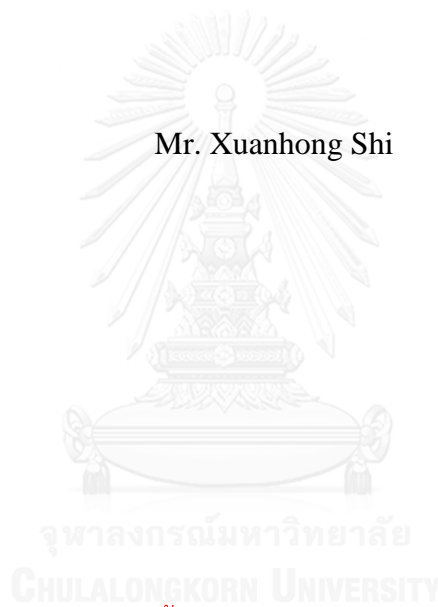


A Study of Thai Tourists' Behavior Patterns in Hangzhou, PRC

Mr. Xuanhong Shi



บทคัดย่อและแฟ้มข้อมูลฉบับเต็มของวิทยานิพนธ์ตั้งแต่ปีการศึกษา 2554 ที่ให้บริการในคลังปัญญาจุฬาฯ (CUIR)
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การศึกษารูปแบบพฤติกรรมของนักท่องเที่ยวชาวไทยในเมืองหางโจว สาธารณรัฐประชาชนจีน



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

สาขาวิชาเอเชียตะวันออกเฉียงใต้ศึกษา (สหสาขาวิชา)

บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย

ปีการศึกษา 2559

ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

ชวนหง ชี : การศึกษารูปแบบพฤติกรรมของนักท่องเที่ยวชาวไทยในเมืองหางโจว สาธารณรัฐประชาชนจีน (A Study of Thai Tourists' Behavior Patterns in Hangzhou, PRC) อ.ที่ปรึกษาวิทยานิพนธ์หลัก: ชีระ นุชเปี่ยม, 148 หน้า.

ปัจจุบันตลาดการท่องเที่ยวนอกประเทศของไทยกำลังขยายตัวอย่างน่าสนใจยิ่ง ใน ค.ศ. 2015 มีนักท่องเที่ยวชาวไทย 6.79 ล้านคนเดินทางไปเที่ยวต่างประเทศ (เพิ่มขึ้น 122.62% จาก ค.ศ. 2005) ซึ่งแสดงให้เห็นว่า ประเทศไทยได้กลายเป็นแหล่งสำคัญของนักท่องเที่ยวที่จะเดินทางไปต่างประเทศ อย่างไรก็ตาม การศึกษาค้นคว้าเกี่ยวกับการเดินทางท่องเที่ยวของคนไทยในต่างประเทศและที่เกี่ยวกับนักท่องเที่ยวไทยยังมีไม่เพียงพอ

ในแง่ของการเลือกจุดหมายปลายทางที่จะเดินทางไปท่องเที่ยว จีนเป็นจุดหมายปลายทางหนึ่ง ซึ่งเป็นที่นิยมของนักท่องเที่ยวไทยมาเป็นเวลาหลายปีแล้ว ใน ค.ศ. 2015 มีนักท่องเที่ยวชาวไทย 0.64 ล้านคนเดินทางไปเยือนประเทศจีน แต่จำนวนนักท่องเที่ยวไทยที่เดินทางไปเยือนจีนเพิ่มขึ้นเพียง 8.47% จาก ค.ศ. 2005 ซึ่งหมายความว่า จำนวนนักท่องเที่ยวไทยที่เดินทางออกนอกประเทศซึ่งเพิ่มขึ้นเป็นจำนวนมากนั้น เดินทางไปเยือนประเทศอื่นๆ แทนที่จะเป็นประเทศจีน ความรู้เกี่ยวกับพฤติกรรมนักท่องเที่ยวจะช่วยให้เข้าใจปรากฏการณ์นี้ ในบรรดาเมืองต่างๆ ของจีนนั้น หางโจวเป็นจุดหมายปลายทางอันเป็นที่นิยมสำหรับชาวไทยมากที่สุดแห่งหนึ่ง และเมืองนี้ก็ยังคงดึงดูดชาวไทยให้เดินทางไปเยือนในช่วงหลายปีมานี้ ดังนั้น งานวิจัยเรื่องนี้จึงถือเอานักท่องเที่ยวไทยที่เดินทางไปเยือนหางโจวเป็นเป้าหมายในการศึกษา โดยมีความมุ่งหมายที่จะศึกษารูปแบบพฤติกรรมของคนเหล่านี้ ผู้วิจัยใช้วิธีการสำรวจโดยแบบสอบถามเพื่อเก็บข้อมูลปฐมภูมิ จากนั้นได้ใช้วิธีการทางสถิติโปรแกรมซอฟต์แวร์ IBM SPSS ในการวิเคราะห์ข้อมูลที่เก็บรวบรวมมาได้ ผลการศึกษาเรื่องนี้สรุปรูปแบบพฤติกรรมโดยรวมของนักท่องเที่ยวไทยในหางโจว นอกจากนั้น การแปรผันของรูปแบบพฤติกรรมนักท่องเที่ยวไทยไปตามลักษณะทางสังคม เช่น เพศ อายุ อาชีพ และอื่นๆ ก็ได้นำมาพิจารณาด้วย มีการพิจารณาเหตุผลที่ทำให้หางโจวประสบความสำเร็จโดยการวิเคราะห์พฤติกรรมนักท่องเที่ยวเหล่านี้ ยิ่งไปกว่านั้น ผู้วิจัยให้ข้อเสนอแนะสำหรับแนวทางที่จะดึงดูดนักท่องเที่ยวไทยให้มากขึ้นด้วย

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Currently the Thai outbound tourism market is expanding dramatically. The year 2015 saw 6.79 million Thai tourists travel abroad (increased 122.62% from 2005), which shows Thailand has become an important international tourist source. However, the literatures about Thai outbound tourism and tourists are rather insufficient. In terms of choosing destination, China has become one of Thais' popular destinations for many years. 0.64 million Thai tourists visited China in 2015, but only increased 8.47% from 2005, which means the increased Thai outbound tourists flowed to other counties rather than China. The knowledge of tourist behavior helps to understand this phenomenon. Among all the cities in China, the city - Hangzhou is one of the most popular destinations for Thai tourists, and Hangzhou keeps attracting more and more Thais these years. This study, therefore, takes Thai outbound tourists in Hangzhou as the specific research object, and aims to explore their behavior patterns. A questionnaire survey was conducted to collect first hand data. Then the IBM SPSS Statistics software was applied to analyze the collected data. The result of this study summarized the overall behavior patterns of Thai tourists in Hangzhou. Besides, the variations of Thai tourists' behavior patterns according to social characteristics like gender, age, occupation and etc. were also examined. The reasons for Hangzhou's success were explored through the analysis of tourist behavior patterns. Furthermore, some suggestions are also proposed for the sake of attracting more Thai tourists.

Field of Study: Southeast Asian Studies Student's Signature

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Chapter 1 Introduction

1.1 Background

Nowadays, tourist activity is increasingly important in our daily life and people's travel within one's own country or abroad during holidays has become a norm. Tourism industry, therefore, has become one of the fastest growing sectors of the world economy and has been widely recognized for its contribution to regional and national economic development (Seddighi and Theocharous 2002). For example, it plays a significant role in generating foreign exchange earnings, creating jobs, tax revenues and so on.

Realizing its great economic contribution, more and more governments have regarded developing tourism reasonably and effectively as an engine of sustainable economic development. Thailand and China are also countries devoted to developing inbound tourism, and they are important tourism partners. As we know, due to the presence of a large number of overseas Chinese on its territory, Thailand is one of the earliest countries which have tourism communication with China, beginning with a number of Thai tourists who travelled to China for visiting relative and friends in the early period. Chinese citizens were also allowed to travel to Thailand for family visits in the year of 1988, which resulted from the China's ADS policy¹. Visiting relatives was the major purpose of early tourism activities. After thirty years' development, China has become Thailand's number one tourism source country since 2012, with leisure and sightseeing as the main purposes of travelling to Thailand. By contrast, the number of

¹ Approved Destination Status (ADS) is a unique policy adopted by the Chinese government to control its outbound tourism. It was first introduced in the early 1990s for destinations in Southeast Asia such as Singapore, Thailand and Malaysia. Prior to ADS, travelling abroad was only allowed for business purposes and official visits, with government approval needed for every single visit. ADS policy was created to account for the growing interest of Chinese citizens in foreign travel and the sharp increase in disposable income. <<http://www.chinacontact.org/en/what-is-ads-policy/>>

Thai tourists visiting China grew slightly during these years, even as the Thai outbound tourism market has been expanding dramatically nowadays.

Table 1.1 illustrated that the years 2005-2015 saw the overall scale of Thai tourists inbound to China remained stable; specifically the number remained at around 0.60 million and accounted for nearly 2.40% of all inbound foreign tourists in China. However, it also experienced a slight increase along at 0.82% average annual growth. Why did it grow so slowly? Was it because Thais did not like traveling in the past ten years? By contrast, the data of outbound Thai tourists conflict with this guess roughly. 2015 saw the doubling of the number of Thais traveling abroad from 2005, and the average annual growth rate from 2005 to 2015 reached 8.33%. In addition, currently 6.79 million outbound travelers have not reached its peak compared with its population of 65 million; this market still has huge potential.

Table 1.01 Thai Tourists in China and Outbound Tourism Data 2005-2015 (Million)

	Thai tourists in China	Share (Thai/All Foreign Tourists)	Thai outbound tourists	Share (Thai to China/Thai to world)
2005	0.59	2.91%	3.05	19.34%
2006	0.59	2.66%	3.38	17.46%
2007	0.61	2.34%	4.02	15.17%
2008	0.55	2.26%	3.91	14.07%
2009	0.54	2.46%	4.65	11.61%
2010	0.64	2.45%	5.45	11.74%
2011	0.61	2.25%	5.40	11.30%
2012	0.65	2.39%	5.72	11.36%
2013	0.65	2.47%	5.97	10.89%
2014	0.61	2.31%	6.44	9.47%
2015	0.64	2.46%	6.79	9.43%
Average- Annual	0.82%	-	8.33%	-

Increase Rate				
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Source: From CNTA and Databank of World Bank, sorted and calculated by Author

Clearly the Thai outbound tourism market is expanding dramatically, and Thailand has become an important international tourism source market, especially for the nations of Asia Pacific area. However, the increased number Thai tourists did not flow to China; 2015 witnessed only 9.43% of Thai outbound tourists who chose China as their destination, and this proportion was suffering from continuous decrease. By contrast, some other destinations have attracted increasing numbers of Thai tourists. For example, the number of Thai tourists in Japan grew significantly from 0.18 million in 2009 to 0.80 million to 2015 (JNTO 2009-2015). 0.37 Million Thai tourists visited Korea in 2015, an increase of 236.36% from 2005 (KTO 2005-2015).

How to explain the phenomenon of Thai outbound tourists choosing other destinations rather than China?

Walmsley and Lewis (2014) suggest that an understanding of the geographical distribution humanly made phenomena on the earth's surface rests upon knowledge of decisions and behaviors which influence the arrangement of the phenomena rather than on knowledge just of their positional relations of the phenomena themselves. Hence, in order to study and understand the true nature of the tourism phenomena, we should rely upon the knowledge of tourist decisions and their behaviors.

Actually tourist behavior, as one kind of consumer behavior, is one subject worthy of academic research in its own right, which involves different academic disciplines such as psychology, economics, marketing, sociology, etc. Besides, it is also a matter of growing interest to those tourism practitioners, such as travel agencies and tourism organizations, etc., which are seeking to keep ahead of tourists' taste changes, so that they can offer what they want and meet their various demands (Horner and Swarbrooke 2016). Understanding the pattern of tourist behavior helps us to optimize the effectiveness and efficiency of tourism marketing activities. The modern marketing must be customer-centric, and so is the marketing of tourism; that is, it must be tourist centered if it is to be successful. Hence, it is imperative to understand tourist behavior patterns in today's highly competitive tourism market.

This study selects Thai tourists in Hangzhou (located in eastern China, 170 km southwest of Shanghai, and the capital city of Zhejiang Province, and an important city in Yangtze River Delta region².) as the specific case of Thai tourists' destination in China, and studies their behavior patterns. The reasons for choosing Hangzhou are twofold. The first is its geographic location. Hangzhou is in the eastern part of China, which is not geographically close to Thailand. Compared with those provinces which are closer to Thailand, such as Yunnan, Guangxi, and Guangdong, Hangzhou has less cultural similarities with Thailand, which is conducive to explore the real behavior nature of Thai outbound tourists.

Secondly, Hangzhou is one of the most popular destinations in China for Thai tourists. In 2015, Hangzhou received 89,207 Thai tourists (Data from Hangzhou Tourism Commission), which means that 13.98% of Thai tourists visited Hangzhou when in China. This number was larger than the number of Thai tourists who visited Shanghai and Beijing, which received 72,698 (Data from Shanghai Municipal Tourism Administration) and 49,840 Thai tourists in 2015 (Data from Beijing Tourism Administration) respectively.

Additionally, from 2010 to 2015, the number of Thai tourists in Hangzhou kept increasing rapidly, by an average 6.88% a year. This rate was much higher than the average increase rate of Thai tourist numbers in China, which means Hangzhou played a leading role on attracting Thai tourists during this period among all the competitive cities in China. Meanwhile, this rate was slightly below the average increase rate of Thai outbound tourist numbers, which means that with the Thai outbound tourism expanding, Hangzhou had kept up with this pace, and grasped this opportunity to attract Thai tourists and develop its inbound tourism.

Table 1.02 The Numbers of Thai Tourists in Hangzhou 2010-2015 (Thousand)

Year	Numbers (Thousand)
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² Yangtze River Delta region is an economic region in China that comprises the triangle-shaped territory of Wu-speaking Shanghai, southern Jiangsu province and northern Zhejiang province of China. The area lies at the heart of the region traditionally called Jiangnan (literally, "south of the Yangtze River").

2010	64.0
2011	69.3
2012	78.5
2013	80.8
2014	81.5
2015	89.7
Average-Annual Increase Rate	6.88%

Source: Hangzhou Tourism Commission

Hence, under the background that the overall scale of Thai tourist numbers grew slowly in China, Hangzhou succeeded to attract more Thai tourists by a relatively rapid speed, which shows its advantages and uniqueness.

What are the key factors accounting for Hangzhou's success in attracting Thai tourists? Are the Hangzhou's tourist attractions such as the West Lake, the Grand Canal and so on? Besides, it has a flourishing economy, and is also known as the home of e-commerce giant – Alibaba. The success is partly attributed to these reasons, but also probably comes from other factors. This study also seeks to find the reasons for its success, which are worth to be learned by other cities in China.

1.2 Literature Review

1.2.1 Key Definitions

Tourist behavior is essentially consumer behavior (CB) since tourism product is one kind of special consumer product while tourists are the consumption subject. CB remains one of the most researched areas in the marketing and tourism fields, with the terms 'travel behaviour' or 'tourist behaviour' typically used to describe this area of inquiry (Cohen, Prayag, and Moital 2014).

Hawkins, Best, and Coney (2010) define the field of CB as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these

processes have on the consumer and society. This definition suggests CB includes two points. Firstly CB occurs not only for individuals, but also in the context of groups, or organizations. Secondly CB appears throughout the whole process of consumption, including selecting, purchasing, use and after-consuming. Nevertheless, this definition does not mention the motive, which is the significant prerequisite of consumption. The subject of CB is the key to underpinning of all marketing activity which is carried out to develop, promote and sell products(Horner and Swarbrooke 2016).

The United Nations World Tourism Organization (UNWTO) is the leading international organization in the field of travel and tourism. Its definitions of tourism terms are authoritative and often cited. It defines tourism as the activity of visitors, and a visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purposes) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. UNWTO estimates that business tourism accounts for 30% of all international tourism (Sharma 2004). In other words, most of the tourists travel for leisure.

We should notice that tourism differs from travel which refers to the activity of travelers. UNWTO defines a traveler as someone who moves between different geographic locations for any purpose and any duration.

Furthermore, UNWTO distinguishes three basic forms of tourism:

- (a) Domestic tourism, which comprises the activities of a resident visitor within the country.
- (b) Inbound tourism, which comprises the activities of a non-resident visitor within the country.
- (c) Outbound tourism, which comprises the activities of a resident visitor outside the country (UNWTO).

Therefore, the research object of this paper -- Thai tourists in China -- refers to the Thais who take a trip to China, for less than a year, for any main purpose (business, leisure or other personal purposes) other than to be employed.

Thai tourists' behavior refers to their psychology and behavior when in tourism activities. This behavior appears throughout the whole processes of tourism consumption, from the emergence of the tourism motive, to decision-making, on-site visiting, and post-visiting. Identifying the Thai tourist behavior patterns is the research objective of this paper. This topic belongs to the category of China inbound tourism, but also can be classified as the Thai outbound tourism if one looks from the Thailand angle.

1.2.2 Brief Research History

Scholars have carried out lots of works worldwide since the late 19 century. The earliest study of tourist behavior can be traced back to 1899 when Italian L. Bodio published the first social scientific article on this subject called "On the movement of foreigners and the money they spend in Italy" (Cohen 1984). Early tourism studies were well-developed in Italy. For example, Angelo Mariotti's first book called *L'industria del forestiero in Italia: Economia e politica del Turismo* appeared in 1923. G. Tabacchi wrote the first economic book on tourism entitled *Turismo ed Economia* in 1934 (Hsu and Gartner 2012). Obviously, it is seen that these researches reflect early people's recognition to tourism phenomena from the perspective of economics.

After the World War II, the modern tourism grew rapidly as a new industry and began to enter the era of mass tourism from the 1960s. The relatively peaceful international environment and the recovery and fast development of the world economy provide people more opportunities of traveling. Besides, the creation of commercial industry and the advent of the jet airplane in 1950s provides more convenience for traveling, especially the long-haul international journey (F Theobald 2005). With the fast development of tourism industry, scholars have promoted deeper

researches of the tourism science, related literatures are increasing, and the topic of tourist behavior has attracted sufficient attention.

Since the 1970s tourism research has not been confined to one single discipline; instead it has developed diffusively. Specifically empirical multidisciplinary studies and the establishment of mathematical models have increased. According to the author's incomplete statistics, at least 7 disciplines have been used to study tourism, namely economics, sociology, management, demography, psychology, statistics and geography, etc. This shows that tourism is a complex field. Presented by destination choice model established by Plog (1974), time series trend analysis model, gravity model and tourist flow model and some other models have been established successively. These models are devoted to finding out the effective and efficient approaches to analyze tourist flows.

As they entered the 21 century, scholars have tried to build theoretical frameworks and research systems for tourist behavior study. Pizam and Mansfeld (1999) have summarized the tourist behavior systematically, which consists of tourist destination choice and influencing factors, expectation and destination image and research methods in tourist behavior. Woodside and Dubelaar (2002) have developed a tourist consumption theory on the basis of previous work. With the emergence of Internet, online travel consumer behavior has become a growing interest. Mills and Law (2004) have examined online travel consumer search behavior, perception and quality of online lodging and travel brands, travel website user characteristics, website design and evaluation, as well as e-complaint behavior.

In short, from the perspective of research history, tourist behavior research has experienced stages of development from germination to grandness, while the research contents developed from point to surface, from economic analysis to multi-disciplinary analysis.

1.2.3 Primary Research Concepts

One complete tourist behavior system consists of three stages, namely, pre-visiting, on-site and post-visiting (Van Raaij and Francken 1984, Chen and Tsai 2007, Cohen, Prayag, and Moital 2014). Within different stages, scholars have conducted enormous researches on the specific concepts, such as motive, decision-making (pre-visiting), preference (on-site visiting) and satisfaction (post-visiting), etc.

(1) Tourist Motive

Simply speaking, the tourist motive is the question about why a person takes a holiday, and when and where to take the holiday. Many authors see motive as a major determinant of the tourist behavior (Hudson 1999). Among all the motivation theories, Maslow's hierarchy of needs is one of the mostly applied in the tourism literature (Mohammad and Som 2010). Tourism, generally, is regarded as one high-level need.

Besides, Push & Pull theory is another widely accepted theory as model travel motivations. Dann (1977) has suggested that the push factors refer to the tourist as subject and deal with those factors predisposing him to travel (e.g. escape, nostalgia, and etc.), while the pull factors are those which attract tourist to a given resort (e.g. sunshine, sea, and etc.)

Crompton (1979) has identified nine motivations empirically and subdivided them into two clusters. Seven are classified as socio-psychological (escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction) and the remaining two are classified as cultural category (novelty and education).

The push and pull travel motivations of foreign tourists to Jordan is also studied (Mohammad and Som 2010). The empirical results of this study provide tenable evidences that tourist motivation is closely associated with destination's competitive advantage and image.

Nicolau and Mas (2006) have proposed that the effects of distance and prices are moderated by tourist motivations at the moment of choosing a destination, empirically the dissuasive influence of distance and prices on the selection of destination is moderated by motivations, in the sense that the motivations has a direct (increasing the dissuasive effect) or inverse (reducing the dissuasive effect) moderating effect on the influences of distance and prices.

In order to answer the question that why people travel, the tourist motive which is regarded as one major determinant of travel behavior has been discussed a lot in academia. Classical theories such as Maslow's hierarchy of needs and the push & pull model are most frequently cited by scholars to study the motivators of tourists.

(2) Decision-making

Tourism decision making behavior refers to how a tourist makes the decision to purchase the tourism products and services. This is one of the mostly talked topics in tourism and tourist behavior field. Generally, much of research work has been focused on the determinants of decision-making, as well as the decision-making process and model.

What are the determinants of decision-making? The motive mentioned before is one significant factor influencing tourist decision-making from the perspective of psychology. Apart from this psychological factor, scholars also study some other factors. Kaynak et al. (1996) have found that respondent characteristics such as sex, age, education and income have a certain degree of influence on tourist behavior. Casual factors from the destination are also taken into account. Chen and Tsai (2007) have studied how the destination image and evaluative factors affect behavioral intentions. Their results show that the destination image have both direct and indirect effects on the behavioral intentions and prove the path "destination image-trip-quality-perceived value-satisfaction-behavioral intentions". Castro, Armario, and Ruiz (2007) have examined relationship between a destination's image and tourists' future behavior in terms of market heterogeneity.

In terms of the decision-making process and model, the Schmoll model (Horner and Swarbrooke 2016) introduces that the travel decision is the result of the interaction of four fields of influence, namely personal determinants of travel behavior, travel stimuli, external variables and characteristics and features of the service destination.

Mathieson and Wall travel-buying behavior model introduces one model of five steps involving felt need/travel desire, information collection and evaluation of image, travel decision, travel preparation and travel experiences, and satisfaction outcome and evaluation (1982).

Um and Crompton (1990) have developed a simplified two-stage approach to analyze destination choice; the first stage is an evoked set from the awareness set (deciding to go or not), the second stage is destination selection from the evoked set (deciding where to go). Based on this, they have proposed one general conceptual framework of consumer decision-making process, which includes psychological attributes, perceptions, attitude dimensions, attitude and choice.

Seddighi and Theocharous (2002) have proposed a methodological framework within which the impact of characteristics of a tourism product on foreign travel could be captured and analyzed. Moore et al. (2012) have analyzed the dynamic in-destination decision-making and introduced an adjustment model.

Actually choosing where to travel is not the last decision that one tourist has to make. Once a tourist arrives at the destination, he or she will have to make further decisions about what to do, such as what to eat, and where to visit, etc. This is related to the next concept of consumer behavior – tourism preference.

(3) Tourism preference

International tourism is kind of cross-cultural activity since the culture of tourist-generating country and destination are usually different. When exposed indistinct environment compared with hometown, different tourists will show different

preferences in consuming tourism products or services, like food, lodging, tourist attraction, entertainment, shopping, etc.

Goodrich (1978) has demonstrated that preferences for tourist destinations are largely dependent on the favorableness of perceptions of those destinations by using the Fishbein-type choice or attitude model, the results revealing the more favorable the perception, the greater the likelihood of choice.

Lieux, Weaver, and McCleary (1994) have studied the lodging preferences of old people and found that these tourists could be classified into three clusters: novelty seekers, active enthusiasts, and reluctant tourists specifically. The result also reveals that there are significant differences including eight levels of properties in lodging preferences for all groups.

Tran and Ralston (2006) have examined the relationships among tourists' unconscious needs for achievement, affiliation and power and their preferences for adventure, cultural, and eco-related tourism. Two significant relationships were detected: one between the need for achievement and the preference for adventure tourism; and the other between the need for affiliation and the preference for cultural tourism.

The explosion of Chinese outbound tourists is a growing interest for tourism scholars, thus making China tourists and their behaviors hot topic of tourism study. A detailed analysis of the motivational factors underlying the Chinese participants' food preferences when holidaying in Australia was provided by Australian scholars (Chang, Kivela, and Mak 2010).

(4) Satisfaction

Tourism satisfaction usually refers to tourists' evaluation of tourism products and services they purchased. If meet or surpass their expectation, it is called satisfaction; otherwise will be dissatisfaction.

Pizam, Neumann, and Reichel (1978) have empirically identified eight factors of tourist satisfaction with Cape Cod, Massachusetts as a tourist destination area. The eight factors were derived based on a 685 tourists' survey by using a factor-analytic approach: beach opportunities, cost, hospitality, eating and drinking facilities, accommodation facilities, environment, and extent of commercialization.

Ross and Iso-Ahola (1991) have explored the motivation and satisfaction dimensions of sightseeing tourists. The empirical results based on a survey of 225 tourists indicated a considerable similarity between motivation and satisfaction dimensions, with knowledge seeking, social interaction, and escape emerging as important motive and satisfaction factors. This similarity led to a very high overall satisfaction with the tour.

Alegre and Garau (2010) have examined the impact of the satisfaction- and dissatisfaction-based evaluations on both the tourists' overall satisfaction and their intention to return to the destination. The dissatisfaction statements had an obvious bearing on both tourists' overall satisfaction and their intention to return.

In addition, satisfaction is usually connected with destination loyalty intention. It has been confirmed to be one contributing factor to destination loyalty intention (Valle et al. 2006).

1.2.4 About Thai Outbound Tourists

Currently available researches about Thai outbound tourists are less found. If we search key words like "Thai outbound tourists", "Thai tourist", "Thai travelers", or "Thai tourist behavior" on the Google Scholar, most of the results are related to foreign tourists in Thailand rather than Thai tourists. In other words, Thailand usually is studied as a destination country in tourism academia instead of international tourist-generating country. With the contemporary Thai outbound tourism market increasing rapidly in recent years, it deserves more sufficient attention in academia. Available

studies about Thai outbound tourists only discuss tourist satisfaction, motivation and so on.

Reisinger and Turner (1997) investigated Thai tourist satisfaction with hosts based on a sample of 102 Thai tourists visiting the Gold Coast region of Australia. Six dimension (courtesy, idealism, understanding the tourist, display of feelings, greetings, and satisfaction respectively) of the cultural differences between Thai tourists and Australian hosts were summarized by a principal components analysis. They also suggested that the utilizing cultural difference was an important requirement in the tourism industry to develop appropriate marketing strategies.

Two Thai professors (Chaipinit and Phetvaroon 2011) studied Thai outbound tourists to Europe by motivation and behavior theory. 400 Thai tourists were selected as research samples, and their motivations were observed with 15 push factors and 20 pull factors. The result revealed that the most influential motivating factor in deciding to travel was the desire to discover new places and learn about new cultures and lifestyles.

1.2.5 Literature Review Summary

A substantial quantity of studies about tourist behavior has been conducted in academia since 1899. To sum up, the existing researches tend to discuss tourist behavior in terms of psychology scattered in several primary concepts, including tourist motive, decision-making, preference and satisfaction, etc. However, few researches use holistic approaches to understand the tourist behavior or processes being investigated, thus making tourist behavior study fragmented (Cohen, Prayag, and Moital 2014). Additionally, while many general models of consumer behavior have been advanced, there has been little empirical research conducted to test these models against actual behavior patterns (Horner and Swarbrooke 2016).

