

CHAPTER 6

SUMMARY OF THE RESEARCH

6.1 Summary of the research

6.1.1 General information of the respondents

The sampling population consisted of Chinese men and Chinese women at 42.5 percent and 57.5 percent respectively. About 54.8 percent was between 30 and 50 years old. The sample population with a bachelor's degree the most. The sample population are private officials, government officials and officials of state enterprises, farmers, fishermen, housewives and retired persons. Those who earn from 2,001- 10,000 Yuan per month.

6.1.2 The tourist behavior of the Chinese tourist in Thailand

Most of the Chinese tourists came to Thailand by plane, at 96.3 percent. However, 20.5 percent came by motor car and 6.8 percent by ship.

Of the sample group, the tourists who came to Thailand for the first time was 76.8 percent. About 23.2 percent had been to Thailand more than once. This shows that this group has a good impression of Thailand. Tourists who came with a group or with a tourist firm the most.

Most of the tourists stayed at a hotel, bungalow or guest house respectively. Some tourists stayed at other places such as a dormitory, a relative's house, an acquaintance's house or camped.

The tourist who ate Thai food and other international food, were 72.8%. About 32% ate international foods shops, 26.8% ate at food centers, and approximately 6.8% ate at Chinese restaurants respectively.

The places very popular among the tourists and often visited by them, were historic places (temples, ancient remains, museums, monuments etc.). This stood at 86.5%. This was followed by natural places (mountains, waterfalls, the sea etc.) at 69.8%. Moreover, cultural

places (festival, amusement park, orchard, sports, playhouse etc.) constituted 55.5% with sightseeing and shopping places at 36%.

The places which the tourists liked to visit and were impressed with the most, were the natural places at about 44% with historic places at 36.8%, followed by cultural places at 13%. The sightseeing and the shopping places stood 6% and 0.2% respectively.

The goods which the tourist liked to buy as souvenirs were the local handicrafts (60.0 percent), followed by jewelry and clothes (39.8 and 36.5 percent) respectively.

The tourists mostly received information about tourism in Thailand from acquaintances (about 61.3 percent). Approximately 49.3 percent received it from the Internet and 27.3 per cent from newspapers and magazines. Moreover, 18 percent received it from leaflets.

The causes behind tourists choosing to come to Thailand were as follows: There were various tourist places to go to (49.3 per cent), advice from a friend so the tourist decided to come (30.8 percent), it's cheaper than other places (26 percent), the similarities between the Thai culture and the Chinese culture (17.5 percent), and had some relatives in Thailand (15.3 per cent).

About 87.8 per cent of the tourist thought that he would come to Thailand again; in contrast, 12.3 percent would not.

The sample group decided to return to Thailand because it was impressed by the culture and the nature most (12.25%), it wanted to go to other places in Thailand (7.5%), it liked to buy the cheap things (2.5%), it was impressed by the service and the hospitality (2.25%), and the transportation between Thailand and China was very convenient (1.75%) . Others wanted to work and to do business in Thailand (0.5%).

The reasons why the Chinese tourists did not want to return to Thailand were as follows: The tourist wanted to go to other countries (1.5%), he was old (0.75%), he did not like the nude show (0.5%), the food shop and the town were not clean and healthy (0.5%) and there were problems about security (0.5%)

The male tourist liked to buy local handicrafts most and he also bought leather goods and home decorations. The female tourist also liked to buy local handicrafts the most, but she also liked to buy jewelry and clothes.

When the sample group was classified according to age, the following was revealed: The tourist who was less than 30 years old and the group between 30 and 50 years old liked the nature most. They also liked historical places but they liked the cultural places least. However,

the group which was more than 50 years old preferred natural places first followed by cultural places and then historical places least.

The group which was less than 30 and the group which was between 30 and 50 liked to buy local handicrafts most. It also liked to buy jewelry and the clothes. However, the group older than 50 liked to buy local handicrafts most and then also medicine and home decorations.

The group younger than 30 mostly received information about Thai tourism from the Internet most (62.9 percent). This was followed by 53 percent receiving it from an acquaintance and 25.0 percent from newspapers and leaflets. In contrast, the group between 30 and 50 mostly received the information from acquaintances (63.9 percent), followed by the Internet (47.9 percent) then newspapers and magazines (26.5 percent). The group which was more than 50 years old mostly received the information from acquaintances (71.4 percent) followed by newspapers and magazines (36.7 percent) and then the Internet (18.4 percent)

The decision to come to Thailand again differed according to the different ages. Those younger than 30 would certainly come. Most of those between 30-50 would come while those over 50 were not certain.

The decision to come again differed according to the different levels of education. The group with an education higher than a bachelor's degree would certainly come. The group with bachelor's degree would mostly come while the group without certificates was not certain.

