

Does decision in learning Chinese derive from economic
reason?
(A case study of Airline industry to an increasing in Thai labor
supply with third language skill)

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Requirements
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The achievement of policy “Reform and opening” implemented in 1978 was successfully liberated new China from failure state to an economic superpower in this century. The success of the policy is not only elevating state’s financial status from the line of poverty, but also enhancing the people purchasing power. Being the largest population country in the world, a massive outbound of both Chinese tourists and entrepreneurs becomes a current global phenomena.

Thailand has long been a preferable destination among Chinese tourists for decades with more than thirty million averagely of Chinese tourists visiting Thailand, according to data from Ministry of tourism and sport. In regard to this extent, the airlines industry revisited human resource strategy by increasing the employment of Chinese speakers for the purpose of economic utilities.

The purpose of this research paper aims to analyze and measure whether economic reason is the main driving force leading to an increasing number of leaners towards Chinese language education. The samples, as a case study were consolidated from 153 respondents who are working in airline industries with the role of flight attendant. Through the purpose of study, the data and approaches are separately aggregated from two main sources: survey and in-depth interview.

Data from the survey, analyzed by proportion of percentage calculation, yields to the result that people are being motivated to learn Chinese, thanks to prospective benefits under economic reasons. The most influent benefits to people’s incentive are optimistic attitude to job vacancy, cross airline rotation and more flight incentives which all these were interpreted with the utilizing of Person’ s correlation coefficient.

Information inquired during in depth interview are constructive, and rolling to the similar direction to what the survey found. However, the section from interview leads to interesting implications over the result of attitude to job vacancy, and flight incentives in which there is an existence of gain and losses relationship binding up simultaneously.

Field of Study:	Labour Economics and Human Resource Management	Student's Signature
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Introduction

With a decade of internal political turmoil during the era of Cultural Revolution (1966-1976), the rise of fear toward communism, and its expansion as a global eminent threat was rapidly surging up which marked as the pinnacle period after the founding of People Republic of China. Symbols representing new China were considered as promoting its ideology, and were impeded to circumscribe the spread of communism, including Chinese language education was also treated as dominating state political power. However, the discrimination and fear of China finally ended up with the emerging policy of “Reform and opening” in 1978 which significantly transformed China to a new page of journey. The implementation contributes to several achievements, especially economic development which successfully leads China to be the world second largest GDP.

On the ground of being powerful and having crucial role in world economic arena, the fear of communism is being declined through the lenses of global which came after with the increasing tendency in Chinese language education.

According to Harris (2005, p. 491), the tendency of Chinese language education keeps increasingly, especially after the soft power promotion strategy of Confucius institution establishment. The surging up number of Chinese language learners is not only a country or region phenomena, but a global trend. There are 30-40 million of people around the world studying Chinese. While Thailand was estimated that there are around 850,000 people studying Chinese in year of 2015.

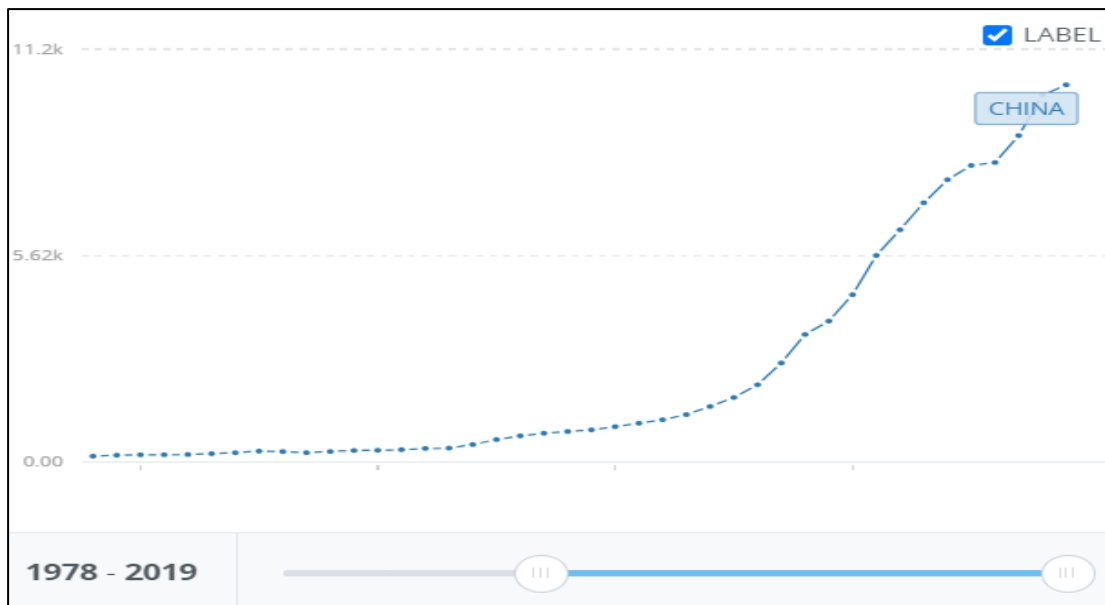
The research paper aims to analyze the relationship whether the rise of China in term of economic reason has a relationship in contributing motivation to learners in Chinese language education. The research will select and base on the information from the learners in Thailand, by specified people working in airline industries as flight attendants as a case study.

Motivation to the study

With the strategic geography at the middle of south East Asia, Thailand has long been a favorable destination for not only business and investment purpose, but also its popularity in industry of tourism which is successfully attracting people around the world. Back to the beginning of nineteen century, apart from entering of European living in Thailand which was the effect from the expansion of imperialism, and free trade opening, the Chinese people were also another large major group of Siam's society whose occupation mostly were unskilled labor living in Siam as an immigrant.

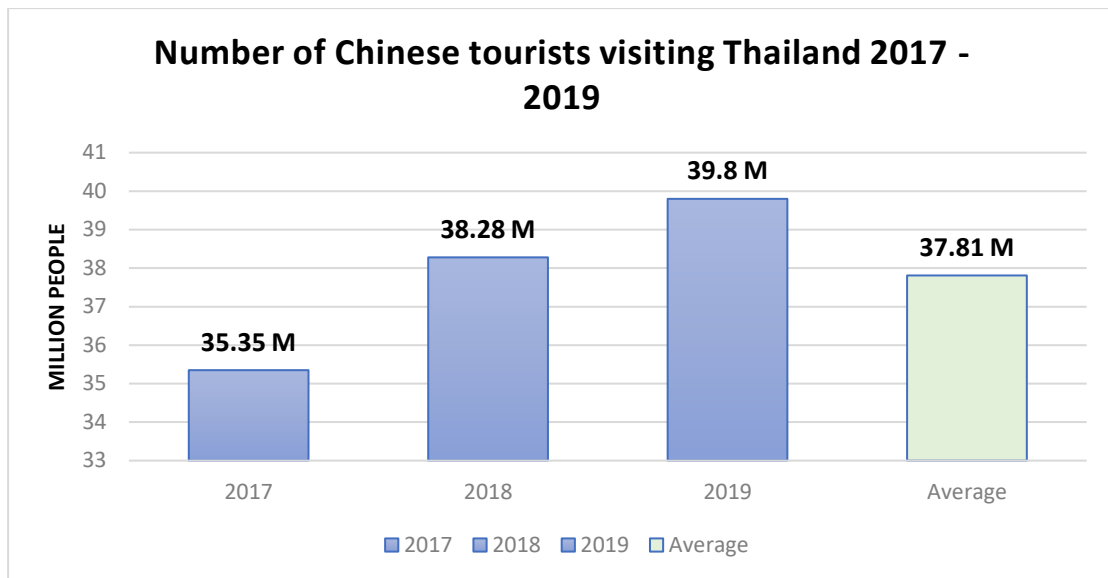
After the founding of People Republic of China and experiencing ten years of political chaos during Cultural Revolution, the initiative of "Reform and Opening" policy was emerged up in 1978 which transferred China from a country of political ideology centric to the state of economy centric. With around forty years of implementing "Reform and Opening", China successfully leads its economic volume from the bottom to world second largest GDP in 2010, and also become one of the country with high potential of economic growth.

