

**A STUDY OF CHINESE TOURISTS' MOTIVATION, SATISFACTION, LOYALTY: THE CASE STUDY OF
BANGKOK, THAILAND**

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ACADEMIC YEAR 2018

ABSTRACT

As a significant proportion of national income, tourism is now playing an increasingly important role in the development of the Thai economy. The development of tourism not only increases tourism job opportunities for people, but also raises the GDP (Gross Domestic Product) of other related businesses. Thailand receives more and more foreign tourists every year, and China is one of the main sources of tourists. Bangkok, the capital of Thailand, has become the primary choice for Chinese tourists. In order to promote the steady growth of Chinese tourists entering the country and increase the consumption of tourists, the success of the tourism industry should be guided by a thorough analysis of tourist motivation, satisfaction and loyalty.

This study takes the mainland Chinese tourists visiting Bangkok as the survey object, adopts the empirical research method (questionnaires and interview), to analyze Chinese tourists' motivations, satisfaction and loyalty, in order to provide useful suggestions and references for the Thai government and tourism operators, to formulate effective marketing strategies.

In order to study tourist motivation, this investigation utilizes push and pulls motivation variables. The push motivation is related to internal motivation, while the pull motivation is associated with external forces. The integrated and simultaneous approach for measuring tourist satisfaction consists with the items of "expectation", "worthwhile to visit" and "comparison". The study of destination loyalty contains 2 variables which are "revisit" and "recommend to the other".

Consequently, tour managers should establish a higher tourist satisfaction level to create positive tourist behavior and create new motivation to simulate tourists to come back again, in order to improve and sustain destination competitiveness.

Keywords: Tourism motivation, Tourism satisfaction, Tourism loyalty, Chinese tourists, Bangkok

1. INTRODUCTION

Thailand's tourism is like those of many other countries, it has been one of important economic activity pillars boosting the country's economic growth and social development.

Thanks to the advantageous of geographical location, natural landscapes, richness of cultural

resources, attractiveness of Buddhist temples, beautiful Royal palaces, beautiful beaches and so on, help Thailand attract a large number of tourists year by year.

Thailand, as an important tourist country, its tourism industry is directly or indirectly associated with the economic development of the country. It is widely known that the service sector now has the biggest proportion in contributing highest GDP of the country, and the tourism industry contributes a big chunk to the service sector's GDP. The direct contribution of Travel & Tourism to GDP in 2017 was THB1, 433.5bn (9.4% of GDP). It is forecasted to rise by 7.8% and up to THB1, 545.2bn in 2018¹.



(Source: www.tradingeconomics.com: *Bank of Thailand*)²

Figure 1.1 Thailand Tourist Arrivals in millions (2008-2018)

The international arrival to Thailand from 2008 to 2018 shows a significant rise from 2008 onwards. If we take the year 2008 as an easy benchmark with 14.58 million visitors at the time, we reached 26.55 million visitors in 2013, an increase of 119.70%. Anyhow arrivals decreased by 6.54% during 2014, a year that saw massive political demonstrations, followed by the military taking over the government. Recovery occurred in the final quarter of that year, and 2015 saw a boom in arrivals, almost up to 30 million. In 2015 some segments of Thailand's hospitality industry enjoyed their best year in over two decades, according to the research firm STR Global³. Thailand closed with an overall hotel occupancy of 73.4%, an increase of 13.6% over 2014, as arrivals rose to near the 30 million mark, driven by demand from the Chinese

¹ Adapt from TRAVEL & TOURISM ECONOMIC IMPACT 2018 THAILAND: <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/thailand2018.pdf>

² Adapt from Trading Economics <http://www.tradingeconomics.com/thailand/tourist-arrivals>

³ Adapt from STR Global <https://www.strglobal.com/>

market. December 2015 was a particularly strong month as occupancy levels reached 77.4%, the highest level since 1995⁴. Also, according to the Thai Ministry of Tourism and Sports (MOTS)⁵, in 2016, the number of Thailand inbound tourists and tourism revenue increased significantly over the last year. In 2016, Thailand received 32.57 million inbound tourists, with an increase of 8.86% than last year's; inbound tourism revenue reached 1637.8 billion Baht, up 12.4% compared to 2015. International tourist arrivals rose 8.8% in 2017 to a record of 35.38 million, equivalent to half of Thailand's population. From 2012 onwards, China has been taking the top spot as far as providing tourists to Thailand, now way ahead of Malaysia in the second place.⁶ Thailand saw the tourism revenue of more than 1.8 trillion Baht (56 billion U.S. dollars) in 2017, a rise of nearly 12% from that of 2016, the Ministry of Sports and Tourism announced.

