ANALYSIS ON THE INFLUENCE OF CHINA-LAO-THAILAND RAILWAY CONSTRUCTION ON THE TOURISM ECONOMY OF THE TWO COUNTRIES

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ABSTRACT

The purpose of this study was to investigate the purchase intention of Chinese consumers in choosing the China-Laos-Thailand high-speed railway service as the first choice and to find out the importance of decision-making for the China-Laos-Thailand high-speed rail service according to the Marketing mix factors. The scope of the conceptual content is variables related to purchase intention by choosing the high-speed railway of China-Laos-Thailand as the first choice in travel, and the Marketing mix factors, 4 P's, consisting of Product, Price, Place, and Promotion. The sample group of 400 people was convenience sampling and additional interviews with four interviewees. Descriptive statistics were data for statistical analysis as frequency, percentage, mean, and standard deviation. Results showed that the samples were among both men and women in the age range of 21-60 years, which is a group of people of working age, and most of them used to travel to Thailand. Purchase intention of Chinese consumers in choosing China-Laos-Thailand high-speed rail service as the first choice suggested that most of the 329 people, representing 82.25 percent, intended to use this service as their first choice. The intention of decision-making using the China-Laos-Thailand high-speed rail service according to the marketing mix factors by the sample group is significantly high in all aspects: Product, Price, Place, and Promotion.

Keywords: The China-Laos-Thailand Railway, Tourism Industry, Thailand, Product, Price, Place, Promotion.

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CHAPTER 1
INTRODUCTION

1.1 Background

1.1.1 Statement of “Belt and Road”

The global economy has experienced significant transformations since the turn of the 21st century, with economic globalization and political multi-polarization gaining momentum. The tourism industry has emerged as a new business with low energy consumption and zero pollution, and has become an integral part of the economic development of many nations (Xinhua News Agency,2020). As one of the most important nations in Southeast Asia, Thailand's tourist business is highly competitive throughout the region and the world. Similarly, as the second largest economy in the world, China has accomplished incredible things since the reform and opening up.

In response to the challenging international scenario, the Chinese government launched the "Belt and Road" initiative. The construction of the China-Lao-Thailand Railway, an integral part of this plan, has created new opportunities for the development of China-Lao-Thailand relations. The railway has not only bolstered the original China-Lao-Thailand friendship but also boosted the tourism industry in the regions along the route (Mongkol , 2020). As transportation is a key aspect in the growth of the tourism industry, the building of the China-Lao-Thailand Railway is of epoch-making importance in fostering the growth of the tourism industry along the route. This article aims to investigate the influence of the China-Lao-Thailand Railway's development on the tourism economy of the region along the line and propose appropriate optimization measures in conjunction with China's "One Belt, One Road" project.

1.1.2. The economic and cultural ties between China and Thailand are becoming increasingly closer

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In April 2017, the total volume of bilateral goods trade between Thailand and China reached US$74.14 billion, an increase of 12.6%. Among them, Thailand exported US$29.41 billion worth of goods to China, an increment of 24.7%, accounting for 12.5% of Thailand's total exports. China imported US$44.73 billion worth of goods from Thailand, an increase of 5.9%, accounting for 19.9% of Thailand's total imports. The trade deficit of Thailand was $15.33 billion, a decrease of 17.9%. As of December 2017, China was Thailand's largest export market and source of imports and was Thailand's largest trading partner. Since 2018, trade between China and Thailand has further strengthened. In December 2018, the total volume of goods traded between China and Thailand reached US$87.52 billion, a year-on-year increase of 9.2%. Among them, China exported US$42.89 billion worth of goods to Thailand, a year-on-year increase of 11.3%, while Thailand imported US$44.63 billion worth of goods, a year-on-year increase of 7.3%. The trade development between China and Thailand has achieved significant milestones. In addition, Chinese cultural and tourism activities in Thailand have been well-known in recent years. In 2016, the number of mainland Chinese tourists visiting Thailand reached 8.75 million, surpassing 9 million in 2017 and exceeding 10 million for the first time in 2018. According to Weerasak Kowsurat, the Minister of Tourism and Sports of Thailand, China is Thailand's largest source of tourism, and 2018 was a milestone in the history of China-Thailand tourism development.

Overall, China and Thailand have vast potential for development in economic cooperation. Thailand is an agricultural country with abundant agricultural resources and comparative advantages in agro products, while China has a large consumer market due to its large population. Therefore, the natural resource of China and Thailand complement each other, and the prospects for cooperation are broad. In addition, as the income of the Chinese people continues to increase, their willingness to travel abroad is also rising. As a neighboring country, Thailand has abundant tourism resources and is a popular destination for Chinese tourists. With the

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continuous promotion of the “Belt and Road” initiative, there are vast prospects for China-Thailand cooperation in economic and trade alliances, as well as cultural and tourism sectors, and will be further development in these areas in the future.

1.1.3 The construction of the China-Thailand railway has been put on the agenda.

As a crucial part of the Pan-Asian Railway Network, the China-Thailand Railway holds great international significance for China and is significant for improving Thailand’s aging railway network. The railway has a total length of 873 km taking on a “human” shape, connecting Thailand’s important port of Laem Chabang in the northeast to the border areas neighboring Laos, and linking the port of Map Ta Phut and the Rayong Industrial Zone in the east before continuing through Laos to connect the southwestern Chinese city of Kunming to Thailand.

The construction of the China-Thailand Railway has had a long development process. China and Thailand intended to cooperate on constructing the railway as early as 2006 and started discussions on the project in 2009. However, due to the unstable political situation in Thailand, the China-Thailand Railway was put on hold. It was not until 2014 that the project initiated engaging in over 20 rounds of negotiations on issues such as cost estimation, financing schemes, loan interest rates, and the allocation of development rights along the rail corridor. The project was operational in 2017 after reaching a consensus. The Thai government announced the approval of 5.2 billion USD for the first phase, a 253 km long section with a maximum design speed of 250 km/h, on July 11, 2017, and construction officially began in December of the same year. Since then, the project of the China-Thailand Railway has made significant progress.

The 24th China-Thailand Railway Cooperation Joint Committee had formed in Bangkok, Thailand, from May 30, 2018, to June 1, 2018. Thai Minister of Transportation, Arkhom Termpittayapaisith, stated that the remaining sections of the China-Thailand high-speed railway would be tendered in the second half of that year

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and enter the entire construction stage next year. In addition, the feasibility study of the second phase of the Thai-Chinese railway cooperation project had completed in the same year. To further implement the consensus reached by the leaders of China and Thailand on railway cooperation, the 25th meeting of the China-Thailand Railway Cooperation Joint Committee was held in August of the same year, during which the two sides reached a consensus on multiple issues and signed a memorandum of understanding. Subsequently, the 26th meeting of the China-Thailand Railway Cooperation Joint Committee had formed on November 23, 2018, in Bangkok, Thailand. During the meeting, the two sides had in-depth discussions on accelerating the promotion of the China-Thailand Railway Cooperation and reached multiple agreements, signing a memorandum of understanding.

Looking back at the development process, China and Thailand have made great efforts to lay a solid foundation for its construction. As a precedented project of China-Thailand mutually beneficial joint venture and a remarkable connectivity project of the two countries under the framework of the Belt and Road Initiative, the railway cooperation will not only achieve deep integration of the China-Thailand market but promote the development of both countries in areas such as economics, culture, tourism, humanities exchange, trade, and commerce, and stimulate the economic and social development of Thailand, but also realize the breakthrough of the Pan-Asian Railway Network, connecting Thailand closely with neighboring countries, integrating the network into the transport network of the Belt and Road Initiative, forming a bridge of mutual benefit and win-win cooperation among countries along the line, injecting a “vitalizer” for the economic development of the Southeast Asian region, and promoting the development of the entire Indochina Peninsula and even the ASEAN region.

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1.2 Significant Problems of the study

Chinese tourists are the majority group because China is a big market due to its large population, a billion people with economic potential growing fast. The visitors visiting Thailand comprise about 10% of China's population. In the past, China was a closed country before the nation started to open. People wanted to do many things to show their status. Many of them went to travel abroad. People in mainland China of intermediate level and above prefer to travel to Thailand as one of their first choices because it is closer to travel, and they feel familiar and safe. Therefore, Thailand is a destination that Chinese people take once in a lifetime must visit. (Faculty of Tourism and Hospitality Industry University of the Thai Chamber of Commerce, 2021).

After the China-Laos railway officially opened its route in December 2021, it transported several cargo and passengers. The original project is part of China's "One Belt, One Road" transport route and is part of a transport route linking China to the Malacca Strait. The World Bank and other independent experts viewed that the Laos-China railway project will lead to prosperity in tourism. Mass trade and investment flow into Indochina and back to China itself. The expected impact of the China-Laos railway connecting Thailand is related to the economy and international trade, such as the increase in the value of international trade and goods and services. In addition, the China-Laos railway can increase global travel volume and enhance travel convenience for tourists. It may increase investment in Thailand as well. In terms of facilitating travelers, it found that, in general, the China-Laos train performed better and was more comfortable enough. The passenger seat is velvet, adjustable, and comfortable with a food tray. There is ample foot space and plugs for charging phones, but no Wi-Fi. Inside the cabin, everyone can bring food and drinks. There are currently no food and beverage services on the train. Hot and cold-water dispensers are also available. The Passenger can drink a glass and bottle of water without charge. There are both gooseneck and flush toilets and sinks outside. The purchase of tickets is mandatory as one person is limited to a maximum of 2 tickets, so traveling

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members must arrange and can't buy many days in advance but only one day before traveling. If leaving other people to buy, they must have a copy of their passport or ID card with them to buy. Payment cannot make by cash or credit card but by WeChat or China payment system only. It is a system to prevent corruption. Therefore, it may be inconvenient for travelers of other nationalities (Phumiphat Pongphruettikul, 2023).

Such a situation has reflected the problem that will be the management experience for the railway connecting Laos to Thailand. High-speed trains in Thailand have already begun, expecting to complete the project in 2029. In Thailand, the Thai-Chinese high-speed train will run from "Bang Sue Central Station" to "Nong Khai" which will be divided into two sections as follows: Construction of Phase 1 Bangkok - Nakhon Ratchasima is the construction of Phase 1, divided into six stations connecting Bangkok to Nakhon Ratchasima. At present, the project has already begun. The construction budget is 179,400 million baht. The total distance is 250 km. There is 181.9 km of elevated structure, 64 km of ground level, and 6.4 km that will open for service in 2026. Phase 2, Nakhon Ratchasima - Nong Khai, is the second phase of construction, divided into five stations from Nakhon Ratchasima to Nong Khai, scheduled to start construction in 2023, and expected to be completed in 2029, with an investment of over 226,300 million baht, a distance of 356 km. When the completed high-speed train is over, it will help shorten the travel time. From Bangkok to Nakhon Ratchasima, it takes only 1.30 and 3.15 hours to Nong Khai. The train used in the project is from China, model Fuxing Hao CR300AF, with a capacity of 594 passengers, divided into first class: 96 and 498 standard seats. The speed in Thailand is limited to 250 km/hr. The price per train is 1,166 million baht. Thailand has ordered six trains for the high-speed train project from Bangkok-Nong Khai.

The importance of the China-Laos-Thailand railway in building international relations allows Chinese, Laotian, and Thai people to visit each other with a new alternative that helps promote industrial tourism in the region affected by the access of tourists from China and other countries. It will make industrial tourism grow as a

direction for developing marketing management to meet the needs of Chinese tourists who use the China-Laos-Thailand high-speed rail travel channel. With a large population in China traveling to Laos and Thailand destinations, this includes traveling, studying, and working. The research will create a better understanding among Chinese travelers and therefore focus on the purchase intention of the consumer choosing a service or purchasing that product as their first choice. It can reflect the purchasing behavior of consumers (Zeithaml, 1990). Here, Chinese consumers will use the China-Laos-Thailand high-speed rail service as the first choice under the decision-making approach based on marketing mix factors.

