

REFERENCE

- Academics Service Center Of Chulalongkorn University (2003). **“The Tourism Development Master Plan of Bangkok and Boundary”**. Completed Reports Proposed to Tourism Authority of Thailand.
- Boontang, Jirayud (2003). **“The Attitude and Attractions of the foreign tourist towards Thailand ”**. The thesis of Master Degree in Public Administration, The faculty of Political Science, Chulalongkorn University.
- Boulding, Kenneth E. (1975). **“The Image : knowledge in life and society.”** 1st ed. Ann Arbor : The university of Michigan.
- Chansawang, Wasana et.al (1998). **“The Image Public Relations Strategy”**. 1st ed. Bangkok : The faculty of Public Health, Mahidol University.
- Gaetsingh, Wichiean (1998). **“The Research Manual The Operation research”**. 3rd ed. Bangkok : Thaiwattanaphanitch Press. Co. Ltd.
- Gangrod, Preecha. (1999). **“ The Tourism Industry to 21st century”**.The faculty of the Industry Service, Rangsit University.
- Harmsupho, Sriri. **“Sociology of Tourism”**. Bangkok : Odeon Store Press
- Jarumanee, Nicom (2001). **“The Tourism Industry and The Tourism Industry Management”** Bangkok : Odeon Store Press.
- Jefkins, Frank. (1977). **“Planned press and public relations.”** 1st ed. London: International Textbook.
- Jittangwattana, Boonlert. **“ The Sustainable Tourism Development ”**. The Academic Tourism center of Thailand.
- Kasikornthai Research Center (2004). **“View Thai Economics Trend in the Year 2005 The Public-Private Investment being Centrifugal Force ”**.
- Laphirattanakul, Wirath (1997). **“ The Public Relations”**. Completed Version , (new improved version), Bangkok : Chulalongkorn University Press.
- Marston, John E. (1979). **“Modern public relations”**. 1st ed. New York : McGraw-Hill.
- Phimonsompong, Chalongsri,(1999). **“Planning and Tourism Market Development ”**.Bangkok : Kasertsart University Press.
- Silapadej, Nisarath (1999). **“The Methodology of Fundamental Social science ”**. Bangkok : Phisit Press.

- Silapadej, Nisarath (1999). **“The Methodology of Fundamental Social science ”**. Bangkok : Phisit Press.
- Soda, Bunnanida (2001). **“The factors which affect the tourism source selection of the independent foreigner tourists in Thailand”**. The thesis of Master Degree in Economics Fields, the faculty of Economics, Chulalongkorn University.
- Sunthornwipak, Totsanai (1989). **“ The information receiving behavior about the tourism of the foreign tourism at Pattay”**. The thesis of Master Degree, The Public-Relation division, the faculty of Mass Communications, Chulalongkorn University.
- Surcheewin, Wantana (1998). **“The Information Knowledge Attitude Receiving of the Foreign Tourist with The Traveling to Thailand in Thai Tourism Year 1998-1999”** The thesis of Master Degree in Mass Communications Development , Public Relation division, the faculty of Mass Communication, Chulalongkorn University.
- The National Economy and Social Development Board Office, The Office of Prime Minister **“The National Economy and Social Development Plans Number 1 – 9”**.
- The National Statistics Office (2003). **“The Statistical Yearbook 2003”** Bangkok : The Information Technology and Communication Ministry.
- Tourism Authority of Thailand (February 1992). **“The situation, The Tourism problems and The solutions ”**. Presentation Documents.
- Tourism Authority of Thailand. (TAT) (2005). **“The People’s Republic of China Tourist Market ”**
- Udomchan, Wipa et.al (2005). **“ The Stage and Problems of Tourism between Thailand and China ”**.The Chinese Study Center, Asia Study Institute, Chulalongkorn University.
- Wanaprasert, Araya (1999). **“The Thailand image in the eyes of the foreign tourist”**. The thesis of Master Degree in Mass Communication, Development Public Relation division, the faculty of mass communications, Chulalongkorn University.
- Warakulwit, Saranya (2006). **“The Tourism Industry Orientations”**. Radchamongkol Technology Institute, Ayudthaya Area, Wasukri.
- Wen Zhang Yuli Huang and Weixia Zhu. (2005). **“China factor in GMS tourism”**

“Zero-Tour Package : The Continuous Problems in Chinese Tour Markets”. The fifth year, No. 751, 5 November 1999.

APPENDIX

INQUIRY FORM

Thai tourism problems which Chinese tourists meet:in the case study of Chinese tourists inThe People's Republic of China

Objective : This inquiry form provides for survey Chinese tourists opinions about Thai tourism in order to bring the data to utilize in the academic research of Master Degree. The information will be kept as a secret, non-commitment with the responder, please answer and return the completed form to the officer. Thank you very much .

Part 1 General information

Instruction : Please tick ✓ into which is the most consistent to you.

