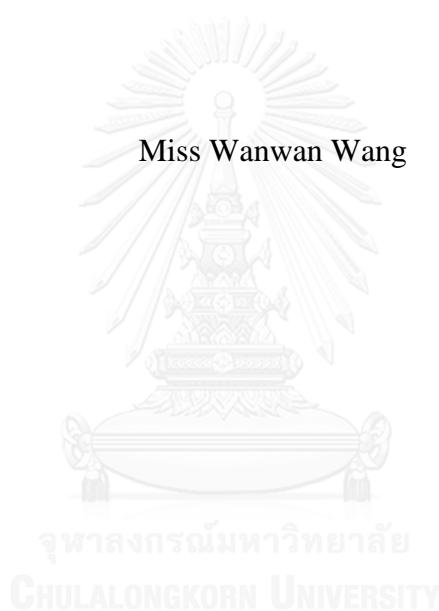


ATTITUDES OF BANGKOK RESIDENTS TOWARDS THE INFLUX
OF MAINLAND CHINESE TOURISTS TO THAILAND, 2013-2015

Miss Wanwan Wang



บทคัดย่อและแฟ้มข้อมูลฉบับเต็มของวิทยานิพนธ์ตั้งแต่ปีการศึกษา 2554 ที่ให้บริการในคลังปัญญาจุฬาฯ (CUIR)
เป็นแฟ้มข้อมูลของนิสิตเจ้าของวิทยานิพนธ์ ที่ส่งผ่านทางบัณฑิตวิทยาลัย

The abstract and full text of theses from the academic year 2011 in Chulalongkorn University Intellectual Repository (CUIR)
are the thesis authors' files submitted through the University Graduate School.

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts Program in Thai Studies

Faculty of Arts

Chulalongkorn University

Academic Year 2016

Copyright of Chulalongkorn University

ทัศนคติของคนกรุงเทพมหานครต่อการหลั่งไหลเข้ามาในประเทศไทย
ของนักท่องเที่ยวจีนแผ่นดินใหญ่ระหว่างปี 2556-2558



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาอักษรศาสตรมหาบัณฑิต
สาขาวิชาไทยศึกษา
คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2559
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

Thesis Title	ATTITUDES OF BANGKOK RESIDENTS TOWARDS THE INFLUX OF MAINLAND CHINESE TOURISTS TO THAILAND, 2013- 2015
By	Miss Wanwan Wang
Field of Study	Thai Studies
Thesis Advisor	Assistant Professor Wasana Wongsurawat, Ph.D.

Accepted by the Faculty of Arts, Chulalongkorn University in Partial
Fulfillment of the Requirements for the Master's Degree

..... Dean of the Faculty of Arts
(Associate Professor Kingkarn Thepkanjana, Ph.D.)

THESIS COMMITTEE

..... Chairman
(No data found)

..... Thesis Advisor
(Assistant Professor Wasana Wongsurawat, Ph.D.)

..... Examiner
(Assistant Professor Carina Chotirawe, Ph.D.)

..... External Examiner
(Professor Emeritus Siraporn Nathalang, Ph.D.)

หวาน หวัน หวาง : ทักษะคติของคนกรุงเทพมหานครต่อการหลั่งไหลเข้ามาในประเทศไทย
 ไทยของนักท่องเที่ยวจีนแผ่นดินใหญ่ระหว่างปี 2556-2558 (ATTITUDES OF
 BANGKOK RESIDENTS TOWARDS THE INFLUX OF MAINLAND
 CHINESE TOURISTS TO THAILAND, 2013-2015) อ.ที่ปรึกษาวิทยานิพนธ์
 หลัก: ผศ. ดร. วาสนา วงศ์สุวรรณ, หน้า.

วิทยานิพนธ์ฉบับนี้มุ่งศึกษาทัศนคติอันหลากหลายของผู้มีถิ่นพำนักอยู่ใน
 กรุงเทพมหานครที่มีต่อนักท่องเที่ยวชาวจีนแผ่นดินใหญ่ อีกทั้งยังมุ่งสำรวจภาพลักษณ์ของ
 นักท่องเที่ยวชาวจีนโพ้นทะเลที่ถูกนำเสนอผ่านเครือข่ายสังคมออนไลน์ งานศึกษาชิ้นนี้เลือกใช้วิธี
 วิจัยเชิงปริมาณและคุณภาพร่วมกันโดยเก็บข้อมูลผ่านแบบสอบถามและการสัมภาษณ์เป็นหลัก โดย
 ผู้มีถิ่นพำนักอยู่ในกรุงเทพมหานครซึ่งร่วมให้ข้อมูลนั้นอาศัยหรือทำกินอยู่ในห้าพื้นที่หลัก ได้แก่
 ย่านห้วยขวาง, ย่านเยาวราช, สนามบิณสุวรรณภูมิ, บริเวณวัดโพธิ์ และบริเวณศาลพระพรหม
 เอราวัณ บทสรุปของงานศึกษาชิ้นนี้บ่งชี้ว่าทัศนคติที่นำเสนอในสื่อสังคมออนไลน์นั้นเป็นภาพ
 ตัวแทนของพฤติกรรมของนักท่องเที่ยวและอาจมีอิทธิพลต่อทัศนคติของเจ้าถิ่นที่มีต่อนักท่องเที่ยว
 ได้ บริเวณที่ชาวกรุงเทพฯมีทัศนคติด้านลบต่อนักท่องเที่ยวชาวจีนแผ่นดินใหญ่มากที่สุดคือย่าน
 เยาวราช และพบว่าผลที่ได้จากการตอบแบบสอบถามมีแนวโน้มไปทางแง่บวกมากกว่าคำตอบที่ได้
 จากการสัมภาษณ์ ในภาพรวมพบว่าทัศนคติของชาวกรุงเทพฯส่วนใหญ่ที่มีต่อนักท่องเที่ยวชาวจีน
 แผ่นดินใหญ่เป็นไปในแง่ลบ อย่างไรก็ตามกลุ่มคนที่ประกอบอาชีพที่เกี่ยวข้องกับการท่องเที่ยว
 มักจะมีทัศนคติในแง่บวกกับนักท่องเที่ยวชาวจีนแผ่นดินใหญ่อยู่บ้างในด้านที่เกี่ยวข้องกับธุรกิจ
 ท่องเที่ยวที่จำเป็นต้องพึ่งพานักท่องเที่ยวเหล่านี้

สาขาวิชา ไทยศึกษา

ปีการศึกษา 2559

ลายมือชื่อนิติต

ลายมือชื่อ อ.ที่ปรึกษาหลัก

5780351422 : MAJOR THAI STUDIES

KEYWORDS: CHINESE TOURISTS / BANGKOK RESIDENTS' ATTITUDE /
TOURISTS' BEHAVIOR

WANWAN WANG: ATTITUDES OF BANGKOK RESIDENTS
TOWARDS THE INFLUX OF MAINLAND CHINESE TOURISTS TO
THAILAND, 2013-2015. ADVISOR: ASST. PROF. WASANA
WONGSURAWAT, Ph.D., pp.

This thesis aims to investigate the diverse attitudes of Bangkok residents towards mainland Chinese tourists as well as examining whether the representation of mainland Chinese tourists' behavior in Thai social media. This study chooses both quantitative research and qualitative research approaches. It is through questionnaires and in-depth interviews to collect quantitative and qualitative data. The Bangkok residents involve in this study reside in five areas which are Huikhwang area; Chinatown area; Suvarnabhumi Airport area; Wat Pho and Erawan shrine. Conclusion of this study show that the perception in social media is a representation of tourist behavior and it can influence the host's views towards the tourists. The area which the residents hold the most negative attitude towards the Chinese tourists is the Chinatown area (Yaowarat). The result of the questionnaire is more positive than the result of in-depth interview. There is a prevailing negative attitude towards the mainland Chinese tourists among the Bangkok residents; and yet those who rely on tourism for livelihood still maintain a positive attitude with regards to their business relations with these tourists.

Field of Study: Thai Studies

Academic Year: 2016

Student's Signature

Advisor's Signature

ACKNOWLEDGEMENTS

This thesis would not have been accomplished without help and support from many people. First of all, I want to thank the Thai Studies Center, Faculty of Arts, Chulalongkorn University for providing me such a great opportunity to pursue my Master's Degree in Thai studies and the Center staff who has provided me their expertise that greatly assisted me and my research.

I would like to express my particular gratitude to my thesis advisor: Assistant Professor Wasana Wongsurawat, Ph.D, with all of my respect for her patience and guidance throughout the time that I have written the thesis. Besides, she has also spent a lot of time in guiding me to complete this thesis and every part of writing. I am inspired by her broad knowledge as well as passion in academic research that would be very useful advice not only for my thesis but also for my life as a student in the program.

I should also like to thank the members of my thesis committee who accepted to be the examiner of my thesis and gave me useful comments to perfectly complete this thesis namely, Assistant Professor Carina Chotirawe, Ph.D, Chair of the committee, Professor Emeritus Siraporn Nathalang, Ph.D, external examiner and my advisor; Assistant Professor Wasana Wongsurawat, Ph.D.

I also greatly appreciate the kindness of Khun Surapon Sirimunkongsakun for such a great and constant support during my two years being the part of the program. I would like to thank Khun Paul Turner Carter, Master's Degree student who spends a lot of his time to correct my English writing. I would like to say thank you to each interviewees and respondents as well. I could not finish this thesis without them.

Then, I would like to express my deepest thanks to all professors of the Thai Studies Center. They taught me very comprehensive and interesting knowledge to understand Thai society and Thai culture. I enjoy every time and am proud to be part of the program. A group of my friend who always helped and stayed besides me whenever I needed and pushed me back to the right way whenever I went wrong especially Khun Sophita Sukchuay, who gave me a lot of Thai language guidance in this thesis and daily life.

Lastly, I would like to dedicate this thesis to my parents, who never give up in supporting me; Mr. Wang Wumin give me financial support and Mrs. Sun Hongxia give me unlimited encouragement during this study.

Thank you all again and again.

CONTENTS

	Page
THAI ABSTRACT	iv
ENGLISH ABSTRACT.....	v
ACKNOWLEDGEMENTS.....	vi
CONTENTS.....	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I: INTRODUCTION.....	1
1.1 Background of the Thai tourism	1
1.2 “Lost in Thailand” generates an influx of the Chinese tourists to Thailand.....	6
1.3 Problem statement	10
1.3.1 In transportation	11
1.3.2 In tourist destination.....	13
1.3.3 In religious places.....	13
1.4 Major argument, theories or hypothesis	15
1.5 Objective of the study	15
1.6 Research contribution	16
1.7 Term definition	16
1.8 Conclusion	17
CHAPTER II: LITERATURE REVIEW	20
2.1 Chinese tourists come to Thailand.....	20
2.2 Thai-Chinese history.....	23
2.3 Tourists behavior and residents’ attitude	25
2.4 Cross-culture tourism.....	29
2.5 Social media influence and perceived tourists’ behavior	30
2.6 Conclusion	32
CHAPTER III: RESEARCH METHODOLOGY	35
3.1 Research Process and Approach	35
3.1.1 Quantitative and Qualitative.....	36

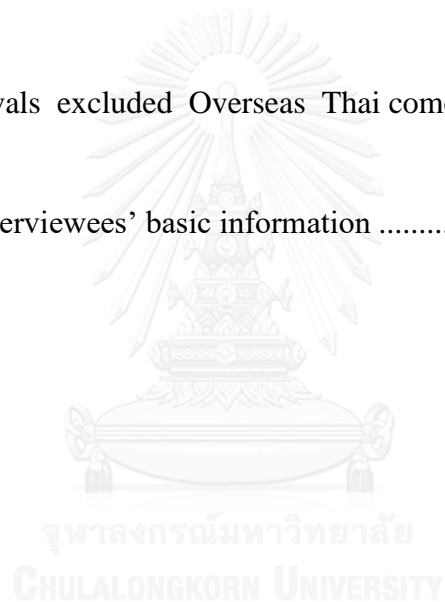
	Page
3.1.2 Interview design	37
3.1.3 Questionnaire design	39
3.2 Data Collection	40
3.3 Reasons for choosing the five areas to investigate	41
3.3.1 Chinatown	43
3.3.2 Huaikhwang.....	49
3.3.3 Erawan Shrine	55
3.3.4 Wat Pho	57
3.3.5 Airport	60
3.4 Conclusion	60
CHAPTER IV: RESEARCH FINDINGS	61
4.1 Results of the interview	61
4.1.1 Profiles of interviewees	62
4.1.2 The result of each area.....	65
4.1.2.1 Chinatown	65
4.1.2.2 Huaikhwang.....	67
4.1.2.3 Erawan Shrine	69
4.1.2.4 Wat Pho	70
4.1.2.5 Airport	71
4.2 Result of the questionnaire	74
4.2.1 Basic information	75
4.2.2 Frequency level.	76
4.2.3 Universal attitude level.....	78
4.2.4 Tolerance level.	79
4.3 Result Discussion.....	80
4.4 Conclusion	82
CHAPTER V: CONCLUSION.....	83
5.1 Education makes a difference	83

	Page
5.2 The lack of laws concerning Chinese tourism market generates a lack of consciousness.	85
5.3 Culture differences.....	87
5.4 Economic differences	89
5.5 Suggestion for further Research	89
REFERENCES	91
APPENDIX.....	93
VITA.....	98



LIST OF TABLES

	Page
Table 1: Travel & Tourism’s direct contribution to GDP.....	2
Table 2: Direct contribution of tourism to GDP from 2005-2015 (Thailand)	2
Table 3: Total contribution of Travel & Tourism to GDP.....	3
Table 4: Tourist Arrivals excluded Overseas Thai come to Thailand	6
Table 5: Profile of interviewees’ basic information	62



LIST OF FIGURES

	Page
Figure 1: A Map showing the central part of Bangkok with	46
Figure 2: Latex production shop	52
Figure 3: International logistics between Thai and China	52
Figure 4: Procurement service of Thai production:	53
Figure 5: Wat Pho Thai Traditional Massage School website main page:	58
Figure 6 Respondents attitude towards frequency of Chinese tourists' different behavior.....	77
Figure 7: Respondents attitude towards universal level of Chinese tourists' negative behavior	78
Figure 8: Respondents attitude towards Chinese tourists' negative behavior tolerance level	80

CHAPTER I: INTRODUCTION

1.1 Background of the Thai tourism

Tourism has always had an important position on the world economic stage. In the latest report released by The World Tourism Organization, tourism generated 7.6 trillion US dollars in the global economy, making up to 10% of global GDP in 2015. More importantly tourism is still growing at a fast rate. The growing rate faster than other sectors in the world economy.

In the last century, tourism contributed significantly to the country's GDP. This is not surprising in the case of Thailand. Thailand ranked 92nd in the "Travel & Tourism's direct contribution of tourism to GDP" in 2015 (see Table 1). The table shows that, compared with 2014, the direct contribution of tourism to GDP in Thailand increased by 3.4%. Clearly, Thailand's tourism has become one of the main pillars of the national economy. Cohen mentions Thailand as "one of the touristic most developed countries in the Third World" (Cohen 1984). Therefore, the study of tourism in Thailand is not only an innovative theme, it is also a very valuable investigate field.

Without the standardization of the Thai tourism market, Thailand's tourism industry will not be able to achieve great success. The Tourism Authority of Thailand (TAT) plays an important role. TAT appeared in the mid-20th century. March 18, 1960, the Royal Thai government set up a specific sector to promote the Thai tourism industry which is known as the Thai Tourism Organization. It is the predecessor of TAT (Vannaporn Phongpheng 2015).

Then, the organization in 1963 changed its name to TOT (Thailand Tourism Organization). The Government of Thailand noted that Thailand's tourism industry is growing rapidly and it is playing an increasingly important role in the country's economy. As a result, they emphasize the advertising and promotion of their country as a tourist destination with a wide variety of tourism resources. In order to further

expand the tourism market, the Thai Tourism Authority (TAT) was established in 1979. From then, it is still serving the Thai tourism market to present. Since its inception, TAT has played an important role in the market. It has become more and more sophisticated. Without TAT's efforts, Thailand cannot become "one of the world's favorite tourist destinations." The number of visitors across the world rose from 81,000 in 1960 to 24.89 million in 2015¹.

Table 1: Travel & Tourism's direct contribution to GDP

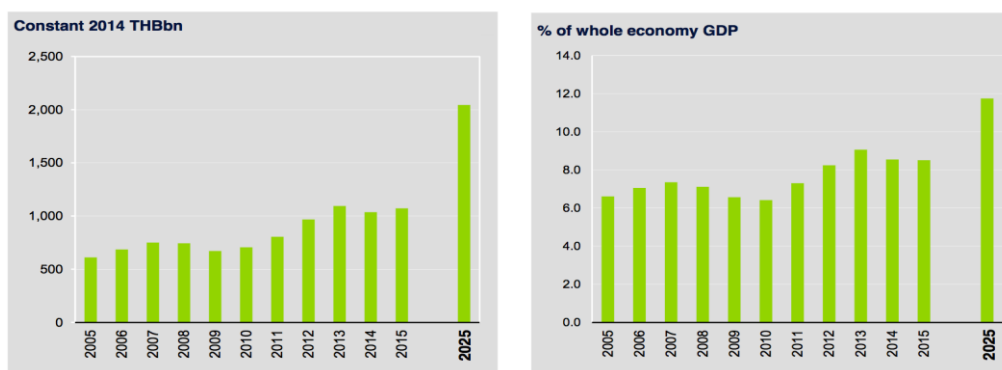
Travel & Tourism's Direct Contribution to GDP	2015 % growth	Travel & Tourism's Total Contribution to GDP	2015 % growth
3 Cambodia	8.4	2 Cambodia	8.2
6 Vietnam	7.9	4 Vietnam	8.0
16 China	6.7	10 China	7.5
26 Indonesia	6.0	12 Indonesia	7.0
37 Malaysia	5.6	Asia Pacific	5.5
Asia Pacific	5.1	39 Malaysia	5.3
54 Philippines	5.0	47 Philippines	5.0
74 Australia	3.9	57 Singapore	4.7
84 Singapore	3.7	World	3.7
World	3.7	86 Australia	3.5
92 Thailand	3.4	96 Thailand	3.2
138 New Zealand	2.2	149 New Zealand	1.6

Source:

<https://www.wttc.org/media/files/reports/economic%20impact%20research/countries%202015/thailand2015.pdf>

Table 2: Direct contribution of tourism to GDP from 2005-2015 (Thailand)

THAILAND: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



Source:

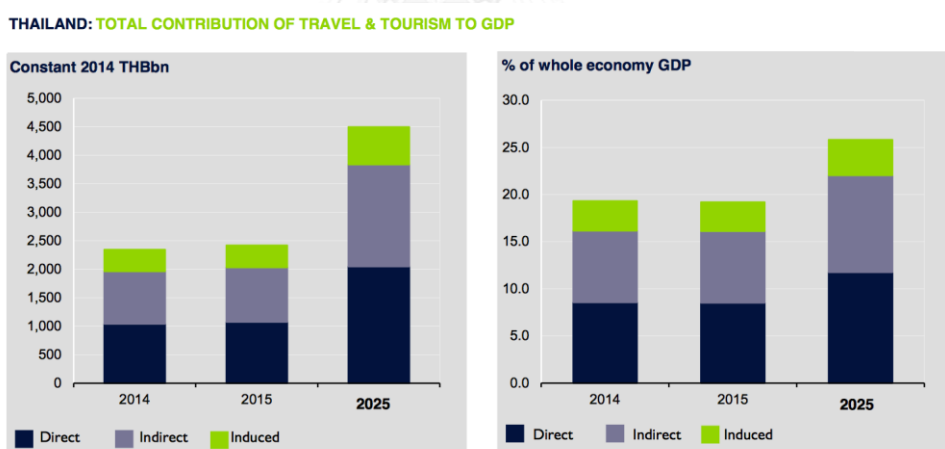
<https://www.wttc.org/media/files/reports/economic%20impact%20research/countries%202015/thailand2015.pdf>

¹ <https://www.wttc.org/media/files/reports/economic%20impact%20research/countries%202015/thailand2015.pdf>

About 10 years ago, the industry contributed approximately 6.5% of Thailand's GDP, but in later years it has risen to between 9 and 10% (See Table 2). The direct contribution of Travel & Tourism to GDP in 2013 was THB1,074 THB billion (9.0% of GDP) and THB 1,037.3bn (8.6% GDP) in 2014.

Political unrest muted tourism, and affected hotel accommodation, tourism services, transportation, and sales for much of 2014, but according to the news from TAT news, the visitor arrivals to Thailand totaled 24.78 million in 2015, with the earning of 1.15 trillion Baht. According to the latest report from WTTC Travel & tourism Economic Impact 2015, the total contribution of tourism to GDP in Thailand was showed in Table 3.

Table 3: Total contribution of Travel & Tourism to GDP



Source:

<https://www.wttc.org/media/files/reports/economic%20impact%20research/countries%202015/thailand2015.pdf>

Figure 3 demonstrates that Thailand's tourism sector accounts for 19.3% of GDP in 2014 and 19.2% of GDP in 2015. The contribution of tourism to GDP is also partly due to the increase in foreign investment, supply chain and income impact. The figure for 2015 is 242.7 billion baht, up 3.2 percent from 2014.

From the table above, it can be seen that income from tourism plays an important role in the economy of Thailand. Not only in bringing foreign currency into the country to replace the loss from exporting agricultural and industrial products, but also in creating jobs, and many other professions and creating further income in the business goods food, drinks, and the sales of souvenirs.

For a long time, Thailand has been seen as a global destination because of its Sunshine, Sand, and Sex. With the government regulating the tourism industry, its role became more pivotal with the increase in tourism over the years. TAT had tried to change the image of Thai tourism before, the well-known “Amazing Thailand” campaign appeared in 1998-1999. It was one of the national strategies promoted to solve economic problems and rebrand Thai tourism. The Amazing Thailand campaign generated a lot of good images, not only in helping solve the economic problem but also by opening many new destinations and developing unique selling proposition in Thailand. Then the TAT released “Thailand Grand Invitation 2006”; “Thailand Talk to the World 2007”; “TAT’s 50th Anniversary in 2010” and 2013-2014 Amazing Thailand activities. In order to the Thai and Chinese tourism market development, Thai government promote Thai tourism begins with the people which includes a three-month tourist visa fee waiver for holders of Chinese and Chinese Taipei (Taiwan) passports. This action is also one of the reason for the Chinese tourist influx from 2013. In 2015, TAT launched a campaign called "Discover Thainess". "Thainess" is considered to be a mixture of tradition and faith. Thais were presented as a hospitable and many cultural heritages in Thailand declared to be a unique tourist destination (Vannaporn Phongpheng 2015)

The shift in the TAT strategy suggests that the government is trying to improve the country's image through tourism, as tourism becomes an increasingly important way to introduce the world to their culture and nation. However, since Chinese tourists have only recently begun to travel, they still hold the "old" image of tourism in Thailand.

