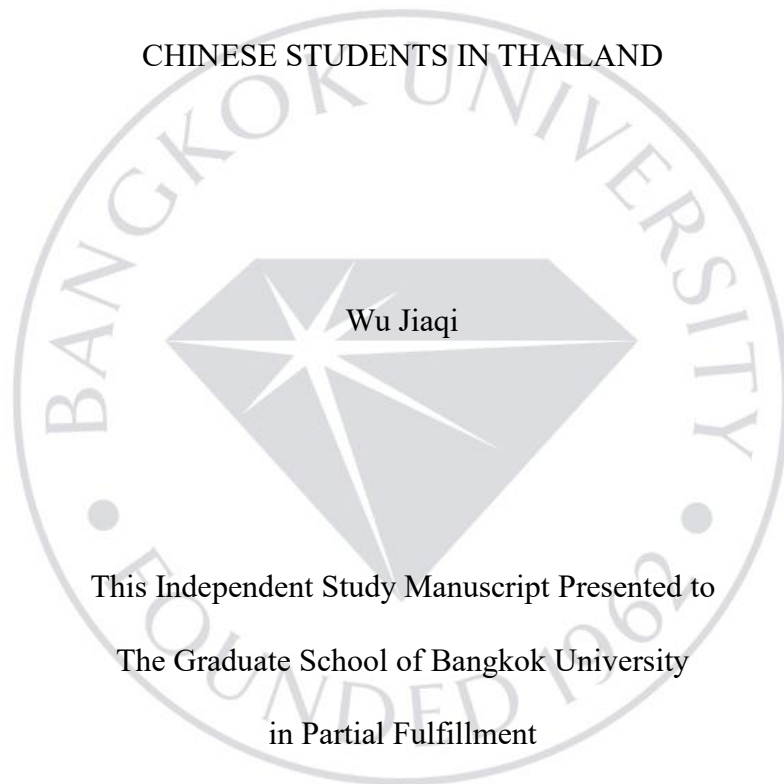


THE IMPACT OF USER-GENERATION CONTENT ON TRAVEL APPLICATION
OF INTERNATIONAL STUDENTS' TRAVEL PREFERENCE: A CASE STUDY OF
CHINESE STUDENTS IN THAILAND



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The impact of User-Generation Content on International Students' Travel Preference:
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ABSTRACT

The purpose of this study is to explore the use of UGC tourism applications by Chinese students in Thailand, and the relationship between UGC travel application content types and Chinese students' travel preferences. There were 418 Chinese students in Thailand were selected to participate in the survey by simple random sampling. The data collected were analyzed using Chi-Square and ANOVA (one-way) with a significance level of .05. The research results show that: (1) Chinese students with different characteristics (gender and education level) have no significant difference when using UGC travel application, but Chinese students with doctor degree prefer to browse the user guide. (2) The content type of the UGC travel application does not have a significant impact on Chinese students' travel preferences in Thailand, but most of the 418 Chinese students who participated in the survey agreed that the UGC travel application content type affects travel preferences.

Keywords: Chinese students, UGC, travel preferences

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLE.....	viii
LIST OF FIGURE.....	x
CHAPTER 1 INTRODUCTION.....	1
1.1 Rationale.....	1
1.2 Problem statement.....	7
1.3 Research Questions.....	11
1.4 Research objectives.....	11
1.5 Research Significance.....	11
1.6 Variable definition.....	12
CHAPTER 2 LITERATURE REVIEW.....	14
2.1 Definition of travel preferences.....	14
2.2 User-Generation Content on Travel Application.....	15
2.3 Travel app usage.....	16
2.4 Type of UGC Travel Application.....	18
2.5 Impact of UGC Travel App on Travel Preference.....	19
2.6 Conceptual Framework.....	21
CHAPTER 3 METHODOLOGY.....	23
3.1 Research Design.....	23
3.2 Total and sample selection.....	23
3.3 Research Process.....	24

TABLE OF CONTENTS (Continued)

	Page
3.4 Research Tools.....	25
CHPATER 4 FINDINGS.....	32
4.1 Descriptive analysis.....	32
4.2 Research hypothesis verification.....	40
CHPATER 5 DISCUSSION.....	50
5.1 Summary of Descriptive findings and Discussion.....	50
5.2 Hypotheses Summary and Discussion.....	50
5.3 Limitations of the Study.....	53
5.4 Recommendations.....	53
BIBLIOGRAPHY.....	55
APPENDIX.....	61
BIODATA.....	70
LICENSE AGREEMENT.....	71

LIST OF TABLES

	Page
Table 1 : Reliability Test.....	28
Table 2 : Primary data collection.....	29
Table 3 : Frequency summary of personal information and travel applications usage.....	33
Table 4 : Means and Standard deviations of impact of UGC travel application on the respondents' travel preferences.....	37
Table 4 : (Continued) Means and Standard deviations of impact of UGC travel application on the respondents' travel preferences.....	38
Table 4 : (Continued) Means and Standard deviations of impact of UGC travel application on the respondents' travel preferences.....	39
Table 5 : Percentage of respondents' frequency of using UGC travel applications categorized by gender.....	40
Table 6 : Chi-square results of respondents' gender and frequency of using UGC travel applications.....	40
Table 7 : Percentage of respondents' usage time of using UGC travel applications categorized by gender.....	41
Table 8 : Chi-square results of respondents' gender and usage time of using UGC travel applications.....	41
Table 9 : Percentage of respondents' content type of using UGC travel applications categorized by gender.....	42

LIST OF TABLES (Continued)

	Page
Table 10 : Chi-square results of respondents' gender and content type of using UGC travel applications.....	42
Table 11 : Percentage of respondents' frequency of using UGC travel applications categorized by education.....	43
Table 12 : Chi-square results of respondents' education and frequency of using UGC travel applications.....	43
Table 13 : Percentage of respondents' usage time of using UGC travel applications categorized by education.....	44
Table 14 : Chi-square results of respondents' education and usage time of using UGC travel applications	44
Table 15 : Percentage of respondents' content type of using UGC travel applications categorized by education.....	45
Table 16 : Chi-square results of respondents' education and content type of using UGC travel applications.....	45
Table 17 : Descriptive of UGC travel applications content type and travel preference	47
Table 18 : One way ANOVA analysis of UGC travel applications content type and travel preference.....	48
Table 19 : Mean test of UGC travel applications content type and travel preferences.....	49

LIST OF FIGURES

	Page
Figure 1 : Conceptual Framework.....	22



CHAPTER 1

INTRODUCTION

1.1 Rationale

With the socio-economic, technological and cultural development, the disposable income of residents has gradually increased, and the level of consumption has continued to increase. The consumption structure has also evolved from solving the problem of food and clothing to spiritual enjoyment. Tourism has become an important part of China's economic development. The tourism economy also emerged. Regarding to the reform and opening up of China in 1979, Deng Xiaoping has repeatedly mentioned the importance of tourism, and he promoted and vigorously develop tourism. In 1995, China began to implement weekends; in 1999, the Golden Week policy was implemented, which provided more time for Chinese nationals to travel and create opportunities for the tourism economy. In recent years, tourism has received greater attention. The state has not only promulgated relevant policies, but also legislated to regulate tourism. In addition, the tourism industry is now not only a sightseeing tour, but also combined with cultural dissemination to further improve the quality and spiritual enjoyment of Chinese citizens. As of 2016, the tourism industry contributed 11% of China's GDP, and provide a large number of employment opportunities to help 10% of China's poverty alleviation. (“What has happened to China's tourism industry in the past 40 years of reform and opening up?”, 2018)

In recent years, the service industry has advocated "consumer-centric," approach to design promotional programs and products that are more in line with consumer

preferences. As an important part of the service industry, the tourism industry bears the brunt. To attract a large number of tourists to increase profits, designing and creating tourism products and routes according to tourist needs with tourism economic benefits have been realized. Tourist demand is an important manifestation of tourism preferences, which in fact prompts tourists to produce different tourism behaviors during the tourism process.(Hongxia,2012)

According to the PATA survey, the number of international tourists in the Asia-Pacific region has been increasing year by year. The international army of international tourists is heading east, and Thailand has been named as an interesting city for international tourists. Thailand's tourism industry has developed rapidly since the 1960s, and has achieved world-renowned performance. Tourism is one of the main pillars of the Thai economy and the main source of Thai foreign exchange income. The tourism industry creates many jobs for Thailand every year, and the tourism economy is an important part of Thailand's economic success. The advantage has driven the locomotive of the entire Thai national economy. International tourists in Thailand mainly come from China, Malaysia, Japan, Taiwan, Singapore, South Korea, and Hong Kong, and account for about 70% of foreign tourists in the Asia-Pacific region. Of these 70%, China, Taiwan, and Hong Kong are also Chinese tourists. It can be seen that Chinese tourists have become the main source of international tourists in Thailand. (Weina,2011). Foreign exchange earners from Thailand accounted for 7% of Thailand 's GDP. Since 2013, the overall tourism market in Thailand has found 2.24 million foreign tourists, of which Chinese tourists have increased by 38.57%, ranking first. (Aili,2014)

At present, China-Thailand relations are friendly. Chinese State Council Premier

Li Keqiang emphasized that "China and Thailand are good neighbors, relatives, and partners." The concept of "China-Thai family" is an accurate positioning of close relations between China and Thailand.

