Lee, Scott, and Kim (2008) studied there are direct connections between perception and discovery of star preferences and the discovery of tourist attractions. The study concluded that the audience's preference for stars will significantly enhance their familiarity with the tourist destination and travel intentions, whereas the opposite is true. In this study, the factors in the star's involvement in TV drama filming will examine the TV dramas influence audience's travel cognition.

This study would like to examine whether the watching Thai TV series "Buppesannivas" (Love Destiny) has an impact on travel cognition of tourist destinations or not. To find out if watching TV series helps viewers gather information about Thailand to form destination image perception. The hypothesis is:

Hypothesis 1: Chinese tourists' cognition about tourism in Thailand significantly influence their travel motivation to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

(2) Concept of travel motivation

Travel motivation is a psychological state that forces individuals to produce their

travel decisions (Dann, 1981). Understanding the motivations of tourists is the best way to know why they want to travel (Cha, McCleary & Uysalal, 1995). Roger, Baker, and Carltan (1998) studied the audience who had an emotional resonance after watched the movie or drama and created the motivation to travel.

Busby & Klug (2001) surveyed of 150 tourists in "Notting Hill" found that 75 percent of them were motivated to travel after watching the film "Notting Hill". Busby and Klug (2001) believed that tourists travel because they watch television and movies.

Kim and Richardson (2003) studied the perceived characteristics and the degree of change of emotional characteristics of movies to the image of the travel place. The characteristics of some destination images in the film do influence by the film that they have watched, but also stimulate the audience's interest in destination tourism (Kim & Richardson, 2003).

Meng and Li (2005) through research pointed out that the film and TV work through artistic expression can enable the audience to produce a great desire to visit the destination while they are watching.

Wu, Ge, Xi, and Liu (2007) believed that travel motivation includes pilgrimage, star effect, and escape from reality. From this, it is learned that confirms and experiences are the main motivation for tourists to carry out film and television tourism (Wu, et al, 2007).

Based on previous research results, this paper speculated that Chinese viewers will also be curious about Thai culture after watching the Thai TV series "Buppesannivas" (Love Destiny) and will it influence their tourism motive for the location of the Thai scene? Will they have a motivation to travel to Thailand after

watching the Thai TV series "Buppesannivas" (Love Destiny)?

(3) Travel behavior

On the previous research in the query, also found some study of film and TV work to influence the tourist behavior of the audience. Goodrich (1978) founded that the destination image is closely related to the travel motivation, behavior decision, and service quality perception and satisfaction degree of tourists or potential tourists.

Sandeep (2006) believed that the decision to travel depends on the knowledge from movie or drama and the personal characteristics of the audience themselves.

To sum up, compared with the traditional tourism destination image promotion, the influence of movies and TV series is more extensive and easier for the audience to accept. Movies and TV series not just influence the audience's perception of the travel place, but also greatly influence their intention to go to the scene from the film and TV series. Therefore, Chinese audiences' travel cognition, travel motivation and travel behavior from watching the Thai TV series "Buppesannivas" (Love Destiny). It will also examine whether these factors will lead Chinese audiences to travel to Thailand. The hypothesis is:

Hypothesis 2: Chinese tourists' cognition about tourism in Thailand significantly influences their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

2.1.2 Thai TV series in China

In recent years, with a Thai TV viewing to upsurge in mainland China, research on the spread of the Thai TV series in China also gradually began to rich. More and more scholars spent a great deal of research and attention. In contrast, Chinese scholars' study is much larger than the number of overseas scholars, journal articles

are more than paper.

Hou (2011) mentioned that Thai TV dramas provide audiences with wonderful plots while at the same time inadvertently showing the Thai customs, food and architectural styles. There are many Chinese audience who choose to watch Thai TV series in order to understand the fascinating and beautiful country and Thai court culture. In addition, under the influence of Thai drama, Thai food and Thai clothing and Thai products are affecting the interest of Chinese consumers.

Thai TV series in China in the process of transmission, and also the local cultural passing through TV series to China. It is also a shortcut to Thai culture to Chinese viewers. Chen (2011) analyzed the development trend of Thai TV drama in the Chinese market and the Chinese audience love to watch it based on the spread and characteristics of Thai TV series in China.

Thai TV series was a new media entertainment among Chinese audiences. Milk (2009) mentioned that Chinese viewers like to watch overseas TV dramas, especially Thai series. Before the popular trend of overseas TV series in China from Singapore, Hong Kong, Japanese and Korean. Thai TV series is its new cultural elements to attract more Chinese audience attention and has a large number of viewers in China (Milk, 2009).

Brenda (2016) pointed that although the Thai import popular culture is often thought of as the receiver, especially from the culture of Japan and Korea, the culture of the asymmetric flow are signs of a reversal, such as Thai TV series became popular in mainland China.

Film and TV work always like art, literature, music, it is the carrier of cross-cultural communication. Through the film and TV works can clearly understand the

values of a country. Thailand's TV series, forty years has always been Thailand's main television programs, Thais called "Lakorn" which means romantic series in Thai. Most of these TV series comes from romance novels, and some of them are 50 years ago (Feng, 2019). In the late 20th century, Thai TV series is gradually popular in Asian countries. Thai TV series was entering the Chinese market in 2003. Thai shows became popular in China is because the Anhui satellite TV broadcasted the Thai TV series which is the "Battle of the Angels" in 2009. The show at that time of broadcast ratings is located in the top 10, and replay the four times between 2009 and 2010 (Danaithan, 2012). Wanida (2011) pointed out that it is not an exaggeration to say that Thai TV series has been hotly reacted after they were broadcast on CCTV8 in China and Anhui Satellite TV. Because there are 700 million to 800 million TV viewers in China (Wanida, 2011).

In addition, the nationalist fears about dominant South Korean pop culture have led the China Review Commission to restrict imports of South Korean television programs in China. Under this situation, it gives Thai TV dramas a chance to attractive Chinese audiences (Danaithan, 2012). Chan (2016) said Thai TV series is more prominent than Thai films in China. Thai films are rarely shown in Chinese cinemas because Chinese regulations allow only 20 foreign films can be shown in Chinese cinemas per year. And the vast majority of the films are from Hollywood. As a result, the prominent position of Thai films in China is obtained through online channels. There are many popular Thai films through online streaming platforms and websites, such as the 2007 gay romance "Love in Siam" and the 2009 lesbian romance "Yes or No". The main actors in these films have won a lot of fans in China (Chan, 2016).

In 2011, an investigation by the Royal Thai Consulate in China on Weibo (China's popular microblogging service) found that Chinese viewers attracted by Thai TV series because of three points, there are beautiful scenery, attractive plot and beautiful actors (Lee, 2011). Lee (2011) said many Chinese viewers think Thai TV series opens a window into Thailand. They can see the cities, the nice Thai people and the most beautiful scenery of Thailand through TV series. When they watch these Thai TV series, they feel closer to Thailand and also want to travel to Thailand (Lee, 2011).

Zhang (2008) pointed out that Korean drama is now challenged in the field of TV series in China. Thai TV series quickly attracted legions of fans with their sophisticated production, romantic and warm imagination, and exotic images. Stars from Thailand are also starting to have Chinese fan groups.

Hookway and Watcharasakwet (2010) noted in their study that Thai TV actors are popular in China. These stars make Chinese viewers feel familiar and exotic. There are a lot of Thai actors of Chinese descent. Han (2011) discovered that to further promote Thai TV series. The Consulate General of Thailand has invited Thai TV and movie stars to China to meet their fans. They have also helped build a platform for communication between Chinese companies and Thai TV producers.

With the continuous development of network technology, people have become accustomed to watching movies and TV series using online platforms or video websites (Chen, 2018). The Chinese viewers are again interested in Thai TV series because of the broadcast of "Full House Thailand" in 2014. It seems like the second Thai TV series wave swept through Chinese streaming sites. The exclusive streaming rights of "Full House Thailand" in China was acquired by Tencent Video (a Chinese

streaming site). The fashion of the TV series attracted a lot of young Chinese audiences. Thai actor Mike Pirat has even started appearing in Chinese TV shows such as "Love Jewelry" (Chan, 2016).

In China, the internet has moved to the mobile Internet. According to Ai Media data center (IIMEDIA) statistics, since 2017, the number of Chinese smartphone users going to reach 781.7 million by 2020, 8 million in 2021, 812.9 million in 2022, 841.8 million, and 8.682 in 2023 Billion (IIMEDIA, 2019).

The widespread popularity of the Internet has made it more and more convenient for Chinese audiences to watch videos on mobile apps and online streaming websites. According to Yunhe Data (A network survey and statistics agency) (2019), from 2017 to the end of May 2019, Youku, Iqiyi, and Tencent are China's three major video platforms and they were introduced a total of 35 Thai dramas. Among them, the highest amount of "Destined to Love You", the cumulative effective play of 630 million, occupy the Weibo hot search list nearly 40 hours (SOHU, 2019).

However, on the introduction of Thai drama, video sites are still cautious. Many Chinese online video websites are too worried about the risks to buy large numbers of Thai series because they think Thai TV series are not like Korean TV series have a stable audience and are exquisitely produced in China. In the transfer of broadcast platform, Thai TV series' fans spontaneously set up a lot of subtitle groups to make up for the lack of Thai TV series in the Chinese market. Many enthusiastic fans get foreign TV series and translate them themselves, then post subtitles for people to watch without permission from the copyright owner (Lee, 2011). These fan groups localize cultural products through translations, such as adding local meanings to subtitles and online slang. Fan groups are dedicated, and fans of different skills are

coming together and pooling their abilities to bring their favorite Thai TV series to Chinese audiences (Jenkins, 2006).

Danaithan (2012) found Chinese viewers to watch Thai TV series through streaming video websites, there are more than 10 subtitle groups created the videos with Chinese subtitles, Tianfutaiju is the most famous one. Zhang (2019) said that "Romantic Full House Thailand" was first translated by First subtitles group, after attracting widespread attention in China, Tencent video decided to buy the copyright, and finally broadcast simultaneously. This shows the power of the fans (SOHU, 2019). Danaithan (2012) also found that Chinese viewers who now watch Thai TV series on the Internet are different from Chinese viewers who previously watched Thai TV series on television platform. The original audience was often housewives, who might passively accept the content provided to them by the media. The new generation of Chinese audiences are young, well-educated, and lives in cities. They are not used to not passively watching anything that has already showed but is constantly exploring global media content that China does not have (Danaithan, 2012).

Ge (2019) has publicly stated that from the perspective of gender and age, Thai drama and Korean drama has a high degree of consistency in the Chinese audience. 15 to 45 years old female audiences are the core audience, and the Thai series is currently relatively younger in the Chinese audience age. So, this study focus target is young Chinese audiences.

Yang (2019) found that the cultural industry cooperation between Thailand and China is getting closer and closer. In the past, Thailand was keen to introduce or remake Chinese TV series, and now many Chinese film and television companies in

turn to buy high-scoring Thai drama copyright, local adaptation. The Thai TV series "Buppesannivas" (Love Destiny) in China's Internet set off a round of Thai series discussion boom. It is understood that "Buppesannivas" (Love Destiny) in China's copyright has also been bought, the Chinese version is currently in the script preparation stage (Yang, 2019).

2.1.3 "Buppesannivas" (Love Destiny)

Thai historical television series "Buppesannivas" (Love Destiny) was originally broadcast on Thai Channel 3 from 21 February to 11 April 2018. It contains elements of romance, drama, and space-time travel, starring the famous Thai actor Ranee Campen (Bella) and Thanavat Vatthanaputi (Pope). After the TV series aired, it was well-received in Thailand and became popular throughout Asia, as well as contributing to the tourism revival of the location. "Buppesannivas" (Love Destiny) based on a novel of the same name, which took place during the Kingdom of King Narai. The novel won seven book awards in 2010 and is the first time it has been adapted into a TV series (Wikiipedia, 2019).

According to Nielsen and the Thai Stock Exchange, the first six episodes of the natural pair averaged 8.005, the viewership rating is higher than others (Suchiva, 2018). National Thailand (2018) points out that Thai Channel 3 can produce more than 113, 750 baht every 15 minutes from this TV series. It helped shore up the station's profits, from 1.2 billion baht in 2015 to 61 million last year (National Thailand, 2018). According to an earlier Thai poll, 80.8 percent of Thais watch "Buppesannivas" (Love Destiny) while live streaming in China is almost 100,000 viewers (Xuehua, 2018). It also is shown that the success of "Buppesannivas" (Love Destiny) due to an excellent novel, excellent performance, and clever screenplay. The

National Thailand (2018) posted news about the final episode of "Buppesannivas" (Love Destiny) broke another rating record on Wednesday night at 18.6 nationwide, and 18.6 rating is Thailand's highest viewer ratings until now (The National Thailand, 2018). The report also noted that Bangkok's audience ratings have been rising since the show aired in February, repeatedly breaking records. "Buppesannivas" (Love Destiny) sparked a phenomenon that has inspired Thai people wearing Thai traditional clothes and aroused great interest in Thailand (TNT, 2018).

It is no surprise that TV dramas are used on the subject matter, and how to use them is the key to the success of TV dramas. For audiences who are from outside of Thailand, the novelty of the Thai TV series "Buppesannivas" (Love Destiny) is precisely the cultural divide. In addition to the excellent cast, crew and excellent screenplay, the series is quite restored to Thailand's ancient history and culture (Nanat, 2018). For example, the ancient Thais were black teeth, so the ancient servants liked to eat betel nut because the teeth can easy to get black when you eat too much betel nut. And the actors in this TV series are also by the traditional Thai dress, hair makeup, like female wearing breasts, shawls, men wear lantern pants (Nanat, 2018).

Everything about ancient Thailand is new to Chinese audiences because they lack an understanding of Thailand's ancient history. "Buppesannivas" (Love Destiny) takes a hard look at 17th-century Thai culture, historical facts, and language, giving the whole theatrical development a credible foundation and greatly enhancing its reference value (Zhang, 2018). Zhang (2018) pointed out that if TV series could be so effective in achieving the function of popularizing historical knowledge, driving the visit boom of historical sites, and even letting foreign audiences who have never been exposed to relevant history understand the cultural traditions and customs behind it,

that is an amazing thing. So, it seems that behind the demand for TV series, in fact, a considerable amount of thirst for knowledge. A well-documented, compelling TV series, the effect of knowledge-based popularity may be better than just reading books (Zhang, 2018).

Thai TV series "Buppesannivas" (Love Destiny) is popular in Thailand and is also popular in China. Douban (China's famous film critics social networking site) scored 8.2 points. When the first intimate encounter between the actor and actress in the TV series provoked a standing ovation from the Chinese and Thai audiences. It also pushed the keyword "终于亲上了 (finally kissed)" to the headlines on Weibo (China's microblogging social platform) (Shi, 2018).