1.3 Research Questions

1. Chinese consumers will choose the China-Laos-Thailand high-speed rail service. Is it the first choice? How?

2. How will Chinese consumers prioritize the China-Laos-Thailand high-speed rail service under the market mix approach?

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1.4 Research Objectives

1. To study the purchase intent of Chinese consumers in choosing the China-Laos-Thailand high-speed rail service as the first choice.

2. To study the importance of decision-making for China-Laos-Thailand high-speed rail service according to marketing mix factors.

1.5 Research framework and Limitations of Research

The research focuses on variables related to Purchase Intention, which generally refers to consumers' choice of using a service or purchasing a particular product as their first choice. This can reflect consumers' buying behavior in the future. In this research, the first choice of Chinese consumers is the China-Laos-Thailand high-speed railway service. Even though Chinese consumers have existing choose to

travel from China to Thailand, such as air travel or the R-3A highway route, if they have a new choice like the China-Laos-Thailand high-speed railway, they are willing to choose it as their first choice. This particular group is of interest in this research. However, the researchers are also interested in understanding the reasons behind the group that doesn't choose the China-Laos-Thailand high-speed railway service as their first choice.

In addition, the variables at this research are interested in studying another variable is to focus on the marketing mix factors, consisting of products, prices, Place of distribution channels And promotion That consumers may give importance to different levels to know the middle value.

In emphasizing the importance of consumers, measured by the average value, it is fundamentally believed that marketing mix factors are tools that service providers can control. By utilizing this data collectively, service providers can achieve marketing objectives in enhancing the value of high-speed rail services in the China-Laos-Thailand railway in the future. If service providers understand the significance of marketing mix factors to Chinese consumers, they can effectively manage and align with their priorities to increase the value of services, ultimately influencing their intentions to continue using the services.

The researchers have also studied variables related to respondents' personal information to understand their characteristics, such as gender, age, travel experience to Thailand, travel plans to Thailand, and their awareness of news about the China-Laos-Thailand high-speed train. This additional information serves as a background to further understand the respondents in the survey.

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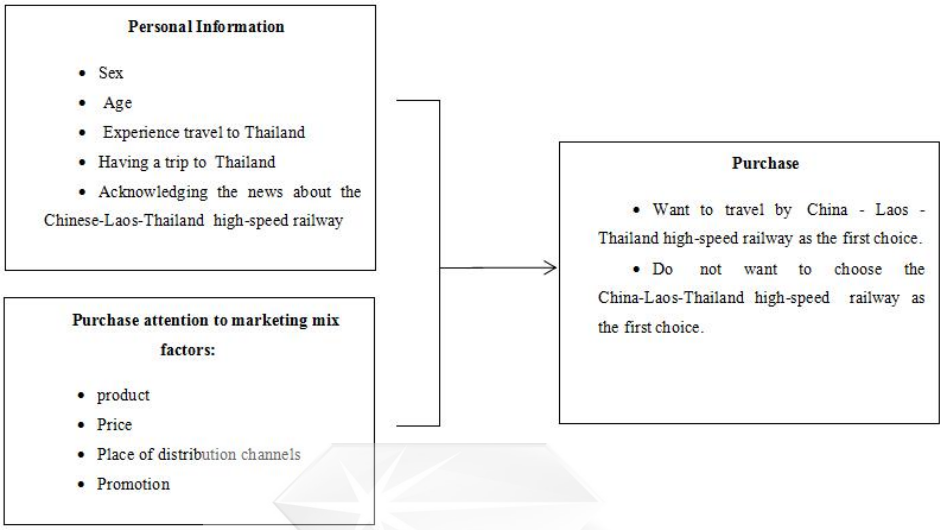
Figure 1.1 : Research Framework



1.6 Scope of research

The research was under the Purchase Intention Concept (Zeithaml, 1990) and marketing mix factors like product, price, distribution channels, and promotion. (Kotler, 2018) A guide for Chinese consumers' decision to use the China-Laos-Thailand high-speed rail service requires collecting consumer data.

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CHAPTER 2
LITERATURE REVIEW

This research focuses on the marketing mix factors that affect the purchase intention of tourists in choosing the China-Thailand-Laos high-speed railway. It will be a reflection of an essential part of the tourism economy in the region. As a guideline for research, the researcher did the following:

2.1 The Economic Consequences of the Opening of the Railroad

In the theory of economic growth Infrastructure, Infrastructure is often considered one of the potential drivers of economic growth. Isard (1956), an American scholar, proposed that "In economic life, transportation improvements have a profound impact on economic activity and industrial layout before studying the influence of high-speed rail on economic growth in the region. National and international scholars have long debated the relationship between infrastructure and transport and economic growth. Most scholars believe that transportation infrastructure has positively impacted economic growth in the region. Aschauer (1989) studied the efficiency of government spending in the United States, finding that the investment in basic infrastructure contributes positively to economic growth by calculating the Elasticity coefficient of infrastructure output of infrastructure. Fujita, Krugman, and Vables (1999) analyzed the effects of infrastructure, transport on urban and regional development from the perspective of spatial economics. Ottaviano, Tabuchi, and Thisse (2002) found the influence of conglomeration and trade on regional spatial distribution by creating an alternative model. Holl (2004) found that improving transport can promote the geographic integration of enterprises. A geographical conglomeration of enterprises and diverse economic environments facilitate the development of enterprises by studying the impact of infrastructure. However, some scholars have the opposite opinion. Kelejian and Robinson (1997)

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found that infrastructure and transportation have not significantly impacted regional economic growth in the United States. Some scholars discuss this issue according to different regions or research objects. Zhang Xueliang and Sun Haiming (2008) believe that economic development and China's logistics infrastructure have a mutually beneficial effect. But there are differences in the degree of impact in different regions. Dai Xuezhen, Lü Chunyang, and others (2019) believe that different modes of transport have different regional effects. In this research, We use high-speed trains as a selected research object to explore their impact and impact on economic growth in the region. Sands (1993) investigated railway case studies such as Japan's Shinkansen, France's TGV, and German ICE that high-speed trains can promote urban development in a certain way by reducing travel times, increasing the price of land (Real estate prices) and real estate and incentivizing businesses to move along high-speed rail lines. Chen and Hall (2011) found the results of an analysis of UK intercity high-speed rail within the 2-hour London travel loop, and high-speed trains promote economic growth. Carbo, Graham, et al. (2019) assessed high-speed trains between Madrid and Barcelona and measured the impact on the economy by the difference-in-difference method. This approach found that high-speed rail significantly increased the number of companies and labor productivity in cities along the route. China's high-speed rail started in 2008, so scholars in this field have been working on this subject relatively late compared to other countries. Dong and Zhu (2016) used the PSM-DID method to empirically test that high-speed rail construction has positively impacted economic growth through employment from a national perspective. Feng and Fan (2018) believe that high-speed rail can promote totally input production of the city along the route, and the level of development is higher in Western cities than in central and Eastern cities. Huang and Li (2018) found that high-speed rail can improve the innovation of the towns along the Yangtze River and Delta significantly, and they need to be developed based on coordination with other socioeconomic factors. Nian (2019) found that high-speed rail has a cumulative effect

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on regional economic growth; the longer it takes, the more it promotes. Significant regional economic growth and the closer to the high-speed train station, the more it affects different types of areas. Considered small to large cities from the provincial level up to county-level cities and counties, Wu and Zhang (2020) found results from empirical research comparing cities without high-speed rail. The introduction of high-speed rail has significantly impacted economic growth and fixed asset investment in the towns along the route in the Northeast. But there was no significant effect on the level of employment.

On the other hand, the negative impact of high-speed rail on regional economies was studied by Pablo and Vicente (2007), using Spanish high-speed rail as an example, found that the opening of high-speed rail is not conducive to the economic development of the surrounding cities of Ishihara. A Japanese scholar (2018) studying the Shinkansen found that large cities along the high-speed rail line developed better while small and medium-sized cities along the line developed relatively slowly. Many scholars in the country have also found negatively effects. Wang and Nian (2014), analyzing national data for prefecture-level cities from 2006 to 2010, believe that high-speed rail does not promote regional economic growth in the short term. Li and Yang (2014) found that although high-speed rail has positively impacted the regional economy, the influence of high-speed rail remained quite unhealthy. High-speed trains are a "double-edged sword" and must be used sensibly to their advantage by avoiding harm and reducing negative impacts. Wu (2019) studied the effects on urban areas caused by high-speed rail improvements and found that high-speed rail harms the region at the level of metropolitan areas.

In addition to the positive and negative effects, some scholars find that high-speed rail and economic growth have no relationship between them. Givoni (2006) believes that although its construction has theoretical economic benefits, the actual effect is uncertain. Hence, blindly investing in high-speed rail is not recommended. Preston and Wall (2008) studied the eco-situation before and after the

introduction of high-speed rail in the UK and found no direct causal relationship between them. Elhorst and Oosterhaven (2008) analyzed magnetic levitation trains of the Netherlands. Due to imperfect markets and cross-regional influences, the indirect economic benefits of such railways in different regions are relatively low. Zheng Linchang (2019) recruited 248 cities across China, conducted an empirical analysis using the DID models, and found that high-speed rail had no significant effect on regional economic growth, whether analyzing regional or high-speed rail factors.

Studying the impact of high-speed rail on economic growth in the region, scholars have different approaches, perspectives, and areas to find out. Ke et al. (2017) studied four vertical and horizontal high-speed rail lines in China and found that the impact of high-speed rail on the economy varies by geographic location. Wu Hao and Zhang Xinyue (2020) tested the Beijing-Guangzhou high-speed railway as a sample. High-speed trains have influenced the tourism economies of cities along the route. Some scholars have analyzed them from a local perspective, and Joseph and Dilruba (2006) found that the elasticity of transport investment and the economic benefits using national or state data are higher when compared to county or city-data. In addition, the measured resilience decreases as the degree of fatigue in the econometric model increases. (Degree of lag in the econometric model) Tao Zhuolin and Yang Xiaomeng (2016) found that the accessibility impact and effect of high-speed rail on metropolitan areas with disadvantages in economic development is more important. And it significantly improves the economic potential and value of the land. You (2017) found that after the high-speed rail opened, investment in fixed assets in different counties along the route decreased, resulting in a GDP tendency to lower. Some scholars analyzed from long-term and short-term perspectives, and Blum and Haynes (1997) believe that high-speed rail can create a regional economic corridor. Fang Dachun and Sun Mingyue (2016) found that the opening of high-speed rail benefited the economic growth of the Yangtze River Delta in the short term (Yangtze River Delta). Li Xinguang and Huang Anmin (2017)) believe that high-speed rail

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construction has a very positive effect on the short-term GDP absolute value but negatively on the GDP growth rate with no significant impact on industrial structure and short-term urbanization. Liu Yaobin (2019) found that Changjiu high-speed railway has positively affected the region's economic growth in the short term, while the Shanghai-Kunming high-speed train (Shanghai-Kunming) had a negative impact. Some scholars divide the city into different levels. For research, Ureña and Menerault (2009) studied small and medium-sized cities in Spain and France. and analyzed the impact of high-speed trains on cities at different levels and found that mid-sized cities benefited relatively little. Therefore, there is less opportunity for development. Vickerman (2015) came to a similar conclusion by analyzing the impact of European high-speed trains on metropolitan and mid-range areas and found that the impact on middle-class cities was insignificant. As the flow of people to the Metropolitan increases, Song Wenjie and Zhu Qing (2015) studied accessibility improvement, industrial development, and economic growth of large cities was higher than that of small and medium-sized cities. The third industry in big cities demonstrates the separation of the town and small and medium-sized cities gradually. Establishing a pattern of cooperation and development of secondary industries with major, small, and medium-sized urban have been positively impacted by the development of large cities in terms of economic growth. Tao Zhuolin and Yang Xiaomeng (2016) found that the accessibility impact of high-speed rail in urban areas was positively affected. The disadvantages of economic development are more vital. And it helps to improve the potential economic value of a developed area. Yu (2017) found that after the high-speed rail opened, investment in fixed assets in different counties along the route decreased, resulting in a GDP tendency to lower. Some scholars have analyzed it from long-term and short-term perspectives, and Blum and Haynes (1997) believe that high-speed rail can create a regional economic corridor. They studied economic development issues in the short, medium, and long economic corridors. Fang Dachun and Sun Mingyue (2016) found that opening high-speed rail was beneficial to the