1. Sex

- Male Female

2. Age

- | | |
|---|---|
| <input type="checkbox"/> Less than 20 years old | <input type="checkbox"/> 20 - 30 years old |
| <input type="checkbox"/> 31 - 40 years old | <input type="checkbox"/> 41 - 50 years old |
| <input type="checkbox"/> 51 - 60 years old | <input type="checkbox"/> More than 61 years old |

3. Education

- Under graduated Graduated Master degree

4. Occupation

- | | |
|--|--|
| <input type="checkbox"/> Employee | <input type="checkbox"/> Entrepreneur |
| <input type="checkbox"/> Officer | <input type="checkbox"/> Others, please identify |
| <input type="checkbox"/> Agriculturist | <input type="checkbox"/> Service |
| <input type="checkbox"/> Housewife | <input type="checkbox"/> Student |
| <input type="checkbox"/> The employee of the public enterprise | |

5. Salary

- | | |
|---|---|
| <input type="checkbox"/> No income | <input type="checkbox"/> Less than 2,000 RMB /month |
| <input type="checkbox"/> 2,001 – 5,000 RMB /month | <input type="checkbox"/> 5,001– 10,000 RMB /month |
| <input type="checkbox"/> 10,001 – 50,000 RMB /month | <input type="checkbox"/> 50,001–100,000 RMB /month |
| <input type="checkbox"/> More than 100,000 RMB /month | |

13. Goods which you like to buy (More than 1 choices)

- | | |
|--|---|
| <input type="checkbox"/> Clothes | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Decoration / Ornaments | <input type="checkbox"/> Native souvenirs |
| <input type="checkbox"/> Foods | <input type="checkbox"/> Enfant toy |
| <input type="checkbox"/> Native leechdom | <input type="checkbox"/> Leather |
| <input type="checkbox"/> Others, please identify _____ | |

14 · From which source do you get tourism information

(More than 1 choices)

- | | |
|--|---|
| <input type="checkbox"/> Friends | <input type="checkbox"/> Newspaper / Magazines / Brochure |
| <input type="checkbox"/> Internet | <input type="checkbox"/> TV |
| <input type="checkbox"/> Others, please identify _____ | |

15. What are your motivation choose travel in Thailand ?

- | | |
|--|--|
| <input type="checkbox"/> Kin in Thailand | <input type="checkbox"/> Travel fee low than other countries |
| <input type="checkbox"/> Tourism resource rich and colorful | |
| <input type="checkbox"/> The same of China tradition culture | |
| <input type="checkbox"/> Someone introduce Thailand | |
| <input type="checkbox"/> Others, please identify _____ | |

16 · If You have a chance travel to Thailand, would you like to tour Thailand again?

- Yes . Because

- No . Because

Part 3 The image of Thai tourism components

Instruction : Please tick ✓ into the cell about Thai tourism which is consistent with your opinion.

Items	level			
	Best	Good	Not good	To be improved
1. Communication				
1.1 Bus tour condition				
1.2 On time				
1.3 Signboard				
1.4 Price				
2. Lodging				
2.1 Cleanness				
2.2 Facility / accommodation				
2.3 Service				
2.4 Price				
2.5 Atmosphere				
2.6 Safety				
2.7 Location				
3. Food shop				
3.1 Sanitation				
3.2 Taste				
3.3 Food / Drink price				
3.4 Quickness				
3.5 Employee				
4. Guides				
4.1 Service				
4.2 Behavior				
4.3 Orexpression				
4.4 Knowledge				
5. Tourism source				
5.1 Attraction				
5.2 Service				
5.3 Safety				
5.4 Facilities				

	Items	level			
		Best	Good	Not good	To be improved
6.	Souvenir shop				
	6.1 Price				
	6.2 Service				
	6.3 Communication				
	6.4 Goods quality				
	6.5 Goods Pattern or design				
7.	Safety				
	7.1 Safety of your destination				
	7.2 Police service				
	7.3 Urgent inform place				
	7.4 International coordination				
8.	Go in and out of country				
	8.1 Inspection				
	8.2 Air-port office				
	8.3 Attitude of the staff at the airport.				
9.	Others				
	9.1 Money exchange				
	9.2 Telephone number brochure				
	9.3 Brochure of urgently inform				
	9.4 Tourist brochure				

INTERVIEW FORM
The advantages and disadvantages of Thai tourist industry
in the eyes of tourists

1. What important factor attracted you to travel to Thailand?
 - 1)
 - 2)
 - 3)
 - 4)
 - 5)

2. What about your ideas of promoting Thailand tourism market development ?
 - 1)
 - 2)
 - 3)
 - 4)
 - 5)

3. Thailand's tourism market bears a number of deficiencies, do you have any suggestions for improvement?
 - 1)
 - 2)
 - 3)
 - 4)
 - 5)

4. Or you are not satisfied with your travel in Thailand, then what things do you thing damaged your experience?
 - 1)
 - 2)
 - 3)
 - 4)
 - 5)

Thank you so much !