The popularity of TV series has also led people to travel to the filming sites. According to Bangkok Post (2018), visitors cannot visit the city's historic Wat Chaiwataram in the evening because the temple is open from 8.30 am to 7.30 pm. But due to the influence of "Buppesannivas" (Love Destiny), the temple decided to extend the closure and stop selling tickets after 7.30 pm. After that, the number of visitors more than doubled after the park expanded its opening hours.

The Historic Park is the main attraction of Ayutthaya and is a UNESCO World Heritage Site. "Buppesannivas" (Love Destiny) has led to the popularity of Thais in traditional dress. Many Thais wearing traditional costumes and visiting historic sites, especially Wat Chaiwataram, the temple in Aoki Historic Park (Chaiyot & Yuttapong, 2018). With the popularity of "Buppesannivas" (Love Destiny), more and more people are interested in visiting historic sites in Ayutthaya. Especially in Wat Chaiwataram, where visitors soared to nearly 20,000 over the weekend in March 2018 (Kowit, 2018).

Chaiyot and Yuttapong (2018) mentioned that "Buppesannivas" (Love Destiny) is not only popular in Thailand, but also popular in ASEN countries, China and Korea. The lines in the TV series are very interesting because the heroine is modern through ancient times. She used a lot of current buzzwords and slang, while the rest of the characters in the series use the language from the Ayutthaya era. Also, as well as those of the past beautiful environment and scenery to make the audience unforgettable (Chaiyot & Yuttapong, 2018).

Mirror Media (2019) mentioned in an article titled Netflix will launch last year's hottest hit Thai drama "Buppesannivas" (Love Destiny), which is a good platform for oversea audiences to watch this TV series. The huge number of overseas viewers watching through the Internet, including many Chinese viewers, because they can watch the version with Chinese subtitles on video streaming websites (Talsatit, 2018). Thai TV series "Buppesannivas" (Love Destiny) has expanded from digital television to the travel, retail, and catering industries. This phenomenon began to cause heated discussion on social networks after the TV series aired (Suchiva, 2018).

In general, the Thai TV series "Buppesannivas" (Love Destiny) in Thailand after the broadcast of all walks of life, especially people in Thailand's history and culture and visit places of interest. So, this study takes the Thai TV series "Buppesannivas" (Love Destiny) as the research object can better understand this type of TV series as a role in cultural and tourism promotion.

2.1.4 Concept of travel intention

The willingness is the premise and foundation of tourism activities, and people's travel intention to destinations is influenced by many factors. Gartner (1993) points out that the willingness to travel can be a tourist's attitude towards the destination.

Cheng and Tsai (2007) suggest that the willingness of the visitor's behavior includes two dimensions: recommend and re-visit. Combined with the views of other scholars, the willingness to travel includes the travel intention, the willingness to recommend, the willingness to re-visit, the willingness to pay the trip (Cheng & Tsai, 2007).

Craig (1972) believed that intention is the behavior state of the subject's possibility in the future and acts on their subjective judgment. The recognition of a tourist destination is a rough understanding of the overall image of a tourist destination, which has an important influence on the choice of a tourist destination Beerli & Martin, 2004). This means that travel cognition is a significant factor in choosing the destination. Woodside and Lysonski (1989) found that both the marketing activities and the tourists themselves influence the tourist's travel intention.

Regarding the factors that affect travel intention, scholars believe that the image, satisfaction and perceived value of tourist destinations will have an important influence on travel intention (Bai, Chen, & Zhao, 2012).

In previous literature, it has been shown that watching TV series helps viewers to form travel cognition and generate travel motivation. Huang and Huang (2009) put forward that the intention and motivation of tourism are closely related, and that the desire to travel to stimulate tourism consumption behavior, travel motivation has an important role in promoting travel intention. Wright, et al. (2011) believed that will is the precondition for tourists to reach their vacation destination.

This study examines how viewers developed travel intention after watching TV series. In recent years, the film and television lead to tourism by more and more scholars' attention. As people watching the film and television works, they will also learn some information about the destinations and places exposed in the film and

television works. This affects their travel intention, leading to the eventual choice of traveling there. It can affect their travel intention and even chooses to travel there.

Liu (2013) with Chinese college students as the research objectives, discussed the impact of the perception evaluation of Korean tourism image based on TV drama on his intention to travel to Korea. The results showed that the overall image perception of tourism is significantly increased to their travel intention.

By analyzing 22 feature films shot in Australia, Frost (2010) found that the movie will give potential visitors a strong feeling, making them think that traveling to Australia will bring them a profound impact, is a life-changing travel experience. Kim and Richardson (2003) found a difference in travel intention by comparing the views of the two groups they had seen and not seen about the film "Love Before Dawn".

Previous studies have shown that the celebrity factor in film and television works has an important influence on destination choice and travel intentions. Macionis (2004) pointed out that location, actors, and story determine the audience to go to the filming location. Yena and Croyb (2013) pointed out that the participation of celebrities in the show is directly related to the construction of the knowledge of travel place, in which celebrity worship plays a role.

Lee, et al. (2008) found that the participation of well-known actors in the show has a strong affection on tourists' travel intentions, and also pointed out that celebrity participation has an indirect effect on destination cognition through familiarity.

Weng and Li (2011) put forward that intention is a kind of psychological activity, it is formed by people browsing information or excursion activities, changes in external factors will prompt its change.

Meng (2013) mentioned watching "Lost in Thailand" affected the audience's

willingness to go to Thailand. Therefore, whether watching the Thai TV series "Buppesannivas" (Love Destiny) affects Chinese viewers' travel intention to traveling to Thailand could be a hypothesis:

Hypothesis 3: Chinese tourists' travel motivation to Thailand significantly influence their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

2.2 Related Theories

In this paper, three theories can be applied for the research, including the theory of use and satisfaction, the concept of tourism gaze, and the tourist behavior theory. This section reviews the concepts of three theories.

2.2.1 Assumptions of Use and Gratifications Theory (UGT)

Research on the theory of Use and Gratification dated back to the 1940s when the print media matured (Castells, 2016). At that time, the development of radio and television media was just beginning. The audience's demand for the media has never been seen before. Therefore, some scholars began to study the motivation and gratification of using the media (Yao, 2017). The theory of Use and Gratification is a kind of audience behavior theory, which combined psychology and sociology-related knowledge from the perspective of the audience's psychological motivation and psychological needs. Guo (1999) explained that the behavior of people using the media to satisfy, and puts forward the social reasons and psychological motivation of the audience to accept the medium. Katz, Haas and Gurevich (1973) summarized five categories of mass media to meet the different needs of the audiences, namely: 1, cognitive needs; 2, affection and emotional needs; 3, personal Integrative needs; 4, social Integrative needs; 5, tension-free needs.

Lu (2019) analyzed the reasons for the popularity of Korean dramas in recent years. It is learned that Korean TV dramas have the utility and characteristics needed by TV works to meet the needs of audiences in such areas as interpersonal relationships, self-confirmation, environmental monitoring, etc. It is precise because of these characteristics of Korean drama has attracted the attention of the Chinese audience. Use and gratification theory for using in the field of film and television, you can understand that the audience is watching a TV program to meet their specific needs (Lu, 2019).

Shintaro and Morikazu (2016) founded that according to the theory of use and gratification, as long as the media used by the user has a strong purpose. The main purpose is to meet the needs of users, only better to meet the needs of users then the user's dependence on the platform will be stronger. The main purpose is that users only rely on the media if they better meet their needs.

Zheng (2016) pointed out that the public makes consumer behavior choices based on the figurine environment provided by the media. The popular culture represented by film, literature, television, song, and painting is loved by the audience because they meet the values of most people. The media has become a significant way for viewers to understand the world because the media can be constantly embedded in the daily life of the audience and have a hidden impact on them (Zheng, 2016). Margaret (1996) said that electronic media makes it easier for audiences to obtain information about tourist destinations without guarding. TV dramas and movies are more accessible and acceptable to the audience than any other marketing methods such as television ads and promotional videos. Urry (2002) pointed out that visitors' choice of places of travel is based on a desire for entertainment, dreams, and

participation, which may be based on non-tourist factors such as movies, television, literature, and magazines.

Urry's point of view has also been demonstrated in real life. Jin (2013) found that in the process of the spread of Korean drama, producers attach great importance to Korean culture, often in the series to inject a large number of Korean characteristics of the content, such as clothing, shooting venues, food culture, and even technology products. Producers are trying to get audiences to notice these Korean features while watching the drama and even try to bring broader economic benefits. Katz, Blumler, and Gurevitch (1974) mentioned that use and gratification is a good illustration of why users actively choose specific media to meet their different needs. The social and psychological needs of users drive them to choose to use a particular media, which leads to cognitive, emotional, and behavioral output.

Therefore, it is also possible to analyze from this angle how Thai TV series can pass on Thai characteristic culture to overseas audiences so that people know and yearn for Thailand. TV series is a good carrier to provide the audience with information about the destination, watching the TV drama also satisfies the curiosity of the audience.

Katz, Haas, and Gurevitch (1973) summarized five requirements for using media to influence user behavior, the needs are involved cognitive, emotional, individual integration, social integration, and stress release. Among them, the cognition need is for the audience to obtain information and knowledge to satisfy their curiosity or desire to explore.

This paper examines whether Chinese viewers' interest in watching the Thai TV series "Buppesannivas" (Love Destiny) affects their motivation to travel to Thailand.

From this theory, we can understand whether "Buppesannivas" (Love Destiny) can meet the Chinese tourists' cognitive needs for Thai culture and tourism-related information.

2.2.2 Concept of Tourist Gaze

Learned from previous research, Liu (2007) said, the word "gaze" originated in The Medical Gaze of Michel Foucault of France. This kind of "gaze" symbolizes a kind of right and inequality, and negates the existence of the subject of the individual (Liu, 2007).

The literal meaning of "gaze" is "watch", which is a kind of viewing behavior based on the visual center. Li, Zhang, and Shen (2012) understanding of tourist gaze is "a cultural hunt for the eyes 'sightseeing' or 'sightseeing tourism' activities". This behavior is different from visual viewing in that people's perception of the world is influenced by personal background and their life experience, including gender, race, age, education, and so on (Li, Zhang & Shen, 2012).

In the context of Western culture, the practice of human "watching" is always entangled with politics and ideology or hidden or local. Who is watching? What are they looking for? And, how to look at it? These have never been a purely physiological process, but a social act with complex content. It contains a range of topics on race, gender, politics and the State (Liu, 2005).

John Urry (2002) believed that the tourism gaze combines people's abstract desire for tourism, tourism motivation, and tourism behavior. Urry & Jonas (2013) pointed out that gaze is the most fundamental visual feature of the travel experience, but it is not limited to the visual experience, it can also be expressed as behavior. On Travel Gaze, Urry (2002) summarized the followings:

The first is reverse life. Urry (2002) believed that people often want to leave their daily lives and work, and want to travel to a completely different place from their lives, and the travel destination is also generated by their usual tourist gaze.

The second is dominant. Urry (2002) pointed out that vision dominates the entire travel experience or it perceives the success or failure of the travel experience.

The third is the variability. The tourist gaze can be influenced by many factors, for example, different periods, different locations, different societies, and different social groups. Because their usual life experience is different, which is why people have different motivations and preferences.

The fourth is the symbolism. Usually, tourists will take pictures and photographs during the journey, and collect the symbols that symbolize tourism in this way. The viewer will be gazing at this place by seeing the symbols in these photos and videos.

The fifth is sociality. Some professionals continue to produce new content through various channels that enable their audiences to generate tourism gaze, working with the mass media and manipulating people's travel gaze.

The sixth is inequality. Social stratification is based on factors such as age, gender, and ethnicity, which leads to unequal relationships between visitors and residents. The photography behavior of tourists and their visual presentation of the destination limit the way of life and cultural expression of the local people. They need to live in the way of tourism gaze, which is not equal to them.

From this point of view, tourism gaze is not only related to viewing but also the integration of travel needs, motivation, and behavior. In this context, destinations will also make changes to meet the tastes of tourists to obtain economic benefits (Liu, 2007).

The above literature shows that the audience will generate tourism gaze through

the mass media. Today, people are not just looking at photos, but a variety of social media and cultural products can influence the audience's travel gaze. There are some previous studies on travel gaze and movie tourism. With the continuous development of society, the personal tourism that was thought to be enjoyed only by the rich class has developed into mass tourism, and tourism has become a mass consumption behavior (Zhang, 2007).

John Urry (2002) pointed out that the tourist gaze is a kind of concern based on social construction. In the course of their travels, there will be a conscious collection of the signs and the search for differences. Through a variety of non-tourist things to construct, strengthen and maintain the gaze of tourists. Information-gathering channels can include movies, television, literary works, magazines, audio and video recording and so on. This shows the social construction characteristics of tourists' gaze with the deepening influence of traditional media on tourists' gaze. It also points out the influence of mass media and books on the gaze of tourists (Tao, 2010).

Ma (2011) said it is easier for electronic media to get viewers unprepared to accept their message to destinations. Compared with various marketing methods such as TV commercials and promotional videos, TV dramas and films are more enjoyable for viewers than others because of their accessibility and credibility (Ma,2011).

Maoz (2006) believed that visitors will set their gaze patterns and tourism activities based on media messages such as travel guides and film campaigns. The media's gaze at the tourist destination is earlier than that of the traveler, and the tourist's first knowledge of the attraction comes from some description, which further influences the construction of the visitor's gaze.

Liu (2008) pointed out that media communication behavior is not one-way, the

receiver will produce spontaneous feedback. This makes communicators in coding unconsciously when they consider the receiver possible reaction. For the receiver, the image of communicators also will affect their decoding behavior.

Huang (2010) founded that the film and television tourism industry became a new industry, the cultural industry, and the tourism industry more cooperation. In China, the phenomenon of tourism implanted advertising appearing in film and television works began to be gradually accepted by the audience, and thus also became a channel for film and television producers to obtain profits.

Li (2013) found that the scenery that tourists see during the tour is very similar to the scenery they imagined because the local government deliberately created a scene they like from the movie or drama according to the gaze of the tourists. Even some new attractions have been constructed based on the gaze of the visitors.

Whether from natural attractions, the human is small towns, or Disney parks, in our subconscious has been set in the imagination and expectation of the destination. The audience has completed a "visual experience" while watching the film and television productions. This visual experience has the same effect as travel magazines or promotional videos. Bringing emotional recognition to the audience is another feature of movie and television production (Huang, 2013).

