

CHAPTER 4

THE RESULTS OF DATA ANALYSIS

In this study on the problems of Thai tourism faced by Chinese tourists, the researcher has decided to divide the analysis of the data analysis into 2 parts, namely:

4.1 The results of quantitative analysis

4.1.1 General data of the questionnaires' respondents

4.1.2 Behavior of Chinese tourists who visit Thailand

4.1.3 The level of views toward the problem of Thai tourism in the Chinese tourists' views

4.1.4 Thai tourism's main attractions and impressive aspects in the eyes of Chinese tourists and some views on how to further develop Thai tourism.

4.2 The results of qualitative analysis

The important essence of each topic can be presented as follows:

4.1 The results of quantitative analysis

4.1.1 General data of the questionnaires' respondents:

The individual data of the group sample of the Chinese tourists who have visited Thailand consist of gender, age, level of education, occupation, and monthly income. The analysis of this data will provide an answer to the First Objective which the researcher has done an analysis on by using a basic statistical system, namely the percentage values. The details will appear in the following Tables 4.1 and 4.2.

Table 4.1 The number and percentage of the sample group as classified in accordance to their gender, age, and level education

General data	Number	Percentage
Gender		
1) Male	170	42.5
2) Female	230	57.5
Total	400	100.0
Age		
1) Under 30 years old	132	33.0
2) 30 – 50 years old	219	54.8
3) Over 50 years old	49	12.2
Total	400	100.0
Level of education		
1) Lower than Bachelor's degree	122	30.5
2) Bachelor's degree	217	54.3
3) Higher than Bachelor's degree	61	15.2
Total	400	100.0

As seen in Table 4.1, it was found from the sample group that male tourists consist of 42.5 percent while female tourists stand at 57.5 percent. This shows that at present Chinese women and men who have the opportunity to travel overseas have more or less the same ratio.

When we look at the age factor, it was found in the sample group that the female group mostly consists of women aged between 30 and 50 years old and they represent 54.8 percent of the total number. The next group consists of women aged under 30 years old or 33.0 percent. The group with the lowest ratio belongs to women aged over 50 years old and they represent 12.2 percent of the total number.

As for the level of education, it was discovered in the sample group that those with a bachelor's degree education represented the majority of the respondents, at 54.3 percent. The next group belongs to those with an education less than a bachelor's degree and higher than a bachelor's degree, namely at 30.5 and 15.2 percent respectively.

Table 4.2 The number and percentage of the sample group, classified according to their occupation and monthly income:

General data	Number	Percentage
Occupation		
1) Private company's employees / Self-employed / business owners	136	34.0

2) Civil servants. Employees of semi-government companies	136	34.0
3) Students	65	16.3
4) Others such as agricultures, fishermen, journalists, housewives, retirees.	63	15.7
Total	400	100.0
Monthly income		
1) Less than 2,000 Yuan	117	29.3
2) Between 2,001 and 10,000 Yuan	234	58.5
3) More than 10,000 Yuan	49	12.3
Total	400	100.0

From table 4.2 it can be seen that the professions of the sampling group are employees, private officials, private businessmen, operators and government officials, and government enterprise employees. All of these are in equal proportion at 34.0 per cent. Next are the professions of students who comprise 16.3 per cent. The rest of the sampling groups are in other professions, such as agriculture, fishing, mass media, housewifery and retirees which make up 15.7 per cent.

As for the salary, it was discovered that the largest part of the sampling groups have a salary in the range of 2,001-10,000 Yuan, which makes up 58.5 per cent. The next largest group has a salary range of less than 2,000 Yuan and 10,000 Yuan up comprising 29.3 per cent and 12.3 per cent respectively.

4.1.2 Tourism Behaviour in Thailand of the Chinese Tourist:

The analysis in this part is the analysis of data about behaviour of the sampling group of the Chinese tourists who traveled to Thailand. This analysis will lead to an answer in accordance with objective no.1 which comprises the travel routes into Thailand, the number of times they have traveled to Thailand, the characteristics of travel in the past, types of accommodation, types of food shops in Thailand that they have used, types of the most impressive tourist sites, types of goods they preferred to buy in Thailand, the source of their information on tourism in Thailand, the reasons for traveling to Thailand and the decision to travel to Thailand next time. The details are shown in table 4.3-4.22.

Table 4.3 Modes of traveling for a tour to Thailand

Mode of traveling into Thailand	Number	Percentage of respondents who answered the questionnaires(n=400)
---------------------------------	--------	--

1) By land	82	20.5
2) By sea	27	6.8
3) By air	385	96.3

From table 4.3, it is obvious that Chinese tourists who traveled to Thailand preferred to travel by plane the most, comprising 96.3 per cent. As for other means of travel, there are not many. They are by cars and boats comprising 20.5 per cent and 6.8 per cent respectively. However, if in the future there are links between important highways in the Khong River region, it may be possible that the Chinese tourists might use the highways to travel to Thailand more.

Table 4.4 The number of visiting to Thailand

The number of visits to Thailand by Chinese tourists	Number	Percentage of respondents who answered the questionnaires (n=400)
1) One time	307	76.8
2) 2 times	70	17.5
3) 3 times	12	3.0
4) More than 3 times	11	2.7
Total	400	100.0

From table 4.4 it can be seen that the Chinese tourists who traveled to Thailand for the first time comprise 76.8 per cent. However, 23.2 per cent of the tourists have traveled to Thailand more than once. The repetition of their trips to Thailand is an indication that they have a good impression of travel in Thailand.

Table 4.5 Travel style in visiting Thailand

Travel style in visiting Thailand	Number	Percentage of respondents who answered the questionnaires (n=400)
1) Come to visit alone or with relatives	106	26.5
2) Come in groups with the tour agency	249	62.3
3) Come to visit in both ways above	45	11.2
Total	400	100.0

From table 4.5 it is evident that the Chinese tourists preferred to travel to Thailand in groups with the tour companies the most, comprising 62.3 per cent. The next are those who traveled alone or came with relatives comprising 26.5 per cent and those who traveled both ways comprising 11.2 per cent.