Malaysia ranks the second in international tourist arrivals to Thailand with an amount of more than 3.3 million, followed by South Korea with about 1.7 million visitors to the Kingdom, said the ministry.

Table 1.1

Top 5 Arrivals by Nationality (2008-2018)

Rank	Country or territory	Jan-Oct 2018 ^[44]	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
*	 ASEAN	8,248,775	9,119,941	8,658,051	7,886,136	6,641,772	7,282,266	6,281,153	5,594,577	4,534,235	3,968,579	3,971,429
1	 China	9,022,192	9,805,753	8,757,466	7,934,791	4,636,298	4,637,335	2,786,860	1,721,247	1,122,219	777,508	826,660
2	 Malaysia*	3,179,768	3,354,800	3,533,826	3,423,397	2,613,418	3,041,097	2,554,397	2,500,280	2,058,956	1,757,813	1,855,332
3	 South Korea	1,466,676	1,709,070	1,464,218	1,372,995	1,122,566	1,295,342	1,263,619	1,156,283	885,445	758,227	889,210
4	 Laos*	1,446,835	1,612,647	1,409,456	1,233,138	1,053,983	976,639	975,999	891,950	715,345	655,034	621,564
5	 Japan	1,353,301	1,544,328	1,439,629	1,381,690	1,267,886	1,586,425	1,373,716	1,277,893	993,674	1,004,453	1,153,868

(Source: "Visitor Statistics, 1998–2016". Department of Thailand Tourism)⁷

⁴ "Thailand's hotel occupancy hits 20-year high". eTN Global Travel Industry News. 2016-01-25. Retrieved 26 January 2016.

⁵ Adapt from Thai Ministry of Tourism and Sports (MOTS) http://www.mots.go.th/mots_en57/main.php?filename=index

⁶ Source : Ministry of Tourism and Sports

⁷ Adapt from "Visitor Statistics, 1998–2016". Department of Thailand Tourism

From table 1.1, we can see that China and Malaysia are the top 2 tourist source countries for Thailand. And Chinese tourists exceeded Malay tourists from 2013 and exceeded ASEAN tourists from 2016 onwards.

Statistics provided by the ministry, the amount of Chinese tourists has risen 11.97% and there was a jump of more than 15% in terms of their spending compared to the same period in 2016.

In the year 2013, Chinese visitors accounted for 27% of all foreign travelers to Thailand. Tourism is a pillar of the Thai economy and contributes some 9% to its GDP. In order to achieve the goal of steady growth in the number of Chinese tourists and their consumption, understanding the motivation, satisfaction, and loyalty of tourists is the key to profit creation.

Bangkok has become a premier destination choice for Chinese tourist. However, in order to continuously attract Chinese tourists to visit Thailand, it is important to understand the motivation, satisfaction, and loyalty of Chinese tourists visiting Thailand.

This study aims at investigating mainland Chinese tourists in Bangkok, understanding their motivation, and analyzing how the motivation affects their satisfaction and loyalty. Tourism planning and management is crucial in formulating strategies, and improving service quality and sustainability. Inskeep (1994)⁸ proposed that the tourism industry needs to consider two factors: supply factors and demand factors. Supply factors are tourism facilities, products, and services that are provided to the tourists, and the demand factor is the tourist itself. Therefore, understanding the tourists is an important task of tourist places., Thus the study of tourists' motivation, satisfaction, and loyalty has great significance, and it is very important for marketing strategies from Thai tourism industry.

The purpose of this study is to investigate the motivation, satisfaction, and loyalty of Chinese tourists in Bangkok, analyze the reasons, in order to provide a scientific basis and reference for the destination government and tourism operators, and formulate effective marketing strategies, and further improve the tourism popularity and competitiveness of Bangkok in the international tourism market.

⁸ Inskeep E. (1994) "National and regional tourism planning: methodologies and case studies", *Routledge*

2. LITERATURE REVIEW

2.1 Tourist Motivation

Motivation is the act or process of giving someone a reason for doing something. Travel motivation has long been the focus of tourism study as it is recognized as an essential part in understanding a tourist's dynamic behavior (Li and Cai, 2012)⁹. Iso-Ahola's¹⁰ theory asserts that personal escape, personal seeking, interpersonal escape, and interpersonal seeking motivate tourism and recreation.