The achievement of the policy is not only able to stimulate trade volume, but also leads the people able to liberate themselves from the poverty line. The potential developing economy drives up to the growth of income per capita contributing more and more purchasing power among Chinese people which paves the way to new modern phenomena in that a massive outbound of Chinese tourists inflows to everywhere of the world.



The graph from world bank indicates the growth of China income per capita showing the consistent increasing after the policy of “Reform and opening” in 1978 to 2019. The range between 3,996 to 12,375 USD are upper middle-income economies.

With an identical of culture, distinctive characteristic of the service, as well as sense of non-antagonistic towards Thai people, Thailand becomes the most visiting location by the Chinese. According to the data from Ministry of tourism, it is revealed that since the year of 2017 to 2019, the numbers of tourists from China mainland are 35.35 million, 38.28 million, and 39.80 million respectively which year end is considered as high season period of Chinese tourists. The consecutive increasing of the numbers of tourist stimulates the growth of Thai national GDP simultaneously which the portion gained from tourism is equivalent to 18.4 percent or closed to one fifth of the whole GDP.



To look inside the current phenomena that massive inbound numbers of Chinese tourists visit Thailand, the change doesn't affect only the growth of tourism, but also aviation industry needs to be restructured to serve the change in booming of the wave of Chinese tourists. Many of Thai and some international airlines have to explore new routes to carry the massive outflow of Chinese tourists to their domestic. Several number of flights has to be increased to suit the adequate supply at the same time, as well as utilizes new specific strategies to achieve satisfaction form these new targeted customers. One of the most important things to response this phenomena, increasing the numbers of Chinese speaking crews is a key variable in order to serve for the demand of Chinese having towards Thailand's tourism. Therefore, Airlines from merely focusing on English as international communication language, are shifting to consider more about the crews with third language proficiency – Chinese language.

In a recent years, Chinese language education is being mentioned and continuously gaining responsiveness among Thai people. Therefore, to source out labor supply to fit the airline's reconstruction is not supposed to be a huge difficulty, as refer to the data from ministry of foreign affair, each year the average numbers of Thai students study aboard is equal to 27,000 people approximately. With these numbers, it can be separated into specific countries in which China is second most popular destination for Thai students to study in the university level; while US remains the top preferable location.

There are several possible assumptions to describe this unprecedented popularity in Thai society. From historical sphere, people who studied Chinese are most being a Chinese descendant or having cultural ties with China. This characteristic accords with one of the literature from Wen Xiao Hong (1997). However, in another aspect, people are possible to participate in Chinese language education, because of optimistic view to the consequent of China's economic development.

Therefore, from all these consecutive phenomena mentioned above, it leads to the motivation of the research to find out the main driving force contributing to more Thai people to learn Chinese. Does the economic reason act as behind-the-scene reason for this phenomena? The scope of the study is circled around airline industry to see whether their restructure direct affect to the demand of more people to learn Chinese given several privilege offered by the airlines.

Hypothesis

There are several reasons contributing people to start learning Chinese as the third foreign language. The reasons behind of those decision can be either personal interest in its culture, or being Chinese descendant.

However, with the rising of China economic power after emerging policy of "Reform and opening" until the year of 2010, China economic volume escalated to the position of world second largest GDP, come after with the USA which might be another driving force among the people to decide in learning its language as the purpose of work opportunity and economic reason.

Thailand, a country which has long both historical and economic relationship with China, exists a phenomena of having more and more people start investing in Chinese language education. The reason behind to study Chinese language has never been researched, but able to assume one of those is supposed to have economics reason as fundamental.

Vividly, having mutual trade in both import and export, as well as the rapid growth of Chinese tourist, the aviation industry consequently reconstructed its structure to the

growth of Chinese tourist demand contributing more employment and seeking Chinese speaking crews to serve the changes. Therefore, having more and more people learning Chinese as the third foreign language can be said that it possibly come from the economic reason.

Objective

The paper aims to analyze factor determined demand on Chinese language education in Thailand by scoping the area of study to aviation industry whose position is flight attendance. To be simplified, the main objective of the research can be listed as below.

1. To examine how economic reasons contribute to people selecting to learn Chinese language as a key preparation to enter the airline industry as a flight attendance.
2. To evaluate how much the impact of economic reason drive people current working in the airline without third language skill investing in Chinese course as additional skill.
3. To measure how much impact of the economic reason existing to the people who are Chinese speaking crews.
4. To provide other implication interpreted from the result.

Literature review

After the emerging of “Reform and Opening” initiated in 1978, the achievement of the policy is being well known and proving by the spectacular success in economic development from bottom to the top. The fear to the communism and restriction to study Chinese language as a tool for promoting its ideology was unlocked, and people began to study Chinese for several reasons. There are many researches try to explain the phenomena, and provide the factors in what extent people choose to study Chinese as a foreign language. According to Wen Xiao Hong (1997) described that the initial motivation of Chinese learning come from willingness to understand Chinese culture, and its cultural heritage as a foundation of learning. The results were collected from survey and proved by T-Test, correlation coefficient and

interpreted by regression. Another supporting research owned by Comanaru and Kimberly (2009) indicated the reason that people study Chinese is because of personal interest in characteristics of the language and fun. To receive the result, Comanaru and Kimberly (2009) referred to self-determination theory and collected data through questionnaire which includes 145 Chinese language learners.

In contrast, there is another reason for study Chinese apart from personal interest and cultural heritage that described in the previous research. A new study launched by Xixiang (2003) explained that because China successfully implemented “Reform and opening” policy, China economy is playing an importance role in a globalization which created a tendency in learning Chinese language. This study mainly described phenomena happening in Myanmar through the data collected from literature review.

Additionally, a research from Hua, Zhu, and Li Wei (2014) stated the decision in learning is economic related. The paper collected the data from conversation from with stakeholder from Confucius institution, including managers, teacher and student, as well as observation in these setting. The resulted suggested “Mandarin will help to encourage mobility between the two countries, equip the next generation with the skills they need to succeed, and ensure the long term success of our economy and society”

All these three literatures explained the motivation of learners behind Chinese leaning education. Although there are some different about the reason and factor, yet all tried to answer what the main factor leading people to study Chinese. This research paper is also trying to answer what driving force making learners select to study Chinese in the year of 2020. The case study is focusing on Thailand from people working in airline industries as a case study.

