

Behaviors and Expectation of Chinese Tourists towards Tourism Management in Bangkok

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Abstract— The objectives of this study are to study tourism behaviors of Chinese tourists and expectation of Chinese tourists towards tourism management in Bangkok. The research methodology was a quantitative research. The sample of this research was 400 Chinese tourists in Bangkok chosen by the accidental sampling and the purposive sampling. Inferential Statistics Analysis by using T-test statistics to analyze means differences between 2 groups of population and F-test statistics to analyze One-Way ANOVA. As for the results of this study the researcher found that Chinese tourists had expectation towards tourism management in Bangkok in term of tourism products in Bangkok at the high level with a mean of 4.00, price at the high level with a mean of 3.86, distribution channels/access to customers at the high level with a mean of 3.73 and term of promotion at the high level with a mean of 3.88.

Keywords— tourists' behavior, tourists' expectation, Chinese tourists.

I. INTRODUCTION

BANGKOK is a civilized capital where many tourists want to visit. Also, it is the most populous city of Thailand and has the longest name in the world, with a total area of 1,568.737 square kilometres and a population of over 5 million. That makes Bangkok become the primate city because the population in this city is 40 times of the most second populous city. Besides, Bangkok is ranked the most twelfth skyscrapers of the world and has many tourist attractions, for example, Grand Palace, Vimanmek Palace, and temples. Apart from this, there are a lot of important shopping places to attract foreign tourists. In 2012, the United Nations World Tourism Organization (UNWTO) ranked Bangkok number 10 of the world and number 2 of Asia for the most arrival city with more than 26.5 million tourists[1].

According to the Tourist Statistics, the top 10 international tourist arrivals to Thailand (by nationality) in April 2014 were China, Malaysia, Russia, Laos, the United Kingdom, Australia, Korea, India and Germany, respectively[2]. and in July 2014, there were 342,547 Chinese tourists arriving Thailand[3], which is always a largest number visiting Thailand. The reasons that Chinese tourists choose to visit Thailand because of tourist attractions differing from China, for example,

historical attractions, cultural attractions, natural attractions, cozy atmosphere, breath of air, sunlight and watercourse, as well as nightlife entertainment that are rarely found in their country. These makes them feel worthy. Besides travelling, they can go shopping, buy sacred objects, eat seafood or rare health food, such as, bird's nest and wild animals, all of which are inexpensive when comparing to in China.

Thai government tries to promote and build tourism image to every group of tourists. However, internal instability and various issues occurring with the tourists, i.e., tourist deception, zero dollar tour, culture shock of the local occasionally lead to a decreasing number of the tourists and result in some reactions among the local towards the tourists. As a result, the tourists probably feel dissatisfied and refuse to visit Thailand again. We cannot reject the tourists because they create a large amount of income and career opportunities [4]. Therefore, the researcher was interested in studying behaviors and expectation of Chinese tourists towards tourism management in Bangkok.

II. MATERIALS AND METHODS

A. Objective of Research

The objective of this research is to study tourism behaviors of Chinese tourists and expectation of Chinese tourists towards tourism management in Bangkok.

B. Research Methodology

The study on behaviors and expectation of Chinese tourists towards tourism management in Bangkok was a quantitative research by studying and collecting data from document research and survey research. This research mainly aimed to find the solutions to the problem of tourism behaviors of Chinese tourists.

In collecting data, the researcher divided the study into 2 parts: Part 1 was the document research or the secondary research concerning arrival of Chinese tourists, behaviors of Chinese tourists in Thailand, information on expectation's concept and theories, research related with Chinese tourists, behaviors and expectation towards tourism management in Bangkok; Part 2 was the survey research in collecting data on tourism behaviors and expectation towards tourism management in Bangkok by distributing the questionnaires to Chinese tourists.

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The questionnaire was used as the research instrument, divided into 3 parts: Part 1: Personal, social, and cultural information, Part 2: Questions on behaviors of Chinese tourists in Bangkok, and Part 3: Expectation of Chinese tourists towards tourism management in Bangkok. The sample of this research was 400 Chinese tourists in Bangkok by using Taro Yamane's formula[5] with the reliability of 95% and at the significant level of 0.05. The sample group was chosen by the accidental sampling and the purposive sampling.

After verifying the data collected from the questionnaire and completion, the researcher analyzed the data by computerized data processing. The statistical package was used in calculating the statistical values and testing the established hypotheses with the reliability of 95% and at the significant level of 0.05. The statistics used in analyzing the data were as follows :

I. Descriptive Statistics Analysis was used in describing the data by frequency, showing data in the form of table by percentage to explain personal, social and cultural information, i.e., gender, age, place of residence, educational level, occupation, income, family, and main objectives of tourism. Standard deviation and means were used to described interval scale data.