2.2 Tourist Satisfaction

Satisfaction has been defined as the product /experience was at least as good as it was supposed to be, surprise inherent in product acquisition and/or consumption experience (Oliver 1981)¹¹. Researchers have further defined the concept of satisfaction from various perspectives in different contexts. Pizam (1978)¹² first proposes the concept of tourist satisfaction, that is, by comparing the expectations of visitors before and after the tour experience. If the pre-tour expectation is equal to post-tour experience or travel experience is greater than expected, that means the tourists are satisfied; Baker and Crompton (2000)¹³ sums up his previous research and idealizes the definition of tourist satisfaction. They asserts that tourist satisfaction is not just the satisfaction with landscape and ecological environment of the tourist destination, and the scope of tourist satisfaction should be extended to diet, accommodation, health, transportation, and other infrastructure construction: the construction of recreational tourism facilities, the quality of service in tourist destinations, and many other aspects. Tourist satisfaction requires comprehensive analysis and evaluation of tourist behavior.

2.3 Tourist Loyalty

Visitor loyalty is first borrowed from the concept of customer loyalty in consumer behavior. Tourism destinations, same as other consumer goods, have their unique properties and

⁹ Li, M. and Cai, L.A. (2012) "The Effects of Personal Values on Travel Motivation and Behavioral Intention", *Journal of Travel Research*, 51, 473-487.

¹⁰ Iso-Ahola S E, & Allen J R,(1982) "The dynamics of leisure motivation: The effect of outcome on leisure needs", *Research Quarterly for Exercise & Sport*.

¹¹ Oliver R L(1981) "Measurement and Evaluation of Satisfaction Processes in Retail Setting", *Journal of Retailing*.

¹² Pizam A, Neumann Y, and Reichel A(1978) "Dimensions of Tourist Satisfaction with a Destination Area", *Annals of Tourism Research*.

¹³ Baker, D.A., & Crompton, J.L. (2000) "Quality, satisfaction and behavioral intentions", *Annals of Tourism Research*.

images that can provide tourists with satisfying experiences, which ultimately lead to the loyalty of tourists. likely to revisit the same destination in the future, and will have the effect of word of mouth to attract other tourists to visit. To sum up, tourist loyalty is a high degree of trust and behavior of voluntary publicity after visitors fell highly satisfied with tourist destinations, tourism products, or service quality. Furthermore, loyal tourists will make such destinations or tourism products their first choice when making the tourism decisions in the future.

CHAPTER 3

QUESTIONNAIRE DESIGN AND DATA COLLECTION

3.1 Questionnaire Design

This chapter discusses the methods used in the collection and data analysis to answer the primary and secondary research questions of the study. It explains the research design, sampling techniques, and data collection methods used, and describe how the data collected from the research has been analyzed. Both qualitative and quantitative research methods have been used in carrying out this research. Literature review, interviews, and questionnaires have been applied for the purpose ..

Survey design:

- Sample: 200 Chinese tourists
- Bangkok: King Power Duty Free Complex, Grand Palace, Siam Square Asiatique night market
- Face-to-face street intercept survey (questionnaires)

Respondents: Chinese tourists and some Thai locals

This study designs the questionnaire based on relevant literature, research purposes, and the current situation of Bangkok, Thailand. The questionnaire is divided into basic information of respondents, travel motivation, satisfaction, and loyalty of the respondents. In addition, several respondents' data are measured with the Likert Scale. Each measurement item

is given five ranking scales, ranging from the strongest to the weakest, and these five intervals are ordinal variables.

The questionnaire first collects the basic information of the respondents, including gender, age, education, monthly income, times of visiting Bangkok, and the length of stay.

The second part is the investigation of the tourism motivation of the respondents; it is divided into push factors and pull factors. The push factors include 16 motivational measures, and the pull factors include 16 motivational indicators to investigate the tourism characteristics of Bangkok. The third part investigates the satisfaction of the tourists after the trip with 4 questions: "Do you think this trip to Bangkok is beyond your expectations", "Are you satisfied with this trip to Bangkok", "Do you think this trip is worthwhile", and "Do you think Bangkok is better than any other places you have visited". The last part uses 2 questions to assess the loyalty of the tourists: "This Bangkok trip is generally very good, you will come to Bangkok again" and "You will recommend friends or relatives to travel to Bangkok" to express the willingness to re-visit and recommend.