In addition, some scholars claim that the satisfaction of both visitors and host can only be achieved through a balanced relationship(Andriotis and Vaughan 2003). This is critical to the success of the tourism industry. Therefore, the relationship between visitors and the host is an important research topic.



1.2 “Lost in Thailand” generates an influx of the Chinese tourists to Thailand.

Table 4: Tourist Arrivals excluded Overseas Thai come to Thailand

Nationality ^๑	2014 ^๑		2013 ^๑		2012 ^๑		2011 ^๑	
	Number ^๑	%Share ^๑	Number ^๑	%Share ^๑	Number ^๑	%Share ^๑	Number ^๑	%Share ^๑
East Asia ^๑	14,603,825	58.86	15,911,375	59.94	12,525,214	56.03	10,345,866	53.80
ASEAN ^๑	6,641,772	26.77	7,282,266	27.43	6,281,153	28.10	5,594,577	29.09
Brunei ^๑	11,285	0.05	14,205	0.05	10,459	0.05	7,471	0.04
Cambodia ^๑	550,339	2.22	481,595	1.81	423,642	1.90	265,903	1.38
Indonesia ^๑	497,592	2.01	594,251	2.24	447,820	2.00	370,795	1.93
Laos ^๑	1,053,983	4.25	976,639	3.68	975,999	4.37	891,950	4.64
Malaysia ^๑	2,613,418	10.53	3,041,097	11.46	2,554,397	11.43	2,500,280	13.00
Myanmar ^๑	206,794	0.83	172,383	0.65	129,385	0.58	110,671	0.58
Philippines ^๑	304,813	1.23	321,571	1.21	289,566	1.30	268,375	1.40
Singapore ^๑	844,133	3.40	955,468	3.60	831,215	3.72	682,364	3.55
Vietnam ^๑	559,415	2.25	725,057	2.73	618,670	2.77	496,768	2.58
China ^๑	4,636,298	18.69	4,637,335	17.47	2,786,860	12.47	1,721,247	8.95
Hong Kong ^๑	483,131	1.95	588,335	2.22	473,666	2.12	411,834	2.14
Japan ^๑	1,267,886	5.11	1,536,425	5.79	1,373,716	6.15	1,127,893	5.87
Korea ^๑	1,122,566	4.52	1,295,342	4.88	1,163,619	5.21	1,006,283	5.23
Taiwan ^๑	394,149	1.59	502,176	1.89	394,225	1.76	447,610	2.33
Others ^๑	58,023	0.23	69,496	0.26	51,975	0.23	36,422	0.19
Europe ^๑	6,161,893	24.84	6,305,945	23.75	5,650,619	25.28	5,101,406	26.53
The Americas ^๑	1,099,709	4.43	1,166,633	4.39	1,083,433	4.85	952,519	4.95
South Asia ^๑	1,239,183	4.99	1,347,585	5.08	1,286,861	5.76	1,158,092	6.02
Oceania ^๑	942,706	3.80	1,021,936	3.85	1,046,755	4.68	933,534	4.85
Middle East ^๑	597,892	2.41	630,243	2.37	605,477	2.71	601,146	3.13
Africa ^๑	164,475	0.66	163,008	0.61	155,544	0.70	137,907	0.72
Grand Total ^๑	24,809,683	100.00	26,546,725	100.00	22,353,903	100.00	19,230,470	100.00

Source of Data: Immigration Bureau, Royal Thai Police.

As mentioned above, Thailand has received a large number of tourists. In 2012, the number of travelers reached 22 million in the King Bhumibol Adulyadeh King's 85-year-old birthday (see Table 4). Breaking all previous years' records. To celebrate his birthday, TAT in 2012 launched the "Amazing Thailand Always Amazes you" campaign. After that, the number of visitors increased again, reaching nearly 27 million. According to TAT, in the first quarter of 2013, visitors increased by 93%. It believed that the increase was due to the film "Lost in Thailand". The film's success is widely considered to be the main reason for influx of Chinese tourists in 2013. The film was popular in China, even at the box office earned more than 1 billion yuan (5 billion baht). Official data shows that the film is attributed to an increase of 10% of Chinese tourists. What is this movie? Why did it gain such popularity? How does the film affect Thailand? Why did the film attract so many Chinese tourists to Thailand?

"Lost in Thailand" is a story about a two-man adventure, a street vendor and a successful businessman. It was a low budget comedy, but gained surprising success in 2013. It is filmed in Chiang Mai and has many scenes of tourists' destinations in Chiang Mai, the main province of northern Thailand. Despite the slowdown in global economic growth in that year (2013), tourism is still growing. The growth of China's tourism industry is a good time for Thailand, bringing economic growth to the kingdom. As can be seen from the table, since 2012, China has become Thailand's largest source of tourists. And then the following years China is ranked in the first place with its continuous growth. Almost 4.1 million Chinese came to Thailand with a year-on-year growth of more than 68 percent. In 2014, 4.6 million Chinese visitors travelled to Thailand. Besides the large number of Chinese tourists come into Thailand, every Chinese tourist do spend a lot of money in Thailand. Estimates are that the average Chinese tourist remains in the country for one week and spends THB30,000–40,000 (US\$1,000–1,300) per person, per trip in 2015².

² <http://www.ttrweekly.com/site/2013/02/chinese-spend-more-in-thailand/>

Chiang Mai has become one of the hottest outbound tourist destinations in Mainland China driven by this hit movie *"Lost in Thailand"*. *"Lost in Thailand"* contributed to a significant increase in the number of visitors to Thailand, not only because the film shows the charming sceneries in Thailand and Chiang Mai, but also because it presents a peaceful and slow Thai life that Chinese society lacks and exactly what the Chinese people need and want. The recent influx of Chinese tourists has contributed 12.2 billion baht to the Thai tourism market in 2013³. In short, Studies of Chinese tourists have shown that the influx of Chinese tourists into Thailand was influenced by the movie "Lost in Thailand". The rapid development of Chinese tourists increased, China since 2013 to become one of Thailand's major tourism resources. (Richard Sharpley 2014) claimed that in the reception of large numbers of tourists to the destination, hosts have a negative view of tourists

As mentioned above, the Thai government prefers to develop tourism by promoting Thai culture. Bangkok was named the World's Best City by the Travel + Leisure Magazine⁴ in 2008, 2010 and 2011 because of its excellent variety of food, shopping, cleanliness, scenery, hospitality, art and culture and cost-worthiness. With the TAT and Bangkok Metropolitan Administration (BMA) effort, the image of the country gradually become a quality leisure destination and the Thai way of life gained more and more popularity.

However, a recent survey from the Communication University of China found that, among interviewees who had never been to Thailand, over 85% firstly think of "Lost in Thailand" when mentioning Thailand but they regarded the impression of Thailand as "lady boys" and "a developed pornographic industry". It is an opposite view to the Thai government the effort of recent years.

³ <http://www.thaiwebsites.com/tourism.asp>

⁴ <http://www.travelandleisure.com/worlds-best-cities-2014-winners-list>

Most Chinese mainland tourists do not travel abroad as they do not have any concept of traveling abroad. Therefore, the Chinese tourists' views on Thailand still adhere to the "ancient perception", namely "the weather is good as it should be in tropical countries", "beach", "Southeast Asian developing countries", "lady boys" and "legal pornography". Cultural exchange is a separate but important issue that needs to be considered. Due to the difference between the ability of local tourist reception capacity and the increase in the number of tourists, the Chinese tourists to Thailand along with the film "Lost in Thailand," the influx also produced a number of Chinese tourism groups and the host community disputes and conflicts in Chiang Mai and other major tourist destinations in Thailand.

Many of the "Laugh points" produced in "Lost in Thailand" focus on discovering the differences between Chinese and Thai cultures. At the same time, the film reflects a number of cultural differences in the reality of some. According to the survey, the laugh points associated with Thai Buddhism and transgender people are the most impressive scenes in the film (Shayang 2014). These statements can also affect the behavior of Chinese tourists in Thailand. In addition, China's economic development is too fast, unable to develop the education of compatriots and the world's understanding. TAT seeks to present the country's image through the official travel guide of the "Amazing Thailand" campaign from 1998 to 2013. They mainly want to develop Thai culture attraction for foreign tourists. However, from 2013, the Chinese tourists' influx to Thailand and act not positive so the conflict between Thai positive promote green tourism residents and the negative behavior Chinese tourists is getting worse without exception.

1.3 Problem statement

The first compelling negative report against mainland Chinese tourists occurred at Chiang Mai University and where is a place taken a scene of “Lost in Thailand”. Two Chinese tourists came to CMU, dressed in university uniforms “Cosplay⁵”. Did some inappropriate behavior. This action led to the trend of wearing university uniforms. Thailand considers college student uniforms to be a very serious student, but Chinese tourists who take improper photographs compromise the image of "university uniforms", even if it is just relaxing intentions and making uniforms fun. The University of Chiang Mai Board of Trustees escorted two visitors to the police station to end the university uniform "cosplay". However, students complain that they are disturbed by Chinese tourists on campus, including their use of university bus services, crowded cafeterias, blocking university traffic, and even tents on campus. With the series of Chinese tourists' behavior of these groups, the Bangkok Post published an article suggesting that Chiang Mai University is being subjected to security crackdowns that "do not oppose the terrorist threat but to Chinese tourists⁶".

Because of that, Chiang Mai University did a survey⁷ in February 2014 and the result showed that the Chiang Mai residents were highly displeased with Chinese tourists. The questionnaire was conducted by social media. 2,220 copies replied back by Chiang Mai local. The survey was not only to measure how Chiang Mai residents perceived Chinese tourists but also the investigate what kind of perceptions the residents had towards the Chinese. A lot of behaviors are mentioned in this survey— Chinese tourists do not queue, spit and litter on the street, make noise, transportation violation and some shop keepers blamed that Chinese filling up doggy bags when they eat buffets.

⁵ Cosplay: a contraction of the words costume play, is a performance art in which participants called cosplayers wear costumes and fashion accessories to represent a specific character. Here means Chinese tourists wear University uniform to represent a student.

⁶ <http://www.bangkokpost.com/print/405082/>

⁷ http://www.dailynews.co.th/regional/216305/ชาวเชียงใหม่แอนตี้_ทัวร์ิสต์จีน_ใช้ห้องน้ำไม่รูด

The detailed survey result showed following:

48% Chiang Mai residents were not proud of this huge number of Chinese tourists visiting to Chiang Mai.

53% claimed that the Chiang Mai government cannot deal with the negative behaviors resulting from the influx Chinese tourists.

70% of the locals illustrated that they have lost private space and peaceful atmosphere in the public because of the Chinese tourists.

80% agreed that a lot of problems were brought by the influx of Chinese.

The negative image of Chinese tourists in Chiang Mai was reflected in Thai social media. After the Chiang Mai locals' negative attitude were confirmed, the social media reported Chinese tourists' negative behavior very often in the following weeks and months.

The Thai netizens hold different attitudes in social media towards different situation. Below is summarized the different attitude in Thai social media towards the different types of the Chinese tourists from 2013 to 2015. It can reveal the general Thai netizen attitude in social media and pave a way for making a contrast with the result practical social survey on the Bangkok residence's attitude of this study. Thus it can help to make a conclusion that what is the accurate portrayal of the Mainland Chinese tourists in Thai social media.

1.3.1 In transportation

Transportation is a necessary element in tourism industry. The transportation also expands with the development of tourism between Thailand and China. More and more nonstop flights open between the Chinese cities and Thailand. The new pattern of "Low Cost Airline" also has 34 cities from China to Thailand. According a TAT, almost 96% tourists who come to Thailand use air transport. There are 483 nonstop flights per week between Thailand and China. Thus, this study did take into account

transportation place as one site to measure Chinese tourists' behavior. Without surprise, there were not only one negative news came out in the press. The following is a summary of some negative reports of Chinese tourists' behavior on airplane in 2014.

- February, before the flight took off from Phuket (is a Thai relaxing resort island) two Chinese tour groups fought and resulted in the flight being delayed and 29 Chinese nationals were disbarred to board the aircraft (Steven Jiang 2015).
- April, on board a red-eye line of Thai Airways budget flight from Bangkok to Beijing, there was a dispute among 3 Chinese men, which become violent (Steven Jiang 2015).
- December, Chinese tourists tried to open the emergency door before departure to Bangkok from Hangzhou on a Xiamen Air flight, declaring that they “want to get some fresh air”⁸.

"Air rage" even become a term (Steven Jiang 2015), used to describe Chinese tourists' flights, because of these negative reports and news exposed Chinese tourists' behavior in the aircraft and airport.

In 2015, the weirdness of Chinese tourists' behavior did not stop. On 2, February, Chinese tourists draping their wet underwear on Chiang Mai airport chairs shocked Thai residents. The Chinese government's publication news website, China Daily, said the negative behavior of Chinese airlines on the flight would "tarnish" the Chinese image.

According to the report from South China morning Post, it is unedifying that Chinese tourists are get whatever they want like a “barbarians” and all the civilities are left behind., especially the idea of all the human beings being equal. The description of “barbarians” Chinese tourists has been repeated again and again in

⁸ <http://www.chinanews.com/m/sh/2016/04-21/7842507.shtml>

Thai social media and international media. (South China Morning Post 16 December 2014)

1.3.2 In tourist destination

The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. The theme of “sea, sun, sex” of tourism of Thailand have been a long time and Chinese tourists chose Phuket to be the second hot spot tourists main destination in Thailand. The latest Chinese negative behavior posted was “Washing feet in hand sink in PiPi island.” The news posted⁹ : Chinese tourists shock locals again. PHUKET: Authorities on the Thai holiday island of Phi Phi aim to inform Chinese tourists that they are committing a cultural sin by washing their feet in hand-basins. Photos of tourists cleaning sandals and toes in face-wash basins have triggered the latest alarm in the Phuket Andaman coast region, this time among Thais. In Thailand, locals make every effort to keep their feet clean and to make sure that unclean feet are never cleaned in places where they wash the rest of their bodies, except for the shower. Photos of Chinese tourists breaking the cultural no-no have gone viral at several Thai-language news sites. The news with the title “again”, means Chinese negative behavior in Phuket is not “fresh” news.

1.3.3 In religious places

The reason why tourists pick a religious place as a typical destination to research even though it also considered as a destination place. Because Thailand is a strong Buddhism country. Local people put the Buddhism temples as a very advocating place. Locals not only focused on the mainland Chinese tourists’ behavior but also noticed the western foreign tourists’ behavior in Buddhist temples. Normally residents regard the differences behavior in temples as cultural variety but until the mainland Chinese tourists did bad actions in Wat Rong Khun and Baan Dam in

9. <http://phuketwan.com/tourism/chinese-tourists-visiting-thailand-foot-taboo-breach-goes-viral-22032/>

Chiang Rai. Wat Rong Khun, better known to foreigners as the “White Temple,” is a contemporary, unique architecture, privately owned, art exhibit in the style of a Buddhist temple in Chiang Rai province, Northern Thailand. It is owned by Chalermchai Kositpipat, who designed, constructed, and opened it to visitors in 1997. The incident on February 3 was the final straw after a series of inappropriate toilet uses – including visitors defecating on the seats. Then Khun Chalermchai had to lift the ban after just half a day when disappointed Chinese tourists complained on the condition that tour guides clean the toilets if their clients make a mess. They were only allowed to return once tour guides agreed to assume responsibility for clearing up any mess committed by their group members. And also in Chiang Rai reports surfaced about Chinese visitors breaking off a decades old wooden stair pole at the Black House Museum – known as Baan Dam in Thai. Then the temple officially confirmed that it planned to build separate toilets for Thais and other non-Chinese tourists on February 2015.

After these series of negative actions occurred, on some level I thought, the Thai netizens have already got a bad image towards Chinese tourists in social media. The event in Chiang Mai University, caused a real shock and then the Thai people seemed to be getting more “used to” Chinese negative behavior. The image of “Chinese tourists” gradually became negative. Then the concept of “Uncivilized Chinese” came to be seen more and more often in many social media blog titles and newspaper reports (South China morning post, 2015¹⁰; BBC news 2015¹¹; USA Today 2015¹²).

Otherwise, "Pigs On the Loose" a new book written by young Chinese woman¹³ studying in Bangkok, catalogs embarrassing things Chinese travelers do. Her book is written from experience. In 14 scathing chapters, it comprises her own observations as well as anecdotes from a number of people she has met and talked to

10 <http://www.scmp.com/news/china/article/1680426/uncivilised-chinese-travellers-be-ranked-levels-bad-behaviour-tourism?page=all>

11 <http://www.bbc.com/news/blogs-trending-31928761>

12 <http://www.usatoday.com/story/news/world/2015/04/08/china-blacklist-uncivilized-tourists/25419645/>

¹³The 27-year-old, who's now studying for an MBA at Assumption University in Bangkok.

throughout her extensive travels to more than 40 countries. Otherwise, "Pigs On the Loose", exposed a lot of grim behaviors of Chinese tourists in Thailand. The name of the book expresses obvious discrimination. Even the phenomenon mentioned in this book is fact, included Chinese tourists' the usage of public toilet, inappropriate behaviors at ancient relic and religion places and the antics of gathering food in their own bag. But the most concerning behavior is the inconsiderate way they use public toilets. In a ward, this book is actually a collection of Chinese tourists 'negative behaviors without any analyzing.

With these reports continuing in Thai social media, the more and more people have a bad image of Chinese tourists. However, the Thai government still promotes a series of policies to welcome Chinese tourists. The government's attitude, residents' attitude, and residents' perception are necessary to know. To improve Thai and Chinese tourism cooperation better, the relationship of host and tourists is a very important aspect. Thus this research emerges as developmental requirement.

1.4 Major argument, theories or hypothesis

1.4.1 The perception in social media is a representation of tourist behavior and can influence the host's views towards the tourists.

1.4.2 There is a prevailing negative attitude towards the Mainland Chinese tourists among the Bangkok residents; and yet those who rely on tourism for livelihood still maintain a positive attitude with regards to their business relations with these tourists.

1.5 Objective of the study

1.5.1 To investigate the representation of Mainland Chinese tourists' behavior in Thai social media.

1.5.2 To examine different attitudes of the Bangkok residents towards the mainland Chinese tourists.

1.6 Research contribution

This thesis contributes to a better understanding of Bangkok residents' attitudes towards Mainland Chinese tourists to Thailand.

1.7 Term definition

Term A: Mainland Chinese tourists:

(International) tourists are “temporary visitors staying at least twenty-four hours in the following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)” (International Union of Official Travel Organization 1963:14).

In this thesis, the term “Mainland Chinese tourists” is based on the definition of “International tourists” and used to mean that the tourists who came from the mainland of People Republic China to Thailand from 2013 to 2015 as a visitor, including both the group tourists and the individual tourist, excluding Hong Kong, Macao and Taiwan.

Term B: Bangkok residents:

The World Tourism Organization defined that “The country of residence of a household is determined according to the center of predominant economic interest of its members. If a person resides (or intends to reside) for more than one year in a given country and has there his/her center of economic interest (for example, where the predominant amount of time is spent), he/she is considered as a resident of this country.” In this thesis, the term “Bangkok residents” based on this definition and it used to mean that the various occupations residents including employers and

employees who lived in five districts of Bangkok, which are Chinatown; Huaikhwang; Erawan Shire; Wat Pho and Suvarnabhumi Airport.

Term C: Thai social media:

Thai social media in this thesis is an origin resource of the status problems. Because these problems were reflected in Thai social media, the research questions emerged as a response. The study gets information from the news-websites and discussion rooms or online chat rooms. Like “Pantip” chat rooms which is a popular discussion room in Thai society; “Bangkok post¹⁴ (Website version);” “Phuketwan¹⁵ (Website version);” “Daily news¹⁶ (Website version)” and such these news-websites are also used in this thesis.

1.8 Conclusion

This chapter reviews history of the development of Thailand tourism and Tourism Authority of Thailand, and also explains how Thailand tourism has been becoming the pillar industry of Thailand since last century. In last century, the attraction of Thailand tourism was “3s” related, which means Sunshine, Sands and Sex. Although it brought some benefits, it was short sighted, and it not only ruined the image of Thailand tourism, but also broke the harmonious relationship between the locals and the tourists. A few years later, TAT realized that the “3s” strategy needs a change, so they tried to move the selling point to Thailand cultural heritages and natural landscapes.

In the end, it turns out that The Thailand National Tourism Bureau and TAT is continuing to strengthen and promote the Thailand tourism brand image with “Amazing Thailand Always Amazes You” as the slogan. The positive promotion effort and Thailand itself have a very rich tourism resource. It is famous with its

14 <http://www.bangkokpost.com/lite/topstories/405082/teething-troubles-for-chinese-tourists>

15 <http://phuketwan.com/tourism/chinese-tourists-visiting-thailand-foot-taboo-breach-goes-viral-22032/>

16 http://www.dailynews.co.th/regional/216305/ชาวเชียงใหม่แอนตี้_ทัวร์ิสต์จีน_ใช้ห้องน้ำไม่รอด

attractive subtropical scenery, profound Buddhist culture and unique folk customs, attracting visitors from all over the world, and has become one of the world's major tourist destinations. Since then, the Thai tourism and Thailand national image have begun gradually changed.

In addition, Thailand has abundant tourism resources, and the images of Thailand tourism has already changed from 3S tourism to multi-tourism attraction, so the selling point of Thailand tourism turns into tropical holiday resorts and Buddhist culture attraction. As a result, that it attracts a huge number of tourists from all over the world every year. Meanwhile, when the TAT are redefining the Thai tourism features, China is rising with its rapid economic development. More Chinese people go travelling abroad, however, they get to know Thailand for the first time because of the popular package travel plan which contains Singapore, Malaysia and Thailand. It's only until recently Chinese tourists started to know more details about Thailand. Talking about Chinese people's passion about Thailand, this essay has to mention a popular Chinese movie which called "Lost in Thailand".

(McDowall and Wang 2009) mentioned that since 1987 Thailand became the first destination country open to Chinese tourists by the Chinese government. Thailand made use of this advantage, coupled with the advantage of geographical relation and their natural and cultural tourism resources and low cost airline to attract a large number of Chinese tourists. In recent years, Chinese mainland tourists to Thailand increased year by year, particularly in the last two-three years with the high-speed growth.

Social media is a channel which the general public provides and shares their true views and their own thoughts through the digital technology and the global knowledge system. Also it's the most direct and it is an effective way to investigate people's attitudes in the Internet age. With the influx Mainland Chinese tourists to Thailand, the Thai social media reported a lot of negative Chinese behavior. This lead to the Mainland Chinese tourists getting a bad image, then it damages the relationship between Bangkok hosts and Chinese travelers.