Data

In order to answer what factor contributing people in airline industries to learn Chinese, the research plans to collect the data from two main sources which are able to classify as randomized questionnaire, and in depth interview to both people who has experience in investing to study Chinese as foreign language, and people who have no relevant experience.

Regarding to data from questionnaire, the survey will be designed to get to the point of the question in which economic reason as a main background in studying or not.

The structure of the survey will be created as below:

1. Population: Indicates all Thai cabin crews who are studying or used to study as well as those who never have relevant experience in Chinese language education. Due to limitation in knowing exact numbers of the population of Thai cabin crews in airlines industries, the author selected interviewing method to estimate population size. The selected interviewees are the people who are specialized and have at least thirty years of experience in airline business. Per the interview, it was suggested that numbers of Thai cabin crews are 400-600 approximately. Therefore, to ensure the maximum accuracy in collecting sample, the paper will refer to number of 600 as the population.

2. Sample: Due to limitation in accessing the whole population, survey will be randomly distributed to get at least 83 people (population of 600 people) based on theory form Yamane with ten percent of error. By these 83 people, it will be covered various kinds of the people. For example, gender, age, educational background, work experience, etc. The sample is not to be limited only respondents who have experience in learning Chinese, but also covers everyone who works in airline industry as cabin crews regardless he or she has the experience in learning Chinese or not.

Secondly, apart from data collected from survey, in depth interview is another source of data to answer the question if economic reason is the main factor contributing people to learn Chinese language.

The interview will be focused on a group which covers three representatives from different airlines whose provided information can be represented above sample as a whole.

The selected interviewees, due to the right for anonymity, is able to cite only name and position in the airline which are human resource manager, in flight manager and recruiting committee who have quite long experience and involvement in both human resource planning, anticipation in Chinese tourist's demand, and preferable criteria in admitting candidates, etc.

The data from in depth interview are focused the below points in order to support and be additional information of the research paper.

1. Plan for labor demand of Chinese speaking crews in the airlines.
2. The rise of Chinese tourist, history and prospect.
3. Strategy to attract Chinese speaking crews.
4. Gain and benefits of having Chinese skill to individual and organization.
5. Challenges of the airline having towards Chinese speaking crews, i.e. turnover rate.

Lastly, not only above two mains data sources to answer whether economic reason is a background of more and

more people selecting to learn Chinese, but also will refer some data from ministry of tourism to prove the hypothesis which lead to the research questions. For example, number of people study in China, or growth of Chinese tourist to the airline, etc.

Methodology

The paper will be utilized the data from main two sources which is able to be classified as data from survey and in-depth interview from airline representatives

Firstly, the data from survey which was finally able to collect at 153 respondents was distributed to the respondents by covered the following socio-economic groups.

1. Age: between range 22-26, 26-30, 31-35 and above 35-year-old.
2. Gender: Male and female
3. Educational level and major of studies.
4. Position and name of working airline.
5. Experience or non-experience in Chinese language learning.

The interpretation if the survey is conveyed and focused on descriptive method. By this descriptive mean, the research will be interpreted by using the following statistical instruments.

1. Percentage and proportion

The first part of the survey contains the data which aims to acquire if economic reason is a driving force incentivized more people to learn Chinese. The respondents were categorized into different backgrounds. For example, age, educational level, major of studies, position, as well as working organization.

By separating respondents into various background, it is going to interpreted whether these inherited backgrounds affect the decision and attitude towards Chinese language incentive or not. Provided data from each respondents will be calculated into percentage to see the proportion of each different backgrounds towards motivation in learning Chinese.

2. Mean, standard deviation and correlation coefficient.

In order to make the data more reliable and strengthen above characteristic of the correlation, the research paper plans to apply with correlation

coefficient to interpret what the relationship between Chinese language education and economic reason is, and also the level of significance.

The survey, apart from categorized background as mentioned earlier, was designed in order to measure degree of interest in Chinese language. This degree of interest was asked respondents to fill up at the last step, after they reviewed the previous questions which are all related to economic benefits to score how large of the degree of interest by considering to these benefits. The economic benefits asking respondents are as follows.

1. Attitude towards job vacancy
2. Attitude of more recruiting period
3. Sense of imbalance labor supply and job demand
4. Special consideration from the airline
5. Special treatment to qualification exempt
6. Chance for cross airlines rotation
7. Base salary premium
8. More flight incentive
9. Advancement in career path

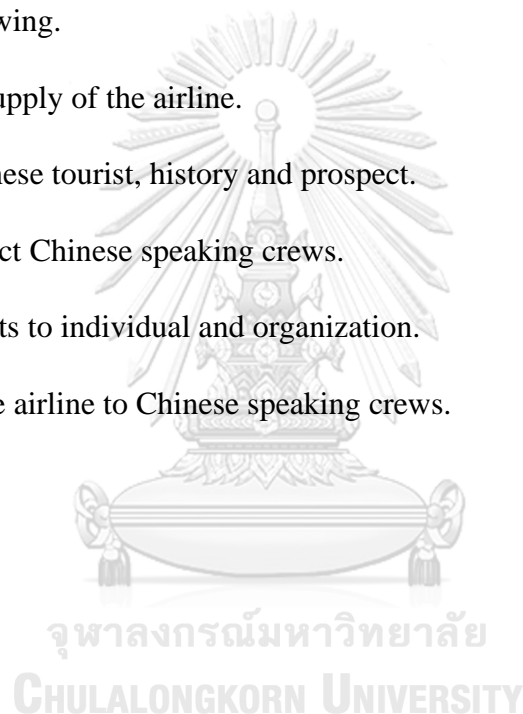
All above benefits were asked respondents to score from 0 to 5 in which 5 represents the maximum score having to the benefits they are supposed have if additional in Chinese skill. Finally, after passing though all these benefits, the respondents were asked to evaluate the degree of interesting; similarly the score is ranged from 0 to 5. When every question has been scored, each economic benefits will be separately cross compared to the score from degree of interest in order to figure out the level of coefficient.

Because this part of the survey allows respondents to mark evaluation score from 0 to 5, the average and standard deviation will also be provided to measure the trend and spread.

Secondly, to back up the evidence from the survey, the data from in depth interview will also be included to support the interpretation of the result. Due to concerns to some confidential data of the organization, the selected interviewees are reserved the right for anonymity. However, it is able to confirm that the targeted interviewees are the ones who have involved in human resource planning, anticipation in Chinese tourist's demand, as well as setting criteria in admitting candidates, etc.

The selected interviewee for the research in depth interview are both HR and cabin crew supervisor from three domestic airlines. The general scopes of data to be enquired are following.

1. Plan for labor supply of the airline.
2. The rise of Chinese tourist, history and prospect.
3. Strategy to attract Chinese speaking crews.
4. Gain and benefits to individual and organization.
5. Challenge of the airline to Chinese speaking crews.



Result

The table below indicates the general result obtained from 153 respondents by classifying into six types of socio-economic characteristic groups: age, gender, education, major of study, airways, and current position.