Table 4.6 Types of accommodation

Types of accommodation	Number	Percentage of respondents who answered the questionnaires (n=400)
1) Guest houses	135	33.8
2) Dormitories	27	6.8
3) Hotels	235	58.8
4) Camping	6	1.5
5) Houses of relatives or acquaintances	25	6.3
6) Others	7	1.8

From table 4.6 it is evident that most Chinese tourists stayed in hotels comprising 58.8 per cent. Next they stayed in Bungalows / Guest houses comprising 33.8 per cent. As for the apartments / homes of relatives or acquaintances, including other kinds of accommodation, or camping, these were the least common comprising of 6.8, 6.3, 1.5 and 1.5 respectively.

Table 4.7 Types of food shop services

Types of restaurants that Chinese tourists visit	Number	Percentage of respondents who answered the questionnaires (n=400)
1) Restaurants serving Thai foods/local foods	291	72.8
2) Shops selling snacks/ice cream	55	13.8
3) Restaurants serving foods of various countries	128	32.0
4) Coffee-shops	78	19.5
5) Fast-food restaurants and food courts	107	26.8
6) Street trolley	50	12.5
7) Chinese restaurants	27	6.8

From table 4.7 it can be seen that Chinese tourists have tasted Thai foods and local foods the most, at a percentage of 73.8. Next is food shops of different nationalities comprising 32.0 per cent and fast food shops and food centers which make up 26.8 percent. Chinese food shops / restaurants comprise the least percentage of 6.8 per cent.

Table 4.8 Attraction sites in Thailand

Places of tourist attractions in Thailand	Number	Percentage of respondents who answered the questionnaires (n=400)
1) Natural destinations (mountains, waterfall, sea, wetlands etc.)	279	69.8
2) Places with historical background (temples, ancient places, museums, monuments)	346	86.5
3) Travel related to cultural arts and activities (cultural arts, traditions, and activities (traditional festivals, fun parks, visiting orchards, fields, sports, theatres, games)	222	55.5
4) Admiring and purchasing local products	144	36.0

From table 4.8 it can be seen that the places Chinese tourists preferred to travel were such places as historical places (temples, ancient places, museum, monuments) at 86.5 per cent. The next places they liked to visit were places in nature (mountains, waterfalls, seas, wetland forests etc.), places of cultural arts, traditions and activities (traditional festivals, fun parks, visiting orchards, fields, sports, theatres , games) and places to view local products and shop which made up 69.8,55.5 and 36.0 per cent respectively.

Table 4.9 The most impressive attraction sites:

Tourist sites which impress tourists most	Number	Percent of total number of respondents(n=400)
1) Natural destinations (mountains, waterfall, sea etc)	176	44.0
2) Places with historical background (temples, ancient places, museums, monuments.	147	36.8
3) Cultural arts, traditions, and activities (

traditional festivals, fun parks, visiting orchards, fields, sports, theatres , games)	52	13.0
4) Admiring and purchasing local products	24	6.0
5) Others	1	0.2
Total	400	100.0

From table 4.9 it is evident that, of all the places in Thailand that the Chinese tourists found most impressive are such places as nature tourism sites (mountains, waterfalls, sea, wetland forests etc.) at 44.0 per cent. Next are places such as historical attraction sites (temples, ancient places, museum, monuments) comprising 36.8 per cent. For the places of cultural arts, tradition, and activities (traditional festivals, fun parks, visiting orchards, fields, sports, theatres, games) and places to view local products, and shopping and other less impressive places are 13.0, 6.0 and 0.2 per cent respectively.

Table 4.10 Kinds of products that are popular for purchase in Thailand

Types of goods that Chinese tourists like to buy in Thailand	Number	Percentage of respondents who answered the questionnaires (n=400)
1) Clothes	146	36.5
2) Household furniture	64	16.0
3) Accessories	159	39.8
4) Leather goods	73	18.3
5) Medicine	74	18.5
6) Foodstuffs	45	11.3
7) Souvenirs/local handicrafts	240	60.0
8) Children's toys	23	5.8
9) Others	31	7.8

From table 4.10 it is evident that the goods Chinese tourists preferred to buy were local handicraft souvenirs comprising 60.0 per cent, decorative items comprising 39.8 per cent, and clothing apparel 36.5 per cent. Other types of products are less popular choices for purchase than those types mentioned before.

Table 4.11 Source of information about tourism in Thailand:

Source of information about tourism in Thailand	Number	Percentage of respondents who answered the questionnaires (n=400)
--	---------------	--

1) Acquaintances	245	61.3
2) Newspapers//magazines	109	27.3
3) Internet	197	49.3
4) Leaflets/brochures	72	18.0
5) Others	29	7.3

From table 4.11 it can be seen that the source of information from which the Chinese tourists learned about the Tourism Authority of Thailand was 61.3% from their acquaintances, from the Internet 49.3 percent, from newspapers / magazines 27.3 percent, and from samples / brochures at 18.0 percent. It should be noted that besides publicity from words of those who have visited Thailand, the publicity through the Internet was considered an interesting media that the government and the private sectors should use in their publicity for tourism in Thailand.

Table 4.12 Reasons for choosing to visit Thailand

Reasons for choosing to visit Thailand	Number	Percentage of respondents who answer the questionnaires(n=400)
1) Having relatives living in Thailand	61	15.3
2) Lower expenses when compared to other countries	104	26.0
3) Having many tourist attractions	197	49.3
4) Having a culture similar to China	70	17.5
5) Friends' suggestion	123	30.8
6) Others	24	6.0

From table 4.12 it can be seen that the reason that Chinese tourists chose to travel to Thailand is mostly because of its variety of tourist attractions, comprising 49.3 percent. Next was because of suggestions from others comprising 30.8 percent and the cheaper overall cost comprising 26.0 per cent. 17.5 per cent came due to similarities with Chinese culture, and 15.3 per cent due to having relatives in Thailand.

Table 4.13 Decision for travel to Thailand again

Decision to visit Thailand again on the next occasion	Number	Percentage of respondents who answered the questionnaires(n=400)
1) Will come again	351	87.8
2) Will not come again	49	12.3
Total	400	100.0

From table 4.13 it is clear that the majority of Chinese tourists expected to visit Thailand again, at a percentage of 87.8 per cent. For the other 12.3 it was expected that they would not come back again.

The reasons the sampling group would come back to visit Thailand again have been arranged from most pertinent to least as follows: the good impression of attraction sites both in culture and nature (n=49), the desire to visit other places that they had not visited this time (n=31), the good impression of shopping for inexpensive goods (n=10), the good impression of the services and of the good disposition of the Thai people (n=9), the convenience of transportation between Thailand and China (n=7), and others, such as the chance to find jobs / contact in business in Thailand (n=2)

The reasons that the sampling group decided not to come back to visit Thailand again may be due to their desire to visit other countries instead (n=6), their old age (n=3), the lack of humanism of nude shows (n=2), the problems of cleanliness in the city and hygiene in the food shops (n=2), the peace and order in the country (n=2).