The purpose is to examine the different attitudes of Bangkok residents towards Mainland Chinese tourists and to investigate the representation of Chinese tourists' behaviors in social media. Facts prove that the negative behaviors have been mentioned in Thai social media does exist in the real life. It also showed that the Thais and Chinese interaction process also expand in daily life and the Thai locals does hold more negative attitude towards them.

The following chapter focuses on the literature review on several topics. The history of Chinese tourists come to Thailand for travel is also need to know. Thai locals not including only Thai but also the Thai-Chinese, Thai-Chinese is also a group included in Thai residents but they have Chinese blood, so will their attitude will be different? The history of Thai-Chinese relationship is also reviewed in the following chapter. Then the tourists' behavior and residents' attitude is necessary to review, because it can provide some fundamental theories to understand Thai and Chinese better. The differences exist definitely between Thai and Chinese, so I will address the culture differences. Cross-culture tourism theories need to review as well. The detail will be explained in next chapter.

CHAPTER II: LITERATURE REVIEW

2.1 Chinese tourists come to Thailand

In 2015, 36% of total arrivals in Thailand were Chinese tourists and that represents an impressive number of 8.3 million people. The Tourist Authority of Thailand forecast 8 million Chinese tourist for 2016 so there is a little decrease forecasted compared to the previous years. The top destination for Chinese tourists in Thailand is Phuket, Chon Buri (Pattaya), Chiang Mai and Krabi (Lew, Yu et al. 2003). The reason why mainland Chinese tourists like traveling to Thailand can include the following reasons.

The first reason is the exotic environment. (Chanin Yoopetch and Randall Shannon 2003) said most Chinese 42% of 334 Chinese tourists investigated haven't experienced beaches, sun and sea view. Thailand, with the exotic environment attract Chinese tourists. Chinese people are looking for more an adventurous and exotic location, this is due to the fact that mainland Chinese are getting richer, so they want to see more exotic places in their trip. Surprisingly, the Chinese tourist's travel goals are to enjoy nice environments, to experience a foreign culture and not just to shopping, which has been the top priority for a long time.

Next is Thailand, proximity to China. Mainland Chinese tourists are firstly interested in traveling to Asia. (Chanin Yoopetch and Randall Shannon 2003) mentioned that they prefer the familiarity in terms of food, customs and to get mandarin language translations for brochures and websites. But it's also because the Asian's countries are often cheaper to get to and in less time than the rest of the world.

For Chinese travelers, safety is an important concern to consider, growing in importance every year. (Zhiqiang 2012) mentioned that the Chinese tourists care about the overall environmental situation of Thailand. About 22% of the respondents agreed that the political unrest or natural disaster influence their travel discussions. As

an example, there was some loss of momentum during the months of September and the fourth quarter of 2015 with only minor increases in visitor numbers. Likely this was related to a bombing of the *Erawan Shrine* in central Bangkok on 17 August 2015. After the boom, with the Thai government effort and immediately dealing with injured people which included Chinese, a series of actions gained the Chinese tourists trust again to come to Thailand continue. Then, the People's Republic of China and the Kingdom of Thailand set up a partnership to promote tourism in both countries. They exchange employees of both tourism offices to facilitate the communication on the spot and to improve the quality of the service. It appears to work because Chinese tourism to the Thailand increases every year.

Besides these reasons, the more important reason mainland Chinese tourists come to Thailand is based on a long history, not a short-lived whim. When China began to permit its residents to travel abroad to Southeast Asian countries for personal and leisure purposes in 1991, Singapore, Malaysia, and Thailand (SMT) witnessed the rush of the first tour groups from China. During 1991—1998 (WTO), China's gradual openness to the outside world encouraged and fueled the desire of the Chinese to travel overseas. Its economic growth provided the financial means for an increasing portion of the population to do so. Thailand is always bundling sales with Singapore and Malaysia to become a very hot destination for Mainland Chinese package tourists. Moreover, after the 19th century, the Thai-Chinese tourism business developed so fast. The reason is from the growth of the Chinese economy. That included, the good life living of Chinese people. It has allowed tourism from China to grow rapidly and continuous. Chinese economic have been developed from 1997, although in the period of critical economy at the Asia pacific in 1997, it cannot stop the expansion of travel market in China. In an average year, the tourists from China who come to Thailand number 800,000. With the continuous increase in the size of market and amount of tourists, travel companies become more competitive for the Chinese tourists who come to Thailand. They used a strategy to reduce the price. It made travel prices decrease so fast.

The agencies use the new strategy by not charging the packet tour or calling it “Zero-Baht tour”. They need only the travel company in China to send the tourists to Thailand. At this moment, the profit did not come from the fare tour like the old way. But the profit came out from the spending of the tourists’ shopping and the option tour of tourist. A special progeny of the development of the Chinese tourism industry is called the “No charge tour” and “minus fee tour”. It means that the tourist scams locations at low prices which are made up by compulsory shopping and extra fees in the trip. It is actually a trick of the travel agency. They launched a type of tour that the tour fee is ultra-low price but the tour’s costs are from the tour operator through hidden mandatory fees and the shopping stops through the kickbacks. The Zero-Baht tour is keen competition but the it is popular with Chinese tour consumers; it actually has stimulated the Chinese tourism market. It makes “Traveling abroad” not difficult but they need spend money on other activities. Then the tour guide in Thailand can make profit on diversity program like the adult show, the crocodile skin production shop, the “Muang Thai” (Thai boxing) show and any other unique Thai characters. The “Under table profit” program make Thailand become popular much more than the other two countries (Singapore and Malaysia). From initial of zero Baht tour, it forces many tourists to buy the option tour in the higher price. While the quality of tour decreases, besides it makes tourists often get the low quality of goods when they are buying the goods. The zero Baht tour can create a growing market in the short term but it will cause decreased demand of the travel market in the long term. There is a worst result that the travel companies focus only the profit for the short time by using the zero fare tour. Therefore, the low-fare tour influenced Chinese-Thai tourism market and the tourists’ image towards Thailand and then influence their behavior. The negative mainland Chinese tourists’ behavior is definitely related to the past mess tourism market in history. “Zero Baht tour” cause Chinese tourism market disruption especially in oversea market. Every one include the low educated people or ill-mannered who do not know how to behave properly. People can travel abroad and chose Thailand as their first abroad destination because of the low tour fee. The bad market also makes the tourists not to trust tour guide and tour agency and then get a bad experience in traveling to. Thailand, consequently got a negative image on mainland Chinese tourists and they understand Thailand is a place they can do

anything they want. Thus the travelers do not restrict their behavior. But this situation improved because on the first October, 2013, the Chinese government issued the first tourism law to forbid this behavior.

2.2 Thai-Chinese history

The cultural differences are always to explain the interaction dilemma between tourists and hosts. To investigate the Bangkok residents' attitude and Chinese tourists' behavior, understanding the Thai and Chinese culture exchange is a necessary topic. Chinese tourists come to Thailand because of the similar culture, thus, the Thai-Chinese history is a key point to examine and understand Bangkok and Chinese. Moreover, Bangkok residents include a significant group which is the Thai-Chinese. How did Chinese come to Thailand and live in Thailand? How come the old generation immigrants lived in China town (*Yaowarat*) area and new immigrants lived in *Huaikhwang* area? These two areas were queried with questionnaires and interviewed in this study as well. Then, I examined how the Chinese and Thai-Chinese and Thais communicate with each other and the relationship of Sino-Thai. Culture exchanges between China and Thailand has a profound history.

As early as Sukhothai (1238-1438) and Ayutthaya (1351-1767), Chinese goods and people gradually moved to Siam by overland or boats because of its geographical proximity to Mainland Southeast Asia. The Chinese and Siam exchanged official envoys to visit each other and any forms of official cooperation accompanied. (Sng and Pimpraphai Bisalputra 2015) stated that China and Siam despite occasional turmoil maintained tributary relations, and the occasional turmoil resulted in the ups and downs of the number of Chinese immigrants upon Thailand's coast. With the nature of Chinese businessman wisdom, Chinese communities prosper in coastal town very quickly and settled down. Many Chinese men chose to marry local Thai women; some of them were awarded with political intrigue and fulfilled Ayutthaya court's high positions. In general, with their language skills family connections, and trading talent, the Chinese were by far the most successful and influential of all the foreign communities residing in Ayutthaya. Moreover, China is

the most important commercial partner of Ayutthaya and functioned as a powerful driving force of the city's economic development.

In the Chakri Dynasty, after 1782, Chinese literature, architecture, business spread across Thailand with the Chinese immigrants. Thai-Chinese form a very significant community in Thai society. The history of the cultural exchanges drives the economic cooperation. However, in that time, mostly cultural exchange is from China to Thai Kingdom in the form of classical novels or drama, music. One of the most popular tourist' destination in Thailand for Chinese is Wat Pho and the architecture of Wat Pho portrays the Chinese influence directly.

The first Chinese immigration flood into Siam happened in the second half of the 19th century (Sng and Pimpraphai Bisalputra 2015). The majority of the immigrants were Teochew, Hokkien, Hailam, Hakka, Cantonese and Straits-born Chinese were also important component of the immigrants. As (Sng and Pimpraphai Bisalputra 2015) mentioned that "each group shall have a tendency to form its own influential commercial network and social groups". Together, they became an enormous foreign population in Siam. They came to Thailand and gathered in Yaowarat area at that time, because of many generation of Chinese immigrations, the Yaowarat become the largest Chinese community in Southeast Asia. Chinese and Thailand have a good relationship both government and nongovernmental interaction.

In recent times, the first formal diplomatic relations were established between China and Thailand on 1, July,1975. Then, the political, economic relations, and cultural exchanges came more frequently and close. (Sng and Pimpraphai Bisalputra 2015) mentioned that China and Thailand communicate through many aspects like educational, religious, business, healthy, scientific, arts cooperation. The profound Sino-Thai relationship is also a reason to attract mainland Chinese tourists come to Thailand, it gives Chinese a sense of safety. Moreover, Thai-Chinese residents in regards to Thai right now identified themselves as Thai much more Chinese, so they, as a descendant of Chinese, are an interesting group community to research the attitude towards mainland Chinese.

2.3 Tourists behavior and residents' attitude

This study focuses on the Bangkok residents' attitude and Chinese tourists' behavior so a review of the theory about tourists' behavior and residents' attitude and literature is necessary. As the number of Chinese tourists increased rapidly across the world, the mobility brought by tourism has been criticized by the media with negative reports which has already been mentioned in the first chapter. Nowadays Chinese tourists, who are speaking loudly and uncultured and uneducated, are labeled as rude and impolite in many destinations. These poor reputations even result to Chinese tourists being forbidden to enter into some Thailand's temples.

These poor behaviors and lack of culture indicate the perception towards Chinese tourists, especially the perceptions of residents from popular destinations. There are two key factors in developing tourism and conducting researches on tourism, which are the tourists' attitude in developing tourism and the relationship between tourists and the hosts. The relationship of the destination host's attitude and tourists or tourism development have been researched a lot. There are a lot of theories to investigate the host perception of tourism and the relationship towards tourists and host. The most cited theory of the relations between residents and tourists is social exchange theory. There is one exception of the lack of theoretical foundation, which is the application in the research of the social exchange theory in tourist-host relationship (Choi and Murray 2010). What is concerned is the perception of the relative cost and benefits on relationship and the influence of the satisfaction. Most Chinese scholars focus on the Chinese tourists' attitude or perceptions towards Thailand as a tourism destination. There are a few studies that concentrate on the residents' attitude towards negative tourists' behavior by using the social exchange theory. It has been applied to the analysis of the host's perception and attitude towards tourists. The social exchange theory talks about residential cost and benefits of host and tourist interaction.

As a result, social exchange theory provides a conceptual foundation to check the influence on tourism from the cost and benefit, positive and negative impacts. (Choi and Murray 2010). Social exchange theory is divided into two aspects (Jurowski and Gursoy 2004). At the tourists' and hosts' level, the theory of social exchange provides an explanation for a convincing finding that those who work in the tourism sector and derive more direct benefits from the industry have a more positive attitude towards tourists and tourism development (Pizam and Jeong 1996). In this case, the attitude of Bangkok host who are living on Chinese tourists become more interesting to investigate. But some host consider tourism is not important as much as what they cost, including their environment and social order to go along with tourists. As (Andriotis and Vaughan 2003) (Gursoy and Rutherford 2004) mentioned that in community level, economic, environmental and sociocultural costs and benefits are considered to be important for tourism attitude in tourism development. Studies have shown that those who think that tourism impacts more positively towards tourists are also more favorable (Ryan and Montgomery 1994). The process of analyzing tourism costs and benefits can also be extended to the national level and used to explain cross-country differences in attitudes towards tourists. In this study, Chinese tourists did some negative behavior without a conscious but Thai residents does care these behaviors. This is considered as "Culture differences".

Another social exchange theory revealed that residents of developing countries perceive greater economic benefits from tourism and hold more favorable attitudes toward tourists. This is not surprising, since tourism is a major part of the economy of many less developed countries. WTO mentioned that it is a third of the export principles of all developing countries, and it is the main source of foreign exchange in the least developed countries (World Tourism Organization, 2005). Moreover, in the last three decades, developing countries have been steadily increasing their reliance on tourism as a tool for economic development and net economic growth is a strong predictor of positive attitudes towards tourism (Ward and Berno 2011). In this way, it would be expected that Bangkok residents hold high tolerance and open-minded to accept tourists from all over the world because Thailand is also one of the developing countries which tourism contribute a big percentage of the whole Thai economic. But

since 2013 and the influx of Chinese tourists, Thai have expressed a negative attitude towards mainland Chinese tourists. It is reasonable therefore to research why Bangkok residents lose patience with Chinese tourists and why.

That is, destination communities' Support for tourism is considered crucial because the success and sustainability of the sector depends on the business of the local population (Jurowski and Gursoy 2004). If the happiness of host would be improved and become a 'happy host' then the host would support tourism development. This is referred to by (Richard Sharpley 2014). It is therefore widely agreed that if local communities feel that tourism costs outweigh the benefits, they will withdraw support for tourism and threaten the future success and development of the sector. The hosts are not just serving guests; they have the right to assess tourist behavior. Tourists enact a range of behaviors in different venues and locations. The behavioral patterns of cultural codes are based on customs are and the tendencies based on class, gender and ethnic evolution. In a society, an important general factor influencing consumer's behavior is the social class. This constitutes a relatively permanent classification within a society, creating constraints on behavior among different categories of individuals - individuals in a given social class enjoy a similar set of values, lifestyles and behavioral standards. The tourists' individual qualities and meanings of specific social ties enacted for tourism purposes though relationships are also significant in the aggregate. A form of this generalized factor is called intercultural analysis, which involves a systematic comparison of cultural material and behavioral similarities and differences. Social strata tend to be hierarchical, but they may be dynamic. In this case, the social class and cultural differences of Chinese tourists are considered to be a key factor in this issue.

(Jiaying, Inbakaran et al. 2006) emphasize the lack of a theoretical basis for investigating community responses to tourism and suggest that attempts to predict and explain residents' attitudes are relatively simple. They describe the urgent need to establish a theoretical model that is suitable for predicting how hosts interact with tourists. Based on the shortage of the social exchange theory and this study focuses on explain residents' attitude towards tourists.

However, other theories of influential group theory have not been reviewed, such as the integrated threat theory, the unified tool model for group conflict. Based on the Chinese tourists' behavior and Thai residents generate some conflicts in social media. This theory need to review as well. More broadly, the potential for reciprocal cooperation between social psychology and tourism research has not yet been systematically explored. The integrated threat theory was chosen in the past to be mentioned in many studies because of its nature of relationship with tourism research. Its focus on realistic and symbolic threats intersects with the study of the notion of negative tourism impacts and includes stereotyping reflecting relevant research in tourism literature (Reisinger and Turner 2003). In addition, the integrated threat theory contains the emotional dimension of the interpersonal relationship and is considered to be an important empirical component of the interaction between the tourist and the host.

Empirical research has consistently shown that it plays an important role in international and multicultural research. Threats can be perceived and interpreted in a variety of ways. Integrated threat theory assumes that there are four basic threats: realistic threats, symbolic threats, negative stereotypes and intergroup anxiety, each of which has been shown to be an important predictor of attitudes towards external groups, Immigrants, ethnic minorities and national groups.

The relations between mainland Chinese negative behavior and Bangkok residents' negative attitudes towards the tourists can apply to this theory. A lot of Chinese complained about Thai feelings towards Chinese is a kind of a negative stereotype which spread on the social media and They complained that the ill-mannered Chinese tourists can not represent all Chinese tourists. They claimed that residents should not generalize through small percentage rude tourists to judge millions of other people. Some Chinese netizen use the "incident" to describe the negative behavior of their compatriots in Thailand. So reviewing t the negative stereotype is also a type of research using Integrated Threat Theory.

Negative stereotypes have been described as an implicit threat by (Stephan, Diaz-Loving et al. 2000) because they lead to unpleasant consequences of interaction between individual expectations and fear groups. Negative stereotypes of people from other countries have been found to support biased attitudes in transnational and intercultural research. Although the discussion of racial and ethnic stereotypes takes place in the tourist literature (Reisinger and Turner 2003), stereotypes are rarely quantitatively assessed or systematically related to attitudes towards tourists and tourism development. (Ward and Berno 2011), uses a combination of threat theory and social exchange theory to explore Fiji and New Zealand's attitude toward tourists. The results show that employment in cognition of tourism, home country, tourism impact, exposure and threat, including negative stereotypes and intergroup anxiety is an important predictor of attitudinal outcomes.

2.4 Cross-culture tourism

Following the above mentioned cultural differences also explains the differences between two interacting communities. Cultural differences are frequently used to describe the differences between tourists and residents. Cross culture tourism can be identified in many aspects including cultural values, social behaviors, attitudes, perceptions, needs, travel experiences, beliefs, motivations, public awareness, verbal and nonverbal interacting behaviors. Cultural difference in tourists' and host' behavior is also identified in this field. The literature (Reisinger and Turner 2003) suggests that cultural differences may be small or large. The greater the difference in cultural background, the more likely that the behavior of each participant is misinterpreted.

More recently, tourism researchers have begun to pay more attention to cross-cultural differences in tourism behavior. The US Tourism and Tourism Administration (USTIAA) conducted a series of surveys among potential vacationers in Japan, Australia, the United Kingdom, West Germany and France. The study found significant differences in the importance of the above factors in resort preferences and

choice of destinations. The purpose of this study is to examine the impact of nationality on tourism behavior, and more specifically to determine whether the impact of "nationality culture" on tourism behavior is greater than "tourism culture". This study assumes that the number of ethnic differences in behavior will be significantly greater than the number of similarities, indicating that the impact of the "national culture" is more dominant than the "tourism culture". Tourism practitioners are also advising visitors of different nationalities to act in different ways. (Pizam and Jeong 1996) and other recreational researchers (Reisinger and Turner 2003) conducted similar cross-cultural studies and analyzed the differences in entertainment patterns among different ethnic groups.

Aim to research Chinese and Thais interaction. This study agrees that the negative mainland Chinese tourists occurred during 2013 to 2015 is much more related to other factors than cultural differences. Thailand and China have culturally interacted for a long time and there are a lot of Chinese ascendants in Thailand. The cultural differences are less than the other reasons for cause why Chinese tourists behave negative when they travel abroad.

2.5 Social media influence and perceived tourists' behavior

In Chapter I mentioned that the problem of this study start from the social media so a review of social media influence is being necessary. BBC News¹⁷ (18 March,2015) released a story about Chinese tourists pushing back against the accusation that they had poor manners. This started from a video taken by Duangjai Phichitamphon who is a Thai model, who queues at the Jeju International Airport in Korea, when a group of Chinese tourists apparently jumped out of line. Her response was to record a video tirade against China's behavior while she was at the airport and posted to Facebook. In the video, she accused her visitors of stepping on her feet and pushing their way to the front of the line - she also accused them of the dirty airport

¹⁷ <http://www.bbc.com/news/blogs-trending-31928761>

toilets. The original (deleted from the Phichitamphon page) is in Thailand, but the version of the English and Chinese subtitles videos uploaded to Facebook and YouTube and has more than 2 million hits. On Youku - a YouTube-like site in China, the video has attracted over 3,000 comments. Many commentators in Thailand and elsewhere in the world view Phichitamphon, but others have warned that her observations are sweeping away. Some people even suspect that tourists really are Chinese. A YouTube audience posting: "racism, racism, racism, it is disgusting that anyone can make such a generalization that this woman can use a small example to judge millions of other people."

In conclusion, social media influence people's perceptions towards Mainland Chinese tourists in the following categories:

2.5.1: It provides a platform for complaints concerning the behaviors of Chinese tourists, such as the cases posted by Chiang Mai residents in the Bangkok Post, "Chinese tourists: Difficult to deal with?"¹⁸.

2.5.2: As the complaints towards Chinese tourists are seen by more and more host, the perception of the general public towards Chinese tourists become increasingly negative, such as demonstrated in The Diplomat article, "From 'Ugly American' to 'Ugly Chinese'?"¹⁹.

2.5.3: As negative perceptions in social media spread very quickly, Chinese tourists themselves began to fight the stereotype, as could be observed in BBC news article, "Chinese tourists push back against rant about poor manners"²⁰.

Reviewing public opinion and news in social media is part of this thesis' first objective to investigate the representation of Mainland Chinese tourists' behavior. In creating a better understanding between Bangkok residents and Chinese tourists

¹⁸ <http://www.bangkokpost.com/learning/advanced/356725/chinese-tourists-difficult-to-deal-with>

¹⁹ <http://thediplomat.com/2015/01/from-ugly-americans-to-ugly-chinese/>

²⁰ <http://www.bbc.com/news/blogs-trending-31928761>

through this research, it might be possible to prevent conflict between Thai host and Chinese travelers and to develop Thai-Chinese tourism the future.

With the internet development and unlimited by time and space news directors often spread stories quickly and widely. Like the video on personal Facebook page mentioned above story, the negative news spread very fast and generated Chinese tourists pushing back very soon as well. The modern fascination with social media allows people to share negative information and swap disaster stories, and social media platforms permit all kinds of bad news to grow to viral proportions rather quickly, according to (Ward and Berno 2011). The social media disseminates with extreme rapidity and it can influence the host perception towards customers and vice versa.

In the era of economic and information globalization, the constructing reality of the mass media has influenced greatly on orientation for public opinion and almost permeated into every field of the social life. Mass media as a carrier and avenue of message promulgation has a more and more important function and force in modern society. The social media has a great influence on public perception. The conflict in the social media above illustrates the more and more negative social media reported and online chat room about mainland Chinese tourists and have led to a negative image of mainland Chinese tourists. Meanwhile, social media is an effective supervising platform to remind not only mainland Chinese tourists but also all foreign tourists how to behave when traveling abroad.