Socio-economic characteristic	Full sample	Interested in learning Chinese	No interested in learning Chinese
	Percentage	Percentage	Percentage
Use to learn Chinese	43.14	43.14	0.00
Never learn Chinese	56.86	41.18	15.69
Age			
22-26	35.29	33.33	1.96
26-30	41.18	35.29	5.88
31-35	9.80	5.88	3.92
>35	13.73	9.80	3.92
Gender			
Male	17.65	17.65	0.00
Female	82.35	66.67	15.69
Education			
Bachelor degree	88.24	72.55	15.69
Master degree	11.76	11.76	0.00
Major			
Science	7.84	1.96	5.88
Social science	9.80	5.88	3.92
Linguistic	47.06	47.06	0.00
Management	15.69	13.73	1.96
Other	19.61	15.69	3.92
Airline			
Thai airways	21.57	17.65	3.92
Thai Smile Airways	19.61	19.61	0.00
Airasia	13.73	13.73	0.00
Qatar airways	11.76	7.84	3.92
Nok Scoot airline	7.84	7.84	0.00
Thai Lion Air	5.88	5.88	0.00
Newgen Airways	3.92	1.96	1.96
Hainan Airlines	3.92	3.92	0.00
Norwegian Air Shuttle	1.96	0.00	1.96
All Nippon Airways	1.96	0.00	1.96
Cathay Pacific Airways	1.96	1.96	0.00
Bamboo Airways	1.96	1.96	0.00
Kuwait Airways	1.96	1.96	0.00
Singapore Airlines	1.96	0.00	1.96
Position			
Junior cabin crew	56.86	50.98	5.88
Senior cabin crew	17.65	15.69	1.96
Business class cabin crew	3.92	1.96	1.96
First class cabin crew	9.80	5.88	3.92
Air purser	7.84	5.88	1.96
Supervisor	3.92	3.92	0.00
Observation	153.00	129.00	24.00

Initially, the data is segregated respondents into two main categories at the top regarding to experience in Chinese language education. Hence, to divide the categories, there are only people who have experienced and non-experience in

learning Chinese. From the data, it can be seen that the proportion of people who are studying or used to study Chinese, as well as never learn Chinese are 43.14 and 56.86 percent respectively. However, the percentage showing the degree of interesting among these two groups are only different at level 1.96 point; meanwhile, only few volumes of people who are not interested in learning Chinese are 15.69 percent. Therefore, based on this primary information, it indicates that both groups unanimously have a certain level of motivation in learning Chinese.

Regarding to educational level, the data also implies one important information to this socio-economic group, since the degree of uninterested only appears in the people having bachelor's degree which is 15.69 percent approximately. However, there is no related data found among respondents with master's degree completion. The average score of interesting level for people with master's degree, scaled between 0 to 5, reached at level of 4.33 point which is considered as high score for degree of interest.

The educational background seems to be not related towards the degree of interest for respondent with master's degree completion, as half of the proportion from this group doesn't have any background neither with Chinese language, nor linguistic as a major, but the average score reached at the level of 4 .00. Typically, per data collected, major of study creates impact to the degree of interest, seeing that respondents graduated with scientific field shows the degree of interest only at 2.2, and higher percentage belong to uninterested potion. Meanwhile, social studies filed maintains its degree of interest at level 3.89.

For the airline's characteristic, the degree of interest in learning Chinese mostly centralizes to the people working in domestic airlines. The first top three are belong to Thai Smile Airways, Thai airways, and AirAsia in which there is only respondent from Thai Airways showing few percentages of uninterested with 3.92 percent compared to the whole proportion from 21.57 percent. These domestic airlines, especially in the recent years focus to invest more routes to China, and treat Chinese passengers as strategic customer.

According to the data from “airline network news and analysis” (Online, 08/10/2019) mentioned that in 2019 there are 69 routes flying between China and Bangkok, or about 245 flights on a daily basis which are mostly operated by domestic airlines. The numbers of seats (two-way seats) reserved in a year are more than million. This information supported the result above that domestic airlines consider Chinese passengers, and exploring new routes to China are market strategic plan.

Airline	Two-way seats (2019)
Thai Lion Air	2.3 million
Thai AirAsia	2.3 million
Thai Airways	2.0 million
Nok Scoot Airline	1.0 million

The data from OAG Schedules Analyzer provided by airline network news and analysis showing the intensive numbers of flight between Thailand and China.



Therefore, people who work in these domestic airlines can realize to the important of Chinese language in term of economic benefit. The average scores

towards degree of interest for non-experience respondents (were asked to input score of interest ranked from 0-5) among these domestic airlines are at level of 3.2, 3.5 and 3.8 respectively. The average scores show relative high level of degree, although they have never learnt Chinese.

Not only these mentioned domestic airlines, but also Nok Scoot airline and Thai Lion Air have considerably high scores among people with non-experience in Chinese language. The average for Nok Scoot airline is 4.00; while Thai Lion Air 4.66. In contrast, incentive in learning Chinese mostly centralizes in domestic airways. However, regarding to foreign airways, for example Qatar airway, reveals an inverse result that more percentages tend to the portion of interested which its average score achieved 4.5 point, and this is similar to Kuwait Airways as well that there is no percentage of uninterested found.

According to data from official website of Qatar airway (Online, 07/07/2020), it was reported that in 2017 there were about more than 45,000 of Chinese tourists visiting Doha which is higher than last year with 26 percent increase. Similarly, if the flight from Doha to China, it is around 80 – 90 percent of the passengers being Chinese.

There are around 75 weekly flights to China which the routes cover to at least seven cities in China. For example, Shanghai, Beijing, Guangzhou, Hangzhou, Chongqing, Chengdu and Hong Kong. The market size, and profit gained from Chinese tourists is the third largest after India and US (China daily.com, 07/07/2020).

Positions in the airline, as one of the socio-economic groups, also indicate a significance proportion between degree of interested and uninterested. The data shows relatively high percentage of interested people in Chinese language that most of them are working in flight of economic class which can be classified as junior and senior cabin crew. Comparing the proportion of these two groups, it can be seen that the percentages of people who have the incentive in Chinese language education are considerably higher than non-interested group in which the average score of these groups achieved at 3.9 for junior cabin crew and 3.8 for senior, regardless whether having experience with learning Chinese or not.

However, the interested score and proportion reduce once the position is moving higher. In other words, the data reveals that people working in flight of business class, the proportion between interested and uninterested is half for each, and the average score only maintains at level 3.00 point. Similarly, for the respondent working in flight of first class, the proportion of uninterested is almost half of the sample which average score is only at 2.4 point. The score of interested is not only accord with position, but also year of experience. To say that, the more number of experience, the less level of interested towards Chinese language learning.

To sum up, from the whole sample with 153 respondents, more than half are interested, and having incentive in learning Chinese. By point out specific socio-economic group, educational level and background relate to the degree of interest, as no data of uninterested found for the people with master's degree completion; while the respondents with scientific field have very few levels of interesting. The degree of interest mostly centralizes in domestic airline and for the people working in flight of economic class; while higher positions are trend to have less motivation in Chinese language education.

Correlation coefficient.

The previous part of the result is mentioned how large percentage of people towards the motivation of Chinese language learning which both controlled by separating respondents into different type of socio-economic groups, and also whether he or she has experience in learning Chinese. The result shows that people selected and are going to study Chinese due to benefit from the economic reason. The data; however, does not specify which components of what people recognized as economic reason create the most influential power to their decision. What is the relationship of these components to the degree of interest, and how large of their magnitude dominates the people's motivation. Therefore, the research paper is going to apply another significant statistical tool by utilizing correlation coefficient to measure intensity of relationship between each components of economic reason, and degree of interest, in order to see how large effect of these economic reasons contribute to the degree of interest in learning Chinese.