Table 4.14 Types of goods preferred to purchase in Thailand, classified according to sex

Types of goods	Males (n = 170)		Females (n = 230)	
	Number	Percentage	Number	Percentage
1) Clothes	31	18.2	115	50.0
2) Household furniture	43	25.3	21	9.1
3) Jewelry	41	24.1	118	51.3
4) Leather goods	47	27.6	26	11.3
5) Medicine	35	20.6	39	17.0
Types of goods	Males (n = 170)		Females (n = 230)	
	Number	Percentage	Number	Percentage
6) Foodstuff	16	9.4	29	12.6
7) Souvenirs/local handicrafts	101	59.4	139	60.4
8) Children's toys	15	8.8	8	3.5
9) Others	11	6.5	20	8.7

From table 4.14 it can be seen that the kinds of goods tourists preferred to buy in Thailand can be grouped according to sex. There are three types which different sexes preferred, and they are:



- Clothing apparel, women like to buy the kinds of goods that are clothes comprising of 50.0 per cent while this comprises of 18.2 per cent for men.

- House decoration items are favourites for men comprising 25.3 per cent while this is only 9.1 per cent for women.

- Decorative items are favourites for women comprising 51.3 per cent while men have a ratio of 24.1 per cent.

When considered according to sex, it is clear that men preferred to buy local handicrafts as souvenirs the most, and next they preferred leather and house decorative goods. Women, on the other hand, preferred to buy local handicrafts as souvenirs the most, and second decorative items and clothing.

Table 4.15 The most impressive attraction sites, classified according to age

Tourist attractions	Number Aged 30 years old	Percent below 30 years old	Number Aged 30-50 years old	Percent between 30-50 years old	Number Aged 50 years old	Percent over 50 years old	Number Total	Percent Total
1) Natural destinations (mountains waterfall, etc)	63	47.7	95	43.4	18	36.7	176	44.0
2) Historical types (temples, museums, archeological sites, etc.)	43	32.6	91	41.6	13	26.5	147	36.8
3) Travel related to cultural arts and activities (amusement parks, gardens, sports activities etc.)	13	9.8	24	11.0	15	30.6	52	13.0
4) Admiring and purchasing local products.	12	9.1	9	4.1	3	6.1	24	6.0
5) Others	1	0.8	0	0.0	0	0.0	1	0.3
Total	132	100.0	219	100.0	49	100.0	400	100.0

From table 4.15 it is clear that the sampling group with different ages were impressed by attraction sites differently. That is:

Historical sites (temples, ancient remains, museums, monuments) were most impressive to the age-group of 30-50 years with 41.6 per cent. Next was the 30 years or younger age group with 32.6 per cent and for the age group of over 50 years, 26.5 per cent.

For places of cultural arts, traditions, customs and activities (traditional festivals, fun parks, visiting orchards, fields, sports, theatres, games) the sampling group in the age-range of 50 years over were the most impressed, making up 30.6 per cent. Next was the age group of 30-50 comprising 11.0 per cent and the age group of less than 30 years is 9.8 per cent.

When examining according to age group, it was found out that the sampling group that was less than 30 years old and those 30-50 years old were most impressed by natural attraction sites (mountains, waterfalls, sea, wetlands forests, etc.); next were historical attraction sites (temples, ancient remains, museums, monuments) and then attraction sites of cultural arts, traditions, and finally activities (traditional festivals, fun parks, visiting orchards, fields, sports, theatres, games).

The sampling group that was older than 50 years were most impressed by natural attraction sites also (mountains, waterfalls, sea, wetlands forests, etc.). Next were attraction sites of cultural arts, traditions, and activities (traditional festivals, fun parks, visiting orchards, fields, sports, theatres, games) and places of historical interest (temples, ancient remains, museums, monuments).

Table 4.16 Kinds of goods preferred to buy in Thailand, classified according to age

Types of merchandise	Age under 30 years old (n=132)		Age between 30 and 50 years old (n=219)		Age over 50 years old (n=49)	
	Number	Percent	Number	Percent	Number	Percent
1) Clothes	68	51.5	71	32.4	7	14.3
2) Household furniture	14	10.6	41	18.7	9	18.4
3) Jewelry	72	54.5	81	37.0	6	12.2
4) Leather goods	16	12.1	50	22.8	7	14.3
5) Medicine	16	12.1	40	18.3	18	36.7
6) Foods	22	16.7	21	9.6	2	4.1

7) Souvenirs/local handicrafts	84	63.6	121	55.3	35	71.4
8) Children's toys	5	3.8	15	6.8	3	6.1
9) Others	10	7.6	16	7.3	5	10.2

From table 4.16 it can be seen that the types of goods preferred to buy in Thailand, classified according to age consist of 4 classes which the difference age groups preferred. That is:

-Clothing apparel types: the age-group of less than 30 years would prefer to buy them the most consisting of 51.5 per cent. Next was the age-group of 30-50 years who preferred to buy them at 32.4 per cent. As for the age group that is older than 50 years, they preferred to buy them the least, at 14.3 per cent.

-Decorative items: these were the favourites of the age group of less than 30 years comprising 54.5 per cent. Next was the age group 30-50 years who preferred to buy them 37.0 per cent. For the age-group of over 50 years, they preferred to buy them the least at 12.2 per cent.

- Food products: these were the favourite items of the age group of less than 30 years who preferred to buy them the most, with 16.7 per cent. Next was the age group of 30-50 years with 9.6 per cent. The sampling group of 50 years and above preferred to buy them the least, with 4.1 per cent.

When examining according to the ages of the sampling group, it was found that the sampling age group of less than 30 years and the sampling group of 30-50 years preferred to buy souvenir goods that are local handicrafts the most. The next preference was decorative items and clothes, while the age group of 50 years and above preferred to buy souvenir goods that are local handicrafts. Next they preferred medicines and housing decoration items.