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economic growth of the Yangtze River Delta in the short term. Li Xinguang and Huang Anmin (2017) believe that high-speed rail construction has a strong positive effect on the short-term absolute GDP value but negatively on the GDP growth rate with no significant impacts. It is crucial for industrial structure and urbanization in the short term. Liu Yaobin (2019) found that the Changjiu high-speed railway has positively affected the region's short-term economic growth, while the Shanghai-Kunming high-speed train has negatively impacted it. Some scholars divided the city into different levels; Ureña and Menerault (2009) studied small and medium-sized cities in Spain and France. and analyzed the impact of high-speed trains on cities at different levels. They found that mid-sized cities benefited relatively little since there was less opportunity for development. Vickerman (2015) came to a similar conclusion. It analyzed the impact of European high-speed trains on metropolitan and mid-range areas and found that the impact on middle-class cities was insignificant. As the flow of people to Metropolitan areas increases, Song Wenjie and Zhu Qing (2015) studied accessibility improvement, industrial development, and economic growth. They found that the improvement in accessibility of large cities was higher than that of small and medium-sized cities. The third industry in the big city showed its isolation (Polarization) with small and medium-sized cities over the year. Establishing a pattern of cooperation and development of secondary industries with major cities and small and medium-sized towns has been positively affected by the development of large cities in terms of economic growth.

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2.2 China-Laos-Thailand railway system

China-Laos-Thailand railway system is a joint venture invested by China with Thai Railways, which will connect Yunnan and Kunming in China with Bangkok. Directly shared between the Thai and Chinese governments, the length of the standard double-track railway and the double-track standard gauge is 867 kilometers. The high-speed rail in Thailand project has already started and will expectedly be

complete in 2029. In Thailand, the Thai-Chinese high-speed train will run from "Bang Sue Central Station" to "Nong Khai" which have divided into two sections, as the followings: Construction of Phase 1 Bangkok - Nakhon Ratchasima is the construction Phase 1, divided into six stations connecting Bangkok to Nakhon Ratchasima. At present, the construction has already begun. The construction budget is 179,400 million baht, with a total distance of 250 km. There is 181.9 km of elevated structure, 64 km of ground level, and 6.4 km that will open for service in 2026. Phase 2, Nakhon Ratchasima - Nong Khai, is the second phase of construction, divided into five stations from Nakhon Ratchasima to Nong Khai, scheduled to start construction in 2023 and expected to be completed in 2029, with an investment of over 226,300 million baht, a distance of 356 km. When the completed high-speed train is over, it will help shorten the travel time from Bangkok to Nakhon Ratchasima, taking only 1.30 hours and 3.15 hours from Bangkok to Nong Khai. The train in the project is from China, model Fuxing Hao CR300AF, with a capacity of 594 passengers, divided into first class: 96 seats, and the standard: 498 seats. The speed in Thailand is limited to 250 km per hr. The price per train is 1,166 million baht. Thailand has ordered six trains in the high-speed train project between Bangkok-Nong Khai..

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2.3 Tourism Economy

Tourism activities and the commodity economy form the basis of the tourism economy, which takes advantage of contemporary science and technology. It reflects the summation of various economic activities and economic interactions reflected through economic exchanges corresponding to interests in the processes involved in tourism activities.

Thailand's tourism industry has experienced tremendous development in recent years to attract several domestic and international tourists with abundant tourism resources. The reasons for such success do not count the development and rational use of Thailand's tourism resources. Many academic researchers have conducted Tourism

development in Thailand. Meanwhile, since Thailand is the largest source of tourists, China has always maintained a close relationship with Thailand's tourism. And tourism exchanges between Thailand and China are among the most popular research topics. Considering tourism development and resource utilization in Thailand, Hou Xianrui (2018) analyzed Thailand's tourism resources and their development and utilization. Thailand is extremely rich in tourism resources and has relatively products of resourceful tourism; natural scenery (Natural scenery), cultural tourism (Cultural tourism), handicraft products, and customs. The Thai government also attaches great importance to developing and promoting tourism resources, which actively strives to improve the infrastructure and the travel experience of tourists taking advantage of tourism resources.

Liu Huayuan (2019) analyzed the situation of tourism development in Thailand. Thailand has rich tourism and a relative tourist market resource for middle-to-high-income people in the country or foreign tourists. Consequently, Thai tourism pays particular attention to the growth of tourism resources associated with the expanded tourism industry. As a result, the tourist sector of Thailand has rapidly grown and played a big part in the country's economic growth.

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2.4 Tourism exchanges between Thailand and China

As for tourism exchanges between Thailand and China, Yang Yongde et al. (2014) studied the tourism trade between Thailand and China and found that China is always in a deficit position in the tourism services trade. China-Laos-Thailand Tourism Due to a trend that has expanded rapidly over the past few years. The main reason lies in the difference in the level of economic development and the competitiveness of tourism products between the two countries. From this situation, China could make more efforts to improve its tourism products concerning a gradual balance adjustment from the tourism trade deficit. China can also use this deficit to

increase its soft power to balance the events occurring during tourism. Dynamic Balance) in the tourism trade (Tourism trade) between the two countries.

Li Nan (2017) researched the problems of Chinese tourists entering Thailand. Chinese tourists are Thailand's biggest resourceful market. In the past few years, when Chinese tourists visited Thailand, they faced problems such as unreasonable travel costs. Travel safety and unfair treatment have led to a sharp drop in Chinese tourists. In this regard, Thailand and China should strengthen cooperation to improve the tourism environment and tourism market supervision, ensure the experience of Chinese tourists, and contribute to the lasting and sustainable prosperity of tourism between the two countries.

2.5 Outbound Travel Intentions

Travel intent means the traveler's attitudes and perceptions before engaging in travel activities after the intention of traveling. Travelers collect or pay attention to relevant, targeted information and make decisions forming travel behaviors. Yang Qin Qin et al. (2014) proposed that the travel intentions of tourists go into macro and micro levels. Macro travel intent refers to vague travel motivations of travelers without a specific place and time. A tendency towards travel thoughts and hopes of the contrary Micro travel intentions has a specific destination. It refers to the particular travel intentions for a particular travel destination.

From the perspective of domestic and international research, perception of travel information affects a significant factor of travel intentions. Chen Limei et al. studied the opinions of people online about their true intentions to travel based on more details of the probabilistic model (Elaboration likelihood model), while Pan Li et al. (2015) used the stereotype content model to investigate as a case study of South Africa about perceived differences in the image of the destination country between the two groups of tourists that elements representing "warmth" in the destination country images had a positive effect on travel intentions from that other point of view negative

information perceived by tourists also decreases their willingness to travel. Yang Qin Qin et al.(2020) viewed from the perspective of macro and micro safety perceptions. It found that incidents pointing to international safety will lower tourist micro-security perceptions and thus diminish their macro-security perceptions. As a result, it can harm the intention to travel.

Regarding the research topic, in early 2004, Shu Boyang (2005) examined the analysis of outbound tourism in China and found that the highly educated are the main consumer groups. Later education has confirmed this point of view as well. Studying this group intentionally to analyze the factors affecting their willingness to travel abroad, Shi Suxue (2014) surveyed students in Wenjiang and found that the trendy destination for students' overseas travel was Japan, South Korea, Southeast Asia, Europe, America, etc. Mr. Song Guanjie studied middle-aged and young people and found that factors such as movie locations, celebrities, and fashion in Korean dramas increased their intentions to travel to South Korea. Guo Gongxing (2019) drew on consumer hatred and self-efficacy. (Self-efficacy) as independent variables and explore the impact of remarkable events on intending to travel abroad of young people from a micro perspective under a macro background relevant to national political relations.

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This research focuses on the dimension of the purchase intention of Chinese consumers in choosing to use the China-Laos-Thailand high-speed rail service as the first choice. Purchase Intention Kim & Pysarchik (2000) stated that purchase intention is the readiness of consumers to make a purchase. The needs thought to be the best and most worthwhile include the benefits of that product, whether directly or indirectly, to get the product, the most relevant service. Kotler & Keller (2016) defined purchase intent as the state in which a person intends to choose a product or service. Such determination is caused by going through the evaluation process as the following: 1) Problem/Need Recognition. The condition causes the needs resulting from the impulse. 2) Information Search When there is a need for a product or service,

the service provider searches for information from various sources. 3) Evaluating alternatives, comparing product types, brands, styles, prices, benefits, after-sales service, etc. Zeithaml & Bitner (2003) described purchase intentions as consumer choice. Use the service or buy that product as your first choice. It can reflect the purchasing behavior of consumers here, which is that Chinese consumers will choose to use the China-Laos-Thailand high-speed rail service. It is the first choice in travel that the service is complete at present from China-Laos-Thailand can travel by car on the R3A, an international highway linking Thailand - Laos - China with a distance of approximately 1,240 kilometers from Chiang Rai to Kunming, popular Chinese tourists, caravan groups, and also travel with various flights with various airlines.

2.6 The Determinants of Travel Intention

Since this research focuses on the impact of the opening of the China-Thailand rail system on tourists' willingness to travel, the section, therefore, is a systematic review of the factors that influence travelers' intention to travel. The potential tourists, influenced by many tourism factors, have been extensively studied by national and international scholars.

From the point of view of the influence of information, Wu and Cao (2021) found that different types of tourism products want to attract people from various ads to guide tourists to build higher travel intentions. Zhou (2020) found that a positive city image before travel affected travel intent. With off-site exhibitions as a remarkable medium, Yang (2018) found that informative, emotional, and information-based tourism slogan appeals have affected consumers' travel intentions differently. From the point of view of psychological realization processing from the perspective of individual emotional factors, Gao et al. (2017) found that nostalgia tendencies were a significant factor influencing group travel intentions. Educated youth Tu and Luo (2017) found that from non-ethical situations at the destination, the consumer's anger is reductive, which you can trust. Assiello and Tillotson (2020)

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found that tourists' subjective knowledge of a tourist destination evokes a higher level of destination self-alignment, and resulting familiarity hinders actual intentions of traveling in expecting scenes. In the context of social media, Yao and Jia (2021) analyzed the path of influence of travel information sharing via social media on impulsive travel intentions from the point of view of a feeling of place, while Yao et al. studied the impulsiveness of tourists found that it was not because of careful research. It is relatively caused by showing off their tourism experiences of others on social media that this influences spreads among tourists too. From the Materialistic level, in the context of international tourism, Chaulagain et al. (2019) found that country image has affected direct or indirect international tourists' travel intentions through rural tourism image. Hao (2021) found that a green brand image can effectively increase consumer intent on rural tourism. And Kong et al. (2021) examined the impact of tourism information quality on tourists' travel intentions.