According to 2014 statistics, Chinese students in Thailand have reached 32,000, and China has become Thailand's largest source of overseas students. (Qiongxin, 2016) .Currently, Thailand is one of the most popular study places in Asia. According to statistics, there are 30,000 Chinese students studying in Thailand, distributed in 44 universities. The majority of Chinese students studying in Thailand are "study abroad + work abroad" model. The preferential study abroad policy is one of the reasons to attract Chinese students to study in Thailand. First, compared to the cost of studying in Europe and the United States, the tuition prices of Thai universities are in line with the economic budget of international students. In addition, the Thai student visa has a high pass rate and short cycle, and international students can enter the school in a short period of time. As a result, Thai universities are highly internationalized, and international students can integrate into the world's youth environment in advance. Some Thai universities recommend internships to students. Second, due to the strong trade relations between China and Thailand. The Thai market needs a large number of bilingual talents who master both Chinese and English. The number of Chinese companies investing in Thailand has increased, the demand for Chinese language talents is large, and the employment rate of Chinese students is high. In addition, Thailand has a preferential employment visa policy for international students. As long as the student signs a labor contract with the employer, the student will receive a uniform foreign work permit issued by the Thai government and a personal work visa. Because of this convenient "study abroad + overseas work" model and Thailand's

preferential policies for international students, China has become Thailand's largest exporter of international students. The two sides have actively promoted exchanges in Sino-Thai education and the number of Chinese students studying in Thailand has increased year by year. Moreover, Thailand has developed tourism resources. Chinese students studying in Thailand can travel anywhere and anytime. Therefore, the study of Chinese students' travel preferences in Thailand is with exploratory.

Chinese students traveling in foreign countries generally use mobile travel applications to get more and more detailed travel advice. The travel application is an important channel for international students to search for travel information. With the advent of the Web 2.0 era, user-generated content(UGC) has gradually become an important source of travel application content. UGC greatly enriches the content of travel applications. Users use text, pictures, audio, video and other contents to record travel experiences one by one and post them to the travel application platform. (Zhang Bo, 2013). At the same time, users can comment, like and repost these contents.

With the continuous change and evolution of the Internet and the arrival of the era of big data, more and more unstructured data, heterogeneous content, and personalized content will bring more opportunities and challenges to the academic community and the industry. UGC travel applications use UGC as the main source of content. A large number of UGC travel applications in China have appeared since 2004, such as Qiongyou, Qunar network, Mafengwo and so on. UGC content is everywhere on these sites, including reviews on destinations, attractions, transportation, food, accommodation, travel notes, guides and more published by users. Contents uploaded by users with different interests and hobbies can be used to meet the needs of different users, to be greatly satisfied with the content of the travel

application. (Qinghua, 2012). Through investigation and analysis, 96% of tourists will choose the Internet for travel information search. The UGC travel application is the most frequently used. (Yafen , 2017). Moreover, according to Shaojun (2017), the application of UGC is not limited to tourism applications. Many mobile phone applications are developed based on UGC. In the context of the Web2.0 era, mobile Internet products based on user-generated content (UGC) have opened up new ways of obtaining information and content in various fields. The diversity, timely update and personalized characteristics of UGC products have quickly made UGC products popular, and generated public acceptance and recognition. At the same time, more and more Internet companies have obtained considerable economic income by designing and developing distinctive UGC products.

According to a survey by the American Travel Association, more than 75% of travelers use travel apps to search for travel information before and during travel. (Kay Neville, 2008) . And travelers' attention to UGC content on the Internet is particularly prominent. According to a study by Catherine (2002), travelers searching for travel information on the Internet are more inclined to believe in content provided by "travelers".

According to Yuning (2013) research, when browsing UGC content of travel websites, 95% of users will pay attention to the travel guide section, followed by accommodation (90%) and traffic information (80%). It can be seen that the travel guide has become UGC, and has been the most user-watched section of a travel site. Under the Web2.0 environment, UGC, as an emerging network information resource creation organization model in social media, has begun to flourish, and in 2014 China's online travel UGC industry had a user base of 240 million people. (Yufan,

2017). In addition, online tourism user-generated content can reflect the state of industry operation, predict industry development trends, provide decision-making references for tourists, tourism enterprises and tourism authorities, and further improve corporate decision-making capabilities and government governance. (Yao, 2017)

Online travel journal is an important embodiment of tourism applications developed based on UGC. As a network information exchange method, it has become the most important information resource in tourism information search and has a very important influence on tourism decision-making. The results of the study found that the order of attraction for tourists in online travels is food, accommodation, transportation recommendations, picture display, travel itinerary, text records, travel summary notes, travel expenses and number of people, interactive communication with other users, etc; . Moreover, tourists think that online travel journals have the greatest influence on transportation choices in tourism decision-making, and they are followed by accommodation facilities, food and catering shops, travel activities, tourist destinations, and tourist service providers. As a result of browsing online travel notes, there are a variety of behavioral tendencies, in order from large to small: generating travel intentions, commenting and interacting, sharing or downloading, making travel decisions, and instant booking. (Yi, 2016)

Some scholars believe that online travel journals have revolutionized the way of travel information exchange. It is a potential, actual and former traveler's interactive experience platform for a tourist destination's real experience through the Internet. (Haiyan, 2011). Its subjective evaluation type of word-of-mouth information is more credible than objective fact-type word-of-mouth information, and it can affect

consumers' travel decisions. (VoyerPA, 2000)

According to Hong (2016), through research on content grabbing for tourism applications, if a user's attention to a city is high, it will incentivize this user to a certain extent also to visit this city. As for the influence of user recommendations, user recommendations stimulate the generation of tourists' buying behavior. And according to the "stimulus-response" theory, the degree of trust in UGC-type travel applications will affect the decision-making and judgment of tourists.

A lot of literature has found that there is a large research on user-generated content. However, research on the relationship between user-generated content and foreign students' travel preferences is still blank. The number of Chinese students studying in Thailand is increasing, and the number of Chinese tourists traveling to Thailand is increasing every year. Therefore, the purpose of this study is to explore the impact of user-generated content travel applications on the travel preferences of Chinese students in Thailand, such as whether user travel experience descriptions in travel applications have an impact on the travel preferences of international students.

1.2 Problem statement

There are number of problems relating to UGC on travel application such as UGC is uneven and Quality issues in UGC.

1.2.1 UGC is uneven

UGC was born in the 1990s. It was first presented in the form of a personal website and experienced the evolution of forums, blogs, video websites, and independent SNS. Now it is moving towards new directions of mobile, popularization and integration of Weibo, WeChat, and travel applications, and has become the most

important source of information for social networking platforms. In the social media environment, due to the complexity of the social network structure, the large-scale nature of users, and the heterogeneity of the user's motivation, knowledge, cultural background, and emotional personality traits for creating UGC, the quality of UGC is extremely inconsistently balanced.

For example, P. André (2012) and others evaluated the value of Twitter's content through website surveys, and the results showed that only 36% of blog posts are considered valuable, up to 25% of content is considered worthless and 39% of content is considered to be between valuable and worthless. It shows that there is still room for improvement in the value of Twitter posts.

Therefore, there are a lot of junk, useless and even wrong content in the massive UGC, which seriously affects the value realization and utilization of UGC, and even makes users obtain untrue and invalid information. The degree of fraud received by users is very large.

1.2.2 Quality issues in UGC

According in the social media environment, the group characteristics, large-scale nature of the UGC creators, the complexity of the motivation for creation, and the massiveness, speed, and difficulty of traceability of the information generated have been makes UGC a variety of quality issues. (Shanlin, 2015). The UGC quality problem refers to the content created or generated by the user does not have one or more information quality attributes such as usefulness, completeness, accuracy, timeliness, understandability, and credibility, or has certain information quality attributes, while the performance is poor. (Jinyan, 2016)

1.2.2.1 Content error

A large amount of UGC content violates the characteristics of information accuracy, and there are situations where the information does not conform to objective facts, is inaccurate, and misleads the user. Schneider and Pobocik(2013) tested 75 breastfeeding videos on YouTube and found that 5% of the videos had inaccurate or even incorrect information. Moreover according to Anderkac(2011) , analysis of 2,958,303 Wikipedia snapshots from Wikipedia on January 16, 2010 found that at least 8.52% of the articles were mislabeled, and the most frequent were uncited, that is, an article was cited without any Citing references or sources.

In some travel applications in China, there are a number of people who are "official recommended travel experts" and tourists commonly known as "Internet celebrities" on the Internet. They write and publish travel articles on the travel application. But in these large numbers, there may be of false travel advertisements in the article, and "Internet celebrities" rely on such advertisements to make a profit.

1.2.2.2 Spam

Spam refers to a large amount of unwanted content such as spam, comments, comments, and links in UGC content. These spam contents are very offensive to normal users and affect their UGC experience. For example, some tourism product operators use a large number of accounts to make false reviews of products, exaggerate product effects, attract user traffic, and so on. (Shiying, 2014)

Hayati (2010) found that in so-called Web 2.0 applications such as forums, blogs, and social networking sites, there are a large number of unsolicited, topic-free advertisements, etc., or topics that are false, although related to the topic. Moreover, the study found that in the UGC community, some users who have posted spam content are even active users in the community. Dewan (2014) conducted a

classification study of Facebook texts and found that more than 10% of the most active users have posted spam content. This study also illustrates the direct cause of a large amount of spam.