Table 4.17 Source of information about Thai tourism, classified according to age:

Sources of information	Age under 30 years old (n=132)		Age between 30 and 50years old (n=219)		Age over 50 years old (n=49)	
	Number	Percent	Number	Percent	Number	Percent
1) Acquaintances	70	53.0	140	63.9	35	71.4
2) Newspapers/	33	25.0	58	26.5	18	36.7

magazines						
3) Internet	83	62.9	105	47.9	9	18.4
4) Brochures/ leaflets	24	18.2	41	18.7	7	14.3
5) Others	9	6.8	17	7.8	3	6.1

From table 4.17 it can be seen that the source of information of the Tourism Authority of Thailand, classifying according to age, were from 3 sources which different age group learned from separately, and these are:

Information was gained from acquaintances by the sampling group of over 50 years old the most at 71.4 per cent. Next was the group of 30-50 years making up 63.9 per cent, and the group less than 30 years at 53.0 per cent.

The group of over 50 years also gained their information from newspapers the most. As for the group of less than 30 years and the group of 30-50 years, they had almost the same ratio, that is of 25.0 and 26.3 per cent respectively.

The sampling group of less than 30 years got their information from the Internet the most, at 62.9 per cent. Next was the age group 30-50 years which comprised 47.9 per cent. As for the group 50 years and over the ratio was the least comprising 18.4 per cent.

When considering the ages of the sampling group, it was found that the group with ages of less than 30 years would learn the information from the internet the most at 62.9 percent. Next was getting the information from acquaintances at 53.0 per cent, and from newspapers and pamphlets at 25.0 percent.

The age-group of 30-50 years got the information the most from their acquaintances at 63.9 percent. Next was learning of the information from the Internet which made up 47.9 percent and from newspapers / magazines 26.5 percent while the group over 50 years would learn of the information from their acquaintances the most at 72.4 percent. Next was gaining the information from the newspapers / magazines making up 36.7 per cent and from the Internet 18.4 per cent.

Table 4.18 The decision to travel to Thailand again, classified according to age:

Decision to visit Thailand again	Age under 30 years old (n=132)		Age between 30 – 50 years old (n=219)		Age over 50 years old (n=49)		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
	1) Will come back	120	90.9	194	88.6	37	75.5	351
2) Will not come back	12	9.1	25	11.4	12	24.5	49	12.2
Total	132	100.0	219	100.0	49	100.0	400	100.0

From table 4.18 it is evident that the sampling group would make different decisions on traveling to Thailand again depending on their ages. That is:

The sampling group of less than 30 years expected to visit Thailand again the most. Next is the sampling group who are 30-50 years and over 50 years respectively.

Table 4.19 The decision to travel to Thailand again, classified according to levels of education:

Decision to visit Thailand again	Lower than Bachelor's degree		Bachelor's degree		Higher than Bachelor's degree		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
	1) Will come back	101	82.8	191	88.0	59	96.7	351
2) Will not come back	21	17.2	26	12.0	2	3.3	49	12.2
Total	122	100.0	217	100.0	61	100.0	400	100.0

From table 4.19 it can be seen that the sampling group with different levels of education would decide differently in coming for a visit to Thailand. That is:

The sampling group that has a higher level of education than a Bachelor Degree expect to come visit Thailand again the most. Next is the sampling group that has a Bachelor Degree level or lower than a Bachelor Degree level respectively.

Table 4.20 Most impressive places for each sampling group, classified according to professions

Tourist attractions	Employees of private companies and private business operators		Civil servants or employees of semi-government organizations		Students		Others		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1) Natural destinations (mountains, waterfalls, seas, etc.)	53	39.0	70	51.5	32	49.2	21	33.3	176	44.0
2) Historical sites (temples, ancient sites, museums, etc.)	58	42.6	50	36.8	18	27.7	21	33.3	147	36.8
3) Travel related to cultural arts and activities (customary ceremonies, amusement parks, etc.)	18	13.2	12	8.8	7	10.8	15	23.8	52	13.0
4) Admiring and purchasing local products	7	5.1	4	2.9	7	10.8	6	9.5	24	6.0
5) Others	0	0.0	0	0.0	1	1.5	0	0.0	1	0.3
Total	136	100.0	136	100.0	65	100.0	63	100.0	400	100.0

From table 4.20 it can be seen that the sampling group with the profession of employees / private officials or private business operators were impressed by historical attraction sites (temples, ancient remains, museums, monuments) the most. Next is natural attraction sites (mountains, waterfalls, sea, wetlands, etc.) and the types that like cultural arts, traditions, activities (tradition festivals, fun parks, visiting orchards, fields, sports, theatres, games).

The sampling group whose professions are government officials / government enterprises and high school / college students were most impressed by the nature attraction sites (mountains, waterfalls, sea, wetlands, etc.). Next were the attraction sites concerning cultural arts, traditions, and activities (tradition festivals, fun parks, visiting orchards, fields, sports, theatres, games). The other professions of the sampling group of agriculturists, fishermen, mass media, housewives, etc. were equally impressed by natural attraction sites (mountains, waterfalls, sea, wetlands, etc.) as they were by historical attraction sites (temples, ancient remains, museums, monuments).

Table 4.21 Types of goods popular to buy in Thailand, classified according to professions:

Types of merchandise	Employees of private companies and private business operators (n=136)		Civil servants and employees of semi government organizations (n=136)		Students (n=65)		Others (n=63)	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1) Clothes	38	27.9	53	30.9	37	56.9	18	28.6
2) Household furniture	32	23.5	18	13.2	5	7.7	9	14.3
3) Jewelry	41	30.1	66	48.5	38	58.5	14	22.2
4) Leather goods	31	22.8	29	21.3	4	6.7	9	14.3
5) Medicines	26	19.1	24	17.6	3	4.6	21	33.3
6) Foods	15	11.0	12	8.8	12	18.5	6	9.5
7) Souvenirs /local handicrafts	84	61.8	69	50.7	45	69.2	42	66.7
8) Children's toys	9	6.6	8	5.9	3	4.6	3	4.8
9) Others	8	5.9	13	9.6	5	7.7	5	7.9

From table 4.21 it is evident that the kinds of goods that the Chinese tourists found popular to buy in Thailand can be classified according to professions, and there are four main kinds of products. The sampling groups, who have different profession, prefer to buy different goods. That is:

Clothing apparel goods: the sampling group with the profession of high school / college students were most interested in buying them. Next is the government officials / government enterprises who also found them the most popular. Then there were other professions of employees / private business officials / private business operators respectively.