To apply this statistical equipment of correlation coefficient, there are scales ranked between 0 to 5 in the survey which 0 indicates no any level given to the economic reason; while 5 represents the maximum level towards each questions. The scaled ranked to “degree of interest” are also between 0 to 5. The respondents were asked to fill out number from 0 to 5 on each components of economic reason that they consider Chinese learning will help create a positive impact to the following spheres.

1. Attitude towards job vacancy
2. Attitude of more recruiting period
3. Sense of imbalance labor supply and job demand
4. Special consideration from the airline
5. Special treatment to qualification exempt
6. Chance for cross airlines rotation
7. Base salary premium
8. More flight incentive
9. Advancement in career path

After scaling these above components, the respondents were also asked another one question regarding to if consider to the given benefits in term of economic reason, how much of motivation you have towards Chinese language education; similarly scaled from 0 to 5. The scores in this part were input in “Degree of interest”. To process correlation coefficient, scores from “Degree of interest” were used to calculated with scores from each economic listed above one by one. Consequently, this method can lead to the outcome that which component dominates the most powerful impact to the degree of interest, and what the relationship for about the rest of components.

Due to the respondents have both experience and non-experience in Chinese language education, the correlation table will be divided from full sample of 153 respondents to one part for experienced and next one for non-experience in order to

compare the level of each correlation between fact from respondents with experienced, and opinion or attitude represented by non- experience respondents.

The table below indicates coefficient result on how large relationship of each economic components having towards “Degree of interest”.

Economic benefits in learning Chinese	Full sample		Experience		Non - Experience	
	Mean (SD)	Coefficient	Mean (SD)	Coefficient	Mean (SD)	Coefficient
*** Degree of interest	3.73 (1.43)	1	3.73 (1.43)	1	3.73 (1.43)	1
Overall significance in airline business	3.88 (1.03)	0.636	3.89 (1.03)	0.635	3.88 (1.03)	0.636
Attitude towards job vacancy	4.39 (0.80)	0.527	4.39 (0.80)	0.526	4.39 (0.80)	0.527
Attitude of more recruiting period	3.53 (1.23)	0.363	3.53 (1.23)	0.364	3.53 (1.23)	0.363
Attitude of not enough labor supply	3.76 (0.99)	0.303	3.77 (0.99)	0.302	3.76 (0.99)	0.303
Special consideration by the airline	3.64 (0.97)	0.398	3.64 (0.97)	0.406	3.64 (0.97)	0.398
Qualification exempt	3.21 (1.54)	0.375	3.20 (1.54)	0.381	3.21 (1.54)	0.375
Cross airline rotation	3.33 (1.19)	0.553	3.34 (1.19)	0.553	3.33 (1.19)	0.553
Wage premium	3.00 (1.65)	0.309	2.99 (1.65)	0.311	3.00 (1.65)	0.309
Flight incentive	2.86 (1.50)	0.524	2.87 (1.50)	0.523	2.86 (1.50)	0.524
Career advancement	2.59 (1.59)	0.253	2.59 (1.60)	0.254	2.59 (1.59)	0.253

Refer to above summary of coefficient, the data indicates that there is a positive relationship of incentive in Chinese language education driven by the benefits as overall if a person works in airline business, and it supported to the hypothesis that people start to learn Chinese due to mindset of being gained in term of economic outcome. The level of coefficient (Full sample), by not separated if respondents have

Chinese learning experience, is 0.636 which consisted very small difference (0.001) compared to group of experienced in Chinese learning, but perfectly no difference to the section of non-experience. Therefore, the coefficient in overall of significance in airline business is statistically significant, and it is able to confirm that there is strong correlation between promising of economic reason and degree of interest to both experienced and non-experienced.

The research is further stepping down to what is contained in economic reason. The data indicates that all components show positive relationship with the degree of interest, seeing that these elements are affecting people's decision, and stimulate the motivation in Chinese language. However, there are only a few components showing relatively high positive relationship to the degree of interest.

Initially, attitude towards job vacancy in airline for labor with Chinese language skill plays the most important role to the degree of interest, as its magnitude reached to level of 0.527 which indicates relatively strong relationship. It is implied that people who desire to be recruited in airline industry as flight attendant have Chinese language skill will be advantage thanks to abundant of job vacancy availability. This result also gets supported by the coefficient of more chance in cross airline rotation with 0.553 of magnitude, so people with Chinese language skill can have more opportunities to apply in other airline, due to the availability of job vacancy offered to this kind of labor.

Regarding to wage structure, the result provided quite a surprising outcome. Typically, people are driven to do something by having the incentive in form of monetary; however, per the result of coefficient, there is a certain relationship between degree of interest and the wage premium; however, the correlation does not contain a very high level, as showing weak relationship of these two variables. Hence, refer from this coefficient, it might be able to typically assume that people consider Chinese language skill does not have much impact to wage premium.

Nonetheless, although there is no strong correlation on wage premium to degree of interest, since the level of coefficient is only at level 0.309, the data reveals another interesting result.

There is a relatively strong relationship between flight incentive and the degree of interest. The coefficient with 0.524 indicates that in respondent's opinion, they might be able to gain benefits from having more flights incentive if they are Chinese speaker of the airline. This implied that basically there are two ways of income: base salary and flight incentive. With the additional of Chinese skill, it does not provide premium or supplement to base salary, but these people are tended to have more flights, so that more income from the incentive.

Furthermore, not only wage premium that was found no intensive correlation with the Chinese language skill, but also others variables. For instance, qualification exempt, more recruiting period, and career advancement. People consider that Chinese skill does not contribute to their qualification exempt during recruiting process, as well as more opportunity in career promotion. Scores of coefficients of these elements towards degree of interesting are only at level 0.375, 0.363 and 0.253 respectively. Therefore, these components do not have strong relationship in incentivizing people to learn Chinese.

Because the coefficient are segregated into two sections between a group who has experience with Chinese learning, and another for group for non-experience, the interpretation tentatively assumed the outcome from a group with Chinese learning experience as an experience they faced once accessed into airline business, since the benefits and the screening processes they went through were belong to Chinese speaker candidate. Simultaneously, the result from non-experience group are considered as attitude having to Chinese language skill in airline business through the observation or witness what the difference of Chinese speakers have. However, levels of coefficient of these two groups between experienced and non-experienced does not appear distinctive difference, seeing that the results between two groups from the table, each component is almost identical. Therefore, it can be interpreted that the degree of interest over each component under the economic reason for both experience and non-experience in Chinese learning people are perceived in a similar direction.

Discussion

The results of the coefficient are described the relationship of each elements under what people recognized as economic reason which dominate and affect to the degree of interest toward Chinese language education. However, the data obtained from the questionnaire are merely opinion of the respondents which is not able to lead to an actual conclusion. Thus, for the purpose of strengthening the result to lead it more reliable, a further critical evidence is a must.