Because the rail system between China and Thailand affects the demand to travel abroad most. Till now, further review of the factors affecting the desire to travel, some scholars have studied the effects of destination attributes and travel purposes on travelers' travel intentions. Truong (2012) found that the destination attributes natural beauty, local history, culture, hospitality, and general safety. And the quality of facilities: restaurants, accommodations, shopping centers, etc., are the main reasons for the satisfaction and earnestness of Chinese tourists to visit. Moon (2009) used Jeju Island as a sample and found that the characteristics of different destinations had impacted the intent of tourists to revisit, while tourist satisfaction played an intermediary role. However, Tassiello (2021)) found a negative correlation between tourists' subjective understanding of the destination and travel intentions through correlation and network experiments analyzing the travel intentions of travelers in the early stages of travel decision-making.

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2.7 Marketing mix factors affecting travel decisions

A marketing mix is a harmonious combination of product offerings, prices, distribution systemsม, and sales promotion designed to meet the desired consumer group, namely having products that meet the target customers' needs. Sell at a price the consumers can accept and are willing to pay because they think it's worth it. Product distribution is consistent with shopping behavior for the convenience of customers trying to motivate them to like the product and to behave correctly to meet the satisfaction of the target group or as an ordinary tool to achieve the communication and objectives of the organization (Kotler, 2018). The four main factors (4P): Product, Price, Place, and Promotion is the main component and foundation of a combination of marketing tools, and use them consistently to achieve marketing goals. To add value to goods, products, or services as follows:

1. Product that meets human needs, that is, what the seller must give to the customer who will receive the benefits and value of that product. In general, products are into two categories: 1) tangible products and 2) intangible products. The use of the China-Laos-Thailand high-speed train service is tangible, visible, and intangible but perceived emotionally, such as seating comfort, food trays, and ample foot space. There is a plug for charging your phone. Inside the carriage are food and beverages for sale or can be taken orally. There are hot and cold water dispensers available. There is a toilet service with a comfortable flash toilet seat. There is a sink to wash your face providing the service with courteous staff who help solve problems for passengers associated with various procedures that are convenient, fast, without redundancy, and inconvenient ranging from buying tickets at the point of sale, buying in advance and other utilities to enjoy the view. The scenery on both sides of the journey New experiences from stations along the way that tourists can stop by without having to rush.

2. Price refers to the product value in terms of money. Customers will compare the value of the service and the price of that service. When the value is more, the

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customer will decide to purchase. So, service pricing should be appropriate for the level of compressive and easy service to distinguish between different levels of prices.

3. Place is an activity related to the atmosphere. The environment in offering services to the customers affects customer perceptions of the value and merit of the service in terms of location and channels.

4. Promotion is crucial communication with service users to inform news or induce attitudes and behaviors. The use of services is the key to marketing relationships.

Figure 2.1: The 4P's Marketing mix

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2.8 Related Research

In this section, we review the impact of the construction of transport infrastructure, especially railways, on tourism development and the spatial tourism structure. The influence of transport on tourism's behavioral patterns is remarkably affected by the different behavioral patterns in transport-based tourism, various travel purposes, and behavioral styles according to particular modes of transport. These patterns can be categorized into conventional train and express train travel patterns, early forms of car travel, modern car travel style, and mode of air travel. In addition,

current transportation conditions should increase the mode of travel by high-speed train, Cruise ship travel style, bicycle travel style, and hiking according to different tourist routes. The patterns can fall into leisure, recreational vacation, and recreational paths when considering the number of destinations. These patterns can go into regional tourism patterns, travel chain patterns, single destination models, and midway and campground patterns. Transport accessibility affects various modes of travel. These patterns can fall into a behavioral pattern of tourists in the destination region and a direct route pattern of tourists within a destination tourist destination depending on the method that the traveler moves within that destination. Transport planning within tourism attractions affects the similarities and differences in tourist behavior patterns. Transportation and time costs for each mode of travel are different. Long-distance travelers tend to be more concerned with transportation costs. As a result, the demand for long-distance travel needs an account for even more. The different modes of transport have different time values. As a result, the patterns of travel behavior of tourists are different. In addition, tourists perceive the value of different modes of transport differently. Connell J. and Page S.J. (2008) explored the behavioral patterns of car tourists in national parks in Scotland and the behavioral patterns of those affluent tourists with the rapid development of technology. The marketing power of transportation is constantly expanding. In addition, the influence on tourism behavior patterns has continued to intensify.

Improving the transportation system for tourism help promote the development of the tourism industry, and the feedback effect harms your planning, and both combine since the beginning of the last century. The United States began integrating the concept of tourist transportation planning with road transportation planning for the Bronx River Parkway, which opened in 1923 outside New York City. It is considered a typical example of the development of transport for tourism which lays roads in natural areas (forests) and realizes the dual value of tourism and public transport. Germany suffers from traffic congestion due to the growing demand for transport for

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tourism. The federal government adopted guidelines for prioritizing road construction that remarkably reduces the pressure on transportation for tourism. The federal government has also established a system for predicting and predicting holiday traffic and taking such measures as increasing road signs to improve tourist transportation around tourist attractions.

Kual (1985) emphasized the importance of integrating domestic and international transport systems and promoting cooperation with other countries in transport systems in tourism transport planning, which help improve the potential flow of tourism and remarkably develop the domestic and international tourism industry. In terms of studying coastal tourism patterns and highway development patterns, Leiper (1990) proposed a regional concept of transport routes and transportation line regions to describe the impact of transport and assess the effect of highway networks on the development of the tourism industry. The importance of tourist attraction of destinations is a crucial factor in the tourism development to the emergence of concepts such as Scenic roads. Thompson (2007). Others analyzed tourists' satisfaction with private transportation based on demand theory, which provides a basis for planning tourism transport. (Tourism transportation planning) that provides a more efficient and reliable route for planning tourism transport.

In many Western countries, Hsu C.I. and Chung W.M. (1997) created a new analytical model from a fundamental perspective, namely, an individual behavior perspective, to assess the market share of high-speed rail and conventional rail, dividing passengers into those who take high-speed trains directly to their destination that cannot perform optimal route achieved by reducing it. They also compared different travel strategies for different categories of passengers, demonstrating the relationship between supply and demand attributed. The value of time, train departure time, speed, travel distance, and ticket price determine market boundaries and spatial distribution along the two types of railway lines. In conclusion, the probability density factors, cumulative time-value conversion probability density functions, and

individual route choices were productive as detailed market distribution of passengers boarding the designed train line at the Corridor stations. Studies show that high-speed trains are best suited for the medium- to long-term travel market, while conventional trains are best suited for touring and passenger-feeding routes for high-speed trains. Next, Froidh O. (2005) analyzed the Swedish Svealand Line as an example to analyze the impact of regional high-speed rail services on knowledge, valuation, and travel behavior change. The Svealand line replaces the old line between Eskilstuna and Stockholm, increasing regional train travel by up to 7 times compared to the old one. The market share has also increased by 6. % to 30%. Travel time is relatively valuable, especially for drivers relying on high-speed train transportation. In addition, regional high-speed rail services have significantly impacted the tourism market and travel behavior, especially improving transportation convenience for residents near the train stations traveling to Stockholm. Givoni M. (2006). It summarizes the elements of HST (High-Speed Rail) operations describing the specifics of this field of operations and a context of impact on the best design objectives and the ability to deliver high-speed rail operations. A summary of the considerations in this regard is the optimal design of high-speed rail services is to replace traditional rail services on routes that carry more passengers to reduce travel time and improve train service. However, the high investment in high-speed rail (HST) infrastructure cannot be a reference for economic development because it is an unstable service. Finally, a definition of high-speed rail service involves high capacity, high frequency, and an average speed of more than 200 km per hour. José M. et al. (2009) performed a multi-level analysis of the large and medium-sized cities present along high-speed rail lines and the performance of selective services on high-speed rail in terms of changes in distance and reach from national, regional, and local perspectives, time-distance, and accessibility transformations. The data collected in this study showed that high-speed rail brought new opportunities. The cities analysis was specifically for three cases: the high-speed train between Cordoba and Zaragoza in Spain and Lille in

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France associated with specific situations and backgrounds in this fruitful case study method for understanding similarities and differences from the impact of high-speed trains on Major suburban and territorial development Pagliara F. et al. (2015) analyzed the effects of high-speed rail systems on destination choice, especially with urban attractions, using a global regression model. The logistic regression model for quantitative analysis is for the influence of various variables on travelers' choice of destination. In June 2013, a people preference survey was conducted in Madrid to study tourists who travel nearby with the most attractive tourist attractions.

In China, much research has focused on the promotional economy and tourism development along the high-speed railway (HSR). In particular, Luo Pengfei, Xu Yilun, and Zhang Nannan (2004) surveyed the relative accessibility of economic and social impacts and the tourism industry under the HSR project between Beijing - Shanghai. In conclusion, HSR's launch can promote the flow of factors such as talent, technology, and resources between regions and markets, the formation of tourism industry clusters, employment expansion, regional gap narrowing, Metropolitan expansion (Urbanization), and integration. Zhang Hui et al. (2010) analyzed the impact of China's HSR on the development of the tourism industry so that the successful implementation of HSR can promote the transformation of the source market structure, tourist consumer behavior, and tourism product structure. Besides, time spent reduces psychological distances and increases the destination's attractiveness. In the face of the strong influence of HSR services on the tourism industry, local tourism agencies should vigorously promote infrastructure construction, improve comprehensive service capabilities and make full use of the positive impact of HSR services. Li Songbai (2012) suggested that local governments along HSR service routes should pay attention to supporting facilities to support HSR services and promoting the integration of various transportation networks, improving the environment for each traveler, focusing on the branding of tourist attractions, and enhancing the regional tourism image.

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In reference, Sophie Masson (2009) combined the core-periphery theory with high-speed rail tourism areas. The research found that high-speed rail increases competitive advantage in high-level but reduces competitive advantage in low-level tourist areas. It is likely to widen the gap between high- and low-level tourist areas, causing the filter effect of high-speed trains and further spatial restructuring of tourism. Masson and Petiot (2009) analyzed the crucial role of the transportation system in the tourist development of high-speed trains that reduces transportation costs. It can become a tool for tourist destination development by improving accessibility. However, this improvement often fosters spatial competition between tourist destinations.

Javier Gutikrez (2001) performed a quantitative analysis of the impact of high-speed trains on the regional tourism spatial structure in the EU using modeling and statistical methods. The results showed that high-speed trains significantly contributes to tourism accessibility in all European region and also enhance ed tourism spatial structure efficiency. Cascetta E (2011) presented evidence of the impact of the Rome-Naples high-speed train. In a March 2008 survey, the main factors contributing to the success of the high-speed rail network were reduced travel times, better service quality, and enhanced accessibility, according to the Italian national railway company, during years of high-speed rail service. The use of automobiles and intercity trains is still present. However, the use of high-speed rail lines creates new demands for high-speed trains between Rome and Naples could affect transport options by travel frequency and new and unprecedented modes of travel. Chen CL and Hall P (2011) examined the regional impact of upgrading the UK's intercity 125/225 railway line for the economic geography. Six projects of train services outbound from London from major railway stations were selected as the 26 established units to analyze the work. The high-speed rail (HST) transit service versus cities without such HST service is noteworthy to understand the spatiotemporal impacts of Zone 125/225 on local economic strength and knowledge development.

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The main findings showed that the service of HST in the UK economic geography can fall into three affected regions: within 1 hour, between 1-2 hours, and over 2 hours. HST facilitated this change within London's 2-hour travel limit, which helped create new economic growth. This effect is not automatic and not everywhere as for the future HST policy of the UK. The inspiration from this study is that cities connected to modern HST services can seize the opportunity over cities without HST services that cannot benefit like this. It is not a zero-sum game but rather a national strategy to develop a layered network of HST between London and key regional centers. It also integrates these hubs with the transport system within the region. It suggests ample reasons to investigate the potential of regional railway improvements as a driving force for urban and regional development transformation with more detailed and in-depth analysis.