Housing decoration items: the sampling group whose professions are employee / private business officials / private business operators respectively would prefer to buy them the most. Next are other professions, government officials / government enterprises and high school / college students respectively.

Decorative items: the sampling group with the profession of high school / college students found them the most popular to buy. The next group who found these goods most popular was government officials / government enterprises, employees / private business officials / private business operators and other professions respectively.

Medicinal goods: the sampling group of other professions found them the most popular to buy. The next group was employees / private business officials / private business operators and high school / college students respectively.

When considering according to profession of the sampling group, it was found that the profession of employees, private business officials / private business operators and high school / college students found local handicrafts the most popular to buy as souvenirs. The next most popular goods were medicine and clothes respectively.

Table 4.22 Decision for visiting Thailand the next time, classified according to income:

Decision to visit Thailand again	Income less than 2,000 Yuan		Between 2,001-10,000 Yuan		Income over 10,000 Yuan		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1) Will come back	101	86.3	205	87.6	45	91.8	351	87.8
2) Will not come back	16	13.7	29	12.4	4	8.2	49	12.2
Total	117	100.0	234	100.0	49	100.0	400	100.0

From table 4.22 it can be seen that the sampling group whose income is higher than 10,000 Yuan expect to visit Thailand again the most. Next are the groups whose income is 2,001 – 10,000 Yuan and the sampling group whose income is below 2,000 Yuan respectively.

4.1.3 Levels of opinion about problems of Thai tourism from the views of Chinese tourists

This part of the analysis is the analysis of problems of Thai tourism according to Chinese tourists according to the views of the sampling group of Chinese tourists according to the ten components of tourism which answer objective no. 2 and the results can be seen in objective no. 4 of this research. As for the result of the analysis, this is presented in table 4.23 - 4.28.

The researcher used the criteria of average scores to evaluate and interpret the values into levels of opinion towards tourism into either negative (having problems) or positive (having no problems) as follows (Sirichai, 2549:154):

An average score of 1.00-1.75 means the sampling group have the opinion that these tourism components have a lot of problems and need a lot of improvement.

An average score of 1.76-2.50 means the sampling group have the opinion that these tourism components have some problems that need to be fixed.

An average score of 2.51-3.25 means that the sampling group have the opinion that these tourism components have no problems or no problems were found which is good.

An average score of 3.26-4.00 means that the sampling group have the opinion that the components of tourism have no problems at all which is excellent.

Table 4.23 Total overall image of levels of opinion about problems of Thai tourism in the views of Chinese tourists:

Factors of Thai tourism	Mean \bar{x}	S.D	Opinion toward the problem	Level of opinion
1) Communications and transportation	2.74	0.561	No problem / Not facing problem	Good
2) Hotel accommodation	2.94	0.507	No problem / Not facing problem	Good
3) Restaurants and eating shops	2.54	0.548	No problem / Not facing problem	Good
4) Tourism service and guides	2.81	0.522	No problem / Not facing problem	Good
5) Tourist sites (Resources and tourist heritage)	3.00	0.487	No problem / Not facing problem	Good
6) Shops selling souvenirs and local products	2.77	0.497	No problem / Not facing problem	Good
7) Safety	2.86	0.517	No problem / Not facing problem	Good
8) Convenience in entering and leaving the country	2.91	0.545	No problem / Not facing problem	Good
9) Providing other services for the tourists	2.74	0.535	No problem / Not facing problem	Good
10) Spreading the advertisement	2.65	0.536	No problem / Not facing problem	Good
Total	2.80	0.294	No problem / Not facing problem	Good

From table 4.23 it is evident that the total overall image and the overall image of each component of Thai tourism have levels of opinion about the problems of Thai tourism according to the views of the Chinese tourists in that there were no problems found upon coming for a tour to Thailand. The components of other aspects of tourism are good (\bar{x} =2.80) when each of the ten components were analyzed from the lowest average score to highest.

Concerning the attraction site (tourism resources and heritage) ($\bar{x} = 3.00$), concerning the accommodation ($\bar{x} = 2.94$), the provision of convenience of entry in to the country ($\bar{x} = 2.91$) the safety ($\bar{x} = 2.86$), the tour service and guide ($\bar{x} = 2.81$) the souvenir and local product shops ($\bar{x} = 2.77$), other service arrangement for tourists ($\bar{x} = 2.74$), on the transportation ($\bar{x} = 2.74$), the publicity ($\bar{x} = 2.65$) and the food shops and restaurants ($\bar{x} = 2.54$).

In this result of the analysis (table 4.23) it is notable that the total overall image and the overall image of each component of Thai tourism have levels of opinion about the problems of Thai tourism according to the views of the sampling group of Chinese tourists. That is to say, the Chinese tourists found no problems in coming to tour Thailand. They thought that there was nothing that needs to be improved or the things that need to be improved the most in all components of Thai tourism were on the level of good not excellent.

Table 4.24 Level of opinion about Thai tourism concerning transportation, accommodation and food shops and restaurants in the views of the Chinese tourists

Factors of Thai tourism	Mean \bar{x}	S.D	Opinion toward the problem	Level of opinion
1) Communications and transportation				
- Convenience in traveling	2.93	0.649	No problem/ not facing problem	Good
- Arrive in destination in punctual time	2.74	0.692	No problem / Not facing problem	Good
- Signs showing direction in traveling	2.56	0.854	No problem / Not facing problem	Good
2) Hotel accommodation				
- Cleanliness of accommodation	2.96	0.612	No problem / Not facing problem	Good
- Convenience in hotel rooms	2.92	0.598	No problem / Not facing problem	Good
- Service given by hotel employees	2.95	0.579	No problem / Not facing problem	Good
3) Restaurants and food shops				
- Cleanliness of food and beverage	2.67	0.708	No problem/ not facing problem	Good
- Taste of food and beverages	2.36	0.730	Having problem	Needs improvement
- Price of food and beverages	2.58	0.659	No problem / Not facing problem	Good

From table 4.24 the levels of opinion about Thai tourism concerning transportation, accommodation and food shops and restaurants in the views of the Chinese tourists can be seen. When examining in detail each component of tourism in all 3 aspects, the following was discovered:

On the topic of transportation, the sampling groups have the opinion that there were no problems with Thai transportation, and Thai transportation in the views of the sampling group was good. They are arranged in order from the topic of convenience of traveling, on-time arrival, and direction signs, respectively.