II. Inferential Statistics Analysis was used in comparing differences between personal, social and cultural information, i.e., gender, age, place of residence, educational level, occupation, income, family, and main objectives of tourism with behaviors of Chinese tourists in Bangkok and expectation of Chinese tourists towards tourism management in Bangkok by using T-test statistics to analyze means differences between 2 groups of population and F-test statistics to analyze One-Way ANOVA. When detecting differences, Scheffe's method was used to perform multiple comparisons for statistical analysis.

III. FINDINGS

In presenting results of data analysis and interpretation, the researcher analyzed and presented data in descriptive tables divided into 2 parts, that is,

Part 1: Descriptive analysis

I. Basic information of the respondents, i.e., gender, age, marital status, educational level, current position, and average monthly income.

II. Behaviors of Chinese tourists in Bangkok, i.e., number of visiting, objectives of visiting, the person visiting with, travelling preparation, place of residence, frequent duration of visiting, length of visiting, using service at the information center, impressive attractions, souvenirs, average expenses during travelling and re-visiting Bangkok.

III. Expectation of Chinese tourists towards tourism management in Bangkok, i.e., tourism products in Bangkok, price, distribution channels/access to customers and promotions.

Part 2: Inferential analysis to test hypotheses

Hypothesis 1: Basic information of the respondents, that is, gender, age, marital status, educational level, current position,

and average monthly income had effects to expectation of Chinese tourists towards tourism management in Bangkok.

Hypothesis 2: Basic information of the respondents, that is, gender, age, marital status, educational level, current position, and average monthly income had relations to behaviors of Chinese tourists in Bangkok.

I. Basic information of the respondents, i.e., gender, age, marital status, educational level, current position, and average monthly income was shown by frequency and percentage in Table I

TABLE I
NUMBER AND PERCENTAGE OF BASIC INFORMATION OF THE RESPONDENTS

Basic Information	Number	Percentage
Gender :		
Male	171	42.8
Female	229	57.3
Age :		
Less than 15 years old	13	3.3
15-25 years old	139	34.8
26-36 years old	112	28.0
37-47 years old	65	16.3
48-58 years old	50	12.5
More than 59	21	5.3
Marital Status :		
Single	157	39.3
Married	226	56.5
Divorce	17	4.3
Educational Level :		
Less than Secondary	14	3.5
Secondary	87	21.8
Bachelor's degree	233	58.3
Master's degree	48	12.0
More than Master's degree	18	4.5
Current Position :		
Student	98	24.5
Housewife	44	11.0
Government	42	10.5
Private Officer	93	23.3
Agriculturist	6	1.5
Retire	27	6.8
Freelance	70	17.5
Others	20	5.0
Average Monthly Income :		
Less than 3,000 yuan	104	26.0
3,001- 5,000 yuan	116	29.0
5,001-7,000 yuan	76	19.0
7,001-9,000 yuan	36	9.0
9,001-11,000 yuan	43	10.8
More than 11,000 yuan	25	6.3
TOTAL	400	100

II. Behaviors of Chinese tourists in Bangkok, i.e., number of visiting, objectives of visiting, the person visiting with, travelling preparation, place of residence, frequent duration of visiting, length of visiting, using service at the information center, impressive attractions, souvenirs, average expenses during travelling and re-visiting Bangkok was shown by frequency and percentage in Table II

TABLE II
NUMBER AND PERCENTAGE OF BEHAVIORS OF CHINESE TOURISTS
IN BANGKOK

Tourists' behaviors	Number	Percentage
Number of visiting :		
once	260	65.0
2-4 times	119	29.8
More than 5 times	21	5.3
Objectives of visiting :		
Relaxation	257	64.3
Honeymoon	45	11.3
Education	64	16.0
Relatives	11	2.8
Business	23	5.8
Person visiting with :		
Family	133	33.3
Friends	149	37.3
Lover	69	17.3
alone	49	12.3
Travelling preparation :		
Finding tourism information on their own	221	55.5
Buying Package Tour in China	172	43.0
Buying Package Tour in Thai	7	1.8
Place of residence :		
Beijing	41	10.3
Shanghai	69	17.3
Shenzhen	55	13.8
Guangzhou	69	17.3
Chengdu	35	8.8
Kunming	43	10.8
Xiamen	16	4.0
Guangxi	42	10.5
Others	30	7.5
Frequent duration of visiting :		
December - February	109	27.3
March - May	84	21.0
June - August	97	24.3
September - November	110	27.5
Length of visiting :		
1-3 days	99	24.8
4-6 days	184	46.0
7-9 days	83	20.8
More than 9 days	34	8.5
Using service at the information center :		
Everytimes	51	12.8
Sometime	152	38.0
Never	197	49.3
Impressive attractions :		
Wat Phra Kaew	106	26.5
Wat Pho	63	15.8
Khao San Road	44	11.0
China Town	20	5.0
Asiatique	25	6.3
Central World	36	9.0
Siam Square	31	7.8
Amusement Park/Zoo	15	3.8
Night Place	42	10.5
Others	18	4.5
Average expenses during travelling :		
Less than 5,000 baht	40	10.0
5,001 - 20,000 baht	151	37.8
20,001 - 40,000 baht	119	29.8
More than 40,001 baht	90	22.5

