

Factors Affecting Tourist Behavior of Chinese Tourists Visiting Thailand by Themselves

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Abstract: *This studying to the behavior of Chinese tourists traveling to Thailand. And marketing mix factors affecting to behavior of Chinese tourists traveling to Thailand. Population and sample used in the study. The Chinese tourists come to Thailand by themselves without a travel agent. Scope of The content of the study on the composite factor. Product, Price, Place, Promotion, Process, People and Physical. And consumer behavior. Study on tourism spending in Thailand Tourist Attractions.*

The source of information about tourism. What time do you travel to Thailand Selecting a Place to Travel in Thailand Which of the following are you most impressed .This research is a quantitative research. Data collection tools are questionnaires and statistical analysis. Percentage mean (Mean) T-test (One-way ANOVA) Analysis and Regression The study found that 409 respondents were mostly female, 21-40 years old, graduated from upper secondary school / Monthly income Less than 20,000 Baht Government / State Enterprises Traveling behavior of Chinese tourists.

Most Chinese tourists travel to Thailand, spending about 4001-50000 Baht. Traveling to study religion and culture. Get information on TV / Radio travel information. Travel in Thailand with fans. Arrive at your own resort. It is impressive to travel to Thailand is a tourist attraction. The overall mean of the marketing mix factors. Products and services are at a high level of price. Marketing promotion The physical characteristics of the tourist attraction. And the service person. At the moderate level. Hypothesis Testing Results Personal factors of gender, age and occupation have different effects on the behavior of Chinese tourists traveling to different countries. Marketing Mix Factor Tourism fee is appropriate for quality. Tourism, travel and cleanliness of tourist attractions. Influence of tourist behavior on Chinese tourists traveling to Thailand.

Recommendations from the study. Travel operators should increase the creation and development of accommodations close to tourist attractions. There are a variety of styles. The price is easy to reach. To facilitate the Chinese tourists to use the service. Improve the quality of food, focus on cleanliness. The taste of Chinese tourists. Determine food prices for quality. To increase the satisfaction of Chinese tourists.

Keywords: *tourism behavior Chinese tourists Marketing Mix Factor*

1. Introduction

Nowadays, there are many people who like to travel around the world. For Thailand Named a country that is important in agriculture and industry. Especially the tourism industry, both Thai and foreigners are very interested. It is also a major income to the other. No matter what the tourist arrives.

And where to go It will encourage the product, service and management as follows. To attract tourists to come again. Domestic tourism will help to generate investment, produce goods and services, create jobs, create jobs and distribute income to all levels of the profession. One of the most popular tourist destinations is health tourism, as well as agricultural tourism, which promotes the development of new tourist attractions and the participation of communities in tourism management. In the form of cooperative development, tourism and community development is a tourist attraction, plus standard facilities. Security and protection of tourists. As well as accelerating the problem of tourists suffering seriously, which is a good policy for tourism development in Thailand? To complete the cycle and development to the next level of tourism and more importantly, to distribute income to the local. Make a better living of the local people obviously.

Tourism is a service industry that plays a key role in Thailand's financial system because it is the only value-added service provider in Thailand. It is also an industry that contributes to many other related businesses, such as hotels and restaurants, restaurants, souvenir shops and souvenir shops. Transportation, transportation, etc.,

which contributes to investment, employment and income distribution to the local. Foreign currency flows in foreign currency.

Thailand is a competitive tourism market with other tourist markets. For Chinese tourists, Thailand has a wide range of tourist attractions and natural resources. The unique culture of each country and the location of Thailand is not far from China. It does not take long. Thailand has become a destination for tourism in Thailand, and expanding direct flights from major cities in China to major tourist destinations in Thailand will further boost the Chinese tourist market. This is a high rate of success and is likely to generate income for tourism in Thailand. Study of Chinese tourists visiting Thailand and marketing mix factors that influence the behavior of Chinese tourists visiting Thailand. The information is used to develop and improve activities to stimulate tourism to attract more tourists to China to visit in Thailand.

2. Purpose of study

1. To study the behavior of Chinese tourists traveling to Thailand.
2. To study the marketing mix factors affecting the behavior of Chinese tourists traveling to Thailand.