To study the nature of Thai tourist behavior pattern, a holistic analysis approach should be applied rather than focusing only on few concepts. For example, to study a

specific target group, such as the Thai outbound tourists, their complete behavior patterns consist of the three stages of pre-visiting, on-site and post-visiting, and their psychological processes.

In fact, the comprehensive academic research of Thai outbound tourists and their consumer behavior is scant. Taking Thai outbound tourists as research object and studying their consumer behavior is increasingly remarkable since the demand of Thai tourist outbound tourism is growing rapidly. The consumer centered marketing strategy requires all tourism practitioners' understanding of tourists' changing tastes and various demands. Hence, the research of Thai tourists' behavior is not only academically important but also of practical importance.

1.3 Objectives

This research aims:

- (1) To explore the overall behavior patterns of Thai tourist in Hangzhou
- (2) To examine the variations of Thai tourists' behavior patterns according to social characteristics

1.4 Hypotheses

- (1) The overall behavior patterns of Thai tourists in Hangzhou are expected to share some common features as a consequence of the influences of their social, economic, and cultural backgrounds. These behavior patterns will be identified, insofar as these are observable during their visits to Hangzhou; for instance, what do they like to do in this city, shopping and the like.
- (2) Thai tourists' behavior patterns are differentiated by their different social characteristics, specifically in terms of gender, age, occupation, education level, marital status, and etc.

1.5 Significances

1.5.1 Theoretical Significance

Currently there are few researches using holistic approaches to understand the behaviors or processes being investigated, thus making the tourist behavior study fragmented. In addition, empirical researches are less conducted to analyze the tourist's behavior models.

Secondly, the literatures about Thai tourists and their consumer behavior are rather marginal. The existing researches about Thai tourists are narrowly focused, such as satisfaction, and motivation, etc.

Responding to the shortcomings in the present literatures, this paper, therefore, aims to study Thai tourists' behavior patterns in China. This study is expected to be a contribution to the field of tourism research by providing better understanding of the behavior patterns of outbound Thai tourists.

1.5.2 Practical Significance

With the market of Thai outbound tourism is growing rapidly, the theoretical research should keep pace with this trend and provide theoretical support for the practical demanding.

But what can we do to attract more Thai tourists? From the perspective of marketing, the tourist-centric marketing strategy should be established if China is to be successful in inbound tourism industry. Hence, to understand the general behavior patterns of Thai tourists has remarkable managerial implications for marketing. Furthermore, in order to optimize the effectiveness and efficiency of tourism marketing activities, it

will be necessary to segment the market according to different demographic factors, because normally different groups of tourists vary in the tourism product demands. Therefore, in order to cater to the various tastes, differentiated tourism products should be developed. All of this is based on the research of tourist behavior; therefore, the research about Thai tourists and their behavior patterns is increasingly significant.

Although the study of tourist behavior is a complex field, it deserves more attention, if the industry is to satisfy tourists and flourish. This paper explores the behavioral patterns of Thai outbound tourists, and some suggestions are also proposed for the sake of attracting tourists and develop inbound tourism industry. The findings offer suggestions that can be used by tour operators and others who are involved in the tourism industry.

1.6 Research Methodology

This study combines document research with field research.

1.6.1 Document Research

Literatures from books, journals, articles, and accredited websites, etc. related to tourism, tourist and tourist behavior are reviewed, and some statistical materials are also cited.

1.6.2 Field Research

First hand data will be obtained from a questionnaire survey. The survey processes are listed as below.

Instrument

The questionnaire is used as the survey instrument, which is created in English and then translated into Thai.

The contents of the questionnaire comprise 4 parts: (1) tourist's demographic characteristic (gender, age, occupation, education level, marital status, and etc.); (2) pre-visiting behavior: motive, ways of obtaining tourism information, and etc.; (3) on-

site visiting behavior: spatial behavior, preferences (food, lodging, tourist attraction, recreation, shopping), and etc.; (4) post-visiting behavior: evaluation, satisfaction, and etc.

Likert scale was designed to measure the degree of satisfaction. The scores are rated in five levels as below:

Strongly Agree	5 points
Agree	4 points
Neutral	3 points
Disagree	2 points
Strongly Disagree	1 point

Sampling Procedures

The Thai tourists in Hangzhou are the target population of this study. The sample size was 100, which came from two sources. First were the Thai tourists who were visiting Hangzhou. Samples were obtained through travel agencies, and selected randomly in the airport, tourist attractions, and etc. All the interviewees were required to finish the questionnaires independently, and the questionnaires were collected on the spot. Second were those who have been to Hangzhou as a tourist but now they have left Hangzhou, and they were required to fill in the questionnaire online.

Data analysis

The data collected from the field survey was analyzed by using SPSS version 22.0 and descriptive statistics, including frequencies, means, Cross Tabulation and Chi-square Tests. The data analysis procedures were divided into two steps. Firstly, frequencies and means statistics were used to analyze Thai tourists' demographic characteristics and their behavior. Secondly, the Cross Tabulation and Chi-square Tests were applied to examine if differences existed among behaviors and demographic profiles.

1.7 Research Procedures

- (1) Question: Thai tourists' behavior patterns in China
- (2) Methodology: Document research and Field research
- (3) Survey: Questionnaire survey conducted in Hangzhou
- (4) Data analysis
- (5) Conclusion

1.8 Structure of Paper

This paper is divided into 6 chapters as shown blow.

Chapter 1: Introduction

This chapter introduces some background knowledge, including the overall situation of Thai tourists in China and the Thai outbound tourism market in recent years. Besides, the reasons for choosing Hangzhou as the specific research area are listed. Later, the question is then pointed out and leads to the topic of this paper- tourist behavior. Relevant literatures are reviewed in this chapter as well. Objectives, hypotheses, methodology, significances, research procedures, structure of paper, and research limitation will be given.

Chapter 2: Theoretical Basis of Tourist Behavior Research

Based on the previous studies, this chapter is going to establish the theoretical basis of tourist behavior research by a multi-disciplinary approach relying on disciplines such as psychology, economics, sociology, demography, and etc.

Chapter 3: Thai Tourists' Pre-visiting Behavior Patterns

This chapter will analyze Thai tourists' pre-visiting behavior patterns on the basis of the first hand data from the questionnaire investigation, such as the determinants of tourist behavior, motives and decision-making pattern, etc.

Chapter 4: Thai Tourists' On-site Visiting Behavior Patterns

This chapter will explore Thai tourists' on-site visiting behavior patterns, including spatial behavior, preferences, and etc.

Chapter 5: Thai Tourists' Post-visiting Behavior Patterns

This chapter will summarize Thai tourists' post-visiting behavior patterns, such as their satisfaction degrees towards service quality, evaluation of Hangzhou's image, and intention of re-visit and recommendation.

Chapter 6: Conclusions and Suggestions

This chapter is to conclude the overall Thai tourists' behavior patterns in Hangzhou, and the variations of Thai tourists' behavior patterns according to social characteristics. The reasons for Hangzhou's success are also examined. Furthermore, some suggestions will be given that can be used by tour operators and others who are involved in the tourism industry.

1.9 Research Limitation

Due to the limitation of capital and time, this study only studied 100 samples. Hence the findings of this research are relatively limited to some extent, but provide the basis of further research. In future study, the sample size should be larger for the sake of exploring Thai tourists' behavior patterns more accurately.

Chapter 2 Theoretical Basis of Tourist Behavior Research

Tourist behavior is a complex concept and it is not something which can be homogeneously analyzed; there are a wide variety of tourist types that behave in different ways (Dejbakhsh 2009). Hence, establishing an appropriate theoretical basis of research is essential for the sake of exploring the nature of tourist behavior. On the basis of former studies, this chapter will establish the research theoretical basis from four aspects, namely, determinants of tourist consumer behavior and influencing mechanism, decision-making model, preferences and spatial pattern, and evaluation. Meanwhile, the corresponding questionnaire will be designed for the sake of the empirical research.

2.1 Determinants of Tourist Behavior and Influencing Mechanism

To sort out the relationship of the diverse factors which influence tourist behavior is the important content of consumer behavior research, which not only helps enormously in understanding the different behaviors, but also provides the basis for predicting tourist behavior.

Famous psychologist Kurt Lewin (1936) explained what determined human behavior by a formula, which is called Lewin's equation:

$$\mathbf{B} = \mathbf{f}(\mathbf{P}, \mathbf{E})$$

B stands for behavior, P is person and E is the environment. This equation states that behavior is a function of person and environment. In other words, it shows behavior is determined by two main clusters of variables, namely internal variables -- person (personal characteristics) and external variables -- environment. In tourism term, the personal factors mainly refer to the psychological states (e.g. need, motive, demand, attitude, personality, and etc.) and the demographic characteristics (e.g. gender, age, occupation, income level, education level, and marital status, etc.), whereas the environmental factors are associated with social, cultural, economic factors both in the tourist generating region and destination. For clear classification and measurement,

these two clusters will be subdivided into three groups in this study: personal factors, factors from tourist generating region, and factors from destination.

2.1.1 Personal Factors

Personal factors are the causal variables within the individual person, which mainly consist of two aspects - demographic characteristics and psychological status.

2.1.1.1 *Demographic characteristics*

Tourists' demographic characteristics are frequently studied in tourism (Meric and Hunt 1998, Bernini and Cracolici 2015), and the research achievements are usually used to segment tourism market and guide marketing activities. The major variables of demographic characteristics are gender, age, occupation, income level, education level, marital status, and etc.

(1) Gender

Gendered differences have been widely discussed in tourist behaviors, Frew and Shaw (1998) concluded that the general conclusion of these particular studies was that there were differences in travel behavior between males and females, but there were also many similarities. Due to the different genders, males' personality usually differs from the females', which leads to distinctive behavior patterns. Generally speaking, men are labelled with independent, brave, strong, energetic while women are known as tender, sensitive, careful and so on. Based on a field survey, Laing (1987) found that men displayed a tendency for passive behavior (82%), who preferred activities like relaxing, resting, sunbathing, swimming and visiting purpose-built tourist facilities. By contrast, over half of the women (58%) preferred to participate in more active pursuits, such as historical and cultural visits, walking and rambling, and going on shopping trips.

(2) Age

The variable of age affects tourist's behavior in terms of desire, expenditures, choosing tourism products and so on. Normally age has a negative effect on the desire to travel but a positive effect on the tourism expenditure. In other words, the older people are less inclined to travel, but on average spend more money on tourism than younger people for both domestic and international tourism demand (Bernini and Cracolici 2015). It is understandable that the old are less inclined to travel than the young, which is mainly attributed to the impaired physical conditions and former travel experiences. In terms of expenditure, the rationale of the old usually spend more on tourism is that in the early stage of the life cycle families tend to store durable goods, while over a lifetime, expenditure on durable goods reduces and is substituted by consumption of recreational and leisure goods, like tourism (Weagley and Huh 2004). Finally from the perspective of choosing tourism products, the young prefer the tourism products with high participation and thrill, and low-price and short-term duration. By contrast, on average the old favor the high-level and comfortable tourism products and service, with less activity, and generally they can travel longer than the young as they have more plenty of free time.

With more money, time, and an active lifestyle, the older consumers are also the fastest-growing market segment in the travel and tourism industry in the United States (Jang and Ham 2009).

(3) Occupation

Occupation usually reflects the income level and economic condition, Bernini and Cracolici (2015) stated that the increased income strongly and positively affected the decision to travel. In other word, the higher the income is, the higher participation of travel will be. For example, the unemployed usually have less probability of participating in buying both national and international tourism products and services than the employed ones. By contrast, the high-income tourists usually have stronger purchasing power of the high-end tourism products and services.

The occupation not only affects the participation of travel, but also plays a significant role in the aspect of choosing tourism products. Based on a survey of over 6,000 tourists to cultural attractions, Richards (2002) got the conclusion that those with professional occupations and higher incomes were significantly more likely to be

interested in local culture and history than others. It is seen that the preferences and purchasing tourism products and services of tourists with different occupations usually are different.

Thirdly, occupational variable leads to tourists' different spending on time. Generally students, self-employed and retired tourists who have more disposable time will have high probability of choosing long-duration travelling routes.

(4) Education Level

Education level impacts the tourist's behavior in two dimensions, namely the occupation and taste.

Firstly, the education level is usually tightly connected with occupation. It is true that person with high education level tend to have a better job with high salary and welfare than those who are not well educated. As for the question how occupation affects tourist's behaviour, it has been discussed above.

Secondly, tourist's different levels and experiences of education lead to various tastes towards tourist attractions. The highly educated, professionals and managers are significantly more likely to see their holiday as being cultural; as a result they usually choose more cultural sites as destination (Richards 2002). In contrast, those less educated tourists prefer the natural scenery and have lower cultural requirements of tourism service and products.

(5) Marital status

Marital status is tightly connected with the factor of family which has been widely studied in tourism. The assumption is that a consumer's behavior is determined by where they are in the family life cycle (Horner and Swarbrooke 2016). This cycle comprises eight stages: child, teenager, young adult, young couple, young couple with baby, growing families, empty nesters, and elderly. Different stages in family life cycle lead to distinct preferences and demands.

Normally, during the young adult and young couple without baby stage, tourists are more likely to travel and choose long-term travel. Once have baby, the disposable

time and income of young couple will decline, thus leading to less possibility of travelling, especially travelling abroad.

Marital status also affects the decision-making of travel. Support is found that the family vacation decision is most often the result of a joint decision-making process (Fodness 1992).

2.1.1.2 Psychological factors

There are a number of psychological concepts that may contribute to explaining tourist behavior, such as need, cognition, perception, attitude, motive, and personality, etc. Among these, motive is nevertheless a critical variable because it is the driving force behind all behavior (Fodness 1994).

(1) Motive and need

Psychologists or social psychologists generally agree that a motive is an internal factor that arouses, directs and integrates a person's behavior (Iso-Ahola 1982). Uysal and Hagan (1993) have similar definition of motive: the term motive has been used to refer to internal forces and external forces and incentives that guide, direct and integrate a person's behavior, for future personal satisfaction. In one word, the motive arouses behaviors, and it explains what causes behaviors. Furthermore, another question is where do motives come from?

Gnoth (1997) suggests that needs are stimulated to be an urge, and then an urge sets up a specific action tendency called motives. Tu Ruji (1986) argues that tourism motive is the internal or external forces that push person's tourism activities; as same as other human's motives, the tourism motives come from needs. Clearly, scholars agree that needs are the premise of motives.

Furthermore, where do needs derive from? Needs that arise due to a state of disequilibrium or tension in the motivational system (Prayag and Ryan 2011). For example, the disequilibrium or tension caused by long time working will result in the need of relaxation. To satisfy this need, the motive is thereby established and the practical activity is conducted.

To sum up, needs and motives are the engines of human conduct, and their roles in the mechanism of tourist behavior are fundamental or premised. The simplified relationship between need, motive and behavior is: the psychological disequilibrium or tension causes needs, then needs in turn produce motives, finally motives arouse and guide the actual behaviors.

(2) Motive theories

When talk about the motive theories, Maslow hierarchy of needs theory is one of the mostly cited motivation theories. Maslow believes that people have various needs and they are motivated by their desire to satisfy these needs. He divides all the needs into five groups, namely basic physiological, safety, love (social), esteem, and self-actualization needs. Among these five needs physiological needs are the lowest while the self-actualization needs are the highest. Once the lower needs are satisfied, these needs would no longer motivate, and the individual would move to the next level in hierarchy. In terms of tourism, it is generally regarded as one high level needs in this hierarchy. However, one complete process of travelling incorporates all the five needs, specifically food and water are the basic, security and medical facilities are the safety needs, visiting friends and family are belonging needs, using platinum credit card at a resort or staying at a five-star resort are esteem needs, education and cultural tours are self-actualization needs (Walker and Walker 2011).

Push & Pull theory is another widely accepted theory to analyze tourist motives (Dann 1977, Crompton 1979, Yuan and McDonald 1990, Mohammad and Som 2010). It divides the motivational factors of tourist behavior into two dimensions: push and pull, whose behind logics is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes (Mohammad and Som 2010). The push factors refer to the motivational factors or needs that arise due to a state of disequilibrium or tension in the motivational system. By contrast, the pull factors are those factors influencing when, where, and how people travel and are related to the features, attractions, or attributes of the destination itself (Prayag and Ryan 2011). Dann (1977) divides motivational factors into two groups: anomie (push

factor) and ego-enhancement (pull factor). The anomie refers to the desire to transcend the feeling of isolation obtained in everyday life and to 'get away from it all', while the ego-enhancement comes from the desire for recognition and obtained from travel. Crompton (1979) identified nine motives empirically; seven were classified as socio-psychological, namely: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives, novelty and education, formed the alternate cultural category. Iso-Ahola (1982) further confirmed that escape and seeking were two primary motives by a social psychological model of tourism motivation.

Horner and Swarbrooke (2016) classify 6 types of push motivators in tourism, which are physical, emotional, personal, personal development, cultural and status (Figure 2.1). Actually, most of the tourists are multiple motivational, in other words, tourists are usually influenced by more than one motivators. For example, a leisure tourist travels to Hangzhou might for sightseeing, but also for the sake of making new friends and experiencing different culture. So do the business tourists, whose tourism motives not only consist of business and work (primary activities), but also comprise secondary activities which are related to leisure, such as dining out, recreation, shopping, sightseeing, visiting family and relations and so on (Lennon 2003).

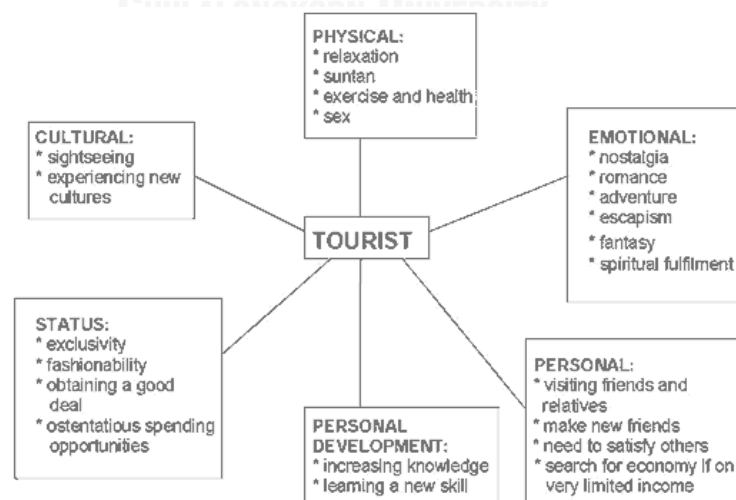


Figure 2.01 A Typology of Motivators in Tourism

Source: Horner and Swarbrooke, 2016

Dividing motives into leisure motive and business motive two clusters is another simplified classification. This results in two groups tourists: leisure tourist and business tourist.

Leisure tourists use their free time to travel, and their tourism motives comprise leisure, recreation and holiday; visiting friends, relatives; health treatment; religion and pilgrimage; shopping; sports, and etc. By contrast, the business tourist takes trips due to the occupational requirements or the economic activity of product unit for which he or she works. The business motives include installing equipment, inspection, purchase, sales for foreigner enterprisers; attending meetings, conferences or congresses, trade fairs and exhibitions; employer incentive tours; government missions, and etc.(UNWTO 2008).

The leisure tourists go to travel due to the personal needs and motives arising within themselves, and they can make the decision independently. On the contrary, the business tourists' motive is not personal but professional, their trip and its financing are decisions usually made by someone else other than travellers themselves.

The push & pull theory effectively explains the leisure tourists' motive, but fails to analyze the motives of business tourists sometimes. Because some business tourists are forced to the destinations without their own wills. Hence, this paper will not analyze the push and pull motives of business tourists.

(3) Model of tourist's psychological process

Overall, combining the working mechanism of needs, motive and behavior with push & pull theory; the model of tourist's psychological process is illustrated as below (Figure 2.2). Vertically, need, motive and behavior are generated in chronological order. Horizontally, the transition from motive to specific behavior is affected by both push and pull factors. Besides, this process is dynamic. Because tourists will receive lots of new information during visiting, which might affect their previous motives or stimulate new needs, and finally impact their decisions and behaviors.

This vertical and horizontal mechanism forms the tourist's psychological process dynamically. Additionally, this paper suggests that the push factors are mainly from

tourists themselves and the tourist generating area, while the pull factors come from the destination. Hence, this model also illustrates the influencing mechanism of all the determinants regarding tourist behavior.

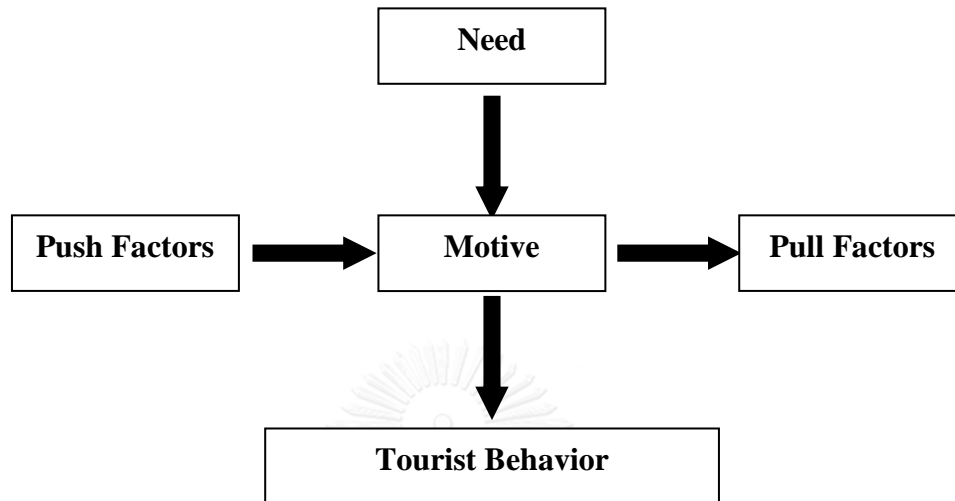


Figure 2.02 Model of Tourists' Psychological Process

Source: Drawn by Author

2.1.2 Factors from the Tourist Generating Region

Tourist generating region refers to the area that tourist comes from, which usually is the permanent residence of tourist. Thai tourists lives in Thailand, and they are inevitably influenced by the local society, economy and culture, which can be regarded as the push factors.

2.1.2.1 Social Factor

Tourism, as one kind of living style of social man, could not be divorced from its social background. Social factors, such as attitudes of government, national policies and laws, and incentives and restrictive measures towards tourism will have impacts on tourist's behavior.

Besides, natural environment affects tourists' behavior as well. For example, the terrible climate normally drives tourists to seek a resort with a comfortable and

pleasant climate. It is fact that Thailand has attracted lots of tourists from Russia where the winter is extremely cold.

2.1.2.2 Cultural Factor

Culture can be considered as a broad, impersonal reference group consisting of the knowledge, behaviors, customs and techniques socially acquired by human beings, which comprises beliefs, values, norms, signs, habits, and normative behaviors. (Pizam and Mansfeld 1999).

Each of us live in a specific culture environment and our behaviors are deeply affected by culture. Our behavior in return reflects our cultural background. Most individuals from the same nation share a stable and dominant cultural character which is difficult to change (Yvette Reisinger, Lindsay Turner, 1997), thus leading to behavioral similarities. However, travelling from the homeland to another country is regarded as a cross-cultural activity due to the cultural differences on the national level. Tourists with different cultural backgrounds usually have different preferences, such as preferred lodging, food, shopping and so on. Based on a study of outdoor recreation in New Mexico, Irwin et al. (1990) suggested that people in different cultures had different needs, attitudes and desires.

In addition, the cultural difference constitutes an important propelling force to satisfy human's curiosity, which is an important reason for travelling. On the other hand, it also causes uncertainty and fear in the heart. The result of psychological researches shows that, cultural convergence lacks charm for tourists, whereas the huge cultural divergence makes the tourists daunting (2009).

2.1.2.3 Economic Factor

Economic factors, such as economy development level, income distribution system, foreign exchange rate, and etc. affect the size and structure of tourism demand. And the price of tourism products plays a regulatory role in the demands.

Economic base determines the superstructure. So does the tourism demand, which derives from the economic condition. The macro-economic level affects the individual's income, and then influences their purchasing behavior indirectly. The

economic level is showed by some economic indexes such as GDP, per capita GDP, disposable personal income, urbanization rate and so on. One country with high per capita GDP usually means its people are rich and have more disposable income, and the demand of tourism will be high. This is in accordance with Maslow's hierarchy of needs theory, once the basic needs such as food and water are satisfied, other needs then arise. Hence, a rich country will provide more tourists than a less developed country.

2.1.3 Factors from the Destination

Factors from the destination mainly comprise destination image and tourism advertising, which are the pull factors attracting tourists to the destination.

2.1.3.1 Destination Image

The destination image is defined as the sum of beliefs, ideas, and impressions that a person has of a destination (Crompton, 1979). For example, variables like price, weather, service, hospitality, transportation, tourist attractions in the destination constitute the destination image together. In general, one destination with good image will attract more tourists.

Destination image significantly affects tourist behaviors in two ways: (1) to influence the destination choice decision-making process and (2) to condition the after-decision-making behaviors including participation (on-site experience), evaluation (satisfaction) and future behavioral intentions (intention to revisit and willingness to recommend) (Chen and Tsai 2007).

From the perspective of Hangzhou, it is known as a famous tourism city with beautiful natural sceneries and rich culture. Millions of foreign tourists visit Hangzhou every year.

2.1.3.2 Tourism Advertising

Whether the information about destination can be spread to the potential and current tourists effectively or not affects tourists' perception of destination and their further

actual purchasing behaviors. Hence, tourism advertising reveals its significant implication.

Hangzhou is known as China's "paradise" for a long time due to its unique culture and scenery. In order to promote this "paradise", and to attract more overseas tourists and develop the inbound tourism, Hangzhou never stops its tourism advertising world widely. For example, in 2013, Hangzhou started the tourism promotion in America with the slogan "Unseen beauty, Unforgettable Hangzhou China" after three years' promotion in Europe, this aimed to attract more American and South American tourists. In Southeast Asia, Hangzhou also devotes to promoting its attractive impression. Recently, the 'perception of China's most memory of Hangzhou' - Hangzhou Tourism Propaganda and Southeast Asia pre-working group, came to Thailand, Malaysia, Singapore and Indonesia for a 10-day promotional activities (TopNews December 28, 2016).

Besides, Hangzhou's tourism industry benefits from its good performance on the world political stage. For instance, the G20 Summit held in the September of 2016 allowed more people to know this city. Besides, Hangzhou will hold the 2022 Asian Games, which will attract more tourists to visit.

2.1.4 Summary

The determinants listed above affect tourists' behaviors according to some internal logics together rather than independently. The context of tourist behavior pattern is to explore the relationship of these determinants and how they affect tourist behaviors. Figure 2.1 illustrates the psychological processes of tourists, from need to motive, then to behavior. Meanwhile, it is effective to apply the push & pull theory to explain the questions why people travel and why people travel to a given country at specific time, from the perspective of internal and external determinants regarding tourist behavior.

Additionally, influenced by certain backgrounds of society, economy and culture, Thai tourists' behavior will therefore show similarities in some aspects. However, the behavioral dissimilarities also exist, especially among the tourists with different demographic profiles. The variations of Thai tourists' behavior patterns according to the social characteristics are examined in this research.

2.2 Pre-visiting: Decision-making Model

During the period of pre-visiting, the potential tourist's needs are stimulated by the comprehensive function of the internal and external factors, and then tourism motives are in turn aroused. Once the tourist has the tourism motive, he or she will consciously collect tourism information via various means, and then establish the destination image. Subsequently the decision will be made. Tourists' perception towards destination image will affect their future satisfaction.

Mathieson and Wall travel-buying behavior model (1982), a linear five-stage model, explains the processes of decision-making in tourism effectively. This is illustrated in Figure 2.3 in its basic form.