1.2.3 UGC main features

UGC is an emerging way of using the Internet. Not only is the cost of content organization lower, it also accelerates the gathering of users and enhances their participation and interaction capabilities. The most important thing is that in the process, a lot of first-hand data and materials originated from the terminal market. It is the most important reference and information for both users and businesses.

(Wangjing, 2010)

1.2.3.1 Personalization

Haibo (2008) indicated that UGC content is the original content of users or groups on the Internet, such as text, pictures, sound or video. The creative content has a distinct personal color and subjective consciousness. Users can express their needs, preferences and opinions to the maximum.

1.2.3.2 Non-Commercial Benefit Driven

When users or groups create content, they are more personalized and customized based on their own experiences, needs, preferences and opinions, rather than driven by commercial interests or driven by certain tourism product organizations. But there are incentives, such as adding traffic, honor and exposure to your account. (Haibo, 2008)

Therefore, due to the variety of information about UGC, some may not be based on facts, or they may be negative / positive. Therefore, this study aims to explore the types of UGC that Chinese students studying in Thailand are exposed to. Including

changes in their travel preferences after using the UGC Travel app. Finally, the relationship between Chinese students' exposure to UGC travel applications and their travel preferences will also be studied.

1.3 Research Questions

1.3.1 What are the types of UGC for travel applications as exposed to Chinese students in Thailand?

1.3.2 What is the travel preference of Chinese students studying in Thailand today?

1.3.3 What are the relationships between the types of UGC of the travel applications and the travel preferences of Chinese students in Thailand?

1.4 Research objectives

1.4.1 To find out the categories of UGC of the travel application are exposed to Chinese students in Thailand.

1.4.2 To investigate the travel preferences of Chinese students in Thailand.

1.4.3 To study the relationship between exposure to UGC of the travel application and the travel preferences of Chinese students in Thailand.

1.5 Research Significance

A large number of current studies focus on user-generated content to study the audience or satisfaction of a particular scenic spot. Most of these studies focus on the industry level or analyze business. But studying user-generated content and understanding the impact of content among users is relatively small. This article

introduces the research on the dissemination of user-generated content into the tourism industry, hoping to explore the extent to which user content in travel applications affects Chinese students' travel preferences. It also proposes innovative methods to provide guidance to practitioners of tourism applications. At the same time, it supplements the gaps in the research on the influence of user-generated content tourism applications on the tourism preferences of Chinese students in Thailand, and provides relevant theories for future researchers.

1.6 Variable definition

1.6.1 User-Generated Content (UGC)

Broadly refers to text, pictures, audio, video and other content created by users and posted on the Internet in any form. It is a new network information resource creation and organization mode in the Web2.0 environment. Its publishing platform includes social media such as Weibo, blog, video sharing website, online Q & A, SNS. (Yuxiang, 2012). UGC first appeared in the Internet field. Users display or share their original content to other users via the Internet. It is not a business, but a new type of Internet communication. It broke the original Internet single download and upload mode.

1.6.2 UGC Travel Application

In the early travel websites, users could book hotels, tickets, air tickets and other travel products through the website. You can also find relevant travel information through the professional search engine technology of travel websites. With the advent of Web 2.0, users can also publish original content on the platform themselves. The UGC travel application refers to a travel application that uses UGC

as the main source of content. It contains reviews of destinations, attractions, transportation, food, accommodation, travel notes, guides, etc. published by users.

(Wenyan, 2013)



CHAPTER 2

LITERATURE REVIEW

2.1 Definition of travel preferences

Regarding the concept of tourism preferences, most scholars believe that they are “a psychological tendency that tends to a certain tourism goal” and “attitude is the basis of preference formation.” Yang Rui (2010) believes that tourism preference is an object-oriented behavior tendency based on the extreme affirmation of tourists. Yue Dongju (2010) believes that travel preferences refer to the psychological factors dominated by cognitive factors, with emotional and intentional components, displayed by potential or actual tourists on a certain tourism product and destination. You Xuqun (2003) believes that travel preference is a psychological tendency of people towards a certain travel goal, and it includes cognitive, emotional and intentional factors. Ma Yaofeng (2007) thought that it was a potential or actual tourist's psychological tendency with emotional and intentional elements, which was dominated by cognitive factors, towards a certain tourism product or destination. Yu Congxi (2008) believes that it refers to the psychological tendencies of tourists in terms of food, housing, travel, tourism, shopping, entertainment, and so on. Deng Hui (2005) believes that tourism preference belongs to a special type of tourism attitude. It is a strong and good emotional experience and behavioral readiness that people build on their cognition and tend to a certain tourism goal. Bao Jigang (1999) believes that travel preferences are the different in cognitive, emotional, and intentional activities caused by the individual characteristics of tourists. Xie Yanjun (2004) believes that tourism

preference is a more direct regulation or a psychological factor affecting tourism behavior than tourism motivation. It not only reflects the internalized tourism demand, but also a psychological quality acquired from society. Experience and information.

2.2 User-Generation Content on Travel Application

New media is an emerging media form that has been developed by using emerging technologies such as the Internet on the basis of traditional media. There are new media include, for example, WeChat, Weibo, digital newspapers, mobile text messages, digital TV, apps and other new digital communication forms that provide users with various information and physical forms. Through the new media technology, tourism companies such as hotels and scenic spots, travel agencies, etc. use Internet technology and new media technology to carry out marketing activities. (Zhiwei, 2017)

APP is the abbreviation of English Application (Application Program), and refers to a third-party application program applied to a mobile device. Because it is installed in mobile devices, it has the characteristics of mobility, convenience, and timeliness. In addition, compared with traditional marketing methods, travel apps are cheaper, richer in content, and easier to promote and display. As a result, countless tourism e-commerce, tourism OTA, etc. are vigorously seizing the piece of cake in the tourism mobile Internet market. Tourism APP is attracting more and more attention from tourism companies. At present, Ctrip, Yilong, Tencent, Baidu, Taobao and other large network companies have explored the travel APP. Various types of APPs for market segments are also emerging. Such as line reservations, tour guides, shopping guides, itinerary planning, travel reviews, information, custom services and so on. (Guo,

2016)

With the advent of the Web 2.0 era, travel websites have begun to notice the charm of user-produced content (UGC), which has spawned travel applications. The full name of UGC is User-generated content, that is, user-generated content, including text, pictures, audio, video and other forms. Under the concept of Web2.0, content producers are no longer limited to experts and authoritative persons. Ordinary users will also have an equal right to speak on the Internet media platform. Users can upload their own video clips on the UGC video website and upload personal literary works on the UGC literary website. These contents are transmitted to a large number of Internet users through the Internet. The UGC travel website is a travel website that uses UGC as the main source of website content. It is considered to be a new model after OTA-Online Travel Agent and vertical search of travel information. The poor travel network established in 2004, the Qunar network established in 2005, the ant honeycomb established in 2006, and the backpack rabbit network established in 2008 are all typical UGC travel websites. At the same time, these websites have developed applications. UGC content can be found everywhere in these applications, including reviews of destinations, attractions, transportation, food, accommodation, user travel notes, guides, etc. Content uploaded by users with different interests and hobbies can be used to meet the needs of different users. The demand has greatly enriched the content of the travel app. (Zhangbo, 2013)

2.3 Travel app usage

Google released the "2015 Chinese Inbound Tourists Overseas Tourists' Behavior and Attitudes Research Report," describing online media has become an important

source of information for overseas tourists in the search, booking, experience and sharing of tourist information. Eighty-three percent of overseas tourists will collect destination-related information through "online media". Eighty-seven of tourists book their trips on "Internet Media". Seventy-four percent of tourists will rely on "Internet media" recommendations during their travels. After the tour, 56% of tourists chose to share travel experiences on the Internet. "Search engines" remain the main channel for visitors to gather information. Twenty-eight percent of respondents chose "search engines" as their only way to access online booking apps. It is worth noting that the "Airline / Hotel / Travel Agency Official Website" is being replaced by "Travel Professional App and Aircraft Booking App". Throughout the journey, usage of smartphones and tablets has increased significantly. Sixty-three percent of tourists use mobile devices to collect information and then directly use mobile devices to book or purchase travel itineraries. Mobile devices have become an important platform for tourism consumption and purchase. (Zheng, 2017)

In China, the travel app market audience covers a very large group of people, and the majority of people currently using travel apps are young people, the purpose is to make travel information more convenient, faster and more comprehensive. The emergence of travel apps has transformed international students into a single mode of access to information, towards a diversified and personalized development. (Yang, 2015) In particular, the information and knowledge acquisition of international students with different academic backgrounds are consistent. According to (Li, 2016), relevant research shows that people with different academic backgrounds will accumulate time and their own interests and hobbies. Information re-accumulation, this phenomenon is more obvious among people with higher education. At the same

time, expertise has a major impact on young travelers, but not on older travelers. (Assaker, 2020) That is to say, there are certain differences in the acquisition of information and knowledge among people with different educational backgrounds.