2.6 Conclusion

This chapter focused on the literature review especially in five aspects. The Thai-Chinese history and Chinese tourists coming to Thailand history is historical background to understand mainland Chinese tourists. Thai-Chinese have some personalities of Chinese and the actions that they did considered as cultural differences. It analyses why Chinese immigrants came to Thailand and why I chose *Yaowarat* and *Huaiwhang* for my research. But It is worthy to say that not every

negative Chinese tourists' behavior can explain using "Chinese culture" umbrella. Next, I reviewed former studies on residents' attitude and tourists' behavior. Most of them are quantitative studies, and focus on the one aspect to explain why the hosts feel the way they do. Some studies focused on the tourists' attitudes towards tourism destinations or hosts.

The concept of perception is very important for social interaction (K. S. Cook and J. M. Whitmeyer 1992), its initiation, maintenance and termination because the way people perceive each other determines the way they interact with each other. Understanding resident perceptions and responses is fundamental to the successful and sustainable development of tourism. Tourism has defined as "the quintessence of relationships which result from travel and sojourn by outsiders" (Richard Sharpley 2014), especially the international tourists. Tourists and hosts are the most involved groups, so the relationship between tourists and hosts was always a heated topic in past studies. "Tourism is essentially a social phenomenon defined by the consequences of the movement of people to and their temporary stay at places away from their normal residence" (Sharpley 2012).

(Ward and Berno 2011) put forward that there should be more qualitative studies on the host's perception issues. While the quantitative studies tend to make description on what is perceived by residents, it may not explain the reason.

It is essential to be aware of the perception of social interaction, especially its initiation, maintenance and termination as the way people perceive each other will determine the way they interact with each other. The base of the success and sustainable development of tourism is to be aware of residential perception and responses. Tourism has defined as the quintessence of relationships which result from travel and sojourn by outsiders, especially the international tourists. Since tourists and hosts are the most involved groups, the relationship between tourists and the host is always a hot topic in previous researches. "Tourism is essentially a social phenomenon defined by the consequences of the movement of people to and their temporary stay at places away from their normal residence (Sharpley 2012)". It talks

about people “interacting with other places and other people, undergoing experiences that may influence their own or the host community’s attitudes, expectations, opinion and ultimately lifestyles”. The quintessence of tourism is called “Host-Guest” relations, (Richard Sharpley 2014) argues that social effects are necessities as they should be taken into consideration before anything else. Therefore, the first factor to be considered is the host’s social interaction. “Research on resident attitudes of tourism has become one of the most systematic and well-studied areas of tourism” (Ibid.), as it is believed that residents’ perception and responses are the key to the success and sustainable development of tourism. What’s more, residents’ perceptions and attitudes are affected by the nature of tourists in potential, especially when there are significant cultural and economic distinction as is often the case in international tourism. But culture always is an umbrella word when the two societies generate the different views. Thus, my goals are

2.6.1: To investigate how the Thai locals describe the Mainland Chinese tourists.

2.6.2: To examine different attitudes of the Bangkok residents towards the mainland Chinese tourists.

2.6.3: Compare with the saying in the social media, the attitude in social media report have been effected with real life or not.

The former study did not examine the host’s attitude towards negative tourists’ behavior and how the Thai locals perceived mainland Chinese tourists. To know what actions generates the Thai locals dislike and analysis of what factors led to mainland Chinese tourists’ adjective. These have not been examined in the former studies. In a word, in this charter the social exchange theory, social integrated theory and cross-culture tourism theory have been reviewed. These past literatures make this study have theoretical foundation.

CHAPTER III: RESEARCH METHODOLOGY

3.1 Research Process and Approach

This study makes use of a combination of qualitative research and quantitative research methods. Quantitative research mainly investigates the general attitude and tolerance of the Bangkok residents towards the different negative behavior of mainland Chinese tourists. It can ask if the Mainland Chinese tourists behavior is an accurate representation in social media or not. Qualitative research seeks to understand the Bangkok hosts' attitude more in-depth and more specific. In this thesis, it illustrates the history of Chinese tourists who came to Thailand and the development of the Thai-Chinese in chapter II. In addition, the cultural interaction between travelers and hosts. It can help to understand how the relationship between the Bangkok residents and the Mainland Chinese tourists affects the traveler's behavior.

The interview results showed that most Bangkok residents hold a negative perception towards Mainland Chinese tourists. The five most behaviors they complained about were queuing; behavior in a religious place; behavior using public toilets; making noises in public area and exhibiting bad habits when they shop. Every interviewee mentioned these five behaviors, so I placed them in the questionnaire. Results from the questionnaire showed every respondent confirming these behaviors exist in most Chinese. In addition, the interview result showed more strongly negative attitude than the questionnaires'. The interview goes deeper and is more detailed than the questions, according the respondents' expression. It provides a greater explanation of their feelings towards Chinese tourists to draw conclusions as to what attitudes they hold. There are some delicate differences between different areas of Bangkok. The interview results illustrate the Bangkok residents' attitude more straight and the following questionnaire can prove the attitude accurate.

The questionnaire results reflected the same negative attitude as the interview results. The questionnaire results showed the host's tolerance level and how often Mainland Chinese tourists display negative behavior. These show the Thai attitude and perception towards Chinese tourists. It illustrates that the Bangkok residents actually hold a bad image of Mainland Chinese. Most host mentioned these five negative behaviors in the interview.

3.1.1 Quantitative and Qualitative

In this thesis, the qualitative data was collected through face to face interviews with Bangkok residents which took place during February-May 2016. Five districts were selected to represent Bangkok residents which were Chinatown; Huaikhwang; Erawan Shire; Wat Pho and Suvarnabhumi Airport. I conducted four interviewees in each district during February to May 2016. Interviewees were chosen randomly in each district. The interview included both people whose work is involved with the Chinese tourists and one who have no interaction with the Chinese tourists. The persons who life's involved with tourism perceive the Chinese tourists through first-hand feelings, however, the persons who have no contact with the Mainland Chinese tourists hold the attitude according to second-hand information like social media, friend experiences or rumor.

According to the results of the interview and the social media, the questionnaire was used to survey the true residents' attitude towards the five types of Mainland Chinese tourist' behavior. The questionnaires were distributed in places in where tourism services are offered and receive Mainland Chinese tourists. 100 copies of the questionnaires were distributed, the questionnaires were specifically targeted at Bangkok residents from the five districts, using a random street intercept collecting data method. The data collection was from February-May 2016, targeting random people who were walking or working on the district. Twenty questionnaires were distributed in each district and collected. The sampling was random people and included those who were not from Bangkok or were domestic tourists who come to Bangkok as well. So the "Bangkok residence" in this thesis is every random person on the street in the five areas which are collected in Bangkok.

3.1.2 Interview design

The interview become open-answered and with extended conversation. It contained 10 questions and based on the answer some generated more subjective questions, aimed to figure out the interviewees' perception towards Chinese tourists. Each interview lasted about 20 minutes. The interview was conducted face to face. When the interview began, the interviewers first of all announced the purpose of this inquiry, explaining how the interview content will be used. Some generic terms involved in the interview were also explained so the respondents could answer questions better. After acquiring the approval of the respondents', the content of the interview was taken down.

In this study, 20 out of 100 respondents in five areas included three Thai-Chinese shop keepers and one Thai tourist in China town; One shop keeper, One security man, One mall cleaner and one new Chinese immigration were asked in Huaikhwang; Two street vendors, one tour guide and one police man are surveyed in Erawan Shrine; A Thai couple (two person), one ticket seller and one tour guide accepted interview in Wat Pho; One Airport staff, One duty free seller, One Thai tourist and one stewardess in Airport. The respondents were divided by different occupations which means we can draw a conclusion about their attitude as to whether they have any relationship with economic effect.

The interview questions were roughly summed as following:

1. What do you think of Mainland Chinese tourists?
2. Why do you think that?
3. How do you know which tourist come from Mainland China?
4. Do you think all mainland Chinese tourists have the same behavior or not?
5. Why do you think that?

5. Do you like Mainland Chinese tourists?
6. Why do you feel that way?
7. How do Mainland tourists usually behave in this area?
9. What kind of Mainland Chinese tourists' behaviors can you not stand at all?
10. What kind of Mainland Chinese tourists' behaviors do you think should be improved?

Then they were asked to score mainland Chinese tourists. In each domain participants were asked to evaluate the attitude of themselves towards to Chinese tourists on a one (very negative) to five (very positive) scale. Contact was measured by two items, which measured both the frequency and quality of contact. The first participants indicated the frequency on a five-point scale (not at all-very much) in response to: "How often do you come into contact with mainland Chinese tourists?" Second, they rated the quality of the interaction on a five-point scale (very unpleasant-very pleasant). These items were summed and averaged with higher scores indicating more frequent and pleasant contact. According to the Integrated group theory, the measurements of four threats (realistic and symbolic threat, negative stereotypes and intergroup anxiety) were developed with reference to work by (Stephan, Diaz-Loving et al. 2000). Each statement was targeted to Chinese tourists' behavior, and responses were made on a five-point scale ranging from Strongly Disagree (1) to Strongly Agree (5). Items were summed and averaged; higher scores indicate stronger feelings of intergroup concerning relationship. Stereotypes were assessed in five domains (rudeness, generosity, unfriendliness, responsibility and respect). In each case, the respondents were asked to indicate their agreement/ disagreement on five-point scales (strongly disagree-strongly agree) to statements referred to tourists are pleasant or not. Items were reversed scored, where appropriate, summed and averaged so that higher scores indicate more positive stereotypes.

A sample item is, “How do you think your tolerance level towards the mainland Chinese tourists’ influx to Thailand?” Respondents were asked to indicate their reactions using five-point rating scales ranging from Extreme Low (1) to Extreme High (5). Items were summed and averaged with higher scores indicating a greater level of anxiety.

Detailed interview outline is shown in Appendix.

The result showed that rarely do Thai residents have a positive attitude towards Chinese tourists. They complain more or less about the negative behavior of Mainland Chinese tourists. Their dislike and low-tolerance actions basically agree with the negative news in social media. The most disliked behavior of Thai residents in five districts were five behaviors. The follow-on questionnaires surveyed these five behaviors to see how Bangkok residents think. It is worth to say that the negative news in social media as the introduction section mentioned in chapter one occurred not only in tourism destinations but also in the Bangkok residents’ daily life. Almost every interviewees’ contact with Chinese tourists by themselves was because of a large number Chinese tourists’ influx to Thailand after 2013. So they formed their attitude by themselves and not just from the internet new. Their attitudes regarding Chinese tourists’ negative behavior is similar to that of the news. It includes the most five most concerned behaviors which are “Queuing behavior” “Behavior in religion place” “Using toilet behavior” “Public are behavior” and “Shopping behavior way”. By reviewing the news in Chapter II, the social media also mentioned these five behaviors very often. So the following questionnaire is based on the interview results and the social media reflections to gain further information on the public attitude.

3.1.3 Questionnaire design

The questionnaire included the five behaviors which are “Queuing behavior” “Behavior in religion place” “Using toilet behavior” “Public are behavior” and “Shopping behavior”. The questionnaire included the five behaviors which are “Queuing behavior”, “Behavior in religion places”, “Using toilet behavior”, “Behavior in public places” and “Shopping behavior”. One hundred copies of the questionnaire were delivered in the five selected neighborhoods in Bangkok. The

researcher waited for each and every questionnaire to be filled and received them back immediately. This is the reason why it was possible to get 100% results from the questionnaires.

Each behavior derives two more questions which is about tolerance level and universal attitude level on the negative behavior of Mainland of China (PRC) tourists. These five behaviors were selected because these are all heated discussion topics in Thai social media which means these behaviors generate the most attention of Thai residence. The questionnaire was divided into two parts. The first part is the basic information, name, age, education level, occupation and address. The second part is the negative behavior perception. The second part had 15 questions which include five behavior types. Each question in the second part used the five levels which is Likert Scale to measure their perception. Every question had five options from the most negative attitude to the most positive attitude.

For example:

The question 1: what kind of queuing behavior of the Mainland Chinese tourists do you think the tourists have?

A: Never ever queuing B: Not very often queue

C: Queuing sometime D: Queuing most time E: Queuing every time

The complete and specific content of the questionnaire can be found in Appendix 1.

3.2 Data Collection

The sampling scope of this study encompasses Bangkok residents, it is impossible to investigate every Bangkok resident and because of the limitation of time and cost, the most important subject of this study “Bangkok residents” divided by geographic districts. The 100 locals were asked to fulfill the questionnaire and 20 out of 100 residents required to accept almost 20 minutes’ interview in five different districts which is Chinatown (Yaowarat district), Huaikhwang, Erawan Shrine, Wat Pho and Airport.

The result showed that when the negative behavior shown in the options in the questionnaire, mostly people chose level 2 or level 3 which means much more negative attitude than the positive attitude. Almost 38 percent agreed that the Mainland Chinese tourists rarely queued. 46 percent people thought the Mainland Chinese tourists had improper actions in religious places. Forty-three percent people claimed that the Chinese tourists used toilets in an inappropriate way. Fifty-six percent people believed the Mainland Chinese tourists behaved loudly and disorder in public area. Moreover, the generalizability level and tolerance level of four situations are pretty high (which means the negative attitude was higher than the positive) and also means Bangkok residents do actually think most Chinese tourists behave in the same way and they do not like them. But the result of the shopping behavior is softer than the others. The percentage even reach 43 percent. They chose 4 level in the tolerance option which means most of them like the Chinese shopping way actually. The lowest tolerance behavior was the toilet use.

3.3 Reasons for choosing the five areas to investigate

During 2013 to beginning of 2015, the successful, low-budget Chinese comedy “Lost in Thailand” has lured tens of thousands of Chinese tourists to Thailand in 2013. Almost 4.1 million Chinese people come to Thailand with year-on-year growth of more than 68 percent. In 2013, the movie Thailand had revenue of about 1230 billion Baht. It does not mean that the film is all reasons for the booming Northern Thai tourism, but it was one of the most important reason in fact. Since then, a large amount of Chinese people has crowded into Thailand. The Thai image in “Lost in Thailand” came to “Thai Buddhism” and “Third gender” according to the former survey (Xiong, Representing the “Thai” in Lost in Thailand) (Shayang 2014). Xiong explained that the “Lost in Thailand” is not actually “Lost” in Thailand but “Lost” in intercultural communication. So some negative behaviors is belong to the culture differences when two culture interaction. Some of conflicts or differences belong to the culture gap but Chinese actually exhibited negative behaviors in somehow, and this caused some of the conflict.

Locals have complained that many Chinese visitors are culturally insensitive and boorish. This has led the Thai government to publish a Mandarin language "etiquette manual" for distribution to Chinese tourists. Although the complaint of Thai locals about the ruling junta which boosted sagging economic growth, Thailand announced a three month visa fee exemption August 2014 to stimulate Chinese tourism, and Thai authorities have attended roadshows in major Chinese cities to advertise tour routes and travel products. With the influx of Chinese tourists to Thailand, the social media keeps evaluating the Chinese tourists. Social media mainly comments occurred in the ChiangMai University, Airport, temples and other tourism destinations. "They behaved like barbarians" quote in CNN news story to describe the "flight reverted after passenger reportedly throw hot water at crew member" event. Phuket Wan tourism news titled that "Chinese tourists shock locals" to report the Chinese wash their feet in hand sink. "Why the Chinese have over 4000 histories and have no one to teach them how to be polite in all over 4000 years", "we do not need tourists like Chinese tourists to promote our economic" sayings occurred in social media. Dived into five districted to survey, China town and Huaikhwang to evaluate the special group which is Thai-Chinese. Chose the Airport and temples because there received general tourists and often judged in social media.

The district selection took into consideration of three elements:

- These districts belong to Bangkok and they all are tourist destination. They all are public places which provide a site for residents to contact with tourists.
- They all have ability to receive tourists. Because the objective of this study, so these areas are all popular in Chinese tourism market.
- They all have specific and independent meaning to represent Bangkok. Chinatown as an old generation immigration community to represent Thai-Chinese groups which is a very important groups of Bangkok residents. Huaikhwang is a new generation immigration settlement to represent new immigrations attitude towards Chinese tourists. Erawan Shrine is a place that have single faction which is religion worship and very popular in Chinese

tourists' destination. Its popularity attraction towards Chinese tourists is much more than other tourists. Wat Pho is a multi-function tourists' destination including religions and landmark. It attracts tourists from all over the world. The massage school is very popular for Chinese tourists in particular. Airport as a fixed place and the first place when the tourists come to Thailand contact with Thai people. It also receives tourists from all over the world including Thai themselves.

In a word, these five areas are suitable and necessary to research and the communities in this five areas can represent Bangkok residents very reasonable.

3.3.1 Chinatown

The newly settled capital — Krungthep Maha Nakon (which is known as Bangkok) was founded in 1782, and was deeply influenced by thousands of immigrants from southern China who annually settled down in Siam as mentioned at before chapter. Bangkok's Chinatown which is known as Yaowarat, is the largest real Chinese community outside china. As mentioned above, Chinatown is an interesting area to investigate. To analyze why chose Chinatown as an area begin with reviewing the Chinatown history. Yaowarat is located between the Chao Phraya River and the Krung Kasem Canal, and was one of Bangkok's busiest and most active quarters and offering serves to present. The history of Chinatown can be traced back to the Ayutthaya, located around 60Km north of Bangkok, was a period-a former capital of the Kingdom from the 14th to 18th century, an enormous city and ranked to top among the busiest business centers of southeast Asia. Western visitors were amazed at the spectacularity of its temples and palaces, as a French tourist even admitted that the city was larger and more splendid than Paris. For now, Ayutthaya is a world heritage tourists' destination still is an important part in Thai tourism attraction. Unfortunately, in the year 1766, when the Burmese army conquered Siam's territory, the history of Ayutthaya came to an end. In accordance to the legend and chronicles, the destiny of trauma of the glorious capital was a foresight sign as the giant Buddha image—Wat

Phanan Choeng in Ayutthaya had been suffering from destruction. A raven committed suicide on the sharp trident on the top of giant Prang at Ratchaburana. The statue of King Naresuan who reigned from 1590 to 1605 and liberated the country from the earlier Burman occupation in the 16th century, was trampled down. Ayutthaya finally fell into the hands of the enemy in 1767 after 14-month siege. The city was plundered, ruined and burned into ashes, all the treasures, gold, and jewelry were pillaged. Ayutthaya was destroyed completely and in the following months, the central plain stayed in turbulent. (Sng and Pimpraphai Bisalputra 2015)

Nevertheless, thanks to Phraya Taksin, a general and former governor in a remote province Tak, Siam survived the turbulent days and developed in surprisingly speed. Along with the destruction of capital, he withdrew with a small force to the east coast of Thailand, where he was able to mobilize and assemble a large force. With the new force, he succeeded in expelling the Burmese enemy from Thailand's territory in the central plain and protected the territories of the fallen Ayutthaya empire. In 1770, he founded a revived Siamese empire and became the King of Siam.

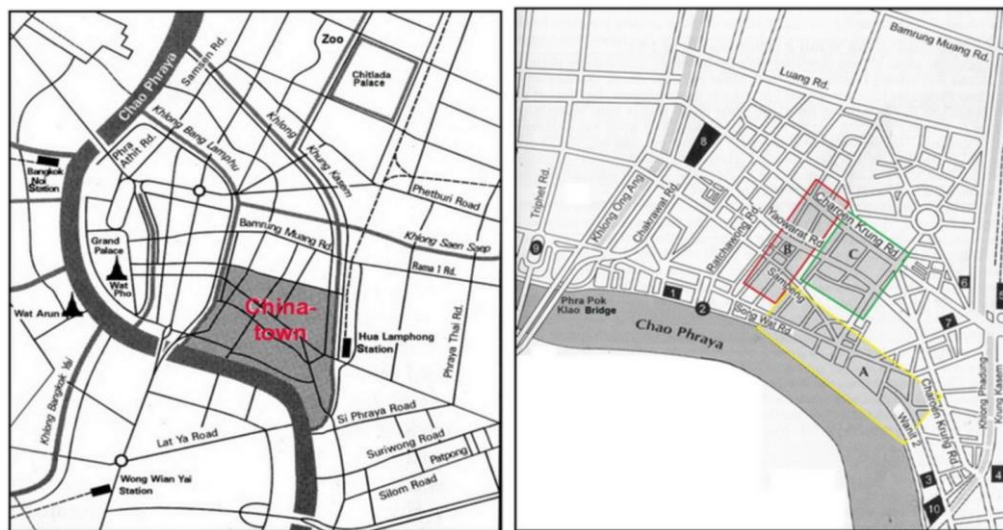
A new capital was built 60 km in the south of Ayutthaya by King Taksin in the west of Chao Phraya River. The district was and is still known as Thonburi. Which is Yaowarat located later. So the first generation of Chinese immigration chosen the center of the capital to live and still Yaowarat, as tourists' destination, is still located there. It is widely believed that due to its location in the river delta, it was easier to defend against Burmese invades. The king had extraordinary military and strategic skills, however, he was not entirely accepted by all local political factions. As an "outsider"—Taksin had direct ancestry from china. He was supported by Chinese migrants from Teochew and traders. The king was doubted by old Siamese aristocracy. Moreover, he intervened into religious business and his megalomaniac tendencies proved to be even less popular and sympathetic. At the beginning, Taksin claimed to be a bodhisattva (a holy man in Buddhism who is going to be enlightened) and he insisted to be member of the Buddhist clergy. Due to Taksin's delusions, a palace coup was staged by a group of officials. The king was taken into custody and the supreme commander of the army, Phraya Chakri returned from Cambodian

battlefield to replace the king. On June 10th, 1782, Phraya Chakri was crowned and the new Chakri Dynasty was founded. The dethroned Taksin was de throne and executed.

The new king, widely known as Rama I moved Siam's capital from Thonburi to the eastern bank of the river, therefore Krungthep Maha Nakhon, or Bangkok was founded. The new capital was founded with the ruin materials from Ayutthaya. Thousands of Khmer prisoners of war had to carry the bricks and blocks of laterite on to the barks moored in the river, in which they were shipped to Bangkok. The layout of the former capital inspired Bangkok's town planning, and accordingly, palaces were to be built on the bank of the river—where now the Grand Palace and the Temple of the Emerald Buddha (Wat Phra Kaeo) are situated. The designated area, however, was occupied by a large community of Chinese migrants, who had settled there during Taksin's reign. The history of Thailand and the historic origin of Bangkok considered to related the layout of the Bangkok. In this studies, this can be explanation of the importance of Chinese community who taken a very core location in Bangkok.

Chinese immigration had no way but to abandon it and many resettled in another stretch along eastern bank of the river, about 2 km to the south—an area of gardens and orchards, and one little temple, Wat Sampeng. In the subsequent years, while the Grand Palace and the royal Temple of the Emerald Buddha arose to the north, the new Chinatown rapidly expanded from its core at 'Sampeng' to the east and south, to become one of the largest Chinatowns of Southeast Asia. (See Figure 1).