In the framework of this specific case study, Zeng Yifu (1994) was the first researcher to study the impact of the opening of the Beijing-Kowloon Railway on tourism network in Jiangxi Province (Jiangxi Province), China. By establishing a 'Hub and spoke' tourist spatial organization and increasing efficiency based on the Beijing-Kowloon Railway, Hui Daifu (2000) used the Tourism space shadow theory in his book 'Regional Tourism Development and Sustainable Tourism in the South Area of Beijing,' arguing that the uneven distribution of tourism resources in the area; the southern part of the Beijing-Kowloon Railway has resulted in some scenic spots not fully benefiting from tourism and optimization along the Beijing-Kowloon Railway. Hui proposed the theory of gradual spatial restructuring of railway tourism. Huang Huiling (2007) examined the development opportunities that the Ningxi Railway brought to the tourism industry along the route by organizing a new tourism resource structure on both sides of the Ningxi Railway corridor, heading for the tourism corridor. Huang pointed out that the construction of the Ningxi Corridor has a positive effect on the surrounding area and promotes the development of the urban tourism industry along the railway line, suggesting the whole package defining as the

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expression of the tourism image in the region. Yin Ping (2011) summarized the practical experience of high-speed rail interaction and the reconstruction of regional tourism areas from three aspects: improving accessibility, travel cost reduction, and promotion of tourism factor flow by analyzing the theoretical framework of high-speed trains and the revitalization of regional tourism area predicted the structural changes in regional tourism areas by simulating the Zhengzhou-Xixian Railway as a sample. The results showed that Xi'an, Luoyang, and Zhengzhou would continue to develop as regional trade and tourism centers when other tourist cities along the railway line may become tourist stations with the premise of utilizing their unique tourism resources and developing differentiated products. Wang Degeng (2013) analyzed the impact of the Wuhan-Guangzhou high-speed railway on the spatial structure of regional tourism in Hubei Province using the degree-ranking rule and scale law method. It also compares the differences between high-speed and non-high-speed tourist flow networks using social network analysis to investigate the influence of high-speed rail on the spatial structure of tourism in the region. Analyses showed that the Wuhan-Guangzhou high-speed railway strengthened the trend of location fragmentation for the first time in Hubei, promoted the spatial tourism structure of the conglomeration type 'One leader with several followers', and caused polarizing and diffusion effects. However, the severity of diffusion effects is not as severe as the effects of discrimination. Furthermore, the development gap in regional tourism in Hubei province has widened due to the influence of high-speed rail. Cui Baojian et al. (2014) studied the change in urban tourism spatial structure from a high-speed rail context by taking the Bohai Rim and the Yangtze River Delta as a sample using its theoretical framework based on intrinsic and supportive factors and analyzing the transition process and the direction of the tourism area along the Beijing-Shanghai high-speed railway and the intercity rapid passenger transportation system. The results showed that under the new background of the high-speed rail launch, the function of the local tourism area enables change, and the spatial model

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that is the network of tourism sources, inter-city transport connection, tourism distribution center, intra-area transportation connection, multiple tourist destinations will occur. Li Rui et al. (2017) analyzed the impact of the Guizhou-Guangzhou high-speed railway and Guizhou-Guangzhou road towards access to tourist cities along the line and the construction of regional infrastructure systems using the Guizhou-Guangzhou high-speed railway as an example to measure and generate changes in distance, time and accessibility of tourist cities along the route using accessibility models and spatial analysis methods with GIS. It showed that the shortest distance between tourist cities along the way was incredibly short after the opening of the Guizhou-Guangzhou high-speed railway. The construction and service of the high-speed rail line have significantly impacted the development of the tourism industry along the route as it reduces the time of spatial connections of urban tourism, improving the spatial reach of urban tourism transport and then upgrading the tourism, the economic linkage strength of spatial factors inside and outside tourist cities. Li Ding (2017) used a tourism center analysis method to study the impact of high-speed rail on the evolution of regional-level tourism spatial structure, using Henan province as an example. The study found that the tourism area of Henan province can go into three levels, with Zhengzhou, Luoyang, and Kaifeng at the first level, when Jiaozuo, Anyang, Xinxiang, and Sanmenxia at the second level, and other cities in the third level. Henan province's overall tourism spatial structure showed the 'strong North and weak South' while the west is strong and the east is weak.' In addition, the construction of the high-speed rail network has changed the tourism market structure of Henan province, strengthened the position of the local tourism industry's principle, and remarkably increased the level of the industrial conglomeration of the second level and status above the central city.

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CHAPTER 3
METHODOLOGY

This research mainly used the quantitative study process. to achieve research objectives. The researcher places great importance on a reliable methodology, as follows:

1. Population and sample
2. Tools used to collect information
3. Methods for making tools and checking their quality
4. Data collection
5. Data analysis

3.1 Population and sample

The population in this study is Chinese consumers. In 2022, China's population decreased by about 850,000 to about 1.41175 billion, considering the number of Chinese tourists to Thailand (2011 -2019). Regarding the annual statistics of the Tourism Authority of Thailand (TAT), Thailand receives several foreign tourists globally. With the number of foreign tourists, 38,178,194 people visited Thailand in 2018, an increase of 7.27 percent from the previous year, which among Chinese tourists visiting Thailand was found to be at the top of the list at the end of the said year. The number of Chinese tourists visiting Thailand accounted for 27.83% of the total number of tourists visiting Thailand increased to 7.44% from the previous year (Xiang Li, 2018). China has become a resourceful market for inbound tourists. Due to the impact of the COVID-19 pandemic, the number of Chinese tourists in Thailand has decreased and has dropped significantly since 2020. To make the statistics look more reliable, the researcher selected the number of Chinese tourists in 2019 as an example and analyzed them.

Table 3.1: The number of Chinese tourists to Thailand (2011 -2019)

Years (A.D) of the survey	Number of visitors	Growth rate
2011(B.E. 2554)	1.7 million	-
2012	2.7 million	58.8%
2013	4.7 million	68%
2014	5.3 million	13.2%
2015	7.93 million	91.62%
2016	8.77 million	10%
2017	9.8 million	11.97%
2018	10.35 million	7.44%
2019	10.98 million	4.2%

Source: *Thailand's inbound tourism development in 2019: Chinese inbound tourists contributed to the strong development of Thailand's tourism.* Retrieved from https://m.chinabaogao.com/tuozi/gonggongfuwu/0r04420122019.html

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Sample size influences the research results described saying the more accurate the results, the larger the sample size. It's not easy to collect data. It should therefore meet the accuracy requirements of the research results in some respects and the feasibility requirements of the collected data. On the other hand, Creswell believes that in typical research, the number of questionnaires should be more than 350 to ensure the validity of the research results. According to Yamane's (Yamane, 1973) calculations, the population (N) is the number of Chinese tourists μ in 2019 over 10.98 million) where the research variance (e) 5% yields the group size. 400 samples

Therefore, a mixed research method combining qualitative and quantitative approaches to collect data involves mainly questionnaires and obtained samples by convenience sampling using Google Forms when interviewing and observation methods as supplementary information. Data collection through questionnaires and

focus group interviews with potential travelers of the China-Lao-Thailand High-speed Rail is processed.

3.2 Tools used to collect data

The tool used to collect data was a questionnaire with the content of the questionnaire according to the conceptual framework to answer the objectives, i.e., to study the purchase intent of Chinese consumers in choosing the China-Laos-Thailand high-speed rail service. as the first choice and to study the importance of deciding to use the China-Laos-Thailand high-speed train service according to marketing mix factors.

The questionnaire was in three parts; the first part was to ask for the general information of the respondents. The second part, to answer the first research objective, is the purchase intent of the sample group who want to use the China-Laos-Thailand high-speed railway as their first choice, and in the third part, the sample group gave a rating of the importance of the marketing mix factors on a 5-level scale according to the method of measuring based on the Point Likert Scale, that is, point one means not very important, point 2 means not satisfactory, point 3 means neutral, point 4 means very important, and point 5 means extremely important.

In addition, the researcher also interviewed two respondents who have the intention to use the China-Thailand-Laos high-speed railway service as their first choice. Furthermore, two respondents who do not have the intention to use the service as the first choice. These interviews provide additional information regarding the reasons behind their choices.

The interview questions are as follows:

1) For respondents who choose to use the China-Thailand-Laos high-speed railway service as their first choice:

- "Why do you think you would choose this new service as your first choice?"

- "What aspects of the China-Thailand-Laos high-speed railway service make it appealing to you?"

- "What kind of experience do you expect to have from traveling with the China-Thailand-Laos high-speed railway service?"

2) For respondents who do not choose to use the China-Thailand-Laos high-speed railway service as their first choice:

- "Why do you think you would not choose the China-Thailand-Laos high-speed railway service as your first choice?"

- "Are there other existing services, such as airlines or traveling by car, that you consider better than the China-Thailand-Laos high-speed railway service?"

3.3 Creating research tools and quality tests

The researcher developed the questionnaire as a tool for data collection with the following steps for constructing and evaluating quality:

1) Study relevant documents and research as a guideline for study.

2) Create questions to cover the objectives and find the quality of content validity by presenting it to an independent research advisor to review.

3) Take the revised questionnaire recommended by the independent research advisor to try out 30 people for confidence value of reliability based on Cronbach's alpha coefficient, meaning the questionnaire is dependent and can be used to collect data.

4) Quality questionnaires were used to collect data with 400.

3.4 Data collection

Data collection for the study involves gathering primary data, which is collected from various sources through surveys administered to a sample group. The sample group is responsible for answering the questionnaires themselves.

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The online data collection is conducted using the Google Forms platform and involves the following steps:

1) The researcher on-site in various public places such as parks by requesting cooperation for the sample group to scan the QR Code. To answer the questionnaire by themselves

2) The researcher conducts online data collection through social media platforms in China.

3) The researcher gathers all the collected data for further analysis using the SPSS .

Furthermore, during the on-site data collection, the researcher conducted interviews with two respondents who have the intention to use the China-Thailand-Laos high-speed railway service as their first choice. Additionally, two respondents who do not have the intention to use the service were interviewed as the first choice. These interviews were conducted with respondents who had the time and willingness to provide information during the on-site data collection at a specific public park (Pubu park).

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3.5 Data analysis

Data analysis from a questionnaire .The researcher proceeded in accordance with the following steps.

1) Prepare codes for various variables and input them into the SPSS.

2) Import the data into the SPSS using the prepared codes.

3) Data analysis with Descriptive Statistics, including frequency, percentage, mean and standard deviation.

4) Criteria for interpreting mean results from H Alkharusi (2022) are as follows:

Mean range 4.24 – 5.00, the most significant level;

Mean range 3.43 – 4.23 very prominent level;

Mean range 2.62 – 3.42, the medium scale of significance;

Mean range 1.81 – 2.61, low level of importance;

Mean range 1.00 – 1.80 lowest level of importance.

5) Bring the results of the data analysis in the description table.

The information obtained from the interviews is summarized and presented as text to provide insights into the reasons why respondents choose or do not choose to use the China-Thailand-Laos high-speed railway service as their first choice.

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CHAPTER 4
RESEARCH RESULTS AND ANALYSIS

The objectives of this study were to investigate the purchase intention of Chinese consumers in choosing the China-Laos-Thailand high-speed rail service as the first choice and to study the importance of decision-making for the China-Laos-Thailand high-speed rail service. According to the marketing mix factors, collected data were from questionnaires from 400 people. The results of the study are presented in order as follows.

4.1. Personal Information and Purchase Intentions

In Table 4.1, it was suggesting that the samples were male and female, with 52.75% and 47.25%, respectively, mostly 21-40 years old, 47.25%, followed by 41-60 years old percent, 31.25, 60 years or older, 12.25% and under 20 years old, 9.25%. Most of them, 59.75%, have traveled to Thailand but are still not sure that they will travel to Thailand soon. 54.50% of those have designated plans, while 27.00% do not have plans to travel this fast, 18.50 percent and most of them, 66.75%, have often heard the news about the China-Laos-Thailand railway.