McGregor (2000) pointed out that the way tourists gaze and travel experiences are often influenced by travel guides and other people's reviews. This information implicitly limits what do visitors see and how they look at the travel destinations. People just want to find the same places and experience in the travel guide during their travel.

Beeton (2004) mentioned about the scenes in the film can promote the

development of the tourism industry. This aspect proves that the film has a strong publicity effect, on the other hand, it also shows the degree of fit between the quality of television production and the audience's viewing experience. For example, the Hollywood movie "The Beach" provided a tropical environment for audiences and tourists to experience.

Huang (2013) studied Taiwan's film "Cape Seven", which directly boosted the tourism economy in southern Taiwan. Several important scenes in the film are deliberately preserved and a sign next to them shows a scene somewhere in the film for fans to visit.

Tourists can feel the film everywhere on their way to Tainan, which may also be what visitors expect. From this, we can understand the practical application of the theory of the tourist gaze. Because of a film, many new local tourist attractions have been formed. Even the tourist map shows where the movie was filming. This is the embodiment of the typical tourist gaze (Huang, 2013). Visitors cannot find something during their trip because the attractions have been re-established according to the traveler's expectations, some places are even totally changed (Zhang,2008).

After the study of previous research, it was found that the tourism gaze mainly stayed in the picture and tourism video aspects, and rarely took TV drama as the research object. The aim of this study is to exam how does the audience produces a tourist gaze? How to turn the tourists' gaze into the process of tourism demand, tourism motivation and tourism behavior by watching the Thai TV series "Buppesannivas" (Love Destiny).

2.2.3 Tourist Behavior Theory

Through the understanding of the previous literature, scholars' research on

tourist behavior began in the 1960s. These studies have integrated the relevant principles of sports psychology, sociology, and anthropology, and explained tourist behavior characteristics and reasons in terms of tourist motivation, tourist psychological perception, and behavior decision-making. When sorting out the literature related to tourism behavior, it is found that the tourists' decision-making is very complicated.

Bao (1987) pointed out that the main content of tourist behavior research is aimed at tourism motivation, tourism motivation, tourism decision-making, the impact of tourist destinations on tourists, and tourists' preferences for tourist destinations. In tourism research, motivation is generally regarded as the main determinant of tourism behavior (Hudson, 1999).

Mathieson and Wall (1982) mentioned that tourist behavior is divided into five stages. First, they are individuals who recognize their needs or want to travel. Second, tourists collect all necessary information related to the travel destination and evaluate it. Then they began to make different choices and plans. Then, start preparing for the trip and experience it. Finally, they completed the evaluation of the trip and summarized their satisfaction. Xia (2016) summarized the behavior of tourists, which are perception behavior, tour behavior, consumer behavior, social behavior, and evaluation behavior.

Affected by the globalization process, tourists have more motivation to travel, which directly affects tourists' behavior (Pembroke, 1996). Kotler (1999) pointed out that the following factors determine the behavior of tourists: cultural standards, social standards, personal standards, and psychological standards. Studying the personal characteristics of tourists and their background is of reference value for understanding

tourist behavior. The study also revealed that the tourism decision making process is divided into five stages, first, demand identification, second information search, third plan evaluation, fourth consumption decision, and fifth post-consumption behavior (Kotler, Bowen & Makens, 1999). When it comes to the information gathering process of tourists on destinations, Woodside and Lysonski (1989) pointed out that they usually pay attention to 3 to 5 destinations, and then make a decision based on their understanding and preference. The study believes that tourists' information collection process will be influenced by cognition and emotion to make tourism behavior decisions. Azjen and Driver (1992) evaluated internal factors that may influence tourists' choice behavior, including attitude, intention, motivation, and participation. After understanding the destination, the participation of tourists in the destination will increase, the attitude will be more positive and show greater motivation and travel intentions.

Different types of tourists will have different tourism behaviors. Cohen (1988) explained there are 5 types of tourists with different behaviors: 1. Recreational tourists. The main purpose of them is physical relaxation. 2. Diversionary tourists. They want to stay away from their daily life. 3. Experiential tourists. The travel they need is to give them more challenges and different experiences. 4. Experimental tourists. Such tourists are more willing to contact more locals. 5. Existential Tourists. They hope to complete the immersion in the cultural and lifestyle of the tourist destination. Different tourists have different behaviors, and there are many factors that affect their behaviors. Huang (2009) found that individual differences, stimulating inputs, destination attributes, perceived value, and personal travel experience are all factors that affect tourists' choice of destination and travel experience.

This research is mainly aimed at the tourist behavior of Chinese viewers after watching Thai TV series. Through the understanding of previous research, there are many internal factors that affect the behavior of tourists. Wu, Tang, and Huang (1997) analyzed the individual characteristics of tourists and their different needs and differences when choosing destinations, and there is a positive correlation between them. Chen (2015) analyzed the internal factors affecting tourists' behavior including time, economic ability, education level, age, gender, and tourism preferences. The external factors that affect the behavior of tourists include the attractiveness of the tourist geographical environment, the new attraction of tourist destination, and the cultural or political factors of the local tourism.

Tourists' perceptions affect their travel behavior. Bao and Zhu (1999) proposed that tourists' perception of the environment is one of the main factors that affect tourism decision-making behavior, namely the attractiveness of the tourism environment. Wang Bin et al. (2002) believed that tourism's perception of tourism destinations and external tourism promotion are the main factors that affect tourism behavior motivation.

Tourists' preferences affect their travel behavior. Bian (2003) pointed out that the main influencing factors of tourists when choosing destinations are time, price, preference, quality of tourism products, tourism information, tourism convenience, and new tourism destinations. Tourism preference is an important factor for influencing residents' tourism decision-making. Among them, the travel length, the geographic environment of the destination, and the local traditional culture all have an impact on tourism decision-making (Luo et al., 2008).

Tourism destination culture influences tourist behavior. Van der Ark & Richards

(2006), found that the local culture of the destination played a key role in attracting tourists. Guan (2003) analyzes from the perspective of regional cultural characteristics and tourism psychology that the traditional folk customs of tourist destinations play a key role in tourism decision-making. In addition, the hospitality of local residents in tourist destinations is an important factor affecting tourists' choice of tourist destinations (Zhang, Lu & Zhang, 2006).

Yu and Lu (2008) found that adventure travel preference has a very important relationship with the need to determine tourism's achievements and affinity, proving that travel preference has a key impact on tourists' travel behavior. Oved (2017) found that safety factors influence tourists' decision-making through the study of tourism motivation.

In general, this study is about the impact of Thai TV dramas on the tourist behavior of Chinese tourists. Film and television works are an effective means of tourism promotion. In addition to providing material and spiritual enjoyment, movies also attract audiences to travel to the filming location. The successful shooting of a film and television work will not only benefit the filming party after the release but also attract a large number of tourists to the scenic spots in the film. In order to experience the feeling of a movie protagonist, movie fans even went back to visit the attractions. Fans will become tourists and travel to filming locations (Han & Yang, 2011). This study will examine the impact of Thai TV series "Buppesannivas" (Love Destiny) on Chinese audiences' perceptions of travel, travel motivation, travel intention, and their travel behaviors. And investigate what factors affect their interest in Thai tourism.

2.3 Research Hypotheses

After study previous literature, the research hypothesizes are the following:

Hypothesis 1: Chinese tourists' cognition about tourism in Thailand significantly influences their travel motivation to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

Hypothesis 2: Chinese tourists' cognition about tourism in Thailand significantly influences their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

Hypothesis 3: Chinese tourists' travel motivation to Thailand significantly influences their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

2.4 Theoretical Framework

Chinese tourists' cognition about Thailand destination after watching the Thai TV series "Buppesannivas" (Love Destiny) and have experienced travelling to Thailand.
-Comfort and security
-Interest and adventure
-Natural state
-Tourist facilitation
-Resort atmosphere and climate
-Cultural distance
-Inexpensiveness
-Lack of language barrier

H1

Chinese tourists' motivation to travel to Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny)
- Novelty and knowledge-seeking
- Ego-enhancement
- Fulfilling prestige
- Rest and relaxation
- Socialization
- Cultural enrichment

H2

H3

Chinese tourists' travel intention to Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny)
- High
- Medium
- Low

Figure 2.2: Theoretical framework

CHAPTER 3

METHODOLOGY

This chapter summarized the research methods and sampling methods to study the relationships among the Thai TV series "Buppesannivas" (Love Destiny) and Chinese tourists' travel cognition, travel motivation and travel intention. This chapter included:

1. Research design

2. Population and sampling methods

3. Research instrument

4. Instrument pretest

5. Data collection procedure

6. Data analysis and Interpretation

7. Demographic data of the samples

3.1 Research Design

This quantitative research utilized survey. Surveys are the most basic tool for quantitative research. The survey is a kind of the research which requires a sample of respondents, employing the many ways to conduct the survey, for example, the online polls, survey, questionnaires as well as other methods (Krosnick, 1999).

This chapter focused on the process of producing travel cognition and travel motivation of Chinese viewers in Thai TV series "Buppesannivas" (Love Destiny) and examines the relationship between TV series and viewers' travel intention. The online survey will reveal whether the Thai TV series "Buppesannivas" (Love Destiny) meet the needs of Chinese viewers and how they perceived Thailand's history, culture,

folk customs, and other information. The study will examine how a TV series can make the audience form a travel cognition and how this travel cognition about Thailand tourism affect Chinese tourists' travel motivation and travel intention.

In this study, online surveys were used to collect data samples. During the research, surveys through online platforms can save a lot of time and effort. Online surveys will provide researchers with a more convenient way to collect data. Another reason is that Chinese viewers watching the Thai TV series "Buppesannivas" (Love Destiny) which was broadcast from 1 July to 31 December 2019 in China, mainly through online platforms such as video sites, so it is more likely that such participants will be met by surveys through online platforms.

3.2 Population and Sampling Methods

The study, conducted in China, targeted Chinese viewers who had watched the Thai TV series "Buppesannivas" (Love Destiny) which was broadcast from 1 July to 31 December 2019 in China. According to the results of previous research the Chinese audience who watched Thai TV dramas is now younger and is no longer dominated by housewives (Brenda, 2016).

Ge (2019) has publicly stated that from the perspective of gender and age, Thai drama has a high degree of consistency in the Chinese audience, 15 to 45 years old female audiences are the respondents. As a result, the study participants were male and female online users between the ages of 15 and 45. The study involved 200 participants, selected by purposive sampling and snowball sampling because the study required questionnaires from people who had seen the Thai TV series "Buppesannivas" (Love Destiny) via online platforms, including WeChat, Weibo, and Baidu Tieba.

The questionnaire was distributed on social networking sites to collect data because the study involved cross-regional so participants answered online. Online platforms included WeChat, Weibo, and Baidu Tieba. It is understood that most Chinese people spend their days on social media, especially WeChat (Tony, 2019). Tony (2019) also pointed out that Weibo, Tencent QQ, Youku Video, and Baidu Tieba are among the top five popular social media sites in China. Since the study was conducted by Chinese audiences, the questionnaire was translated into the Chinese version to make sure that participants understand the questioners and easy to answer all questions. The data collection was conducted from 1 June 2020 to 15 June 2020.

3.3 Research Instrument

The questionnaire for research purposes composed of four sections. The initial questionnaire was conducted in English. However, the survey has been translated into Chinese to ensure that each respondent correctly understands the questionnaires. The questionnaire begins with an introduction and provides information about the subject of the survey to the respondents. The questionnaire included four sections, personal characteristics, travel cognition, travel motivation, and travel intention.

Section 1: Personal characteristics

The first part is to understand the interviewee's background information. Su (2012) suggested that tourism decision-makers had different characteristics at different ages, and found that age difference among tourists shaped their tourism decision-making. Participants need to answer all questions in the background information, including age, gender, education, occupation, monthly income, travel needs, media channel, and have you seen the Thai TV series "Buppesannivas" (Love Destiny)? The questionnaire was conducted using a close-end form (see Appendix).

Section 2: Tourists' cognition about Thailand

The second part was conducted to examine the impact of watching the Thai TV series "Buppesannivas" (Love Destiny) on the respondents' travel cognition. In chapter two, the Use and Gratifications theory is a good explanation for why users actively choose specific media to meet different needs, and that the social and psychological needs of users drive them to choose to watch TV series and lead to cognition formation (Katz, Blu & Gumleritch, 1974).

Basically, the scales of cognitive image are derived from the study of Echtner and Ritchie (1993) which summarized the attributes commonly used by previous researchers to measure destination images. The researcher extracted some of the questions from them used to measure and divided 24 items into 8 key constructs of travel cognition, each construct has 3 statements as follows:

1. Comfort and security: (1). Thai people are friendly. (2). In general, Thailand is a safe place to visit. (3). Good quality restaurants and hotels are easy to find in Thailand.

2. Interest and adventure: (1). Many places of interest to visit in Thailand. (2). Everything is different and fascinating in Thailand. (3). There are varieties of activities in Thailand.

3. Natural state: (1). Thailand has many restful and relaxing places to visit. (2). Thailand offers a lot in terms of natural scenic beauty. (3). Thailand's natural is well preserved.

4. Tourist facilitation: (1). Many packaged vacations available in Thailand. (2). Good tourist information is readily available in Thailand. (3). Travel to Thailand is very convenient.

5. Resort atmosphere and climate: (1). Thailand is a good place to go for the beaches. (2). Thailand has a good nightlife. (3). Thailand has a pleasant climate.

6. Cultural distance: (1). Thai lifestyles and customers are different to ours. (2). Thai food is different to ours. (3). Thai architectural styles are different to ours.

7. Inexpensiveness: (1). Thai food has reasonable prices. (2). Goods and services are cheap in Thailand. (3). Accommodations are cheap in Thailand.

8. Lack of language barrier: (1). Many Thai people understand Chinese. (2). Many Thai people speak English. (3). Thai people are good at communication with foreigner.

Five-likert scale questions are selected in this part (Table 3.1). Participants answered according to their actual situation, arranging from "strongly disagree =1", to "strongly agree =5".

Section 3: Tourists' travel motivation about Thailand

The third section aims to study respondents' travel motivation. Wan (2009) pointed out that tourists develop a dependency in the process to receive their travel cognition, which manifested itself in the pre-gaze and the post-gaze. This study focused on whether visitors' travel motivation by watching TV series, so the questionnaire looked at the audience's pre-gaze. The TV series delivered the destination through the plot and the cast's interpretation of the audience's mind, giving the audience curiosity and yearning for the magic land (Wan, 2009).