Figure 1: A Map showing the central part of Bangkok with the location of Chinatown in grey.



It is hard to define the beginning and ending areas of Chinatown in Bangkok. Commonly known, it is at the east of Khlong Ong Ang and in the west of Khlong Krung Kasem and the north border is Luang Road (see more in the following figure). In fact, many streets besides this area also have Chinese characteristics. Trok Chan, which is several miles away from Sampeng, and another important port of contact between China and Thailand is treated as the second Chinatown. However, the Sampeng district including Yaowarat is larger and more authentic Sino-Thai area.

Many Chinese traders and workers settled down in Siam during the 16th and 17th century. There are around 3000 Chinese living in Ayutthaya in 1700. Many of them were in important positions, in the court or served as tax farmers. King Taksin and Rama I were both closely connected to China and Chinese was the official language for them to communicate with Peking. During the 1820s to 1830s, as the

first wave on a large scale flood to Thailand thousands of Chinese immigrated to Siam and settled down in the provinces surrounding Bangkok.

From 1809 to 1840, trade between China and Thailand prospered and a lot of Chinese adventurers were attracted to such activities. Moreover, political instability, poverty and long-term war in China forced thousands of Chinese to seek foreign jobs. Besides, Siamese administration encouraged Chinese immigration. Due to the increase in Chinese laborers and traders, the planting areas of tobacco, pepper, cotton and indigo were enlarged rapidly, so were the metal industry, ship wharf and export trade.

The majority of Chinese immigrants in Thailand came from southern China which is an area with prominent ethnic diversity. At the beginning, various groups kept their own ethnic characteristics and traditions, their languages or dialects, at the same time, their integration into local Siamese society proceeded well. The Teochew (also known as Taichiew or Tia Chia), originated from the Han river delta and the town of Chaochow (Swatow) in northeast of Guangdong province, is the main component of all ethnic groups. Because of the origin of these Chinese immigration almost are from South China and most of them from ethnic groups, it is influence why they regard as Thai much more Mainland Chinese. Among all the Sino-Thais, about 60 percent are Teochew descent. In Bangkok's Chinatown, they are the largest group (more than 80%). The second group are Hakkas from northern Guangdong province (15%). Other major ethnic groups are the Cantonese from Canton and southern Guangdong and Guangxi, the Hainanese from the island of Hainan, and the Hokkien from the town of Amoy and its surrounding countryside in Fujian province. They are not "Mainland Chinese" in the ancient Chinese as well, they close to Southeast Asia so this is related to the later findings this area is the most negative attitude place towards Mainland Chinese tourists.

Among all the Chinese in Bangkok, Hokkiens only count for a minority, however, they are the main ethnic group in Malaysia, Singapore and Thailand. In the old center of some southern towns, for example Pattani, Phuket, Ranong and

Songkhla, the marks of Hokkien ancestry still remain. These groups focus on different industry and they have their own groups professions. Teochew focuses on retail. Big business mainly deals with rice milling and rice trading, cloths and western consumption goods import. There are many tax farmers and pawnshop owners who were Teochews are lived in Bangkok's Chinatown. Moreover, there were many experienced and skillful carpenters, mechanics and instrument-makers among the Cantonese. Since the Cantonese are proud of their fancy food, they ran many restaurants in Bangkok. The Cantonese restaurant play main role in Yaowarat in present. However, the majority of the little eateries and food stalls were run by Hainanese enterprise.

During the reign of King Rama III (1824-1851), Chinese culture had more influence on Siamese society. However, as China fell in the opium war, the value of trade between China and Siam decreased significantly. Besides, the negative effect of excessive tax was increasingly obvious. In the following years, it was the western countries that decided the economic developments in the region. In order to be more integrated into Thai society, compared with other southeast Asian countries where "Chinese problems" were obvious, Chinese immigrants in Thailand appeared to be more docile. Most Chinese immigrants married Thai women and adopted themselves into Thai customers and traditions. In the 19th century, foreign visitors were surprised that Chinese immigrants were dressing in traditional Thai style, cutting off pigtails and living in Thai monastery for a while. Within two or three generations in Siam, it can be found that the Chinese character was no more distinct from the Siamese —the Chinese are otherwise obsessively clinched to their national traditions. Nevertheless, nowadays the Yaowarat Chinatown not only symbolizes Chinese immigration gathering place but also a famous tourism destination. While browsing a Chinese travel agency website, it is said that "You need at least a day to see a good number of the interesting temples, colorful markets, the warehouses along the river, narrow picturesque lanes crammed with amazing work places, small industries and tiny shops, and the many gold shops and traditional drug stores in the main streets in Chinatown when you travel Thailand."

Above all, Hokkien, Teochiew and Hakka Chinese were hired as laborers to construct new capital during the reign of Rama I in the 1780s. The district where Chinese lived in Yaowara and Sampeng gradually evolved into Chinatown. Yaowarat has become a tourist destination as it is the largest Chinatown in southeast Asia. Chinese are involved in various kinds of businesses. As time passing by, people in Yaowarat hold Thai identity more than the Chinese. As an ancient and traditional immigration district in Bangkok, it is an interesting group to conduct survey on Yaowarat Thai-born Chinese residents since they are exposed to traditional Chinese culture and has been receiving Chinese tourists for a long time. They are closely involved into the business with Chinese tourists.

In addition, because of the likely appearance as a Chinese, they maybe were misidentified as a Chinese tourist when they go to another place. The reputation of Chinese tourists influenced them as well. Besides, Yaowarat is also a very famous destination of Bangkok sightseeing and accepts a lot of both Thai and foreign tourists every day. questionnaire gave 20 people the questionnaire. The in-depth interview was with four people who were in this area. Two shop keepers who are Thai-Chinese and two Bangkok domestic tourists who come to Yaowarat hanging out at the same time. The Yaowarat district is necessary area to research of Chinese tourists' perception issue.

3.3.2 Huaikhwang

Regarded Yaowarat as an old generation immigration gathering place then the Huaikhwang area is the new Chinese settlement. New Chinese migrants, or Xin Yimin, emigrated after then leader Deng Xiaoping launched the country's economic reforms in 1978 which led to rapid growth and a more-market based economy.

While reviewing (Ran 2014) master thesis “outside the old enclave: A new Chinese immigrant neighborhood in Bangkok”, it is claimed that “the new Chinese neighborhood in Bangkok is very different from the traditional one.” Since the new community in Bangkok is not in simple expansion, the two communities are in parallel development and their relations in society, culture and economy are very

limited. Furthermore, concerning the differences between the two communities, due to Thailand's conservative immigration policy and the rise of China, most migrants in the new Chinese community do not intend to gain Thai nationality. On the contrary, they prefer to be short-term migrant workers, businessmen or students in Thailand.

The "Huaikhwang Chinese" and "Yaowarat Chinese" have many differences, so the attitude towards Chinese tourists have many differences as well. By reviewing the history of Huaikhwang to understand the differences with Yaowarat and explain why the following finding showed that the most negative attitude areas are Yaowarat and the most positive attitude is Huaikhwang district.

After the third wave from the 1920s to 1940s, Chinese migration was stopped by the Communist Revolution and the country closing its doors. But that did not stop many Chinese from fleeing the mainland for a better life in Hong Kong, Singapore, Malaysia, Thailand and other countries in the region. Sakkarin Niyomsilpa²¹, a researcher at Mahidol University's Institute for Population and Social Research, wrote in his study "The Fourth Wave: Southeast Asia and New Chinese Migrants" that they left China seeking "economic opportunity" rather than "economic survival" as previous generations had. Deng also tried to revive foreign relations under the "good neighbor policy" implemented in Southeast Asia to bring closer political, economic and social ties. As a result, the populations of new Chinese migrants in the region increased significantly after the 1990s as China opened up more and the economy started booming. It's estimated that Southeast Asia now has over two million "new" Chinese migrants. But their characteristics are different from previous generations, the study says. Their place of origin is more diverse, they have higher education levels and women make up a greater percentage of the migrant population. They mobilize for various reasons such as job opportunities, study and investment. While they might spend a period in the region, their ultimate destinations are to fully developed countries such as Australia, the US, the UK and European nations.

²¹ <http://www.bangkokpost.com/print/1093148/>

Many Thai-Chinese living in Thailand are descendants of the third wave of Chinese migrants that have assimilated with Thais, such as the Chearavanont family which founded the Charoen Pokphand company. Their "legend" is of a Chinese voyage of hardship starting with little more than a "sheet and pillow case" and ending in wealth. But while the study found previous generations assimilated into their new countries, the new wave of Chinese migrants is more attached to their homeland and feel less patriotic to their adopted country.

A separate survey by the Institute of Asian Studies' Asian Research Centre for Migration at Chulalongkorn University found many new Chinese migrants bring significant funds to invest in start-ups in Bangkok. The survey of 119 Chinese migrants living in Huai Khwang for over a year found that for 97.5% it was the first time they had migrated outside China. About 74.8% came for employment such as white collar jobs, Chinese-language teachers and tour guides, while 21% came for study and 4.2% to accompany their family.

However, they intend to return to China once they have derived "enough economic benefit", researchers Supang Chantavanich and Chada Triamvithaya found. As a result, many new China towns are forming across Bangkok, including Huai Khwang where the Chinese Embassy is located. Features of these communities are increasing numbers of Yunnan cuisine restaurants, southern Chinese style confectionery, Chinese beauty salons and retail shops. Many apartments are increasingly occupied by Chinese. Ms Chada said while it was difficult to determine how much money the latest wave of Chinese migrants had brought in, they had quantified the growth of Chinese business in Huai Khwang. In shipping and logistics, there were 30 Chinese operators, while there were 14 restaurants and 18-20 beauty product shops. Ms Chada said when they inquired as to the owner of the businesses, some replied that it was a joint Chinese-Thai venture. However, the researchers interviewed local officials who suspected that some of the businesses were 100% Chinese owned and operated.

Figure 2: Latex production shop



Source: <http://www.bangkokpost.com/print/1093148/>

Figure 3: International logistics between Thai and China



Source: <http://www.bangkokpost.com/print/1093148/>

*Figure 4: Procurement service of Thai production:
Thai cosmetic; medicine; Nest products; Thai snake drug and etc.*



Source: <http://www.bangkokpost.com/print/1093148/>

Figure 2,3 and 4 show three types of the most important and common shops in Huaikhwang district. In conclusion, because of the Embassy of the people Republic China is located in this area and the convenient transport, this area attracts the young Chinese generation immigrant, Chinese students who study in Thailand, worker and the Chinese businessman. There are a lot of Chinese restaurants, tourism companies and hotels. The Chinese people who live in this area are better educated and know Thai cultural very well. A lot of Thai residents live in this area too. They have more opportunities to interact with the Chinese people not only the tourists but also the people who have lived in Thailand for a long time. They may know the Chinese people's personality much more than those who only have contact with the Chinese tourists. Thus, their perception should take into account this study as a significant part. Their perception towards Chinese tourists might balance the negative image given by those who have only connected with bad behavior Chinese tourists. They might know the Chinese social status and the Chinese people's customs. Thai residents who live in this area might understand Chinese enough that they have a fair perception instead of stereotype basis.

The comparison between the old immigration settlement China town and the new settlement place Huaikhwang:

From the varied perspectives between the new and the old generation of immigrants, the old are culturally well-connected with Thai people and they have similar cultural identity, although they live in their own communities which are separated from the locals. The reasons why they are more culturally closed with Southeast Asian countries, is because most of the old immigrants come from the southeast and southwest regions in china, such as Yunnan province, Guangdong province, Guangxi province and Hainan province, which are both geographically and are culturally close to Thailand. Meanwhile, the hometowns of the new immigrants are diverse. Firstly, more and more non-coastal provinces Chinese people have an urge to step out of the inland and seek more job opportunities, therefore a great number of them come to Thailand working on tourism related jobs. Secondly, China covers a large region, the inland area especially the northeast provinces have a huge cultural diversity with the southeast and southwest parts. Therefore, there is a difference of living habits between the old and the new immigrants.

In recent years, the numbers of immigrants arriving in Thailand from Southeast China has dropped, with the rapid economic development in southeast provinces and the increase of Teochew people's personal income. However, the immigrants from other provinces in China has increased at the same time.

The immigrants living in Chinatown and Huaikhwang have different attitudes towards Chinese tourists' behavior, because the business contents of those two areas and the types of immigrants are different. Huaikhwang district is close to embassy, so it has more opportunities to build up international Chinese companies in that area. For example, the development of Huawei company Thailand branches, it not only provides Thailand a great number of job opportunities, but also contributes to the development of Thai economy. In Huaikhwang district, the logistics, latex and buyer business are flourishing, and it attracts lots of new immigrants and Chinese tourists customers. Divided by geographical locations and consumption types, Chinatown and

Huaikhwang district are distinctly different. Therefore, the attitudes towards Chinese tourists from those residents of the two districts are different.

3.3.3 Erawan Shrine

Erawan Shrine is one of the top three popular destinations in Bangkok, and almost every arrangement of the Chinese travel agencies' schedules this for traveling to religious sites. The Erawan Shrine was built in 1956, the original purpose is to fight bad luck from a hotel in the vicinity. The shrine was made by golden and showed as a statue of Phra-Phrom, the four faced Hindu god in Thai representation which is Brahma, worshipped for make everything. The Erawan Shrine is a religious destination which has been a landmark in the center of Bangkok. It attracts travelers from all over the world especially from East Asia, especially Chinese, as well as Thai locals. Erawan Shrine is believed to be really efficacious. It therefore attracts many believers who come to make a wish with thousands of gifts and incense every single day. The area outside of Erawan Shrine is surrounded by street vendors who sell tributes, candles, followers and wooden elephants. Erawan shrine is located in the Ratchaprasong intersection which is the center of Bangkok. It is close to a lot of upscale hotels and offices. The big shopping mall-Central World is also near Erawan Shrine. Hence, the Erawan Shrine is located in a very crowded center place, yet it remains a tranquil place since the time it was built(Yuxin 2013).

In 2006, a man who had mental health problems attacked the shrine suddenly. He destroyed the statue with a hammer. He was instantly beaten to death by an angry crowd of believers. The police later arrested and charged two men for his murder. A new shrine was constructed and the shrine was reopened shortly after.

In 2010, the Ratchaprasong area was the site of anti-government protests by supporters of ousted former Prime Minister Thaksin Shinawatra. The camp there was eventually removed at the start of a military crackdown. The latest explosion occurred in 2015.

The above Erawan Shrine history seems like this area got some “curse” and unfortunately a bomb exploded near the shrine in August 2015, killing 20 and slightly damaging the shrine. This t attack become a major setback for tourism in 2015. Erawan Shire attracts not only the People Republic China tourists but also the Chinese in Thailand, HongKong, Macao and Taiwan. After the bomb, there were a lot of messy saying came out. As the Shrine is well known among Chinese tourists, the Thai authorities initially connected the explosion with anti-PRC terrorism, possibly related to the Uighurs—Muslim ethnic minority who reside in northwestern region of China who have recently clashed with the government. A few months afterwards, this doubt was confirmed in January 2016. Yusufu Mieraili and Adem Karadag, also known as Bilal Mohammed, faced charges of murder and possessing explosives. No group has ever admitted being behind the bombing, which also injured scores of people. Police say the men, both from the Xinjiang region of China, initially admitted carrying out the attack.

In conclusion, the shrine is a main pilgrimage site for Thais and Buddhist and Hindu believers. It became more and more famous and because of its location. Erawan Shrine become a Bangkok land mark and very important tourists’ destination. It offers a place to pray and return to charter a classical Thai dance once they had achieved what they prayed for. Such chartered dances figure prominently on all tourist brochures concerning the Erawan Shrine. It is a significant site in Thai tourists’ destination open to travelers from all over the world, as well as Thais.

Actually the similar religious belief of the PRC Chinese and Thais. The people who came to the religious destination more control their own behaviors. So the perception of Thai residents of Erawan Shire area might be better than the other area. The 20 dead people included 5 PRC Chinese tourists and 2 HongKong persons. The tour risk kept an amount of Chinese tourists away from Bangkok for a while. when the criminal has been confirmed and the police have been make sure that they are not in any terrorist groups, they sense of danger gradually decrease. The tourists are to continue coming to Thailand again. Above all, the Erawan Shrine Locals would be a worthy, typical area to survey.

3.3.4 Wat Pho

Wat Pho, officially known as Wat Phra Chetuphon Vimolmangklaram Rajwaramahaviharn, is the primary royal monastery, which was regarded as the most important monastery during the rule of King Rama I of Chakri Dynasty. Since the king is in charge of the restoration of Wat Phodharam which is an ancient monastery in the era of Ayutthaya. It was built near the grand palace as royal monastery. Some ashes of King Rama I is also kept under the pedestal of principle Buddha Phra Theva Patimakom in the main chapel. The monastery are covers 20 acres of land in the south of grand palace and facing Thai Wang road in the east; sanam Chai road in the east, Setthakan Road in the south and Maharat road in the west. The road Chetuphon separates the monastery into two areas with high white wall. The two areas are the sacred and the chapel section—Buddhavas, the residential area or Sangghavas, area where the monks to reside.

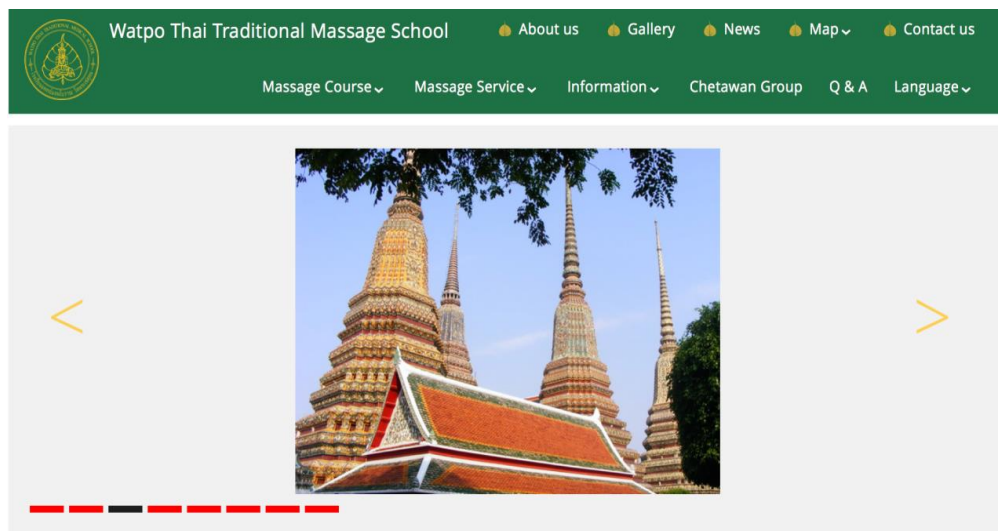
King Ram I commanded his noblemen from ten departments to restore Wat Phodharam in the year 1788. The first restoration took 7 years 5months and 28 days. The royal named it as “Wat Phra Chetuphon Vimolmangklaravas”. In a celebration in 1801 and it changed to “Wat Phra Chetuphon Vimolmangklararm” during the reign of King Rama IV. During the reign of King Rama III, he ordered a huge project of restoration which took 16 years and 7 months, and included the extension of south Vihara and west Vihara, and the construction of Phra Mondob (Library Hall) and teaching-learning hall. Except for some repair before the Bangkok Bicentennial celebration in 1982, no more significant restoration was done in the monastery. Nowadays, Wat Pho is a landmark, not only due to its historical meaning, but also its location in Phra Nakhon district, which is directly to the south of the grand palace. (Yuxin 2013)

Besides this, Wat Pho is also famous with the Temple of the Reclining Buddha. Wat Pho is typical Thai religion tourist destination representation. All

Buddhist activities held there and some ceremonies are open to public. The Thai locals and Foreign tourists are allowed to join them to better experience Thai Buddhism culture. So people come to Wat Pho not only just for trip but also for worship or participate in some Buddhist activities or even join a massage class.

Thai traditional medical science can be found throughout all of the Thai community, with certain cures from herbs and other ingredients. In the old day, there were 2 types of doctors: A Royal doctor and a local one. At the start of the Rattanakosin period, King Rama III appointed a Royal doctor, Phraya Bamroer Rajaphat, as the chief to engrave the knowledge of Thai traditional medical science around the cloisters, Phra Maha Chedis and Sala Rai. In 1856, King Rama V appointed his royal doctors to translate the great edition of Pali-Sanskrit into Thai version; indexing the books as Medical Handbook – Royal Edition. Being the base of Thai Medicine, Wat Pho Thai Traditional Medical and Massage School was opened in 1955 inside Wat Pho. It is the first Thai Medical School under the approval of Thai Ministry of Education. The school presently offers 4 basic courses of Thai Medicine that are Thai Pharmacy, Thai medical practice, Thai Midwife Nurse and Thai Massage.

*Figure 5: Wat Pho Thai Traditional Massage School website main page:
Can get information about massage class schedule*



Wat Pho Thai Traditional Massage School provide another activity in Wat Pho. It also can help tourists understand Thai medicine and Thai massage very directly. From my observation, there are not a lot of tourists from all over the world who come to Wat Pho massage school and The staff of Wat Pho Traditional Massage School. I was told that the people who come to Wat pho massage school to study Thai massage mostly are foreigners.

Wat Pho as a necessary Bangkok travel site to receive tourists all over world, its national landmark status attracts both the Chinese package tourists and individual tourists. Especially its message center is well-known by Chinese people. The Thai hosts in this area can represent the normal popular view. Wat Pho accepts other people from other countries and has lots of signs in various languages so that when the negative behavior occurred, cultural differences could not be the reason. Twenty people would be hand over the questionnaires which are including monks, Thai tourists, Thai souvenir shop keeper in outside of Wat Pho and etc. 4 out of 20 would be interviewed by open-ended questions to get more information.

The comparison of Erawan Shrine and Wat Pho:

The common point is these two areas are religious places. It is mainly measure Mainland Chinese tourists how to behave in religion place. But Erawan Shrine is not widely known then Wat Pho, the eastern Buddhist and tourists especially HongKong, Teochew, Guangdong people and mainland Chinese are more like to come to Erawan Shrine. In contrast, Wat Pho receive tourists from all over the world by average. Wat Pho have much more tour activities then Erawan Shrine. Tourists can do a lot of things besides worship. Wat Pho more like a general landmark and its religion function is not as strong as Erawan Shrine. In conclusion, the locals or the people who live or work here may hold a different attitude towards Mainland Chinese tourists. Using the above four destinations to investigate the local's attitudes to make sure these can cover all kinds of diverse Bangkok residents' attitude types. Another general but not unimportant area is the airport. Bangkok has two airports. Considering the visitor flow and the popularity of usage, this thesis chose the Suvarnabhumi Airport instead of Don Mueang Airport.