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Table 4.1: Personal Information of 400 Respondents

Item	Frequency	Percent
Respondent's gender		
(1) male	52.75	52.75
(2) female	47.25	47.25
Respondent's age		
(1) under 20 years old	37	9.25
(2) 21-40 years old	189	47.25
(3) 41-60 years old	125	31.25
(4) 60 years or older	49	12.25

(Continued)

Table 4.1(Continued): Personal Information of 400 Respondents

Have you ever traveled to Thailand?		
(1) ever	239	59.75
(2) never	161	40.25
Do you like or want to go to Thailand soon?		
(1) I am planning.	108	27.00
(2) I am still not sure.	218	54.50
(3) I don't have any plans anytime soon.	74	18.50
Have you ever heard the news about the China-Laos-Thailand high-speed train?		
(1) often heard	267	66.75
(2) not often heard	133	33.25

From Table 4.2, most respondents, 82.25%, intended to use this service as their first choice after the China-Laos-Thailand high-speed railway completion, and 17.75% did not intend to use it as their first choice.

From further interviews, Chinese people are familiar with high-speed trains for domestic transportation and international links because the government encourages people to take the electric train instead of buying a private car. As a result, the cheaper train fare price is possible for everyone to pay. Most people choose to take the train.

Chinese interviewee commented: Bangkok is a good city to visit because transportation is much easier. There are various options: electric and high-speed trains, subways, buses, and Taxis. Traveling by train or the subway will be the most convenient. But the price of electric train fares in Thailand is not as anticipated because, in China, the electric train fare starts at 2 Yuan, equivalent to about 10 Baht. The most expensive one is 10 yuan or about 50 Baht in Thailand. Electric train fares are very high when compared to Beijing or Shanghai.

A female interviewee, 32 years old, expressed interest or intended to use the China-Laos-Thailand high-speed rail service as the first choice. She commented: I hope to have a new and impressive travel experience. I choose to travel on the China-Laos-Thailand high-speed train as the first choice because I will meet friends from different countries during the trip. I will have enough time to get to know each other and exchange ideas and experiences. I can see the strange scenery types that cannot be visible from airline travel. I am not tired. I have no risk of accidents and no hassle. The China-Laos-Thailand high-speed train along the roadways of China-Laos-Thailand is interesting. Moreover, I can plan a trip without rushing.

The male interviewee, 41 years old, did not show any interest or intention to choose the China-Laos-Thailand high-speed rail service as the first choice. He commented: Nothing still has shown me the difference. I like to travel to Thailand with the original alternatives, such as various airlines, which are always convenient and fast. However, I will change my mind if the new alternative price of the China-Laos-Thailand high-speed train is more economical. But when compared to the time I must waste; Airlines would still be a better option.

A female interviewee, 35 years old, commented: I think traveling when I am in Thailand is more concerned than traveling from China to Thailand. Although transportation and many options in Bangkok are convenient, other big cities like Chiang Mai or the countryside of Thailand are still difficult to travel to due to high travel costs. So, I have to prepare expenses for traveling. I would choose the most economical option to save costs for use in Thailand instead.

Therefore, if Chinese people are willing to choose the China-Laos-Thailand high-speed train service as the first choice, they should manage for the value of money at a reasonable price and increase its value for convenience and good service of an impressive travel experience.

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Table 4.2: Purchase Intention of 400 respondents

Do you intend to use the service as your first choice after the completed China-Laos-Thailand high-speed railway has been over? (Expected in 2029)	Frequency	Percent
(1) Yes	329	82.25
(2) No	71	17.75
Total	400	100.00

4.2 Factors affecting the selection of the China-Laos-Thailand high-speed train service.

Table 4.3, shows the level of importance of product factors to the decision of the sample group found that all 400 samples of the group rated significantly to the overall product factor at a high level (total average of 3.83), with the highest in the subject regarding the comfort of seats inside the train.

The intentional group of 329 people rated the overall picture of the product factor at a high level (total average of 3.85). The findings found that the comfort of seats inside the train of each question item rated highest and as important level (average 4.28), while the rest is at high.

The group of 71 who did not show intention to the overall product factor at a high level (total average 3.73) found that there is a plug for charging the phone of each question item rated an average of 3.97 as the highest. And all questions are as important at a high level.

When considering the importance of those who expressed their intention to choose the China-Laos-Thailand high-speed rail service as the first option, it found in order of importance in product decision-making with a high to low average, is as follows:

1) The comfort of seats inside the train (Average 4.28)

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2) Inside the carriage, food and beverages are available for sale (Average 4.23)

3) There are comfortable and sufficient flush toilets available (Average 4.14)

4) There is a plug for charging the phone (Average 4.13)

5) There are hot and cold-water dispensers available (Average 4.07)

6) Spacious foot space (Average 4.00)

7) Convenience of food trays (Average 3.96)

8) Able to bring food and eat by yourself (Average 3.95)

9) There is a sink to wash your face conveniently and sufficiently (Average 3.75)

10) Employees who can communicate in Chinese (Average 3.71)

11) Employees can communicate in English (Average 3.65)

12) Easy travel planning made (Average 3.63)

13) Relatively high security. No risk of accidents when traveling on high-speed trains (Average 3.59)

14) Employees help solve problems for passengers (Average 3.56)

15) Providing service with courteous staff (Average 3.48)

16) See beautiful scenery while traveling by high-speed train (Average 3.45)

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Table 4.3: The level of importance of product factors on the decision-making of the sample.

Product	The group showing intention n=329			The group that does not show intention n=71			Total Number n=400		
	x	S.d.	Priority	x	S.d.	Priority	x	S.d.	Priority
The comfort of seats inside the train	4.28	0.96	High	3.83	1.21	High	4.20	1.02	High
Convenience of food trays	3.96	1.06	High	3.72	1.16	High	3.92	1.08	High
Spacious foot space	4.00	1.08	High	3.76	1.19	High	3.96	1.11	High
There is a plug for charging the phone	4.13	1.01	High	3.97	1.15	High	4.11	1.04	High

(Continued)

Table 4.3 (Continued): The level of importance of product factors on the decision -making of the sample.

Product	The group showing intention n=329			The group that does not show intention n=71			Total Number n=400		
	x	S.d.	Priority	x	S.d.	Priority	x	S.d.	Priority
Inside the carriage, food and beverages are available for sale	4.23	0.99	High	3.80	1.10	High	4.15	1.02	High
Able to bring food and eat by yourself	3.95	1.04	High	3.54	1.30	High	3.88	1.10	High
There are hot and cold-water dispensers available	4.07	1.09	High	3.73	1.18	High	4.01	1.12	High
There are comfortable and sufficient flush toilets available	4.14	1.03	High	3.72	1.17	High	4.06	1.07	High
There is a sink to wash your face with convenience and sufficiency	3.75	1.17	High	3.79	1.08	High	3.76	1.16	High
Providing service with courteous staff	3.48	1.20	High	3.68	1.20	High	3.51	1.20	High
Employees help solve problems for passengers	3.56	1.15	High	3.58	1.25	High	3.56	1.16	High
Employees can communicate in English	3.65	1.14	High	3.82	1.15	High	3.68	1.14	High
Employees who can communicate in Chinese	3.71	1.15	High	3.77	1.15	High	3.72	1.15	High
See beautiful scenery while traveling by high-speed train	3.45	1.20	High	3.59	1.25	High	3.48	1.21	High
Relatively high security. No risk of accidents when traveling on high-speed trains	3.59	1.16	High	3.63	1.26	High	3.60	1.18	High
Easy travel planning made	3.63	1.16	High	3.66	1.17	High	3.63	1.16	High
Total average	3.85	0.74	High	3.73	0.80	High	3.83	0.75	High
The comfort of seats inside the train	4.28	0.96	High	3.83	1.21	High	4.20	1.02	High
Convenience of food trays	3.96	1.06	High	3.72	1.16	High	3.92	1.08	High
Spacious foot space	4.00	1.08	High	3.76	1.19	High	3.96	1.11	High
There is a plug for charging the phone	4.13	1.01	High	3.97	1.15	High	4.11	1.04	High

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Table 4.4, shows the level of importance of the price factor to the decision of the sample group found that all 400 samples group rated significantly to the overall price

factor at a high level (Total average of 3.72), and the highest regarding the value of the ticket price compared to the quality of service received.

The group showing the intention of 329 people rated significantly to the overall price factor at a high level (total average of 3.72), with the first three samples at the highest level closely regarding the value of the ticket price when compared to the quality of service received (average 3.86), being able to travel to every local area with a high-speed railway station in the region of Laos (average 3.85) and the travel experience of meeting, talking, and getting to know many people (average 3.81) with all questions survey items being of high-level importance.

The 71-people group with no intention rated significantly to the overall price factor at a high level (total average of 3.70), with each question survey item scored at the highest level (average 3.96) regarding the value of the ticket price compared to the quality of service received with all questions survey items being of high-level importance.

When considering the importance of those who expressed their intention to choose the China-Laos-Thailand high-speed rail service as the first option, it found in order of importance in price decision-making with a high to low, is as follows:

1) The value of the ticket price compared to the quality of service received (Average 3.86)

2) The value of the ticket price compared to being able to travel to every local area with a high-speed railway station in the region of Laos (Average 3.85)

3) The value of the ticket price compared to the travel experience from the meeting, talking and getting to know many people (Average 3.81)

4) The value of travel planning is convenient and economical (Average 3.75)

5) The value of the ticket price compared to safety. Not as prone to accidents as the way to drive a caravan (Average 3.71)

6) The value of the ticket price compared to the sightseeing experience (Average 3.63)

7) The value of the ticket price compared to the convenience, speed, and punctuality (Average 3.61)

8) The value of the ticket price compared to being able to travel to every local area that has a high-speed train station thoroughly in the region of Thailand (Average 3.52)

Table 4.4: The level of importance of the price factor in the decision-making of the sample.

Price	The group showing intention n=329			The group that does not show intention n=71			Total Number n=400		
	$\bar{x}$	S.d.	Priority	$\bar{x}$	S.d.	Priority	$\bar{x}$	S.d.	Priority
The value of the ticket price compared to the quality of service received	3.86	1.05	High	3.96	0.99	High	3.88	1.04	High
The value of the ticket price compared to the convenience, speed, and punctuality	3.61	1.09	High	3.45	1.07	High	3.58	1.09	High
The value of the ticket price compared to the sightseeing experience	3.63	1.07	High	3.68	1.14	High	3.64	1.09	High
The value of the ticket price compared to the travel experience from meeting, talking, and getting to know many people	3.81	1.03	High	3.76	1.09	High	3.80	1.04	High
The value of the ticket price compared to being able to travel to every local area with a high-speed railway station in the region of Laos	3.85	1.03	High	3.90	1.11	High	3.86	1.04	High
The value of the ticket price compared to being able to travel to every local area that has a high-speed train station thoroughly in the region of Thailand	3.52	1.09	High	3.48	1.19	High	3.51	1.11	High
The value of the ticket price compared to safety. Not as prone to accidents as the way to drive a caravan	3.71	1.06	High	3.63	1.09	High	3.69	1.07	High
The value of travel planning is convenient and economic.	3.75	1.08	High	3.70	0.98	High	3.74	1.06	High
Total average	3.72	0.83	High	3.70	0.81	High	3.72	0.82	High

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Table 4.5, shows the level of importance of the place factor to the decision of the sample group found that all 400 samples group rated significantly to the overall place factor at a high level (Total average of 3.81), and the highest regarding buying tickets at the point of sale, various steps are convenient, fast, and without redundancy (Average 3.98)

The group showing the intention of 329 people rated significantly to the overall place factor at a high level (total average of 3.79), with the first three samples at the highest level closely regarding buying tickets at the point of sale, various steps are convenient, fast without redundancy (Average 3.96), spacious convenience of each station during the journey (Average 3.95) and tickets can be refunded in full in due time (Average 3.83) with all questions survey items being of high-level importance.