Table 3.1: Tourists' cognition scale

Items of Tourists' Cognition about Thailand	
Comfort and Security	1. Thai people are friendly. 2. In general, Thailand is a safe place to visit. 3. Good quality restaurants and hotels are easy to find in Thailand.
Interest and Adventure	1. Many places of interest to visit in Thailand. 2. Everything is different and fascinating in Thailand. 3. There are varieties of activities in Thailand.
Natural state	1. Thailand has many restful and relaxing places to visit. 2. Thailand offers a lot in terms of natural scenic beauty. 3. Thailand's natural is well preserved.
Tourist facilitation	1. Many packaged vacations available in Thailand. 2. Good tourist information is readily available in Thailand. 3. Travel to Thailand is very convenient.
Resort atmosphere and climate	1. Thailand is a good place to go for the beaches. 2. Thailand has a good nightlife. 3. Thailand has a pleasant climate.
Cultural distance	1. Thai lifestyles and customers are different to ours. 2. Thai food is different to ours. 3. Thai architectural styles are different to ours.
Inexpensiveness	1. Thai food has reasonable prices. 2. Goods and services are cheap in Thailand. 3. Accommodations are cheap in Thailand.
Lack of language barrier	1. Many Thai people understand Chinese. 2. Many Thai people speak English. 3. Thai people are good at communication with foreigner.

This part used the scale of motivation factors of European senior tourists measured by Seyanont (2017) to investigate the travel motivation of Chinese audience after watching Thai TV series "Buppesannivas" (Love Destiny). The researcher extracted the questions and divided 18 items into 6 factors of travel motivation, each factor has 3 statements as follows:

1. Novelty and knowledge-seeking: (1). I want to see something new and

exciting. (2). I want to enhance my knowledge about Thailand. (3). I want to travel, to go somewhere and do something in different environment.

2. Ego- enhancement: (1). I can talk about my travel experience with other people after returning home. (2). I can spend more time with my friends or family members while traveling. (3). I can talk about the places visited and the things I have seen in Thailand.

3. Fulfilling prestige: (1). I want to experience nice food and comfortable place to stay. (2). I want to visit a country which most people value and appreciate. (3). I want to go to places my friends want to go.

4. Rest and relaxation: (1). This is the time I can escape from the ordinary or routine environment at home. (2). This is the time I can escape from stress in daily life. (3). This is the time I can enjoy the relaxation activities in Thailand.

5. Socialization: (1). I want to learn and meet new people. (2). I can fulfill my dream and self-curiosity about visit to Thailand. (3). I want to enjoy and make myself happy while traveling.

6. Cultural enrichment: (1). I want to see how other people live and their way of life. (2). I want to experience cultures that are different from mine. (3). I want to see and meet different groups of people.

Five-likert scale questions are selected in this part (Table 3.2). Participants answered according to their actual situation, arranging from "strongly disagree =1", to "strongly agree =5".

Section 4: Tourists' travel intention about Thailand

The fourth part is to examine the travel intention, to find out whether Chinese audience will have their travel intention to Thailand after watching Thai TV series

"Buppesannivas" (Love Destiny). The intention of visitors to act is an effective way to predict their behavior (Billy, et al., 2009). These questions were selected from the scale suggested by Qin (2019) study, there were 6 statements related by travel intention of Chinese audience after watching Thai TV series "Buppesannivas" (Love Destiny). Five-likert scale questions are selected in this part (Table 3.3). Participants answered according to their actual situation, arranging from "strongly disagree =1", to "strongly agree =5".

Table 3.2: Tourists' travel motivation scale

Items of Tourists' Travel Motivation about Thailand	
Novelty knowledge-seeking	1. I want to see something new and exciting. 2. I want to enhance my knowledge about Thailand. 3. I want to travel, to go somewhere and do something in different environment.
Ego-enhancement	1. I can talk about my travel experience with other people after returning home. 2. I can spend more time with my friends or family members while traveling. 3. I can talk about the places visited and the things I have seen in Thailand.
Fulfilling prestige	1. I want to experience nice food and comfortable place to stay. 2. I want to visit a country which most people value and appreciate. 3. I want to go to places my friends want to go.
Rest and relaxation	1. This is the time I can escape from the ordinary or routine environment at home. 2. This is the time I can escape from stress in daily life. 3. This is the time I can enjoy the relaxation activities in Thailand.
Socialization	1. I want to learn and meet new people. 2. I can fulfill my dream and self-curiosity about visit to Thailand. 3. I want to enjoy and make myself happy while traveling.
Cultural enrichment	1. I want to see how other people live and their way of life. 2. I want to experience cultures that are different from mine. 3. I want to see and meet different groups of people.

Table 3.3: Tourists' travel intention scale

Items of Tourists' Travel Intention about Thailand
(1) I would like to share my travel plans to Thailand with my family and friends.
(2) I would like to recommend Thailand to my friends and family.
(3) I would like to travel to Thailand further.
(4) I would like to revisit Thailand in the future.
(5) Even if the cost is higher than other travel destinations, I would like to travel to Thailand.
(6) Even if the price goes up, I would like to spend more money to travel to Thailand.

3.4 Instrument Pretest

Since the study target group of this study was Chinese audience, in order to enable the respondents to better understand and complete the questionnaire, the content needs to be translated from English to Chinese. The Chinese version of the questionnaire has been revised and checked by professionals who are proficient in English and Chinese. In order to ensure that the content of the questionnaire is credible and effective, researcher conducted a pretest on the reliability of the questionnaire before the questionnaire was officially issued. 30 respondents were invited to participate in pretest through online platform. Data was collected and analyzed through SPSS to assess the reliability of this instrument. After analyzed, the Cronbach's Alpha of all variables are not less than 0.7 which means the results are acceptable. The results of Cronbach's Alpha Coefficient were presented as follows:

Table 3.4: Reliability of instrument

	Cronbach's Alpha	N of Items
Tourists' Cognition	**0.950**	**24**
Comfort and security	0.896	3
Interest and adventure	0.898	3
Natural state	0.878	3
Tourist facilitation	0.871	3
Resort atmosphere and climate	0.859	3
Cultural distance	0.897	3
Inexpensiveness	0.914	3
Lack of language barrier	0.851	3
Travel Motivation	**0.950**	**18**
Novelty and knowledge-seeking	0.927	3
Ego-enhancement	0.947	3
Fulfilling prestige	0.892	3
Rest and relaxation	0.914	3
Socialization	0.879	3
Cultural enrichment	0.889	3
Travel Intention	**0.946**	**6**

3.5 Data Collection Procedure

Since the participants in this study were Chinese audiences, the researchers translated the English version of the questionnaire into a Chinese version to facilitate the participants' better understanding and successful completion of the survey. Chinese version questionnaires were distributed to Chinese audiences who have watched the Thai TV series "Buppesannivas" (Love Destiny). Questionnaires were sent and collected through the online survey web page. Finally, researcher collected 200 valid questionnaires.

3.6 Data Analysis and Interpretation

Hypothesis 1: Chinese tourists' cognition about tourism in Thailand significantly influences their travel motivation to Thailand after viewing Thai TV series "Bupphesanniwat".

Independent variables: Chinese tourists' cognition about tourism in Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny). (Likert scale)

Dependent variables: Chinese tourists' travel motivation to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny). (Likert scale)

Statistical analysis: Regression Analysis

Hypothesis 2: Chinese tourists' cognition about tourism in Thailand significantly influences their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

Independent variables: Chinese tourists' cognition about tourism in Thailand. (Likert scale)

Dependent variables: Chinese tourists' travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny). (Likert scale)

Statistical analysis: Regression Analysis

Hypothesis 3: Chinese tourists' travel motivation to Thailand significantly influence their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

Independent variables: Chinese tourists' travel motivation to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny). (Likert scale)

Dependent variables: Chinese tourists' travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny). (Likert scale)

Statistical analysis: Regression Analysis

The Chinese tourists' travel cognition about Thailand after watching Thai TV series "Buppesannivas" (Love Destiny), the travel motivation of Chinese tourists about Thailand after watching Thai TV series "Buppesannivas" (Love Destiny), and the travel intention of Chinese tourists' travel intention about Thailand after watching Thai TV series "Buppesannivas" (Love Destiny) will be ranging into 5 levels from Strongly agreeable to disagree. For each level in Table 3.5.

Table 3.5: Criteria for degree of identification dimension

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree	5	4.21-5.00	Strongly agreeable
Agree	4	3.41-4.20	Agreeable
Neutral	3	2.61-3.40	Neutral
Disagree	2	1.81-2.60	Disagree
Strongly disagree	1	1.00-1.80	Strongly Disagree

To interpret the level of the travel cognition, travel motivation, and travel intention of Chinese tourists to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny). There were 3 different levels as shown in Table 3.6.

Table 3.6: Data interpretation for the level of travel cognition, travel motivation and travel intention of Chinese tourists to travel to Thailand after watching Thai TV series "Buppesannivas" (Love Destiny)

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

3.7 Demographic Profile of the Respondents

In this part, through SPSS analyzed and described the demographic data of 200 participants. As Table 3.7 shown, the descriptive statistics revealed that the frequency and percentage of gender among 200 participants were male (17%, n = 34) and female (83%, n= 166), respectively.

Table 3.7: Frequency and percentage of gender

Gender	Frequency	Percentage
Male	34	17.0
Female	166	83.0
Total	**200**	**100.0**

As shown in Table 3.8, the descriptive analysis on the demographic data of 200 participants. The descriptive statistics revealed that the majority of the samples were aged from 26-30 years old (38%, n= 76), followed by those who were aged from 31-35 years old (31.5%, n= 63), 21-25 years old (12.5%, n= 25), 36-40 years old (12%, n= 24), more than 45 years old (5.5%, n= 11), and under 18 years old (0.5%, n= 1), respectively.

Table 3.8: Frequency and percentage of age

Age	Frequency	Percentage
Under 20 years old	1	0.5
21-25 years old	25	12.5
26-30 years old	76	38.0
31-35 years old	63	31.5
36-40 years old	24	12.0
More than 41 years old	11	5.5
Total	**200**	**100.0**

As shown in Table 3.9, the descriptive statistics revealed that the majority of samples education for bachelor's degree (59.5%, n= 119), followed by below bachelor's degree (26.5%, n= 53), and higher than bachelor's degree (14%, n= 28), respectively.

Table 3.9: Frequency and percentage of education

Education	Frequency	Percentage
Below bachelor's degree	53	26.5
Bachelor's degree	119	59.5
Higher than bachelor degree	28	14.0
Total	**200**	**100.0**

As shown in Table 3.10, the descriptive statistics revealed that the majority of samples occupational for employees (42.5%, n= 85), followed by other (16%, n= 32), business owner (14%, n= 28), freelance (12%, n= 24), government officer (10%, n= 20), student (4%, n= 8), and out of work (1.5%, n= 3), respectively.

Table 3.10: Frequency and percentage of occupational

Occupational	Frequency	Percentage
Student	8	4.0
Government officer	20	10.0
Employees	85	42.5
Business owner	28	14.0
Freelance	24	12.0
Out of work	3	1.5
Other	32	16.0
Total	**200**	**100.0**

As shown in Table 3.11, the descriptive statistics revealed that the majority of samples monthly income for RMB 5,001-8,000 (31.5%, n= 63), followed by RMB 3,001-5,000 (27.5%, n= 55), RMB 10,001 above (16.5%, n= 33), RMB 8,001-10,000 (16%, n= 32), and less than RMB 3,000 (8.5%, n= 17), respectively.

Table 3.11: Frequency and percentage of monthly income

Monthly income	Frequency	Percentage
Less than RMB 3,000	17	8.5
RMB 3,001-5,000	55	27.5
RMB 5,001-8,000	63	31.5
RMB 8,001-10,000	32	16.0
RMB 10,001 above	33	16.5
Total	**200**	**100.0**

As shown in Table 3.12, the descriptive statistics revealed that the most of samples have been to Thailand (55.5%, n= 111), and never been to Thailand (44.5%, n= 89), respectively.

Table 3.12: Have you ever been to Thailand?

	Frequency	Percentage
Yes	111	55.5
No	89	44.5
Total	**200**	**100.0**

As shown in Table 3.13, the descriptive statistics revealed that the all of samples have watched the Thai TV series "Buppesannivas" (Love Destiny) (100%, n= 200).

Table 3.13: Have you ever watch the Thai TV series "Buppesannivas" (Love Destiny)?

	Frequency	Percentage
Yes	200	100.0

As shown in Table 3.14, the descriptive statistics revealed that the majority of samples have watched the Thai TV series "Buppesannivas" (Love Destiny) for recommended by friends (27.5%, n= 55), followed by who watched for high popularity and good reputation (25%, n= 50), the story (15.5%, n= 31), learn about Thai culture (15%, n= 30), favorite stars starring (13%, n= 26), and other (4%, n= 8), respectively.

Table 3.14: Why you watch the Thai TV series "Buppesannivas" (Love Destiny)?

	Frequency	Percent
Favorite stars starring	26	13.0
High popularity and good reputation	50	25.0
The story	31	15.5
Recommended by friends	55	27.5
Learn about Thai culture	30	15.0
Other	8	4.0
Total	**200**	**100.0**

As shown in Table 3.15, the descriptive statistics revealed that the majority of samples have watched the Thai TV series "Buppesannivas" (Love Destiny) through media channel BTS (32%, n= 64), followed by Tianfutaiju (31.5%, n= 63), other (20.5%, 41), CfanGroup (7%, n= 14), FirsrtCS (7%, n= 14), and Netflix (2%, n= 4), respectively.

Table 3.15: Media channel to watch Thai TV series "Buppesannivas" (Love Destiny)?

	Frequency	Percentage
Tianfutaiju	63	31.5
BTS	64	32.0
CFanGroup	14	7.0
FirstCS	14	7.0
Netflix	4	2.0
Other	41	20.5
Total	**200**	**100.0**

CHAPTER 4

FINDINGS

This chapter presented the analysis of the mean and standard deviation from the data collected from 200 questionnaires. The Regression analysis method was applied for testing the hypothesis. The topics of this chapter are followings:

1. Summary of Descriptive Findings

2. Hypotheses Testing

4.1 Summary of Descriptive Findings.

Table 4.1 showed that the criteria to interpret the opinion of respondents about their travel cognition, travel motivation, and travel intention to travel to Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny). Each statement was classified into 5 degrees as follows:

Table 4.1: Criteria for degree of travel cognition, travel motivation, and travel intention

Score	Criteria	Meaning
5	4.21-5.00	Strongly agreeable
4	3.41-4.20	Agreeable
3	2.61-3.40	Neutral
2	1.81-2.60	Disagree
1	1.00-1.80	Strongly Disagree

Table 4.2 showed that the criteria to interpret the level of Chinese tourists' travel cognition, travel motivation, and travel intention to Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny). Each statement was classified into 3 levels.