3.3.5 Airport

Suvarnabhumi Airport combined the first destination of travelers, transportation, government office, shop, accommodation, restaurant into one place. People from every walk of life appear here.

Time magazine reported that Bangkok was identified as the most visited city in the world by the 2013 Global Destination Cities Index, while Suvarnabhumi Airport was the world's most geotagged location on Instagram in 2013. Suvarnabhumi Airport is a general and significant tourists' destination to investigate. It has service people from all over the world including Thai themselves not just for Chinese. The people from anywhere share one space and service and interact with each other in here. This is the most reason to survey the locals here how to see Chinese people because they have interacted with people from other countries very widely. Meanwhile, as chapter one mentioned from the influx mainland Chinese tourists come to Thailand, some negative Chinese behaviors are reported in the airport as well. Suvarnabhumi Airport has a great data value to this research.

3.4 Conclusion

This chapter focused on the research methodology. This thesis uses the interview and questionnaire to measure the Bangkok attitude towards Mainland Chinese tourists. Based on the above explanation on the reason that why chose Chinatown, Huaikhwang, Erawan Shrine, Wat Pho and Suvarnabhumi airport, the thesis uses these five areas to represent Bangkok. By investigating residents' attitude in these five areas to represent Bangkok residents. Twenty Interview result can not represent the Bangkok hosts, so the more than one hundred questionnaires hand over in these five areas as well. The questionnaire can make result to be more thorough. The result showed that the five types of negative Chinese tourists behaviors are most mentioned. The questionnaire is based on these five behaviors and I selected five areas to represent the Bangkok residents. The details are in the following chapter.

CHAPTER IV: RESEARCH FINDINGS

The research showed that the Bangkok residents hold the negative attitude much more than positive attitude towards the influx of Mainland Chinese tourists. But their tolerance level towards these negative behavior Chinese tourists is pretty high which means they can deal with the problems with Chinese travelers, largely because of the economic benefits. Most interviewees and questionnaire respondents have been contact with Mainland Chinese tourists by themselves much or less, it also illustrates that the Chinese tourists make inroad into Thai tourism market very widely and deeply.

4.1 Results of the interview

Interview objects included random people and different occupations of Bangkok residents in Chinatown, Huaikhwang, Erawan Shrine, Wat Pho and Airport. Among residents interviewed in this study, there are 3 respondents who are 20-30 years old, 7 respondents are 30-40 years old, 5 respondents are 40-50 years old and there are 4 respondents who are over the age of 50. 10 residents are female and 10 are male. These residents which had bachelor degrees were 12 out of 20. There are 6 respondents received below bachelor degree and 2 out them received master degree. The table below presents the twenty respondents' basic information. The occupation chosen are related to the frequency of contact with Chinese tourists. Each interviewee explains how he/she interacts with Chinese in the following paragraph. The age of interviewees is not considered to be an influential factor in this issue. The education level does not influence attitude that interviewees hold. The result showed that differences of the attitude depends more on geographical districts than the education level.

4.1.1 Profiles of interviewees

Table 5: Profile of interviewees' basic information

↻	Occupation ↻	Age/Gender ↻	Educational background ↻
Chinatown ↻			
Respondent I ↻	Thai production deputy ↻	Male/42 ↻	Below B.A ↻
Respondent II ↻	Restaurant keeper ↻	Male/40 ↻	B.A ↻
Respondent III ↻	Tea and coffee shop keeper ↻	Female/33 ↻	B.A ↻
Respondent IV ↻	general employee (dtac) ↻	Male/33 ↻	M.A ↻
Huaikhwang ↻			
Respondent V ↻	Logistics company ↻	Male/39 ↻	Below B.A ↻
Respondent VI ↻	Thai production buyer ↻	Male/40 ↻	Below B.A ↻
Respondent VII ↻	Latex shop keeper ↻	Female/50 ↻	Below B.A ↻
Respondent VIII ↻	Restaurant keeper ↻	Female/52 ↻	B.A ↻
Erawan ↻			
Respondent IX ↻	Street vendors (tribute) ↻	Female/39 ↻	Below B.A ↻
Respondent X ↻	Street vendors (tribute) ↻	Female/44 ↻	Below B.A ↻
Respondent XI ↻	Tour Guide ↻	Male/30 ↻	B.A ↻
Respondent XII ↻	Policeman ↻	Male/32 ↻	B.A ↻
Wat Pho ↻			
Respondent XIII ↻	Employer ↻	Male/52 ↻	M.A ↻
Respondent XIV ↻	House wife ↻	Female/50 ↻	M.A ↻
Respondent XV ↻	Ticket Seller ↻	Female/48 ↻	Below B.A ↻
Respondent XVI ↻	Tour Guide ↻	Male/40 ↻	B.A ↻
Airport ↻			
Respondent XVII ↻	Airport Staff ↻	Female/24 ↻	B.A ↻
Respondent XVIII ↻	Kingpower seller ↻	Female/25 ↻	B.A ↻
Respondent XIX ↻	Employer ↻	Male/31 ↻	B.A ↻
Respondent XX ↻	Stewardess ↻	Female/26 ↻	B.A ↻

The related studies show that all the interviewees have connect with the Chinese tourists. It illustrates that the huge number of Chinese tourists have entered the Thai tourism market. Although the interviewees have different occupations, the negative attitude is quite common. They all mentioned experiencing negative Chinese behavior in daily life or work place. This study's interviewees include different age and different educational level, but the age and education have a little influence on the result. The occupation differences actually have had little effects because the Mainland Chinese tourists have touched upon every aspect Thai society.

The interview with respondents was 20 minutes. Every respondent was asked to answer almost ten questions and aim to each respondents' questions were slightly altered because they were based on the difference answers of the respondents. They need to describe their real views and their feelings towards Mainland Chinese tourists. The difficulty of the interview process is related to the result as well. The results showed, Yaowarat Chinatown is the most difficult area to do the interview because a lot of locals refuse to conduct an interview on this topic. Old immigrants were not interested in this topic like those in the other areas. Some of them said "I have nothing to say about Chinese tourists" with some definitely not having a positive attitude. Without expectation t Chinatown certainly is the most negative area of the five areas. From this observation, the residents in Chinatown are the only area locals that speak out their unsatisfied attitude when they meet negative Chinese tourists' behaviors. Old generation immigration prefers hold Thai or Teochew identity more than Chinese. They intentionally keep distance with Mainland Chinese tourists. There are some respondents who display? their disappointment to Chinese tourists. The softest attitude area is Erawan Shrine. It is related to the traveler flows. There is not so much the number of Mainland Chinese tourists like the other districts. It is not means that the Erawan Shrine is not popular with the other destinations but the thesis focus is on the tourists who come from Mainland China. There are still more Chinese who are not from mainland who go to visit Erawan Shrine. A lot of mainland Chinese hold similar Buddhism beliefs so most Chinese tourists come to Erawan Shrine where is a single function tourism destination to worship. They control their own behavior carefully much more than in the other place. Some tourists read some ten prohibited items from

the internet or an educated by tour guide before they enter the Erawan Shrine. So that the business and Thai Buddhists who come here for worship as well have a more positive attitude towards Chinese tourists.

The aim to every respondents' questions are not same because their former answer influenced the next questions. The purpose is to understand every respondents' attitude toward Chinese and how they view Chinese tourists.

Every conversation starts from the question that have you ever saw the Chinese tourists? What do you think of Chinese tourists? The first question aim was to know the general perception of respondents. What do they think about Chinese travelers as a whole group? 14 out of 20 respondents said they more clearly dislike Mainland Chinese tourists. 3 out of 20 respondents had a neutral attitude. 3 respondents said they had a welcoming attitude towards Chinese travelers. Based on these questions, I generated the following questions. Then comes to why do you think that? Have you ever interacted with Chinese tourists by yourself or heard from other people? It is worthy to mention that all respondents have interacted with Chinese tourists by themselves. They all have watched some Chinese tourists do bad behavior or experienced it in daily life. One Thai resident mentioned that it is hard to have no interact with Chinese tourists. They go everywhere and they have already involved in the Thais daily life. After ensuring that they have already experienced Chinese negative behavior by themselves, a question is "How do you know that these bad behaviors did by Mainland Chinese tourist not the others?". Most of them can know that the people who speak loudly in public and break line are Chinese tourists. They complained the influx Chinese tourists make their daily life messy and Thai business gradually speak much or little Chinese for the huge number of Chinese customers. Then "Do you think all mainland Chinese tourists behave same or not" to measure that how frequency they meet the negative behaviors did by Chinese tourists and the Chinese behavior have diversity or not in their perception. Most of them said the polite Chinese is a minority and they showed the dissatisfaction to the majority Chinese tourists. And then direct at the different area ask the different questions, like What do they often buy in Chinatown (or Huaikhwang)? How is their shopping way?

and etc. The last question is what kind of negative behavior of Mainland Chinese tourists make you unhappy the most? According to the summary, they mentioned the most often negative behavior is not queuing, some impolite behavior in religious place, improper use of public infrastructure especially the toilet, speaking loudly in a public place and some annoying shopping habits. These actions are exactly what they complained and have been reported in social media. So that the social media is a kind of representation of locals' attitude.

4.1.2 The result of each area

4.1.2.1 Chinatown

Based on the history of Chinatown and the old generation Thai-Chinese immigration community, we can see that Chinatown is a typical area to investigate because it is both a tourism destination and Chinese immigration community place. It has a lot of functions to contemporary Bangkok. The people live in Yaowarat universally? have no favorable views towards mandarin Chinese tourists. Four respondents illustrated a clear dislike in the conversation. As above chapter mentioned that Yaowarat mainly is the old generation immigration. There are Chinese style Buddhist temples, Cantonese restaurant, bird's nest sellers, Chinese decoration hotels, gold shop and etc. These all typical means to make a living by old generation immigrants. They more come from Teochew, Hainan, Guangdong, Shantou and etc. southern costal Chinese. This is different with the following Huaikhwang district. So contemporary Chinese tourists come to these two districts of Thailand to spend money and travel in a different way. Naturally the behavior in these two district have slightly differences.

There were four respondents interviewed in Yaowarat district, the first respondent is a street vendor who sells bread in a trolley. He has sold bread in the Yaowarat area over 10 years and he is a Thai with Chinese blood. He said he come to Chinatown because this area has a large passenger flow, not just Thai-Chinese but also the traveler from all over the world and Thai locals come to Chinatown as well. He said because his business is very hot and he did some Chinese translation menu in

the trolley. He complained the worst behavior of Chinese is not queuing and said he had no good perception of Chinese. The second respondents are a Cantonese restaurant keeper. He expressed that Chinese tour tourists' influx to his restaurant this two years and he said the sanitary problem is the most annoying behavior. Drop litters, smoking in his restaurant and affect the other customers. He said that he has Chinese blood as well but the Thai-Chinese did not behave like this. Then the third respondent is a coffee, tea drinks shop keeper. Her attitude is more soft because her business has not such flows of Chinese tour tourists. But she has interacted with mainland Chinese tourists in the other places. She complained that they are a little bit noisy even in the temples. She said the reason maybe is the number of Chinese tourists is really huge so it is very normal that a few people do not act good in large numbers. She mentioned that maybe cultural differences make the difference. Because she does business in old Chinese immigration community area, she said that the Thai-Chinese also speak loudly as well. She mentioned that she saw this bad habit of Chinese tourists to use toilet and she said maybe this is the most negative behavior that she cannot stand at all. The last respondent is a Thai passenger of Chinatown. He said the number of Chinese tourists come to Chinatown is not as much as the other places from his observation. He more like to take the differences as cultural differences because he said a lot of foreigner tourists also do not act. But he still has a negative perception of Chinese tourists because he has been conflict with Chinese tourists in airport because they are not queuing and refuse to check the baggage.

The four respondents (I, II, III, IV) taken the interview in Yaowarat all can distinguish the Chinese tourists who are from the Mainland China. The respondents I, II and IV that who are Thai-Chinese express the more negative attitude and clearly dislike Chinese attitudes more than the other Thai one. They said they can understand why the Mainland Chinese tourists behave like this but they do not like it. They (respondents I, IV) all comment that the Mainland Chinese tourists always have sanitation problem including using toilet, in the restaurant, spiting everywhere and one of them (respondents II) mentioned that the Mainland Chinese behave badly in airplanes. They (I and II) all said that the Mainland Chinese tourists spend a lot of money in Thailand but they are also bargaining a lot. They mentioned the Mainland

Chinese tourists distrust everything that they sell. The four respondents in Yaowarat said they all experienced the bad PRC tourists' behavior by themselves. They said they (I, II, IV) have been to China so they can understand why the Mainland Chinese behave like that because there is same sanitation problem in China to them. "They behave like that because they are behaved this in China as well." One restaurant keeper (II) said. They all expressed that they know the Chinese social status but they also hope the Mainland Chinese tourists behave better when they are traveling in other countries.

4.1.2.2 Huaikhwang

Huaikhwang district is a new economic center area in Bangkok. The Pracha Rat Bamphen Rd.(ถนนประชาราษฎร์บำเพ็ญ) is called "Buyer for Chinese". It means that Thai businessman and Thai travel agency have some shops to mainly serve Chinese tourists. There are lots of aspects business with Chinese. Latex shops, snake drugs, lots of Thai production buyer shops, Chinese restaurant and lots of things that Chinese tourists interested in. These shops do both wholesale and retail. The types of Chinese restaurants are not same with restaurants in Yaowarat. Yaowarat is prefer to Cantonese and Teochew food but Huaikhwang is prefer to Sichuan and the other place of Chinese food. They seem to like to serve contemporary tourists and new generation immigrants. Because of the Chinese economic development policy, Teochew and etc. coastal cities develop very quickly and the locals get rich much more than before, so they prefer doing business in China instead of coming to Thailand. Then, the Chinese from other places come to Thailand as a new generation immigrant. They open their local food restaurant or open Chinese language service travel agency or foot massage shop and gathering in Huaikhwang area. Chinese tourists come here seeking Chinese food or Chinese language tour guide. A lot of group tourists also like to live here as well because of the Chinese embassy is located in this districts as well.

The first respondent is a logistics company boss. His business begins from 2014. because the influx Chinese come to Thailand and a lot of Chinese tourists buy lots of things and they do not want bring them back by themselves so they send the things to the logistics in Huaikhwang. Some of them buy latex pillow or mattress and they cannot bring these huge things back then they send to the logistics company. This logistics trade between Thai and China thrive in this two years, Thai shop keepers can speak fluent Chinese and he mentioned that most business man can speak Chinese because they need to communicate with Chinese and Chinese refuse to speak English. He complained the Chinese bargain a lot and Chinese always speak in a tone of contempt. "They think they are rich and they are." He doesn't hold a bad attitude towards Chinese tourists and expressed that the conflict is mainly due to cultural differences. The second respondent is Thai buyer. He is doing the business about everything that Chinese people want. He has some agents and Chinese customer want everything of Thai production can told his agents and he buys them then send back to China. He also picks up some Thai brand cosmetic, Thai medicine, Thai snack food and etc. selling in his shop. He complained of Chinese tourists shop in an impolite way. Then respondent third, fourth is Latex shop keeper and hot pot restaurant shop keeper respectively

The four respondents in this areas are 2 Thai business man (V and VI), 1 new Chinese immigration(VII), and 1 hotpot restaurant keeper (VIII). Their dislike is less than the Yaowarat respondents. The logistic company boss said because the Chinese tourists come a lot so the Thais think all the negative behavior belongs to the Mainland Chinese. "It seems the main reason is because of the culture differences." He also mentioned the worst behavior that he cannot stand is the mass order. "Some of them" cut the line or talk loudly in public area. He also mentioned that young tourist behavior is much better than the older tourists who are in a tour. The one whose attitude is the most dissatisfaction is the Thai buyer (VI) in this area. He complained a lot about the Chinese tourists using toilet and the way they buy lots of things but he also mentioned that he cannot identify who is from the Mainland China for sure. The new Thai-Chinese immigrant(VII) is the second generation. She said she has seen mostly negative action mentioned in Thai social media and she preferred to

take it as a “the culture difference”. She also mentioned the “Thai tourists behave in Japan is also generate to lots of Japanese netizen complain and the western foreigners are also behaving not perfect in Thai”. She explained that the most problem for Thai host and Chinese tourists is the language problem. “Most group Chinese tourists cannot speak English”. For the restaurant keeper the worst behavior is about the “queuing” but she is the only person that mentioned this situation become better and better from 2013 to 2015 by observe herself. In a word, the result of the Huaikhwang is the softest of the five districts.

4.1.2.3 Erawan Shrine

Erawan Shrine is a district where are just for religion function. Tourists come here for worshipping much more than for traveling. Take Erawan Shrine as a religious place to measure that the Chinese tourists behave badly in the temples mentioned in the internet is true or not. Fact showed that mainland Chinese tourists did not behave that bad in this area, much better than the other areas. So the locals here showed more soft attitude when talk about Chinese. It is worth mentioning that the number of Chinese tourists in this area is less than the others. So the soft attitude might relate to the tourists’ flows as well.

The respondents IX, X, XI, XII have been surveyed in this areas. The respondents IX and X are the tribute seller, the IX is the one who is selling inside the Erawan Shrine circle and X is the one who is selling outside. They both filled middle degree of attitude and tolerance about the PRC tourists. They all can speak a little Chinese. The respondents XI is a policeman who are send to the Erawan Shrine after the boom. He mentioned that he heard about the bad reputation of PRC tourists as a lot before come to Erawan Shrine but when he illustrated that the Chinese tourists are not bad as the social media mentioned. He added that maybe that is because he worked in a religious destination and the tourists behave better than the other places. Because he has seen some Chinese spiting in the street and quarreling with the taxi driver and so on. The most negative attitude in this area is a tour guide (interviewee XII). Because he has ever been interacted with large number of mainland Chinese

tourists so he knows Chinese tourists very well and did observed a lot negative behavior of Chinese tour group tourists. He used the word “เบื่อ” which literary means “bored” in English but it is interpreted as “dislike or despise” from the context in this situation to describe the Mainland Chinese tourists. He mentioned the PRC tourists and emphasized only the tourists come from the Mainland China are “dirty, mean, unfriendly, loudly, wearing weird and does not pay the tips even they have money”. He said but not the every one behave this all, some of them who are come from “the large city or large tour agency or high tour fee or the order tourists behave much better.” This perception is much different with the respondent V who are believed that the young generation behavior is better than the order ones. He also added that “Not the everyone but almost PRC tourists are not good manner”. However, he honestly said he still need to service the Chinese tourists because of the economic benefit.

4.1.2.4 Wat Pho

Wat Pho is different with Erawan Shrine. It is a religion place as well but Wat Pho’s function much more like a landmark and tourism destination then a Buddhist temple. Wat Pho receives hundreds and thousands tourists from all over the world. Tourists can do lots of activities here. They can worship the reclining buddha, join a buddhist actives like Vian Tian ceremony on Makha Bucha Day, take a Thai massage course. Some of tour group Chinese tourists do not know Wat Pho is a temple because they come for the Grand Palace and pass by Wat Pho.

Four interviewed people are marked as XIII, XIV, XV, XVI. The XIII and XIV are Thai couple tourists. They said they also felt not good with the behavior of the PRC tourists but they hold positive attitude. They analyzed that because the big number of PRC tourists so that the negative behavior has been expanded. They mentioned the PRC tourists exist the bad behavior in airplane, the loudly voice in the religious destination and do not queuing of most people and resist doing the bad behavior without listening to the dissuasion. However, they still perceive that the other country tourists sometimes behave these as well, people complain about Chinese tourists because of the huge number. The XIV is a house wife, she comes from

northern Thailand and she is a tourist as well. She expressed that Chinese tourists come here to take photos and they may not know the Buddhist culture. She said she saw the similar actions in northern Buddhism temple tourist destination as well. Some temples do not allow pictures but Chinese tourists never saw the sign. The XV is a ticket seller. She said most Chinese tourists come to Wat Pho as a tour group. The most negative image is Chinese tourists are very loud. The XVI is a tour guide. He used much more soft words to describe the PRC tourist than the tour guide in the Erawan Shrine. He claimed that the PRC tourists have changed in two years and they have noticed that they have a negative image from the international tourists. However, he also complimented that the PRC tourists secretly took pictures in the temples while prohibit photographing slogan showed in front of them. “The rich-class Chinese does not respect the service staff and boasting and have no civic-minded.” He expressed that a lot of behaviors are culture different and different people have different behavior so cannot “dislike” every the PRC tourists. “They sometimes stop their compatriots talking loudly in public area after a series report in social media.”

4.1.2.5 Airport

Suvarnabhumi Airport is a general place in Bangkok residents' daily life. They have chance to interact with people from all over the world. Airport is not a tourist destination but it the first station that tourists come to Thailand. The people form the other cities come to Thailand and Bangkok people go to other cities and need to pass through the airport so the different story of interaction with Chinese tourists in other cities might be heard in airport. The respondents XIX is the one who come from Southern Thailand and has work in Bangkok for a long time. He mentioned that both in Phuket and Bangkok, he has seen the improper behavior of Chinese tourists. He said they behave worse beside the beach, spitting and drop litter is very normal to Chinese tourists. He complained that Chinese tourists do not speak English everywhere and they refuse to correct their behavior when he points out their improper actions. He even pointed to the mass order of Chinese tour group when they checked in without queuing and make the other passenger cannot check in as well on the spot.

Respondents XVII, XVIII, XIX, XX all said that the Chinese tourists have no manners and cannot wait or queue. XVII is a marshal staff in airport and she affirmed the Chinese tourists are disorderly. XVIII is a duty free seller in airport, she added that the Chinese tourists are loud and very impatient and they do spend a lot of money. They cannot speak English and talked with staff in an impolite way. XVIII agreed that every PRC tourist behaves in the same way without exception. XIX is a normal Bangkok resident who is ready to fly. XX is a stewardess. They are all hold negative attitude to the Chinese tourists. They blamed the Chinese tourists for improper public toilet use and behaving annoyingly in the public areas especially in the airport and airplane. They said it became “normal” picture to see the Chinese tourists proceed the yellow line or cut line when everyone queuing to check in. The stewardess expressed the improper action in the airplane is very general thing. Rushing to get off the plane when the broadcast said do not stand in the plane. Refuse to turn off the cell phone or using the toilet in the airplane do not close the door. She listed a lot of actions they cannot understand but they claimed she still hold a positive hope that the PRC tourists can improve some days in the end of the interview.

From the above result of interview, the Bangkok residents hold obvious negative attitude to mainland Chinese tourists. From the summary, the most five complaints? are their sanitation problem especially the way to use public toilet, making noise in public areas, not queuing and cutting the line, behaving improperly in the religion temples and are very scornful when they are shopping. These are applied to measure more hosts attitude in the quantitative research.