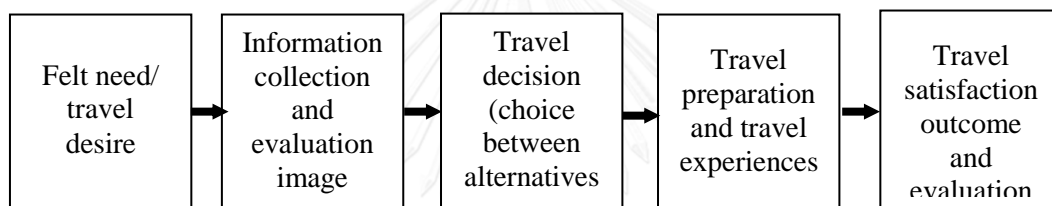


Figure 2.03 Model of Travel-Buying Behavior

Source: Mathieson and Wall (1982)

Needs and motive are the main psychological determinants of tourist behavior, which have been discussed above. Therefore this part will analyze the tourism information collection and image evaluation only.

Tourism information refer to all the information related to tourism activities, such as price, itinerary, tourism agency, transportation, tourism policy, and natural environment, etc. Where do the tourists get information? Generally speaking, there are two ways to collect information. First is from the tourist himself/herself, the information about tourism activities saved in the brain or former travelling experiences will provide a decision-making basis. However, once the information is insufficient for making decision, tourists will turn to seek other means to get information. That is the external source, which consists of personal source (relatives, friends, etc.) and organization source (tourism agency, club, etc.). Normally a tourist's

actual decision is made based on both internal and external information. Once the tourist gets the information required, he or she will evaluate them and then make further decisions.

It is a fact that information provided by relatives and friends are usually more influential than the profit organizations. This is because people around us who already have travelling experience are more reliable, they will tell the truth and their real feeling, and give them some useful travelling suggestions, which affect tourist's decision-making considerably.

Scholars usually emphasize the significant role of decision-making. This is because tourism is a service rather than a product by its very nature. The intangible nature of the service offering makes tourists unable to experience before actual practice. Besides, tourism is usually with high expenditure, which means that it involves the consumer in a high risk decision-making process. Hence, the consumer will be highly interested and involved in the decision-making process due to a considerable amount of risk associated with the purchase decision(Horner and Swarbrooke 2016).

2.3 On-site Visiting Behaviors: Preferences and Spatial Patterns

2.3.1 Preferences

Once the tourists made the decision of travelling to a specific destination, they will face some practical issues, such as selecting means of transportation, food, hotel, tourist attraction, shopping, and so on. Normally they will make these purchasing decisions according to their preferences. In practical, some of those activities are prepared before departing, such as booking hotels and transposition tickets, etc., whereas some have to be done when arrive at the destination. Additionally, when tourists arrive at the destination, their preferences sometimes are possible to change due to the actual situation of destination.

Tourists' preferences are influenced by their psychological factors, such as motive. Shopping activities will occupy most of the itinerary while tourists' motive is shopping. Additionally, other determinants like social and cultural background, and

different demographic characteristics, also play an influential role in tourists' preferences.

Ma & Li (2003) explored the preference nature of China inbound tourists, and the results indicated that most of the foreign tourists were attracted by China's ancient traditional culture. On the other hand, attracted by the China's spectacular landscapes, lots of tourists would visit natural sceneries. The tourism route was significantly influenced by the advertisements and sales promotions. They usually chose convenient and comfortable transportation means, and preferred lodgings with comfort, safety and hygiene.

2.3.2 Spatial Pattern

Spatial behavior, an important geographical concept of tourist flow study, refers to patterns of movement characterized by origins, distances, destinations, directions, and frequencies of occurrence (Inversini and Schegg 2016). Taking Thai tourists in China as example, their spatial behavior mainly comprises the route from Thailand to China, visiting route inside China and the way back to Thailand. Dejbakhsh (2009) argues that tourist spatial behavior is subjective and varies according to an individual's gender, cultural and ethnic background, socio-economic status, educational level, family situation, health, disability and age. The study of spatial behavior has considerable significances for the destination design, management and marketing.

In order to explore the nature of spatial behavior, scholars try to build patterns. Lue, Crompton, and Fesenmaier (1993) proposed five distinctive spatial patterns for pleasure travelers: single destination, en route, base camp, regional tour, and trip chaining (Figure 2.4). And four of these involve visiting multiple destinations. Single destination pattern refers to tourist only visit one specific destination, which is the most simple. The second one, en route pattern has only one destination, but nearby attractions close to the destination-home route may be visited. Alternative three is base camp pattern, which means tourists stay at the primary destination throughout their vacation, and use it as a "base camp" from which to visit places within the area. The fourth one is regional tour pattern. Tourists travel to a region and sequentially visit a series of destinations in the area before returning to their origin. The final one

is trip chaining pattern. In this case, tourists' itineraries involve visiting multiple destinations and going from one to another, rather than having a single focal destination or area.

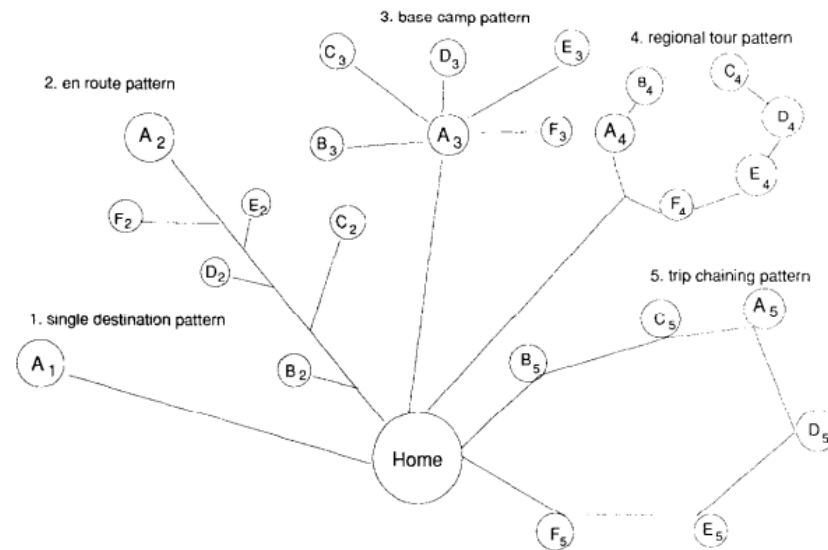


Figure 2.04 Alternative Spatial Patterns of Pleasure Vacation Trips

Source: Lue, C. C., Crompton, J. L., & Fesenmaier, D. R. (1993)

2.4 Post-visiting: Evaluation

After implementing of tourism activities, tourists are able to perceive the performance of the tourism products and services (such as food, lodging, transportation, tourist attraction, guide service, and etc.) that they purchased and evaluate. It is almost widely accepted that consumer satisfaction/dissatisfaction is the consumer's response in a particular consumption experience to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product as perceived after its acquisition. If perceived performance is better than expected, it will result in satisfaction. By contrast, if perceived performance is worse than expectation, it will lead to dissatisfaction (Day 1984).

The tourist's satisfaction degree exercises noticeable impacts on their further behaviors, such as intentions of revisit and recommendation to others. Normally, the

high satisfaction degrees lead to high loyalties and high intentions of revisit, and positive word-of-mouth recommendations to their friends, etc. By contrast, the low satisfaction or high dissatisfaction results in complaints, low loyalties and bad reputations, and low revisit and recommendation intentions.

It is, therefore, vitally important for the destinations to improve the tourists' satisfaction degree, by the means of improving service quality and satisfying tourists' various and changing demands. This paper analyzes Thai tourists' evaluation to Hangzhou in terms of satisfaction level, revisit and recommendation intentions. Specifically it will identify the attributes that cause either satisfaction or dissatisfaction, and examine Thai tourists' overall impression of Hangzhou, and their intentions of revisit and recommendation. Besides, this paper is to assess the differences among tourists with different demographic profiles, motives and so.

2.5 Summary: The Theoretical Basis of Tourist Behavior Research

The study of tourist behavior involves multiple disciplines, including but not limited to psychology, sociology, geography, economics, demography, and etc. Combining these related disciplines together is conducive to understand the nature of tourist behavior. Hence, this chapter attempts to analyze the theoretical basis of tourist behavior research from the dimension of multi-discipline.

Psychological needs stimulate tourism motives, then under the function of push and pull factors, motives are transformed to specific behaviors. Tourist behavior comprises three different stages, namely pre-visiting, on-site visiting and post-visiting. The contexts of behavior in different stages are different. Tourists will pay attention to make travel decisions before the actual visiting. When arrived at the destination, their preferences and spatial behaviors constitute their on-site visiting behavior patterns. After visiting, tourists will perceive and evaluate the destination, and the result of perception and evaluation will impact their satisfaction degree, recommendation intention, especially their potential repeat visitation. Furthermore, their future travel decision will be made based on the previous visiting experience, thus forming a circulation mechanism (as shown in Figure 2.5).

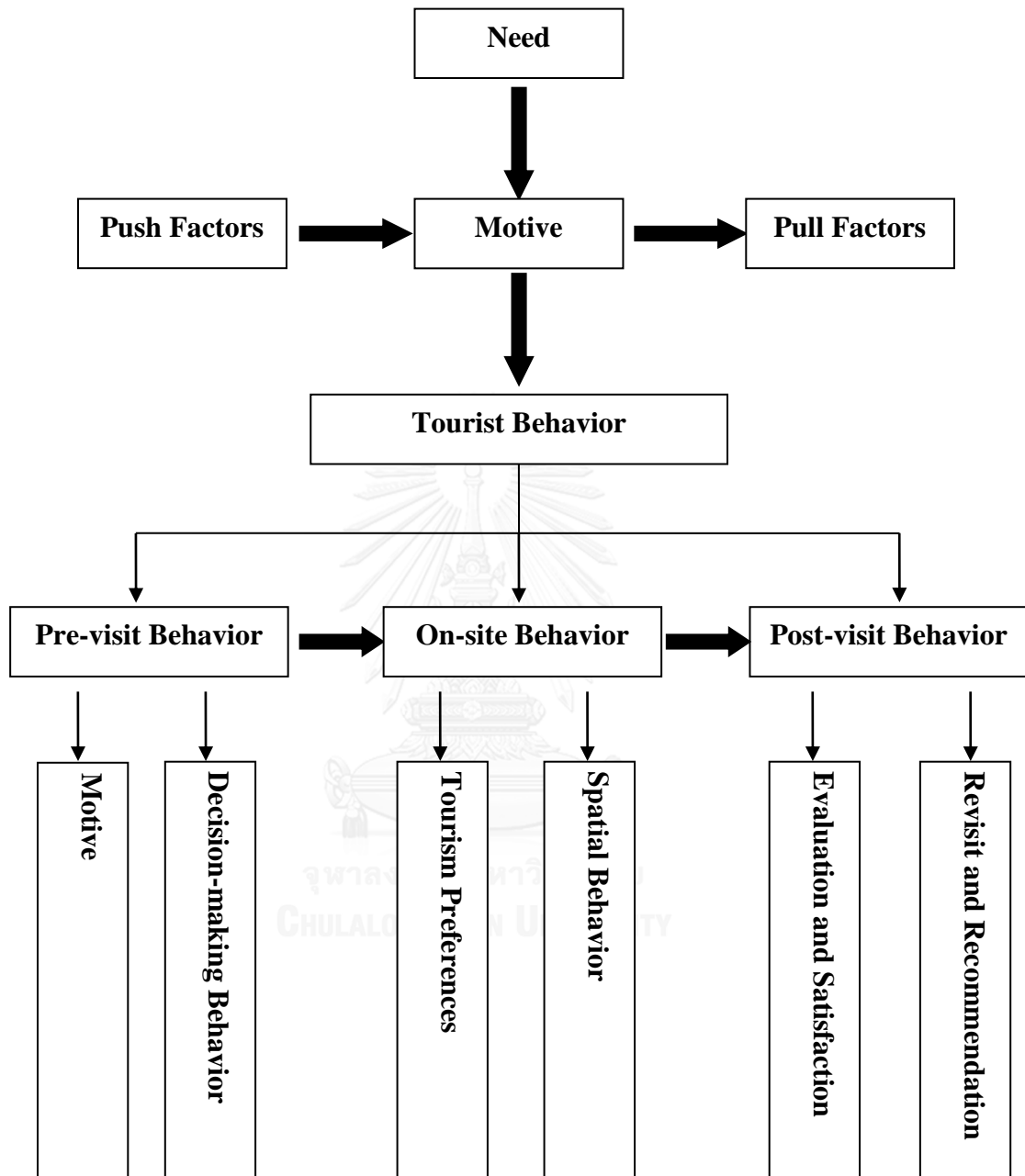


Figure 2.05 The Theoretical Framework of Tourist Behavior Research
Source: Drawn by Author

Chapter 3 Thai Tourists' Pre-visiting Behavior Patterns

3.1 Thai Social, Cultural and Economic Factors

The living environment is the external factor that affects tourist behaviors, such as society, culture, and economic level, etc.

3.1.1 Social Factor

Thailand is one of the most population popular destinations in the world, due to its tropical climate, beautiful beaches, fascinating culture, and delicious food, etc. Thai government is devoted to developing its tourism industry and attracting foreign tourists, thus making tourism a significant factor in Thailand's economy. The Thai government also holds a positive attitude towards its people traveling abroad. For instance, the Thai government signed the Agreement on Tourism Cooperation with China in 1993, aimed to promote the bilateral cooperation and communication of tourism between Thailand and China. The good relationship between China and Thailand laid the foundation of frequent people-to-people communication. It is a fact that Thailand is the most popular tourism destination for Chinese, and Chinese tourists have become the largest tourist population to Thailand. In return, China is also one important destination for Thai outbound tourists. With the deepening of the China and ASEAN relationship, the bilateral communication between Thailand and China is becoming more and more frequent, not only on the governmental level, but also on the personal level.

Actually, communication between Thailand and China, especially trade, can be traced back to the 13th century. At that time, a lot of Chinese came across the ocean, sailing to Thailand to find a way for living or making business. After hundreds of years of development, Thailand now has had the largest Chinese population in Southeast Asia. Barbara (2009) estimated that ethnic Chinese accounted for 14 percent of the population of Thailand, or approximately 9.35 million people. Due to this reason, lots of Thai Chinese went back to China for the sake of visiting their relatives or friends

when China started to open its gate from 1980s. Additionally, Chinese citizens were also allowed to travel to Thailand for family visits in the year of 1988³, which resulted from the China's ADC policy. Visiting relatives or friends was the main purpose of early tourism activities.

Besides, Thailand is largely tropical, so it is hot and humid all year around with temperatures in the 28-35°C range. This kind of climate brings Thailand a large number of tourists, especially the tourists from cold winter regions. On the other hand, it also stimulates Thais to travel abroad in order to seek climate differences. For example, travelling to Hokkaido for skiing is popular among the young Thai tourists. Four distinctive seasons in China result in unique and charming sceneries, such as Guilin landscape and Jiangnan Watertown, which are very attractive for Thai tourists.

3.1.2 Cultural Factor

Thailand is known as the "Land of Smiles", which is largely attributed to Buddhism. Buddhism is the dominant religion in Thailand, where almost 95% of Thai are Buddhists. The belief system and values of Buddhism play a significant role in Thai people's daily life, and deeply influence its culture. For example, Thailand has a number of holidays related to Buddhism, such as Mahka Bucha Day, Songkran, Vaisakh Bucha Day, and Ansanha Bucha Day, etc., which give Thai people more time to travel and relax. Due to the Buddhism influence, there are three important values that Thai people hold: respect, self-control, and a non-confrontational attitude towards others.

³ Approved Destination Status (ADS) is a unique policy adopted by the Chinese government to control its outbound tourism. It was first introduced in the early 1990s for destinations in Southeast Asia such as Singapore, Thailand and Malaysia. Prior to ADS, travelling abroad was only allowed for business purposes and official visits, with government approval needed for every single visit. ADS policy was created to account for the growing interest of Chinese citizens in foreign travel and the sharp increase in disposable income.

In addition, another important value that Thais hold to is *sanuk*. *Sanuk* is a wide-reaching idea that embodies the playfulness and sense of humor that is so central to the Thai way of life, but also shows Thais' pursuit of happiness. This partly explains why the Thai outbound tourism market is expanding.

Additionally, the Chinese element is another feature of Thai culture. As mentioned above, there are considerable numbers of Thai that are the descendants of ethnic Chinese. Their ancestors brought Chinese language, tradition, and customs to Thailand, which as a result made up a very important part of Thai culture after hundreds of years' integration. For example, currently the popularity of eating Chinese food and the large number of Chinese words in the Thai language show Chinese culture has incorporated into Thai culture. In terms of these new ethnic Chinese, they have integrated into Thai society; considerable segments of Thailand's economic, political, and academic elite are of Chinese descent (Luangthongkum 2007).

However, these Thai Chinese are still interested in Chinese culture, the fact that the television series *Bao Qingtian* or *Justice Bao* (1993 version) has been continuously shown until now since first entering Thailand in 1995 is the best evidence. Apart from this cultural attraction, to find their origins also drives some Thai Chinese to visit China.

Actually Chinese culture centered by Confucianism is essentially different from Thai culture which is centered by Buddhism. However, due to the close geographic locations and large numbers of overseas Chinese in Thailand, Thai culture and Chinese culture share some similarities. The cultural divergences, therefore, are not that significant, and instead, have a great attraction for Thai tourists.

3.1.3 Economic Factor

Tourism consumption is one kind of high level need, which is based on financial security. Recovering from the 1997 Asian financial crisis, Thailand's economy has continued to grow. The Gross Domestic Product per capita in Thailand was recorded

at 1855.90 US dollars in 1998, and increased to 5775.10 US dollars in 2015(WorldBank 2015)

Thailand had moved up from being a lower-middle income category economy to an upper-income one in 2011(WorldBank 2017). This on-going economic development not only has pulled millions of Thai people out of poverty, but also created large numbers of middle class. The economic growth allows more Thai people to travel abroad, 2015 saw 6.79 million Thai people travel abroad, while this number was only 3.05 million in 2005. Besides, they are much more generous in terms of tourism expenditure, according to the TAT statistics report of 2002-2005. Thai outbound tourists traveling to Europe have a higher average expenditure rate per person than international tourists traveling to Thailand (Chaipinit and Phetvaroon 2011) . Regarding its huge potential of outbound tourism, some countries have paid more attention to attract Thai tourists, such as Japan, which has implemented the visa exemption policy to Thai citizens since 2013.

In addition, the Thai Baht remains strong against the devaluation of CNY which makes taking a trip to China cheaper than before. The figure below shows CNY devaluated 6.55% against THB within the past year. In other words, today Thai tourists buying a product in China will be 6.55% cheaper than one year ago. Therefore, travelling to China becomes more affordable and valuable due to the appreciation of the Thai Baht.

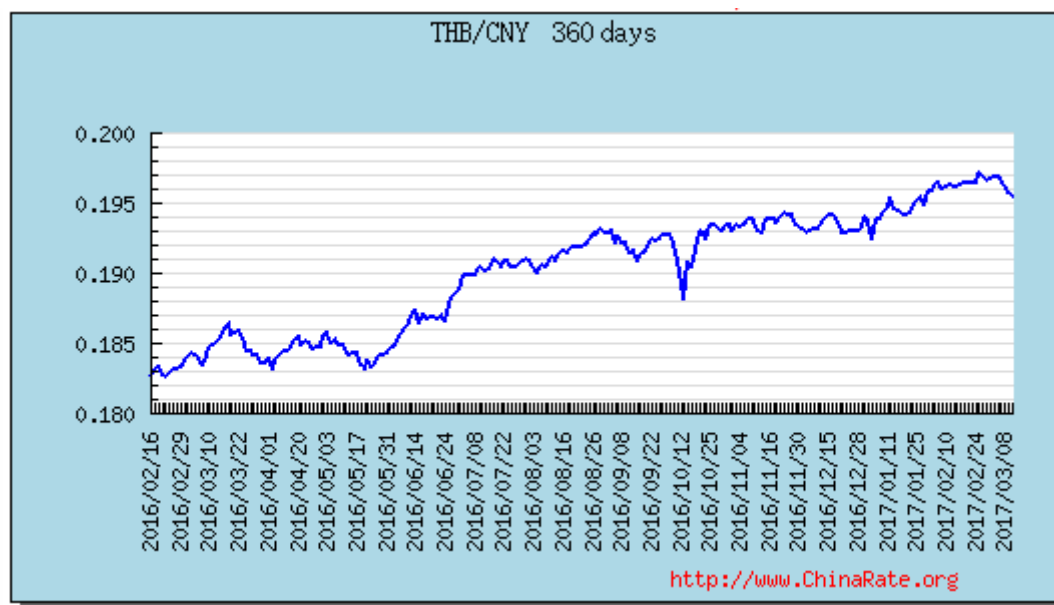


Figure 3.01 Thai Baht (THB) To Chinese Yuan Renminbi (CNY) (2016/0216-2017/03/08)

Source: ChinaRate.org(2017)

3.2 Demographic Characteristics

Tourists' demographic characteristics are the most fundamental information for tourist behavior research, this part will analyze the demographic characteristics of questionnaire respondents in Hangzhou, including gender, age, occupation, income, education level, marital status ,and etc.

3.2.1 Sources of Thai Tourists

Table 3.01 Which province in Thailand are you from?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bangkok	49	49.0	49.0	49.0
Outside Provinces	51	51.0	51.0	100.0
Total	100	100.0	100.0	

Among the 100 samples, there were 49 tourists came from the capital city – Bangkok, accounting for 49%, while 51% of the respondents were from outside provinces, such

as Chiang Mai, Chiang Rai, Nongtaburi, and Rayong, etc. The result revealed that among all the provinces in Thailand, Bangkok was the major source of tourists to China. As we know, Bangkok is the capital city of Thailand, which is the center of economy, politics and culture. The Bangkok citizens are, therefore, better equipped to communicate with the outside world, also with stronger financial capacity for travelling abroad compared with other provinces.

3.2.2 Gender

Table 3.02 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	36	36.0	36.0	36.0
female	64	64.0	64.0	100.0
Total	100	100.0	100.0	

Table 3.02 indicated that the respondents were predominantly female (64%), while males only accounted for 36%. The ratio of male and female tourists was approximately 1:1.78, which indicated Hangzhou was much more popular among Thai female tourists to some extent.

The author reviewed the gender statistics of Thai tourists in China in recent years, and found that the number of female tourists always slightly exceeded the male tourists. This male and female distribution can be explained in two ways. Firstly, it was consistent with the latest population data of Thailand, women (51.76%) slightly outnumbered men (49.24%). Thereby, based on this national situation, the fact that Thai women became the main tourist source has a population basis.

Secondly, it is due to Thai women's improved status in society. As we know, Thailand's society has been traditionally male-dominated; however, Thai women's social and economic position has improved substantially in recent decades due to the development in female enrolment in high education and adult literacy, labour force participation, and GDP per capita (Iwanaga 2008). In terms of tourism, Thai females have the same freedom as males to travel, and data shows they already have become an important outbound tourist source proportionally, which in turn reflects the equal status of Thai women in Thailand's society.

3.2.3 Age

Table 3.03 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ≤18	4	4.0	4.0	4.0
19-25	23	23.0	23.0	27.0
26-35	18	18.0	18.0	45.0
36-45	17	17.0	17.0	62.0
46-60	24	24.0	24.0	86.0
≥61	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Among all the respondents, only 4 tourists were under 18 years old. Normally the minors are too young to have self-care ability, and not economically independent. Hence, they usually travel with family or groups organized by schools.

The other 96 respondents were evenly distributed into every group, and no age group took an overwhelming proportion. The largest group was tourists between 46-60 years old, 19-25 age group ranked the second, and the 26-35 age group ranked the third. In total, about 82% of the respondents fell within the age group between 19 and 60 years. This age group mainly includes the young and the middle-age. The young are mainly students, who have more disposable time and less financial pressures, meanwhile they have a strong thirst for knowledge, exoticism and novelty pushing them to travel. And the middle-age group usually has stable income and most of them are physically healthy, which makes a longer term tour possible.

The tourists aged over 60 years old accounted for 14%, normally they are retired and have a stable pension and some savings, their children already have grown up. Thereby, they have more disposable capital and time to travel. However, they are also limited by their older age and impaired physical conditions.

3.2.4 Occupation

Table 3.04 Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government officer	6	6.0	6.0	6.0
	Professional	4	4.0	4.0	10.0
	Businessman	8	8.0	8.0	18.0
	Retired	9	9.0	9.0	27.0
	Company employee	15	15.0	15.0	42.0
	Self-employed	27	27.0	27.0	69.0
	Student	23	23.0	23.0	92.0
	Housewife	4	4.0	4.0	96.0
	Others	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

The Table 3.04 indicated that the self-employed tourists accounted for the largest part of the respondents (27%). The self-employed tourists usually have more disposable time and higher income than other groups; hence they were the majority of outbound tourists in Hangzhou. Students were the second occupation group; among them some were Thai students in China, who travelled to Hangzhou and other cities within their spare time. The third was company employees. These three kinds of occupations made up 65% of the total.

3.2.5 Income Level

Table 3.05 Monthly Income (Thai Baht)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10000	18	18.0	18.0	18.0
	10001-25000	28	28.0	28.0	46.0
	25001-40000	24	24.0	24.0	70.0
	40001-55000	15	15.0	15.0	85.0
	≥55001	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Table 3.05 reported that the monthly income level of the interviewee was evenly distributed among all the six categories. The monthly income of 10,000-25,000Baht and 25,001-40,000 Baht took a high proportion among the five groups, 28% and 24%

respectively. The latest average monthly wages of Thailand was 13,415 Baht in May 2017 (TradingEconomics 2017), which shows most of the respondents' income are higher than the Thailand average income level. Actually, tourism, especially outbound tourism, is kind of high level of consumption. Hence, the high income groups are the major consumers of tourism productions, which is in accordance with Maslow's hierarchy of needs.

3.2.6 Education Level

Table 3.06 Education level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ≤ High school	13	13.0	13.0	13.0
Diploma/Bachelor	60	60.0	60.0	73.0
Master	26	26.0	26.0	99.0
≥ Ph.D.	1	1.0	1.0	100.0
Total	100	100.0	100.0	

It can be seen that a majority of respondents (60%) had a Diploma or Bachelor degree, and those who have a Master's degree accounted for 26%, ranking the second. The result showed 87% of respondents were high degree holders, they were well educated and had high income jobs, thus affording them expensive tourism activities. Meanwhile, this educational level structure also requires Hangzhou to provide tourism products with more cultural contents for the sake of meeting their high-level tastes. Besides, this result also indicates that the education level affects the demand of tourism. With the education level increasing, the tourism demand increases and peaks at Diploma/Bachelor, then gradually declines. The reason might come from two ways; the first is the master degree holders, especially the Ph.D. degree holders account for a small proportion of Thai population, whereas the Diploma/Bachelor degree are more common in Thailand. Secondly, the higher degree holders tend to have more complicated jobs with more pressures, hence their spare time is limited. However, this phenomenon needs further research.

3.2.7 Marital Status

Table 3.07 Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	57	57.0	57.0	57.0
Married, have no children	9	9.0	9.0	66.0
Married, have children age under 18	9	9.0	9.0	75.0
Married, have children age over 18	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Among all, single tourists accounted for the largest percentage, the ratio reached 57%. The second group was married and with children age over 18. The result indicates that the single group and married tourists who have children age over 18 were the major tourist source, since they had more disposable time than the tourists who has to deal with family issues or looking after the dependent children.

Besides, for the Thai women tourists, the marital status of single allows them more opportunities to release from the family issues and travel freely.

3.3 Motive

(1) Primary Purpose

Table 3.08 Primary Purpose of Visiting Hangzhou

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business/conference	2	2.0	2.0	2.0
Sightseeing/ Leisure	88	88.0	88.0	90.0
Religion	4	4.0	4.0	94.0
Visit relatives or friends	4	4.0	4.0	98.0
Other	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Obviously, sightseeing or leisure was the leading purpose of Thai tourists in Hangzhou, which constituted 88% of all. This is in accordance with the overall purpose of all Thai tourists' in China.

Besides, Hangzhou has one famous temple called Lingyin Temple attracting millions of tourists every year. Some Thai tourists visited Hangzhou for participating in religious activities there.