The 71-people group with no intention rated significantly to the overall place factor at a high level (Total average of 3.90), with each question survey item scored at the highest level (average 4.10) regarding tickets can be refunded in full in due time with all questions survey items being of high-level importance.

When considering the importance of those who expressed their intention to choose the China-Laos-Thailand high-speed rail service as the first option, it found in order of importance in place decision-making with a high to low, is as follows:

1) Spacious convenience of each station during the journey (Average 3.95)

2) Tickets can be refunded in full in due time (average 3.83)

3) Each station is in a strategic location I would like to visit (Average 3.80)

4) The balance of modernity and uniqueness in each station's decoration (Average 3.73)

5) There is an online channel to buy tickets (average 3.66)

6) Pre-purchase, various steps, convenient and fast. No redundancy (Average 3.60)

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Table 4.5: The level of importance of the place factor in the decision-making of the Sample.

Place	The group showing intention n=329			The group that does not show intention n=71			Total Number n=400		
	$\bar{x}$	S.d.	Priority	$\bar{x}$	S.d.	Priority	$\bar{x}$	S.d.	Priority
Buying tickets at the point of sale,various steps are convenient, fast and without redundancy	3.96	1.00	High	4.07	1.09	High	3.98	1.02	High
Pre-purchase, various steps, convenient and fast. No redundancy	3.60	1.14	High	3.72	1.08	High	3.62	1.13	High
There is an online channel to buy tickets	3.66	1.13	High	3.76	1.14	High	3.68	1.13	High
Tickets can be refunded in full in due time	3.83	1.06	High	4.10	1.08	High	3.88	1.07	High
Spacious convenience of each station during the journey	3.95	1.05	High	3.94	1.13	High	3.95	1.06	High
The balance of modernity and uniqueness in each station's decoration	3.73	1.15	High	3.80	1.13	High	3.75	1.14	High
Each station is in a strategic location I would like to visit	3.80	1.09	High	3.87	1.09	High	3.81	1.09	High
total average	3.79	0.85	High	3.90	0.91	High	3.81	0.86	High

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Table 4.6, shows the level of importance of the promotion factor to the decision of the sample group found that all 400 samples group rated significantly to the overall promotion factor at a high level (Total average of 3.98), with the first three samples at the highest level closely regarding online promotion via WeChat (Average

4.15), online promotion with Toutiao (Average 4.13), and online promotion with Douyin (Average 4.07), with all questions survey items being of high-level importance.

The group showing the intention of 329 people rated significantly to the overall promotion factor at a high level (Total average of 4.00), with the first three sample at the highest level closely regarding online promotion via WeChat (Average 4.18), online promotion with Toutiao (average 4.14), and online promotion with Douyin (average 4.10), with all questions survey items being of high-level importance.

The 71-people group with no intention rated significantly to the overall promotion factor at a high level (Total average of 3.85), with each question survey item scored at the highest level (average 4.07) regarding online promotion with Toutiao with all questions survey items being of high-level importance.

When considering the importance of those who expressed their intention to choose the China-Laos-Thailand high-speed rail service as the first option, it found in order of importance in promotion decision-making with a high to low, is as follows:

1) Online promotion via WeChat (average 4.18)
2) Online promotion with Toutiao (average 4.14)
3) Online promotion with Douyin (average 4.10)
4) Promotion by influencer review (average 4.02)
5) Discounts for ticket holders who travel to all stations in Thailand (average 3.98)
6) Online promotion via Weibo (average 3.94)
7) Online promotion with Xiaohongshu (average 3.85)
8) Online promotion with Youku (average 3.80)

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Table 4.6: The level of importance of the promotion factor in the decision-making of the Sample.

Promotion	The group showing intention n=329			The group that does not show intention n=71			Total Number n=400		
	$\bar{x}$	S.d.	priority	$\bar{x}$	S.d.	priority	$\bar{x}$	S.d.	priority
Online promotion via WeChat	4.18	0.97	High	3.97	1.12	High	4.15	1.00	High
Online promotion with Xiaohongshu	3.85	1.03	High	3.75	1.05	High	3.84	1.03	High
Online promotion via Weibo	3.94	1.04	High	3.66	1.13	High	3.89	1.06	High
Online promotion with Douyin	4.10	1.01	High	3.92	1.09	High	4.07	1.02	High
Online promotion with Toutiao	4.14	0.96	High	4.07	1.09	High	4.13	0.98	High
Online promotion with Youku	3.80	1.11	High	3.68	1.16	High	3.78	1.12	High
Discounts for ticket holders who travel to all stations in Thailand	3.98	1.05	High	3.83	1.06	High	3.95	1.05	High
Promotion by influence review	4.02	1.01	High	3.87	1.13	High	4.00	1.04	High
total average	4.00	0.79	High	3.85	0.90	High	3.98	0.81	High

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CHAPTER 5
DISCUSSION

The objectives of this study are to investigate the purchase intention of Chinese consumers in choosing the China-Laos-Thailand high-speed rail service as the first choice and to study the importance of decision-making for the China-Laos-Thailand high-speed rail according to marketing mix factors. The scope of the conceptual content is variables related to purchase intention by choosing the China-Laos-Thailand high-speed rail as the first choice in travel, and marketing mix factors 4 P's consisting of Product, Price, Place, and Promotion.

How to collect data by using questionnaires as a data collection tool from online channels as the primary data taking into account the quality of the questionnaire by creating questions that cover the study objectives, and find quality in terms of content validity for an independent research advisor to review employed to test and find the confidence value of the questionnaire before using it, showing Cronbach's alpha coefficient of 0.962 analyzed from collected data. The sample group was Chinese 400 convenience sampling and additional interviews about the decision to choose and not to choose the China-Laos-Thailand high-speed rail service as the first choice after the completed construction is over in 2029 and when traveling to Thailand from 4 respondents.

The implementation of questionnaire data analysis is descriptive statistics: frequency, percentage, mean, and standard deviation. Criteria for interpreting mean results from H Alkharusi (2022) are as follows:

1) Mean range 4.24 – 5.00, the most significant level
2) Mean range 3.43 – 4.23 very prominent level
3) Mean range 2.62 – 3.42, the medium scale of significance
4) Mean range 1.81 – 2.61, low level of importance
5) Mean range 1.00 – 1.80 lowest level of importance

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In this chapter, a summary of study results, discussions, and recommendations are as follows:

5.1 Summary of study results

5.1.1 Respondent's data

The sample groups were men and women close to each other, with 52.75% male, 47.25% female, most of them aged 21-40 years old, 47.25%, followed by 41-60 years old, 31.25%, and 60 years or older. 12.25% and under 20 years old 9.25% Most of them had traveled to Thailand 59.75% but still not sure if they will travel to Thailand soon traveling this fast, 18.50 percent and most of them had heard the news about the China-Laos-Thailand railway often, 66.75 percent.

5.1.2. Purchase Intention of Chinese Consumers in Choosing China-Laos-Thailand high-speed rail Service as the first choice.

Most of the sample group, more than 329 people, representing 82.25 percent, intend to use this service as their first choice after the China-Laos-Thailand high-speed train completion.

From additional interviews, interviewees expressed interest or intended to choose China-Laos-Thailand high-speed rail service as the first choice and found that interested people expect new and impressive travel experiences. Meet fellow travelers who love to travel from various countries, have enough time to get to know each other, and exchange ideas and experiences with each other, which cannot seek from traveling with an airline and taking from visiting that can be stopped along the way at various stations throughout the journey. It is comfortable to travel. There are experts to control the trips without exhaustion and risk of accidents if traveling by road on the R3A route, an international highway connecting Thailand - Laos - China with a distance of approximately 1,240 kilometers.

While the interviewees did not show interest or intend to choose the China-Laos-Thailand high-speed rail service as the first choice concluded that

traveling on the China-Laos-Thailand high-speed train is not that different from cross-border travel from China to Thailand in the old way traveling by airline, which is convenient, fast and inexpensive, and may change your mind if the price of a new alternative to the China-High Speed Rail between Laos and Thailand is not as different as it is, a more economical travel cost because it must be saver for traveling within Thailand and other expenses.

Therefore, there is still an opportunity to increase purchase intention in choosing to use the China-Laos-Thailand high-speed rail service as the first choice because Chinese people are familiar with taking high-speed trains for domestic and international transportation, links from the government encouraging people to take the electric train instead of buying their cars. Therefore, the price of electric train fares is reasonable. Therefore, most Chinese people choose to ride the electric train for transportation. To achieve the traveling project by encouraging Chinese people to use the China-Laos-Thailand high-speed rail service regularly as the first choice, it should be practical by promoting consumers to feel value for money at a reasonable price, adding value with convenience and good management, and providing an impressive travel experience to differentiate it from other travel channels.

5.1.3 Prioritizing the decision-making to use the China-Laos-Thailand high-speed rail service according to marketing mix factors.

1）Product marketing mix factors

The level of importance of product factors on the decision-making of the sample as a whole was at a high level. In particular, the comfort of train seats was the most valued feature by 329 purchase intention in product selection for the China-Laos-Thailand high-speed rail service as the first choice as 71 people did not show anticipation of having a plug for charging their phones, which is not the main feature of traveling across the country by high-speed train China-Laos-Thailand when compared to giving importance to those who intends to choose the China-Laos-Thai

high-speed rail service as the first choice. When ordering priorities to make product decisions with a high to low Average, it is as follows:

The comfort of seats inside the train (Average 4.28)

1. Inside the carriage, food and beverages are available for sale (Average 4.23)
2. There are comfortable and sufficient flush toilets available (Average 4.14)
3. There is a plug for charging the phone. (Average 4.13)
4. There are hot and cold-water dispensers available (Average 4.07)
5. Spacious foot space (Average 4.00)
6. Convenience of food trays (Average 3.96)
7. Able to bring food and eat by yourself (Average 3.95)
8. There is a sink to wash your face with convenience and sufficiency. (Average 3.75)
9. Employees who can communicate in Chinese (Average 3.71)
10. Employees can communicate in English. (Average 3.65)
11. Easy travel planning made (Average 3.63)
12. Relatively high security. No risk of accidents when traveling on high-speed trains (Average 3.59)
13. Employees help solve problems for passengers (Average 3.56)
14. Providing service with courteous staff (Average 3.48)
15. See beautiful scenery while traveling by high-speed train (Average 3.45)

2) Price marketing mix factors

The level of importance of the price factor on the decision-making of the sample as a whole was high. In particular, value for money compared to the quality of service received was the most significant feature among 329 purchase intention regarding the price of using Chinese-Laos-Thai high-speed rail services as the first choice, and 71 people who did not show their interest rated high on the same subject.

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Giving importance to those who show their demand to choose the China-Laos-Thai high-speed rail service as the first choice when ordering to prioritize pricing decisions with a high to low average, it is as follows:

1. The value of the ticket price compared to the quality of service received. (Average 3.86)

2. The value of the ticket price compared to being able to travel to every local area with a high-speed railway station in the region of Laos. (Average 3.85)

3. The value of the ticket price compared to the travel experience from meeting, talking, and getting to know many people (Average 3.81)

4. The value of travel planning is convenient and economical(Average 3.75)

5. The value of the ticket price compared to safety, not as prone to accidents as the way to drive a caravan (Average 3.71)

6. The value of the ticket price compared to the sightseeing experience (Average 3.63)

7. The value of the ticket price compared to the convenience, speed, and punctuality. (Average 3.61)

8. The value of the ticket price compared to being able to travel to every local area that has a high-speed train station thoroughly in the region of Thailand (Average 3.52)

3) Distribution channel factors

The importance of distribution channel factors in the decision-making of the sample is all at a high level. Especially when buying tickets at the point of sale, the steps are convenient, fast, and without redundancy. It was characteristic that 329 people of purchase intention valued the most distribution channels for choosing the China-Laos-Thailand high-speed rail service as the first choice, while 71 people did not show interest but focused on being able to return tickets at the total amount price in due time.