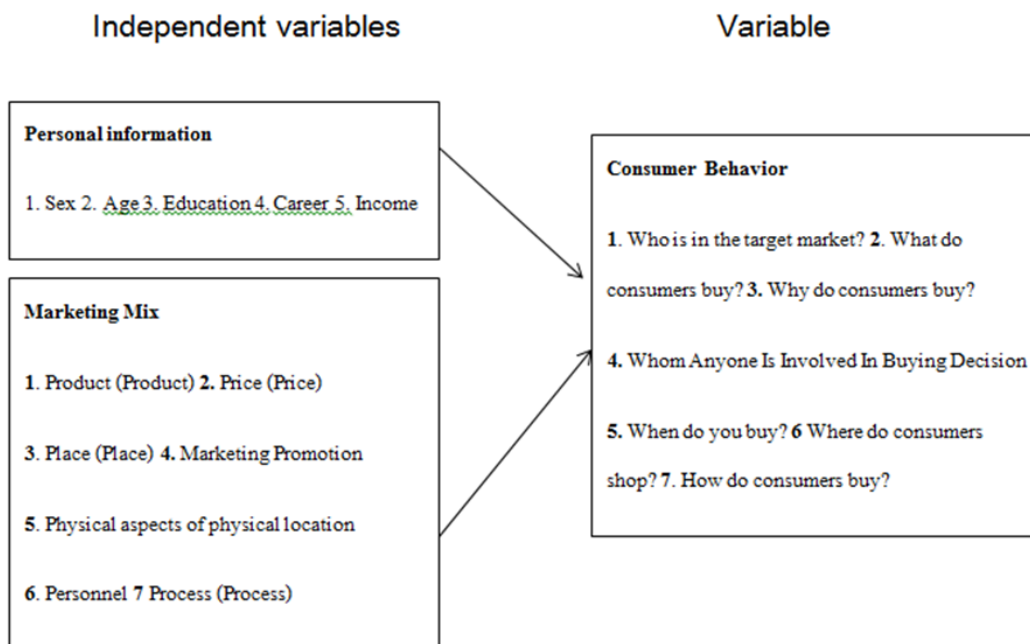
3. Scope of study

1. Content Study on marketing mix theory. Product, Price, Place, Promotion, Process, People, Physical and Consumer Behavior. Tourism spending in Thailand Tourist characteristics The source of information about tourism. What time do you travel to Thailand? Selecting a Place to Travel in Thailand Which of the following are you most impressed by

2. Population and sample used in the study. The Chinese tourists come to Thailand by themselves without a travel agent.

3. The duration of the study period between November BE2560 and BE2561.

4. Concept of formwork



5. Research Methodology

The questionnaire was used as a tool to gather data with 409 Chinese who had come to Thailand.

6. Data Collection Method

The method of data collection is the questionnaire was distributed to 409 Chinese tourists visiting Thailand. The questionnaire was then used to verify the accuracy of the questionnaire. And continue processing.

7. Data analysis

The questionnaire was analyzed by computer program by means of Percentage and Mean. Microsoft Excel program was used for creating pie chart and bar chart. Bar chart, with the description of the results from the chart presented for analysis by the characteristics of the variables. Statistics used in data analysis are statistics, percentage value. And the hypothesis was tested by ANOVA analysis and correlation Regression.

8. Research Results

8.1. Summary of Personal Information

There were 409 respondents. Most respondents were female, 21-40 years old. Lower Secondary / Upper Secondary Monthly income Less than 20,000 baht and government / state enterprise.

8.2. Behavior of Chinese tourist

Most Chinese tourists travel to Thailand, spending about 40001-50000 baht. Traveling to study religion and culture. Get information on TV / Radio travel information. Travel in Thailand with fans. Choose to stay at the resort is impressive to travel to Thailand is a beautiful tourist destination.

8.3. Marketing Mix Factors Affecting Chinese Tourism Consumption Behavior

Products and services were found. The overall mean of the significance level is very high. It places great importance on the safety of tourist attractions and reputable tourist attractions. Focus on the medium level. Variety of places

- In terms of price, it was found that the overall mean of the significance level was moderate. Focus on the high level of food prices with quality. At moderate level, the prices of goods in the tourist areas are appropriate and the rates of tourism services are appropriate for the quality.

- In terms of tourism, it was found that the overall mean of significance was moderate. Traveling convenience And accommodation near the tourist attractions.

- In terms of marketing promotion, the overall mean of the significance level was moderate, with a moderate level of significance.

- Presentation of tourist information in foreign countries. And allowing people to travel more abroad, respectively.

- The physical characteristics of the attractions. The overall mean of the significance level is moderate. Focus on the medium level. Impressions in the tourist attractions and impression services.