To enhance data's reliability, author acquired opportunities to arrange in depth interview to the people who are specialized and being familiar with the airline business, guaranteed with more than thirty years of working experiences in Thailand domestic airline. All of them were invited from different airlines and position.

Information acquired from the interview is mostly supportive and align with the result from the correlation coefficient from the previous part. In other word, all interviewee agreed with the statement that there is high availability of job vacancy reserved to the candidates who apply for a role of Chinese speaker, although there is no regulation from local government determined airlines to have at least one Chinese speaking crew on board, if the flight is heading to China. This is different from Korea and Japan that it is illegal to fly to these destination countries without local language speaker on board. However, to improve the service and construct a tie of brand of royalty to Chinese passenger, the airlines never stops seeking candidates with local language competency. The interviewees mentioned that in the past 15 to 20 years ago, there were also a large number of Chinese tourists visiting Thailand, while the trend keeps increasing through the time. The airline initially employed foreign cabin crews to serve the customers due to accessibility in human resource. Nonetheless, hiring one foreign crew, the airlines have to encounter with more expensive costs and burden in preparing legal document, as well as invisible cost of high turnover rate, particularly for cabin crews with Chinese nationality. Additionally, one of the interviewees illustrated the example of difficulty in hiring foreign crews. He mentioned that his airline in the past, in order to serve Chinese customers, mostly focused to employ Taiwanese cabin crews, since higher performance in English communication and better personality, compared to the mainland. The airline did not suffer with turnover

rate from Taiwanese crews, since it was very low, unlike the mainland. However, the main difficulty is related to political conflict instead. Once the flight landing to China, these crews need to fill in GD form to present to immigration office in which the Chinese government law required them to identify themselves as a Chinese which cause the feeling of uncomfortable and avoid to serve mainland flight.

The airline is trying to cut the cost by starting to recruit more Thai people with third language skill to serve for the surging demand of Thailand's tourism. The proportion of foreign crews is being limited, while numbers of Thai employee keep increasing, or even some domestic airlines eventually phased out recruiting project of the foreign crews.

One of the interviewee reveals that his company, in order to serve for huge wave of Chinese tourists, the airline established a project in 2016, called "Thai Quality and Service (TQV)", which its main commission is to seek talented Chinese speaking crews with Thai nationality.

The interviewees also mentioned that the airlines have to maximize the profit and try to avoid loss for every single flights. This implied that every flight the number of reserved seats must reach to a certain level, so that to ensure the flight will gain a profit. However, flight with planning to Europe or unpopular location, it is a big obstruction for marketing team to source out travel agency or passengers to book at the certain level. On the other hand, the flight which is going to China, or from China to Thailand, the full reservation can be very smoothly achieved with a short period of time. To this extent, it leads the airlines to increase more frequency of flights and explore new route in China which causes more job vacancy to Chinese speaking candidate.

Moreover, the information from the interview also supported the data of coefficient under the component of "Chance for cross airlines rotation". The employee with Chinese language skill, can easily rotate to other airline regardless its nationalities. Based on the experience they gained from domestic airline and Chinese skill, together with airline marketing plan in settling new routes in China, it can be

mentioned that the Chinese speaking crews are demanding in this business for a certain period.

Although there are abundant of jobs availability in the airlines reserved for Chinese speaking crews, or even some domestic airlines opened special round to recruit the new generation of Chinese speaking crews, the standard and acceptance criteria remain unchanged. The candidates must have the qualification set by the airline during first round of recruiting, called screening process. The screening committees are not tolerated to exempt any candidates, regardless how competent of the foreign language they are. It was noted that these qualifications; to illustrate, height, weight, eyesight, as well as additional requirement to the physical are safety concerned, as all boarding flight attendants are supposed to perform as front line in case of accident and emergency. These basic qualifications, even though airlines are the actor who determines the standard and screening criteria, yet they must align with the minimum requirement under the aviation law.

Considering to the process of screening determined by the airlines, the candidates must get through this initial step first. After passing this stage, the candidate with Chinese speaking skill will be separated to get a particular interview under a special project called “Thai Quality and Service (TQV)” in which airlines plan to select the most suitable candidates who are indeed ready to work on Chinese flight, due to its characteristic. This process is also implied and support the availability of job vacancy for Chinese speaker. However, turning back to the screening process initially set by the airlines; with this reason, it also indicates that people do not select to learn Chinese just, because of the expectation to receive special treatment on qualification exempt. The correlation coefficient showed above; as a consequent, reached only at the level of 0.375 showing that degree of interest does not driven from this reason, qualification exempt.

Move to another element of economic reason regarding to wage and benefit. The interviewee also provided a supportive evidence to what found during the coefficient interpretation. The information reveals that typically cabin crews will received the following according to wage structure: base salary, allowance (special payment to the employees according to title and position) and Per Diem.

Most of the airlines do not provide premium on the base salary, regardless candidate language capacity. Everyone receives the same pay rate, and this basic wage will be changed according to the increasing years of experience, or promotion. There are very few airlines offer employees base salary premium if he or she are capable in Chinese language skill. Therefore, this information is able to confirm that no impact at all to the basic wage, that why the coefficient is only at 0.309.

However, there is another incentive provided to Chinese speaking crews. Per Diem fee is one of the special payment remitted to the crews according to the flying distance. The more numbers of flight, the more incentives received. One of the interviewee informed that the Per Diem rate is calculated by distance and hardship of the destination countries. In other words, if the country that cabin crews heading are underdeveloped or below standard of well-being, the rate of Per Diem fee will be increased per the hardship. In the past, China was one of the country in Asia categorized as having difficulty for well-being; hence, the rate of Per Diem was higher compared to many countries in Euro zone. However, with the rapid development of China, the people well-being get improved all the time, but the rate of Per Diem fee set by the airlines has never been revisited, and this remains happening to almost domestic airlines per the interview. Therefore, Chinese speaking crews will receive the privilege of high rate of Per Diem fee when they have flights to China.

As mentioned above, the airlines try to reduce potential loss by more focusing on the route to China. This indicates Chinese speaking crews are guaranteed to have more assignments. The average numbers of flight for Chinese speaking crews are 4-5 days per week approximately. This group of employees can receive more incentive, and this is similar to what indicated by the coefficient (0.524). Therefore, Chinese speaking crews are supposed to work harder than the other due to frequent numbers of flights from a large quantity of Chinese tourists.

From all information collected from these three interviewees, it is much constructive to what acquired from the survey, especially providing reasons, and enhance the interpretation of the correlation coefficient as above. The degree of interest in Chinese language education is mainly driven by the attitude to the availability of job vacancy, and more numbers of flight which, at the end, are turned

and remitted into additional wage as an incentive; even though, the skill has no impact to the base salary increase. Nevertheless, to be acknowledged, Chinese skill does not help exempt who are not qualified; thus, the candidates must also meet the basic qualifications announced by the airline.