With regard to accommodation, the sampling group has the view that there were no problems in accommodation and that it was on the level of good. The components of accommodation are arranged in order from the cleanliness of accommodation, service of personnel and the facilities provided in the room respectively.

On the topic of food shops and restaurants the sampling group had the view that there were no problems concerning food hygiene or the price of food and drink. These two topics rated on the good level, but problems were found in the taste of food and drink which should be improved.

Table 4.25 Levels of opinion concerning the problems of Thai tourism on the tour service and guides, the attraction sites and the souvenirs and local product shops in the view of the Chinese tourists

Factors of Thai tourism	Mean \bar{x}	S.D	Opinion toward the problem	Level of opinion
4) Tourism services and guides				
- Fees for tourist guides	2.82	0.592	No problem/ not facing problem	Good
- Services provided by guides	2.87	0.562	No problem / Not facing problem	Good
- Guides' advice to tourists	2.75	0.657	No problem / Not facing problem	Good
Factors of Thai tourism				
	Mean \bar{x}	S.D	Opinion toward the problem	Level of opinion
5) Tourist sites (Tourism resources and heritage)				
- Beauty of tourist sites	3.09	0.542	No problem/ not facing problem	Good
- Convenience provided at tourist sites	2.89	0.624	No problem / Not facing problem	Good
- What makes tourist sites	3.03	0.626	No problem /	Good

interesting	Not facing problem			
6) Shops selling souvenirs and local products				
- Price of products	2.74	0.601	No problem/ not facing problem	Good
- Quality of products	2.76	0.604	No problem / Not facing problem	Good
- Variety of products	2.82	0.635	No problem / Not facing problem	Good

From table 4.25 the level of opinion about the problems of Thai tourism on the topic of tour service and guides, accommodation, souvenirs and local products shops can be seen according to the views of the Chinese tourists. When examining in details of each components of tourism in all 3 topics, the following was discovered:

On the topic of tour service and guides, the sampling groups have the view that there were no problems in tour service and guides which in their view was at a good level. The components are arranged in order from the service of the guide, the prices of the tour, and the advice of the guide in the tour.

On the topic of tourism (tourism resources and heritage), the sampling group has the view that there were no problems found concerning the attraction sites (tourist resources and heritage) which in their view were at a satisfactory to good level. The components are arranged in order from the beauty of the attraction sites, the interesting things of the attraction sites and the facilities provided in the attraction sites.

On the topic of souvenirs and local products shops, the sampling groups had the view that there were no problems in the souvenirs and local products shops which in their views were at a good level. The components are arranged in order from the styles of the products, their quality, and their prices.

Table 4.26 Levels of opinion concerning the problems in Thai tourism on the topic of safety, the provision of convenience in entry in-out of the country, other service arrangements for tourists and the publicity according to the views of the Chinese tourists:

Factors of Thai tourism	Mean	S.D	Opinion	toward	Level	of
	\bar{x}		the problem		opinion	
7) Safety						

- Safety of travel	2.88	0.560	No problem/ not facing problem	Good
- Safety of human lives	2.84	0.566	No problem / Not facing problem	Good
- Safety of belongings	2.87	0.577	No problem / Not facing problem	Good
8) Convenience in entering and leaving the country				
- Immigration procedure	2.78	0.818	No problem/ not facing problem	Good
- Delivery of travel bags	2.95	0.633	No problem / Not facing problem	Good
- Services given by airport officials	3.01	0.611	No problem / Not facing problem	Good
9) Other services for tourists				
- Brochures and leaflets which give information on tourist sites	2.80	0.628	No problem/ not facing problem	Good
- Brochures and leaflets which provide important telephone numbers	2.71	0.645	No problem / Not facing problem	Good
- Service to provide money changing	2.72	0.608	No problem / Not facing problem	Good
10) Spreading by advertisement				
- Providing discounted travel fares at certain time and travel sector	2.85	0.634	No problem/ not facing problem	Good
- Not giving free souvenirs during travels	2.46	0.819	Having problem	Needs improvement
- Organizing Thai travel fair and launching public relations about it	2.63	0.745	No problem / Not facing problem	Good

From table 4.26 the level of opinion about the problems of Thai tourism on the topic of safety in providing convenience of entry in-out of the country, on other services provision for the tourists and the publicity in the views of the Chinese tourists can be seen. When considering the details of each 4 components, it was found that:

On the topic of safety, the sampling group found no problems with safety which is good in their eyes. The order of the aspects of safety is arranged from the safety of travel, the safety in property, and the safety in lives.

With regard to convenience of entry in-out of the country, the sampling groups had the opinion that there was no problem on the topic which in their view is good. The order is arranged from the service of the

airport officials, the transport of baggage and the steps required in inspection of entry.

On other services provided for the tourists, the sampling group had the view that there was no problem in the provision of other services for the tourists which in their views were satisfactory. The order is arranged from the document and brochures that suggest the attraction sites, to the topic of foreign currency exchange, and the documents and brochures for telling of important telephone numbers.

Concerning publicity, it was found out that the sampling groups had the opinion that there was no problem found on some occasions of the reduction in prices of the tour and the arrangement of tourism festivals and its publicity was good in their view. However, problems were found on the distribution of souvenirs for the trips. The sampling group gave the opinion that there should be improvement on the giving of souvenirs for the trip.

Table 4.27 Frequency of sampling group who gave views on the problems of Thai tourism, classified according to levels of education:

Level of opinion toward problem	Number of sample groups based on the level of education (number of people)						Chi Square	P value
	Lower than Bachelor's degree		Bachelor's degree		Higher than Bachelor's degree			
	>	<=	>	<=	>	<=		
1) Communications and transportation	10	112	23	194	6	55	0.513	0.77
2) Hotel accommodation	25	97	38	179	11	50	0.470	0.79
3) Restaurants and food shops	38	84	78	138	34	27	10.981*	0.01
Level of opinion toward problem	Number of sample groups based on the level of education (number of people)						Chi Square	P value
	Lower than Bachelor's degree		Bachelor's degree		Higher than Bachelor's degree			
	>	<=	>	<=	>	<=		
4) Tourism services and guides	12	110	14	203	11	50	7.680*	0.02
5) Tourist sites (Tourism resources and heritage)	27	95	49	168	13	48	0.460	0.98
6) Shops selling souvenirs and local products	12	110	16	201	7	54	1.263	0.53