3.2 Data Collection and Analysis Methods

3.2.1 Questionnaire Distribution and Collection

This research takes Chinese tourists in Bangkok as the investigation object, invites tourists to take the questionnaire by using the random interception method. At the same time, in order to facilitate the communication with the interviewees, I asked Chinese friends to be my research assistants, and we sent out these questionnaires in three main tourist attractions of Chinese tourists (Grand Palace, Siam Commercial Center, and King Power Duty-Free Complex). The questionnaires were distributed between 2 and 4 February, 2017. The period covered a time when Chinese New Year was scheduled. A total of 200 questionnaires were sent out and 194 valid questionnaires were completed (Some of the respondents did not fill out the basic information). The response rate of this questionnaire is 97%, which is quite reasonable for this type of survey. The profile of respondents is detailed in the results section. Questionnaires in Chinese were used to make it easier for the Chinese tourists to understand, then all items in this survey were translated into English. In addition to the questionnaire survey, some Chinese

tourists from different cities were interviewed; results were used to further refine the questionnaires.

3.2.2 Data Analysis Methods

Evaluation has been carried out using interview, and questionnaire. The survey and interviews are used to collect qualitative data while questionnaires are used to collect both qualitative and quantitative data; thus the two will complement each other.

Descriptive statistical analysis

Descriptive statistical analysis is a statistical description of the relevant data of all the variables in this survey, including the frequency analysis of data, the trend analysis of data, the analysis of data dispersion, the distribution of data, and some basic statistical graphs. This method is used in this study to analyze the basic characteristics of respondents.

Likert scale, a rating system used in my questionnaires, is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly disagree," "disagree," "neither agree nor disagree," "agree," and "strongly agree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 1 = strongly disagree, 2 = disagree, and so on. The Likert scale is named for American social scientist Rensis Likert, who devised the approach in 1932.

Chapter 4

SURVEY RESULTS AND DISCUSSION

This section of the report describes the results of the questionnaire survey. It is divided into three sections. Section I outlines the demographic composition of the sample, including information pertaining to different aspects of their holiday such as length of stay and times of visit. Section II presents the satisfaction data with regards to each tourism object, and details the results pertaining to satisfaction with a range of activities visitors may have engaged in during their stay. This section reports on the memorable aspects of the visitors' stay. Also reported are the levels of satisfaction and the importance that respondents attach to different

aspects of their holiday. Finally, Section III reports on whether respondents are likely to return to Bangkok, recommend Bangkok as a tourist destination to others, and so on.

Questionnaire Analysis

4.1 Descriptive Statistical Analysis of Interviewees' Basic Data and Survey Data

The characteristics of respondents included gender, age, education level, current monthly income, visit times, and the length of stay. Based on the data obtained from the research, Statistical Product and Service Solutions (SPSS) software was used to carry out a descriptive analysis to find out the number of assignments and the percentage.

First of all, in terms of gender: the majority of the respondents were females, with 113 people, accounting for 58.24% of the total sample, and the males accounted for 41.76% of the total, with 81 people. There are more female than male Chinese tourists coming to Thailand. This may be because Chinese women have lower work pressure than men and prefer to travel more than men. Also may be due to the natural beauty, food, massage, and romantic images of Thailand, it is more likely to attract women tourists.

Secondly, in this study, the age range of Chinese tourists traveling to Thailand is divided into 5 age groups, which are 18 to 24, 25 to 34, 35 to 44, 45 to 54, and 55 years old or above. Among the 194 valid questionnaires, the number of people aged between 18 and 24 was 33, accounting for 17.01% of the total; the number of people aged between 25 and 34 was 94, accounting for 48.45% of the total; the number of people aged between 35 and 44 was 41, accounting for 21.13% of the total; 19 people were in the age group 4 (45-54 years old), accounting for 9.80% of the total; 7 people were in the age group 5 (55 years old or above), accounting for 3.61% of the total. Among the 5 age groups, the number of people aged 25-34 was the highest, followed by the age of 35-44, and the lowest one is the age group 5. The sample comprised a range of age groups with 18-44 years being the most dominant, especially those aged from 25 to 34, while Chinese tourists in age group 4 and 5 are less. This may be because tourists aged 18-44 is younger and more powerful compared to group 4 and 5, they have more energy and interest. Especially for visitors with an age of 25 to 34, composed of post-80s and post-90s, who are more willing to try and accept new things.