2.4 Type of UGC Travel Application

There are many types of UGC travel applications. There are usually pictures, text narration, audio, video, and user comments. Online reviews are common UGC types, which are product or service reviews posted by users in travel applications. The importance of word of mouth has been widely recognized by experts and operators. In the tertiary industry, word of mouth represents past consumer experience. It has important reference value for the decision made by potential consumers, which is mainly reflected in potential consumers. The initial impression of purchase plays a very important role in the decision-making process of purchase. The two main areas where consumers are affected are consumers who believe that the purchasing experience of other consumers provides reliable information. The second is from consumer psychology. For unfamiliar products and services, they are pressured by social groups when purchasing. It is difficult for consumers to evaluate experiential products such as travel and tourism, hotel accommodation, etc., before they consume them due to the intangible nature of their products. Therefore, when booking online, it is especially important to evaluate the impact. Online reviews, as an important form of expression, have a significant impact on consumers using travel applications to make booking decisions. (Zhao, 2018)

In addition, it is considered that UGC content forms are mainly divided into user review, user experience, and user "program"(user "guide"). User review refers to the

comment information published by a user after purchasing a product, and this information is a key factor for online purchase of a product. If the product has most positive reviews, it will have a significant and positive impact on the sales of the product. User experience refers to the details of using the product after the user uses the product. It includes the use experience, product details and product background. This information tells other users that they have a more three-dimensional image before buying the product. The user's "program" refers to a series of various forms of "guide line" that are innovated on the basis of self-understanding in a certain field. It could be video, music, merchandise or ideas. For example, during travel, users publish their travel plans, videos of travel processes, or travel notes.(Wang, 2010)

2.5 Impact of UGC Travel App on Travel Preference

Through the network to collect travel information, travel plans, travel reservations, etc., the tourists who complete the travel process are network-assisted tourists. Online information gives tourists more choices, which further penetrates into tourists' desire to consume. The emergence of the network has solved the problems of minimizing tourism decision-making difficulty and decision-making risk.

Filho, Tan and Mills (2012) found on the basis of Theory of Planned Behavior (TPB) theory and researched the influence of UGC travel application on traveler planning behavior. UGC content is helping travelers change their decision-making, which has a positive impact on tourists' behavior, and finds that tourists' attitude towards UGC travel application will prompt tourists to use UGC travel application to plan travel.

Huang Yafen (2017) surveyed 204 tourists by issuing a questionnaire model, and

found that the tourist guide's strategy or the scenic spot prices, hotels, food, and tourist destinations suggested by travel notes have an impact on tourists when making travel decisions. Negative reviews have a modest impact on tourism decisions. Through investigation and analysis, it was found that 41% of tourists are very willing to share the gains during the trip with netizens. Thirty-five percent of tourists are more willing. Sixteen percent of tourists are generally willing. It can be seen that tourists who have participated in travel apps have a certain willingness to share travel experiences with netizens. After returning from the trip, 48% of tourists are willing to upload travel guides, travel notes or photos to your favorite travel app to share with other donkey friends. Thirty percent are more willing. Seventeen percent are generally willing. After returning from the trip, 64% of tourists are willing to comment on the products they consume on the travel app. And the scope of concentrated reviews is mainly the overall impression of accommodation, scenic spots, food and tourist destinations.

In the app content, tourists attach great importance to the three items of "food, accommodation, transportation recommendations, travel itinerary" and "picture display" and are satisfied with their attractive effects; they are "attention to travel summary, itinerary cost and number of people" Matching, text records, "Although tourists attach great importance to it, they are dissatisfied with its attraction effect; tourists who do not pay much attention to the two aspects of "travel attention, interaction with other users", are not satisfied with its attraction effect. Tourists believe that apps have the most impact on their "transport choices". Followed by accommodation facilities, food and dining shops, travel activities, and tourist destinations. And it has the lowest impact on "tourist service provider selection". This

is mainly based on reasons such as the lack of information about service providers in travel notes, the consumption habits of tourists, and the low possibility of booking behavior after browsing travel notes; tourists will have a variety of behavioral tendencies due to browsing travel apps. The possibilities are in descending order: generating travel intentions, discussing and interacting, sharing or downloading, making travel decisions, and instant booking. Among them, the information of "food, accommodation, transportation recommendation" will stimulate the Internet users to produce travel intentions to the greatest extent. With instant booking behaviors occurred, the two types of content, "travel attention, user interaction and communication", have little incentive for tourists to make travel intentions or make travel decisions. For most tourists, the travel app is only used as reference information, to a certain extent, it will generate tourist motivation, but the probability of subsequent decision-making or scheduled behavior is low, and the degree of conversion from motivation to behavior is not high (Cheng, 2016).

In another study, it was found that the travel app enters the real travel process, and the use of the entire process has an impact on tourists. The influence of emotions and activities will in turn affect the use behavior of tourists. (Zhangluxu, 2016) That is, the use of travel apps in the travel process will change the decision of tourists.

2.6 Conceptual Framework

The conceptual framework is to determine the relationship between independent and dependent variables. The independent variables in this framework are UGC travel applications, and the dependent variables are travel preferences. UGC travel application types, frequency of use, and usage experience all affect the formation of

travel preferences. That affects the decisions of tourists.

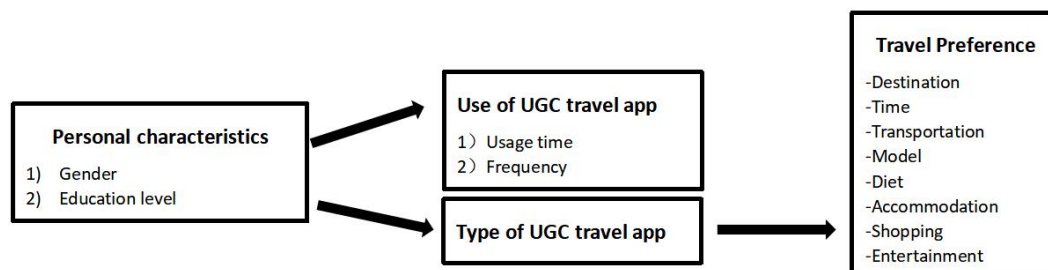


Figure 1 Conceptual Framework

Based on this conceptual framework, this study will answer the following hypotheses:

Hypothesis 1: Students with different personal characteristics (gender and education level) will have different preferences in using UGC travel applications.

Hypothesis 2: The UGC travel application is relevant to Chinese students' travel preferences.

CHAPTER 3

METHODOLOGY

This chapter introduces research methods and sampling methods to examine how UGC travel applications affect the travel preferences of Chinese students. Based on the guidance provided by the literature analysis, two parts will be tested with travel preferences. This chapter consists of six parts, respectively research design, population and sample selection, research procedures, research instruments tests for data collection, and data analysis.

3.1 Research Design

This study aimed to screen out whether the travel preferences of Chinese students have been affected by their use of UGC travel applications. This study uses a quantitative research method using questionnaires to collect data from Chinese students. The reason why the questionnaire survey method was chosen is that the research method expresses unified hypothetical questions in the form of text, and collects data on the survey subjects. The questionnaire survey is used to analyze how the UGC travel application affects the travel decisions of Chinese students, so as to obtain primary information most directly and quickly.

3.2 Total and sample selection

Today, more and more Chinese students choose to study in Thailand. A total of

8,455 Chinese new students were recruited by universities across Thailand in 2017. Currently, there are approximately 30,000 Chinese university students in Thailand. (Tencent, 2019) Bachelor degree holders are chosen for this study due to several reasons. Firstly, they are highly-educated and familiar with the purpose of the survey. Secondly, they are familiar with Web2.0 applications. Moreover, most of them have plans to travel during their studies in Thailand, since their study schedules are basically flexible and adjustable to fit their curiosity to travel in Thailand.

Many studies use students as a representative sample, since they represent the young and educated population. Besides, the student group is also one of the most highest spenders in almost all entertainment industries, including travelling (Hughes, Wang, & Shu, 2015). It have shown that 150 samples are considered reasonable when the data are normally distributed and there are no missing values. (Muthén & Muthén, 2002) In another study, a sample size of 30 to 460 cases was considered research meaningful. (Wolf, Harrington, Clark, & Miller, 2013) So this study will use the random sampling method to select 400 samples. The random sampling method was chosen because the probability of each sample being selected is the same, and the sample sizes are not correlated and completely independent. (Jin, Jiang & Li, 2002)

3.3 Research Process

This article is an empirical research paper. Based on a review of a large amount of literature, this study proposes a model of UGC tourists' tourism preferences. At the

same time, based on the model, the research hypothesis in this paper is proposed to design a scale for each variable in the model to form related measurement questions.

After selecting the corresponding measurement samples, the data was collected through a questionnaire survey. A statistical software was used to analyze and evaluate the data to test the previously proposed hypothesis.

Finally, on the basis of the data analysis results, the corresponding conclusions were clarified in combination with the actual situation, and effective management recommendations and improvement measures were proposed at one time.

The questionnaire survey started from April 10, 2020 to April 22, and a total of 450 questionnaires were distributed. There were 418 valid questionnaires, the effective recovery rate was 92.89%.