Implication

Implication: A double-edged sword of Per Diem fee

Although Chinese language skill does not contribute significant impact to the base salary under the airline business, the additional wage of the Per Diem fee occupies the largest portion of Chinese speaking crews. According to the interview, all three interviewees stated that the Per Diem fee is calculated based on the distance of flying and living resource scarcity of the destination countries. China, at the beginning of routes opening, was classified as a country with hardship to the living. Passing through several time series until the present, China remains listed in the rank of country with hardship to the living. The rate of Per Diem fee from that time onwards has never been revisited affecting the crews who flied to China receive relatively high rate of this additional wage. Furthermore, there are several flights flying to China on a daily basis, and its frequency is more than one time a day, compared to other zone, like Europe, America, or even in south East Asia. From this extent, it looks promising and sounds optimistic among cabin crews towards the additional income that they are going to acquire. Despite more incentive of the Per Diem, this; simultaneously, is one of the key factors leading to high turnover rate of the Chinese speaking crews.

Refer to the information from the interview, one of the representatives from one domestic airline mentioned that the average working year of Chinese speaker are one-year half or two year per estimated. The reason he perceived during the exit interview is because of excessive numbers of flight flying to China. From what mentioned above, there are around 4-5 days a week that airlines assign Chinese speaking crews to work on board. Although the exchange of boarding is turned into more incentive, it easily leads the crews feel exhausted and restless as on boarding for consecutive days. In other words, the Chinese speakers are assigned to fly to China.

Once came back, they have to prepare onboarding again in the next day. Although the work onboarding is only busy during before and after landing, traveling from one location to another under human unfamiliar condition, the exhausted and health concern are inevitable. Therefore, several crews finally decide to abandon the job.

Additionally, for the purpose of cost reduction, airlines try to arrange most of the flight to China to be one day trip, so that the airline do not need to provide reimbursement of living allowance living to employees stay overnight. This rarely occurs to flight of cross time zone, but due to short distance from Thailand to China, it allows airline to do so.

Due to unrest increasing of the Chinese tourist, and tendency of more popularity travelling to Thailand among Chinese people, the marketing team of the airlines observed new routes to China. In the previous days, most of the airlines do have a route to only A grade cities which are the cities having their own international airports. These cities include Beijing, Shanghai, and Guangzhou. Therefore, Chinese tourist from other provinces had to commute themselves to these cities in order to get themselves into the flight heading to Thailand. After the observation, more and more Chinese people are released from the poverty. The tourists in C grade cities have more purchasing power, and similarly Thailand is the top preferable location they desire to visit. The C grade cities are mostly the provinces located in southwestern part of China which have no international airport, and also not a metropolitan, but a kind of mixture between rural and urban. To illustrate, Nanning, Wuhan, Shenzhen, Ningbo, Wuxi, Shijiazhuang, etc. What action the airlines taken, are dealing with these local airports to open up special international route for both arrival and departure.

From these new phenomena the airlines did, owing to short distance to these destinations, and tremendous wave of Chinese tourists living in C grade cities, it is another reason pressuring Chinese speaking crews to have an excessive number of flights which at the same period is also one of the main driving force leading to high turnover rate.

The information from the interview also noted that Chinese passenger behavior does not a matter causing turnover rate. In reality, they are a good listener

and follow the aviation discipline; just in occasion because of unawareness, they did something inappropriate. From the data collected through the survey, the average score on negative feeling having towards Chinese passengers is only 1.54, and for the crews who are really working with Chinese, data indicates very few average scores at only level 1.22 point. This points out that behavior of Chinese passengers is not the challenge of Chinese speaking crews, instead it is frequent flights for consecutive days, and it is the problem of what research found “A double-edged sword of Per Diem fee”.

Implication: Availability of job vacancy, an invisible pitfall of competitiveness and overeducation

According to data from Ministry of Tourism and Sports, the portion gained in tourism is equivalent to one fifth of the whole GDP. Chinese tourists remain the top visiting to Thailand with approximately 34 million per year. Several domestic airlines, so as to adapt to changed phenomena, are restructuring and investing more routes to China, or even sourcing out the way to access more local Chinese apart from whom living in A or B grade city.

From this extent, airlines tend to recruit more Chinese speaking crews, and this seems to be very promising and prospective to candidate having Chinese skill. Also, the results from both correlation coefficient and interview all suggested that knowing Chinese language is an advantage for the candidates in term of employment, thanks to abundant of job vacancy availability. Even One interviewee mentioned that although the candidates applied for role of flight attendant, but does not meet the qualification, the committee would offer another position to support airline supply chain, or advise to participate again in the next round. However, the availability of job vacancy is only offered at the certain numbers, but the amount of applicants are much more the vacant position available in the airline which simultaneously implied that the employment is not possible to every candidates with Chinese language skill.

Refer to the interview, the representative stated that there is one national airway, once opened recruitment, there are estimated around three to four thousands of applicants flowing into the station for screening process. With these huge amounts,

there is around nearly half of one thousand approximately specified themselves as having Chinese communication skill, regardless what level of competency they are. The vacant positions reserved that this airline is able to provide for Chinese speaking crews will not over than twenty or thirty people. Moreover, the airline is still hiring and maintaining the proportion of local Chinese crews at the same time. Therefore, the overall quantity of manpower belong to Chinese speaking crews are around seventy people by combining with the local crews, and the competitive ratio is 1:20.

Another information from one of the representatives from another domestic airline, there are at least eight hundred to one thousand five hundred of applicants participating in recruitment process once opened. However, the quantity that airline planned to employ the Chinese speaking crews are maximum at thirty people. This airline used to have foreign crews, but due to complicated issue having over these crews, airlines limited the number and finally end up the project to recruit foreign crews. Cancellation on hiring foreign crews does not affect to the increasing in employment of Thai Chinese speaking crews, as this number is the most profitable to serve the airline.

A huge approaching wave of Chinese tourists visiting Thailand although leads the airlines to recruit more Chinese speaking crews, as well as an opportunity for the organization to explore new routes, the information regarding to demand of Chinese speaking crews and labor supply acquired during the interview not only implied high competitiveness among applicants, but also limited positions determined by the airlines. Even though, the ratio of competitive is much smaller than the applicants without Chinese communication competency, yet the ratio is still considered as high level. The numbers of people who can speak Chinese keep increasing through the time, and this might intensify more competitive in the future.

The limitation of Chinese speaker position, commission of cost saving, allows only one Chinese speaking crews onboarding with other typical crews. With this extent, it is also narrowing the availability of job vacancy at the same time.

Moreover, the additional skill of Chinese language among cabin crews also leads to the overeducation resulting to wage penalty at the same time, according to

Thurow's job competition theory in 1975. The theory was suggested that labor supply side, generally labors perceive job employment opportunities along with their educational level. In other words, people select to increase their skill through education, as it is perceived that education will contribute to more job opportunities. Concurrently, on the demand side, competition among firms high productivity workers creates a labor queue, and individuals are ranked by potential training cost of the firm. To recruit workers with a certain level of skill, there will be lower in training cost than the other with less skill, and with this extent it can be summarized that higher skill creates job que and make applicant more competitive in labor market. With both occurring in demand and supply side, it finally leads to workers' overeducation in which more investment in skill does not yield to increasing in wage.

Theory of job competition by Thurow is similar to what the research found. According to data from correlation and interview, it reveals that Chinese speaking crews do not directly receive base salary premium, but only easier chance of employment into the airlines considering to his or her additional skill in Chinese communication. This implied that airlines accepted these candidates in order to reduce potential high of training cost; meanwhile higher skill does not turn into increasing in wage.