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Giving importance to those, who showed their anticipation to choose the China-Laos-Thai high-speed rail service as the first choice when ordering the significance of distribution channel decisions with a high to low average, it is as follows:

1. Buying tickets at the point of sale, various steps are convenient, fast, and without redundancy (Average 3.96)
2. Spacious convenience of each station during the journey (Average 3.95)
3. Tickets can be refunded in full in due time (Average 3.83)
4. Each station is in a strategic location I would like to visit (Average 3.80)
5. The balance of modernity and uniqueness in each station's decoration (Average 3.73)
6. There is an online channel to buy tickets (Average 3.66)
7. Pre-purchase, various steps, convenient and fast. No redundancy (Average 3.60)

4) （Marketing） Promotion Factors

The importance of marketing promotion factors in the decision-making of the sample is all at a high level. In particular, online promotion through WeChat, Toutiao, and Douyin was the promotion that 329 people of purchase intention paid the most attention to in terms of distribution channels to choose the China-Laos-Thailand high-speed rail service as the first choice. And 71 people who did not show their intentions gave high importance to promoting the same way.

Giving importance to those to choose the China-Laos-Thai high-speed rail service as the first choice when ordering the importance of marketing promotion decisions by average to least, they are as follows:

1. Online promotion via WeChat (Average 4.18)
2. Online promotion with Toutiao (Average 4.14)
3. Online promotion with Douyin (Average 4.10)
4. Promotion by influencer review (Average 4.02)

5. Discounts for ticket holders who travel to all stations in Thailand (Average 3.98)
6. Online promotion via Weibo (Average 3.94)
7. Online promotion with Xiaohongshu (Average 3.85)
8. Online promotion with Youku (Average 3.80)

5.2 Discussion and Results

It is an opinion from the sample spread among men and women approximately the same. In the age range of 21-60 years, a group of people of working age and travel consistent with Shu Boyang (2005), found from the analysis of outbound tourism in China and concluded that middle-aged and highly educated young people are the main consumer groups. According to the study, 82.25 percent of the sample group intended to use this service as their first choice after the completion of the China-Laos-Thailand high-speed railway, showing that the railway system between China-Laos-Thailand connecting Yunnan Kunming in China and Bangkok is the transport infrastructure that has a positive impact on economic growth in a region that has attracted Chinese attention because Thailand has developed in attracting a large number of domestic and international tourists from the rich tourism resources. Interestingly, China has always maintained a close relationship with Thailand tourism and exchange between Thailand and China. In line with Hou Xianrui's (2018), who studied Thailand's tourism resources and their development and utilization, analyzed it as Thailand is extremely rich in tourism resources and has relatively healthy tourism products: natural scenery, cultural tourism, handicraft products, and customs. The Thai government also attaches great importance to tourism development resources and promotion activities and strives to improve the infrastructure for the tourists' travel experience and take advantage of tourism resources.

In addition, the image of tourism in Thailand and Bangkok, such as the image of the environment Activities and attractions development and promotion of tourism

natural resources as well as providing various conveniences, safety for life and property during tourism hospitable people It is friendly under the economic and social development of the city. is a factor that positively affects the intention to travel, consistent with Zhou (2020) found that the positive image of the city before traveling It has a positive effect on the intention to travel. It makes tourists intend to be interested and wants to travel to that city. And also consistent with Chaulagain et al. (2019) found that the image of a country directly or indirectly affects the intention of international tourists to travel.

And it found that the China-Laos-Thailand high-speed train service is the development of transport infrastructure that Chinese tourists expect to experience in a new way, meet fellow travelers who love to travel from various countries, have enough time to get to know each other, exchange ideas and experiences with each other, which cannot seek from traveling with an airline and from traveling that can be stopped along the way at various stations throughout the journey. It is assessable to travel as the completion of the R3A route has previously connected land transportation between regions. But travelers must be tired of driving themselves, taking the risk of accidents if traveling by car on land. It is a more desirable choice because experiential tourism is alternative tourism that allows tourists to get involved with other people and in various activities enabling the exchange of learning experiences and ideas between them. As a result, tourists are impressed until there is a saying that sometimes money can't be exchangeable for good experiences. In line with Amadeus (2016) said, nowadays, tourists' travel behavior globally places more importance on the satisfaction of the experiences gained from tourism rather than giving. Regarding the preference for money-tradeable objects, tourists want tourism that can offer more adventurous and unique experiences. It has estimated that by 2025, the rate of tourist spending on tourism experiences will be approximately 55% higher than material tourism spending.

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The study found the purchase intention of Chinese consumers in choosing the China-Laos-Thailand high-speed rail service as the first choice partly due to product factors. The China-Laos-Thailand high-speed train service allows tourists to find travel experiences that can stop at various stations, corresponding with the macro-level travel intentions, meaning that vague travel motivations and visiting plans can be practical. The route is not a hassle, and the travel plan is flexible.

Yang Qin Qin et al. (2014) proposed that the travel intentions of tourists can fall into macro and micro levels, of which the macro involves vague travel motivations of tourists without specific places and time.

In addition, those who did not show interest or intend to choose the China-Laos-Thailand high-speed rail service as the first choice. There are concerns about the cost of travel if it is not more economical than traditional alternatives such as airline travel. It is unlikely worthwhile to change your mind with a new way or want to save on international travel expenses to pay for travel expenses in Thailand. The sample group saw that the cost was still higher than the cost of traveling within China, in line with Li Nan (2017) researching problems of Chinese tourists entering Thailand, found That one major problem is the unreasonable travel costs and unequal treatment, which is about switching costs of consumers in making decisions, or change from using the products or services of the original service provider to a new supplier of goods or services with similar products or services. It may be caused by habit, causing consumers to feel unwilling to switch to other products or services that meet the required needs. If there is not enough difference or motivation to change their mind, however, in this research, those who did not show interest or intend to choose the China-Laos-Thailand high-speed rail service as the first choice are a small sample group, with only 17.75 percent.

However, the results of this study suggest that Chinese people are used to taking high-speed trains for domestic transportation and international links because the government encourages people to take the electric train instead of buying a private car,

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and also used to travel and plans to travel in Thailand. Most of the sample group showed the purchase intention of Chinese consumers in choosing the China-Laos-Thailand high-speed rail service as the first choice, so if you want Chinese people to be willing to select the China-Laos-Thailand high-speed train service as the first choice. Those involved should manage it so that consumers can feel the value for money at a reasonable price, add value with convenience and good service, give an impressive travel experience, and give importance to all marketing mix factors in terms of Product, Price, Place (Distribution channels) and (Marketing) Promotion in parallel with the potential of consumers.

5.3 Recommendations for this Study

1) Product factor, those involved should consider the comfort of seats in the train facilities such as food and beverage services. There are clean, comfortable, and adequate bathrooms. There is a plug for charging the phone. There are hot and cold-water dispensers available.

2) Price factor, those involved should consider the value of the ticket price compared to the quality of service received, the ability to travel anywhere locally with regional high-speed train stations, travel experience from the meeting, talking, and getting to know many people, convenience, safety, and economy。

3) Place (Distribution channel) factor, those involved should consider the method of selling tickets at the point of sale to be convenient, fast, not redundant, ergo-friendly, and spacious, with a balance of modernity and uniqueness in decorating each station during the journey, and can request a full refund of the ticket within the specified time.

4) (Marketing) Promotion factor, those associated should consider online promotion through WeChat, Toutiao, and Douyin, and advertising by influencer reviews and discounts for ticket holders traveling at all stations in Thailand.

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5.4 Recommendations for further studies

1) Should study the guidelines for creating impressive travel experiences; a case study of the China-Laos-Thailand high-speed railway service to know the stations that consumers are interested in visiting, activities and attractions along the route of various stations, various experiences that consumers want to experience, and the value that consumers want to receive from travel. Such information can be feasible to increase the value of the China-Laos-Thailand high-speed rail service in the future.

2) Should study the promotion of the China-Laos-Thailand high-speed rail service in online channels via WeChat, Toutiao, and Douyin, and how the content should be adaptive to attract Chinese tourists to be interested in the China-Laos-Thailand high-speed rail service.

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APPENDIX

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QUESTIONNAIRE

THE INFLUENCE OF CHINA-LAOS-THAILAND RAILWAY CONSTRUCTION ON THE TOURISM ECONOMY OF THE TWO COUNTRIES

Part 1: Personal Information. Please choose a truthful answer.

1. Respondent's gender
   (1) male
   (2) female
2. Respondent's age
   (1) under 20 years old
   (2) 21-40 years old
   (3) 21-40 years old
   (4) 41-60 years old
   (5) 60 years or older
3. Have you ever traveled to Thailand?
   (1) Yes
   (2) Never
4. Do you like or want to go to Thailand soon?
   (1) I am planning.
   (2) I am still not sure.
   (3) I don't have any plans anytime soon.
5. Have you ever heard the news about the China-Laos-Thailand high-speed train?
   (1) often heard
   (2) not often heard
6. **Do you intend to use the service as your first choice after the completed?**

China-Laos-Thailand high-speed railway has been over? (Expected in 2029)

   (1) Yes
   (2) No

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Part 2: Factors affecting the selection of the China-Laos-Thailand high-speed train service. Please choose to match your priority as follows;

5: most important

4: Important

3: quite important

2: less important

1: no effect on me

Items	My priority of choice				
	5 most important	4 important	3 Quite important	2 less important	1 no effect on me
Product					
The comfort of seats inside the train					
Convenience of food trays					
Spacious foot space					
There is a plug for charging the phone.					
Inside the carriage, food and beverages are available for sale.					
Able to bring food and eat by yourself					
There are hot and cold water dispensers available					
There are comfortable and sufficient flush toilets available					
There is a sink to wash your face with convenience and					

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sufficiency.					
Providing service with courteous staff					
Employees help solve problems for passengers					
Employees can communicate in English.					
Employees who can communicate in Chinese					
See beautiful scenery while traveling by high-speed train					
Relatively high security. No risk of accidents when traveling on high-speed trains					
Easy travel planning made					
Price					
The value of the ticket price compared to the quality of service received.					
The value of the ticket price compared to the convenience, speed, and punctuality.					
The value of the ticket price compared to the sightseeing experience					
The value of the ticket price compared to the travel experience from meeting, talking, and getting to know many people.					
The value of the ticket price					

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compared to being able to travel to every local area with a high-speed railway station in the region of Laos.					
The value of the ticket price compared to being able to travel to every local area that has a high-speed train station thoroughly in the region of Thailand					
The value of the ticket price compared to safety.Not as prone to accidents as the way to drive a caravan					
The value of travel planning is convenient and economica					
Place					
Buying tickets at the point of sale, various steps are convenient, fast, and without redundancy					
Pre-purchase, various steps, convenient and fast. No redundancy					
There is an online channel to buy tickets					
Tickets can be refunded in full in due time					
Spacious convenience of each station during the journey					
The balance of modernity and					

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uniqueness in each station's decoration					
Each station is in a strategic location I would like to visit					
Promotion					
Online promotion via WeChat					
Online promotion with Xiaohongshu					
Online promotion via Weibo					
Online promotion with Douyin					
Online promotion with Toutiao					
Online promotion with Youku					
Discounts for ticket holders who travel to all stations in Thailand					
Promotion by influencer review					

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