调查问卷

中国游客在泰国旅游所遇到的旅游方面的问题

目的：这份问卷调查是为了收集与评估中国游客对于泰国旅游业的建议，以便本人遵照泰国朱拉隆功大学文学硕士学位获取规定而用于毕业论文的撰写。请您填写下面相关选项，并将问卷交还给工作人员，衷心感谢您的支持与参与。

第一部分 您的基本情况

提示：请在于您本人实际情况相符合的方框内打勾，并请答完每个选项。

1. 您的性别

<input type="checkbox"/> 男	<input type="checkbox"/> 女
----------------------------	----------------------------

2. 您的年龄

<input type="checkbox"/> 20岁以下	<input type="checkbox"/> 21-30岁
<input type="checkbox"/> 31-40岁	<input type="checkbox"/> 41-50岁
<input type="checkbox"/> 51-60岁	<input type="checkbox"/> 61岁以上

3. 您所接受的教育程度

<input type="checkbox"/> 本科以下	<input type="checkbox"/> 本科	<input type="checkbox"/> 本科以上
-------------------------------	-----------------------------	-------------------------------

4. 您的职业

<input type="checkbox"/> 雇员/私营公司职员	<input type="checkbox"/> 私营企业主
<input type="checkbox"/> 公务员	<input type="checkbox"/> 国营企业职工
<input type="checkbox"/> 学生	<input type="checkbox"/> 农民/渔民
<input type="checkbox"/> 传媒业/记者	<input type="checkbox"/> 家庭主妇/退休人员
<input type="checkbox"/> 其他(请指出) _____	

5. 您的月薪

<input type="checkbox"/> 尚未收入	<input type="checkbox"/> 2,000元以下
<input type="checkbox"/> 2,001-5,000元	<input type="checkbox"/> 5,001-10,000元
<input type="checkbox"/> 10,001-50,000元	<input type="checkbox"/> 50,001-100,000元
<input type="checkbox"/> 100,000元以上	

第二部分 您在泰国旅游的相关情况

提示：请在于您本人实际情况相符合的方框内打勾，并请答完每个选项。

6. 您到泰国旅游所乘坐的交通方式是哪些？（有一个或多个选项）

<input type="checkbox"/> 汽车	<input type="checkbox"/> 船只	<input type="checkbox"/> 飞机
-----------------------------	-----------------------------	-----------------------------

8) 出入境的方便程度				
22. 入境处的检查				
23. 行李运送				
24. 机场工作人员的服务态度				
9) 其他服务项目				
25. 介绍旅游场所的宣传单				
26. 介绍重要电话号码的宣传单				
27. 外汇兑换的服务				
旅游业的相关组成部分	程 度			
	非常好	很 好	不 好	需要改进
10) 广告与宣传				
28. 不同时期的优惠打折				
29. 旅行过程中发小礼品				
30. 介绍与宣传泰国旅游的活动				

泰国旅游服务业在中国游客眼中的优点与不足

4.1 吸引您到泰国旅游的是哪些重要因素？

- 1)
- 2)
- 3)
- 4)
- 5)

4.2 对于促进泰国旅游市场的发展您有哪些建议？

- 1)
- 2)
- 3)
- 4)
- 5)

4.3 在泰国旅游过程中您曾碰到过那些使您不满意的，您又觉得很重要的事情？

- 1)
- 2)
- 3)
- 4)
- 5)

4.4 对于泰国旅游市场的一些不足，您有哪些改进的建议？

- 1)
- 2)
- 3)
- 4)
- 5)

感谢您的支持与参与!





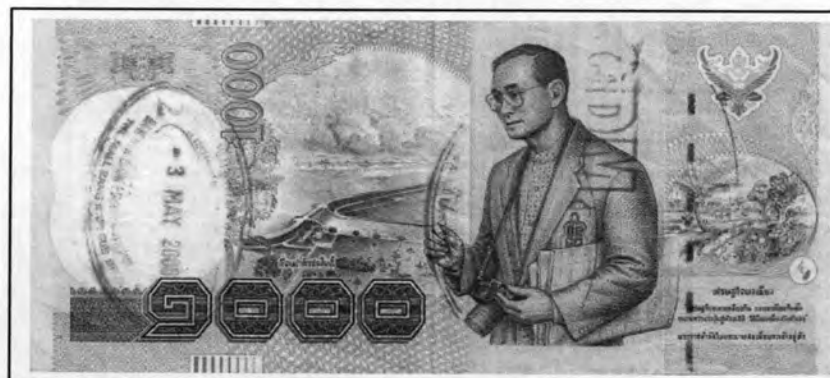
Tourists are unable to see the sea due the obstacles of umbrellas, lounge chairs, etc.



There are too many tourists on the boats, so there are limited places for tourists to sit down on the boats. Some people have to stand, or sit in any place they can find. As a result, they worry about overloading etc.

Tourist Information Centers at Siam Sqaure closed.





Tourists worry about money being stamped or written on like this as it makes them feel that it may not be accepted. This is something the Thai government should try and improve.

BIOGRAPHY

Miss Pailin Chernpech was born in Bangkok, Thailand, in 1952. She graduated from The Fine Arts University, Thailand in 1975; and from Beijing University in 1982. Then she joined the Southeast Asian Studies program at Chulalongkorn University in 2003.