7) Safety	13	109	19	198	5	56	0.431	0.81
8) Convenience in entering and leaving the country	21	101	28	189	17	44	7.805*	0.02
9) Other services for tourists	8	114	10	207	8	53	5.670	0.59
10) Spreading advertisement	59	63	101	116	35	26	2.250	0.33

* Meaning P value < 0.05

From table 4.27 it can be seen that the sampling group with different levels of education had different views about the problems of tourism at the significant level of 0.05. In particular, on the topic of food shops and restaurants, tour services and guides and about the convenience provided in entry in-out of the country. That is:

On the topic of food shops and restaurants, the sampling group who have a higher level of education than a Bachelor Degree (34 persons from 61) mostly have the view about the problems of tourism that there are no problems and that it is on the good level with a score above the median value ($M=2.67$), while the sampling group whose level of education was mostly Bachelor Degree (139 persons from 217) had a view about the problems of tourism at lower than the median value ($M=2.67$) and the sampling group with levels of education lower than a Bachelor Degree (184 persons from 122) mostly had views about the problems of Thai tourism below than the median value ($M=2.67$).

As for the topic of tour service and guides, the sampling group who have a level of education at the Bachelor Degree level (203 persons from 217) mostly had views about the problems of Thai tourism lower than the median value ($M=3.00$) and the sampling group with levels of education lower than a Bachelor Degree (110 persons from 122) mostly had views about the problems of Thai tourism lower than the median value ($M=3.00$). Then, the sampling group with level of education higher than a Bachelor Degree consisting of 11 persons from 61 had views about the problems of tourism that there were no problems and indeed it was good with a value of more than the median value ($M=3.00$).

On the topic of convenience of entry in-out of the country, the sampling group whose level of education is lower than Bachelor Degree number 21 of 217 and have an opinion about the problems of Thai tourism higher than the median value ($M=3.00$). The sampling group whose level of

education is higher than a Bachelor Degree, 17 in number from 61, have views about the problems of Thai tourism higher than the median value ($m=3.00$).

It can then be concluded that the sampling group whose education level is higher than a Bachelor Degree have views about the problems of tourism on the positive side, that is that there was no problem, and tourism was good. On the topic of shops and restaurants, tour services and guides and on the convenience of entry in-out of the country have scores higher than the group with a Bachelor Degree or lower than Bachelor Degree levels.

Table 4.28 Frequency distribution of the sampling group who have views on problems in tourism, classified according to income levels:

Level of opinion toward tourism problem	Number of sample groups based on the level of education (number of people)						Chi Square	P value
	Income under 2,000 Yuan		Between 2,001 - 10,000 Yuan		Income over 10,000 Yuan			
	>	<=	>	<=	>	<=		
1) Communications and transportation	9	108	25	209	5	44	0.806	0.67
2) Hotel accommodation	20	97	50	184	4	45	4.902	0.08
3) Restaurants and food shops	38	79	92	142	20	29	1.818	0.40
4) Tourist service and guides	5	112	23	211	9	40	8.398*	0.02
5) Tourist sites (Tourist resources and heritage)	25	92	58	176	6	43	3.758	0.15
6) Shops selling souvenirs and local products	7	110	25	209	3	46	2.642	0.27
7) Safety	10	107	25	209	2	47	2.201	0.33
8) Convenience in entering and leaving the country	19	98	40	194	7	42	0.240	0.89
9) Other services for tourists	8	109	16	218	2	47	0.537	0.76
10) Spreading advertisement	55	62	114	120	26	23	0.507	0.78

* Meaning P value < 0.05

From table 4.28 it can be seen that the sampling groups whose levels of income are different have different levels of opinion about the problems of tourism at the significant level of 0.05. On the tour service and guides, the sampling group whose income is above 10,000 Yuan which consists of 9 persons from 49 have views on the problems of tourism that there was no problem and was at a good level with a value more than the median value

(M= 3.00) while the group whose income is lower than 2,000 Yuan, 5 persons in 117, have views about the problems of tourism that there were no problems and was also at a good level with a value of more than the median value (M =3.00).

It can be concluded that the sampling group with income above 10,000 Yuan have views about the problems of tourism on the positive side, that is there was no problems, which is more than the sampling group whose income is lower than 3,000 Yuan and the sampling group whose income is 2,001-10,000 Yuan.

4.1.4 Prominent / features of Thai Tourism according to the Opinions of Chinese Tourists and Opinions for Development of Tourism

The researcher has synthesized additional opinions and suggestions of the sampling groups who are Chinese tourists about the prominent or impressive features of Thai tourism and opinions on development of tourism in order to answer the objective No. 3 of this research from the open-ended questionnaire. It was found out that most of them correspond with the result of many of the past analyses. It can be concluded as follows:

4.1.4.1 The prominent or impressive positive features which attract the tourists to travel to Thailand are:

a) The Chinese tourists like the beautiful scenery in different natural attraction sites in Thailand, cultural arts, ancient monument and relics, the development of attraction sites to be as beautiful as those of other countries, especially attraction sites along the coast and the shows in Pattaya which are different from in China (47.2% from the total number of 400 respondents).

b) The Thai people are gentle and friendly in nature. Thai people are cordial to the Chinese who travel to Thailand which is part of the charm of Thailand. Furthermore, the Chinese tourists have the attitude that most Thai people worship Buddhism and have a similar culture to Chinese people (24.2% from the total number of 400 respondents).

c) The spending to buy goods to take back to their homeland or also to be gifts for their acquaintances and they prefer to buy goods from Thailand because they think that Thailand is a source of cheap goods

especially handicrafts, clothing, medicines, and cosmetics (15% from the total number of 400 respondents)

d) In terms of geography, the weather is warm and comfortable. In each region of Thailand, the weather is different. Most important of all is the fact that the weather is not extremely cold like in China (6% from the total number of 400 respondents).