Only 4% of all travelled to Hangzhou for the sake of visiting relatives or friends. This was different from the situation of the early period of Thailand and China tourism, with visiting relatives or friends as the primary purpose. Nowadays, sightseeing and leisure tourism have become the main theme of contemporary tourism between Thailand and China.

Furthermore, only 2% of respondents visited Hangzhou for business or conferences, which means the business travel remains a small scale, but is of potentiality.

Chen Chuankang (1986) divided tourism activities into three levels, namely, the fundamental tourism level refers to sightseeing tourism, the intermediate level refers to recreational tourism. The third is specialized level, which comprises various tourism activities, such as shopping, business, religion, medical treatment, and etc. Hence, the tourism activities of Thai tourists in Hangzhou are still on the fundamental level.

(2) Push Factors

Table 3.09 Push Factors Frequencies

Push factors	Responses		Percent of Cases
	N	Percent	
Escaping from the ordinary	31	5.2%	31.0%
Experiencing something different	85	14.4%	85.0%
Increasing knowledge	64	10.8%	64.0%
Visiting friends/relatives	12	2.0%	12.0%
Visiting cultural/historical/natural attractions	65	11.0%	65.0%
Physically relaxing	73	12.4%	73.0%
Having an adventure	41	6.9%	41.0%
Being able to share my travel experiences after returning home	44	7.4%	44.0%
Having enjoyable time with my travel companion(s)	88	14.9%	88.0%
Visiting a destination which most people value or appreciate	38	6.4%	38.0%
Shopping overseas	50	8.5%	50.0%
Total	591	100.0%	591.0%

Push factors are the internal factors that arise due to a state of disequilibrium or tension in the motivational system, which explain why people travel.

Table 3.09 presents the survey result of Thai tourists' push motives. The most important push factor of respondents was "Having enjoyable time with my travel companions (88%)". This reflected that Thai tourists travelled for the sake of enhancement of kinship relationships, or facilitation of social interaction. Thai tourists who had this motive were likely to travel with companions rather than travel alone. The second was "Experiencing something different (85%)" revealed that seeking novelty was their important motive of travelling abroad. As Rojek remarks, "the urge to travel to witness the 'extraordinary' or the 'wonderful' object seems to be deep in all human cultures" (Rojek 1997).

The third important factor was "Physically relaxing (73%)", which reflected that travel was their usual means for relaxation. "Visiting cultural/historical/natural attractions (65%)" and "Increasing knowledge (64%)" ranked the fourth and fifth respectively, showing Thai tourists' interests in culture and knowledge when travelling. It reflected Thai tourists' desire of learning something from this Hangzhou trip or China trip.

Besides, half of the respondents travelled for shopping, which reflected half of all had the motivation of shopping in Hangzhou or China. As mentioned before, 64% of respondents were female tourists, thus making the push motive "Shopping overseas" so important.

The remaining five factors received less than half responses, namely "Being able to share my travel experiences after returning home (44%)", "Having an adventure (41%)", "Visiting a destination which most people value or appreciate (38%)", "Escaping from the ordinary (31%)", and "Visiting friends/relatives" received the least number of responses (12%), which was basically consistent with the fact that only 4% of all visited Hangzhou for visiting friends/relatives.

(3) Pull Factors

Table 3.10 Pull Factors Frequencies

Pull factors	Responses		Percent of Cases
	N	Percent	

Acceptable price	52	9.6%	52.0%
Convenience of transport	36	6.7%	36.0%
Outstanding natural scenery	90	16.6%	90.0%
Historical/archeological sites	56	10.4%	56.0%
Cultural difference from my own	61	11.3%	61.0%
Quality of tourist services	47	8.7%	47.0%
Convenience of Visa	11	2.0%	11.0%
Good accommodation, food, and recreation facilities	23	4.3%	23.0%
Warm welcome toward tourists	28	5.2%	28.0%
Nice climate	72	13.3%	72.0%
Shopping facilities	65	12.0%	65.0%
Total	541	100.0%	541.0%

The pull factors were the attraction of Hangzhou. The top five pull factors are: Outstanding natural scenery (90%), Nice climate (72%), Shopping facilities (65%), Cultural difference from my own (61%), and Historical/archeological sites (56%). The result showed that the natural scenery and climate were the most attractive for Thai tourists, and over half of the respondents were attracted by cultural and historical factors.

Specifically, in terms of natural scenery, at the end of the 13th century, Marco Polo described Hangzhou as “the City of Heaven, the most beautiful and magnificent in the world.” Natural scenery is Hangzhou’s charm, which is characterized by water. Hangzhou is famous for its five waters, namely, West Lake, known as the “best under heaven”; Qiantang River Tide, famous for its most significant tide; Beijing-Hangzhou Grand Canal, the longest man-made canal in world; Xixi Wetland, the “kidney” of the city and China’s first and only wetlands park; and Hangzhou Bay the connection between the city and the East China Sea. Among them, the unequalled West Lake is the most significant landmark in Hangzhou, and also considered as one of the most beautiful sights in China, which helps attract millions of tourists each year all through the year.

In terms of the climate, Hangzhou is humid subtropical with four distinctive seasons. Each season offers its own unique experience to the travelers. The mean annual temperature is 17.0 °C, which is very pleasant. This survey was conducted in March, which was the Spring of Hangzhou with very a comfortable climate. This kind of climate difference is one important attraction for Thai tourists who live in a largely

tropical climate. Meanwhile, climate plays a significant role in the formation of natural scenery. Hangzhou's scenery is characterized by landscape whereas Thailand is featured by sunshine and beach.

For the shopping facilities, Hangzhou boasts that it is a shopping paradise, with a plenty of shops of different products. For instance, Yan'an Road is the most famous shopping area in Hangzhou, and almost all the world's brands can be found here. Another high level department store called Intime, which sells all-inclusive product lines related to daily life.

In culture aspect, Hangzhou is one part of China; hence it inherits Chinese traditional culture. For example, during the Dragon Boat Festival, also known as Duanwu Festival, Hangzhou people have a tradition to row a dragon boat to celebrate it. In addition, Hangzhou also has its own uniqueness. For instance, Hangzhou is known as the capital of tea, where tourists can experience the authentic tea culture, including cultivating tea and drinking tea. Longjing Tea, also known as Dragon Well Tea (its literal translated name), is China's best quality tea and is produced in the West Lake area of Hangzhou. In addition to this Tea Culture, Hangzhou is also famous for West Lake Culture, Liangzhu Culture and Silk Culture, etc.

In terms of Historical/archeological sites, Hangzhou has abundant tourism resources where tourists have access to history. For example, West Lake's Scenic Area is like a kaleidoscope of cultural tradition which includes water, bridge, pagodas, poems, music and paintings, hence it was named a UNESCO World Heritage Site in 2011. Another World Heritage Site is the Beijing-Hangzhou Grand Canal, the earliest and longest artificial river in the world, which is of greatest historical and cultural importance and regarded as a symbol of Chinese cultural achievement. Besides, Yuhang (one district in Hangzhou) is the cradle of Liangzhu Culture (3400–2250 BC) was the last Neolithic jade culture in the Yangtze River Delta of China.

These five factors above are the most attractive for Thai tourists. On the other hand, there are five pull factors received less than 50 respondents, namely convenience of visa (11%), good accommodation, food, and recreation facilities (23%), warm welcome toward tourists (28%), convenience of transport (36%), and quality of tourist services (47%).

In terms of convenience of visa, China is not visa-free for Thai ordinary passport holders. Applying for the tourist visa will take some time and cause extra expenditure (1,000 Baht). However, compared with some other countries, such as America, and EU, applying tourist visa of China is less difficult and cheaper. Actually China has one visa exemption policy for transit tourists. It is called 144-Hour Visa-free Transit, which is carried out in Shanghai, Jiangsu, Zhejiang, and Guangdong provinces to facilitate international travellers to China, and it allows passengers from 51 countries or regions to transit in the above cities or provinces for no more than 144 hours (6 days) without holding a visa. However Thailand is not on this list now. If China's government could add Thailand into this list, the visa convenience would increase.

The other four factors are less attractive for Thai tourists, in other words, over half of the Thai tourists thought that Hangzhou was without good accommodation, food, and recreation facilities, warm welcome toward tourists, convenient transportation, and high quality of tourist services. These formed perceptions of Hangzhou's image will affect their future satisfaction degree.

3.4 Information Source

(1) Overall Information Source

Table 3.11 Where did you get the tourism information of Hangzhou?

	Responses		Percent of Cases
	N	Percent	
\$Q12 Travel agency	55	23.5%	55.0%
Advertisement	19	8.1%	19.0%
Friends or Relatives	45	19.2%	45.0%
Internet	62	26.5%	62.0%
Media	44	18.8%	44.0%
Hangzhou official advertising	7	3.0%	7.0%
Others	2	0.9%	2.0%
Total	234	100.0%	234.0%

Once the motive of tourism was stimulated, Thai tourists will collect the information of destination, then to evaluate. According to the survey result, 62% of respondents received tourism information of Hangzhou through the Internet, which means the

Internet was the first source of tourism information for Thai tourists. As we know, using Internet to search for information is much cheaper, more convenient and informative compared with traditional TV or paper media.

The usage of travel agencies ranked second, which accounted for 55%. Normally the travel agencies are more professional in providing tourism information and services. In addition, travelling abroad is different from domestic travel, since the tourists will have to face some practical issues, such as language barriers, strange environments, cultural shock and etc. To avoid these issues, seeking assistance from travel agencies is alternative for tourists.

Friends or relatives(45%) was the third way to obtain information of Hangzhou. Compared with the travel organizations and agencies, tourists generally believe that information provided by friends or relatives is much more real, objective and reliable, which help to reduce the risk of decision making effectively. On the other hand, the fact that 45% of them obtained information from friends or relatives showed that there was a good reputation of Hangzhou among the Thai tourists who have visited Hangzhou and strong recommendations.

The fourth way was from traditional media such as TV, newspaper, and etc. (44%). This statistics indicates that the traditional media still plays a significant role in disseminating tourism information in Thailand.

In addition, only 7% of Thai tourists obtained information from Hangzhou official advertising, which showed the official advertising of Hangzhou was insufficient in Thailand to some extent.

(2) Age and Information Source

In order to explore the differences of how Thai tourists with different demographic files got the information of Hangzhou, the analysis method of Cross Tabulation was applied. Taking age factor as example, Table 3.12(a) showed that the percentage of obtaining information from Internet decreased progressively gradually with age, from 100% (≤ 18 years old Thai tourists to 14.3% (≥ 61 years old). Meanwhile, the old group obtained more information from traditional media and travel agency than the young.

To further verify this result, Chi-square Test was applied, which is any statistical hypothesis test wherein the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. The p-value in null hypothesis significance testing is traditionally 0.05 or 0.01, and denoted as α . If the p-value is less than or equal to the chosen significance level (α), the test suggests that the observed data is inconsistent with the null hypothesis, so the null hypothesis must be rejected. In the SPSS output, Pearson chi-square, likelihood-ratio chi-square, and linear-by-linear association chi-square are displayed. Without other qualification, 'chi-squared test' often is used as short for Pearson's chi-squared test. However, when 20% or over 20% cells have expected count less than 5, the Likelihood Ratio will be applied instead of Pearson's chi-squared test.

For example, in terms of Chi-square test of age and information source, the null hypothesis is that there is no significant difference between Thai tourists with different ages and where they got the tourism information of Hangzhou. The value of α is defined as 0.05. The result of Chi-square (Table 3.12(b)) shows that 22 cells (52.4%) have expected count less than 5 and the minimum expected count is .07. So we take the p-value of Likelihood Ratio, which is 0.031, less than 0.05. Hence, the former null hypothesis must be rejected. In other words, there are significant differences between Thai tourists with different ages and where they got the tourism information of Hangzhou.

Table 3.12(a) Age and Information Source Cross Tabulation

			Information Source						Total	
			Travel agency	Advertisement	Friends or Relatives	Internet	Media	Hangzhou official advertising		Others
Age ≤18	Count		2	0	1	4	1	0	0	4
	% within Age		50.0%	0.0%	25.0%	100.0%	25.0%	0.0%	0.0%	
	% within Source		3.6%	0.0%	2.2%	6.5%	2.3%	0.0%	0.0%	
19-25	Count		8	4	9	21	6	0	1	23
	% within Age		34.8%	17.4%	39.1%	91.3%	26.1%	0.0%	4.3%	

	% within Source	14.5%	21.1%	20.0%	33.9%	13.6%	0.0%	50.0%	
26-35	Count	9	3	9	17	4	3	0	18
	% within Age	50.0%	16.7%	50.0%	94.4%	22.2%	16.7%	0.0%	
	% within Source	16.4%	15.8%	20.0%	27.4%	9.1%	42.9%	0.0%	
36-45	Count	9	5	10	13	10	2	1	17
	% within Age	52.9%	29.4%	58.8%	76.5%	58.8%	11.8%	5.9%	
	% within Source	16.4%	26.3%	22.2%	21.0%	22.7%	28.6%	50.0%	
46-60	Count	16	4	7	5	14	1	0	24
	% within Age	66.7%	16.7%	29.2%	20.8%	58.3%	4.2%	0.0%	
	% within Source	29.1%	21.1%	15.6%	8.1%	31.8%	14.3%	0.0%	
≥61	Count	11	3	9	2	9	1	0	14
	% within Age	78.6%	21.4%	64.3%	14.3%	64.3%	7.1%	0.0%	
	% within Source	20.0%	15.8%	20.0%	3.2%	20.5%	14.3%	0.0%	
Total	Count	55	19	45	62	44	7	2	100

Table 3.12(b) Age and Information Source Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.870 ^a	30	.089
Likelihood Ratio	46.067	30	.031
Linear-by-Linear Association	1.820	1	.177
N of Valid Cases	234		

a. 22 cells (52.4%) have expected count less than 5. The minimum expected count is .07.

Using the same method, this study checked the relationship between other demographic characteristics and information sources. The results reveal that there is no significant difference. The specific processes and data are not mentioned in this study in order to keep the study reasonably concise.

3.5 Influential People

Table 3.13 Who affected you most when made the decision to travel to China?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business arrangement	2	2.0	2.0	2.0
Yourself	58	58.0	58.0	60.0
Family	34	34.0	34.0	94.0
Friends	5	5.0	5.0	99.0
Others	1	1.0	1.0	100.0
Total	100	100.0	100.0	

After collecting information and evaluation, Thai tourists would make the decision of Hangzhou trip. This study found that majority of the Thai tourists made the decision by themselves (58%), while 34% of all were affected by family.

According to the result of Chi-square tests, marital status is the only factor which influences the decision-making significantly (P-value is 0.012, less than 0.05). Specifically, the tourists who were single usually made the decision by themselves (70.2%). The decision of those who have married without children and married with children age under 18 was mainly influenced by family. However, when their children's age was over 18, most of them tended to make the decision by themselves. Tested by Cross Tabulation and Chi-square Tests, other demographical files have less influence on this question.

Table 3.14(a) Marital status and Who affected you most when made the decision to travel to China? Cross Tabulation

			Who affected you most when made the decision to travel to China?					Total
			Business arrangement	Yourself	Family	Friends	Others	
Marital status	Single	Count	1	40	12	4	0	57
		% within Marital status	1.8%	70.2%	21.1%	7.0%	0.0%	100.0%
		% within Influencing people	50.0%	69.0%	35.3%	80.0%	0.0%	57.0%
	Married, have no children	Count	1	3	5	0	0	9
		% within Marital status	11.1%	33.3%	55.6%	0.0%	0.0%	100.0%

	% within Influencing people	50.0%	5.2%	14.7%	0.0%	0.0%	9.0%
Married, have children age under 18	Count	0	1	8	0	0	9
	% within Marital status	0.0%	11.1%	88.9%	0.0%	0.0%	100.0%
	% within Influencing people	0.0%	1.7%	23.5%	0.0%	0.0%	9.0%
Married, have children age over 18	Count	0	14	9	1	1	25
	% within Marital status	0.0%	56.0%	36.0%	4.0%	4.0%	100.0%
	% within Influencing people	0.0%	24.1%	26.5%	20.0%	100.0%	25.0%
Total	Count	2	58	34	5	1	100
	% within Marital status	2.0%	58.0%	34.0%	5.0%	1.0%	100.0%
	% within Influencing people	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3.14(b) Marital status and Who affected you most when made the decision to travel to China?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.721 ^a	12	.008
Likelihood Ratio	25.651	12	.012
Linear-by-Linear Association	3.455	1	.063
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .09.

3.6 Summary

By analyzing the demographic files of Thai tourists in Hangzhou and their pre-visiting behaviors, this chapter reaches the following conclusions.

(1) Thai government's positive attitudes toward outbound tourism and the friendly China-Thailand relationship are the fundamental premise of Thais travel to China. As for culture, the belief system and values of Buddhism have influenced Thai culture deeply, which affect Thai tourists' behavior patterns fundamentally. The cultural

differences between China and Thailand attract Thais to take a trip to China. Meanwhile, the increasing economy, and the Thai Baht remains strong against the devaluation of CNY allowing more Thais to have the economic capability to take a trip to China.

(2) The analysis of demographic characteristics shows that: most of Thai tourists in Hangzhou came from Bangkok (49%) and the rest of them were distributed among other provinces of Thailand (51%); Female tourists were greater than the male by a ratio of 1.78:1: The largest age group was between 46-60 years-old (24%), followed by 19-25 years-old age group (23%). Twenty-seven percentages of respondents were self-employed, and 23% of all were students. The largest income group was the informants who earned 10,000-25,000 Baht per month (28%), followed by 25,000-40,000 Baht income group (24%). In terms of education level, 60% of all had diploma/bachelor degree and 26% were master degree holders. The ratio of unmarried group and married group was 57%:43%, which means most of the Thai tourists in Hangzhou were single.

(3) Sightseeing or leisure was the leading purpose of Thai tourists in Hangzhou, which constituted 88% of all, while other purposes only accounted for 12% of all. This shows that the tourism activities of Thai tourists in Hangzhou are still on the fundamental level. The specialized tourism remains under-developed; other kinds of tourism products like business and medical treatment should be exploited and promoted.

This chapter also analyzes Thai tourists' motives within the framework of push and pull factors. In terms of the push factors, the top five push factors were: Having enjoyable time with my travel companions (88%), Experiencing something different (85%), Physically relaxing (73%), Visiting cultural/historical/natural attractions (65%), and Increasing knowledge (64%).

And the top five pull factors were: Outstanding natural scenery (90%), Nice climate (72%), Shopping facilities (65%), Cultural difference from my own (61%), and Historical/archeological sites (56%). The result showed that the natural scenery and

climate were the most attractive for Thai tourists, and over half of the respondents were attracted by cultural and historical factors.

Based on the result of motive analysis, the tourism practitioners in Hangzhou should develop and perfect a variety of differentiated marketing strategies for the sake of satisfying Thai tourists' underlying needs.

(4) Once the motive of tourism was stimulated, Thai tourists will collect the information of destination, then to evaluate. Internet, Travel agency and Friends or relatives were the main information sources. The Age factor had a significant difference on the methods of obtaining information, especially the percentage of obtaining information from Internet decreased progressively gradually with age. Meanwhile, the old group obtained more information from traditional media and travel agency than the young. Understanding Thai tourists' information searching behaviors helps Hangzhou government and tourism practitioners to find the best way of advertising. Since the Internet is the first source for Thai tourists getting tourism information, more resources should be invested in Internet construction and online service, such as establishing tourism websites in Thai language and so on. Besides, the survey result showed that the official advertising of Hangzhou was very insufficient among Thai tourists to some extent, which required Hangzhou to make more improvements.

(5) After collecting information and evaluation, Thai tourists would make the decision of a Hangzhou trip. This study found that majority of the respondents made the decision by themselves (58%), and 34% of all were affected by family. According to the result of Chi-square tests, marital status is the only factor which influences the decision-making significantly. Specifically, the tourists who were single usually made the decision by themselves (70.2%). The decision of those who have married without children and married with children age under 18 was mainly influenced by family. However, when their Children's age was over 18, most of them tended to make the decision by themselves.

Chapter 4 Thai Tourists' On-site Visiting Behavior Patterns

This chapter will analyze Thai tourists' on-site visiting behavior patterns, including spatial behavior, expense, preferences, and etc. Understanding Thai tourists' spatial behavior pattern plays a significant role on designing the travelling routes, while grasping their preference characteristics is extremely important for developing targeted products for Thai tourists.

4.1 Times to China and Hangzhou

Table 4.01 How many times have you visited China, including this time?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid This is the first time	33	33.0	33.0	33.0
2-3 times	32	32.0	32.0	
4-5 times	10	10.0	10.0	75.0
≥ 6 times	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Table 4.01 reported that 67% of the respondents visited China more than once, and 25% of them visited China more than 5 times. The first-time visiting China Thai tourists only accounted for 33%. This result shows there is a high revisit rate to China among Thai tourists. As we know, China is a nation with a vast territory, abundant resources and a long history, which cannot be completely travelled and experienced by one time, thus attracting tourists to visit China again.

Table 4.02 How many times have you visited Hangzhou, including this time?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid This is the first time	71	71.0	71.0	71.0
2-3 times	24	24.0	24.0	95.0
4-5 times	3	3.0	3.0	98.0
≥ 6 times	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Although 67% of Thai tourists visited China more than 1 time, it was 71% of them that visited Hangzhou for the first time. It means that for most of Thai tourists, Hangzhou was not their primary destination when first time to China. Actually, Yunnan province is likely to be the first destination option for most of Thai tourists when plan their first trip to China, which is mainly due to the closer geographic location.

4.2 Spatial Behavior

Table 4.03 Previous Destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Shanghai	34	34.0	36.6	36.6
Thailand	33	33.0	35.5	72.0
Other Provinces in China	11	11.0	11.8	83.9
Anhui	10	10.0	10.8	94.6
Jiangsu	3	3.0	3.2	97.8
Other cities in Zhejiang	2	2.0	2.2	100.0
Total	93	93.0	100.0	
Missing System	7	7.0		
Total	100	100.0		

This is an open question, which requires interviewees to write down the name of the previous destination before coming to Hangzhou. Statistically, there were 7 interviewees who did not answer this question, so the total valid number was 93.

Table 4.03 revealed that the spatial inflow of Thai tourists to Hangzhou, 36.6% of Thai tourists came from Shanghai, taking up the largest percentage. As we know, Shanghai is a global financial center and transport hub with developed economic condition, attracting millions of tourists every year. Meanwhile, Shanghai is close to Zhejiang, Jiangsu and Anhui Provinces, due to the convenient transportation system, these four zones normally are visited within one travel itinerary. In other words, the tourists in Shanghai usually will travel to other nearby cities in these three provinces. These three provinces accounted for 16.2% of inflows totally. In general, Yangtze River Delta was the main inflow (52.8%).

Secondly, 35.5% of respondents came to Hangzhou directly from Thailand, which means Hangzhou was their first destination of this trip to China.

Besides, inflow from other provinces in China such as Guangdong, Yunnan, Chongqing and Beijing, etc. only made up 11% totally.

Table 4.04 Next Destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Thailand	32	32.0	34.8	34.8
Shanghai	30	30.0	32.6	67.4
Jiangsu	13	13.0	14.1	81.5
Other Provinces in China	11	11.0	12.0	93.5
The third Country	6	6.0	6.5	100.0
Total	92	92.0	100.0	
Missing System	8	8.0		
Total	100	100.0		

In terms of the outflow situation, it was also set as an open question, and 8 interviewees did not respond, so the total valid number was 92.

The data showed 34.8% of all went back to Thailand after this Hangzhou trip, which means Hangzhou was their last destination of this China trip.

In addition, 32.6% of them went to Shanghai, and 14.1% of them went to Jiangsu province, these two destinations made up 46.7% totally. This result shows that there is one stable two-way tourist flow has been established within Yangtze River Delta region.

Besides, there were 12% of Thai tourists went to other provinces in China and 6% went to the third countries, such as Japan, America, and etc.

According to the five distinctive spatial patterns for pleasure travelers from Crompton etc., the spatial pattern of Thai tourists in Hangzhou is regional tour pattern (Figure 4.1), which means Thai tourists travel to a region and sequentially visit a series of destinations in the area before returning to their origin. The convenient transportation plays a significant role in this tour pattern, including the internal public transportation system in this region, but also the international flights between Yangtze River Delta region and Thailand. Taking Hangzhou as the example, now there are 3-4 direct

flights between Hangzhou and Bangkok per day, one direct flight between Hangzhou and Chiangmai per day, and etc. Besides, Shanghai has more direct flights to Thailand.

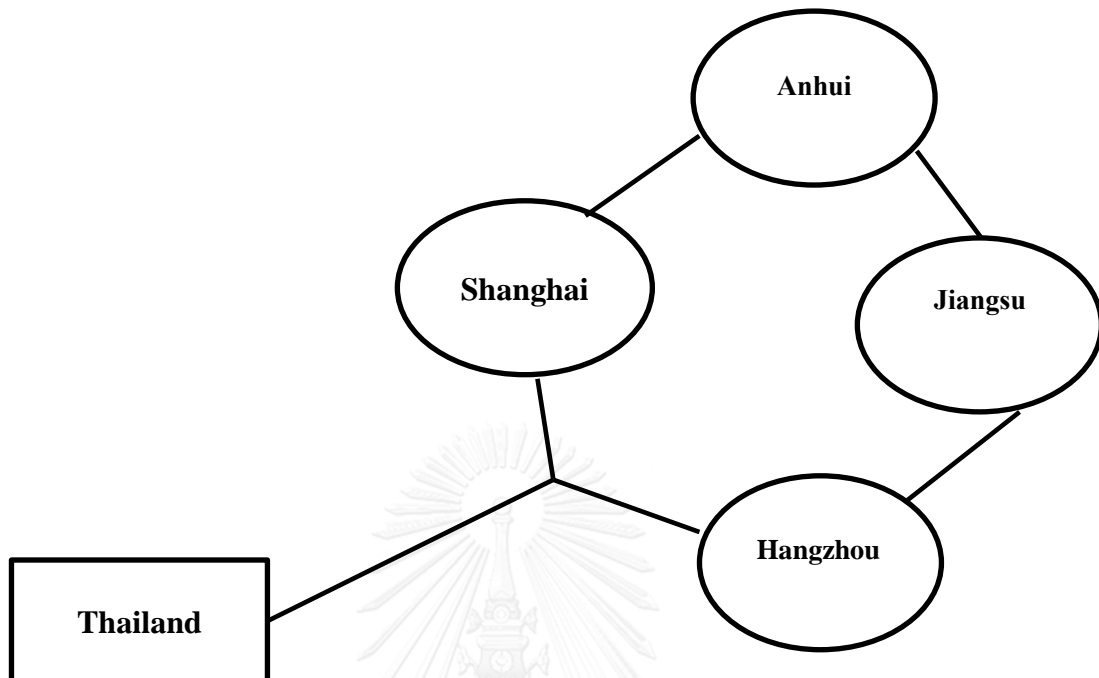


Figure 4.01 Spatial Pattern of Thai Tourists in Hangzhou

Source: Drawn by Author

4.3 The Ways of Travelling

(1) Overall Pattern

Free tour and package tour are the two main ways of travelling. Both two ways have their advantages and disadvantages. Specifically, the advantages of package tour are obvious; it is all inclusive and of high convenience, sometimes price is cheaper, whereas the disadvantages are also obvious, the regulation is that all the members in group have to strictly follow the package tour schedule. By contrast, the free tour tourist, also called backpacker, normally has more freedom and flexibilities. However, the disadvantage is lacking of convenience, because the backpacker has to prepare the itinerary by himself/herself. “Backpacking” is a truly international market that is popular with young people from every developed country, particularly the USA, UK, Germany, Australia and Japan(Horner and Swarbrooke 2016).

It is a fact that Thailand is a popular destination for tourists from these countries. The backpacking culture, therefore, has been spread into Thailand and become popular among the Thai young tourists.