Thirdly, in terms of educational level of respondents, it was the highest in the number of undergraduates with 106 people, accounting for 54.64% of the total sample. There were 32 respondents who had a post-graduate degree or above, accounting for 16.49% of the total sample, and 40 respondents who had a college degree, which accounts for 21.13% of the total sample. The number of respondents with an educational level of high school or below is the minimum, with 16 people, accounting for 8.25% of the total sample.

Fourthly, in the aspect of monthly income, the largest number of respondents gets a monthly income of 8,001 Yuan and above, 71 individuals, accounting for 36.60% of the total sample. The monthly income of respondents from 2,001 to 5,000 Yuan accounted for 24.23% of the total sample, which were 47 people. The sample of individuals with monthly personal income of 5,001 to 8,000 Yuan accounted for 30.41% and 59 people. The least number of respondents with monthly income was less than 2,000 Yuan, 17 tourists, accounting for 8.76% of the total sample.

Fifthly, the times of Chinese tourists come to Bangkok is divided into 3 groups (1-3 times, 4-6 times, 7 times or above). Among the 194 valid questionnaires, the number of tourists who came to Bangkok for 1 to 3 times was 177, accounting for 91.24% of the total number; the number of tourists who came to Bangkok for 4 to 6 times was 9 and 4.64% of the total; the number of tourists who traveled in Bangkok for 7 times or above was 8 and it was 4.12% of the total. It can be seen from the times of Chinese tourists come to Bangkok, Chinese tourists are mainly concentrated in first to third times to visit Bangkok.

Finally, the length of Chinese tourists staying in Bangkok is divided into 4 groups (1 day or below, 1-3 days, 4-6 days, 7 days or above). Among the 194 valid questionnaires, the number of tourists staying in Bangkok within one day was 47, accounting for 24.22% of the total; the number of tourists staying in Bangkok for 1-3 days was 57, accounting for 29.38% of the total number of visitors; the number of visitors staying in Bangkok for 4-6 days is 90, accounting for 46.39% of the total. There is no Chinese tourist staying in Bangkok for 7 days or more in this questionnaire. Among the Chinese tourists who came to Bangkok, the majority of tourists stayed for 4-6 days. This shows that Chinese tourists tend to stay in Bangkok for a longer period of time, but not exceeding one week.

4.2 Tourism Motivation

4.2.1 Tourism Motivation (Push Factors)

In this study, a total of 16 motivation indicators were selected to describe the respondents' internal motivation .:

The highest mean value was “Desire to learn about the site’s folk customs” (M=4.16). For “Need a break & relax” (M=4.08) and “Experiencing new or different lifestyles” (M=4.08), the average of these two items are same. It shows that. Indeed, Thailand attracts Chinese tourists with unique customs and culture, making them want to experience the local Thai lifestyle. With the improvement of the living standard of the Chinese people and the increase in their income, people's desire to travel abroad has increased. As a neighboring country of China, Thailand attracts Chinese tourists with its unique customs and natural scenery. It makes Chinese tourists eager to learn Thai folk customs and experience Thai lifestyle. Most people are busy at work, so they hope to relieve pressure and get relaxation and rest while traveling.

The lowest mean values were "Visit relatives or friends" (M = 2.36) and “Religious adoration” (M = 2.73), and the average of these two items are below 3.0. It shows that, most Chinese tourists do not have many Thai relatives and friends, and do not visit Thailand for the purpose of visiting relatives and friends. As we all know, Thailand is a Buddhist country, however, Chinese tourists do not travel to Thailand for religious adoration. Most Chinese have no specific religious beliefs, so 70 respondents have maintained a neutral attitude in this item.

4.2.2 Tourism Motivation (Pull Factors)

In this study, 16 related pull motivational items were selected, involving the characteristics of Bangkok's attributes. As shown in the table 4.3, the overall average of pull motivational items was not significantly different, ranging from 3.16 to 3.85. Among them, the highest averages are “Delicious food” (M=3.85), “Friendly local people” (M=3.83), and “Buddhism” (M=3.79). This was followed by “Famous historical and cultural relics” (M=3.77)

and “Unique customs” (M=3.73). Obviously, famous historical and cultural relics, delicious local food, and unique local customs in Bangkok are the most attractive for Chinese tourists.