4.1.4.2 For additional opinions concerning views on the development of tourism to have best results are such views as:

a) The development within the city suburbs to be livable and tidy and safe for passing, such as the stalls on the footpath or near the roads, the cleanliness of the city, the traffic signs, the parking of cars to obstruct others or at the places with no parking signs, and the good manner in riding the motorcycle. (12% from the total number of 400 respondents)

b) Most attraction sites have been developed similarly to foreign countries, and this should be continued. Since there are a lot of tourists, they then should be aware of the overcrowding, pollution, and the increase in the number of garbage cans and the prevention of tourists being taken advantage of such as the expectation of receiving tips to the point of impropriety by the taxi drivers, or from small services extending from many different individuals (9.7% from the total number of 400 respondents).

c) With regard to the tour programs, the arrangement of the tour programs can be improved by not visiting too many places in a limited time. If it is possible, there should be better quality tour arrangement. For example, the number of shopping tours should be less and the time for tour sites increased. Better accommodation and food isn't a concern for the tourists if it is a little more expensive (7.8% from the total number of 4000 respondents).

d) On the topic of Thai food and seafood which are favorites of Chinese tourists, there should be an increase in Chinese foods and drinks so the Chinese can feel more like they are in their own country. Another thing is to ensure the taste of food is not too sweet and should be a little hot and of sufficient quantity for each meal. Because some tours have a limited quantity of food, with no additional supplies, it is then not sufficient to eat and tourists must order extra and pay additional money. The most

important point is the cleanliness and hygiene (5% from the total of 400 respondents).

e) On the topic of public relations to make tourists more knowledgeable about the whereabouts and history of attraction sites, there should be signs showing the symbols of tourism clearly in Chinese language. There should be maps in Chinese along the roads and at the bus stops, and at the airport there should be signposts to show directions and documents and maps of Thai tourist attractions in Chinese to the tourists. In addition, the guides should be able to speak and understand the Chinese language very well (4% from the total number of 400 respondents).

f) With regard to the safety of lives and property, it would be very much appreciated for the government to have stability and be able to preserve peace in the country especially the problems in the 3 southernmost provinces in which some places are attraction sites. For the safety of the tourists there should be tourist police to take care of the tourists in sufficient quantity and these tourist police should be able to speak Chinese (2.3% from the total number of 400 respondents).

4.1.5 Problems in Thai tourism and guidelines for their solutions

For additional opinions and suggestions of the sampling group who are Chinese tourists about the problems of Thai tourism and guidelines for their solutions to improve tourism, the researcher has synthesized from the open-ended questionnaire to answer the objective in item two. As a result a conclusion can be drawn according to the objectives in item four.

It was found that most of them correspond with the result of the past analyses in which there were less respondents who name the problem from the total number of 400 respondents. The detail of the problem can be classified as follow:

4.1.5.1 Problems of Thai tourism

a) For the topic of tour programs, this was another one which created a negative image for Thai tourism since the tour program has a program which doesn't visit many attraction sites or which provides only very little time to see them in. However, the emphasis was on taking them to buy goods in many shops. And in each place the tourists are made to spend more time.

Sometimes the tour will ask for additional money from tourists who want to tour other places besides the usual program, such as the viewing of special show or the request for extra tips etc. In some tour programs the meals provided according to the program would be served at low quality food shops with a taste too sweet and not delicious, with no cold food and a bad atmosphere etc. Besides the request of the Chinese tourist to go to have meals at other places besides the program, they have to pay extra cost from the set program. (11% from the total number of 400 respondents).

b) The traffic congestion has caused a loss of time in traveling to attraction sites. This further causes the cancellation of some of the tour program. And the driving, which must be on the left side of the road, causes confusion when getting on and off the tour bus (1% from the total number of 400 respondents).

c) Others are such problems as the small number of toilets, the hot weather, bad service of the salespersons, and the small number of seats for rest. The department stores should provide convenience in the form of discount cards and return of taxes on the same floor. The problem of taxis not wanting not want to use the meter is present, as is the problem of slow internet, and the problem of ants etc. (8.8% from the total number of 400 respondents).

d) The language is another problem which the Chinese tourists think leaves a negative image. When compared with Singapore, which has a lot of signs along the roads or signs at the shops in Chinese, in Thailand it is very difficult to find such signs and the Thai people mostly cannot speak Chinese. The communication is then very difficult. Besides these the roads and many different places have no signs to show them the way in Chinese. This makes the Chinese tourists unable to recognize where they are and they cannot ask anyone for the way since they cannot speak Thai or English. Moreover, most Thai people can not speak Chinese (3.3% from the total number of 400 respondents).

e) In addition to these problems, the problem of the manner of the guide is also a great issue which causes discontent to the Chinese tourists. It was discovered that even if the Thai guides can speak Chinese, they do not understand the meaning well enough which causes miscommunication. There is the funny anecdote about sex which the guides trying to speak Chinese but communicating it in a dirty way. This, again, leaves a very bad image (0.75% from the total number of 400 respondents).

4.1.5.2 For the suggestions from the Chinese tourists, there are opinions that should be used as guidelines in consideration for improvement in order to solve the problems of Thailand tourism. They are as follows:

a) The development of the city suburbs to be livable, tidy, and safe in passage, such as the forbidding the stalls to be put up on the footpath or near the roads, the cleanliness of the city, the traffic signs, the obstruction caused by the parking of cars along the streets and at the no parking signs, the manner of riding motorcycles (5.5% from the total number of 400 respondents).

b) As for the problems of the tour program, there should be additional tours rather than taking the tourists to go shopping and the arrangement of food in the tour program should consider the quality of food and the atmosphere of the food shops as well. The food should not be too sweet and should have be hot. As for the tour programs which ask for extra cost, the tour operators should not do this, but should put the cost in the tour program. This will impress the tourists more even if they are a little more expensive (4.25% from the total number of 400 respondents).

c) There should be promotion carried out by the personnel in hotels and department stores, and they should be able to speak Mandarin Chinese. This is because if these people can speak Chinese they can then sell a lot more goods and create a good impression for the Chinese tourists a lot (4.75% from the total number of 400 respondents).

d) For the language used in communication, there should be maps distributed for the suggestion of attraction sites in Chinese. For the traffic signs and the direction signs, there should be improvement to have some Chinese language in them. There should also be publicity to tell of the bus routes and that the driver side must be on the left. This is in order for the tourists to understand and feel safe. There should also be publicity to let the tourists learn of the many telephone numbers to contact in emergency cases by arranging for the personnel who can speak Chinese to service them throughout 24 hours (3.5% from the total number of 400 respondents).

e) On the topic of the service given by the guides, there should be improvement on the quality of the service. The guides should receive training on traditions and culture of the Chinese people in order to understand their feelings and characteristics, including the customs and

traditions of the Chinese people to give good impression to the Chinese tourists. Besides this the guides should learn the correct Chinese language and understand its meaning clearly. The government office might test them on Chinese language before issuing license to the guides for service of Chinese tourists specifically (0.75% from the total number of 400 respondents).