3.4 Research Tools

This study will use a questionnaire to collect data. The questionnaire survey method has low cost, standardized answers, and fewer open questions. The collected data intuitively expresses the respondents' ideas how the use of UGC travel applications affects the travel preferences of Chinese students. The questionnaire designed in this study will be in both English and Chinese. Respondents can choose one of the two languages.

3.4.1 Questionnaire composition

The first part of the questionnaire is the title. "The Impact of User-Generation

Content Travel on Application of International Students' Travel Preference: A Case Study of Chinese Students in Thailand." The title may stimulate the curiosity of the target students, and therefore improve the recovery rate of the questionnaire.

The second part of the questionnaire is the foreword, which includes greetings, survey objects, researcher identity, survey content, survey objectives, usefulness and confidentiality of collected data, and thank you words. Usually, the content of the research will be explained in the foreword so that the respondents can better understand some words in the questionnaire.

The third part of the questionnaire is specific questions and answer options. This part of the question and answer is divided into three parts, namely the basic information survey of Chinese students, the use of UGC travel application by Chinese students, and the current situation of Chinese students' travel preferences. Data will be collected using single-choice, multiple-choice questions, and Likert scales.

3.4.2 Problem Design

(1) Basic information survey:

This section will be presented in the form of multiple choice questions, namely gender and education.

(2) Use of UGC travel application:

This section will be presented in the form of a multiple-choice question.

Surveying the status quo of Chinese student tourism can draw the preferences of Chinese students. According to a large number of literature reading and searching

studies, the current status of Chinese student tourism often plays an important guiding role in international student travel decisions. Based on this theory, surveys on the status quo of foreign students' travel and their preferences for travel will use multiple-choice questions for data collection. Respondents can choose the option that best suits their actual situation from the options. After the statistics, the surveyor can know the current travel preferences of Chinese students. For example: Do you like traveling? A. Like B. Dislike. If respondent chooses option B, the questionnaire will be terminated.

(3) The impact on UGC travel application of Chinese students' travel preferences:

This part of the survey will be presented in the form of Likert scales to investigate Chinese students' travel preferences. The purpose is to use measures to analyze whether Chinese students' personal travel preferences are affected when they use UGC travel applications. A total of 35 questions have been set up. The Likert scale is used for the entire part. It uses "strongly disagree", "disagree", "general", "agree", and "strongly agree", and is marked as 1, 2, 3, 4,5. Respondents chose the option that best fits their attitudes from the five options. After the statistics, the investigators can learn the impact of the UGC travel application on the travel preferences of Chinese students.

3.4.3 Analysis instrument

Table 1 Reliability Test

Variables	Alpha (α-test)
User reviews	.943
User experience	.948
User guide	.939

According to Table 1, all variables greater than 0.9. This shows that the results are reliable.

3.5 Data collection

Collection of basic information. This part is mainly to obtain the gender and education of the respondents. The purpose is to obtain the basic information of the respondent, and compare the impact and differences of UGC travel application and travel preferences of different genders and educational backgrounds.

Survey of travel preference. This part is mainly to obtain the UGC travel application usage status and travel preference status of the respondents.

Survey on the Impact of UGC Travel Application on Chinese Students' Travel Preference. This part mainly obtains the degree of influence of Chinese students browsing UGC travel application type, frequency and experience factors on travel preferences, and analyzes the core influencing factors.

Table 2 Primary data collection

Collection of basic information	This part is mainly to obtain the gender and education of the respondents. The purpose is to obtain the basic information of the respondent, and compare the impact and differences of UGC travel application and travel preferences of different genders and educational backgrounds.
Survey on usage of UGC travel applications	This part is mainly to obtain the UGC travel application usage status and travel preference status of the respondents.
Survey on the Impact of UGC Travel Application on Chinese Students' Travel Preference	This part mainly obtains the degree of influence of Chinese students browsing UGC travel application type, frequency and experience factors on travel preferences, and analyzes the core influencing factors.

The above data will be obtained in the form of a questionnaire, as this study is positive for the COVID-19 epidemic. To avoid the spread of immune status and cross-infection, the questionnaire will also be posted to the WeChat groups of Chinese students from different universities through Internet links. Data collection will be conducted in two phases in April 2020.

Phase 1: Fifty Chinese students from Sripatum University will be selected for

pre-testing of the questionnaire. This is to test the rationality of the questionnaire and whether the respondent will have questions when filling out the questionnaire in order to modify the questionnaire.

Phase 2: Four hundred samples were randomly selected from Huachiew Chalermprakiet University, Sripatum University, Dhurakij Pundit University, National Institute of Development Administration and Bangkok University.

The reason why the above five Thai universities were selected as the sampling object is that the above five universities are all Thai universities certified by the Ministry of Education of China. Chinese students at Huachiew Chalermprakiet University generally study BBA and the Thai language. The Thai language is taught in Thai and BBA is taught in both Chinese and English. Samples of Huachiew Chalermprakiet University for this study will be selected in the BA and IB majors. Sripatum University is currently ranked sixth in Bangkok, Thailand (UniRank, 2020) is one of Thailand's oldest and most prestigious private universities, and Chinese students are studying at the International College and the ASEAN College. The Sripatum University samples for this study will be drawn at these two colleges. Dhurakij Pundit University is a national private education institution in Thailand. The Dhurakij Pundit University samples for this study will be drawn at the ASEAN International Academy. National Institute of Development Administration is a well-known public institution of higher education and provides only master's and doctoral education, which can be called the “cradle of Thai civil servants”, The vast

majority of countries students studying at International College, Thailand National Institute of Development Administration of the study sample will be drawn at the International College.



CHAPTER 4

FINDINGS

This chapter presented the research findings regarding the respondents' personal information, the use of travel applications and the impact of UGC travel applications on Chinese students' travel preferences.

The analysis of the data were divided into two parts. The first part is the descriptive analysis of the data, and the second part is the verification of the research hypothesis.

4.1 Descriptive analysis

4.1.1 Frequency analysis

This part of the findings contained the personal information of the respondents, the use of the travel applications and the impact of the UGC travel applications on the travel preferences of Chinese students.

Personal Information and Use of Travel Applications:

There were 196 male participating in the questionnaire survey, accounting for 46.9%, and 222 female, accounting for 53.1%. Among them, 135 had a bachelor's degree, accounting for 32.3%; 179 had a master's degree, accounting for 42.8%; 104 had a doctoral degree, accounting for 24.9% of the total.

When being asked whether they had ever traveled in Thailand, all of them (100%) stated "yes." They also reported they like to travel in Thailand. Moreover, all of them (100%) indicated having used travel applications, with 18.9% using it once a day, 37.1% using it once a week, 27.8% using it twice a week, and 16.3% using it

three times a week. All of them reported their liking of travel applications.

During the survey in table 1, we found that 185 people used the application before traveling, accounting for 44.3%; 133 people used the application during travel, accounting for 31.8%; and 100 people used the application after traveling, accounting for 23.9%. That is, 103 people mainly browsed user reviews, accounting for 24.6%; 145 people mainly browsed user experiences, accounting for 34.7%; 170 people mainly browsed travel strategies, accounting for 40.7%.

Table 3 Frequency summary of personal information and travel applications usage

*Basic information	Frequency (f)	Percentage (%)
1. Gender		
-Male	196	46.9
-Female	222	53.1
2. Education level		
-Bachelor	135	32.3
-Master	179	42.8
-Doctor	104	24.9
3. Have you ever traveled in Thailand?		
-Yes	418	100.0
-No	0	0

(Continued)

Table 3 (Continued) Frequency summary of personal information and travel applications usage

4.Do you like travelling in Thailand?		
-Yes	418	100.0
-No	0	0
*UGC travel application Usage		
5.Have you ever used travel applications?		
-Yes	418	100.0
-No	0	0
6.Frequency		
-Once a day	79	18.9
-Once a week	155	37.1
-Twice a week	116	27.8
-Three times a week or more	68	16.3
7.Do you like using travel applications?		
-Yes	418	100.0
-No	0	0
8.Usage time		
-Before travelling	185	44.3
-During travelling	133	31.8
-After travelling	100	23.9

(Continued)

Table 3 (Continued) Frequency summary of personal information and travel applications usage

9.Type		
-User review	103	24.6
-User experience	145	34.7
-User "program" (user guide)	170	40.7

4.1.2 Impact of UGC travel application on the respondents' travel preferences

Regarding the user reviews in the UGC travel application content type, all of the respondents reported that they agreed with the impacts of user reviews in the UGC travel application on their travel preferences. In this aspect, due to user reviews in the UGC travel application, they will change hotel reservations (mean=3.92), will buy products (mean=3.91), will taste food (mean=3.90), will change the mode of transportation (mean=3.88), will change the travel mode (mean=3.83), will change travel time (mean=3.80), will change the entertainment (mean=3.75), and will change travel destinations (mean=3.74), respectively.

Regarding the user experience in the UGC travel application content type, all of the respondents reported that they agreed with the impacts of user experience in the UGC travel application on their travel preferences. In this aspect, due to user experience in the UGC travel application, they will change hotel reservations (mean=3.91), will buy products (mean=3.91), will taste food (mean=3.88), will change travel destination (mean=3.83), will change the entertainment project (mean=3.80), will change the travel time (mean=3.79), will change the travel time

(mean=3.80), will change the transport model (mean=3.75), and will change the travel model (mean=3.75), respectively.