Table 4.05 Free or Package Tour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Free tour	43	43.0	43.0	43.0
Package Tour	57	57.0	57.0	100.0
Total	100	100.0	100.0	

The statistic revealed that package tour was the leading way of Thai tourists' travelling Hangzhou (57%). However, the fact that 43% of respondents travelled Hangzhou freely showed that the backpacking was also popular amongst Thai tourists. According to Cross Tabulation analysis and Chi-Square Tests, the gender factor less influences the way of travelling, other factors such as age, occupation, monthly income level, education level and marital status have obvious significances on Thai tourists' ways of travelling.

(2) Age and Way of Travelling

Table 4.06(a) Age and Free or Package Tour Cross Tabulation

			Free or package tour		Total
			Free tour	Package Tour	
Age ≤18	Count		0	4	4
	% within Age		0.0%	100.0%	100.0%
	% within Free or package tour		0.0%	7.0%	4.0%
19-25	Count		20	3	23
	% within Age		87.0%	13.0%	100.0%
	% within Free or package tour		46.5%	5.3%	23.0%
26-35	Count		9	9	18
	% within Age		50.0%	50.0%	100.0%
	% within Free or package tour		20.9%	15.8%	18.0%
36-45	Count		10	7	17

	% within Age	58.8%	41.2%	100.0%
	% within Free or package tour	23.3%	12.3%	17.0%
46-60	Count	4	20	24
	% within Age	16.7%	83.3%	100.0%
	% within Free or package tour	9.3%	35.1%	24.0%
≥61	Count	0	14	14
	% within Age	0.0%	100.0%	100.0%
	% within Free or package tour	0.0%	24.6%	14.0%
Total	Count	43	57	100
	% within Age	43.0%	57.0%	100.0%
	% within Free or package tour	100.0%	100.0%	100.0%

Table 4.06 (b) Age and Free or Package Tour Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.597 ^a	5	.000
Likelihood Ratio	49.236	5	.000
Linear-by-Linear Association	22.057	1	.000
N of Valid Cases	100		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.72.

Table 4.06(a) reported that 87% of respondents whose age among 19-25 years-old chose a free tour, 83.3% of them aged 46 to 60 and 100% of them aged over 60 years-old chose a package tour. The results indicated that the Thai young tourists preferred a free tour, and they would prefer more package tours with aging.

This could be mainly attributed to the fact that the young tourists' pursuit of freedom and novelty did not allow them to choose a package tour, and instead, a free tour was a better choice for them to visit and discover Hangzhou.

This hypothesis is tested by Chi-square ($\text{sig} < 0.01$), which means age factor has significant influence on their ways of travelling.

(3) Occupation and Way of Travelling

Table 4.07(a) Occupation and Free or Package Tour Cross Tabulation

			Free or package tour		Total
			Free tour	Package Tour	
Occupation	Government officer	Count	3	3	6
		% within Occupation	50.0%	50.0%	100.0%
		% within Free or package tour	7.0%	5.3%	6.0%
Professional	Professional	Count	3	1	4
		% within Occupation	75.0%	25.0%	100.0%
		% within Free or package tour	7.0%	1.8%	4.0%
Businessman	Businessman	Count	2	6	8
		% within Occupation	25.0%	75.0%	100.0%
		% within Free or package tour	4.7%	10.5%	8.0%
Retired	Retired	Count	0	9	9
		% within Occupation	0.0%	100.0%	100.0%
		% within Free or package tour	0.0%	15.8%	9.0%
Company employee	Company employee	Count	9	6	15
		% within Occupation	60.0%	40.0%	100.0%
		% within Free or package tour	20.9%	10.5%	15.0%
Self-employed	Self-employed	Count	4	23	27
		% within Occupation	14.8%	85.2%	100.0%
		% within Free or package tour	9.3%	40.4%	27.0%
Student	Student	Count	22	1	23
		% within Occupation	95.7%	4.3%	100.0%

	% within Free or package tour	51.2%	1.8%	23.0%
Housewife	Count	0	4	4
	% within Occupation	0.0%	100.0%	100.0%
	% within Free or package tour	0.0%	7.0%	4.0%
Others	Count	0	4	4
	% within Occupation	0.0%	100.0%	100.0%
	% within Free or package tour	0.0%	7.0%	4.0%
Total	Count	43	57	100
	% within Occupation	43.0%	57.0%	100.0%
	% within Free or package tour	100.0%	100.0%	100.0%

Table 4.07(b) Occupation and Free or Package Tour Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.208 ^a	8	.000
Likelihood Ratio	63.780	8	.000
Linear-by-Linear Association	.361	1	.548
N of Valid Cases	100		

a. 11 cells (61.1%) have expected count less than 5. The minimum expected count is 1.72.

Table 4.07(a) showed that 50% of government officers, 75% of businessmen, 100% of the retired, 85.2% of self-employed tourists, 100% of housewives and 100% of other occupations chose package tours. By contrast, 75% of professionals, 60% of company employees and 95.7% of students preferred free tours. This result is tested by Chi-square ($\text{sig} < 0.01$), which means occupational factor has obvious significance on their ways of travelling.

(4) Monthly Income and Way of Travelling

Table 4.08(a) Monthly Income and Free or Package Tour Cross Tabulation

			Free or package tour		Total
			Free tour	Package Tour	
Monthly income (Thai Baht)	0-10000	Count	13	5	18
		% within Monthly Income	72.2%	27.8%	100.0%
		% within Free or Package tour	30.2%	8.8%	18.0%
	10001-25000	Count	18	10	28
		% within Income	64.3%	35.7%	100.0%
		% within Free or Package tour	41.9%	17.5%	28.0%
	25001-40000	Count	8	16	24
		% within Income	33.3%	66.7%	100.0%
		% within Free or Package tour	18.6%	28.1%	24.0%
	40001-55000	Count	3	12	15
		% within Income	20.0%	80.0%	100.0%
		% within Free or Package tour	7.0%	21.1%	15.0%
	≥55001	Count	1	14	15
		% within Income	6.7%	93.3%	100.0%
		% within Free or Package tour	2.3%	24.6%	15.0%
Total	Count	43	57	100	
	% within Income	43.0%	57.0%	100.0%	
	% within Free or Package tour	100.0%	100.0%	100.0%	

Table 4.08(b) Monthly Income and Free or Package Tour
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.679 ^a	4	.000
Likelihood Ratio	25.982	4	.000
Linear-by-Linear Association	22.400	1	.000
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.45.

The income level is mainly determined by occupations. Since occupational factor has obvious influences on ways of travelling, the income level also significantly affects Thai tourists' choice of how to travel. The result of Chi- square Tests rejects the null hypothesis ($\text{sig} < 0.01$). Specifically, the lower the income is, the more the free tour will be.

The Thai tourists with monthly income between 0-25,000 Baht preferred free tours, while the tourists whose monthly income over 25,000 Baht chose more package tours.

(5) Education Level and Way of Travelling

Table 4.09(a) Education Level and Free or Package Tour Cross Tabulation

			Free or Package tour		Total
			Free tour	Package Tour	
Education level	≤ High school	Count	1	12	13
		% within Education level	7.7%	92.3%	100.0%
		% within Free or Package tour	2.3%	21.1%	13.0%
Diploma/ Bachelor		Count	28	32	60
		% within Education level	46.7%	53.3%	100.0%
		% within Free or Package tour	65.1%	56.1%	60.0%
Master		Count	13	13	26
		% within Education level	50.0%	50.0%	100.0%
		% within Free or Package tour	30.2%	22.8%	26.0%
≥ Ph.D.		Count	1	0	1
		% within Education level	100.0%	0.0%	100.0%
		% within Free or Package tour	2.3%	0.0%	1.0%

Total	Count	43	57	100
	% within Education level	43.0%	57.0%	100.0%
	% within Free or Package tour	100.0%	100.0%	100.0%

Table 4.09(b) Education Level and Free or Package Tour Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.787 ^a	3	.032
Likelihood Ratio	10.658	3	.014
Linear-by-Linear Association	5.650	1	.017
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .43.

The Chi-square Tests proves that education level has a significant influence on the ways of travelling (sig<0.05). Specifically, the higher the education level is, the less the package tour will be. Because most of high degree holders are young, they have energy to arrange their itineraries by themselves. Meanwhile, these young generations are usually good at using Internet, so that they can obtain sufficient information from Internet or other sources for decisions. In addition, the high degree holders tend to have better language skills such as English or Chinese than the low degree tourists, so that they can communicate with the locals directly. By contrast, the low degree holders were relatively old, so they preferred the package tour which was much more convenient.

(6) Marital Status and Way of Travelling

Marital status also has a significant influence on Thai tourists' way of travelling. The group of single and married without children chose more free tours than package tours. By contract, the group of married and have children preferred package tours. This was because the Thai tourists in former two groups were relatively younger than the latter two groups. The age factor affects Thai tourists' ways of travelling has been proved

above. Hence, marital status has significant impacts on their ways of travelling as well. The Chi-square Tests proved this ($\text{sig} < 0.01$).

Table 4.10(a) Marital Status and Free or Package Tour Cross Tabulation

			Free or package tour		Total
			Free tour	Package Tour	
Marital status	Single	Count	31	26	57
		% within Marital status	54.4%	45.6%	100.0%
		% within Free or package tour	72.1%	45.6%	57.0%
	Married, have no children	Count	6	3	9
		% within Marital status	66.7%	33.3%	100.0%
		% within Free or package tour	14.0%	5.3%	9.0%
	Married, have children age under 18	Count	4	5	9
		% within Marital status	44.4%	55.6%	100.0%
		% within Free or package tour	9.3%	8.8%	9.0%
	Married, have children age over 18	Count	2	23	25
		% within Marital status	8.0%	92.0%	100.0%
		% within Free or package tour	4.7%	40.4%	25.0%
Total		Count	43	57	100
		% within Marital status	43.0%	57.0%	100.0%
		% within Free or package tour	100.0%	100.0%	100.0%

Table 4.10(b) Marital Status and Free or Package Tour Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.574 ^a	3	.001
Likelihood Ratio	20.322	3	.000
Linear-by-Linear Association	13.856	1	.000
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.87.

4.4 Travel Companions

(1) Overall Pattern

Table 4.11 Travel Companions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Only yourself	16	16.0	16.0	16.0
Family	42	42.0	42.0	58.0
Colleagues/friends	40	40.0	40.0	98.0
Others	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 4.11 revealed 84% of Thai tourists travelled to Hangzhou with companions, among these, 42% of them were family outings while 40% were with colleagues or friends. This result was basically consistent with their most important push motive of travelling, which was “Having enjoyable time with my travel companions”. Travelling with companions is an efficient way to enhance the human relationship or facilitate social interaction. In addition, only 16% travelled to Hangzhou alone.

As we know, family plays an important role in Thai life. It is common that a lot of newly-married couples will live with other family members although they will set up their own households. Often, grandparents, parents, uncles, aunts and cousins will live together in the same household, and they will also help to raise children. Children in the family are usually taught to show respect for the elders, and this kind of close ties are well maintained even they are into adulthood. This respect mainly comes from the belief system and values of Buddhism.

Hence, due to this kind of big family structure, family outings become normal in Thailand. Tested by Chi-square tests, there are four demographic factors affecting Thai tourists' selection of travelling companions, namely, age, occupation, monthly income level and marital status.

(2) Age and Travel Companions

In terms of travel alone Thai tourists, the 26-25 years-old group made up the biggest part (43.8%). For travelling with family, 100% minors, 70.6% of 26-45 years-old

group, 45.8% of 46-60 years-old group and 64.3% of over 61 years-old group chose this. Additionally, 60.9% of 19-25 years-old group and 50% of 26-35 years-old group liked traveling with colleagues or friends. This significant difference has been tested by Chi-square tests (sig<0.01).

Table 4.12(a) Age and Travel Companions Cross Tabulation

		Travel with				Total
		Only yourself	Family	Colleagues /friends	Others	
Age ≤18	Count	0	4	0	0	4
	% within Age	0.0%	100.0%	0.0%	0.0%	100.0%
	% within Travel with	0.0%	9.5%	0.0%	0.0%	4.0%
19-25	Count	4	5	14	0	23
	% within Age	17.4%	21.7%	60.9%	0.0%	100.0%
	% within Travel with	25.0%	11.9%	35.0%	0.0%	23.0%
26-35	Count	7	1	9	1	18
	% within Age	38.9%	5.6%	50.0%	5.6%	100.0%
	% within Travel with	43.8%	2.4%	22.5%	50.0%	18.0%
36-45	Count	3	12	2	0	17
	% within Age	17.6%	70.6%	11.8%	0.0%	100.0%
	% within Travel with	18.8%	28.6%	5.0%	0.0%	17.0%
46-60	Count	2	11	10	1	24
	% within Age	8.3%	45.8%	41.7%	4.2%	100.0%
	% within Travel with	12.5%	26.2%	25.0%	50.0%	24.0%
≥61	Count	0	9	5	0	14
	% within Age	0.0%	64.3%	35.7%	0.0%	100.0%
	% within Travel with	0.0%	21.4%	12.5%	0.0%	14.0%
Total	Count	16	42	40	2	100
	% within Age	16.0%	42.0%	40.0%	2.0%	100.0%
	% within Travel with	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.12(b) Age and Travel Companions Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.788 ^a	15	.001
Likelihood Ratio	43.504	15	.000
Linear-by-Linear Association	.059	1	.808
N of Valid Cases	100		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .08.

(3) Occupation and Travel Companions

The students and the self-employed tourists were the main groups that travelled alone. In terms of travelling with companions, the government officers, businessmen, the retired, and students preferred to travel with colleagues or friends, by contrast, the professionals, the self-employed and housewives preferred to travel with family.

Table 4.13(a) Occupation and Travel Companions Cross Tabulation

			Travel with				Total
			Only yourself	Family	Colleagues/friends	Others	
Occupation	Government officer	Count	2	0	4	0	6
		% within Occupation	33.3%	0.0%	66.7%	0.0%	100.0%
		% within Travel with	12.5%	0.0%	10.0%	0.0%	6.0%
	Professional	Count	1	2	1	0	4
		% within Occupation	25.0%	50.0%	25.0%	0.0%	100.0%
		% within Travel with	6.3%	4.8%	2.5%	0.0%	4.0%
	Business man	Count	0	3	4	1	8
		% within Occupation	0.0%	37.5%	50.0%	12.5%	100.0%

	% within Travel with	0.0%	7.1%	10.0%	50.0%	8.0%
Retired	Count	0	4	5	0	9
	% within Occupation	0.0%	44.4%	55.6%	0.0%	100.0%
	% within Travel with	0.0%	9.5%	12.5%	0.0%	9.0%
Company employee	Count	2	6	6	1	15
	% within Occupation	13.3%	40.0%	40.0%	6.7%	100.0%
	% within Travel with	12.5%	14.3%	15.0%	50.0%	15.0%
Self- employed	Count	4	16	7	0	27
	% within Occupation	14.8%	59.3%	25.9%	0.0%	100.0%
	% within Travel with	25.0%	38.1%	17.5%	0.0%	27.0%
Student	Count	6	4	13	0	23
	% within Occupation	26.1%	17.4%	56.5%	0.0%	100.0%
	% within Travel with	37.5%	9.5%	32.5%	0.0%	23.0%
Housewife	Count	0	4	0	0	4
	% within Occupation	0.0%	100.0 %	0.0%	0.0%	100.0%
	% within Travel with	0.0%	9.5%	0.0%	0.0%	4.0%
Others	Count	1	3	0	0	4
	% within Occupation	25.0%	75.0%	0.0%	0.0%	100.0%
	% within Travel with	6.3%	7.1%	0.0%	0.0%	4.0%
Total	Count	16	42	40	2	100
	% within Occupation	16.0%	42.0%	40.0%	2.0%	100.0%
	% within Travel with	100.0%	100.0 %	100.0%	100.0%	100.0%

Table 4.13(b) Occupation and Travel Companions Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.290 ^a	24	.080
Likelihood Ratio	40.717	24	.018
Linear-by-Linear Association	2.523	1	.112
N of Valid Cases	100		

a. 30 cells (83.3%) have expected count less than 5. The minimum expected count is .08.

(4) Education Level and Travel Companions

Table 4.14(a) showed that the lower the education level, the less the tourists chose to travel alone. Namely, from Ph.D. degree group to the group with \leq High school education level, the percentage of travelling alone decreased gradually from 100% to 26.9% (Master degree), to 11.7% (Diploma/ Bachelor degree), to 7.7% (\leq High school). It is likely that the higher degree holders are more capable to organize their trips by themselves and travel alone than the lower degree holders.

In terms of travelling with companions, the higher the degree, the less chose to travel with family. The tourist group with lowest degree has the largest percentage of travelling with family (84.6%), followed by the Diploma/Bachelor group (38.3%), and the Master group (30.8%).

The result of Chi-square Tests ($\text{sig} < 0.05$) rejects the null hypothesis, which proves that education level has significant influence on the selecting of travelling companions.

Table 4.14(a) Education Level and Travel Companions Cross Tabulation

	Travel with				Total
	Only yourself	Family	Colleagues /friends	Others	
Education level \leq High school	Count 1	11	1	0	13
% within Education level	7.7%	84.6%	7.7%	0.0%	100.0%

	% within Travel with	6.3%	26.2%	2.5%	0.0%	13.0%
Diploma /Bachelor	Count	7	23	28	2	60
	% within Education level	11.7%	38.3%	46.7%	3.3%	100.0%
	% within Travel with	43.8%	54.8%	70.0%	100.0%	60.0%
Master	Count	7	8	11	0	26
	% within Education level	26.9%	30.8%	42.3%	0.0%	100.0%
	% within Travel with	43.8%	19.0%	27.5%	0.0%	26.0%
≥ Ph.D.	Count	1	0	0	0	1
	% within Education level	100.0%	0.0%	0.0%	0.0%	100.0%
	% within Travel with	6.3%	0.0%	0.0%	0.0%	1.0%
Total	Count	16	42	40	2	100
	% within Education level	16.0%	42.0%	40.0%	2.0%	100.0%
	% within Travel with	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.14(b) Education Level and Travel Companions Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.455 ^a	9	.015
Likelihood Ratio	19.906	9	.019
Linear-by-Linear Association	.209	1	.647
N of Valid Cases	100		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .02.

(5) Marital Status and Travel Companions

Table 4.15(a) reported that 56.1% of the single group travelled with colleagues/friends. Once they married or have children, family became their first option of travelling companions. The result of Chi-square Tests ($\text{sig}<0.01$) rejects the null hypothesis, which proves that marital status has a significant influence on the selection of travelling companions.

Table 4.15 (a) Marital Status and Travel Companions Cross Tabulation

			Travel with				Total
			Only yourself	Family	Colleagues/friends	Others	
Marital status	Single	Count	11	13	32	1	57
		% within Marital status	19.3%	22.8%	56.1%	1.8%	100.0%
		% within Travel with	68.8%	31.0%	80.0%	50.0%	57.0%
	Married, have no children	Count	2	6	1	0	9
		% within Marital status	22.2%	66.7%	11.1%	0.0%	100.0%
		% within Travel with	12.5%	14.3%	2.5%	0.0%	9.0%
	Married, have children age under 18	Count	2	7	0	0	9
		% within Marital status	22.2%	77.8%	0.0%	0.0%	100.0%
		% within Travel with	12.5%	16.7%	0.0%	0.0%	9.0%
	Married, have children age over 18	Count	1	16	7	1	25
		% within Marital status	4.0%	64.0%	28.0%	4.0%	100.0%
		% within Travel with	6.3%	38.1%	17.5%	50.0%	25.0%
Total		Count	16	42	40	2	100
		% within Marital status	16.0%	42.0%	40.0%	2.0%	100.0%
		% within Travel with	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.15(b) Marital Status and Travel Companions Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.967 ^a	9	.002
Likelihood Ratio	31.016	9	.000
Linear-by-Linear Association	.971	1	.324
N of Valid Cases	100		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .18.

4.5 Duration of Staying in Hangzhou

(1) Overall Duration

Table 4.16 How many night(s) will you stay in Hangzhou?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	8	8.0	8.0	8.0
1-3 nights	61	61.0	61.0	69.0
4-7 nights	25	25.0	25.0	94.0
≥16 nights	6	6.0	6.0	100.0
Total	100	100.0	100.0	

The majority of respondents (61%) stayed in Hangzhou 1-3 nights, and 25% of all stayed 4-7 nights. There was no respondent stayed Hangzhou for 8-15 days and 6% of them would stay more than 15 days. Besides, there were 8% of Thai tourists did not stay at Hangzhou, which means they were same-day tourists. In short, most of the respondents (94%) in Hangzhou stayed Hangzhou less than 8 days; hence they were short term tourists.

The duration is one important indicator measuring the attraction of destination. Normally, the stronger the attraction is, the longer the duration will be. Hence, improving the attraction will be helpful to make tourists' duration longer, which is extremely important in destination management. Hangzhou has abundant tourism

resources, which shows Hangzhou has the potential to make Thai tourists stay longer. However, the long term tourism market requires more attempts and improvements. According the results of Cross Tabulation analysis and Chi-square Tests, this study found that there were some significant differences occurred for duration across certain demographic variables, such as occupation and education level.

(2) Occupation and Duration

In terms of occupation, the retired and the self-employed Thai tourists tended to stay longer than other occupational groups, since they were not contained by work or study, and had more disposable time for travelling. This is proved by Chi-square Tests ($\text{sig} < 0.01$), which means the occupation factor affects the duration significantly.

Table 4.17(a) Occupation and Duration Cross Tabulation

			Duration (Nights)				Total
			0	1-3	4-7	≥ 16	
Occupation	Government officer	Count	1	5	0	0	6
		% within Occupation	16.7%	83.3%	0.0%	0.0%	100.0%
		% within Duration	12.5%	8.2%	0.0%	0.0%	6.0%
	Professional	Count	0	2	2	0	4
		% within Occupation	0.0%	50.0%	50.0%	0.0%	100.0%
		% within Duration	0.0%	3.3%	8.0%	0.0%	4.0%
	Businessman	Count	0	7	1	0	8
		% within Occupation	0.0%	87.5%	12.5%	0.0%	100.0%
		% within Duration	0.0%	11.5%	4.0%	0.0%	8.0%
	Retired	Count	4	1	4	0	9
		% within Occupation	44.4%	11.1%	44.4%	0.0%	100.0%
		% within Duration	50.0%	1.6%	16.0%	0.0%	9.0%

Company employee	Count	0	12	2	1	15
	% within Occupation	0.0%	80.0%	13.3%	6.7%	100.0%
	% within Duration	0.0%	19.7%	8.0%	16.7%	15.0%
Self-employed	Count	2	14	10	1	27
	% within Occupation	7.4%	51.9%	37.0%	3.7%	100.0%
	% within Duration	25.0%	23.0%	40.0%	16.7%	27.0%
Student	Count	0	16	3	4	23
	% within Occupation	0.0%	69.6%	13.0%	17.4%	100.0%
	% within Duration	0.0%	26.2%	12.0%	66.7%	23.0%
Housewife	Count	0	3	1	0	4
	% within Occupation	0.0%	75.0%	25.0%	0.0%	100.0%
	% within Duration	0.0%	4.9%	4.0%	0.0%	4.0%
Others	Count	1	1	2	0	4
	% within Occupation	25.0%	25.0%	50.0%	0.0%	100.0%
	% within Duration	12.5%	1.6%	8.0%	0.0%	4.0%
Total	Count	8	61	25	6	100
	% within Occupation	8.0%	61.0%	25.0%	6.0%	100.0%
	% within Duration	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.17(b) Occupation and Duration Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.339 ^a	24	.005
Likelihood Ratio	44.709	24	.006
Linear-by-Linear Association	3.170	1	.075

N of Valid Cases	100
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a. 30 cells (83.3%) have expected count less than 5. The minimum expected count is .24.

(3) Education Level and Duration

It was interesting that the respondents who had Diploma/Bachelor degrees and lower degrees spent more time in Hangzhou than other higher degree holders. Specifically 31.7% of Diploma/Bachelor degree holders and 69.2% of the lowest degree tourists spent more than 3 days, this percentage was greater than the Master degree holders'. This is proved by Chi-square Tests ($\text{sig} < 0.01$), which means the education level factor affects duration significantly.

Table 4.18(a) Education Level and Duration Cross Tabulation

			Duration(Nights)				Total
			0	1-3	4-7	≥ 16	
Education level	\leq High school	Count	1	3	9	0	13
		% within Education level	7.7%	23.1%	69.2%	0.0%	100.0%
		% within Duration	12.5%	4.9%	36.0%	0.0%	13.0%
Diploma /Bachelor	Count	3	38	15	4	60	
		% within Education level	5.0%	63.3%	25.0%	6.7%	100.0%
		% within Duration	37.5%	62.3%	60.0%	66.7%	60.0%
Master	Count	4	19	1	2	26	
		% within Education level	15.4%	73.1%	3.8%	7.7%	100.0%
		% within Duration	50.0%	31.1%	4.0%	33.3%	26.0%
\geq Ph.D.	Count	0	1	0	0	1	
		% within Education level	0.0%	100.0%	0.0%	0.0%	100.0%
		% within Duration	0.0%	1.6%	0.0%	0.0%	1.0%
Total	Count	8	61	25	6	100	
		% within Education level	8.0%	61.0%	25.0%	6.0%	100.0%
		% within Duration	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.18(b) Education Level and Duration Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.604 ^a	9	.007
Likelihood Ratio	23.634	9	.005
Linear-by-Linear Association	3.415	1	.065
N of Valid Cases	100		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .06.

4.6 Expense

(1) Overall Expense

Tourism expenses comprise all the expenditures during the course of travelling, including transportation, lodging, food, tickets, shopping and so on. The expense or budget of tourism affects the design and contents of travel itinerary, such as travel distance and duration. Generally speaking, high expenditure tourists are more likely to stay longer and enjoy better services. On the contrary, tourists with low budget tend to stay shorter or have less access to high quality services.

Table 4.19 How much will you spend for this China trip (Thai Baht)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-10000	14	14.0	14.0	14.0
10001-25000	33	33.0	33.0	47.0
25001-40000	36	36.0	36.0	83.0
40001-55000	9	9.0	9.0	92.0
≥55001	8	8.0	8.0	100.0
Total	100	100.0	100.0	

In general, 69% of respondents spent 10,001- 40,000 Baht when visiting China, 14% spent less than 10,000 Baht, and 17% of them spent over 40,000 Baht.

According to results of Cross Tabulation analysis and Chi-Square Tests, the age and occupation factors affected significantly on the expense, other factors have less influences.

(2)Age and Expense

Table 4.20(a) reported that 52.2% of 19-25 years-old group and 44.4% of 26-35 years-old group spent 10,000- 25,000 Baht when in China. With age increasing, Thai tourists' expenses also increased. 64% of 36-45 years old and 50% of 46-50 years-old group spent 25,000-40,000 Baht for this China trip. As for the oldest group, 64.3% of them spent over 55,000 Bath, meanwhile, this age group accounted the largest percentage that spent more than 55,000 Bath. Overall, the older Thai tourists spent more than the young. Age has a positive effect on tourism expenditure.

This obvious significance was tested by Chi-square Tests, the p-value is $0.013 < 0.05$, which rejects the null hypothesis.

Table 4.20(a) Age and Expense Cross Tabulation

		Expense (Thai Baht)					Total
		0- 10000	10001- 25000	25001- 40000	40001- 55000	≥55001	
Age ≤18	Count	1	1	1	1	0	4
	% within Age	25.0%	25.0%	25.0%	25.0%	0.0%	100.0%
	% within Expense	7.1%	3.0%	2.8%	11.1%	0.0%	4.0%
19-25	Count	5	12	3	2	1	23
	% within Age	21.7%	52.2%	13.0%	8.7%	4.3%	100.0%
	% within Expense	35.7%	36.4%	8.3%	22.2%	12.5%	23.0%
26-35	Count	2	8	5	2	1	18
	% within Age	11.1%	44.4%	27.8%	11.1%	5.6%	100.0%
	% within Expense	14.3%	24.2%	13.9%	22.2%	12.5%	18.0%
36-45	Count	1	2	11	2	1	17
	% within Age	5.9%	11.8%	64.7%	11.8%	5.9%	100.0%
	% within Expense	7.1%	6.1%	30.6%	22.2%	12.5%	17.0%

Expense							
46-60	Count	2	8	12	2	0	24
	% within Age	8.3%	33.3%	50.0%	8.3%	0.0%	100.0%
	% within Expense	14.3%	24.2%	33.3%	22.2%	0.0%	24.0%
≥61	Count	3	2	4	0	5	14
	% within Age	21.4%	14.3%	28.6%	0.0%	35.7%	100.0%
	% within Expense	21.4%	6.1%	11.1%	0.0%	62.5%	14.0%
Total	Count	14	33	36	9	8	100
	% within Age	14.0%	33.0%	36.0%	9.0%	8.0%	100.0%
	% within Expense	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.20(b) Age and Expense Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.696 ^a	20	.007
Likelihood Ratio	36.699	20	.013
Linear-by-Linear Association	4.802	1	.028
N of Valid Cases	100		

a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .32.