At the end of each interview, considered with the accurate felling and the respondents were asked to score the Mainland Chinese tourist to five questions.

The interviewees score for mainland Chinese tourists.

Question 1: What is your attitude towards to mainland Chinese tourists on a one (very negative) to five (very positive) scale. (Very Negative—Very Positive)

Q	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI	XVII	XVIII	XIX	XX
score	2+	3+	3+	3+	3+	4+	2+	3+	4+	4+	1+	3+	3+	3+	3+	3+	2+	3+	2+	2+

Question 2: How often do you come into contact with mainland Chinese tourists on a one to five scale? (Not at all-Very much)

Q	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI	XVII	XVIII	XIX	XX
score	4+	4+	3+	3+	5+	3+	3+	5+	4+	4+	5+	3+	3+	3+	3+	5+	5+	5+	4+	5+

Question 3: Please rate the quality of the interaction on a five-point scale (Very Unpleasant- Very Pleasant).

Q	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI	XVII	XVIII	XIX	XX
score	2+	2+	2+	3+	3+	3+	3+	3+	2+	2+	1+	3+	3+	3+	3+	3+	3+	2+	2+	2+

Question 4: How often do mainland Chinese tourist do negative behavior on a five-point scale (All-None)

Q	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI	XVII	XVIII	XIX	XX
score	3+	3+	3+	3+	3+	3+	3+	4+	3+	2+	1+	3+	4+	4+	3+	3+	2+	2+	2+	2+

Question 5: How do you think your tolerance level towards mainland Chinese tourists' influx to Thailand? Five scale (Extreme Low-Extreme High)

Q	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI	XVII	XVIII	XIX	XX
score	2+	2+	2+	3+	4+	3+	3+	4+	3+	2+	4+	3+	4+	4+	4+	3+	2+	2+	2+	2+

The score showed that five facts:

- the Bangkok residents showed clear dislike attitude when talking about the mainland Chinese tourists. There almost have no satisfied respondents.
- Every interviewee has interfaced with Chinese tourists by themselves so their attitude and perception towards Chinese tourists is from their experience.
- The contact frequency level is related to the occupation differences and the tourists' flows in that area. However, the more contact with Chinese tourists, the attitude become more unpleasant.
- Then, the Bangkok residents mentioned that the Chinese tourists quite often did bad actions in Thailand, it occurred quiet general. So they thought the universal level of negative Chinese tourists is pretty high.
- Most interviewees hold negative attitudes towards Chinese tourist, but the tolerance level towards mainland Chinese tourist influx Thailand is quiet high. It means that the negative behavior of Chinese tourists occurred very often and the 20 Bangkok interviewees do hold a negative attitude though but they still can stand with the Chinese tourists much or less because of the economic benefit considering the interaction level between the host and tourists.

Based on the interview result, the following questionnaire aim to measure these attitudes and these perceptions with universality or not.

4.2 Result of the questionnaire

Based on the result of the interview, the five behaviors they complained the most about are “queueing up” “Behave in the religious place” “using toilet in a proper way” “public place behavior” and “shopping behavior”. These are also mentioned in social media. The event generating the hottest discussion between the two societies is the Thai female model slams and her video angrily denouncing Chinese tourists are not queuing. This video is transmitted by million times and led to heated discussion both Thai and Chinese. The “Improper way to use toilet” also generate attention in social media first, The Wat Rong Khun banned Mainland Chinese tourists entering

the "White Temple" for half a day from after complaints of inappropriate toilet usage. So the questionnaire is designed refer to the interview result and social media news.

4.2.1 Basic information

In this investigation, 100 copies of questionnaires were distributed to Bangkok residents from five areas and 100 copies were returned. Among the respondents, there were 39 males and 61 females; In terms of the educational background of respondents, 72 respondents have received education of bachelor degree, 18 respondents' education level is lower than bachelor degree and the rest-10 respondents received higher than bachelor education. Considering their ages, 8 respondents are less than 20 years old, 69 respondents are 20-30 years old. 20 respondents are 31-40 years old. 2 respondents are 41-50 years old and 1 respondent is 54 years old. Judging from their occupations, 36 respondents work as general employees, 22 are employers, 17 respondents are students, 7 respondents are civil servant and 18 respondents did not fulfill the occupation for the protection of personal privacy. 82 respondents involved with mainland Chinese tourists by themselves but only 63 respondents sure the people are come from mainland China, otherwise, what they interact might be other Asian tourists.

Age	Below 20	21-30	31-40	41-50	51-60
Number of respondents	8	69	20	2	1
Educational Background	Below Bachelor Degree		Bachelor Degree	Above Bachelor Degree	
Number of respondents	18		72	10	
Occupation	General Employees	Employers	Students	Civil Servant	Not mentioned
Number of respondents	36	22	17	7	18
Gender	Male			Female	
Number of respondents	39			61	
Involved with mainland Chinese tourists by themselves	No			Yes	
Number of respondents	15			82	
Distinguish ability of mainland Chinese tourists	Not Sure			Sure	
Number of respondents	19			63	

From the result of questionnaire, the age and educational background also to be considered factors to influence the attitude. The most population 23-30 and bachelor degree, this group of people are the most easily effected by the social media and have more strongly dislike to the negative behavior in their own country. The occupation and gender is hardly to say that can influence the result but the most important data is the number of respondents involved with mainland Chinese tourists by their own experience. Considered that because the Asian people similar appearance, maybe the Bangkok residents met negative behavior have done by tourists from other Asian countries. So there is also a question in basic information about that distinguish ability to recognize tourists from mainland China, the 63% can sure that the negative behavior have been done by Mainland Chinese tourists. The greatest reason that the high percent population of interaction and distinguish ability is because that the huge number of Mainland Chinese tourists come to Thailand during 2013 to 2015.

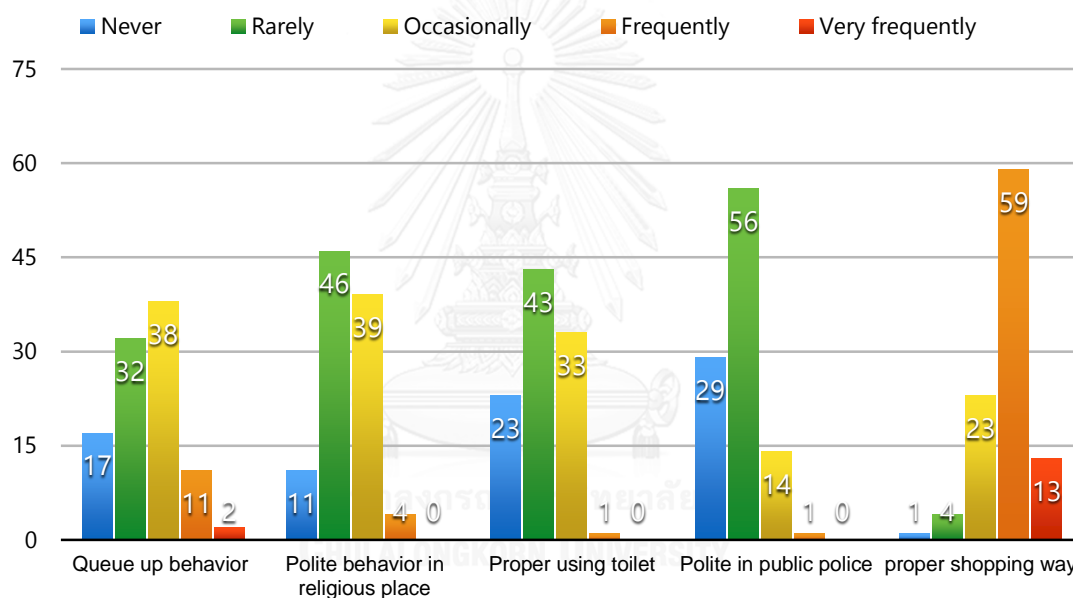
4.2.2 Frequency level.

The result of questionnaire showed by the following three bar chats. The first chart illustrates the Frequency level. The five questions are about different behaviors.

- Do you think Mainland Chinese tourists queue up?
Never/rarely/occasionally/frequently/Very frequently
- Do you think Mainland Chinese tourists behave appropriate in religious places?
Never/rarely/occasionally/frequently/Very frequently
- Do you think Mainland Chinese tourists use public toilets in a proper way?
Never/rarely/occasionally/frequently/Very frequently
- Do you think Mainland Chinese tourists are polite and well-mannered in public places?
Never/rarely/occasionally/frequently/Very frequently
- Do you think Mainland Chinese tourists behave appropriate when shopping in Thailand?
Never/rarely/occasionally/frequently/Very frequently

Figure 6 showed that 32 percent of people and 17 percent of residents agreed that the Mainland Chinese tourists are rarely queuing and never queuing up respectively. 46 percent of people thought the Mainland Chinese tourists rarely do proper actions in religion place and 11 percentage host thought Chinese tourists never do polite behavior in religious place. Only 1 percent Thai thought Chinese tourists use the toilet in an inappropriate way very frequently. 56 percent people rarely seen that the Mainland Chinese tourists behave polite and proper.74 percentage thought Chinese shopping and spending money in a proper way.

Figure 6 Respondents attitude towards frequency of Chinese tourists' different behavior



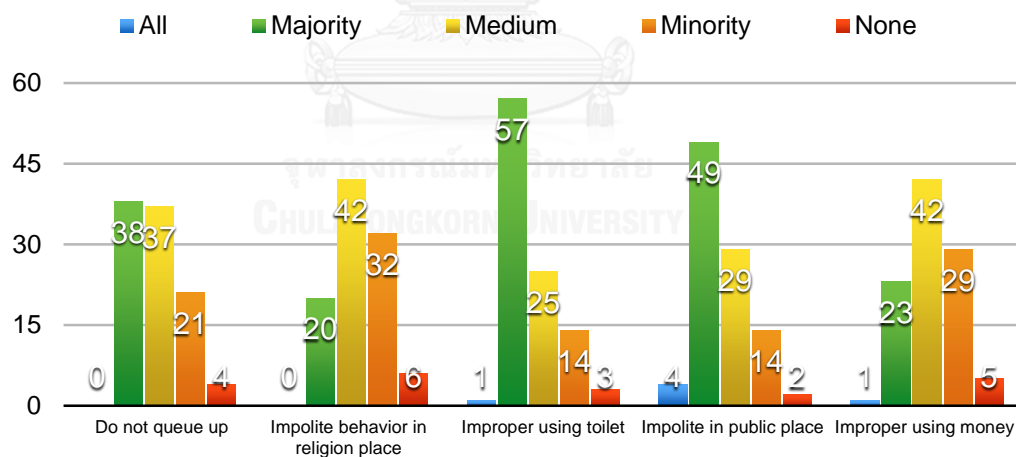
The figure showed the most negative attitude behavior is the Chinese tourists use toilet and the most positive one is the way to use money. Overall from the proportion, he “Rarely” is the highest bar in this chart. So all polite and proper actions did rarely by mainland Chinese tourists. About the queue up behavior, the most negative attitude given by the Airport area, there are a lot residents claimed that they have been cut in line by Chinese tourists.

4.2.3 Universal attitude level

The following figure is about the generalizability level. The questions can draw a conclusion that do really Thai residents think that all the Chinese tourists behave in a similar way.

- How often do Mainland Chinese tourists not queue up?
All/Majority/Medium/Minority/None (Negative to Positive)
- How often are Mainland Chinese tourists impolite in religious places?
All/Majority/Medium/Minority/None (Negative to Positive)
- How often do Mainland Chinese tourists use the toilet in an improper way?
All/Majority/Medium/Minority/None (Negative to Positive)
- How often are Mainland Chinese tourists impolite in public places?
All/Majority/Medium/Minority/None (Negative to Positive)
- How often do Mainland Chinese tourists misbehave when shopping?
All/Majority/Medium/Minority/None (Negative to Positive)

Figure 7: Respondents attitude towards universal level of Chinese tourists' negative behavior



The following chart showed that 38 percent people thought majority Chinese do not queue. 20 percent Thai claimed that majority Chinese did improper action in religion place and the most complained behavior—using toilet way reach up to 58 percentage of Thai agreed that all and majority PRC travelers did do this negative behavior. 4 and 49 percentage Thai locals agreed that Chinese were impolite in public areas. Shopping in Thailand can bring economic benefit to Thailand and facts showed

that the Chinese tourists did spend a lot of money in Thailand but Thai residents still not are not satisfied with their attitude when they are shopping. They do not speak English and did a lot of bargain. Even they complain the Chinese tourists' shopping behavior but only 24 percentage people said their dislike shopping way take majority.

The chart showed that the Thai residents thought the Chinese tourists had a lot of negative behaviors and these negative behaviors occur in a majority proportion of Chinese tourists exhibit bad behavior. The negative Chinese behavior is prevailing minority and medium. Is worth to say that the Mainland Chinese tourist rarely have "proper using toilet" behavior as the above figure showed and this chart showed that they do admit that the minority Chinese behave properly when they using toilet. Except the improper shopping behavior is not universal to be considered by host, the others negative behavior has done by majority Chinese tourist considered by Thai residents' view.

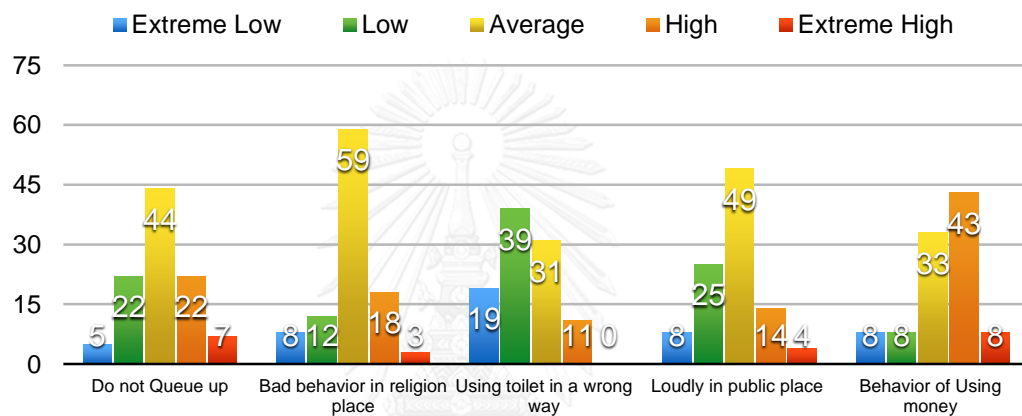
4.2.4 Tolerance level.

From this table showed that the tolerance level. Bangkok residents pointed to toilet use as extremely low and low in 58 percentage and no one likes this behavior. 27 percentage of Thai locals thought they do not queue up behavior have low and extreme low tolerance. PRC tourists behave in religion place got 59 percentage average tolerance level from Bangkok residents. Then the much higher tolerance (43% of hosts' scored) negative behavior is the arrogant shopping way.

- How do you feel towards Mainland Chinese tourists' queueing behavior?
Extreme low tolerance/Low tolerance/Average tolerance/High tolerance/Extreme high tolerance
- How do you feel towards Mainland Chinese tourists' behavior in religious destination?
Extreme low tolerance/Low tolerance/Average tolerance/High tolerance/Extreme high tolerance
- How do you feel towards Mainland Chinese tourists' behavior in using toilets?
Extreme low tolerance/Low tolerance/Average tolerance/High tolerance/Extreme high tolerance

- How do you feel towards Mainland Chinese tourists' behavior in public places?
Extreme low tolerance/Low tolerance/Average tolerance/High tolerance/Extreme high tolerance
- How do you feel towards Mainland Chinese tourists' shopping behavior?
Extreme low tolerance/Low tolerance/Average tolerance/High tolerance/Extreme high tolerance

Figure 8: Respondents attitude towards Chinese tourists' negative behavior tolerance level



This graph showed that the tolerance level distributes on the average tolerance level which means the tolerance towards Chinese tourists negative behavior. The highest tolerance behavior is the behavior of the way they use money. In the contrast, the lowest tolerance behavior is the way to us they toilet. Combined with the result from above can draw a conclusion that they did dislike Chinese tourists but they can accept what they do in Thailand. Especially residents have the highest tolerance about the shopping way. It believed that the economic benefit plays a great role in the tolerance level measurement.

4.3 Result Discussion

The conclusion of this study more focuses on the result of interview than the result of questionnaire. The result of the questionnaire is used to prove the result of the interview and get more populations to verify the result of the interview. So the result of quantitative and qualitative research maintains consistency. Comparing the

basic information of the interview and the questionnaire, the most important information is the most Bangkok residents have interacted with Mainland Chinese tourists by themselves which means that their perception and attitude from the first experience. This is attributed to the large number of Mainland Chinese tourist influx Thailand during 2013 to 2015. Because they come in large numbers, so they were from all walks of Thai society. Then, the attitude of negative Chinese behavior is strongly focused on the using toilet. They said most Chinese behave same way. This is also matches with the social media complaints.

Other behaviors which the respondents complained a lot about is the public behavior. Lots of interview respondent mentioned that they loathed the chaos and hassle some mainland tourists bring upon their cities and other tourists. It is worth mentioning that their attitude leans toward negative but their tolerance level is still average. It means the Bangkok residents do not like Chinese tourists but they still can accept them, including some negative behaviors and that is partly because of the economic benefit from the tourism. The different districts of Bangkok do not make a lot of the differences in attitude. So the geographic factor is not an important topic to analyze but the slight difference still exists. The Huaikhwang had a softer attitude in the five areas and the Yaowarat become the most disliked attitude in the researched district because of the historic reason and the local community exists.

The result of the questionnaire also explains that the negative attitude of Bangkok residents is in the majority. The result of the interview is more negative than the result of questionnaire. The questionnaire is mainly focused on the five negative behaviors but the interviewees mentioned more than a lot of negative behaviors that they experienced with mainland Chinese tourists by themselves and they heard from friend and seen in the social media. The interviewees' frequency level of interaction with mainland Chinese tourists is also higher than the questionnaires. It means the more they interacted with mainland Chinese tourists, the more negative attitude they had of them. It is worth mentioning that respondents XI life courts on tourism, especially accepting mainland Chinese tourists. Based on the social exchange theory he is supposed to hold a more positive attitude towards Chinese tourists but he gave

the most negative attitude without the expectation, however, his tolerance level is quite high.

In a world, the negative attitude of Thai social media showed that it is realistic that Bangkok residents hold prevailing negative attitudes but the interviewees mentioned that they are not losing patience yet. And the social media is really becoming a representation of the real attitude of Bangkok host. But the more negative attitude of the host does not influence the tourism market yet and they hope it would be better in the future.

4.4 Conclusion

This chapter focuses on the research result. Both the interview and questionnaire result showed the prevailing negative attitude towards Chinese tourists. But it still maintains a positive future between the Thai and Chinese tourism market. From the timeline showed, the negative social media reports began with the influx Chinese tourists coming to Thailand. The results showed that the most negative attitude occurred in the area which have huge travelers' flows, from the frequency of interaction with mainland Chinese tourists. Therefore, the number of tourists relate to the residents' attitude. Mainland Chinese tourists are not perceived well in Thailand. It is because that the huge number of them did spend a lot of money in Thailand. This phenomenon is not specialization. The American travelers also have experienced this process after the Second World War. Analysis of the reason mainland Chinese tourists have problems and understand what reasons account for their behavior like this is necessary. As a Chinese, I want to make Thai residents understand the Chinese behavior is also the purpose of this thesis. Do they behave in a bad way because of the bad manners or the culture differences? The dissatisfaction of Bangkok residents towards Chinese tourists can improve or not? The relationship between host and travelers is very significant to the health of the tourism market. A lot of studies focus on the tourists' satisfaction towards to the destination and host but there are no studies focusing on the Bangkok residents' attitude towards Chinese. This study did a social survey and then drew a conclusion in the following chapter. It aims to help Bangkok residents understand Chinese tourists.

CHAPTER V: CONCLUSION

(Richard Sharpley 2014) claimed that hosts develop negative perceptions of tourists in the destinations receiving a great number of tourists. It proved in the result of the questionnaires and the interviews towards the influx Mainland Chinese tourists come to Thailand. In totally, there is a prevailing negative attitude towards the Mainland Chinese tourists among the interview result; and yet those who rely on tourism for livelihood still maintain a positive attitude with regards to their business relations with these tourists. Not just in Thailand, the numbers of Chinese tourists traveling around the world is increasing rapidly and this increased mobility has brought a lot of criticism and negative media coverage not just in Thailand but also in the other countries. The mainland Chinese tourists are perceived as lacking in manners as well as being loud, uncultured and uneducated. Chinese tourists do have traveling etiquette problems whether based on the result of this thesis or social media. So as a Chinese, what are the factors lead to the Chinese tourists have got a bad reputation? It is considered that summarized by following factors.

5.1 Education makes a difference

Not every Chinese tourist is rude and ill-behaved when traveling Thailand, most interviewees and respondents also agreed that not every mainland Chinese tourist have bad behavior. The educated people are usually believed better behaved than those who have a lower level of education. The Chinese tourists who are mostly middle-aged or older tourists who have been deprived of or received little education during China's Culture revolution times tend to act unrulier.

The ten years of the Cultural Revolution have a massive impact on China especially in education. The Chinese saying that this revolution is a great historical retrogression for at least ten years. The Cultural Revolution occurred because Mao—the Chinese historic great leader had been losing his dynamic leadership from the late 1950's—tried to reassert his beliefs so he named his revolution as “The Cultural

Revolution”. It actually was a political result which is because Mao actually afraid his power and leading role was being taken away by others in the party. He reclaimed of power and reposed himself on the country.

Since 1949, Mao built the country as a new formation and he believed that progress led to the reemergence of the privileged class or who were well-educational people-scientists, factory managers, business, writers, engineers etc. Mao was also convinced that these people were asking for too much power. He was concerned that these new classes of educated elite wanted to control China but that they had no idea about normal Chinese residents. The groups of youths and yang educated people banded an organization known as the Red Guards. The movement encouraged the youth to criticize the educated elite. In order to safeguard his compatriots who were normal people making a living through agriculture and other proletarian professions, Mao instigated the revolution. Besides Red Guard, no one was safe during the 10 years of the Cultural Revolution.

However, the enthusiasm of the Red Guards nearly pushed China into social turmoil. Schools and colleges were closed and the economy started to suffer. Groups of Red Guards fought Red Guards as each separate unit believed that it knew best how China should proceed. In October 1968, Liu Shao-chi was expelled from the party and this is generally seen by historians as the end of the Cultural Revolution. The people were born in that time grew up almost without education. It widely believed that the Cultural Revolution influence two generations and these people are a majority of the tourists who have enough time and money to travel.