Regarding the user guide in the UGC travel application content type, all of the respondents reported that they agreed with the impacts of user guide in the UGC travel application on their travel preferences. In this aspect, due to user guide in the UGC travel application, they will buy products (mean=3.90), will taste food (mean=3.88), will change the travel destination (mean=3.85), will change the hotel reservation (mean=3.79), will change the travel model (mean=3.78), will change travel time (mean=3.76), will change the transportation model (mean=3.68), respectively.

Overall, all of the respondents reported that they agree with the impacts of the UGC travel application types on their travel preference (mean=3.44). (Table 3)

Table 4 Means and Standard deviations of impact of UGC travel application on the respondents' travel preferences

Question	Mean	Standard Deviation	Meaning
User review			
I will change travel destinations due to user reviews in the UGC travel application.	3.74	1.195	Agree
I will change travel time due to user reviews in UGC travel application.	3.80	1.175	Agree
I will change the mode of transportation due to user reviews in the UGC travel application.	3.88	1.118	Agree
I will change the travel mode because of user reviews in the UGC travel application.	3.83	1.138	Agree
I will taste food because of user reviews in the UGC travel application.	3.90	1.173	Agree
I will change hotel reservations due to user reviews in the UGC travel application.	3.92	1.037	Agree
I will buy products because of user reviews in UGC travel application.	3.91	1.156	Agree
I will change the entertainment because of user reviews in the UGC travel application.	3.75	1.207	Agree

(Continued)

Table 4 (Continued) Means and Standard deviations of impact of UGC travel application on the respondents' travel preferences

User experience			
I will change the travel destination because of the user experience in the UGC travel application.	3.83	1.24	Agree
I will change travel time because of user experience in UGC travel application.	3.79	1.201	Agree
I will change the transportation mode because of the user experience in the UGC travel application.	3.75	1.172	Agree
I will change the travel mode because of the user experience in the UGC travel application.	3.75	1.118	Agree
I will taste food because of the user experience in the UGC travel application.	3.88	1.183	Agree
I will change hotel reservations due to user experience in UGC travel application.	3.91	1.156	Agree
I will buy products because of user experience in UGC travel application.	3.91	1.114	Agree
I will change entertainment projects because of user experience in UGC travel application.	3.80	1.183	Agree

(Continued)

Table 4 (Continued) Means and Standard deviations of impact of UGC travel application on the respondents' travel preferences

User guide			
I will change the travel destination because of the user guide in the UGC travel application.	3.85	1.142	Agree
I will change travel time because of user guides in UGC travel application.	3.76	1.161	Agree
I will change the transportation mode because of the user strategy in the UGC travel application.	3.68	1.146	Agree
I will change the travel mode because of user guides in the UGC travel application.	3.78	1.178	Agree
I will taste food because of user guides in the UGC travel application.	3.88	1.161	Agree
I will change hotel reservations due to user guides in the UGC travel application.	3.79	1.136	Agree
I will buy products because of user guides in the UGC travel application.	3.90	1.147	Agree
I will change the entertainment project because of the user guide in the UGC travel application.	3.73	1.157	Agree
I will change my travel preferences based on the type of UGC travel application.	3.44	0.941	Agree

4.2 Research hypothesis verification

Hypothesis 1: Students with different personal characteristics (gender and education level) will have different preferences in using UGC travel applications.

Table 5 Percentage of respondents' frequency of using UGC travel applications categorized by gender

		Once a day	Once a week	Twice a week	Three times or more	Total
Gender	Male	36 (18.4%) (45.6%)	74 (37.8%) (47.7%)	57 (29.1%) (49.1%)	29 (14.8%) (42.6%)	196 (100.0%) (46.9%)
	Female	43 (19.4%) (54.4%)	81 (36.5%) (53.3%)	59 (26.6%) (50.9%)	39 (17.6%) (57.4%)	222 (100.0%) (53.1%)
Total		79 (18.9%) (100.0%)	155 (37.1%) (100.0%)	116 (27.8%) (100.0%)	68 (16.3%) (100.0%)	418 (100.0%) (100.0%)

Table 6 Chi-square results of respondents' gender and frequency of using UGC travel applications

	Value	df	sig
Pearson Chi-square	.827	3	.843

According to the results in Tables 5 & 6, Chi-square analysis was used to test Hypothesis1. The result revealed there is no significant difference between male and female in using UGC travel application ($\chi^2=.827$, $p > .05$). That is, both males and females reported using the UGC travel application in a similar manner. In this aspect, male (18.4%) and female (19.4%) reported using the UGC travel application once a

day; male (37.8%) and female (36.5%) use it once a week; male (29.1%) and female (26.6%) use it twice a week; male (14.8%) and female (17.6%) use it three times or more. There is no obvious difference in the frequency of using UGC travel application. Therefore, hypothesis 1 is not supported.

Table 7 Percentage of respondents' usage time of using UGC travel applications categorized by gender

		Before travel	During travel	After travel	Total
Gender	Male	88 (44.9%) (47.6%)	66 (33.7%) (49.6%)	42 (21.4%) (42.0%)	196 (100.0%) (46.9%)
	Female	97 (43.7%) (52.4%)	67 (30.2%) (50.4%)	58 (26.1%) (58.0%)	222 (100.0%) (53.1%)
Total		185 (44.3%) (100.0%)	133 (31.8%) (100.0%)	100 (23.9%) (100.0%)	418 (100.0%) (100.0%)

Table 8 Chi-square results of respondents' gender and usage time of using UGC travel applications

	Value	df	sig
Pearson Chi-square	1.294	2	.498

According to the results in table 7 & 8, Chi-square analysis was used to test Hypothesis1. The result revealed there is no significant difference between male and female in usage time of UGC travel application ($\chi^2=1.294$, $p > .05$). That is, both males and females reported using the UGC travel application in a similar manner. In this aspect, male (44.9%) and female (43.7%) reported using the UGC travel application, before travel; male (33.7%) and female (30.2%) use the UGC travel application during travel; male (21.4%) and female (26.1%) use the UGC travel

application after travel. There is no obvious choice gap when they choose the usage time of using UGC travel application. Therefore, hypothesis 1 is not supported.

Table 9 Percentage of respondents' content type of using UGC travel applications categorized by gender

		User review	User experience	User guide	Total
Gender	Male	53 (27.0%) (51.5%)	68 (34.7%) (46.9%)	75 (38.3%) (44.1%)	196 (100.0%) (46.9%)
	Female	50 (22.5%) (48.5%)	77 (34.7%) (53.1%)	95 (42.8%) (55.9%)	222 (100.0%) (53.1%)
Total		103 (24.6%) (100.0%)	145 (34.7%) (100.0%)	170 (40.7%) (100.0%)	418 (100.0%) (100.0%)

Table 10 Chi-square results of respondents' gender and content type of using UGC travel applications

	Value	df	sig
Pearson Chi-square	1.387	2	.500

According to the results in table 9 & 10, Chi-square analysis was used to test Hypothesis1. The result revealed there is no significant difference between male and female in content type of UGC travel application ($X^2=1.387$, $p > .05$). That is, both males and females reported using the UGC travel application in a similar manner. In this aspect, male (27.0%) and female (22.5%) use the UGC travel application to browse user reviews; male (34.7%) and female (34.7%) use the UGC travel application to browse user experience; male (38.3%) and female (42.8%) use the UGC travel application to browse user guide. Most male and female prefer to browse

user guides. There is no obvious choice gap when they choose the content type of browsing. Therefore, hypothesis 1 is not supported.

Table 11 Percentage of respondents' frequency of using UGC travel applications categorized by education

		Once a day	Once a week	Twice a week	Three times or more	Total
Education level	Bachelor	21 (15.6%) (26.6%)	57 (42.2%) (36.8%)	34 (25.2%) (29.3%)	23 (17.0%) (33.8%)	135 (100.0%) (32.3%)
	Master	34 (19.0%) (43.0%)	66 (36.9%) (42.6%)	45 (25.1%) (38.8%)	34 (19.0%) (50.0%)	179 (100.0%) (42.9%)
	Doctor	24 (23.1%) (30.4%)	32 (30.7%) (20.6%)	37 (35.6%) (31.9%)	11 (10.6%) (16.2%)	104 (100.0%) (24.9%)
Total		79 (18.9%) (100.0%)	155 (37.1%) (100.0%)	116 (27.8%) (100.0%)	68 (16.3%) (100.0%)	418 (100.0%) (100.0%)

Table 12 Chi-square results of respondents' education and frequency of using UGC travel applications

	Value	df	sig
Pearson Chi-square	9.834	6	.132

According to the results in the table 11 & 12, there is no significant differences

between bachelor, master and doctor in frequency of using UGC travel application ($\chi^2=9.834$, $p > .05$). That is, more doctor holders reported using UGC travel application twice a week(35.6%). The master's holder reported using UGC travel application once week(36.9%), while the bachelor's holder reported using UGC travel application once a week(42.2%) more. The three education holder have little difference in the frequency of using UGC travel application. Therefore, hypothesis 1 is not supported.