Table 4.2: Criteria for the level of travel cognition, travel motivation, and travel intention

Criteria	Level
1.00-2.33	Low level
2.34-3.67	Medium level
3.68-5.00	High level

As shown in Table 4.3, the descriptive findings revealed that the respondents travel cognition about Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny) agreed with all travel cognition statements and had high travel cognition about Thailand (Mean= 4.14, SD= 0.794, High level).

When examining each key construct of their travel cognition after watching the Thai TV series "Buppesannivas" (Love Destiny), the highest cognition were natural state (Mean= 4.41, SD= 0.761, High level) and tourist facilitation (Mean= 4.41, SD= 0.752, High level), followed by cultural distance (Mean= 4.38, SD= 0.791, High level), interest and adventure (Mean= 4.35, SD= 0.784, High level), resort atmosphere and climate (Mean= 4.28, SD= 0.805, High level) , comfort and security (Mean= 4.24, SD= 0.810, High level), inexpensiveness (Mean= 3.99, SD= 0.879, High level), and lack of language barrier (Mean= 3.82, SD= 0.951, High level), respectively.

Table 4.3: Mean and standard deviation of Chinese audience's travel cognition

	N	Mean	Std. Deviation	Interpretation
Comfort and security	**200**	**4.24**	**.810**	**Strongly agreeable**
10.1. Thai people are friendly.	200	4.33	.828	Strongly agreeable
10.2. In general, Thailand is a safe place to visit.	200	4.21	.810	Strongly agreeable
10.3. Good quality restaurants and hotels are easy to find in Thailand.	200	4.15	.884	Agreeable

(Continued)

Table 4.3 (Continued): Mean and standard deviation of Chinese audience's travel cognition

	N	Mean	Std. Deviation	Interpretation
Interest and adventure	**200**	**4.35**	**.784**	**Strongly agreeable**
10.4. Many places of interest to visit in Thailand.	200	4.34	.871	Strongly agreeable
10.5. Everything is different and fascinating in Thailand.	200	4.36	.833	Strongly agreeable
10.6. There are varieties of activities in Thailand.	200	4.35	.807	Strongly agreeable
Natural state	**200**	**4.41**	**.761**	**Strongly agreeable**
10.7. Thailand has many restful and relaxing places to visit.	200	4.46	.782	Strongly agreeable
10.8. Thailand offers a lot in terms of natural scenic beauty.	200	4.48	.776	Strongly agreeable
10.9. Thailand's natural is well preserved.	200	4.36	.815	Strongly agreeable
Tourist facilitation	**200**	**4.41**	**.752**	**Strongly agreeable**
10.10. Many packaged vacations available in Thailand.	200	4.40	.756	Strongly agreeable
10.11. Good tourist information is readily available in Thailand.	200	4.35	.836	Strongly agreeable
10.12. Travel to Thailand is very convenient.	200	4.42	.835	Strongly agreeable
Resort atmosphere and Climate	**200**	**4.28**	**.805**	**Strongly agreeable**
10.13. Thailand is a good place to go for the beaches.	200	4.43	.811	Strongly agreeable
10.14. Thailand has a good nightlife.	200	4.44	.813	Strongly agreeable
10.15. Thailand has a pleasant climate.	200	4.12	.954	Agreeable
Cultural distance	**200**	**4.38**	**.791**	**Strongly agreeable**
10.16. Thai lifestyles and customers are different to ours.	200	4.32	.861	Strongly agreeable
10.17. Thai food is different to ours.	200	4.30	.833	Strongly agreeable

(Continued)

Table 4.3 (Continued): Mean and standard deviation of Chinese audience's travel

cognition

	N	Mean	Std. Deviation	Interpretation
10.18. Thai architectural styles are different to ours.	200	4.43	.786	Strongly agreeable
Inexpensiveness	**200**	**3.99**	**.879**	**Agreeable**
10.19. Thai food has reasonable prices.	200	4.09	.881	Agreeable
10.20. Goods and services are cheap in Thailand.	200	3.97	.932	Agreeable
10.21. Accommodations are cheap in Thailand.	200	3.88	.941	Agreeable
Lack of language barrier	**200**	**3.82**	**.951**	**Agreeable**
10.22. Many Thai people understand Chinese.	200	3.70	1.062	Agreeable
10.23. Many Thai people speak English.	200	3.86	.937	Agreeable
10.24. Thai people are good at communication with foreigner.	200	3.94	.928	Agreeable
Total	**200**	**4.14**	**.794**	**Agreeable**

As shown in Table 4.4, the descriptive findings revealed that the respondents

travel motivation about Thailand after watching the Thai TV series "Buppesannivas"

(Love Destiny) agreed with all travel motivation statements and had high travel

motivation about Thailand (Mean= 4.06, SD= 0.811, High level).

When examining each key construct of their travel motivation after watching the

Thai TV series "Buppesannivas" (Love Destiny), the highest motivation was ego-

enhancement (Mean= 4.34, SD= 0.805, High level), followed by fulfilling prestige

(Mean= 4.32, SD= 0.785, High level), rest and relaxation (Mean= 4.29, SD= 0.848,

High level), socialization (Mean= 4.25, SD= 0.772, High level), novelty and

knowledge-seeking (Mean= 4.15, SD= 0.846, High level), and cultural enrichment

(Mean= 4.15, SD= 0.832, High level), respectively.

Table 4.4: Mean and standard deviation of travel motivation

	N	Mean	Std. Deviation	Interpretation
Novelty and knowledge-seeking	**200**	**4.15**	**.846**	**Agreeable**
11.1. I want to see something new and exciting.	200	4.05	.926	Agreeable
11.2. I want to enhance my knowledge about Thailand.	200	4.22	.828	Strongly agreeable
11.3. I want to travel, to go somewhere and do something in different environment.	200	4.25	.857	Strongly agreeable
Ego- enhancement	**200**	**4.34**	**.805**	**Strongly agreeable**
11.4. I can talk about my travel experience with other people after returning home.	200	4.33	.833	Strongly agreeable
11.5. I can spend more time with my friends or family members while traveling.	200	4.31	.853	Strongly agreeable
11.6. I can talk about the places visited and the things I have seen in Thailand.	200	4.34	.829	Strongly agreeable
Fulfilling prestige	**200**	**4.32**	**.785**	**Strongly agreeable**
11.7. I want to experience nice food and comfortable place to stay.	200	4.43	.786	Strongly agreeable
11.8. I want to visit a country which most people value and appreciate.	200	4.39	.813	Strongly agreeable
11.9. I want to go to places my friends want to go.	200	4.21	.877	Strongly agreeable

(Continued)

Table 4.4 (Continued): Mean and standard deviation of travel motivation

Rest and relaxation	**200**	**4.29**	**.848**	**Strongly agreeable**
11.10. This is the time I can escape from the ordinary or routine environment at home.	200	4.20	.958	Agreeable
11.11. This is the time I can escape from stress in daily life.	200	4.28	.863	Strongly agreeable
11.12. This is the time I can enjoy the relaxation activities in Thailand.	200	4.37	.841	Strongly agreeable
Socialization	**200**	**4.25**	**.772**	**Strongly agreeable**
11.13. I want to learn and meet new people.	200	4.11	.861	Agreeable
11.14. I can fulfill my dream and self-curiosity about visit to Thailand.	200	4.27	.830	Strongly agreeable
11.15. I want to enjoy and make myself happy while traveling.	200	4.39	.787	Strongly agreeable
Cultural enrichment	**200**	**4.15**	**.823**	**Agreeable**
11.16. I want to see how other people live and their way of life.	200	4.22	.844	Strongly agreeable
11.17. I want to experience cultures that are different from mine.	200	4.30	.808	Strongly agreeable
11.18. I want to see and meet different groups of people.	200	4.08	.887	Agreeable
Total	**200**	**4.06**	**.811**	**Agreeable**

As shown in Table 4.5, the descriptive findings revealed that the respondents travel intention about Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny) agreed with all travel intention statements and had high travel

intention about Thailand (Mean= 3.93, SD= 0.900, High level).

Table 4.5: Mean and standard deviation of travel motivation

	N	Mean	Std. Deviation	Interpretation
12.1. I would like to share my travel plans to Thailand with my family and friends.	200	4.24	.870	Strongly agreeable
12.2. I would like to recommend Thailand to my friends and family.	200	4.24	.858	Strongly agreeable
12.3. I would like to travel to Thailand further.	200	4.08	.937	Agreeable
12.4. I would like to revisit Thailand in the future.	200	4.10	.940	Agreeable
12.5. Even if the cost is higher than other travel destinations, I would like to travel to Thailand.	200	3.68	1.121	Agreeable
12.6. Even if the price goes up, I would like to spend more money to travel to Thailand.	200	3.63	1.118	Agreeable
Total	**200**	**3.93**	**.900**	**Agreeable**

When examining each key construct of their travel intention after watching the Thai TV series "Buppesannivas" (Love Destiny), the highest travel intentions were "I would like to share my travel plans to Thailand with my family and friends." (Mean= 4.24, SD= 0.870, High level) and "I would like to recommend Thailand to my friends and family." (Mean= 4.24, SD= 0.858, High level), followed by "I would like to revisit Thailand in the future." (Mean= 4.10, SD= 0.940, High level), "I would like to travel to Thailand further." (Mean= 4.08, SD= 0.937, High level), "Even if the cost is higher than other travel destinations, I would like to travel to Thailand." (Mean= 3.68, SD= 1.121, High level), and "Even if the price goes up, I would like to spend more money to travel to Thailand." (Mean= 3.63, SD= 1.118, Medium level), respectively.

The findings suggested that after watching Thai TV series "Buppesannivas" (Love Destiny) the Chinese tourists would like to share and recommend Thai tourism to their friends and family. They will be willing to visit Thailand and revisit to Thailand in the future, even if the cost is higher than other destinations.

4.2 Hypotheses Testing

Hypothesis 1: Chinese tourists' cognition about tourism in Thailand significantly influences their travel motivation to Thailand after viewing the Thai TV series "Buppesannivas" (Love Destiny).

As shown in Table 4.6, Regression analysis revealed that Chinese tourists' cognition about tourism in Thailand can significantly predict their travel motivation at the rate of 65.1% which is considered be medium prediction (Adjusted R Square = .651, $p < .05$) in the Model Summary table. The ANOVA table showed that all key constructs of travel cognition, including comfort and security, interest and adventure, natural state, tourist facilitation, resort atmosphere and climate, cultural distance, inexpensiveness, and lack of language barrier, can significantly influence their travel motivation ($F_{(8,191)} = 47.375*$, $p < 0.05$). When examining the power of each key construct of travel cognition, the results found that Chinese tourist perceived natural state (Beta= .235*,p<.05) as the most influential factors that influences their travel motivation, followed by comfort and security (Beta= .188*, p<.05), cultural distance (Beta= .154*,p<.05), interest and adventure (Beta= .139*,p<.05), resort atmosphere and climate (Beta= .139*,p<.05), inexpensiveness (Beta= .072*,p<.05), and lack of language barrier (Beta= .070*,p<.05). However, the results found that tourist facilities is negative predictor of their travel motivation (Beta= -.021*, p<.05).

Table 4.6: Regression analysis of Chinese tourists' cognition about tourism in

Thailand influences their travel motivation to Thailand after viewing the

Thai TV series "Buppesannivas" (Love Destiny).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.815[a]	.665	.651	.47934	.665	47.375	8	191	.000	2.135

a. Predictors: (Constant), comfort and security, interest and adventure, natural state, tourist facilitation, resort atmosphere and climate, cultural distance, inexpensiveness, lack of language barrier

b. Dependent Variable: Travel Motivation

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.083	8	10.885	47.375	.000[a]
	Residual	43.886	191	.230		
	Total	130.969	199			

a. Predictors: (Constant), comfort and security, interest and adventure, natural state, tourist facilitation, resort atmosphere and climate, cultural distance, inexpensiveness, lack of language barrier

b. Dependent Variable: Travel Motivation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.095	.211		.449	.654
	Comfort and security	.188	.082	.188	2.297	.023
	Interest and adventure	.144	.105	.139	1.363	.174
	Natural state	.250	.132	.235	1.888	.060
	Tourist facilitation	-.023	.121	-.021	-.187	.852
	Resort atmosphere and climate	.084	.100	.083	.836	.404
	Cultural distance	.158	.084	.154	1.886	.061
	Inexpensiveness	.066	.084	.072	.792	.429
	Lack of language barrier	.060	.070	.070	.853	.395

a. Dependent Variable: Travel Motivation

Hypothesis 2: Chinese tourists' cognition about tourism in Thailand significantly influences their travel intention to Thailand after viewing the Thai TV series "Buppesannivas" (Love Destiny).

As shown in Table 4.7, Regression analysis revealed that Chinese tourists' cognition about tourism in Thailand can significantly predict their travel intention at the rate of 62.3% which is considered be medium prediction (Adjusted R Square = .623, p <.05) in the Model summary table. The ANOVA table showed that all key constructs of travel cognition, including comfort and security, interest and adventure, natural state, tourist facilitation, resort atmosphere and climate, cultural distance, inexpensiveness, and lack of language barrier, can significantly influence their travel intention (F $_{(8,191)}$ = 42.153*, p < 0.05). When examining the power of each key construct of travel cognition, the results found that Chinese tourist perceived inexpensiveness (Beta= .555*,p<.05) as the most influential factors that influences their travel intention, followed by comfort and security (Beta= .224*, p<.05), natural state (Beta= .128*,p<.05), lack of language barrier (Beta= .120*,p<.05), and cultural distance (Beta= .014*,p<.05). However, the results found that resort atmosphere and climate (Beta= -.021*, p<.05), interest and adventure (Beta= -.043*, p<.05), and tourist facilities (Beta= -.122*, p<.05), are negative predictors of their travel intention.