(3) Occupation and Expense

Table 4.21(a) showed, 66.7% of government officers, 100% of professionals, 62.5% of businessmen, 77.7% of the retired, 60.0% of company employees, and 55.56% of self-employed spent more than 25,000 Baht for this China trip. These six groups normally have a stable or high income, so they could afford more expensive consumptions and services, thus making their expenses higher than other groups.

Other occupational groups spent less, 73.9% of students and 75% of housewives spent less than 25,000 Baht. These two groups were no-income groups, so that their budget for this China trip was limited.

Table 4.21(a) Occupation and Expense Cross Tabulation

			Expense (Thai Baht)					Total
			0-10000	10001-25000	25001-40000	40001-55000	≥55001	
O C C U P A T I O N	Government officer	Count	1	1	4	0	0	6
		% within Occupation	16.7%	16.7%	66.7%	0.0%	0.0%	100.0%
		% within Expense	7.1%	3.0%	11.1%	0.0%	0.0%	6.0%
	Professional	Count	0	0	2	2	0	4
		% within Occupation	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
		% within Expense	0.0%	0.0%	5.6%	22.2%	0.0%	4.0%
	Business man	Count	0	3	4	1	0	8
		% within Occupation	0.0%	37.5%	50.0%	12.5%	0.0%	100.0%
		% within Expense	0.0%	9.1%	11.1%	11.1%	0.0%	8.0%
	Retired	Count	1	1	3	1	3	9
		% within Occupation	11.1%	11.1%	33.3%	11.1%	33.3%	100.0%
		% within Expense	7.1%	3.0%	8.3%	11.1%	37.5%	9.0%
	Company employee	Count	1	5	8	1	0	15
		% within Occupation	6.7%	33.3%	53.3%	6.7%	0.0%	100.0%
		% within Expense	7.1%	15.2%	22.2%	11.1%	0.0%	15.0%
	Self-employed	Count	5	7	10	1	4	27
		% within Occupation	18.5%	25.9%	37.0%	3.7%	14.8%	100.0%
		% within Expense	35.7%	21.2%	27.8%	11.1%	50.0%	27.0%
Student	Count	5	12	3	2	1	23	
	% within Occupation	21.7%	52.2%	13.0%	8.7%	4.3%	100.0%	

	% within Expense	35.7%	36.4%	8.3%	22.2%	12.5%	23.0%
Housewife	Count	0	3	0	1	0	4
	% within Occupation	0.0%	75.0%	0.0%	25.0%	0.0%	100.0%
	% within Expense	0.0%	9.1%	0.0%	11.1%	0.0%	4.0%
Others	Count	1	1	2	0	0	4
	% within Occupation	25.0%	25.0%	50.0%	0.0%	0.0%	100.0%
	% within Expense	7.1%	3.0%	5.6%	0.0%	0.0%	4.0%
Total	Count	14	33	36	9	8	100
	% within Occupation	14.0%	33.0%	36.0%	9.0%	8.0%	100.0%
	% within Expense	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.21(b) Occupation and Expense Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.544 ^a	32	.069
Likelihood Ratio	46.300	32	.049
Linear-by-Linear Association	3.893	1	.048
N of Valid Cases	100		

a. 40 cells (88.9%) have expected count less than 5. The minimum expected count is .32.

4.7 Food Preference

Table 4.22 When travelling in China, you prefer the food from ()?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Local	41	41.0	41.0	41.0
Thailand	5	5.0	5.0	46.0
International	21	21.0	21.0	67.0
Whatever	33	33.0	33.0	100.0

Total	100	100.0	100.0
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Actually overseas Chinese has brought Chinese food into Thailand for hundreds of years, and Chinese restaurants are easily seen on the street at present, hence, Chinese food is not that novel for Thai tourists. However, the Chinese food in Thailand is kind of mixture of Thai and Chinese food, which is not that authentic. Hence, there were 41% of respondents still wanted local food when they were in China.

Actually, Hangzhou is a city famed for its variety of delicious dishes, such as West Lake Carp in Sweet and Sour Sauce, Dongpo Pork and so on. Hang Bang Cai or Hangzhou Cuisine, a branch of Zhejiang Cuisine which is one of the Eight Great Cuisines of China, is characterized by freshness and sweetness. It suits the tastes of Thai tourists' who are from central Thailand, where people favour sweet taste. For the tourists from southern or northern part of Thailand, their tastes are different from Hangzhou local people, hence they would choose other food instead of the local food. Data showed that there were 33% of them had no particular requirements of food, and 21% of them preferred international food. Hangzhou as the capital city of Zhejiang provinces, it also provides a variety of international food for its people and tourists. Additionally, only 5% of them wanted Thai food.

According to Cross Tabulation analysis and Chi-Square Tests, age, gender, occupation, education level and marital status have less influence on food preferences.

4.8 Lodging Preference

(1) Overall Preference

Table 4.23 Where did you live when in Hangzhou?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Star-rated hotel	63	63.0	63.0	63.0
Budget hotel	17	17.0	17.0	80.0
Youth hostel	3	3.0	3.0	83.0
Homestay	5	5.0	5.0	88.0
Home of relative or friend	4	4.0	4.0	92.0

I am same-day tourist	8	8.0	8.0	100.0
Total	100	100.0	100.0	

As a well-known tourism city, Hangzhou provides a variety of lodging options for different tastes tourists, including a number of star-rated hotels, various types of budget hotels, youth hostels which are popular among young people, and etc. However, this study found that Thai tourists had high similarity in the lodging preference. Specifically, Star-rated hotels were Thai tourists' favorite when lived in Hangzhou, which constituted 63% of all. This was mainly attributed to the reason that most of the package tours arranged star-rated hotels for tourists. And for the free tour travellers, their lodging demands showed more diversity.

The second was the budget hotel (17%), and the rest, such as youth hostel, homestay and so on made up 20% totally.

According to Cross Tabulation analysis and Chi-Square Tests, age and occupation factors have obvious significance on the lodging preference behavior.

(2) Age and Lodging Preference

The lodging preferences of 19-45 years-old group showed diversity, specifically about 50% of them chose the star-rated hotels, and the rest of them chose budget hotels, youth hostels, and homestays. For the tourists whose age over 45, they only favoured the star-rated hotels. The result showed that with age increasing, the more star-rated hotels would be chosen.

Actually, compared with other lodging options, the star-rated hotels usually have much better facilities and services, especially fit the older tourists despite the price is higher than other kinds of accommodations. Additionally, the package tours usually arrange star-rated hotels more than budget hotels. As for the younger tourists, due to their limited budget, they preferred the cheaper lodging options. Meanwhile, their desire of experiencing something different also drove them to choose a youth hostel or homestay.

Table 4.24(a) Age and Lodging Cross Tabulation

	Lodging	Total
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			Star-rated hotel	Budget hotel	Youth hostel	Home stay	Home of relative or friend	I am same-day tourist	
Age ≤18	Count		3	0	0	0	0	1	4
	% within Age		75.0%	0.0%	0.0%	0.0%	0.0%	25.0%	100.0%
	% within Lodging		4.8%	0.0%	0.0%	0.0%	0.0%	12.5%	4.0%
19-25	Count		10	5	2	4	2	0	23
	% within Age		43.5%	21.7%	8.7%	17.4%	8.7%	0.0%	100.0%
	% within Lodging		15.9%	29.4%	66.7%	80.0%	50.0%	0.0%	23.0%
26-35	Count		9	5	0	1	2	1	18
	% within Age		50.0%	27.8%	0.0%	5.6%	11.1%	5.6%	100.0%
	% within Lodging		14.3%	29.4%	0.0%	20.0%	50.0%	12.5%	18.0%
36-45	Count		9	7	1	0	0	0	17
	% within Age		52.9%	41.2%	5.9%	0.0%	0.0%	0.0%	100.0%
	% within Lodging		14.3%	41.2%	33.3%	0.0%	0.0%	0.0%	17.0%
46-60	Count		23	0	0	0	0	1	24
	% within Age		95.8%	0.0%	0.0%	0.0%	0.0%	4.2%	100.0%
	% within Lodging		36.5%	0.0%	0.0%	0.0%	0.0%	12.5%	24.0%
≥61	Count		9	0	0	0	0	5	14
	% within Age		64.3%	0.0%	0.0%	0.0%	0.0%	35.7%	100.0%
	% within Lodging		14.3%	0.0%	0.0%	0.0%	0.0%	62.5%	14.0%
Total	Count		63	17	3	5	4	8	100
	% within Age		63.0%	17.0%	3.0%	5.0%	4.0%	8.0%	100.0%
	% within Lodging		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.24(b) Age and Lodging Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.215 ^a	25	.000
Likelihood Ratio	63.937	25	.000

Linear-by-Linear Association	.487	1	.485
N of Valid Cases	100		

a. 31 cells (86.1%) have expected count less than 5. The minimum expected count is .12.

(3) Occupation and Lodging Preference

Among all the classifications of occupation, the student group had the most diverse preferences of lodging, among which the budget hotel was their favorite, and the star-rated hotel ranked the second. Other groups, such as businessmen, the retired and the self-employed, they preferred star-rated hotels rather than other lodging options. This differentiation was passed by Chi-square Tests, $\sin < 0.01$, which means occupation has an obvious significance on the lodging preference.

Table 4.25(a) Occupation and Lodging Cross Tabulation

			Lodging					Total	
			Star-rated hotel	Budget hotel	Youth hostel	Homestay	Home of relative or friend		I am same-day tourist
Occupation	Government officer	Count	2	3	0	0	0	1	6
		% within Occupation	33.3%	50.0%	0.0%	0.0%	0.0%	16.7%	100.0%
		% within Lodging	3.2%	17.6%	0.0%	0.0%	0.0%	12.5%	6.0%
Professional		Count	3	0	1	0	0	0	4
		% within Occupation	75.0%	0.0%	25.0%	0.0%	0.0%	0.0%	100.0%
		% within Lodging	4.8%	0.0%	33.3%	0.0%	0.0%	0.0%	4.0%
Businessman		Count	7	1	0	0	0	0	8
		% within Occupation	87.5%	12.5%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Lodging	11.1%	5.9%	0.0%	0.0%	0.0%	0.0%	8.0%

Retired	Count	5	0	0	0	0	4	9
	% within Occupation	55.6%	0.0%	0.0%	0.0%	0.0%	44.4%	100.0%
	% within Lodging	7.9%	0.0%	0.0%	0.0%	0.0%	50.0%	9.0%
Company employee	Count	9	6	0	0	0	0	15
	% within Occupation	60.0%	40.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% within Lodging	14.3%	35.3%	0.0%	0.0%	0.0%	0.0%	15.0%
Self-employed	Count	24	0	0	1	0	2	27
	% within Occupation	88.9%	0.0%	0.0%	3.7%	0.0%	7.4%	100.0%
	% within Lodging	38.1%	0.0%	0.0%	20.0%	0.0%	25.0%	27.0%
Student	Count	6	7	2	4	4	0	23
	% within Occupation	26.1%	30.4%	8.7%	17.4%	17.4%	0.0%	100.0%
	% within Lodging	9.5%	41.2%	66.7%	80.0%	100.0%	0.0%	23.0%
Housewife	Count	4	0	0	0	0	0	4
	% within Occupation	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% within Lodging	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Others	Count	3	0	0	0	0	1	4
	% within Occupation	75.0%	0.0%	0.0%	0.0%	0.0%	25.0%	100.0%
	% within Lodging	4.8%	0.0%	0.0%	0.0%	0.0%	12.5%	4.0%
Total	Count	63	17	3	5	4	8	100
	% within Occupation	63.0%	17.0%	3.0%	5.0%	4.0%	8.0%	100.0%
	% within Lodging	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.25(b) Occupation and Lodging Cross Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.266 ^a	40	.000
Likelihood Ratio	82.713	40	.000
Linear-by-Linear Association	.189	1	.663
N of Valid Cases	100		

a. 49 cells (90.7%) have expected count less than 5. The minimum expected count is .12.

(4) Income Level and Lodging Preference

Since the income level is tightly connected with the occupation, the income level also has a significant influence on the lodging preference. Specifically, the low income level tourist group had various preferences of lodging, with cheaper lodgings to be their important options. By contrast, the higher the income level, the more the star-rated hotels. Especially the tourists whose monthly income was over 55,000 Baht, they only favoured star-rated hotels, as the conveniences and service in star-rated hotel cannot be matched by other lodgings.

Table 4.26(a) Monthly Income(Thai Baht) and Lodging Cross Tabulation

	Lodging							Total
	Star-rated hotel	Budget hotel	Youth hostel	Homestay	Home of relative or friend	I am same-day tourist		
Monthly income 0-10000	Count	11	4	0	2	1	0	18
	% within Income	61.1%	22.2%	0.0%	11.1%	5.6%	0.0%	100.0%
	% within Lodging	17.5%	23.5%	0.0%	40.0%	25.0%	0.0%	18.0%
10001-25000	Count	11	7	2	3	3	2	28
	% within Income	39.3%	25.0%	7.1%	10.7%	10.7%	7.1%	100.0%
	% within Lodging	17.5%	41.2%	66.7%	60.0%	75.0%	25.0%	28.0%
25001-40000	Count	14	5	1	0	0	4	24
	% within Income	58.3%	20.8%	4.2%	0.0%	0.0%	16.7%	100.0%
	% within Lodging	22.2%	29.4%	33.3%	0.0%	0.0%	50.0%	24.0%
40001-	Count	14	1	0	0	0	0	15

55000	% within Income	93.3%	6.7%	0.0%	0.0%	0.0%	0.0%	100.0%
	% within Lodging	22.2%	5.9%	0.0%	0.0%	0.0%	0.0%	15.0%
≥55000	Count	13	0	0	0	0	2	15
	% within Income	86.7%	0.0%	0.0%	0.0%	0.0%	13.3%	100.0%
1	% within Lodging	20.6%	0.0%	0.0%	0.0%	0.0%	25.0%	15.0%
Total	Count	63	17	3	5	4	8	100
	% within Income	63.0%	17.0%	3.0%	5.0%	4.0%	8.0%	100.0%
	% within Lodging	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

4.26(b) Monthly Income and Lodging Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.060 ^a	20	.054
Likelihood Ratio	39.711	20	.005
Linear-by-Linear Association	2.244	1	.134
N of Valid Cases	100		

a. 25 cells (83.3%) have expected count less than 5. The minimum expected count is .45.

(5) Marital Status and Lodging Preferences

Table 4.27(a) reported that the lodging preferences of the single group were much more diverse than other groups, as this group comprised the majority of the young generation. For the tourists who were married and have children age over 18, they only favored the star-rated hotels, and the age of this group normally would be over 46. The marital status is bound up with age, and the age factor played significant influence on lodging preferences, which has been proved above. Thereby, the marital status also exerted a significant influence on the lodging preferences (Sig < 0.01).

Table 4.27(a) Marital Status and Lodging Preference Cross Tabulation

	Lodging					Total
	Star-rated hotel	Budget hotel	Youth hostel	Homestay	Home of relative or friend	
I am same-day tourist						

Marital status	Single	Count	31	10	2	5	4	5	57
		% within Marital status	54.4%	17.5%	3.5%	8.8%	7.0%	8.8%	100.0%
		% within Lodging	49.2%	58.8%	66.7%	100.0%	100.0%	62.5%	57.0%
Married, have no children		Count	5	3	1	0	0	0	9
		% within Marital status	55.6%	33.3%	11.1%	0.0%	0.0%	0.0%	100.0%
		% within Lodging	7.9%	17.6%	33.3%	0.0%	0.0%	0.0%	9.0%
Married, have children age under 18		Count	5	4	0	0	0	0	9
		% within Marital status	55.6%	44.4%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Lodging	7.9%	23.5%	0.0%	0.0%	0.0%	0.0%	9.0%
Married, have children age over 18		Count	22	0	0	0	0	3	25
		% within Marital status	88.0%	0.0%	0.0%	0.0%	0.0%	12.0%	100.0%
		% within Lodging	34.9%	0.0%	0.0%	0.0%	0.0%	37.5%	25.0%
Total		Count	63	17	3	5	4	8	100
		% within Marital status	63.0%	17.0%	3.0%	5.0%	4.0%	8.0%	100.0%
		% within Lodging	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.27(b) Marital Status and Lodging Preference
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.784 ^a	15	.053
Likelihood Ratio	32.150	15	.006
Linear-by-Linear Association	3.429	1	.064

N of Valid Cases	100		
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a. 19 cells (79.2%) have expected count less than 5. The minimum expected count is .27.

4.9 Activities Preference

Table 4.28 What kind of tourist activities are you interested in?

	Responses		Percent of Cases
	N	Percent	
Q22 Natural	82	22.3%	82.0%
Cultural and historical	81	22.0%	81.0%
Folk-custom	63	17.1%	63.0%
Food and cooking	34	9.2%	34.0%
Art activities	22	6.0%	22.0%
Shopping activities	40	10.9%	40.0%
Health care activities	17	4.6%	17.0%
Festival activities	27	7.3%	27.0%
Others	2	0.5%	2.0%
Total	368	100.0%	368.0%

Obviously, the result showed that natural, cultural and historical, and folk-custom activities were the top three popular tourism activities for Thai tourists.

Natural scenery is Hangzhou's charm, so that the activities related to nature have become the most appealing amongst Thai tourists, which mainly refer to sightseeing activities, such as visiting West Lake, Xixi Wetland and so on.

The cultural and historical activities ranked the second, which referred to the tourism activities allowing the travellers to engage with the culture and history of destination. As one of the seven major ancient capitals in China history, Hangzhou has rich and distinctive cultural and historical resources. For instance, Liangzhu Culture (3400–2250 BC) was the last Neolithic jade culture in the Yangtze River Delta of China. Tourists in Hangzhou are encouraged to visit the Liangzhu Museum, where tourists are able to access to the ancient Chinese culture prevailing in the late Neolithic Period about 4,000 to 5,300 years ago. In addition, going to tea houses and watching some specialty shows themed with the history and culture of Hangzhou such as Impression West Lake and the Romance of Song Dynasty are other interesting ways for Thai

tourists to experience Hangzhou's distinctive culture. Hence, participating in the activities related to culture and history are an efficient way for Thai tourists to know Hangzhou's culture and history, which are popular among the Thai tourists.

The folk-custom activities in Hangzhou followed the thousands of years of Chinese history, which are unique and traditional. In the modern Hangzhou city, there are a variety of traditional activities popularized in the folk community, which are highly valued and also practiced by the local people, and are attractive for foreign tourists as well. For example, during Dragon Boat Festival, making rice dumplings, participating in or watching Dragon Boat races is a meaningful way for Thai tourists to experience the local people's life.

This result is matched to the top five pull motives that Thai tourists visited Hangzhou. Hangzhou's outstanding natural scenery, nice climate, cultural difference and historical/archeological sites have huge attraction for Thai tourists, so that they participated in the related activities to satisfy these motives.

These top three popular activities show Hangzhou's advantages in tourism industry. On the other hand, less than half of respondents had the participation passion for festival, health care, shopping, art, and food activities. This fact reveals that the tourism resources of Hangzhou are not fully exploited. Taking the health care as the example, Hangzhou is a traditional city for medical care, with a number of centers providing the medical service. Its modern medical and Traditional Chinese Medicine are excellent. However, only 17% of them showed interests in medical care activities. This fact shows the structure of Hangzhou's tourism products requires further scientific improvements. Karski (1990) suggests that the attractiveness of urban tourism lies in the huge variety of things to do and see in an interesting, compact and appealing environment. Hence, in order to enhance the attractiveness, more interesting and appealing tourism activities should be developed and promoted from the aspect of marketing.

According to the results of Chi-Square Tests, all the p-values were over 0.05, which means null hypotheses were established. All the demographic characteristics failed to show obvious differences on tourism activity preferences.

4.10 Shopping Preference

Table 4.29 Shopping Preference

		Responses		Percent of Cases
		N	Percent	
Q23	Handcrafts	30	11.1%	30.0%
	Chinese medicine	46	17.0%	46.0%
	Clothes	55	20.3%	55.0%
	Food	49	18.1%	49.0%
	Antique	37	13.7%	37.0%
	Artwork	49	18.1%	49.0%
	Others	5	1.8%	5.0%
Total		271	100.0%	271.0%

In terms of Thai tourists' favorite shopping souvenirs when travelling in Hangzhou, clothes were the most appealing item, which were the only one that received more than half of the responses.

Actually, the survey found that most of the respondents purchased the clothes made of silk. Although Thailand is also famous for its Thai silk, Hangzhou silk has distinctive features that differentiate it from the Thai silk. For example, Hangzhou has been the Home of Silk for thousands of years, which has much longer history than the Thai silk. And Hangzhou boasts thousands upon thousands kinds of silks of different patterns, colors and designs, and they are so exquisite that they are praised by foreign visitors as the 'Flower of Oriental Art'. Hence purchasing some silk-made products such as clothes would make their Hangzhou trip more meaningful and memorable.

Besides, food and artwork ranked the second. As mentioned above, Hangzhou's culture of food is rich and distinctive; hence, purchasing some food or specialty snacks to share with family members or friends is a good option as souvenirs. The artworks, such as the painting and calligraphy embodying Chinese culture, are highly valued by the local people, but also the Thai visitors.

The third is Chinese medicine. As we know, the efficacy of Chinese medicine in diagnosing underlying cause or origin of disease in the body is significant. In Hangzhou, tourists are able to conveniently access to Chinese medicine. Hu QingYu Tang, the most influential Chinese medicine pharmacy in Hangzhou, is a must-see

place for some tourists. However, this research also found that 46% of the respondents were interested in Chinese medicine, but only 17% of them wanted to participate in health care activities. This fact showed that Thai tourists preferred to buy some Chinese medicines as souvenirs rather than to see Chinese medicine doctors. The result revealed that Thai tourists' shopping preferences were almost evenly distributed into all the classifications. It also suggested that the tourist goods of Hangzhou achieved common development, but there were no leading tourist commodities emerged. Hence, the souvenir market should be further designed and developed.

According to Chi-Square Tests, all the p-values were over 0.05, which means null hypotheses were established. All the demographic characteristics failed to show obvious differences on shopping preferences.

4.11 Summary

(1) Most of the respondents have visited China more than once (67%), however 71% of them were the first time visitors that travelled to Hangzhou. This result reflects two facts. Firstly, it shows the high revisit rate of Thai tourists in China. The second is that Hangzhou is not the primary destination for most of the Thai tourists when first time to China.

(2) In terms of spatial behavior, Yangtze River Delta region is the main inflow and outflow of Thai tourists besides Thailand. This study finds that there is one stable two-way tourist flow has been established within Yangtze River Delta region. The spatial pattern of Thai tourists in Hangzhou is regional tour pattern, which means Thai tourists travel to a region and sequentially visit a series of destinations in this area before returning to their origin.

(3) The majority of respondents chose a package tour (57%), and the rest travelled to Hangzhou freely. The demographic characteristics such as age, occupation, income, education level and marital status affected the ways of travelling. Specifically, the young Thai tourists preferred to be backpackers, and the older tourists preferred package tours. The occupational groups of the retired tourists, the self-employed and

housewives liked package tours, while the professionals, company employees and students preferred free tours. In terms of income level, the lower the income, the more the free tour. As for the education level, the higher the education level was, the less the package tour would be. The influence of marital status was that the group of single and married without children chose more free tours than package tours. By contrast the married with children group preferred more package tours.

(4) In terms of choosing a travel companion, 42% of all travelled with family, 40% of them chose colleagues or friends, and only 16% of the respondents visited Hangzhou alone. The demographic factors such as age, occupation, income, education level and marital status affected Thai tourists' choosing of travel companions. Specifically, the 19-35 years-old group accounted for the main percentage of travelling alone. The minors, the 26-35 years-old and the over 61 years-old tourists preferred to travel with family. The group of 19-25 years-old liked traveling with colleagues or friends. In terms of occupation, government officials, businessmen, pensioners and students preferred travelling with colleagues or friends. Professionals and self-employed groups preferred travelling with family. In terms of education level, the lower the education level, the less chose to travel alone. As for the single group, they preferred traveling with colleagues or friends, whereas the married group liked travelling with family.

(5) In the aspect of duration of staying in Hangzhou, the majority of Thai tourists stayed in Hangzhou 1-3 nights (61%), followed by 4-7 nights which accounted for 25%. The retired and the self-employed Thai tourists tended to spend more time in Hangzhou than other occupational groups. And the Diploma/Bachelor degree and lower degree holders were likely to stay longer than other higher degree holders. Overall, the majority of the Thai tourists in Hangzhou were short-term visitors. Hangzhou should upgrade its tourism products based on its abundant tourism resources in order to make Thai tourists stay longer.

(6) As for the expense of this China trip, 69% of all spent 10,001-40,000 Baht. Age and occupation had significant influences on expense. Generally, the old age group

would spend more than the young group. As for occupation, students spent the least, while the professionals, the retired and the self-employed tended to have higher expenditures.

(7) Then this study explored Thai tourists' preferences in food, lodging, tourist attraction, and shopping activities.

The first is food preference. Although Chinese food is common and popular in Thailand, there were 41% of them still wanted the local food when in China. The Hang Bang Cai or Hangzhou Cuisine is characterized by freshness and sweetness, which suits the taste of Thai tourists who are from central Thailand, where people favour sweet taste.

The second is lodging preference. Star-rated hotels were Thai tourists' favorite, which constituted 63%. Second were budget hotels (17%). Age, occupation, income level and marital status had significant influences on lodging preferences. Since 19-35 years-old group contained most of the students who were low-income and unmarried, and their lodging demands were of diversity, including the star-rated hotel, budget hotel, youth hostel, homestay and home of relative or friend. They favored cheaper lodgings than the star-rated hotels, whereas other group preferred the star-rated hotels. The third is tourist activity preference. The natural, cultural and historical, and folk-custom activities were the top three popular activities for Thai tourists. According to Cross Tabulation analysis and Chi-Square Tests, all the demographic characteristics failed to show obvious differences on the preference behaviors of tourism activities.

The last one is shopping preference. Clothes were the most popular souvenirs among Thai tourists. Although Thailand has its own famous Thai silk, Hangzhou silk is still attractive for them. Purchasing some silk-made products such as clothes would make their Hangzhou trip more meaningful and memorable. The food and artwork ranked the second and Chinese medicine ranked the third.

Chapter 5 Thai Tourists' Post-visiting Behavior Patterns

This chapter provides a summary of findings about Thai tourists' post-visiting behavior patterns, including satisfaction degrees towards tourism service quality, evaluation to Hangzhou's image, impression of Hangzhou, overall satisfaction degree, revisit and recommendation intention.

To measure Thai tourists' satisfaction and the intention of revisit and recommendation, a five-point Likert Scale was applied (5 points = Strongly Agree to 1 point = Strongly Disagree). According to the result of reliability test, the Cronbach's Alpha is 0.884, which means a good internal consistency among all the satisfaction factors.

Table 5.01 Reliability Statistics

Cronbach's Alpha	N of Items
.884	18

5.1 Service Quality Satisfaction

(1) Overall Satisfaction

First of all, the satisfaction degrees of tourism service quality were examined, including seven different sectors, namely food, lodging, transportation, shopping, recreation, attraction and guide service.