Table 13 Percentage of respondents' usage time of using UGC travel applications categorized by education

		Before travel	During travel	After travel	Total
Education level	Bachelor	66 (48.9%) (36.7%)	42 (31.1%) (31.6%)	27 (20.0%) (27%)	135 (100.0%) (32.3%)
	Master	83 (46.4%) (44.9%)	56 (31.3%) (42.1%)	40 (22.3%) (40.0%)	179 (100.0%) (42.9%)
	Doctor	36 (34.6%) (19.5%)	35 (33.7%) (26.3%)	33 (31.7%) (33.0%)	104 (100.0%) (24.9%)
Total		185 (44.3%) (100.0%)	133 (31.8%) (100.0%)	100 (23.9%) (100.0%)	418 (100.0%) (100.0%)

Table 14 Chi-square results of respondents' education and usage time of using UGC travel applications

	Value	df	sig
Pearson Chi-square	6.871	4	.143

According to the results in the table 13 & 14, there is no significant differences between bachelor, master and doctor in usage time of using UGC travel application

($X^2=6.871$, $p > .05$). That is, more bachelor(48.9%), master(46.4%) and doctor(34.6%) holders reported using UGC travel application before travel. The three education holder have little difference in the usage time of using UGC travel application. Therefore, hypothesis 1 is not supported.

Table 15 Percentage of respondents' content type of using UGC travel applications categorized by education

		User review	User experience	User guide	Total
Education level	Bachelor	30 (22.2%) (29.1%)	42 (31.1%) (35.9%)	63 (46.7%) (37.6%)	135 (100.0%) (32.3%)
	Master	42 (23.5%) (40.8%)	59 (33.0%) (40.7%)	78 (43.6%) (45.9%)	179 (100.0%) (42.9%)
	Doctor	31 (29.8%) (30.1%)	44 (42.3%) (30.3%)	29 (27.9%) (17.1%)	104 (100.0%) (24.9%)
Total		103 (24.7%) (100.0%)	145 (34.7%) (100.0%)	170 (40.7%) (100.0%)	418 (100.0%) (100.0%)

Table 16 Chi-square results of respondents' education and content type of using UGC travel applications

	Value	df	sig
Pearson Chi-square	9.686	4	.046

According to the results in the table 15 & 16, there are significant differences between bachelor, master and doctor in content type of UGC travel application ($X^2=9.686$, $p < .05$). That is, That is, more doctoral holders reported using user

review(29.8%) and user experience(42.3%). The master's holder reported using user guide(43.5%) more, while the bachelor's holder reported using user experience(31.1%) and user guide(46.7%) more. Therefore, hypothesis 1 is supported.

Hypothesis 2: The UGC travel application is relevant to Chinese students' travel preferences.

To test Hypothesis 2, a One-Way Analysis of variance was conducted with UGC travel application content type as the independent variable and Chinese students' travel preference as the dependent variable.

ANOVA revealed no significant difference in Chinese students' travel preference as categorized by their UGC travel application content type of user review ($F=.743$, $p >.05$), user experience ($F=.959$, $p >.05$), and user guide ($F=1.169$, $p >.05$). (Table 18)

That is, the samples of all groups perceived UGC travel application content type as having a moderate to high competency (mean user review = 3.8418, $SD=.97352$; mean user experience = 3.8266, $SD=1.00302$; mean user guide =3.7975, $SD=.96659$). (Table 17)

Therefore, Hypothesis 2 is rejected.

Table 17 Descriptive of UGC travel applications content type and travel preference

Descriptive								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					User review	418		
User experience	418	3.8266	1.00302	.04906	3.7301	3.9230	1.13	5.00
User guide	418	3.7975	.96659	.04728	3.7046	3.8905	1.25	5.00

1.00 - 1.80 = lowest

1.81 - 2.60 = low

2.61 - 3.40 = moderate

3.41 - 4.20 = high

4.21 - 5.00 = highest

Table 18 One way ANOVA analysis of UGC travel applications content type and travel preference

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
User review	Between Groups	1.410	2	.705	.743	.476
	Within Groups	393.802	415	.949		
	Total	395.211	417			
User experience	Between Groups	1.931	2	.965	.959	.384
	Within Groups	417.588	415	1.006		
	Total	419.519	417			
User guide	Between Groups	2.183	2	1.092	1.169	.312
	Within Groups	387.419	415	.934		
	Total	389.602	417			

Table 19 Mean test of UGC travel applications content type and travel preferences

Robust Tests of Equality of Means					
		Statistic ^a	df1	df2	Sig.
User review	Brown-Forsythe	.723	2	353.229	.486
User experience	Brown-Forsythe	.945	2	363.218	.390
User guide	Brown-Forsythe	1.154	2	364.188	.317
a. Asymptotically F distributed.					

CHAPTER 5

DISCUSSION

5.1 Summary of Descriptive findings and Discussion

In the data collected, the demographic information survey results show that among the 418 respondents who participated in the questionnaire survey. The number of female is more than male, and most of them have master degrees.

The 418 respondents all like and have travel experience in Thailand. At the same time, they all like and have used UGC travel applications. Among them, most people use UGC travel applications once a week, most of which will be used before travel, browse user guides, and prepare for travel.

According to statistics, respondents agree that travel preferences are affected by user reviews, user experience and user guides in UGC travel applications. At the same time, it was found that the respondents agreed that user reviews, user experiences and user guides influenced the high degree of food, accommodation and purchase options, and even changed the original options. This result supports Huang Yafen (2017). Therefore, the content of the UGC travel application will affect the tourists' decision-making.

5.2 Hypotheses Summary and Discussion

This survey studies the impact of UGC travel applications on Chinese students' travel preferences, and explores the differences in the use of UGC travel applications by different personal characteristics, including the relevance of different UGC travel

application content types on Chinese students' travel preferences. Relevant results obtained and answer the remaining questions:

Hypothesis 1: Students with different personal characteristics (gender and education level) will have different preferences in using UGC travel applications.

In order to test Hypothesis 1, using chi-square test results show that when comparing usage time, frequency, and browsing content types by gender, education level category. It is found that there is no difference in the usage time, frequency, and browsing content types of UGC travel applications used by different genders. Similarly, there is no difference in the usage time and frequency of using UGC travel applications for different education level. The result of Hypothesis 1 is not significant because the rest time of Chinese students in Thailand is similar. For example, when the class time is the same and the free time is the same, the travel time will be about the same. As a result, they will use the UGC travel application for the same time and frequency.

However, different education levels have differences in browsing UGC travel applications content types. Students with bachelor degree and master degrees prefer to browse the user guide, and those with doctoral degrees prefer to browse the user experience. This research result is supported by related research (Li, 2016 & Assaker, 2020). People with different educational backgrounds have certain differences in information acquisition needs. The doctor's holder prefer more comprehensive information when browsing the UGC travel application content. The user guide is a travel information covering many aspects. Unlike user reviews and user experiences, only a product or travel route is described.

Hypothesis 2: The UGC travel application is relevant to Chinese students' travel preferences.

According to the attitude element in TBP theory, individuals' positive or negative feelings towards this behavior will drive individuals to change their behavior. That is, the attitude of Chinese students towards UGC travel application will change their travel preferences. This theory is also supported (Filho, Tan & Mills, 2012) believes that the attitude of travelers to the use of UGC will have a positive impact on the use of UGC travel applications. The 418 Chinese students participating in the survey all like to use the UGC travel application.

In order to test Hypothesis 2, one way ANOVA analysis showed that the UGC travel application content type had no significant effect on Chinese students' travel preferences. There are no significant differences between samples of different UGC travel application content types.

However, the mean of the three aspects of user review, user experience and user guide are all greater than the average. That is, all samples believe that the UGC travel application content type has a medium to high ability. The respondents agree that user reviews, user experience and user guides all affect travel preferences. This result is also consistent with Cheng (2016). Therefore, the content type of UGC travel application affects the travel preferences of Chinese students to some extent. Chinese students' attitude towards UGC tourism application has a positive impact on their tourism preferences.

For this situation, the researcher believes that one of the reasons is that the interviewee's understanding of user evaluation, user experience, and user guide has been biased. Interviewees confuse the three and do not have a good understanding of

these three aspects. In real life, the content types of UGC travel apps are not well defined. User reviews will include user experience, and there is also a large number of user guide contents in user experience.

5.3 Limitations of the Study

This study has certain limitations.

5.3.1 This study is aimed at Chinese university students in Thailand with bachelor degree, master degree and doctoral degrees. However, according to the collected 418 samples, more than 70% of the respondents are bachelor degree and master degree, that is the sample size is very different from the sample size of the doctoral degree. Students with different educational backgrounds have differences. Their cognition, perception and even information needs are also different. Therefore, in further research, the sample size of the three parties should be the same to ensure rigor.

5.3.2 Covid-19 affects sample size collection

In view of the fact that the data collected in this study coincided with the Covid-19 period. This will affect the number of samples collected. Researchers can only collect data through online questionnaires. In this way, when the interviewee has questions about the questionnaire, the researcher cannot explain it clearly in person. This may lead to deviations in the interviewee's choice and actual situation. The results of investigation and analysis will also produce certain inaccuracies.

5.4 Recommendations

According to the analysis results of this study, there are differences in the types

of Chinese students browsing UGC travel applications content with different educational levels. It is recommended that UGC travel applications developers can create user characteristics functions to recommend content types based on different user characteristics. Especially the education level. This function can increase user stickiness and loyalty, and also increase the number of using applications.