Therefore, it can be mentioned that Chinese speaking candidates are not only facing with large number of labor supply, but also once recruited, overeducation which resulting to wage penalty is inevitable.

Conclusion

The purpose of this research paper aims to analyze and measure whether economic reason is the critical driving force leading to an increasing number of learners towards Chinese language education, by focusing to people who are working as flight attendant from the airline industry as a case study. The data are separately aggregated from two main sources: survey and in-depth interview.

Data collected through the survey are contained 153 samples from different background of age, gender, service year, experience in Chinese learning, as well as working organization, etc. The primary result from launching the survey indicates 84.31 percent of the respondents are interested in Chinese language education in which this portion there are 41.18 percent of the people who never learn Chinese, but interested. Only few percentages of the whole sample with 15.69 percent have no interest to Chinese learning.

The compactness of interest towards Chinese language education mostly centralizes among the people with young age between 22 – 30 years old. Moreover, its density is mostly concentrated in the domestic airlines in which Thai Smile Airways, Thai airway and Airasia are top third showing highest percentages of interest in Chinese learning respectively.

The result; simultaneously, points out the effect of education in both level and background of major creating the impact to the level of interest. People with higher level of education are trended to have more interest in Chinese learning, as no percentage of uninterest found for respondent with master's degree completion. Meanwhile, respondents majoring in scientific field, have higher proportion of uninterest, but there is no relevant phenomena occurred to social studies filed.

Additionally, responsible positions also influence to the level of interest in Chinese language. In other words, high density of interest is brunched over the respondents serving in economic class. The degree of interest shows negative direction, once the title escalating to higher positions, business and first class.

Another important statistical tool, correlation coefficient, was utilized to apply for interpretation in what extents lead people consider that they gained the most

benefits in case investing in Chinese language education. Since the incentive in learning is derived from economic perspective, each components under economic reason were implemented with Person's coefficient by cross compared to the degree of interest input by respondents.

The outcome of the correlation coefficient indicates that the degree of interest in Chinese study mostly comes from the prospective attitude towards abundant of job vacancy availability, cross airline rotation, and opportunity to receive more flight incentive. There is no statistical significance and economically meaningful in term of base salary premium, career path advancement, and special treatment to qualification exempt per the result of coefficient.

Details from in depth interview provides a supportive information to what research has found, and also crucial implications. Attitude having towards job vacancy is true, but now also being challenged by the surging numbers of more Chinese learners, and airline cost reduction strategy which limits one Chinese speaking crews per one aircraft. Aside from that, according to Thurow's job competition theory (1975), it is supported that an increasing labor skill inversely results in wage in that Chinese skill is merely a part in upgrading a more competitive applicants, with no premium at all in basic salary, but indirect pay of Per diem fee. Having more flight incentives (Per diem fee) superficially motivates people to participate in China routes. However, this must sacrifice with health issue, exhaustion which finally lead to individual's resignation.

Chinese language education creates impact to the benefits of the people working in airline business, even though some of them are a kind of double-edged sword that gaining something, have to sacrifice some other things. This study is only circumscribed to the sample from airline industry; cannot conclude as a result to the others. The important of Chinese language education on individual's benefit in the world of business is being skeptical, and therefore further studies to the impact and influence are needed for other business industries to response "Does decision in learning Chinese derive from economic reason."

Recommendation

All sources of data collected from the survey and interview suggested to the same direction that the degree of interest in Chinese language education of people, or cabin crew candidates are mostly driven from spectacular prospects in economic reason. Incentive of people selecting to learn Chinese is for the business purposed. According to the studies to airline industry, advantage in Chinese language skill do yield some impact to the economic benefits, especially towards job vacancy and incentive wage. However, with these two main benefits people believed, the studies reflected that there are some hidden barriers.

In other words, the availability of job vacancy for Chinese speaking crews comes together with the escalating in competitiveness among several numbers of applicants. Moreover, there is a limitation to the vacant positions in which one Chinese speaking crews per flight. This strategy lead to the summary that the number of new cabin crews, Chinese speaker, will not exceed forty people as a maximum level, except for the case that airlines purchase a new aircraft, or opening new routes to China.

Furthermore, wage is supposed to be the most preferable to motivate people working for something. Per the result, additional skill in Chinese language creates slightly influence, or even not relates to the base salary, but yields opportunity to the crews to have more assignments onboarding in which it will be able to turn into incentive pay, called "Per Diem fee". Basically, it is prospective to have frequent flights, so that to ensure the more wage received. However, the implication of the studies indicated that the more Per Diem fee one received must be sacrificed with a state of exhaustion, health issue and restlessness which at the beginning Chinese skill may help get employment, but at the end inversely lead to the resignation.

Gathering all the results as above, it leads to the suggestion that a new comer of Chinese speaking crews, or interested applicants have to keep in mind that additional Chinese language skill does not directly contribute to premium in base salary, but more chances to have frequent flights which are incentive pay in return. However, ones should be able to accept the working condition in that most of the

flights assigned by the airlines will be the routes to China, and working pressure (exhausted, restlessness or health issue) is higher than other crews.

For the existing Chinese speaking crews, to avoid excessive consecutive flights to China, it is suggested to shift to higher position. In other words, that is to be promoted from economic class to business or first class, as these two positions, it is unnecessary to use Chinese skill, also more chance to fly other regions. At the same time, the promotion truly affects to the direct base salary. Hence, this can help avoid pressured working condition, exhausted, restlessness or health issue.

Last but not least, as perceived additional skill in Chinese language does not contribute sufficient impact over the economic utility. Per the interview, there were countless people are capable in Chinese communication which some of them are able to perform near the same level of native speaker. However, working attitude, personality or even English communication skill does not meet the minimum expected qualification, so additional skill in Chinese is taken for grant and become useless in no time. Therefore, whoever whether new comers or existing crews, English communication skill, positive attitude and personality remain the priority of every key qualification, while Chinese is just a plus of advantage topping up from the keys that a person whether have it or not does not a matter.

Limitation of studies

The research paper aims to focus on the motivation of Chinese language education among airline industry. All the result indicates the degree of interest in Chinese leaning is mainly driven by economic reason as an active force. Job vacancy and incentive wage are the most receiving benefit elements under the economic reason, even though there are some implications suggested to the invisible drawbacks. The studies is only circumscribed to the area of aviation industry. Therefore, it cannot be concluded into the whole completed jigsaw that whether either no base wage premium, or limited vacant positions are existing to the other industries.

Secondly, Chinese government in the past few years tremendously launches a commission to promote its soft power in both language, culture, and national image. According to Confucius institution website, it reveals that there are over 450 of Confucius institutions established around the world to carry out the commission of promoting soft power. For Thailand, there are 16 Confucius institutions settled in various regions. The Confucius institution is not only launching the promoting activities, but also subsidizing monetary support to the schools to set up Chinese classrooms, or funding the universities to establish teaching Chinese as major of the faculty. Apart from financial subsidy, the commission also help expat native Chinese teachers to these educational institutions.

From the result author collected either from the survey, or in depth interview, it is mutual support, and points out that economic reason stimulating people's motivation to learn Chinese, although the impact is not obviously significant over each components under the economic reason. Thus, the further studies towards in what extent idealizing people to perceive Chinese language education merit to the economic advantage is precious to research.

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