Almost all Chinese tourists have learned to say “sawadika” (hello) and “kob khun ka” (thank you) during their Thailand trip. Also, the local attractive tourism performance items are preferred by Chinese tourists, such as Thai boxing, Lady Boy Show, Thai massage and so on. Interestingly, “religious adoration” (M = 2.73) is a low in motivation push factors. Chinese tourists do not come to Bangkok for religious worship, instead they are attracted by the prevailing Buddhism (M = 3.79) in Thailand and enjoy the atmosphere of the country of Buddhism.

The lowest score is the “Developed metropolis” (M=3.16). Chinese tourists do not regard Bangkok as a developed metropolis, because of the untidy streets and inconvenient bus service. The Thai government should pay more attention to these shortcomings. Tourism publicity in Bangkok is not enough to attract Chinese tourists, which only got 3.21 among these items. Bangkok tourism advertising is not distinctive enough and do not notice by Chinese tourists in China’s domestic media.

Table 4.4 lists the statistics and mean value of respondents' tourism satisfaction. Overall, the average of the respondents' tourism satisfaction is 3.67, which has reached a relatively high level. Among them, the one with the highest degree of satisfaction was “Do you think this trip is worthwhile” with an average value of 3.94. “Are you satisfied with this trip to Bangkok” got 3.86. These indicate that Chinese tourists' motivation has been satisfied, whether in leisure and entertainment, life experience, food, and other aspects. For the other two items “Do you think this trip to Bangkok is beyond your expectations” and “Do you think Bangkok is better than any other places you have visited,” the mean values are 3.56 and 3.32 respectively. The results show that Chinese tourists have a higher level of satisfaction in these aspects. Bangkok needs to maintain and improve the satisfaction of tourists.

4.3 Tourism Satisfaction

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4.4 Tourism Loyalty

Table 4.5 lists the average and standard deviation of the variables of respondents' loyalty. The overall loyalty of respondents is 3.93, which is not significantly different from the tourists' satisfaction discussed above. The mean value of “This Bangkok trip is generally very good, you will come to Bangkok again” is 3.87, showing that respondents have a strong desire to visit Bangkok again. And “You will recommend friends or relatives to travel to Bangkok” has a mean of 3.98, showing that Chinese tourists have a positive desire to recommend Bangkok to their friends and relatives. Although the result shows relatively high revisit willingness and recommendation rate, the marketing work in Bangkok also needs to maintain the high degree of loyalty of tourists, and pay full attention to improve the loyalty of tourists.

In terms of pull factors, Bangkok's tourism promotions have not attracted the eyes of Chinese tourists ($M = 3.21$). However, after their trip, Chinese tourists have a strong willingness to recommend it to others. That means Bangkok tourism has enough advantages to attract Chinese tourists to revisit, but tourism promotion is not recognized by Chinese tourists. Thai Tourism Department should do more in tourism promotion, and making foreigners know more about Thai tourism.

4.5 Analysis of Survey Results

Tourism Motivation: through the survey and analysis, we found that gender, monthly income, age play the important roles in tourism motivation. Thus Thai Travel Authority should keep in mind and pay attention to maintain and improve each attractiveness for certain kind of tourists.

There are significant differences between gender income and age these three pull factors: “Delicious food”, “Convenient and cheap accommodation,” and “Buddhism”, indicating that different ages have different levels of emphasis on these pull factors.

Tourism Satisfaction: There is a significant difference between genders over the factor that “Do you think Bangkok is better than any other places you have visited”. Women are more likely to identify with this factor than men, and think that Bangkok is better than other similar places they have visited. Monthly income also has a significant difference in “Do you think this trip is worthwhile”. The monthly income below 2000 has lowest tourism satisfaction, and the monthly income between 2000-5000 has highest tourism satisfaction. It means that monthly income has a close relationship with tourism experience.

Gender and monthly income have significant interactions in “Are you satisfied with this trip to Bangkok?”. Women with monthly income below 2,000 Yuan feel lower satisfaction than men. However, women with monthly income between 2,000 and 5,000 have higher satisfaction than men.

Tourism Loyalty: Monthly income is significantly different in the “This Bangkok trip is generally very good, you will come to Bangkok again”, higher monthly income respondents have higher revisit rate.

There is a significant difference between ages and “This Bangkok trip is generally very good, you will come to Bangkok again”. The younger group has higher loyalty, indicating that Thai tourism is more popular among young people.

There is a significant difference between gender and "This Bangkok trip is generally very good, you will come to Bangkok again". Men are more likely to travel again than women.

All factors have no significant differences in "You will recommend friends or relatives to travel to Bangkok."