For all the 7 items, the minimum score was 2, which was “Below Average”. Except shopping satisfaction, the mean score of other 6 services exceeded 4.00, which was “Good”. Furthermore, lodging received the highest satisfaction degree ($m=4.43$), this was understandable since most of the respondents availed of star-rated hotels where they accessed to much better facilities and services.

Thai tourists’ satisfaction towards tourist attraction and guide service ranked the second ($m=4.26$), and transportation satisfaction ranked the third ($m=4.22$).

According to the analysis of pull motives above, 65% of Thai tourists were attracted by the convenient shopping facilities in Hangzhou, however the satisfaction degree of shopping service was the lowest ($m=3.86$), which means their shopping motive was not fully satisfied. As for the other four pull factors which received less than 50 responses, most of Thai tourists got better perception after visiting and were satisfied with the services of food, lodging, transportation, and etc.

Actually, Thailand and its people serve tens of millions of foreign tourists from all over the world every year with high quality service, thus making Thailand become one of the most popular destinations. When they travel abroad, they also want to be treated with high quality service, and meanwhile they will also evaluate the received services by their customary standards. The fact that most of them satisfied with the service quality of Hangzhou not only showed that Hangzhou’s tourism service quality exceeded their expectation, but also reflected that Hangzhou had world standard service quality to some extent.

According to Cross Tabulation analysis and Chi-Square Tests, the age factor affected the satisfaction levels significantly. Besides, occupation and monthly income influenced the satisfaction of lodging and guide service, and marital status influenced guide service satisfaction significantly. And other factors’ influences were not significant.

Table 5.02 Descriptive Statistics of Service Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
Food Satisfaction	100	2	5	4.07	.640
Lodging Satisfaction	100	3	5	4.43	.607
Transportation Satisfaction	100	2	5	4.22	.690
Shopping Satisfaction	100	2	5	3.86	.667
Recreation Satisfaction	100	3	5	4.12	.573
Tourist Attraction Satisfaction	100	3	5	4.26	.630
Guide Service Satisfaction	100	3	5	4.26	.733
Valid N (listwise)	100				

(2) Age and Food Satisfaction

Among all the age groups, the 36-45 age tourists had the highest food satisfaction, then the oldest age group ranked the second, and the satisfaction level of 19-25 age group was the lowest. Table 5.03(b) shows the result of Chi-square tests (sig<0.05), which indicates age has a significant influence on the food satisfaction.

Table 5.03(a) Age and Food Satisfaction Cross Tabulation

	Food Satisfaction				Total	Mean Satisfaction
	Below Average	Average	Good	Excellent		
Age ≤18	0	0	4	0	4	4.00
19-25	2	7	11	3	23	3.65
26-35	0	1	16	1	18	4.00
36-45	0	1	8	8	17	4.41
46-60	0	2	16	6	24	4.17
≥61	0	0	10	4	14	4.29
Total	2	11	65	22	100	4.07

Table 5.03(b) Age and Food Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.094 ^a	15	.009

Likelihood Ratio	30.540	15	.010
Linear-by-Linear Association	9.775	1	.002
N of Valid Cases	100		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .08.

(3) Age and Lodging Satisfaction

Table 5.04(a) Age and Lodging Satisfaction Cross Tabulation

	Lodging Satisfaction			Total	Mean Satisfaction
	Average	Good	Excellent		
Age ≤18	0	3	1	4	4.25
19-25	6	10	7	23	4.04
26-35	0	11	7	18	4.39
36-45	0	7	10	17	4.59
46-60	0	9	15	24	4.63
≥61	0	5	9	14	4.64
Total	6	45	49	100	4.43

Table 5.04(b) Age and Lodging Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.919 ^a	10	.003
Likelihood Ratio	24.503	10	.006
Linear-by-Linear Association	12.077	1	.001
N of Valid Cases	100		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .24.

Table 5.04(a) reported that the satisfaction degree from 19-25 age tourists was the worst, whereas the oldest has the best satisfaction of lodging service. Excluded the youngest age group, the nature is that the older the Thai tourists, the higher the lodging satisfaction. This is tested by Chi-square Tests (sig<0.01), which proves this close connection between age and lodging satisfaction.

(4) Age and Transportation Satisfaction

Table 5.05(b) indicated that age factor impacted the transportation satisfaction significantly. Specifically, the youngest group (≤ 18 years old) had the lowest satisfaction degree, followed by the second age group (19-25 year old). The age group of 36-45 years old had the highest transportation satisfaction and the oldest group's ranked second.

Table 5.05(a) Age and Transportaion Satisfaction Cross Tabulation

	Transportation Satisfaction				Total	Mean Satisfaction
	Below Average	Average	Good	Excellent		
Age ≤ 18	0	3	1	0	4	3.25
19-25	1	4	11	7	23	4.04
26-35	0	2	10	6	18	4.22
36-45	0	0	6	11	17	4.65
46-60	0	3	14	7	24	4.17
≥ 61	0	0	9	5	14	4.36
Total	1	12	51	36	100	4.22

Table 5.05(b) Age and Transportaion Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.957 ^a	15	.016
Likelihood Ratio	25.822	15	.040
Linear-by-Linear Association	4.731	1	.030
N of Valid Cases	100		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .04.

(5) Age and Shopping Satisfaction

The result of Chi-square Tests is $p\text{-value} < 0.05$, which means the age factor has a significant influence on the shopping satisfaction. Generally speaking, Thai tourists' shopping satisfaction degree increased with aging. Specifically, the youngest tourists group had the lowest shopping satisfaction degree, while the oldest had the highest satisfaction.

Table 5.06(a) Age and Shopping Satisfaction Cross Tabulation

	Shopping Satisfaction				Total	Mean Satisfaction
	Below Average	Average	Good	Excellent		
Age ≤18	0	3	0	1	4	3.50
19-25	0	11	9	3	23	3.65
26-35	0	5	12	1	18	3.78
36-45	0	2	11	4	17	4.12
46-60	1	6	15	2	24	3.75
≥61	0	0	10	4	14	4.29
Total	1	27	57	15	100	3.86

Table 5.06(b) Age and Shopping Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.886 ^a	15	.052
Likelihood Ratio	29.257	15	.015
Linear-by-Linear Association	6.197	1	.013
N of Valid Cases	100		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .04.

(6) Age and Recreation Activities Satisfaction

The mean score of recreation activities satisfaction was 4.12, while all the age groups' score were over 4.00, which means most of the respondents thought the recreation activities of Hangzhou was "Good". However, different age groups also showed some distinctions, specifically, the 26-35 years-old tourists had the highest satisfaction of recreation activities, and the youngest had the lowest satisfaction degree.

Table 5.07(a) Age and Recreation Activities Satisfaction Cross Tabulation

		Recreation Satisfaction			Total	Mean Satisfaction
		Average	Good	Excellent		
Age	≤18	0	4	0	4	4.00
	19-25	4	13	6	23	4.09
	26-35	2	10	6	18	4.22
	36-45	0	15	2	17	4.12
	46-60	5	11	8	24	4.13
	≥61	0	13	1	14	4.07
Total		11	66	23	100	4.12

Table 5.07(b) Age and Recreation Activities Satisfaction
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.836 ^a	10	.058
Likelihood Ratio	22.385	10	.013
Linear-by-Linear Association	.000	1	.989
N of Valid Cases	100		

a. 11 cells (61.1%) have expected count less than 5. The minimum expected count is .44.

(7) Age and Tourist Attraction Satisfaction

In terms of the satisfaction of Hangzhou tourist attractions, the mean score was 4.26, which was between “Good” and “Excellent”. Table 5.08(a) reported that the oldest age group had the highest satisfaction, followed by the age group of 36-45 years-old, and 19-25 years-old group ranked the third. The satisfaction of the youngest age group (≤18 years old) was the lowest.

Tested by Chi-square Tests (sig<0.01), the age factor affected the tourist attraction satisfaction significantly.

Table 5.08(a) Age and Tourist Attraction Satisfaction Cross Tabulation

		Tourist Attraction Satisfaction			Total	Mean Satisfaction
		Average	Good	Excellent		
Age	≤18	3	1	0	4	3.25
	19-25	2	15	6	23	4.17

26-35	3	8	7	18	4.22
36-45	0	9	8	17	4.47
46-60	2	17	5	24	4.13
≥61	0	4	10	14	4.71
Total	10	54	36	100	4.26

Table 5.08(b) Age and Tourist Attraction Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.410 ^a	10	.000
Likelihood Ratio	28.385	10	.002
Linear-by-Linear Association	7.887	1	.005
N of Valid Cases	100		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .40.

(8) Age and Guide Service Satisfaction

The age affects the satisfaction of guide service significantly, the result of Chi-square Tests is $\text{sig} < 0.01$, which rejects the null hypothesis.

Specifically, with age increasing, the satisfaction degree of guide service increased. Table 5.09(a) showed that the oldest age group had the highest satisfaction, whereas the group of 19-25 years-old had the worst degree of satisfaction. This was because most of the young generation travelled to Hangzhou freely, so they did not or less used the guide service. By contrast, nearly all the old respondents were in the tour groups, and they were very satisfied with the guide service.

Table 5.09(a) Age and Guide Service Satisfaction Cross Tabulation

	Guide Service Satisfaction			Total	Mean Satisfaction
	Average	Good	Excellent		
Age ≤18	0	2	2	4	4.5
19-25	10	8	5	23	3.78
26-35	5	9	4	18	3.94
36-45	1	7	9	17	4.47
46-60	1	13	10	24	4.38
≥61	0	1	13	14	4.93

Total	17	40	43	100	4.26
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Table 5.09(b) Age and Guide Service Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.796 ^a	10	.000
Likelihood Ratio	37.904	10	.000
Linear-by-Linear Association	18.052	1	.000
N of Valid Cases	100		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .68.

(9) Occupation and Lodging Satisfaction

The occupation factor also affected Thai tourists' lodging satisfaction, the top three occupations who had high satisfaction degree of lodging service were the professional, housewife and businessman. By contrast, the student group had the lowest satisfaction degree with a mean score 4.04.

Table 5.10(a) Occupation and Lodging Satisfaction Cross Tabulation

		Lodging Satisfaction			Total	Mean Satisfaction
		Average	Good	Excellent		
Occupation	Government officer	0	4	2	6	4.33
	Professional	0	0	4	4	5.00
	Businessman	0	3	5	8	4.63
	Retired	0	4	5	9	4.56
	Company employee	2	5	8	15	4.40
	Self-employed	0	11	16	27	4.59
	Student	4	14	5	23	4.04
	Housewife	0	1	3	4	4.75
	Others	0	3	1	4	4.25
Total		6	45	49	100	4.43

Table 5.10(b) Occupation and Lodging Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	23.519 ^a	16	.101
Likelihood Ratio	27.193	16	.039
Linear-by-Linear Association	3.241	1	.072
N of Valid Cases	100		

a. 21 cells (77.8%) have expected count less than 5. The minimum expected count is .24.

(10) Occupation and Guide Service satisfaction

Similar to the students' satisfaction of lodging service, the student group also had the worst satisfaction of guide service, with a mean score 3.57, which was between "Average" and "Good" level. Besides, the retired Thai tourists had the highest satisfaction, with a mean score 5.00 (Excellent). The reason was that most of the students chose free tours rather than package tours, thus making most of them travel to Hangzhou without guiders.

Table 5.11(a) Occupation and Guide Service Satisfaction Cross Tabulation

		Guide Service Satisfaction			Total	Mean Satisfaction
		Average	Good	Excellent		
Occupation	Government officer	2	2	2	6	4.00
	Professionals	0	3	1	4	4.25
	Businessman	1	4	3	8	4.25
	Retired	0	0	9	9	5.00
	Company employee	0	6	9	15	4.60
	Self-employed	1	13	13	27	4.44
	Student	12	9	2	23	3.57
	Housewife	1	1	2	4	4.25
	Others	0	2	2	4	4.50
Total		17	40	43	100	4.26

Table 5.11(b) Occupation and Guide Service Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.892 ^a	16	.000

Likelihood Ratio	51.937	16	.000
Linear-by-Linear Association	2.708	1	.100
N of Valid Cases	100		

a. 21 cells (77.8%) have expected count less than 5. The minimum expected count is .68.

(11) Monthly Income and Lodging Satisfaction

Table 5.12(a) showed the Thai tourists whose monthly income was over 25,000 Baht had higher lodging satisfaction than the tourists whose monthly income was between 0-25,000 Baht. The group with 40,000-55,000 Baht monthly income had the highest satisfaction degree of lodging, while the 0- 10,000 Baht group's lodging satisfaction was the lowest.

Table 5.12(a) Monthly Income and Lodging Satisfaction Cross Tabulation

		Lodging Satisfaction			Total	Mean Satisfaction
		Average	Good	Excellent		
Monthly income (Thai Baht)	0-10000	3	10	5	18	4.11
	10001-25000	3	15	10	28	4.22
	25001-40000	0	9	15	24	4.63
	40001-55000	0	2	13	15	4.89
	≥55001	0	9	6	15	4.40
Total		6	45	49	100	4.43

Table 5.12(b) Monthly Income and Lodging Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.133 ^a	8	.007
Likelihood Ratio	23.775	8	.002
Linear-by-Linear Association	7.776	1	.005
N of Valid Cases	100		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .90.

(12) Monthly Income and Guide Service Satisfaction

Monthly income influences the guide service satisfaction ($\text{sig} < 0.05$) as well. Table 5.13(a) indicated that the lowest income level had the lowest degree of satisfaction, and the 40,000-55,000 Baht group had the highest satisfaction. The overall trend was that the higher the income, the higher the guide service satisfaction.

Table 5.13(a) Monthly Income and Guide Service Satisfaction Cross Tabulation

		Guide Service Satisfaction			Total	Mean Satisfaction
		Average	Good	Excellent		
Monthly income (Thai Baht)	0-10000	6	7	5	18	3.94
	10001-25000	8	10	10	28	4.07
	25001-40000	3	10	11	24	4.33
	40001-55000	0	6	9	15	4.60
	≥ 55001	0	7	8	15	4.53
Total		17	40	43	100	4.26

Table 5.13(b) Monthly Income and Guide Service Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.474 ^a	8	.097
Likelihood Ratio	17.620	8	.024
Linear-by-Linear Association	9.726	1	.002
N of Valid Cases	100		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.55.

(13) Marital Status and Guide Service Satisfaction

Tested by Chi-square Tests, marital status also influences the satisfaction of guide service ($\text{sig} < 0.01$) significantly. Specifically, the married group had higher guide service satisfaction than the single. Since marital status is tightly connected with age, the influence of marital status on guide service satisfaction is similar to the influence of age on guide service satisfaction.

Table 5.14(a) Marital Status and Guide Service Satisfaction Cross Tabulation

	Guide Service Satisfaction	Total	Mean
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		Average	Good	Excellent		Satisfaction
Marital status	Single	16	22	19	57	4.05
	Married, have no children	0	5	4	9	4.44
	Married, have children age under 18	0	6	3	9	4.33
	Married, have children age over 18	1	7	17	25	4.64
Total		17	40	43	100	4.26

Table 5.14(b) Marital Status and Guide Service Satisfaction Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.799 ^a	6	.007
Likelihood Ratio	20.646	6	.002
Linear-by-Linear Association	11.104	1	.001
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is 1.53.

5.2 Evaluation to Hangzhou's Image

(1) Overall Evaluation

Table 5.15 Overall Evaluation Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Safe	100	3	5	4.16	.526
Friendly	100	2	5	3.94	.583
Civilized	100	2	5	4.12	.700
Clean	100	1	5	3.90	.870
Well organized	100	1	5	3.67	.922
Modern	100	2	5	4.03	.658
Interesting	100	2	5	4.07	.700
Valid N (listwise)	100				

For the sake of evaluating Hangzhou's image, seven indicators were set. Among these, "Hangzhou is safe" received the highest mean score (4.16), "Hangzhou is civilized"

ranked the second and “Hangzhou is interesting” ranked the third. The mean score of “Hangzhou is Well-organized” was the lowest (3.67), which indicated Hangzhou was between “Neutral” and “Agree” level in the well-organized aspect, which required Hangzhou to do more improvements in the further.

Tested by Chi-square Tests, only monthly income has significant influence on the indicator of Friendly.

(2) Income Level and Friendly

The respondents whose monthly income was between 0 and 10,000 Baht had the lowest evaluation to this indicator, while 40,000-55,000 Baht income group had the highest evaluation. The 10,001-25,000 and $\geq 55,001$ Baht income group had the same mean degree of friendly.

Table 5.16(a) Monthly Income and Friendly Cross Tabulation

		Friendly				Total	Mean Satisfaction
		Disagree	Neutral	Agree	Strongly Agree		
Monthly income (Thai Baht)	0-10000	0	7	9	2	18	3.72
	10001-25000	0	5	20	3	28	3.93
	25001-40000	1	2	21	0	24	3.83
	40001-55000	0	0	9	6	15	4.40
	≥ 55001	0	3	10	2	15	3.93
Total		1	17	69	13	100	3.94

Table 5.16(b) Monthly Income and Friendly Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.980 ^a	12	.011
Likelihood Ratio	27.213	12	.007
Linear-by-Linear Association	3.792	1	.052
N of Valid Cases	100		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .15.

5.3 Impression of Hangzhou

Before visiting Hangzhou, the former travelling experience and information from other sources formed tourists' perception of Hangzhou. Once they arrived at Hangzhou and started the tourism activities, Thai tourists were able to perceive what they saw and what they experienced, and the post-visiting impression was then established.

This research found that after visiting Hangzhou, the majority (58%) of all answered that their post-visiting perception of Hangzhou was better than prior, and there were another 30% of them reported that they got much better impression. Only 11% of the Thai tourists responded that the current impression of Hangzhou was the same as the prior impression. Besides, only one respondent got worse impression and no one got much worse impression. Overall, there were 88% of Thai tourists thought the post-visiting impression was better than former perception, with a mean score 4.17 which was between "Better" and "Much Better" level.

Table 5.17 After visiting Hangzhou, you think Hangzhou is () than your former impression.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Worse	1	1.0	1.0	1.0
Same	11	11.0	11.0	12.0
Better	58	58.0	58.0	70.0
Much better	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Table 5.18 Hangzhou Impression Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
After visiting Hangzhou, you think Hangzhou is () than your former impression.	100	2	5	4.17	.652
Valid N (listwise)	100				

In addition, tested by Chi-square Tests, all the demographic characteristics did not show significant influences on the Thai tourists' impression.

5.4 Overall Satisfaction

Table 5.19 Your overall satisfaction with Hangzhou trip is ()?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	1	1.0	1.0	1.0
Fair	7	7.0	7.0	8.0
Satisfied	63	63.0	63.0	71.0
Strongly satisfied	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Table 5.20 Overall Satisfaction Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Your overall satisfaction with Hangzhou trip is	100	2	5	4.20	.603
Valid N (listwise)	100				

As the findings indicate, Hangzhou, as a popular tourist destination, provides tourism products and services that highly satisfy Thai tourists. The overall satisfaction degree of Hangzhou trip from Thai tourists, therefore, was satisfied, with a mean score at 4.20, which was between "Satisfied" and "Strongly Satisfied". Specifically, 63% of Thai tourists were satisfied with the trip to Hangzhou and 29% of them had strong satisfaction degree. Totally 92% of Thai tourists had satisfactory experiences with their Hangzhou trip.

Tested by Chi-square Tests, the demographic characteristics showed slight influences on the overall satisfaction.

5.5 Revisit

(1) Overall Revisit Intention

Tourist's satisfaction degree exercises noticeable impact on their further behaviors, such as intentions of revisit and recommendation to others. Normally, high satisfaction degree leads to high loyalty and intention of revisit, and positive word-of-mouth recommendation to their friends, etc. By contrast, low satisfaction or high dissatisfaction results in complaints, low loyalty and bad reputation, and low revisit rate and recommendation intentions.

The high satisfaction degree prompts Thai tourists to come back next time for what they have missed this time or what they want to experience again. Overall, 74% of the Thai tourists showed their clean intention that would revisit Hangzhou in future, by a mean score of revisit intention 4.01, which was "I will visit Hangzhou again in future". In addition, 24% of Thai tourists could not guarantee repeat. However, there were also 2 tourists made it clear that they would not visit Hangzhou in future, and this was mainly attributed to their bad experiences of this Hangzhou trip or Hangzhou was not attractive for them anymore.

Table 5.21 Revisit Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Will you visit Hangzhou again in future?	100	2	5	4.01	.785
Valid N (listwise)	100				

Table 5.22 Will you visit Hangzhou again in future?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Will not	2	2.0	2.0	2.0
Not Sure	24	24.0	24.0	26.0
Will	45	45.0	45.0	71.0
Strongly will	29	29.0	29.0	100.0
Total	100	100.0	100.0	

According to Cross Tabulation analysis and Chi-square Tests, the age is the only significant factor that affects revisit intention.

(2) Age and Revisit Intention

Table 5.23(a) showed that the 19-35 years-old group had the highest revisit intention, followed by the oldest group, the third was 36-65 years-old group. The groups of the youngest and 46-60 years-old had the weakest revisit intention. The result of Chi-square Tests proves that age and revisit intention has strong connection ($\text{sig}<0.01$).

Table 5.23(a) Age and Revisit Cross Tabulation

	Will you visit Hangzhou again in future?				Total	Mean Satisfaction
	Will not	Not Sure	Will	Strongly will		
Age ≤18	1	3	0	0	4	2.75
19-25	1	6	8	8	23	4.40
26-35	0	5	8	5	18	4.40
36-45	0	2	7	8	17	4.35
46-60	0	6	17	1	24	3.79
≥61	0	2	5	7	14	4.36
Total	2	24	45	29	100	4.01

Table 5.23(b) Age and Revisit Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.575 ^a	15	.002
Likelihood Ratio	32.987	15	.005
Linear-by-Linear Association	3.019	1	.082
N of Valid Cases	100		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .08.

5.6 Recommendation

(1) Overall Recommendation Behavior

The high satisfaction degree of this Hangzhou trip resulted in a high intention of recommendation to others. The mean score of recommendation intention was 4.20, which was between “will” and “strongly will”. Specifically, 55% of Thai tourists would recommend Hangzhou to others and 33% would strongly recommend. The satisfied tourists might look for new destinations and not necessarily return to Hangzhou, but they can help Hangzhou to attract new customers. Thus, the intention of respondents to recommend Hangzhou was greater than their intention to revisit.

As discussed before, a number of respondents got the Hangzhou tourism information from friends; hence word-of-mouth is a critical aspect of Hangzhou’s marketing efforts. These referrals not only create more first-time tourists to Hangzhou, but also pull the previous visitors to return.

Table 5.24 Recommendation Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Will you recommend others to visit Hangzhou in future?	100	2	5	4.20	.667
Valid N (listwise)	100				

Table 5.25 Will you recommend others to visit Hangzhou in future?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Will not	1	1.0	1.0	1.0
Not Sure	11	11.0	11.0	12.0
Will	55	55.0	55.0	67.0
Strongly will	33	33.0	33.0	100.0
Total	100	100.0	100.0	

(2) Age and Recommendation Behavior

Similar to the relationship of age and the revisit intention, the age also had a strong influence on their recommendation intentions. Table 5.26(a) reported that the group of

36-45 years-old had the strongest intention of recommendation ($m=4.71$), followed by the oldest group, by contrast, the youngest group had the weakest intention. The result of Chi-square Tests confirmed this tight relationship between age and recommendation behavior.

Table 5.26(a) Age and Recommendation Cross Tabulation

		Will you recommend others to visit Hangzhou in future?				Total	Mean Satisfaction
		Will not	Not Sure	Will	Strongly will		
Age	≤18	0	3	1	0	4	3.25
	19-25	0	1	17	5	23	4.17
	26-35	0	3	10	5	18	4.11
	36-45	0	0	5	12	17	4.71
	46-60	1	2	16	5	24	4.04
	≥61	0	2	6	6	14	4.29
Total		1	11	55	33	100	4.20

Table 5.26(b) Age and Recommendation Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.939 ^a	15	.001
Likelihood Ratio	31.408	15	.008
Linear-by-Linear Association	1.674	1	.196
N of Valid Cases	100		

a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

5.7 Summary

After visiting, Thai tourists were able to perceive the performances of the tourism products and services that they purchased and evaluate. Gaining these feedbacks from Thai tourists helps Hangzhou tourism practitioners to measure how well Hangzhou is doing, and also to identify the tourism sectors which are Thai tourists satisfied or dissatisfied.

(1) In this study, Thai tourists' satisfaction degree towards tourism service quality was examined at first. Thai tourists thought the lodging, guide service, tourist attraction, transportation, recreation and food in Hangzhou were good. It means these attributes are the strengths of Hangzhou tourism, hence the advertisements and promotions should emphasise these strengths for the sake of increasing visitations. On the other hand, a relatively lower satisfaction score was given to the shopping service quality, hence Hangzhou tourism practitioners should improve this attribute in an attempt to decrease dissatisfaction and improve satisfaction.

The age factor was the main attribute influencing Thai tourists' satisfaction toward service quality. Overall, the tourists whose age below 25 years-old tended to have relatively lower satisfaction towards these services. Since this group contained the largest number of students who were low income and a majority of them travelled to Hangzhou freely, this influenced their experience to Hangzhou's high-class services. At the same time, it also suggests that more qualified services targeted backpackers should be developed.

(2) In terms of evaluating Hangzhou's image, most of the respondents agreed that Hangzhou was safe, civilized, interesting and modern. Next, their evaluations to "Hangzhou is clear", "friendly" and "well-organized" were between "Neutral" and "Agree" level, which shows Hangzhou's direction of further improvements.

(3) Furthermore, 88% of Thai tourists thought the post-visiting impression was better than prior, and 92% of them were satisfied with their Hangzhou trip. This high satisfaction level resulted in high loyalties and intentions of revisit, and positive word-of-mouth recommendations to others. Overall almost 74% of respondents expressed their likelihood to make subsequent visits to Hangzhou, and nearly 90% would recommend Hangzhou to others.

Through the analysis of Thai tourists' post-visiting behaviors, this study finds that the essence for Hangzhou's success in Thailand outbound tourism market is definitely the

high tourist satisfaction degree. The high intention of revisit and recommendation result from high satisfaction makes the number of Thai tourists in Hangzhou increase continuously.

To ensure this high satisfaction, Hangzhou should maintain its strengths and enlarge marketing efforts to promote these strengths. Meanwhile, improving the disadvantages and decreasing dissatisfaction is also essential. In addition, with regards to the behavioral differences existed among tourists with different demographic characteristics, the differentiated tourism products and marketing strategies should be made to address different tourist groups.



Chapter 6 Conclusions and Suggestions

6.1 Conclusions

This study takes Thai tourists in Hangzhou as the specific research object, using the questionnaire as the research instrument, and explores their overall behavior patterns in different stages, namely pre-visiting, on-site and post-visiting. Meanwhile, the variations of Thai tourists' behavior patterns according to social characteristics are also examined empirically.

6.1.1 The Overall Behavior Patterns of Thai Tourists in Hangzhou

(1) The Determinants of Thai Tourists' Behavior

The Thai government's positive attitudes toward outbound tourism and the friendly China-Thailand relationship are the fundamental premise of Thais travel to China. As for culture, the belief system and values of Buddhism have influenced Thai culture deeply, which affect Thai tourists' behavior patterns fundamentally. China's different cultures attract Thai tourists to take a trip to China. Meanwhile, the growing economy of Thailand and the Thai Baht remains strong against the devaluation of CNY allowing more Thais to have the economic capability to take a trip to China. Due to the influences from these same social, economic, and cultural backgrounds, Thai tourists' overall behavior patterns are expected to share some common features.

The analysis of demographic characteristics showed that a majority of respondents were from Bangkok, females, young and at middle age, with 10,000-40,000 Baht monthly income, Diploma/Bachelor degree holders, and unmarried.

(2) Pre-visiting Behavior Patterns:

In terms of motives, most of the Thai tourists travelled to Hangzhou for sightseeing or leisure. Before they visited Hangzhou, over half of Thai tourists had the tourism

purposes of having enjoyable time with my travel companions, experiencing something different, physically relaxing, visiting cultural/historical/natural attractions, and increasing knowledge. The majority of them thought Hangzhou had outstanding natural scenery, nice climate, good shopping facilities, cultural difference from my own, and historical/archaeological sites. And they were pulled to Hangzhou by these attractions. Meanwhile, over half of them did not think Hangzhou had convenience of visa, good accommodation, food, and recreation facilities, warm welcome toward tourists, convenience of transport, and good quality of tourist services.