- Personality of service showed that the overall mean of the significance level was moderate. Guaranteed Satisfaction and good manners of the service staff, respectively.

- In the process, it was found that the overall mean of the significance level was moderate, Attractions And service satisfaction. The average level of cleanliness of the tourist attraction. A variety of tourist attractions and fast service. At low level with Food preferences in order

9. Hypothesis testing results

- **Hypothesis 1:** Different personal factors affect the behavior of Chinese tourists visiting Thailand. The ANOVA statistic showed that different factors of gender, age and occupation were different behavior of Chinese tourists visiting Thailand.

- **Hypothesis 2:** The marketing mix was related to the behavior of Chinese tourists visiting Thailand. The results of the tests using regression showed that the marketing mix factors affect the behavior of Chinese tourists coming to Thailand. Tourism, travel and cleanliness of tourist attractions. Influence the behavior of Chinese tourists visiting Thailand.

10. Discussion

Studying Factors affecting the behavior of Chinese tourists visiting Thailand. The participants discussed the following issues. Personal factors The level of sex and monthly income of Chinese tourists visiting Thailand varies. Comply with the research. prisna manpound(BE2557) Study on agro-tourism behavior. Maha Sawat Canal Nakhon Pathom The results showed that. Sex and average income per month of agricultural tourists. Maha Sawat Canal The difference in sex, age, occupation and monthly income of Chinese tourists visiting Thailand is different. This is consistent with the research. Sririrate Royprasart (2557) A study on the behavior and satisfaction of tourists on the management of ecotourism in Samrong, Suphanburi. The results showed that the level of sex, age, occupation and average monthly income of tourists on the management of the source. Ecotourism Market Hundred Years Suphan Buri is different.

Personal factors The age level of Chinese tourists visiting Thailand varies. This is consistent with the research. Watid Attisririwate (2551) Study on foreign tourist behavior in Thailand. The results showed that. There are only different age levels. Personal factors The level of occupation of Chinese tourists to Thailand is different. This is consistent with the research. Srrarate Makinpitrk (2549) A study of the behavior of Korean tourists visiting Pattaya. The results showed that. There are different occupations of Korean tourists visiting Pattaya.

Marketing Mix Factors Influence Tourism Visitor Behavior. Chinese to Thailand The price of travel services is appropriate Quality influences the behavior of Chinese tourists. Thailand is at a high level. Comply with the research. Saniya Tongnak (BE 2551) The marketing mix factors that influence the decision of the activity. The price of the quality of tourism travel affects the selection of tourists in Phuket. Very high Comply with the research. Numfung Jannoung (BE2555) A study of factors influencing the decision of Chinese tourists traveling to Thailand. It is found that the price factor in the price of tourist service is appropriate to the quality is related to the behavior of Chinese tourists to Thailand. Very high Marketing Mix Factors Influence the Behavior of Chinese Tourists in Thailand. The tourist attractions in the travel have influenced the behavior of Chinese tourists visiting Thailand. At the moderate level Comply with the results of the work.

Surapong Paimang (BE2550) Study Shopping Behavior The border market in Mae Sai, Chiang Rai. It was found that the tourist attractions in tourist attractions were related to tourist behavior. In the middle Marketing Mix Factors Influence the Behavior of Chinese Tourists in Thailand. The process of cleanliness of the tourist attraction. At the moderate level Comply with the research. Namfung Janmung (BE.2556) Study Factors influencing the decision of Chinese tourists to travel to Thailand. The process factors in the cleanliness of the tourist attraction were found. At the moderate level.

11. Suggestions for the following benefits

The study on factors affecting the behavior of Chinese tourists visiting Thailand. The researcher has suggested the following benefits.

1. The tourism business operators should improve the quality of food. Make the right food price.

2. Tourist Attractions Business travelers should have developed accommodations close to. With tourist attractions To facilitate the Chinese tourists feel comfortable. And provide a wide range of easy access to tourist attractions.

Process Business travelers should have food development. To improve the quality and deliciousness of Chinese tourists. And should be developed faster. For tourists to use the service does not have to wait a long time.

12. Next suggestion

- Qualitative studies should be conducted in depth interviews. In-depth-interviews in personnel at all levels related to the use of tourism services in Thailand.
- For this study. Selected Population-Specific Populations So for the next study. The population should change. To compare the results of the results analysis. For the benefit of bringing the result to a better implementation.

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