In addition to the questionnaire survey, The researcher has interviewed some Chinese tourists for the reason why they choose these items and why they are satisfied or dissatisfied in a particular item.

Interviews are particularly useful for getting the story behind a participant's experiences. The interviewer can pursue in-depth information on the topic. Interviews may be useful as a follow-up to certain respondents for questionnaires, e.g., to further investigate their responses. (McNamara, 1999)

The research has randomly conducted street visits of 10 Chinese tourists in King Power Duty Free Complex, Grand Palace and Asiatique night market.

The results showed that almost all Chinese tourists are highly satisfied with this trip to Bangkok, they are looking forward to revisiting and are willing to recommend Bangkok to their friends and relatives. Even though the purpose of this trip to Bangkok is different, most people have a positive evaluation of this Bangkok trip.

To investigate my topic, my interview posed 12 open-ended questions, such as impression of Thailand, unforgettable experience, favorite Thai food, and personal feeling in Bangkok.

When I ask about the first thing that is called to the minds when thinking of Thailand, the top five key elements are: a country of Buddhism, Lady boy show, abundant tropical fruits, Thai food and Beautiful islands and beaches. Buddhism has become a name card for Thailand, and attracts a large number of Chinese tourists. It is surprising that the key element ranked on the second is the Lady boy show, which has never been the tourism marketing focus of the Thai tourism authorities. Some negative impressions were also mentioned, e.g. riots and unstable politics.

There are many different travel purposes for respondents, some for sightseeing, holiday trips, shopping, and some for business trips. They said that Bangkok, as the capital of Thailand, is an important spot in their trip. There are various public transportation, delicious cuisines, colorful nightlife, numerous historic and cultural relics, friendly local people, countless night markets and roadside stalls, and convenient life in Bangkok. However, respondents also encountered some problems, safety issues, traffic jams, relatively dirty streets (especially cluttered wires everywhere), and the majority of shops cannot be paid by Wechat Pay, language barriers, and it is hard to take the bus in Bangkok. Some of these problems caused by the differences of culture and living habits between Thai and Chinese, but some of them can be

solved by the Thai government. At that time, Bangkok will attract and facilitate more Chinese tourists.

Chinese tourists have different experiences due to the different tourism motivations to Bangkok. Respondents raised some questions that were always encountered during their journey in Bangkok, but generally they were satisfied with this trip. In terms of tourism loyalty, respondents expressed that Bangkok is a good choice for shopping and as a transfer station to another Southeast Asia countries. Simple tourist visa procedures, convenient transportation, cost-effective tourism projects, and exotic customs make respondents willing to recommend Bangkok to the people around them.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This study takes the Chinese tourists in Bangkok as the research object and analyzes the motivation, satisfaction, and loyalty of tourism. In this study, the researcher used questionnaire survey to collect the required data, and applied statistical methods to analyze the useful samples:

5.1 Summary of Major Findings

Through this survey, we found the reasons Chinese tourists choose Thailand as a destination for overseas travel is mainly based on these following reasons: (1) Thai Chinese Cultural similarity.- Especially some culture of Thailand is influenced by Chinese culture to a great extent. Chinese tourists have a kind of cultural affinity for Thai culture. (2) The charms of numerous tourist attractions in Thailand. including natural resources. (3) The relatively low travel expenditure. (4) The relatively simple Thai tourist visa formalities. (5) The development of Thailand's tourism industry is relatively mature, with complete supporting facilities and convenient transportation.

Now, more and more Chinese tourists travel to Thailand, mainly due to the relatively high satisfaction of Chinese tourists to Thailand. The main factors affecting the satisfaction of

Chinese tourists are as follows: (1) Low cost. The exchange rate of Thai Baht and RMB is roughly 5:1. The exchange rate of RMB and Thai Baht is relatively stable. And in Thailand, the overall price level is relatively low, which also increases consumer satisfaction in Thai tourism. (2) Service satisfaction. Because the majority of Thai people believe in Buddhism, even faced with strangers, Thai people also would show the kindness with friendly smile . The relatively mature tourism industry and friendly locals make Chinese tourists feel at home, and give Chinese tourists a sense of satisfaction with Thailand's services. (3) The richness of tourism resources. The core of the tourism process is still the tourism resources. This are positive influence on the satisfaction of Chinese tourists, thus recommending. Chinese tourist's satisfaction with Thailand is affected by all of these factors. After they get higher tourism satisfaction, Chinese tourists will recommend traveling to Thailand to their friends and relatives.