Table 4.7: Regression analysis of Chinese tourists' cognition about tourism in

Thailand influences their travel intention to Thailand after viewing the Thai

TV series "Buppesannivas" (Love Destiny)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.799[a]	.638	.623	.55266	.638	42.153	8	191	.000	1.849

a. Predictors: (Constant), comfort and security, interest and adventure, natural state, tourist facilitation, resort atmosphere and climate, cultural distance, inexpensiveness, lack of language barrier

b. Dependent Variable: Travel Intention

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.001	8	12.875	42.153	.000[a]
	Residual	58.338	191	.305		
	Total	161.339	199			

a. Predictors: (Constant), comfort and security, interest and adventure, natural state, tourist facilitation, resort atmosphere and climate, cultural distance, inexpensiveness, lack of language barrier

b. Dependent Variable: Travel Intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.405	.243		1.663	.098
	Comfort and security	.249	.094	.224	2.636	.009
	Interest and adventure	-.050	.122	-.043	-.409	.683
	Natural state	.151	.153	.128	.990	.323
	Tourist facilitation	-.147	.139	-.122	-1.054	.293
	Resort atmosphere and climate	-.024	.115	-.021	-.208	.835
	Cultural distance	.016	.097	.014	.164	.870
	Inexpensiveness	.569	.097	.555	5.889	.000
	Lack of language barrier	.114	.081	.120	1.405	.162

a. Dependent Variable: Travel Intention

Hypothesis 3: Chinese tourists' travel motivation to Thailand significantly influences their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

As shown in Table 4.8, Regression analysis revealed that Chinese tourists' motivation about tourism in Thailand can significantly predict their travel intention at the rate of 53% which is considered be medium prediction (Adjusted R Square = .530, $p < .05$) in the Model Summary table. The ANOVA table showed that all key constructs of travel motivation, including novelty and knowledge-seeking, ego-enhancement, fulfilling prestige, rest and relaxation, socialization, and cultural enrichment, can significantly influence their travel intention. ($F_{(6,193)} = 38.390^*$, $p < 0.05$). When examining the power of each key construct of travel motivation, the results found that Chinese tourist perceived cultural enrichment (Beta= .404*,p<.05) as the most influential factors that influences their travel intention, followed by ego-enhancement (Beta= .353*, p<.05), fulfilling prestige (Beta= .139*,p<.05), and novelty and knowledge-seeking (Beta= .050*,p<.05). However, the results found that socialization (Beta= -.050*, p<.05), rest and relaxation (Beta= -.110*, p<.05), are negative predictors of their travel intention.

Table 4.8: Regression analysis of Chinese tourists' motivation about tourism in

Thailand influences their travel intention to Thailand after viewing the Thai

TV series "Buppesannivas" (Love Destiny)

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.738[a]	.544	.530	.61734	.544	38.390	6	193	.000	1.296

a. Predictors: (Constant), novelty and knowledge-seeking, ego-enhancement, fulfilling prestige, rest and relaxation, socialization, cultural enrichment

b. Dependent Variable: Travel Intention

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.785	6	14.631	38.390	.000[a]
	Residual	73.554	193	.381		
	Total	161.339	199			

a. Predictors: (Constant), novelty and knowledge-seeking, ego-enhancement, fulfilling prestige, rest and relaxation, socialization, cultural enrichment

b. Dependent Variable: Travel Intention

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.227	.261		.870	.386
	Novelty/ Knowledge-Seeking	.053	.096	.050	.550	.583
	Ego-Enhancement	.395	.107	.353	3.679	.000
	Fulfilling Prestige	.160	.141	.139	1.133	.259
	Rest/Relaxation	-.117	.097	-.110	-1.201	.231
	Socialization	-.058	.166	-.050	-.350	.726
	Cultural Enrichment	.442	.138	.404	3.210	.002

a. Dependent Variable: Travel Intention

CHAPTER 5

DISCUSSION

This chapter summarized and discussed the research results. The aims of this chapter are to summarize and discuss the implications of the quantitative research findings of the research hypotheses, to summarize the limitations of this study, also offer commendations for the future application and research. The summary of the chapter as follows:

    1. Summary of descriptive findings and discussion

    2. Summary of hypothesis testing and discussion

    3. Conclusion of the study

    4. Limitations of the study

    5. Recommendations for future application

    6. Recommendations for future research

5.1 Summary of Descriptive Findings and Discussion

The descriptive findings revealed that Chinese tourists agreed with the statements about their travel cognition and had high travel cognition about Thailand (Mean= 4.14, SD= 0.794). When examining each dimension their travel cognition, the results found that they had highest cognition about the natural state (Mean= 4.41, SD= 0.761) and tourist facilitation (Mean= 4.41, SD= 0.752), followed by cultural distance (Mean= 4.38, SD= 0.791), interest and adventure (Mean= 4.35, SD= 0.784), resort atmosphere and climate (Mean= 4.28, SD= 0.805), comfort and security (Mean= 4.24, SD= 0.810), inexpensiveness (Mean= 3.99, SD= 0.879), and lack of language barrier (Mean= 3.82, SD= 0.951), respectively.

The study pointed that Chinese tourists' cognition about Thailand indicated majority of the participants had strongly agreeable with the perception of natural state after watching the Thai TV series "Buppesannivas" (Love Destiny). Chinese tourists believed that Thailand has many restful and relaxing places to visit, Thailand offers a lot in terms of natural scenic beauty, and Thailand's natural is well preserved. The results coincided with Beeton (2004), which found that the scenes in the TV series can promote the development of the tourism. The scene in TV series have a strong publicity effect, it also showed that the relationship between the quality of television production and the audience's watching experience.

The descriptive findings revealed that majority of Chinese respondents agreed with all statements about travel motivation about Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny) and had high travel motivation about Thailand (Mean= 4.06, SD= 0.811). When examining each dimension of their travel motivation, the results found that they had highest motivation for ego- enhancement (Mean= 4.34, SD= 0.805), followed by fulfilling prestige (Mean= 4.32, SD= 0.785), rest and relaxation (Mean= 4.29, SD= 0.848), socialization (Mean= 4.25, SD= 0.772), novelty and knowledge-seeking (Mean= 4.15, SD= 0.846), and cultural enrichment (Mean= 4.15, SD= 0.832), respectively.

The study pointed out that Chinese tourists' motivation about Thailand indicated that the majority of the Chinese respondents strongly agreed with the perception of ego- enhancement after watching the Thai TV series "Buppesannivas" (Love Destiny). The results coincided with Cohen (1988), which found that people want to improve themselves by traveling. The travel they need is to give them more challenges and different experiences. Chinese tourists believed that they can spend

more time with their friends or family members while traveling, they can talk about their travel experience with other people after returning home, and they can talk about the places visited and the things they have seen in Thailand. The results confirmed that experiences are the main motivation for tourists to carry out film and television tourism (Wu, et al, 2007). In addition, fulfilling prestige is the second highest motivation for Chinese viewers after watching the Thai TV series "Buppesannivas" (Love Destiny). They want to travel to tourist destinations that most people praise. Also. Chinese tourists want to experiencing good food and comfortable accommodation during their trip in Thailand.

The descriptive findings revealed that Chinese respondents agreed with all statements in travel intention about Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny) and had high travel intention about Thailand (Mean= 3.93, SD= 0.900, High level). When examining each dimension, results found that the highest travel intention were "I would like to share my travel plans to Thailand with my family and friends." (Mean= 4.24, SD= 0.870) and "I would like to recommend Thailand to my friends and family." (Mean= 4.24, SD= 0.858), followed by "I would like to revisit Thailand in the future." (Mean= 4.10, SD= 0.940), "I would like to travel to Thailand further." (Mean= 4.08, SD= 0.937), "Even if the cost is higher than other travel destinations, I would like to travel to Thailand." (Mean= 3.68, SD= 1.121), and "Even if the price goes up, I would like to spend more money to travel to Thailand." (Mean= 3.63, SD= 1.118), respectively.

The results coincided with Chen and Tsai (2007), which found that the willingness of the tourists' behavior includes two dimensions: recommend and re-visit. The willingness to travel includes the travel intention, the willingness to

recommend, the willingness to re-visit, and the willingness to pay the trip. The findings suggested that after watching Thai TV series "Buppesannivas" (Love Destiny) the Chinese tourists would like to share and recommend Thai tourism to their friends and family. They will be willing to visit Thailand and revisit to Thailand in the future, even if the cost is higher than other destinations.

5.2 Hypothesis Testing Summary and Discussion

Hypothesis 1: Chinese tourists' cognition about tourism in Thailand significantly influences their travel motivation to Thailand after viewing the Thai TV series "Buppesannivas" (Love Destiny).

As shown in Table 4.6, Regression analysis revealed that Chinese tourists' cognition about tourism in Thailand can significantly predict their travel motivation at the rate of 65.1% which is considered to be medium prediction (Adjusted R Square = .651, p <.05). When examining the power of each key construct of travel cognition, the results found that Chinese tourist perceived natural state (Beta= .235*,p<.05) as the most influential factors that influences their travel motivation, followed by comfort and security (Beta= .188*, p<.05), cultural distance (Beta= .154*,p<.05), interest and adventure (Beta= .139*,p<.05), resort atmosphere and climate (Beta= .139*,p<.05), inexpensiveness (Beta= .072*,p<.05), and lack of language barrier (Beta= .070*,p<.05). However, the results found that tourist facilities was negative predictor of their travel motivation (Beta= -.021*, p<.05).

Hypothesis 1 results suggested that the Chinese tourist perceived natural state as the most influential factors that influence their travel motivation. The comfort and security, cultural distance, interest and adventure, resort atmosphere and climate, inexpensiveness, and lack of language barrier are positive. The tourist facilities was a

negative predictor of their travel motivation. The findings supported the assumptions

of the Uses and Gratifications theory, which posited that the behavior of people using

the media to satisfy, and puts forward the social reasons and psychological motivation

of the audience to accept the media (Guo, 1999). These findings supported the

hypothetical concept that Chinese tourists recognize tourism motivation generated

after watching the Thai TV series "Buppesannivas" (Love Destiny). These findings

coincided with the study conducted by Riley &Van (1992), which found that the TV

series can help potential visitors generate some kind of sensory and emotional

awareness about tourist destinations in the show. In other words, Thailand's beautiful

natural environment and scenery are well presented to Chinese tourists through the

Thai TV series "Buppesannivas" (Love Destiny), it makes them want to travel to

Thailand.

The results of Hypothesis 1 also found that the tourist facilitation was the

negative predictor of their travel motivation. This result is determined by the plot and

background of the Thai TV series "Buppesannivas" (Love Destiny) because the TV

series presented scenes from ancient Thailand. The beautiful scenery of Thailand was

presented in this TV series. This is why the factor of tourism facilities has not been

able to have a positive impact on the motivation of Chinese tourists to travel to

Thailand.

Hypothesis 2: Chinese tourists' cognition about tourism in Thailand

significantly influences their travel intention to Thailand after viewing the Thai

TV series "Buppesannivas" (Love Destiny).

As shown in Table 4.7, Regression analysis revealed that Chinese tourists'

cognition about tourism in Thailand can significantly predict their travel intention at

the rate of 62.3% which is considered be medium prediction (Adjusted R Square

= .623, *p* <.05). When examining the power of each key construct of travel cognition,

the results found that Chinese tourist perceived inexpensiveness (Beta= .555*,p<.05)

as the most influential factor that influences their travel intention, followed by

comfort and security (Beta= .224*, p<.05), natural state (Beta= .128*,p<.05), lack of

language barrier (Beta= .120*,p<.05), and cultural distance (Beta= .014*,p<.05).

However, the results found that resort atmosphere and climate (Beta= -.021*, p<.05),

interest and adventure (Beta= -.043*, p<.05), and tourist facilities (Beta= -.122*,

p<.05), are negative predictors of their travel intention.

Hypothesis 2 results suggested that the Chinese tourists perceived

inexpensiveness as the most influential factor that influences their travel intention,

comfort and security, natural state, lack of language barrier, and cultural distance are

positive. The resort atmosphere and climate, interest and adventure, and tourist

facilities are negative predictor of their travel cognition. The results have shown that

the majority of the participants believed that Thai food has reasonable prices, goods

and services are cheap in Thailand, and accommodations are cheap in Thailand.

These findings coincided with the study conducted by Bian (2003), which found

that the main influencing factors when tourists making the plan to travel are price,

hospitality, safety and the quality of tourism products. The findings supported the

assumptions of the Tourist Gaze Theory which posited that tourists will set their gaze

patterns and tourism activities based on media (Maoz, 2006). In other words, Chinese

tourists produced a tourist gaze about Thailand by watching the Thai TV series

"Buppesannivas" (Love Destiny) and make them willing to travel to Thailand.

The research results also reflect the resort atmosphere and climate, interest and

adventure, and tourist facilities were negative predictors of their travel intention.

Because the Thai TV series "Destiny of Love" is based on a novel, the story takes

place in the time of King Narai. Therefore, the Thai TV series "Buppesannivas" (Love

Destiny) cannot present modern Thailand, which makes Chinese audiences less

motivated for tourist facilities, resort atmosphere and adventure activities.

Hypothesis 3: Chinese tourists' travel motivation to Thailand significantly influences their travel intention to Thailand after viewing Thai TV series "Buppesannivas" (Love Destiny).

As shown in Table 4.8, Regression analysis revealed that Chinese tourists'

motivation about tourism in Thailand can significantly predict their travel intention at

the rate of 53% which is considered be medium prediction (Adjusted R Square = .530,

p <.05). When examining the power of each key construct of travel motivation, the

results found that Chinese tourists perceived cultural enrichment (Beta= .404*,p<.05)

as the most influential factor that influences their travel intention, followed by ego-

enhancement (Beta= .353*, p<.05), fulfilling prestige (Beta= .139*,p<.05), and

novelty and knowledge-seeking (Beta= .050*,p<.05). However, the results found that

socialization (Beta= -.050*, p<.05), rest and relaxation (Beta= -.110*, p<.05), are

negative predictors of their travel intention.

Hypothesis 3 results suggested that the Chinese tourist perceived cultural

enrichment as the most influential factor that influences their travel intention, ego-

enhancement, fulfilling prestige, and novelty and knowledge-seeking are positive. The

socialization, rest and relaxation are negative predictors of their travel intention.

The Thai traditional culture passed on by the Thai TV series "Buppesannivas"

(Love Destiny) attracted Chinese audiences and made them curious about Thai

cultural. So, they wanted to understand and feel Thai culture through travel to Thailand. The results have shown that the majority of the participants believed that they want to see how Thai people live and their way of life and to experience Thai cultures during the trip. These findings coincided with the study conducted by Van der Ark & Richards (2006), which found that the local culture of the destination played a key role in attracting tourists. The Thai culture presented in the Thai TV series "Buppesannivas" (Love Destiny) has influenced the behavior of tourists to Thailand. Also, the findings supported the assumptions of the Tourist Behavior Theory which posited that motivation is generally regarded as the main determinant of tourism behavior (Hudson, 1999).