Re-visiting Bangkok :		
Certainly	162	40.5
Uncertainly	220	55.0
No come again	18	4.5
TOTAL	400	100

IV. RESULTS OF DATA ANALYSIS

I. Basic information of the respondents

Basic information of the respondents, that is, gender, age, marital status, educational level, current position, and average monthly income had effects to expectation of Chinese tourists towards tourism management in Bangkok in Table III

TABLE III
INFERENTIAL ANALYSIS TO TEST HYPOTHESES BETWEEN BASIC INFORMATION
AND EXPECTATION OF CHINESE TOURISTS

Basic information	Expectation Level of Chinese Tourists		
	x	S.D.	t/F
Gender			
Male	3.88	0.61	0.379
Female	3.86	0.51	
Age	3.87	0.56	0.548
Marital Status	3.87	0.56	0.228
Educational Level	3.87	0.56	3.979
Current Position	3.87	0.56	0.214
Average Monthly Income	3.87	0.56	1.127

From Table III Results of Analysis compare between Expectation and Basic Information with t-test and One Way Analysis of Variance : One Way ANOVA is accept Null Hypothesis and decline Alternative Hypothesis that mean Chinese Tourists have gender, age, marital status, educational level, current position, and average monthly income different, have not different in Expectation.

II.Expectation of Chinese tourists towards tourism management in Bangkok, i.e., tourism products in Bangkok, price, distribution channels/access to customers and promotions was presented by means and standard deviations in Table IV

TABLE IV
MEANS AND STANDARD DEVIATION OF EXPECTATION OF CHINESE TOURISTS
TOWARDS TOURISM MANAGEMENT IN BANGKOK

Expectation of Chinese tourists	Expectation Level		
	x	S.D.	Interpretation
Tourism products in Bangkok			
Attractive capital that they would like to visit once	4.14	0.70	high
Historically and culturally beautiful tourist attractions	4.00	0.66	high
Safe nightlife entertainment	4.06	1.66	high
Souvenir shops found easily	4.15	2.08	high
Various activities for tourists to do, such as, spa, Thai	4.07	0.71	high

traditional massage, and amusement park			
Clean and safe accommodations for tourists	4.02	0.71	high
Accommodations with fully equipped facilities	3.93	0.74	high
Hygienic food for consumers	3.95	0.74	high
Hot and spicy Thai food taste according to Thai style	3.89	0.76	high
Service providers having good behaviors and being honest to the tourists	3.92	2.09	high
Bangkokians having positive attitudes towards Chinese tourists	3.84	0.76	high
Bangkok having plans in systematically providing services to the tourists	4.02	2.61	high
Overall tourism products in Bangkok	4.00	0.59	high
Price			
Clear and accurate price tags	3.91	0.70	high
Informing price before providing services	3.81	0.74	high
Reasonable price of products and services	3.85	0.71	high
Overall price	3.86	0.59	high
Distribution channels/Access to customers			
Convenient and safe travelling in Bangkok	3.82	2.71	high
Clear, accurate and easily understandable guideposts	3.67	0.91	high
Sufficient tourist information staff	3.68	0.86	high
Service providers able to communicate with tourists understandably	3.75	0.85	high
Overall distribution channels/Access to customers	3.73	0.98	high
Promotion			
Arranging interesting tourism programs/package	3.87	0.77	high

s			
Continually holding activities in various kinds of festivals, such as, Songkran Festival, New Year Festival, Loy Krathong Festival and new activities for tourists	3.89	0.77	high
Overall promotion	3.88	0.70	high
Overall expectation of the tourists	3.87	0.56	high

V. DISCUSSIONS AND SUGGESTIONS

The research on expectation and behaviors of Chinese tourists towards tourism management in Bangkok could be discussed as follows:

1. The analysis on behaviors of Chinese tourists in Bangkok showed that most of them visited Bangkok for the first time with the objective of relaxation and travelling with friends. They prepared their travelling by searching information by themselves and their places of residence were Shanghai and Guangzhou. Time of duration they frequently travelled was between September and November for 4-6 days. Most of them never use the service at the tourist information center. The impressive attraction was Wat Phra Kaew. Mostly they bought bags, NaRaYa bags and crocodile leather bags as souvenirs. Average expenses were between 5,001 and 20,000 baht. Most of them were unusual whether they would visit Bangkok again. Export-Import Bank of Thailand (2013) [6] stated travelling with the tour group arranging the tour program was convenient readily provided accommodations and tour guides to facilitate in both languages and solving problems. The tourists who travelled to a foreign country for the first time chose to travel with the tour group. The tour group frequently brought the tourists to visit famous places, important attractions or popular attractions, followed by going shopping. Chinese tourists went shopping as the presents for their family, friends, and co-workers. The most popular luxury goods that well-off Chinese tourists bought were wrist watches and ornaments, followed by leatherwork, clothes, cosmetics and electronics appliances. Currently, more than 80% of Chinese tourists searched information on new destinations, accommodations and travelling from the internet, which was consistent with the research of Lei Jun (2010) [7] studying behaviors of Chinese tourists in Chiang Mai, Thailand. According to that research, Chinese tourists came from Shanghai, Guangdong, Beijing and Jiangsu, and more than half travelled with employees in the company and friends without using the service of the travel agency. On average, they travelled for 4 days for relaxation and sightseeing. Consistently, the research of Somying Thongprada (2010) studied on opinions and behaviors of 369 Thai tourists towards tourism in Ko Lan, Pattaya and found that they frequently travelled with at least two friends and more than half were impressed of beautiful scenery and wanted

to visit Pattaya beach again.

2. The analysis on expectation of Chinese tourists towards tourism management in Bangkok found that overall tourism products in Bangkok, price, distribution channels/access to customers and promotions had expectation at the high level. According to Oxford Advanced Learner's Dictionary (2000), expectation was a strong belief about the way something should happen or how somebody should behave. Sukhothai Thammathirat Open University (1997:18) stated expectation of clients that when clients contacted with any organizations or service businesses, they always expect to receive any of services. The service providers needed to acknowledge and learn about basic expectation, and survey specific expectation of clients to satisfy their needs, which created satisfaction among the clients. Consistently, the research of Somying Thongprada (2010) [8] on opinions and behaviors of Thai tourists towards tourism in Ko Lan, Pattaya found that the tourist had opinion on overall tourism appropriateness at the moderate level and they thought tourism resources were more appropriate than tourism services. Consistently, the research of Bhubate Prapharat (2010) [9] on tourism behaviors and opinions of Thai tourists towards tourism management at Pattaya Beach found that opinions on tourism management at Pattaya Beach was at the moderate level and wanted to be managed on service most, followed by personnel and places, respectively.

Cultural sensitivity could be both threat and opportunity that tourism industry should be consider, especially in the era of widely developed information technology. For example, Hong Kong began to face the problems when there were a lot of Chinese tourists visiting there.

Tourism entrepreneurs need to understand very well about important roles of this industry which has long been history and has reliable service quality.

According to the research of Hong Kong Polytechnic University, Yong Chen, the tourism researcher, described behaviors of Chinese tourists with 3 academic principles as follows:

1. Educational level stated that well-educated Chinese tourists would not be as rude as the lower-educated. This indicator showed that if Chinese tourists were from the middle age to the old age with lower education because China had to face with internal political issues. This probably led to them ruder than the new generation.

2. Disobedience and disregard of local customs or visiting places

3. Tourists did not obey laws nor follow rules and regulations of visiting places, lack of consciousness and tourism disciplines.

Research Suggestions

1. The results showed that most of Chinese tourists visited Bangkok for the first time with the objective of relaxation and travelling with friends. They prepared their travelling by searching information by themselves and their places of residence were Shanghai and Guangzhou. Time of duration they frequently travelled was between September and November for 4-6 days. Most of them never use the service at the tourist information center. The impressive attraction was

Wat Phra Kaew. Mostly they bought NaRaYa bags and crocodile leather bags as souvenirs. Average expenses were between 5,001 and 20,000 baht. Most of them were unusual whether they would visit Bangkok again. Therefore, the related units should have plans in providing the training to tourism companies to acquire tourism knowledge that changes from time to time, i.e., preparing information of tourism, tourism

duration, souvenir shops and service training for staff.

2. The results found that overall tourism products in Bangkok, price, distribution channels/access to customers and promotions had expectation at the high level. Therefore the related units should have plans in creating positive attitudes of Bangkokians towards Chinese tourists, providing clear price tags, clear, accurate and easily understandable guideposts and encouraging the tourism companies to arrange interesting and innovative tourism programs/packages.

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