Once the motive of tourism was stimulated, Thai tourists would collect the information of destination. The Internet, Travel agency and Friends or relatives were the three main information sources. After collecting information and evaluating, Thai tourists would make the decision of trips. The majority of the Thai tourists made the decision by themselves.

(3) On-site Visiting Behavior Patterns:

Once they started their trip to Hangzhou, the majority of them chose a package tour, and travelled with family members or colleagues/friends; over half of them stayed in Hangzhou only 1-3 nights, and spent 10,001-40,000 Baht for this trip. In terms of travel itinerary, they visited a series of cities in the Yangtze River Delta region before returning to their origins, such as Hangzhou, Shanghai, Nanjing, and etc.

The majority of them preferred local food and star-rated hotels. The natural, cultural and historical, and folk-custom activities were the top three popular activities for Thai tourists. With regards to shopping, clothes were the most popular souvenirs, food and artwork ranked the second and Chinese medicine ranked the third.

(4) Post-visiting Behavior Patterns:

Before visiting Hangzhou, majority of Thai tourists did not expect Hangzhou had good service quality. However, after they received the services from Hangzhou tourism sectors, such as lodging, attraction, guide service, transportation, recreation

and food, they changed their mind and marked these service quality were at “Good” level. Besides, only the quality of shopping service was a little lower than “Good” level, which showed their motives of shopping were not fully satisfied.

In terms of evaluating Hangzhou’s image, they agreed “Hangzhou is safe, civilized, interesting and modern”. And their evaluations to “Hangzhou is friendly, clean and well organized” were between “Neutral” and “Agree” level, which required Hangzhou to make more improvements.

Compared with their pre-visiting impression of Hangzhou, nearly ninety percentages of them got a better impression of Hangzhou. The overall satisfaction degree of Hangzhou trip from Thai tourists, therefore, was satisfied. This high satisfaction degree of this Hangzhou trip made Thai tourists had the high willingness to revisit Hangzhou and recommend Hangzhou to others.

6.1.2 The Variations of Thai Tourists’ Behavior Patterns According to Social Characteristics

(1) Variations of Pre-visiting Behavior Patterns:

In terms the ways of obtaining tourism information, the age factor had significant influences, especially the percentage of obtaining information from Internet decreased progressively gradually with age. Meanwhile, the older age group obtained more information through the traditional media and travel agencies than the young.

Although most of the Thai tourists made the decision by themselves, the marital status was the factor which influenced the decision-making significantly. Specifically, the tourists who were single were likely to make the decision by themselves. The decision of those who have married without children and married with children age under 18 was mainly influenced by family. However, when their children’s age was over 18, most of them tended to make the decision by themselves.

(2) Variations of On-site Visiting Behavior Patterns:

The demographic factors such as age, occupation, income, education level and marital status affected the ways of travelling. Specifically, the young Thai tourists preferred to be backpackers, and the older tourists preferred package tours. The groups of the retired, self-employed and housewife liked package tours, while professionals, company employees and students preferred free tours. In terms of income level, the lower the income, the more the free tour. As for the education level, the higher the education level, the less the package tour would be. The influence of marital status was that the group of single and married without children chose more free tours than package tours. By contrast, the married with children tourists preferred more package tours.

The age, occupation, income, education level and marital status affected Thai tourists' choosing of travel companions. Specifically, the 19-35 years-old group accounted for the main percentage of travelling alone. The minors, 26-35 years-old group and the over 61 years-old preferred to travel with family. The age group of 19-25 years-old liked traveling with colleagues or friends. In terms of occupation, government officials, businessmen, pensioners and students preferred travelling with colleagues or friends. Professionals and self-employed groups preferred travelling with family. In terms of education level, the lower the education level, the less chose to travel alone. As for the single group, they preferred traveling with colleagues or friends, whereas the married group liked travelling with family.

In terms of duration, the retired and the self-employed Thai tourists tended to stay longer than other occupational groups. And the Diploma/Bachelor degree and lower degree holders were likely to spend more time in Hangzhou than other higher degree holders. Overall, the majority of the Thai tourists in Hangzhou were short-term visitors.

With regards to the travel expenditure, the age and occupation had significant influences on expense. Generally, the old group would spend more than the young group. As for occupation, students spent the least, while the professionals, the retired and the self-employed tended to have a higher expenditure.

As for choose lodgings, age, occupation, income level and marital status had significant influences. Since 19-35 years-old group contained most of the students who were low-income and unmarried, and their lodging demands were of diversity,

including star-rated hotel, budget hotel, youth hostel, homestay and home of relative or friend. They preferred cheaper accommodations more than star-rated hotels, whereas other group preferred star-rated hotels.

(3) Variations of Post-visiting Behavior Patterns:

This study found empirically that Thai tourists with different demographic characteristics were likely to show high similarities on their post-visiting behavior patterns, which were high-satisfaction degree, better impression and high intention of revisit and recommendation. The demographic factors had limited influences. The age factor was the main influencing factor. Specifically the below 25 years-old group was more likely to have lowest satisfaction degree towards service quality, while other age groups had higher satisfaction degree. As most of the below 25 years-old age group were students, and the majority of them travelled to Hangzhou freely rather than chose package tours. Due to their limited budget, their access to high-end service such as the star-rated hotel, guide service, was therefore limited. Besides, experiencing differences and increasing knowledge were their main motives in Hangzhou, thus making experience the high-end service become secondary or not that important.

6.1.3 Hangzhou's Success

Hangzhou succeeds to be one of the most popular destinations in China for Thai tourists, and keeps attracting more and more Thais to visit this city, it must have reasons. This study tried to find the reasons for its success by analyzing Thai tourists' behavior patterns in Hangzhou. The reasons mainly come from five aspects.

First of all, it is the geographic advantage. Hangzhou is in the eastern part of China which is economically the most vigorous area in China, where tourists are able to access to China's modernization, but also tradition. This region has rich culture for thousands of years, thus resulting in abundant tourism resources. Consequently, the Yangtze River Delta region attracts numerous domestic and international travel-lovers with its charm. When Thai tourists are in Hangzhou, they will easily access to other

nearby famous cities, such as Shanghai, Nanjing, Suzhou and so on, so it is easy to fill their itinerary. The mature transportation system contributes significantly to making the trip more convenient. Besides, Hangzhou is not that far from Thailand geographically, 3.5-hour flight from Chiang Mai, 4-hour from Bangkok, and 5-hour from Phuket, thus making Thai tourists go to Hangzhou more easily and quickly.

Secondly, the booming economy allows Hangzhou the capability to perfect its tourism infrastructure. The transportation such as the international airport and convenient internal traffic condition are one aspect of the infrastructures, other tourism sectors such as accommodation, restaurants, tourist attractions, and recreation facilities are also therefore well-developed in Hangzhou.

Thirdly, it is the natural beauty, including climate and natural scenery. Hangzhou has a moderate climate round the year with four distinctive seasons, while each season offers its own unique experience to the travellers. This climate is totally different from Thailand where most of time is summer. This kind of moderate climate results in characterized natural scenery. The natural attractions such as West Lake, Qiantang River Tide, Xixi Wetland and so on formed Hangzhou's uniqueness and charm. The result of this study empirically finds that Hangzhou's natural beauty is the number one pull factor that attracts Thai tourists to Hangzhou, and activities related to nature are the most appealing for them, which shows the natural beauty is the greatest advantage of Hangzhou competing in the Thai outbound tourism market.

Fourthly, cultural differences are the core competitiveness of Hangzhou. As one part of China, Hangzhou inherits Chinese traditional culture well, but also has its own specialty. West Lake Culture, Liangzhu Culture, Tea Culture, Silk Culture and Food Culture are Hangzhou's features, which are unique in China and also renowned in the world. These unique cultures are completely different from Thailand, which are essentially attractive for Thai tourists. In addition, these cultures normally cannot be well experienced at one time, Thai tourists are therefore attracted to return for what they missed at this time and also for in-depth experiencing.

Finally, as the findings indicate, Hangzhou, as a famous tourist destination, provides tourism products and services that highly satisfy Thai tourists' needs and motives. The tourism sectors such as accommodations, restaurants, tourist attractions, and recreation facilities and so on provide exceptional service with international standards. The overwhelming majority of tourists had satisfactory experiences in Hangzhou, and got better impression of Hangzhou city's image. Furthermore, this high satisfaction resulted in high intention of revisit and recommendation, thus making the number of Thai tourists in Hangzhou increase continuously. This is the essence for Hangzhou's success in attracting Thai tourists and their return.

With regards to the question proposed in the first chapter – “How to explain the phenomenon of Thai outbound tourists choosing other destinations rather than China”, it can be explained in three ways.

Firstly, the fact that the overall scale of Thai tourist numbers in China grew slowly was basically matched to the overall situation of China's inbound tourism market in the recent years. From 2005 to 2015, the numbers of foreign tourists in China increased from 20.26 million to 25.99 million (CNTA), by an average annual growth rate 2.52%. This slow-increase rate can be mainly attributed to the national policies, such as the conservative visa policy, and China's government paid more attention and resources to develop its domestic travel and outbound tourism rather than inbound tourism, etc.

Secondly, compared with other destinations such as Japan and Korea, China's tourism competitiveness is limited. The advantages of Japan and Korea are obvious, such as nice natural scenery, developed economy and completed infrastructures, shopping paradise, appealing culture, and convenient visa policy, where Thai tourists' needs and motives are more satisfied than in China. Especially Japan, it changed its visa policy toward Thai tourists in 2013, which allowed Thai tourists to visit Japan without a visa, thus making the number of Thai tourists in Japan increase rapidly. In sum, these destinations are more competitive than China, and have grasped the opportunity that the Thai outbound tourism market was expanding.

Although the overall numbers of Thai tourists in China grow rather slowly, this is not the whole picture. Some cities work very well in attracting more and more Thai tourists, such as Hangzhou city, whose successful experiences can be learned by other cities in China.

6.2 Suggestions

The findings of this study proposed some suggestions for tourism-related organizations, marketers and managers in Hangzhou, as well as Hangzhou's government, in order to enhance Thai tourists' satisfaction and encourage them to return, and attract more potential visitors.

First, the empirical research findings showed that nearly 90% of them travelled Hangzhou for sightseeing or leisure and almost 70% of them stayed in Hangzhou less than 3 nights. It shows that current tourism products mainly based on sightseeing/leisure cannot make Thai tourists stay longer. Hence, this tourism product structure has to be optimized. The current sightseeing dominated structure should be upgraded to product portfolios such as "sightseeing + leisure" or "sightseeing + business" and so on. Actually, with the "One belt One Road" policy implemented, there are increasing business communications between Thailand and Hangzhou. Hangzhou, therefore, should grasp this opportunity, and develop business tourism products. Additionally, Hangzhou is also known as the land of leisure, due to its moderate climate, glorious culture and well-developed tourism facilities. More suitable leisure tourism products should be, therefore, developed, such as cruise, biking, photography, tea-tasting, and etc. The sustainable development of Hangzhou's tourism industry will benefit from this upgrading of tourism product structure.

Besides, through the analysis of Thai tourists pre-visiting, on-site and post-visiting behavior patterns, the variations of Thai tourists' behavior patterns according to social characteristics were found. Therefore, the market should be segmented according to these differences, and the tourism marketers should diversity tourism packages and

develop various activities to provide more options for different tourists. For instance, majority of Thai tourists are female, hence more female liked activities should be put in the itinerary for the package tours, such as shopping, physical relaxation activities and so on. Students occupy a large proportion, hence more activities related to knowledge and education should be arranged for them.

Thirdly, in terms of marketing, it is crucial for Hangzhou tourism marketers and managers to make efficient marketing strategies for the sake of attracting more potential Thai tourists. As we know, some cities in China, such as Hangzhou, have very good tourism facilities and services, but Thai tourists know little about this. Hence, the marketing shows more importance. Since Internet is Thai tourists' favourite way to obtain tourism information, more efforts should be invested in the Internet, such as establishing tourism websites in Thai language version, opening Hangzhou official accounts on social media such as Facebook or Instagram, and etc. Posting pictures or video clips with a lot of useful tourism information and images is an effective way for Hangzhou to introduce its beauty, especially for the backpackers whose decisions are significantly influenced by this kind of information. Meanwhile, the roles of the travel agency and traditional media should not be ignored; therefore efforts should also be invested in these channels, especially target for the old age tourists. Attractive promotional programs and activities, and impressive tourism advertisements should be often organized in an attempt to raise potential customers' motivation of travelling to Hangzhou.

Fourth is to improve satisfaction. In tourism destination management, it is extremely crucial and necessary to enhance tourists' satisfaction levels and return intention. Although most of Thai tourists satisfied their Hangzhou trip, there still has a distance to reach the highly satisfied level. For instance, shopping overseas was one of the most important motivations that why Thai tourists travelled abroad, however Thai tourists' satisfaction towards Hangzhou's shopping service quality was low. Hence, more efforts should be invested in improving shopping service quality. There are many ways to increase customers' satisfaction or reduce dissatisfaction, for instance,

investing more on training employees for the sake of enhancing their performances in the way of delivering services to customers is extremely necessary.

Last but not least, Hangzhou government also plays a significant role in the development of inbound tourism industry. Lots of work should be done in order to attract Thai tourists, and support for tourist providers. Firstly, it is essential to improve both quality and quantity of tourist attractions and facilities, for example, preserving culture, protecting natural, cultural and historical attractions, organizing more folk-custom festivals and events, etc. Second is to strengthen advertising to raise Hangzhou's prestige, such as establishing an official tourism office in Thailand, organizing more official advertising activities in order to increase Thais' perception and raise their desire to travel to Hangzhou. Thirdly, some practical policies should be proposed in order to facilitate Thai tourists' travel to Hangzhou, such as the conditional visa exemption. It will be a constructive policy that adding Thailand into the list of 144-Hour Visa-free Transit countries.

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APPENDIX



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Questionnaire of Thai Tourist Behavior

Dear Sir or Madam:

Welcome to Hangzhou! I am conducting a survey related to Thai tourist behavior in China. All the information you provide will only be used for academic research. Thank you for your participation and wish you have a happy journey! (select only one option, can select multiple options)

1. Which province in Thailand are you from?

2. Your gender: Male Female

3. Your age: ≤18 19-25 26-35 36-45 46-60 ≥61

4. Your occupation:

Government officer Professional Businessman Retired

Company employee Self-employed Student Housewife Others

5. Your monthly income is around _____ Thai Baht

0-10000 10001-25000 25001-40000 40001-55000 ≥55001

6. Your education level:

≤ High school Diploma/Bachelor Master ≥ Ph.D.

7. Your marital status:

Single or live alone Married, have no children

Married, have children age under 18 Married, have children age over 18

8. What is your primary purpose of visiting Hangzhou?

Sightseeing/ Leisure Business/conference Religion

Visit relatives or friends Other

9. Except business, why do you want to travel out of Thailand? (Checkboxes)

Reasons:	Yes
Escaping from the ordinary	<input type="checkbox"/>
Experiencing something different	<input type="checkbox"/>
Increasing knowledge	<input type="checkbox"/>
Visiting friends/relatives	<input type="checkbox"/>
Visiting cultural/historical/natural attractions	<input type="checkbox"/>

Physically relaxing	<input type="checkbox"/>
Having an adventure	<input type="checkbox"/>
Being able to share my travel experiences after returning home	<input type="checkbox"/>
To have enjoyable time with my travel companion(s)	<input type="checkbox"/>
Visiting a destination which most people value or appreciate	<input type="checkbox"/>
Shopping overseas	<input type="checkbox"/>

10. Except business, you chose Hangzhou as the destination due to its
(Checkboxes)

Reasons	Yes
Acceptable price	<input type="checkbox"/>
Convenience of transport	<input type="checkbox"/>
Outstanding natural scenery	<input type="checkbox"/>
Historical/archeological sites	<input type="checkbox"/>
Cultural difference from my own	<input type="checkbox"/>
Quality of tourist services	<input type="checkbox"/>
Convenience of Visa	<input type="checkbox"/>
Good accommodation, food, and recreation facilities	<input type="checkbox"/>
Warm welcome toward tourists	<input type="checkbox"/>
Nice climate	<input type="checkbox"/>
Shopping facilities	<input type="checkbox"/>

11. Who affected you most when made the decision to travel to China?

Business arrangement Yourself Family Friends Others

12. Where did you get the tourism information of Hangzhou? (Checkboxes)

Travel agency Advertisement Friends/relatives Internet
Media, like TV/newspapers/magazine etc. Hangzhou official advertising Others

13. How many times have you visited China, including this visit??

This is the first time 2-3 times 4-5times \geq 6 times

14. How many times have you visited Hangzhou, including this visit?

This is the first time 2-3 times 4-5times \geq 6 times

15. Your previous destination is _____, next destination is _____
16. You are in Free tour Package Tour
17. You travel with Only yourself Family Colleagues/friends Others
18. You will stay in Hangzhou _____ night(s).
 0 1-3 4-7 8-15 ≥ 16
19. You will spend _____ Thai Baht for this China trip.
 0-10000 10001-25000 25001-40000 40001-55000 ≥ 55001
20. When travelling in China, you prefer the food from
 Local Thailand International Whatever Others
21. You live in _____ when visiting Hangzhou.
 Star-rated hotel Budget hotel Youth hostel Homestay
 Home of relative or friend I am same-day tourist Others
22. When travelling in China, what kind of activities are you interested in?
 (Checkboxes)
 Nature Culture and history Folk-custom Food, cooking
 Arts Shopping Health care Festival Others
23. What kind of souvenirs are you interested in? (Checkboxes)
 Handcrafts Chinese medicine Clothes Food
 Antique Artwork Others
24. Please evaluate the quality of the services as below.

	Excellent	Good	Average	Below Average	Poor
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lodging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist attraction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guide service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. In your opinion, Hangzhou is

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Civilized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-ordered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. After visiting Hangzhou, you think Hangzhou is _____ than your former impression.

Much better Better Same Worse Much worse

27. Your overall satisfaction with Hangzhou trip is _____.

Strongly satisfied Satisfied Fair Unsatisfied Strongly unsatisfied

28. Will you visit Hangzhou again in future?

Strongly will Will Not sure Will not Strongly not

29. Will you recommend others to visit Hangzhou in future?

Strongly will Will Not sure Will not Strongly not

End!

Thank you again!

แบบสอบถามพฤติกรรมนักท่องเที่ยวชาวไทย

สวัสดีนักท่องเที่ยวชาวไทยทุกท่าน ยินดีต้อนรับสู่เมือง Hangzhou เนื่องด้วยข้าพเจ้ามีความประสงค์จะสำรวจพฤติกรรมของนักท่องเที่ยวชาวไทยในประเทศจีน ข้อมูลทั้งหมดที่ท่านให้จะใช้เฉพาะสำหรับการวิจัยทางวิชาการเท่านั้น ขอขอบคุณมีส่วนร่วมของท่านและหวังว่าท่านจะประสบแต่ความสุขและสนุกสนานในระหว่างการท่องเที่ยว
(เลือกได้เพียงหนึ่งข้อ เลือกหลายข้อได้)

1. ท่านมาจากจังหวัด _____ ในประเทศไทย
2. เพศ: ชาย หญิง
3. อายุ: ≤18 19-25 26-35 36-45 46-60 ≥61
4. อาชีพ: ข้าราชการ ผู้เชี่ยวชาญ นักธุรกิจ เกษียณ
 พนักงาน ธุรกิจส่วนตัว นักศึกษา แม่บ้าน อื่นๆ
5. เงินเดือนของท่านประมาณ _____ บาท
 0-10000 10001-25000 25001-40000 40001-55000 ≥55001
6. ระดับการศึกษา: ≤มัธยม อนุปริญญา/ปริญญาตรี ปริญญาโท ≥ปริญญาเอก
7. สถานะแต่งงาน:
 โสดหรืออยู่คนเดียว แต่งงานแล้วไม่มีลูก
 แต่งงานแล้วมีลูกอายุต่ำกว่า18 แต่งงานแล้วมีลูกอายุเกินกว่า18
8. ท่านมีวัตถุประสงค์ในกานเยี่ยมชม Hangzhou เพื่อ
 ธุรกิจ/ประชุม ชมทิวทัศน์/ผ่อนคลาย ศาสนา เยี่ยมชมเพื่อน/ญาติ อื่นๆ
9. นอกจากธุรกิจ ทำไมท่านอยากไปเที่ยวต่างประเทศ:
(เลือกหลายข้อได้)

เหตุผล	ใช่
หลบหนีจากชีวิตปกติ	<input type="checkbox"/>
หาประสบการณ์ที่แตกต่าง	<input type="checkbox"/>
เพิ่มความรู้	<input type="checkbox"/>
ไปเยี่ยมเพื่อน/ญาติ	<input type="checkbox"/>
เพื่อมีช่วงเวลาสนุกสนานกับเพื่อนร่วมเดินทาง	<input type="checkbox"/>
เพื่อผ่อนคลายร่างกาย	<input type="checkbox"/>
เพื่อจะได้พักผ่อน	<input type="checkbox"/>
เพื่อแบ่งปันประสบการณ์การท่องเที่ยวหลังจากกลับบ้าน	<input type="checkbox"/>
เพื่อเยี่ยมชมสถานที่ท่องเที่ยวทางวัฒนธรรม/ประวัติศาสตร์/ธรรมชาติ	<input type="checkbox"/>
เยี่ยมชมจุดหมายปลายทางซึ่งคนส่วนใหญ่ให้ความสำคัญหรือขึ้น ชม	<input type="checkbox"/>

ช้อปปิ้งที่ต่างประเทศ	<input type="checkbox"/>
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10.นอกจากธุรกิจ ท่านเลือก Hangzhou เป็นจุดหมายปลายทาง เนื่องจาก (เลือกหลายข้อได้)

เหตุผล	ใช่
ราคาที่ยอมรับได้	<input type="checkbox"/>
ความสะดวกในการคมนาคม	<input type="checkbox"/>
ทิวทัศน์ธรรมชาติที่โดดเด่น	<input type="checkbox"/>
สถานที่ประวัติศาสตร์/เกี่ยวกับโบราณคดี	<input type="checkbox"/>
ความแตกต่างทางวัฒนธรรมจากของตัวเอง	<input type="checkbox"/>
คุณภาพการบริการด้านการท่องเที่ยว	<input type="checkbox"/>
ความสะดวกในการขอวีซ่า	<input type="checkbox"/>
สิ่งอำนวยความสะดวกในการช้อปปิ้ง	<input type="checkbox"/>
การต้อนรับที่อบอุ่นต่อนักท่องเที่ยว	<input type="checkbox"/>
ภูมิอากาศที่ดี	<input type="checkbox"/>
สิ่งอำนวยความสะดวก ที่พัก อาหาร และการพักผ่อนหย่อนใจที่ดี	<input type="checkbox"/>

11.ใครมีผลมากที่สุดต่อการตัดสินใจเดินทางไปประเทศจีนของท่าน

○กำหนดการธุรกิจ ○ตัวเอง ○สมาชิกในครอบครัว ○เพื่อน ○อื่น ๆ

12.ท่านได้รับข้อมูลการท่องเที่ยวของ Hangzhou จากที่ไหน _____ (เลือกหลายข้อได้)

บริษัทท่องเที่ยว โฆษณา เพื่อน/ญาติ Internet การโฆษณาอย่างเป็นทางการจาก Hangzhou

สื่อมวลชน เช่นTV/หนังสือพิมพ์/นิตยสาร ฯลฯ อื่น ๆ

13.ท่านเคยมาเยี่ยมชมประเทศจีนกี่ครั้ง

○ครั้งนี้เป็นครั้งแรก ○2-3 ครั้ง ○4-5 ครั้ง ○เกิน 5 ครั้ง

14.ท่านเคยมาเยี่ยมชม Hangzhou กี่ครั้ง

○ครั้งนี้เป็นครั้งแรก ○2-3 ครั้ง ○4-5 ครั้ง ○เกิน 5 ครั้ง

15.ก่อนมา Hangzhou ท่านมาจาก

จุดหมายปลายทางต่อไปคือ

16.ท่านเดินทางโดย ○ ทวีร์อิสระ ○ แพคเกจทัวร์

17.ท่านเดินทางไปกับ

○ตัวเอง ○ครอบครัว ○เพื่อนร่วมงาน/เพื่อน ○อื่น ๆ

18.ระยะเวลาที่ท่านจะอยู่ใน Hangzhou _____ คืน

○0 ○1-3 ○4-7 ○8-15 ○≥16

19.ในการท่องเที่ยวประเทศจีนครั้งนี้ ท่านจะใช้เงินประมาณเท่าไร (บาท)

○0-10000 ○10001-25000 ○25001-40000 ○40001-55000 ○≥55001

20. เวลาเยี่ยมชมประเทศจีน ท่านต้องการอาหาร

○จีน ○ไทย ○นานาชาติ ○อะไรก็ได้ ○อื่น ๆ

21. ท่านอาศัยอยู่ใน _____ เวลาเยี่ยมชม Hangzhou (เลือกหลายข้อได้)

โรงแรมหรูติดดาว โรงแรมราคาประหยัด บ้านเยาวชน

โฮมสเตย์ บ้านญาติหรือเพื่อน ผมไม่อาศัย อื่น ๆ

22. เวลาเยี่ยมชมประเทศจีน ท่านมีความสนใจในกิจกรรมที่เกี่ยวกับ

(เลือกหลายข้อได้)

ธรรมชาติ วัฒนธรรมและประวัติศาสตร์ ท้องถิ่น- ประเพณี

อาหาร/การทำอาหาร ศิลปะ ช็อปปิ้ง การดูแลสุขภาพ เทศกาล อื่น ๆ

23. ท่านมีความสนใจเกี่ยวกับของที่ระลึกประเภท เช่น _____ (เลือกหลายข้อได้)

ศิลปะ ยาจีน เสื้อผ้า อาหาร ของเก่า งานศิลปะ อื่น ๆ

24. โปรดประเมินการให้บริการดังต่อไปนี้:

	ดีมาก	ดี	เฉยๆ	แย่	แย่มาก
อาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ที่พัก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การคมนาคม	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การช้อปปิ้ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การพักผ่อนหย่อนใจ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
สถานที่ท่องเที่ยว	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
บริการ Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. ในความคิดเห็นของท่าน Hangzhou เป็น

	ดีมาก	ดี	เฉยๆ	แย่	แย่มาก
ปลอดภัย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
เป็นมิตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
มีอารยธรรม	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
สะอาด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
มีระเบียบวินัย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ทันสมัย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

น่าสนใจ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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26.หลังจากการเยี่ยมชม Hangzhou ท่านคิดว่า Hangzhou เป็นอย่างไรบ้างเมื่อเปรียบเทียบกับความคิดในอดีตของท่าน

ดีกว่ามาก ดีกว่า เหมือนเดิม แย่กว่า แย่กว่าเยอะ

27.ความพึงพอใจโดยรวมของท่านในการเดินทางใน Hangzhou คือ

พอใจมาก พอใจ เฉยๆ ไม่พอใจ ไม่พอใจมาก

28.ท่านจะมา Hangzhou อีกครั้งในอนาคตไหม

มาแน่นอน มา ไม่แน่นอน ไม่มา ไม่มาแน่นอน

29.ท่านจะแนะนำคนอื่น ๆ ให้มาเยี่ยมชม Hangzhou ไหม

แนะนำแน่นอน แนะนำ ไม่แน่นอน ไม่แนะนำ ไม่แนะนำแน่นอน

เรียบร้อยครับ!
ขอบคุณอีกครั้ง!



VITA

Xuanhong Shi, Male, Single, Chinese, Born in the April of 1989. He got a Bachelor degree in Management from Shaoxing University (China) in the year of 2011. In the August of 2015, he came to Thailand and started to study at Chulalongkorn University, due to the interests in the culture and history of Southeast Asia. Now he mainly focuses on the contemporary issues of Thailand, such as tourism and economy etc.