However, the results found that socialization, rest and relaxation are negative predictors of their travel intention. Everyone has different motives for traveling to Thailand. It can be relaxation, self-improvement, adventure, or cultural enrichment. In case of this study, the findings of hypothesis 3 showed that the Thai TV series "Buppesannivas" (Love Destiny) presents Thai traditional culture very well, so the Chinese audience's travel motivation is to learn more about Thai culture, while socialization and relaxation are not their main motivations for traveling to Thailand.

5.3 Conclusion of the Study

This study aims to examine the relationships among the travel cognition, travel motivation and travel intention as perceived by Chinese audiences after watching the Thai TV series "Buppesannivas" (Love Destiny). Through data analysis, all three research hypotheses proposed in this study were supported. The results from 200 Chinese participants of the study shown that the female audience (83%, n=166) of participants who watched the Thai TV series "Buppesannivas" (Love Destiny) more

than male audience (17%, n=34). The majority of the participants were aged from 26-30 years old (38%, n= 76), with the education for bachelor's degree (59.5%, n= 119), and occupational for employees (42.5%, n= 85). The majority of them monthly income for RMB 5,001-8,000 (31.5%, n= 63), most of them have been to Thailand (55.5%, n= 111). The findings supported the assumption of the Tourist Gaze Theory which posited that people's perception of the world is influenced by personal background and their life experience, including gender, race, age, education, and so on (Li, Zhang & Shen, 2012).

According to the study findings, we found that the TV series can effectively affect the audience's perception of the tourist destination image. The TV series not only provides the audience with a large number of destination image symbols, but also gives new meaning to the tourist destination. The TV series focuses the audience's attention on the screen, so that they have the expectation of a tourist gaze and convert the audience into tourists. The results of the study found that the majority of the participants believed that watching the Thai TV series "Buppesannivas" (Love Destiny) gave them travel cognitions about Thailand. At the same time, the TV series also stimulate the Chinese audience's interest in Thailand because of the scenery and natural state presented in the TV series. The findings supported the assumption of the Tourist Gaze Theory which posited that the tourist gaze combines people's abstract desire for tourism, tourism motivation, and tourism behavior (Urry, 2002).

There are many motivations for people to travel to Thailand. Through the research results, it is found that Chinese tourists want to travel to Thailand because of cultural enrichment. Chinese tourists believed that understanding Thai culture is the most desirable part of their trip to Thailand. Experiencing the lives of local people and

making local friends can enrich their travel experience and is also the main motivation for them to travel to Thailand. The Thai TV series "Buppesannivas" (Love Destiny) presented traditional Thai culture, which made Chinese audiences curious about Thai culture after watching it. Many Chinese audiences want to satisfy their curiosity about Thai culture through the Thai TV series "Buppesannivas" (Love Destiny). For audiences who are from outside of Thailand, the novelty of the Thai TV series "Buppesannivas" (Love Destiny) is precisely the cultural divide. In addition to the excellent cast, crew, and excellent screenplay, the series is quite restored to Thailand's ancient history and culture (Suchiva, 2018). The findings supported the assumption of the Uses and Gratifications Theory which posited that as long as the media can meet the needs of the audience, the audience will become more dependent on the media (Shintaro & Morikazu, 2016). Research results showed that novelty and knowledge seeking are the least influential dimension among Chinese tourists' travel motivation about Thailand, the descriptive statistics revealed that the most of samples have been to Thailand (55.5%, n= 111), and never been to Thailand (44.5%, n= 89). This means that Thailand is not an unfamiliar tourist destination for Chinese tourists, and watching TV shows is not their only way to learn about Thailand. Some of them already have a certain degree of understanding of Thailand through various channels, but still want to verify and compare the content and scenery presented in the TV series by traveling to Thailand. However, the results found that socialization, rest and relaxation, are negative predictors of their travel intention. The results showed that the Chinese tourists who have watched the Thai TV series "Buppesannivas" (Love Destiny) did not aim to relax and socialize when traveling to Thailand. Their travel motivation is to understand and experience Thai culture and curiosity. This showed

that the choice of TV series theme and story affects the audience's different travel motivations. Since this Thai TV series tells the story of the ancient Kingdom of Siam, more of the information transmitted is traditional Thai culture and customs. It can be seen that different types and themes of film and television works will affect the audience to varying degrees. It is necessary to enrich the types of film and television works, and different angles and levels have an impact on the audience's travel motivation and intentions.

This research focuses on the influence of Thai TV series "Buppesannivas" (Love Destiny) on Chinese tourists' travel intention. The findings revealed that the respondents' travel intention about Thailand after watching the Thai TV series "Buppesannivas" (Love Destiny) agreed with all travel intention statements and had high travel intention about Thailand. The findings suggested that after watching Thai TV series "Buppesannivas" (Love Destiny) the Chinese tourists would like to share and recommend Thai tourism to their friends and family. They will be willing to visit Thailand and revisit to Thailand in the future, even if the cost is higher than other destinations. The findings of this study also supported the assumption concept of the tourist behavior theory which posited that by understanding the tourist motivation they can know their tourism decisions and behaviors (Bao, 1987).

For Chinese viewers, everything about ancient Thailand is new, because they lack understanding of Thailand's ancient history. The Thai TV series "Buppesannivas" (Love Destiny) has carefully studied the 17th-century Thai culture, historical facts and language, which has laid a solid foundation for the success of the entire TV series and greatly improved its reference value (Zhang, 2018). This TV series can help Chinese audiences understand Thai cultural traditions and customs and satisfy their curiosity.

All in all, this study confirmed that TV series can play a meaningful role in the promotion of tourism. The findings of this research coincided with the study conducted by Tak-kee & Wan (2006), which found that more and more regions are now using the positive impact of film and TV works to achieve rapid tourism growth, enhance the tourism experience, and then enhance the attractiveness and visibility of tourist destinations. In addition, by analyzing the research, it was found that film and TV series can influence tourists in three ways, tourism cognition, tourism motivation, and tourism behavior (Kim, Agrusa & Lee, 2007). Under the influence of media, people would think that it is a manner to pursue a different life by watching TV series. Therefore, once Chinese viewers watch the exciting and interesting contents different from China, they will be attracted and even stimulate the willingness to go to Thailand. Through watching TV series, it satisfied the Chinese audience's curiosity about Thai culture and willing to travel to Thailand to satisfy their travel motivation.

5.4 Limitations of the Study

There are some limitations of this research as follows:

First, the study used a quantitative research method. The 200 participants cannot represent the views of all Chinese audiences. Despite the small sample size, the participants come from different regions and cities in China, and they have different personal backgrounds. This helps reduce the deviation of this limitation.

Secondly, it is impossible to confirm whether the 200 participants watched all the episodes of the Thai TV series "Buppesannivas" (Love Destiny). Perhaps some of them may have slightly different answers from the research results, but they will not seriously affect the results of this research.

Third, deviations are inevitable in the translation process. With the help of

professionals who are fluent in Chinese and English, and using reverse translation to reduce restrictions, the reliability of the questionnaire is qualified.

Finally, audiences of different cultural backgrounds may react differently to TV series. This study represents only the views of Chinese audiences on the Thai TV series "Buppesannivas" (Love Destiny).

5.5 Recommendations for Future Application

The tourism department of Thailand should strengthen the contact and cooperation with the TV series production department. Successful TV series can bring opportunities to the local tourism and economy, thereby increasing the popularity of tourist destinations. The results of the study showed that film and television works can ultimately affect their travel intention in terms of travel motivation and travel cognition. Film and television works can shape and improve the image of travel destinations. Excellent film and television works can effectively stimulate or strengthen tourists' travel cognition, thereby enhancing tourists' motivation and willingness to travel. The integration of film and television works and tourism reflects the combination of spirit and material. Tourism destinations are endowed with new cultural connotations through the presentation of film and television works, allowing audiences to develop a new understanding of tourism destinations. The unique narrative technique of film and television works will allow the audience to subconsciously form recognition of the tourist destination, thereby deepening the impression of the tourist destination. On the other hand, good film and television works must be market-oriented and capture the needs of the audience to make the film and television work loved by the audience and lay a solid foundation for the development of film and television cultural tourism products.

The promotion of TV series is a good way to promote local tourism and economic development. On the one hand, the tourism department can introduce some preferential policies to motivate more investors and production teams to shoot film and television drama works in unique locations. On the other hand, the film and television production team need to improve the production level of TV programs. The wonderful storyline, the application of special effects, the celebrity effect, the choice of destination and the shooting angle will directly affect the audience's perception of the travel destination. Traveling with movies will become a new way for viewers to choose a travel destination.

TV series can become an effective carrier for Thailand to promote the international tourism market. Strengthen the international exchange and cooperation of TV series, so that more overseas audiences can watch. Stereotypes may cause tourists to speculate on the country of origin of the show through TV works. Therefore, in the process of overseas distribution, TV series works must go through strict selection to promote the best TV works overseas.

Through this study, it is understood that Chinese tourists are very interested in the traditional culture of Thailand, which is also the main motivation for them to travel to Thailand. The Thai tourism department should use the unique Thai culture as a support and carrier to launch new products of ethnic cultural tourism and enhance the added value of local culture. Learn from the successful development experience abroad and combine the actual situation to enrich the film and television tourism products, open up tourist areas or carry out cultural activities with local characteristics.

The effect of the Thai TV series "Buppesannivas" (Love Destiny) in Thai

traditional culture is obvious. However, as one of the important means of promoting tourism, film and television works should be more diversified in the choice of themes and stories. In addition to highlighting Thai culture, modern Thai tourism resources should also be used more in film and television works, influencing audiences to deepen their understanding of Thailand's tourist destinations from different angles.

The tourism department can take advantage of the strong promotion of TV series to create tourist routes for shooting locations and launch tourist products with the theme of experiencing film and television culture.

Finally, strengthen the protection of film and television tourism resources and the sustainable development of film and television tourism, to avoid the excessive development of film and television tourism development. Reasonably protect and use Thailand's precious natural heritage and tourism resources, and shoot more excellent film and television works. Gradually improve the tourism facilities, improve the reception level, and strengthen the professionalism of tourism practitioners. Create a good travel destination for tourists, enrich their travel experience, and increase the revisit rate of tourists to Thailand.

5.6 Recommendations for Future Research

There are some recommendations for future research and study as follows:

1. In the future, researchers can conduct a more in-depth study on the Thai TV series "Buppesannivas" (Love Destiny), use qualitative research methods to analyze the content of the TV series, and recommend other variables that researcher should examine qualitatively that would promote Thai tourism.

2. Future research should study the influence of the Thai TV series "Love Destiny" on audiences' travel motivation and intention in other countries. Future

research should examine the implication of cultural factors of tourists on their tourism intention and choice of destination.

3. Future research should examine how different country promote induced tourism film which influences tourists' travel intention of viewers in different cultural backgrounds, and explore the impact of marketing strategies for film and television tourism in different cultural backgrounds.

4. Future research needs to target the representatives of film and television works of different types and themes to understand the impact of audiences on tourism perception, tourism motivation, and willingness to travel in Thailand after watching.

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F%E4%B8%80%E5%AF%B9%E3%80%8B%E6%94%B6%E8%A7%86%E
6%8C%81%E7%BB%AD%E7%A8%B3%E5%AE%9A%EF%BC%8C%E5
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APPENDIX

QUESTIONNAIRE

(English version)

This questionnaire aims to examine the influence of Thai TV series "Buppesannivas" (Love Destiny) on Chinese tourists' travel motivation and their intention to travel to Thailand. Please complete the answer based on your knowledge. All information is for research purposes only, thank you for your support for my research. The questionnaire contains four parts:

1: Personal information

2: Chinese tourists' cognition about Thailand

3: Chinese tourists' travel motivation about Thailand

4: Chinese tourists' travel intention about Thailand

Thanks for your genuine cooperation!

Mr. Cheng Zhong

Date: May 21st, 2020

Email: danielcheng820@gmail.com

Section 1: Personal information

Please make a single choice in the project according to your actual situation.

1. Gender:

☐ 1. Men

☐ 2. Women

2. Age:

☐ 1. Under 20 years old

☐ 2. 21-25 years old

☐ 3. 26-30 years old

☐ 4. 31-35 years old

☐ 5. 36-40 years old

☐ 6. More than 41 years old

3. Education:

☐ 1. Below bachelor's degree

☐ 2. Bachelor's degree

☐ 3. Higher than bachelor degree

4. Occupational:

☐ 1. Student

☐ 2. Government officer

☐ 3. Employees

☐ 4. Business owner

☐ 5. Freelance

☐ 6. Out of work

☐ 7. Other

5. Monthly income:

☐ 1. Less than RMB 3,000

☐ 2. RMB 3,001-5,000

☐ 3. RMB 5,001-8,000

☐ 4. RMB 8,001-10,000

☐ 5. RMB 10,001 above

6. Have you ever been to Thailand?

☐ 1. Yes

☐ 2. No

7. Have you ever watch the Thai TV series "Buppesannivas" (Love Destiny)?

☐ 1. Yes

☐ 2. No

8. Why you watch the Thai TV series "Buppesannivas" (Love Destiny)?

☐ 1. Favorite stars starring

☐ 2. High popularity and good reputation

☐ 3. The story

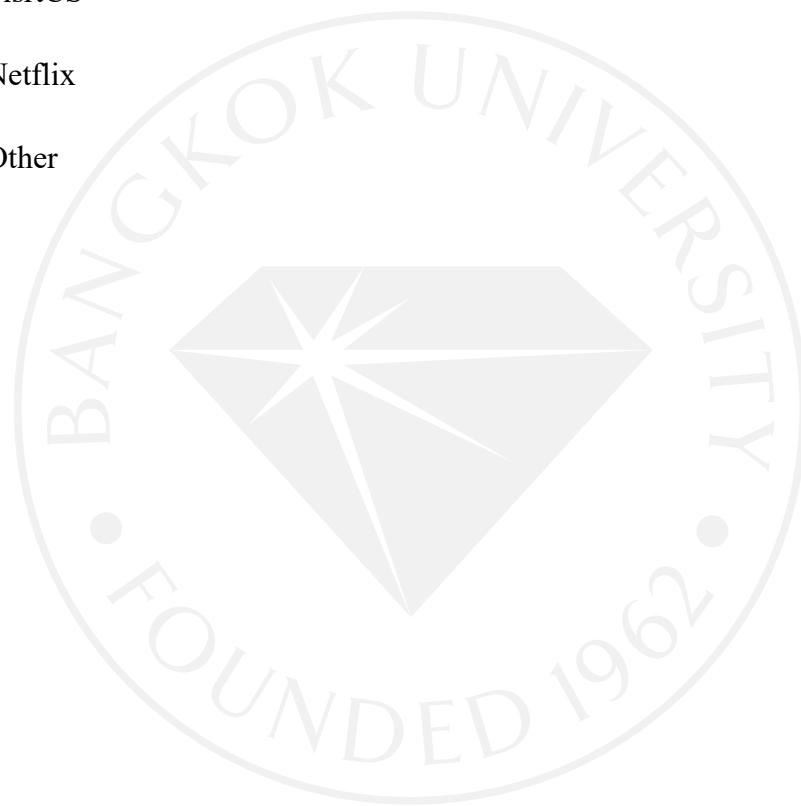☐ 4. Recommended by friends

☐ 5. Learn about Thai culture

☐ 6. Other

9. Which media channel do you use to watch Thai TV series "Buppesannivas" (Love Destiny)?

☐ 1. Tianfutaiju

☐ 2. BTS

☐ 3. CFanGroup

☐ 4. FisrtCS

☐ 5. Netflix

☐ 6. Other

Section 2: Tourist's cognition about Thailand

10. What is your impression of Thailand by watching Thai TV series "Buppesannivas" (Love Destiny)? Please mark √ on the number according to your own understanding. (1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly agree)