Through the descriptive statistical analysis, in terms of demographic characteristics of tourists, there are more female respondents than male, accounting for 58.24% of the total sample; almost half of the respondents are between ages of 25-34, showing that the largest number of Chinese tourist in Bangkok is from a younger generation; most of respondents are undergraduates; most of them earn 8,000 Yuan or above monthly; 91.24% of the respondents have fewer visit times to Bangkok, between 1-3 times; more than 45% of respondents spent 4-6 days in Bangkok.

As for the\ tourism motivation, it is divided into push factors and pull factors, 16 variables respectively. On the one hand, Chinese tourists choose to travel to Bangkok want to experience different lifestyles and take a break. On the other hand, Bangkok attracts Chinese tourists with its hospitable people, famous historical and cultural relics, and delicious foods.

In terms of satisfaction, the statistical analysis of the overall average shows that Chinese tourists are highly satisfied with the tour, considering it a worthwhile trip. In terms of loyalty, statistical analysis shows that tourists have a higher chance of revisiting and will recommend it to others. In general, most of the respondents enjoyed their trip to Bangkok with high loyalty.

There is a significant positive correlation between tourism motivations (pushes and pull factors) and the satisfaction of the respondents, a stronger motivation leads to a higher degree of satisfaction. This result is consistent with Lee (2011), Wu (2007), Qu. (1999).

5.2 Recommendations

According to the tourism motivation, satisfaction, and loyalty model established in this study, it is known that the push and pull factors in tourism motivation have a positive and significant effect on the satisfaction of respondents, while the motivation and satisfaction of tourism also have a significant positive effect on the loyalty of Chinese tourists. Therefore, this study has the following suggestions for the relevant tourism authorities in Bangkok:

First, Besides the sightseeing in Bangkok, Thai Tourism Authority should facilitate some other tourism attractions like enable the Chinese tourists to enjoy and experience some Thai culture and local lifestyle and catering to the tourists' needs by developing more travel programs suitable for groups or family etc.,

Second, prepare more affordable accommodation facilities, pay more attention to Chinese dietary habits, train more Chinese language speaking personals to handle with some difficulties occurred during Chinese tourists' staying in Bangkok.

Bangkok's tourism has many advantages, such as convenient transportation and accommodation, delicious food, famous historical and cultural attractions, prosperous Buddhism, fancy shows, as well as big shopping malls, etc. When developing tourism in Bangkok, related departments should take full advantage of these tourism resources. It is necessary to build more affordable accommodation facilities, pay more attention to Chinese dietary habits, establish more convenient shopping centers, and set up tour commentary in tourist attractions. Although there is an increasing number of Chinese that can use English or Thai either as a working language or a tool for daily communication, Mandarin is much more preferred in searching, reading, and sharing information. To strengthen the Chinese training of service personnel can be a good way to improve Chinese tourists' satisfaction. In terms of the bus system, bus stops should be marked with detailed multilingual stops' information to facilitate tourists. Thai tourism depends on the Thai tourism authority's better understanding of the new needs of Chinese tourists by providing the right knowledge to the right people at the right time through the right forms.

Third, provide “new feelings for old places” for Chinese tourists who are revisiting in conjunction with Bangkok's tourism advantages. There are many unique festivals in Thailand; each festival has different meanings and activities. Therefore, travel agencies can develop more tourist routes and set up more programs for each festival in different times, to increase the experience of Chinese tourists, and ensure that they have different experiences each time they visit Bangkok.

Fourth, make greater efforts to publicize Bangkok. As Thai opera now attracts many Chinese audiences, travel agencies can develop related routes for them. These programs can take Chinese tourists to visit Thai opera theatres and enjoy beautiful natural scenery, cultural heritage, and unique customs. Tourism department can propose travel themes such as "Travel Bangkok with Thai stars" to increase their travel motivation. At the same time, Thai tourism department can conduct web promotion by establishing tourist websites in simplified Chinese, putting advertisements in Chinese mainstream social media (e.g. Wechat, Weibo, and QQ).

While the number of Chinese tourists continues to grow rapidly, many unexpected events have occurred in many places in Thailand in the recent years. For example, there have been safety and service quality issues, natural disasters, public health incidents, terrorist attacks, and political turmoil, etc. The relevant departments should pay more attention to the safety of tourists, and the two countries can jointly build emergency response cooperation mechanisms for tourism emergencies.

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