In the analysis of the impact of UGC travel application content types on travel preferences, it is found that Chinese students have the highest degree of agreement on user reviews, user experience, and user guides in terms of food and accommodation choices. Because of this fact, the real UGC travel application industry has spawned a series of fake user reviews, user experiences and user guides. Merchants hire a large number of UGC travel application users to promote their products, so that there is false information, misleading other users to change their decisions. Therefore, UGC travel application developers should conduct a constraint evaluation on platform merchants to ensure the authenticity, accuracy and usefulness of application content.

This study also added different research on the use of UGC travel application for different Chinese student characteristics, making the whole study more compact and accurate. When reading the previous literature, researcher found that most of them only study the impact of UGC travel application on travel preferences, and lack of research on the use of UGC travel application by respondents. Therefore, researchers should further analyze the differences in the use of UGC travel applications by respondents and increase the age, occupation, and duration of the survey respondents.

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Appendix

The Impact of User-Generation Content Travel on Application on International Students' Travel Preference: A Case Study of Chinese Students in Thailand.

Hello! I am a student of Bangkok University who major of MCA. This is a questionnaire of The Impact of User-Generation Content Travel on Application on International Students' Travel Preference: A Case Study of Chinese Students in Thailand. There is no right or wrong answer to this questionnaire. You only need to fill it out according to the actual situation. The questionnaire will be anonymous, and the data collected will only be used for this research. It will not reveal any of your privacy. I hope you can choose the answer that you think is the most suitable for your situation according to the question. Thank you again for your participation and stand by!

Remark: UGC refers to user-created text, pictures, audio, video, and other content published on the network in any form. It is an emerging network information resource creation and organization model in the Web2.0 environment. Its publishing platform includes social media such as Weibo, blog, video sharing website, online Q & A, SNS.

Part I: Basic Information Survey (Multiple Choice)

1. Your gender is ().
A. Male B. Female
2. Your current education level is ().
A. Bachelor B. Master C. Doctor
3. Have you ever traveled in Thailand?

A. Yes B. No (This questionnaire is over, thank you for your support!)

4. Do you like travelling in Thailand?

A. Yes B. No (This questionnaire is over, thank you for your support!)

Part 2: UGC Travel App Usage (Multiple Choice)

5. Have you ever used travel apps? ()

A. Yes B. No (This questionnaire is over, thank you for your support!)

6. How often do you use travel apps? ()

A. Once a day B. Once a week

C. Twice a week D. Three times a week or more

7. Do you like using travel apps? ()

A. Yes B. No (This questionnaire is over, thank you for your support!)

8. When do you mainly use the travel app? ()

A. Before traveling B. During traveling C. After traveling

9. The type of UGC you most often browse is ()

A. User review B. User experience C. User "program" (user guide)

Part 3: The Impact of UGC Travel App on Chinese Students' Travel Preferences

No.	Question	Strongly Disagree	Disagree	General	Agree	Strongly Agree
		1	2	3	4	5
10	I will change travel destinations due to user reviews in the UGC travel application.					
11	I will change travel time due to user reviews in UGC travel application.					
12	I will change the mode of transportation due to user reviews in the UGC travel application.					
13	I will change the travel mode because of user reviews in the UGC travel application.					
14	I will taste food because of user reviews in the UGC travel application.					
15	I will change hotel reservations due to user reviews in the UGC travel application.					
16	I will buy products because of user reviews in UGC travel application.					
17	I will change the entertainment because of user reviews in the UGC travel application.					
18	I will change the travel destination because of the user experience in the UGC travel application.					

(Continued)

Part 3 (Continued): The Impact of UGC Travel App on Chinese Students' Travel

Preferences

19	I will change travel time because of user experience in UGC travel application.					
20	I will change the transportation mode because of the user experience in the UGC travel application.					
21	I will change the travel mode because of the user experience in the UGC travel application.					
22	I will taste food because of the user experience in the UGC travel application.					
23	I will change hotel reservations due to user experience in UGC travel application.					
24	I will buy products because of user experience in UGC travel application.					
25	I will change entertainment projects because of user experience in UGC travel application.					
26	I will change the travel destination because of the user guide in the UGC travel application.					
27	I will change travel time because of user guides in UGC travel application.					
28	I will change the transportation mode because of the user strategy in the UGC travel application.					

(Continued)

Part 3 (Continued): The Impact of UGC Travel App on Chinese Students' Travel

Preferences

29	I will change the travel mode because of user guides in the UGC travel application.					
30	I will taste food because of user guides in the UGC travel application.					
31	I will change hotel reservations due to user guides in the UGC travel application.					
32	I will buy products because of user guides in the UGC travel application.					
33	I will change the entertainment project because of the user strategy in the UGC travel application.					
34	I will change my travel preference base on the type of UGC travel application.					

This questionnaire has been completed. Thank you for your patience and support!

基于用户生成内容的旅游 app 对留学生的旅游偏好影响调查：以在泰中国留学生为例

你好！我是曼谷大学 MCA 专业的学生。这是一份调查问卷，关于内容及用户生成内容的旅游 app 对中国留学生旅游偏好的影响。该问卷没有正确或错误的答案。您只需要根据实际情况填写即可。问卷将是匿名形式，收集的数据将仅用于本研究。它不会透露您的任何隐私。希望您可以根据问题选择您认为最适合自己情况的答案。再次感谢您的参与和支持！

附：用户生成内容是指用户创建的以任何形式在网络上发布的文本、图片、音频、视频和其他内容。它是 Web2.0 环境中新兴的网络信息资源创建和组织模型。其发布平台包括社交媒体，例如微博，博客，视频共享网站，在线问答，SNS 等。

第一部分：基本信息（单选题）

1.您的性别为（ ）。

A.男 B.女

2.您当前的学历是（ ）。

A.学士 B.硕士 C.博士

3.您是否有在泰国旅游的经历？

A.是 B.否（本次问卷调查已结束，感谢您的支持！）

4.您喜欢在泰国旅游吗？

A.喜欢 B.不喜欢（本次问卷调查已结束，感谢您的支持！）

第二部分：用户生成内容的旅游 app 使用情况（单选题）

5.您是否使用过旅游 app?（）

A.是 B.否（本次问卷调查已结束，感谢您的支持！）

6.您多久使用一次旅游 app?（）

A.每天一次 B.每周一次

C.每周两次 D.每周三次或以上

7.您喜欢使用旅游 app 吗?（）

A.喜欢 B.不喜欢（本次问卷调查已结束，感谢您的支持！）

8.您最主要在何时使用旅游 app?（）

A.旅游前 B.旅游中 C.旅游后

9.您最常浏览内容是（）

A.旅游评论 B.旅游体验 C.旅游攻略

第三部分：用户生成内容旅游 app 对中国学生旅游偏好的影响

序号	问题	非常不同意	不同意	一般	同意	非常同意
		1	2	3	4	5
10	因为旅游 UGC app 中的旅游评论，我将更改旅游目的地。					
11	因为 UGC 旅游 app 中的旅游评论，我将更改旅游时间。					
12	因为 UGC 旅游 app 中的旅游评论，我将更改出行方式。					
13	因为 UGC 旅游 app 中的旅游评论，我将更改旅游模式（自由行或者跟团）。					
14	因为 UGC 旅游 app 中的旅游评论，我将更改酒店预订。					
15	因为 UGC 旅游 app 中的旅游评论，我将更改娱乐项目。					
16	我将根据 UGC 旅游 app 中的旅游评论来品尝食物。					
17	我将根据 UGC 旅游 app 中的旅游评论购买产品。					
18	因为 UGC 旅游 app 中的旅游体验，我将更改旅游目的地。					
19	因为 UGC 旅游 app 中的旅游体验，我将更改旅游时间。					
20	因为 UGC 旅游 app 中的旅游体验，我将更改出行方式。					
21	因为 UGC 旅游 app 中的旅游体验，我将更改旅游模式（自由行或者跟团）。					
22	因为 UGC 旅游 app 中的旅游体验，我将更改娱乐项目。					

23	因为 UGC 旅游 app 中的旅游体验，我将更改酒店预订。					
24	我将根据 UGC 旅游 app 中的旅游体验来品尝食物。					
25	我将根据 UGC 旅游 app 中的旅游体验购买产品。					
26	因为 UGC 旅游 app 中的旅游攻略，我将更改旅游目的地。					
27	因为 UGC 旅游 app 中的旅游攻略，我将更改旅游时间。					
28	因为 UGC 旅游 app 中的旅游攻略，我将更改出行方式。					
29	因为 UGC 旅游 app 中的旅游攻略，我将更改旅游模式（自由行或者跟团）。					
30	因为 UGC 旅游 app 中的旅游攻略，我将更改娱乐项目。					
31	因为 UGC 旅游 app 中的旅游攻略，我将更改酒店预订。					
32	我将根据 UGC 旅游 app 中的旅游攻略来品尝食物。					
33	我将根据 UGC 旅游 app 中的旅游攻略购买产品。					
34	我将根据 UGC 旅游 app 改变旅游偏好。					

本次问卷调查已结束，感谢您的参与和支持！

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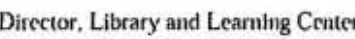
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