Items of Tourists' Cognition about Thailand	1	2	3	4	5
Comfort/Security					
1. Thai people are friendly.					
2. In general, Thailand is a safe place to visit.					
3. Good quality restaurants and hotels are easy to find in Thailand.					
Interest/Adventure					
4. Many places of interest to visit in Thailand.					
5. Everything is different and fascinating in Thailand.					
6. There are varieties of activities in Thailand.					
Natural state					
7. Thailand has many restful and relaxing places to visit.					
8. Thailand offers a lot in terms of natural scenic beauty.					
9. Thailand's natural is well preserved.					
Tourist facilitation					
10. Many packaged vacations available in Thailand.					
11. Good tourist information is readily available in Thailand.					
12. Travel to Thailand is very convenient.					
Resort atmosphere/Climate					
13. Thailand is a good place to go for the beaches.					
14. Thailand has a good nightlife.					
15. Thailand has a pleasant climate.					
Cultural distance					
16. Thai lifestyles and customers are different to ours.					
17. Thai food is different to ours.					
18. Thai architectural styles are different to ours.					
Inexpensiveness					
19. Thai food has reasonable prices.					
20. Goods and services are cheap in Thailand.					
21. Accommodations are cheap in Thailand.					
Lack of language barrier					
22. Many Thai people understand Chinese.					

23. Many Thai people speak English.					
24. Thai people are good at communication with foreigner.					

Section 3: Tourist's travel motivation about Thailand

11. After watching the Thai TV series "Buppesannivas" (Love Destiny), I have a motive to visit Thailand. Because the reason of? Please mark √ on the number according to your own understanding. (1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly agree)

Items of Tourists' Travel Motivation about Thailand	1	2	3	4	5
Novelty/ Knowledge-Seeking					
1. I want to see something new and exciting.					
2. I want to enhance my knowledge about Thailand.					
3. I want to travel, to go somewhere and do something in different environment.					
Ego-Enhancement					
4. I can talk about my travel experience with other people after returning home.					
5. I can spend more time with my friends or family members while traveling.					
6. I can talk about the places visited and the things I have seen in Thailand.					
Fulfilling Prestige					
7. I want to experience nice food and comfortable place to stay.					
8. I want to visit a country which most people value and appreciate.					
9. I want to go to places my friends want to go.					
Rest/Relaxation					
10. This is the time I can escape from the ordinary or routine environment at home.					
11. This is the time I can escape from stress in daily life.					
12. This is the time I can enjoy the relaxation activities in Thailand.					
Socialization					
13. I want to learn and meet new people.					
14. I can fulfill my dream and self-curiosity about visit to Thailand.					
15. I want to enjoy and make myself happy while traveling.					
Cultural Enrichment					
16. I want to see how other people live and their way of life.					
17. I want to experience cultures that are different from mine.					
18. I want to see and meet different groups of people.					

Section 4: Tourists' travel intention about Thailand

12. After watching the Thai TV series "Buppesannivas" (Love Destiny), do you have the desire to travel to Thailand? Please mark √ on the number according to your own understanding. (1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly agree)

Items of Tourists' Travel Intention about Thailand	1	2	3	4	5
1. I would like to share my travel plans to Thailand with my family and friends.					
2. I would like to recommend Thailand to my friends and family.					
3. I would like to travel to Thailand further.					
4. I would like to revisit Thailand in the future.					
5. Even if the cost is higher than other travel destinations, I would like to travel to Thailand.					
6. Even if the price goes up, I would like to spend more money to travel to Thailand.					

Thanks for your genuine cooperation!

QUESTIONNAIRE

(Chinese version)

　　本问卷旨在了解泰国电视连续剧《天生一对》对中国游客赴泰国的旅行意愿的影响。请根据您的实际情况完成问卷内容。问卷包括四个部分：1.个人信息；2. 中国游客对泰国的认知；3. 中国游客赴泰国的动机；4. 中国游客赴泰国的动机。所有信息仅用于研究目的，感谢您对我研究的支持。
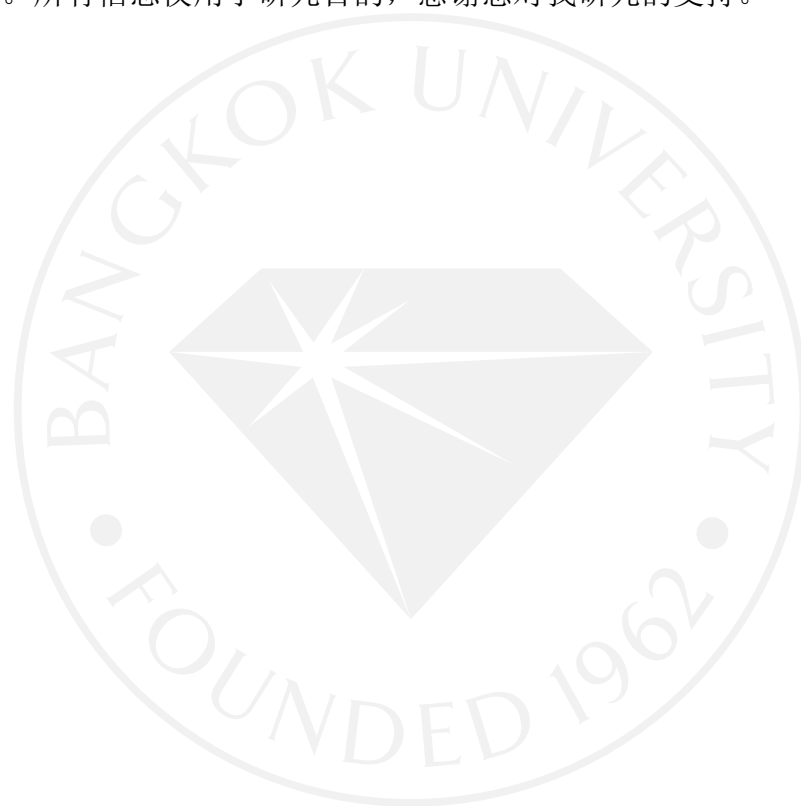
第一部分：个人信息

请根据您的实际情况在项目中进行单项选择。

1. 性别：

☐ 1.男

☐ 2.女

2. 年龄：

☐ 1.20 岁以下

☐ 2.21-25 岁

☐ 3.26-30 岁

☐ 4.31-35 岁

☐ 5.36-40 岁

☐ 6.41 岁以上

3. 教育背景：

☐ 1. 本科以下

☐ 2. 本科

☐ 3. 本科以上

4. 职业：

☐ 1. 学生

☐ 2. 政府公务员

☐ 3. 公司职员

☐ 4. 个体经营者

☐ 5. 自由职业

☐ 6. 无业

☐ 7. 其他

5.月收入：

☐ 1.3000 元以内

☐ 2.3001-5000 元

☐ 3.5001-8000 元

☐ 4.8001-10000 元

☐ 5.10001 元以上

6.您到过泰国旅游吗？

☐ 1.是

☐ 2.否

7.你看过泰国电视剧《天生一对》吗？

☐ 1. 看过

☐ 2. 没有

8.观看泰国电视剧《天生一对》的原因是什么？

☐ 1. 有喜欢的明星出演

☐ 2. 受欢迎程度，高口碑好

☐ 3. 故事情节

☐ 4. 朋友推荐

☐ 5. 了解泰国文化

□ 6. 其他

9.您是通过什么平台观看泰国电视剧《天生一对》？

□ 1. 天府泰剧

□ 2. BTS 字幕组

□ 3. 喜翻译制组

□ 4. FisrtCS 一哥字幕组

□ 5. Netflix 网飞

□ 6. 其他

第二部分：中国游客对泰国的认知

10. 通过观看泰国电视连续剧《天生一对》，您对泰国有什么印象？请根据您的理解在数字对应栏里打√。（1=完全不同意； 2=不同意； 3=一般； 4=同意； 5=完全同意）

中国游客对泰国的认知	1	2	3	4	5
舒适/安全					
1.泰国人民很友好。					
2.总的来说，泰国是一个安全的地方。					
3.在泰国，品质好的餐厅和酒店随处可见。					
兴趣/冒险					
4.泰国有许多值得参观的名胜古迹。					
5.泰国是一个与众不同且令人着迷的国家。					
6.泰国的游乐项目品类繁多。					
自然状态					
7.泰国有很多可以放松身心的地方值得一游。					
8.泰国的自然风景优美。					
9.泰国的自然环境保护得好。					
旅游便利					
10.泰国有各种各样的旅游套餐。					
11.在泰国很容易获取方便实用的旅游信息。					
12.到泰国旅行很方便。					
度假气氛/气候					
13.泰国是个去海滩的好地方。					
14.泰国的夜生活丰富。					
15.泰国的气候宜人。					
文化差距					
16.泰国的生活方式和习俗与我们不同。					
17.泰国食物和我们的不同。					
18.泰国的建筑风格与我们不同。					

中国游客对泰国的认知	1	2	3	4	5
性价比					
19.泰国美食价格合理。					
20.泰国的商品和服务项目价格便宜。					
21.泰国的住宿便宜。					
缺乏语言障碍					
22.许多泰国人懂中文。					
23.许多泰国人会说英语。					
24.泰国人善于和外国人交流。					
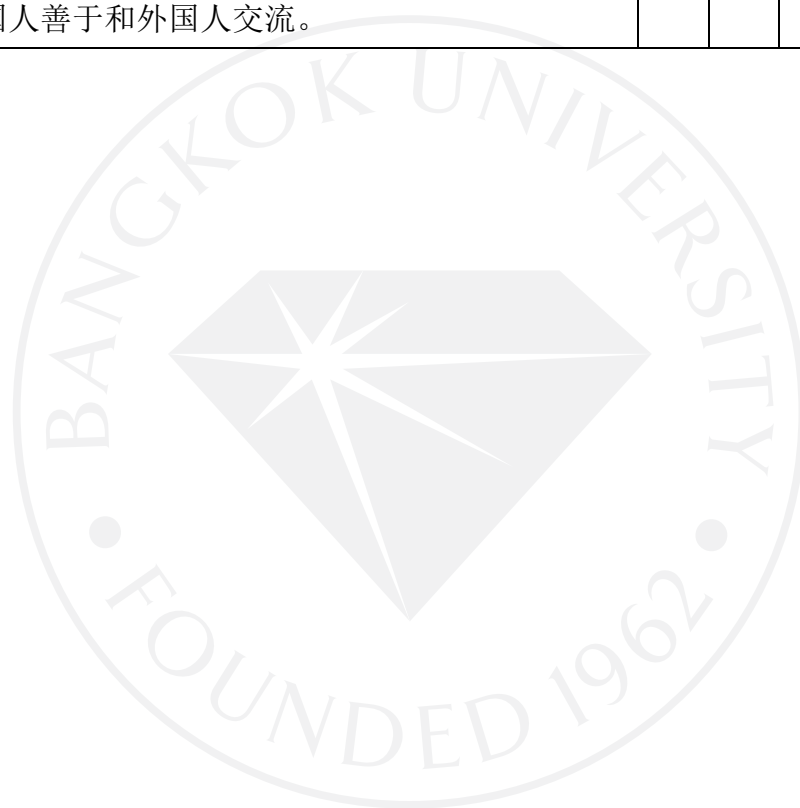
第三部分：中国游客赴泰国的旅游动机

11. 观看泰国电视连续剧《天生一对》后，我想去泰国旅游。请根据您的理解在

数字对应栏里打√。（1=完全不同意；2=不同意；3=一般；4 =同意；5 =完

全同意）

中国游客对泰国的旅游动机	1	2	3	4	5
新奇/寻求知识					
1.我想去泰国看一些新鲜刺激的东西。					
2.我想加深对泰国的了解。					
3.我想去泰国旅行并尝试做些没做过的事情。					
自我提升					
4.回家后我可以和其他人分享我在泰国的旅行经历。					
5.旅行中我可以花更多时间陪伴家人或者朋友。					
6.我可以谈论我在泰国去过的地方和看到的事情。					
成就声望					
7.我想去泰国品尝美味的食物和体验舒适的酒店。					
8.我想去一个被大多数人喜欢和称赞的国家旅行。					
9.朋友们都想去的地方，我也想去。					
休息/放松					
10.去泰国旅行可以让我远离平日里的家庭环境。					
11.去泰国旅行是我摆脱日常生活的压力的时候。					
12.在泰国我可以享受很多让我放松身心的项目。					
社交					
13.我想在旅行中认识新的朋友。					
14.我想去泰国实现我的旅游愿望并满足好奇心。					
15.我想在旅行中尽可能享受快乐时光。					
丰富文化					
16.我想看看当地人如何生活并了解他们的生活方式。					
17.我想通过旅行来感受泰国文化。					
18.我想在泰国结交不同社会群体的朋友。					

第四部分：中国游客赴泰国的旅游意愿

12. 观看过泰国电视剧《天生一对》之后，我会？请根据您的理解在数字对应

栏里打√。（1=非常不同意；2=不同意；3=一般；4=同意；5=非常同意）

中国游客对泰国的旅游意愿	1	2	3	4	5
1.我想与我的家人和朋友分享我去泰国的旅行计划。					
2.我想向我的朋友和家人推荐泰国。					
3.我在不久后会去泰国旅游。					
4.我想将来再次去泰国旅游。					
5.即使费用比其他旅行目的地高，我也想去泰国旅行。					
6.即使物价上涨，我也愿意花更多的钱去泰国旅行。					

感谢您的支持！

BIODATA

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