When the sample group was classified according to career, the following was revealed. The sample group of the employees, the private officials and the businessmen preferred historical places and also natural sites but liked the cultural attractions the least. The group comprising government officials, state enterprise officials, and students liked natural sites most, then historical places with cultural attractions being the least popular. The group comprising farmers, fishermen and housewives liked both natural places and historical places.

The sample group of employees, businessmen, government officials and students liked to buy local handicrafts the most and they also liked to buy jewelry and clothes. However, the sample group of other careers liked to buy local handicrafts the most. They also liked to buy medicine and clothes.

The sample group which earned more than 10,000 Yuan, would certainly come to Thailand again. Those who earned between 2,001 and 10,000 Yuan would probably come. However, the group which earned less than 2,000 Yuan was not certain.

6.1.3 Levels of opinion about tourism in Thailand from the views of the Chinese tourists

According to the opinions of the tourists, there were no problems with tourism. The tourists thought that the service, the accommodation, the security, and the shopping places were good. However, there were problems with food shops and restaurants. The tourists suggested that the taste of the food and the soft drinks should be improved. Moreover there were problems about the advertisements. The tourists also suggested that the tourist firms should promote the tourism by giving free souvenirs.

6.1.4 Prominent/Impressive points about Thai tourism according to the views of the Chinese tourists and the views for development of tourism

6.1.4.1 Impressive Points about Thailand's Tourism According to Chinese Tourists:

a) Chinese travelers admire natural beauty, culture, archaeological sites & antiques, and the development of tourism locations especially along the seaside and shows in Pattaya which are exciting and completely different from China.

b) Thai people are gentle, kind-hearted, friendly, and welcome Chinese travelers who also believe that most Thai citizens are Buddhist and have a very similar culture to them.

c) Chinese tourists like souvenirs from Thailand for both themselves and relatives as they can buy them at a cheap price. These include handicrafts, apparel, medicine, and cosmetics.

d) Warm weather is pleasant and diversified in each region but not as cold as in China

6.1.4.2 Suggestions for Improvement

a) The improvement of city discipline and safety in traveling. Peddlers and footpath stalls should be banned from using the footpaths. Cleanliness, hygiene, traffic signs, cars stopping on the road, and motorcycle driving behavior should be controlled.

b) Most attractive places have been developed to an international level and should be continued further. The number of travelers is quite high which can cause congestion and pollution. More garbage cans should be available. Also, the taking advantage of tourists such as the expectations of extravagant tips to taxi drivers or other groups that provide extra services should be prevented.

c) The tour programs include too many places within limited time. This should be altered to include less shopping places and longer visiting periods, better food and accommodation at a slightly higher cost are acceptable.

d) Thai food and seafood are to the Chinese's liking. There should also be Chinese food and beverages as choices so tourists can feel like they are in their hometown. The taste should be less sweet and more spicy. The quantities should be enough to cover each meal. Some tour groups provide limited amounts of food so that tourists have to pay extra. Hygiene should be maintained.

e) For publicity, there should be more promotions and advertisements of interesting places with more noticeable signs in the Chinese language, maps should be placed along the road and at bus stops. Airport direction signs and documents, maps with Chinese language should be published for tourist. In addition tour guides should understand and speak Chinese well enough.

f) Life and asset security is crucial. The government should implement national regulations to especially attract travel near the Southern border. There should be tourism police with enough coverage for each zone with the ability to speak the Chinese language.

6.1.5 Problems about Thai tourism and guidelines for their solution

6.1.5.1 Problems with Thai tourism

a) Tour programs are another problem that create negative images of Thai tourism. The low quality is caused by the low quality of the tour program and the extra costs charged in case the tourists wanted

to visit a place not included in the program arranged by the tour agents. In some cases, the agents brought the tourists to low quality restaurants where the food was tasteless; if the food was not too sweet, it was too spicy. Some restaurants had a bad atmosphere. When the Chinese tourists asked the tour guide to take them to eat in other restaurants, they would be charged for extra service.

b) Heavy traffic is another problem that makes the tourists waste time for traveling. It leads to delay or cancellation of some programs earlier arranged. Also, the traffic driving on the left led to confusion among the tourists about where to get on and off a vehicle.

c) Problems also include too few toilets, the hot climate, poor service of salespersons, and few benches in some tourist places. There are some problems in the department stores too especially regarding the facilities that were not convenient for the tourists such as discount cards, tax-deduction counters located on different floors. Apart from these problems, some taxi drivers avoided using meters, the Internet speed was very slow and there were lots of ants.

d) Language is another problem that the Chinese tourists see as leading to a negative image of Thai tourism when compared to Singapore. Most of the signposts on the streets or shops in Singapore are in Chinese while it is difficult to find signposts in Chinese in Thailand. The signposts giving direction in the Thai language make the tourists confused and lost as they can not figure out where they are. Since most of the Thai people cannot speak Chinese and both nationalities do not speak English well, it is very difficult for the tourists to communicate with local people to ask for the way.

e) The manner of the tourist guides is also another issue that can lead to the Chinese tourists' disappointment. The Chinese tourists find that Thai tourist guides cannot speak Chinese well enough. As a result, the poor knowledge of Chinese language sometimes leads to misunderstanding, especially attempts at dirty jokes by tourist guides that actually interpreted as rude by the Chinese tourists.