Many of them do not speak English, and some of them are even cannot speak fluent Putonghua (mandarin). Their knowledge about the tour destination country and its culture is often at best outdated or non-existent. The low-educated tourists usually turn a blind eye to local rules and customs. They do disregard customs and rules. “You cannot reason with these kinds of people,” one of tour guides respondents(XI) said. “They think they can do anything with their money.” So the negative toilet behavior or loudly or miss-order in public places can attributed to this reason.

Most of them are the first time travelers abroad. They following the tour guide and they do what do in China. They have no sense of control their behavior in abroad? and they have no awareness that there might are some differences between tour destination country and China.

5.2 The lack of laws concerning Chinese tourism market generates a lack of consciousness.

Chinese tourism market have been massed for a long time and it influences the tourists' behavior as well. There is an? unhealthy relationship between the tourists and the tourism service provider. The zero fare tour to Thailand or other Southeast Asia countries mentioned before leads to Chinese tourists ill-behaved behavior. China's first tourism law went into effect on October 1, 2013. The new policy was designed to foster the industry's sustainable growth and to protect visitors to the destination. The law also outlines measures to address industry issues such as fair pricing and congestion in scenic spots, as well as focuses on ensuring tourists' rights while in China. It also limited the tourists' behavior, but this law focuses on the domestic tourism.

Then with the many destination hosts blamed the negative feelings on "ill-behaved Chinese tourists", the China and its people are paying a price for the bad behavior of their tourists. To improve their reputation in the worldwide, the China National Tourism Administration has issued a new regulation to blacklist tourists and tourism service providers with inappropriate public manners in 30, May 2016.

Tourism service providers who insult, assault or threaten their clients or perform other behaviors which lead to adverse social influences will be added to a tourism behavior record system, according to the China National Tourism Administration.

The regulation also takes aim at misconduct by Chinese tourists, including unlawful behaviors at home and abroad, undermining public order and good morals, which will also be added onto the blacklist.

Ill-behaved tourists will be recorded for offenses for:

- acting inappropriately on public transport

- damaging private or public property

- disrespecting local customs

- sabotaging historical exhibits or engaging in gambling or illegal sexual activities

- destroying the environment or violating the protection of wildlife

- disrupting the public order at tourist resorts.

Entries to the blacklist will be kept valid from three to five years. The new regulation has added other potential targets, including tour guides and other tourism service providers to the blacklist system. The regulation comes amid growing concerns about the bad behaviors of Chinese tourists and tour guides. In February this year, five Chinese airlines signed a joint statement against passengers who misbehave, such as those who disrupt air traffic order. This event actually set a “moral hazed” example to those who have audacious behavior when traveling abroad.

Meanwhile, from September 2016, the Tourist Police Division (TPD) has led heavy crackdowns on criminal gangs operating so-called "zero-dollar" tour scams. A number of government departments jointly combat zero fare tours, and in the short term it will make a substantial reduction in the number of tourists Chinese. Estimates of the number of the month Chinese tours visitors will decline by about 50% in a short time. However, at present, the structure of the Chinese tourists to Thailand tourism accounted for about 60% of the proportion of free travel, the rest of the 40% proportion of tourists to travel. The recent crackdown on zero-dollar tour operations is having a short-term impact on the tourism industry, with the number of Chinese visitors expected to drop 20% this month. Arrivals of Chinese tourists during the Sept

1-11 period tallied 690,375, falling 16% shy of the targeted figure, according to a post-crackdown report by the Tourism and Sports Ministry. Of total Chinese tourist arrivals, 60% are so-called free independent travelers and 40% come in tour groups. Among the tour-group visitors, 50% are lured to Thailand with zero-dollar tour packages. This action benefits the high-quality tourism experience and the relationship between the Chinese tourists and Thai residents.

Because of the absence of laws, the Chinese tourists' overseas behavior have never been bound by the official regulation. After the regulation was released, the mainland travelers' behavior believed behavior will improve in the near future.

5.3 Culture differences

National culture differences is always an umbrella for dilemma between host and tourists. As mentioned above in literature review, it is believed that the negative mainland Chinese tourists behavior is less of a reason than cultural differences. Because the behavior in religious places is the most likely to generate the cultural difference, it is the softer than the other etiquette problems.

The problem of the shopping behavior of the mainland Chinese tourists might be the most representative of the culture difference in this study. As mentioned above because the “zero-baht trip”, the outcome would have been different had the tourists followed the normal channel to file a complaint against the services they deemed unsatisfactory. When the tourists have unsatisfactory attitude to the tour destination, they act not very good at this destination without expectation. In a long time, Chinese tourists spending money in some particular “Chinese way” always heated discuss in worldwide market even the Chinese compatriot themselves. Like they pursue branding consumption; they do spend a lot of money on vacation and do luxury brand shopping but they do not pay tips and eat cheap food. One of a tour guide complained that “one thing many Chinese vacationers don't want to do with their money is tip - a custom in some places which many have ignored. Though most travel agents in China would educate their clients about tipping in a foreign country ahead of their trip, most

people ended up tipping very little or none.” This is maybe also a reason that why the tour guides give the lowest score to mainland Chinese tourists. The other developed country complaint, is that mainland tourists eat instant noodles and litter hot water everywhere and fill up the doggie bag in buffet when they travel broad especially in developed country. Some tourism provider joked that "CN", an abbreviation for China, meant "cup noodles" because many Chinese tourists stayed up in their room eating the cheap food to save money.

These ironic jokes even generate attention to the government leader. During a visit to the Maldives, one of the Chinese tourists most preferred destinations Chinese president Xi Jin Ping said that Chinese tourists should set a better example while traveling. He joked on official trip to Maldives that "Do not litter water bottles everywhere. Do not damage coral reefs. Eat less instant noodles and more local seafood”. He carried on saying that the behavior of a few harmed the whole country image and such a situation had to stop. The president also asked Chinese people living in the Maldives to create a good image for China and for Chinese contractors working there to build projects that would stand the test of time.

"Let's not do one-shot deals. We should leave a good reputation here," he said. He strongly encouraged his fellow countrymen to leave the instant noodles and enjoy more the local food. Chinese tourists try to save money by doing that kind of practice while they are deemed to be the biggest spenders in the world while traveling. The number of Chinese traveling abroad rose 18 per cent last year compared with 2012, according to the China Tourism Academy. Chinese have become the world's biggest spenders on overseas tourism, spending more than US\$128 billion last year. They make it through the increase in income per capita as well as the number of tourist, it is indeed very important for the Chinese leader to state this. The Xi Jin Ping stressed the Chinese outbound tourists creating a good image, because a good image is what creates great opportunities and lasting relationships between countries.

5.4 Economic differences

The economic development of China has increased too fast in the decades. This has caused people to have an over confident attitude to the service people. The Chinese national condition affects a huge number of the population. So some mainlanders believe they need to be loud and pushy to get what they want. What if they cannot get what they want? They used to do this way in their own country and have no sense to do different in the other country.

Meanwhile, Thailand as a developing country in Southeast Asian country, its economy is not as good as “Big China”. Most Chinese people hold some distorted and arrogant mind when they visit developing countries because they experienced from “poor “to “rich”. They think they are “strong” and they can do anything they want to do. In addition, Thailand have some negative perception as well which is erotic. Chinese tourists heard some stereotype from tour guide so they do not respect Thailand as same as the developed countries.

5.5 Suggestion for further Research

As above mentioned, there are many factors that contribute to Chinese tourists behaving negatively. Each and every factor raises a number of valuable questions. There are different reasons for the unhealthy relationship between Chinese tourists and Thai residents. For instance, the Zero-Baht tour could be a very interesting topic for future research. Kickbacks from this kind of tourism is not only found in China but also in Thailand tourism market in the recent years. As Maj Gen Sansern Kaewkamnerd, Government Spokesperson mentioned in June this year that the government had received a lot of complaints about zero-baht tours²². For the better and sustainable relationship between tour operators or tour agencies and tourists, more research in this area is needed. What factors generate this phenomenon. What factors led to this kind of marketing strategy? What countries’ tourism have this phenomenon

²² <http://www.thaigov.go.th/index.php/en/government-en1/item/102214-102214>

and why others do not have it. These are all very important questions for future research concerning Chinese tourism in Thailand. Mr. Sansern also mentioned that “Problems regarding illegal guides, monopoly of rental buses, and improper behaviors of tourists are all the consequences of tourism kickbacks”²³. In the same way, it is believed that the zero-baht tour can influence the Chinese tourists’ behavior as well.

In a world, there are a lot of reasons that why mainland Chinese tourists behave badly at traveling abroad to make Bangkok residents not satisfied towards their customers.

Thus, through the result of the interview and questionnaire, one can conclude that the perception in social media is a representation of tourist behavior and can influence the host’s views towards the tourists. A lot of incidents have been picked up by mainstream media as shown above and the result of this study shown that the Bangkok residents do not like Chinese tourists as much as they display in daily life. Maybe this is because of the Thai “Smile” culture or tourism economic benefit. The topic has also been a big hit on China's social media, where bloggers discuss and criticize the uncivilized behavior of their compatriots.

In terms of tourism what will it translate into? How long will it take for Chinese tourist to “improve their behavior”. As said behaviors it is far more likely to be a lack of knowledge about what can be done and what cannot that is the cause of these behavioral problems. The problem here is that countries counting on tourism such as Thailand may not have the patient to wait for the Chinese to improve their behavior. Whether they want it or not they need the Chinese tourists to maintain their economy afloat since they are. Many argue that historically American and Japanese tourists were also criticized for their bad behavior when they became wealthy enough and to travel abroad for the first time. The relations between Thai and Chinese tourism still can be optimistic that the situation will change soon.

²³ <http://www.thaigov.go.th/index.php/en/government-en1/item/102214-102214>

REFERENCES

- Andriotis, K. and R. D. Vaughan (2003). "Urban Residents' Attitudes toward Tourism Development: The Case of Crete." Journal of Travel Research 42(2): 172-185.
- Chanin Yoopetch and Randall Shannon (2003). ACTIVITIES OF INTEREST AMONG CHINESE TOURISTS VISITING THAILAND. Marketing in International and Cross-Cultural Environments, Adelaide
- Choi, H. C. and I. Murray (2010). "Resident Attitudes toward Sustainable Community Tourism." Journal of Sustainable Tourism 18(4): 575-594.
- Cohen, E. (1984). "The Sociology of Tourism: Approaches, Issues, and Findings " Annual Review of Sociology 10: 373-392.
- Gursoy, D. and D. G. Rutherford (2004). "Host Attitudes toward Tourism: An Improved Structural Model." Annals of tourism Research 31(3): 495-516.
- Jiaying, Z., et al. (2006). "Understanding Community Attitudes towards Tourism and Host — Guest Interaction in the Urban—Rural Border Region." Tourism Geographies 8(2): 182-204.
- Jurowski, C. and D. Gursoy (2004). "Distance Effects on Residents' Attitudes toward Tourism." Annals of Tourism Research 31(2): 296-312.
- K. S. Cook and J. M. Whitmeyer (1992). "Two Approaches to Social Structure: Exchange Theory and Network Analysis " Annual Review of Sociology 18: 109-127
- Lew, A. A., et al. (2003). Tourism in China. New York, Routledge, 2003.
- McDowall, M. and Y. C. Wang (2009). "An Analysis of International Tourism Development in Thailand: 1994-2007." Asia Pacific Journal of Tourism Research 14(3): 1-15.
- Pizam, A. and G.-H. Jeong (1996). "Cross-Cultural Tourist Behavior Perceptions of Korean Tour-Guides." Tourism Management 17(4): 277-286.
- Ran, G. (2014). Outside the Old Enclave: A New Chinese Immigrant Neighborhood in Bangkok. International Development Studies. Bangkok Faculty of Political Science, Chulalongkorn University. Master's Degree.
- Reisinger, Y. and L. W. Turner (2003). Cross-Cultural Behaviour in Tourism: Concepts and Analysis. Oxford, Butterworth/Heinemann.
- Richard Sharpley (2014). "Host perceptions of tourism: A review of the research." ELSEVIER 42: 37-49.

Ryan, C. and D. Montgomery (1994). "The Attitudes of Bakewell Residents to Tourism and Issues in Community Responsive Tourism." Tourism Management 15(5): 358-369.

Sharpley, R. (2012). Responsible tourism: Whose responsibility? The Routledge Handbook of Tourism and the Environment. Andrew Holdery and David Fennel. Abingdon, Routledge: 382-391.

Shayang, X. (2014). Thai Image in "Lost in Thailand" and "Lost in Intercultural Communication". Thai studies. Bangkok, Faculty of Arts, Chulalongkorn University. Master's Degree.

Sng, J. and Pimpraphai Bisalputra (2015). A History of the Thai-Chinese. Singapore, Editions Didier Millet.

South China Morning Post (16 December 2014). "'They behaved like barbarians': state media blasts Chinese tourists who scalded Thai stewardess." Retrieved October 6, 2016, from <http://www.scmp.com/news/china/article/1663135/they-behaved-barbarians-chinese-state-media-blasts-tourists-who-scalded>.

Stephan, W. G., et al. (2000). "Integrated Threat Theory and Intercultural Attitudes Mexico and the United States." Journal of Cross-Cultural Psychology 31(2): 240-249.

Steven Jiang (2015). "China air rage: Flight canceled after passengers open emergency exit doors." Retrieved December 10, 2016, from <http://edition.cnn.com/2015/01/11/travel/china-eastern-air-rage-2015/>.

Vannaporn Phongpheng (2015). Civilized Bangkok' in Globalization: The Representation of Bangkok in Official Tourist Guides. Thai Studies Bangkok Faculty of Arts, Chulalongkorn University. Ph.D. .

Ward, C. and T. Berno (2011). "Beyond Social Exchange Theory Attitudes Toward Tourists." Annals of Tourism Research 38(4): 1556-1569.

Yuxin, J. (2013). Thai Buddhism and Religious Experience of Mainland Chinese Tourists in Present-Day Bangkok. Thai Studies Bangkok Faculty of Arts, Chulalongkorn University. Master's Degree.

Zhiqiang, H. (2012). Tourism perception to Thailand of the Chinese mainland tourists: Content Analysis on the We Media. The 1st Thai-Chinese Strategic Research Seminar. Bangkok.

APPENDIX



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

The Questionnaire for this study



Chulalongkorn University
จุฬาลงกรณ์มหาวิทยาลัย



คณะอักษรศาสตร์
Faculty of Arts
Leading in Arts & Humanities

Chulalongkorn
University

แบบสอบถาม

เรียน ผู้ตอบแบบสอบถาม

ดิฉันเป็นนักศึกษาระดับปริญญาโท สาขาไทยศึกษา (หลักสูตรนานาชาติ)
คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย กำลังทำวิจัยเกี่ยวกับทัศนคติของคน
กรุงเทพมหานครฯ ต่อการล่องไหลเข้ามาในประเทศไทยของนักท่องเที่ยวเงินแผ่นดิน
ใหญ่ ระหว่างปี พ.ศ. 2556-2558

ขอความกรุณาตอบแบบสอบถามให้ครบถ้วนเพื่อประโยชน์สูงสุดของการวิจัย
ข้างต้น ขอขอบคุณค่ะ

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. ชื่อ (ไม่ระบุได้): _____

2. อายุ:

ต่ำกว่า 20 ปี

20-30 ปี

31-40 ปี

41-50 ปี

51-60 ปี

61 ปีขึ้นไป

3. เพศ:

ชาย

หญิง

4. วุฒิการศึกษา:

ต่ำกว่าปริญญาตรี

ปริญญาตรี

สูงกว่าปริญญาตรี

5. อาชีพ (ไม่ระบุได้): _____

6. ที่อยู่ (ไม่ระบุได้): _____



Chulalongkorn University
จุฬาลงกรณ์มหาวิทยาลัย



คณะอักษรศาสตร์
Faculty of Arts
Leading in Arts & Humanities

Chulalongkorn
University

ส่วนที่ 2 ทศนคติของคนกรุงเทพมหานครฯ ต่อการหลังไหลเข้ามาในประเทศไทยของ
นักท่องเที่ยวจีนแผ่นดินใหญ่ ระหว่างปี พ.ศ. 2556-2558

กรุณาทำเครื่องหมาย (✓) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

7. พฤติกรรมการต่อแถวของนักท่องเที่ยวจีน (แผ่นดินใหญ่) เป็นอย่างไร

- | | |
|---|---|
| <input type="checkbox"/> ไม่ต่อแถวเลย | <input type="checkbox"/> ส่วนใหญ่ต่อแถว |
| <input type="checkbox"/> ไม่ค่อยต่อแถว | <input type="checkbox"/> ต่อแถวเสมอ |
| <input type="checkbox"/> ต่อแถวเป็นบางครั้ง | |

8. นักท่องเที่ยวจีน (แผ่นดินใหญ่) มีพฤติกรรมไม่ดีในการต่อแถวจำนวนมากน้อยเพียง
ใด

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> ไม่มีเลย | <input type="checkbox"/> ส่วนใหญ่ |
| <input type="checkbox"/> ส่วนน้อย | <input type="checkbox"/> ทุกคน |
| <input type="checkbox"/> บางคน | |

9. ท่านทนต่อพฤติกรรมไม่ดีในการต่อแถวของนักท่องเที่ยวจีน (แผ่นดินใหญ่) ได้มาก
น้อยเพียงใด

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> ทนไม่ได้เลย | <input type="checkbox"/> ค่อนข้างทนได้ |
| <input type="checkbox"/> ทนไม่ค่อยได้ | <input type="checkbox"/> ทนได้มากที่สุด |
| <input type="checkbox"/> พอทนได้ | |

10. การปฏิบัติและการประพฤติตัวในศาสนสถานของนักท่องเที่ยวจีน (แผ่นดินใหญ่)
เป็นอย่างไร

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> ไม่สุภาพเลย | <input type="checkbox"/> สุภาพมาก |
| <input type="checkbox"/> ไม่ค่อยสุภาพ | <input type="checkbox"/> สุภาพมากที่สุด |
| <input type="checkbox"/> สุภาพพอสมควร | |

11. นักท่องเที่ยวจีน (แผ่นดินใหญ่) มีพฤติกรรมไม่ดีในศาสนสถานจำนวนมากน้อย
เพียงใด

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> ไม่มีเลย | <input type="checkbox"/> ส่วนใหญ่ |
| <input type="checkbox"/> ส่วนน้อย | <input type="checkbox"/> ทุกคน |
| <input type="checkbox"/> บางคน | |



Chulalongkorn University
จุฬาลงกรณ์มหาวิทยาลัย



คณะอักษรศาสตร์
Faculty of Arts
Leading in Arts & Humanities
Chulalongkorn University

12. ท่านทนต่อพฤติกรรมไม่ดีในศาสนสถานของนักท่องเที่ยวจีน (แผ่นดินใหญ่) ได้มากน้อยเพียงใด

- ทนไม่ได้เลย พอทนได้ ทนได้มากที่สุด
- ทนไม่ค่อยได้ ค่อนข้างทนได้

13. พฤติกรรมในการใช้ห้องน้ำของนักท่องเที่ยวจีน (แผ่นดินใหญ่) เป็นอย่างไร

- สกปรกที่สุด สะอาดมาก
- สกปรกมาก สะอาดที่สุด
- สะอาดพอใช้

14. นักท่องเที่ยวจีน (แผ่นดินใหญ่) มีพฤติกรรมไม่ดีในการใช้ห้องน้ำจำนวนมากน้อยเพียงใด

- ไม่มีเลย ส่วนใหญ่
- ส่วนน้อย ทุกคน
- บางคน

15. ท่านทนต่อพฤติกรรมไม่ดีในการใช้ห้องน้ำของนักท่องเที่ยวจีน (แผ่นดินใหญ่) ได้มากน้อยเพียงใด

- ทนไม่ได้เลย ค่อนข้างทนได้
- ทนไม่ค่อยได้ ทนได้มากที่สุด
- พอทนได้

16. พฤติกรรมในสถานที่สาธารณะของนักท่องเที่ยวจีน (แผ่นดินใหญ่) เป็นอย่างไร

- เสียงดังที่สุด เงียบมาก
- เสียงดังมาก เงียบที่สุด
- เสียงดังปานกลาง

17. นักท่องเที่ยวจีน (แผ่นดินใหญ่) มีพฤติกรรมไม่ดีในสถานที่สาธารณะจำนวนมากน้อยเพียงใด

- ไม่มีเลย ส่วนใหญ่
- ส่วนน้อย ทุกคน
- บางคน



Chulalongkorn University
จุฬาลงกรณ์มหาวิทยาลัย



คณะอักษรศาสตร์
Faculty of Arts
Leading in Arts & Humanities
Chulalongkorn University

18. ท่านทนต่อพฤติกรรมในสถานที่สาธารณะของนักท่องเที่ยวจีน (แผ่นดินใหญ่) ได้
อย่างน้อยเพียงใด

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> ทนไม่ได้เลย | <input type="checkbox"/> ค่อนข้างทนได้ |
| <input type="checkbox"/> ทนไม่ค่อยได้ | <input type="checkbox"/> ทนได้มากที่สุด |
| <input type="checkbox"/> พอทนได้ | |

19. พฤติกรรมในการซื้อของของนักท่องเที่ยวจีน (แผ่นดินใหญ่) เป็นอย่างไร

- | | |
|---|---|
| <input type="checkbox"/> ไม่ใช้เงินเลย | <input type="checkbox"/> ใช้เงินมาก |
| <input type="checkbox"/> ใช้เงินน้อย | <input type="checkbox"/> ใช้เงินมากที่สุด |
| <input type="checkbox"/> ใช้เงินปานกลาง | |

20. นักท่องเที่ยวจีน (แผ่นดินใหญ่) มีพฤติกรรมไม่ดีในการซื้อของจำนวนเล็กน้อย
เพียงใด

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> ไม่มีเลย | <input type="checkbox"/> ส่วนใหญ่ |
| <input type="checkbox"/> ส่วนน้อย | <input type="checkbox"/> ทุกคน |
| <input type="checkbox"/> บางคน | |

21. ท่านทนต่อพฤติกรรมไม่ดีในการซื้อของของนักท่องเที่ยวจีน (แผ่นดินใหญ่) ได้มาก
น้อยเพียงใด

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> ทนไม่ได้เลย | <input type="checkbox"/> ค่อนข้างทนได้ |
| <input type="checkbox"/> ทนไม่ค่อยได้ | <input type="checkbox"/> ทนได้มากที่สุด |
| <input type="checkbox"/> พอทนได้ | |

VITA

MS. Wang Wanwan was born in Xi'an city, Shannxi province, China, in 1992. She received her Bachelor's Degree in Tourism Management from Guangxi Nationality University of China in 2014.

Between 2013 and 2014, She studied Thai Language and Tourism Management at Phranakhon Si Ayutthaya Rajabhat University as an exchange student.

In the year 2014, she has been enrolled in Master's Degree in Thai Studies (International Program) at Chulalongkorn University, Bangkok, Thailand.