6.1.5.2 The tourists recommended that the following actions should taken into account in improving these problems in Thailand:

a) Big cities should be developed to create better atmosphere such as well planned areas, safety for traveling, no street vendors or stalls on the footpaths or roadsides. The town areas should be

clean and there should be clear traffic signs. Parking on the roadsides should not be allowed and motorcyclists should be more considerate.

b) There should be more visits to the tourist places than to the shopping areas. The tourist guides should be more aware about food quality and the nice atmospheres of restaurants. There should not be surcharges for extra trips but the costs should be included in the program. This would impress the tourist despite the fact that the tour costs could be more expensive.

c) The offices concerned should encourage their employees, be it a hotel or a department store, to speak Chinese. The Chinese cannot speak other languages or even English, so if the employees can communicate with the tourists in Chinese, they could sell more products and impress the tourists.

d) Maps of each tourist place and information should be in the Chinese language. Besides traffic signs, signs for directions should be improved by adding Chinese explanations. There should be information giving directions in Chinese, informing them about the left side traffic to assure them of safety. The tourists should be given certain telephone numbers so that they know where to call in case of emergencies and officers who understand Chinese should take turns to provide 24-hour service.

e) In terms of services, it is recommended that the tourist guides improve to better their service quality. There should be training courses on Chinese traditions and culture so as to impress the Chinese tourists. Moreover, the tourist guides should be trained to speak Chinese and understand the meaning of words correctly. The authorities concerned should take part in providing a test on Chinese language before the license can be issued.

6.1.6 Information obtained from interviews of different people in which topics on the problems of visits to Thailand are as follows:

1. Confusion about the Chinese New Year in Yaowarat District in Thailand
2. The smell of air fresheners
3. Photographs being taken without permission
4. Requests for visas for entry to Singapore and Malaysia
5. Problems of food on airport buses, such as poor quality food and food shops that have no air-conditioner

6. No Chinese programs on TV about ancient relics in many provinces to propagate Thai culture or persuade tourists to come again since Chinese tourists know only Bangkok, Pattaya, Phuket, but Chiangmai may be visited by Chinese from other cities.
7. The quality of goods, such as the purchase of decorative items, were bought by many in the group. However, upon return the Chinese felt the products were not truly genuine.
8. As for the Chinese language the Thai guide spoke, it was not proficient, only superficial. The Thai guides didn't give much service and they spoke negatively about Chinese people, and the Thai food was not delicious and was little in quantity.
9. Obstacles in communication in Chinese
10. The Cultural roads were not impressive, such as Kao San Road.
11. The various toilets in hotel lobbies
12. Problems at checkpoints for purchasing of airport tax, problems in traveling to Thailand without passing through the tour companies, problems about safety during the tour, the scribbling on Thai bank notes which created uncertainty as to whether they were genuine.
13. Environment around Bangkok
14. The selling of special option programs which needed extra payment.

6.1.7 Domino effect on Thailand's tourism in Chinese' perspectives

1. Impact on the country's reputation
2. Impact on relations between countries
3. Impact on investment of tourism industry of the country
4. Impact on income of the country

6.2 Discussions of results

From the results of the study on the behaviour of tourism in Thailand, it is found out that the behaviour of the Chinese who visited Thailand was varied according to sex, age, level of education, profession and level of income. These then correspond to Middleton (Middleton, 1994 cited in Araya Wanaprasert, 2542:16). Various factors have been

explained as the determinants of demand for tourism. One of the factors was the demographic factors, the overall demographic factors were the sizes and components of the families, ages, education, income, and experience which resulted in determining the choice and quantities of the purchase of tours. Sex and nationalities are also other factors which determine tastes and tourism behaviour. For example, female tourists prefer types of tourism which have more safety than men.

From the study of results of the problems in Thai tourism according to the opinions of the Chinese tourists, it appears that most tourists who responded to the questionnaire had the opinion about Thai tourism that there were none and that Thai tourism was considered good. There were some topics which had problems. This corresponds with the research results of Araya Wanaprasert (1999) on her study of the Thai image in the eyes of foreign tourists. This was a study on 403 tourists who had ability in English language in various places in Bangkok. The research result was that Thailand's image in the eyes of foreign tourists in general was mostly positive.

As for the topics that caused problems, they should be improved, such as the tastes of food and the promotion by distribution of souvenirs for the trip which might be different from the study of Phenkae Saengkeo (2539 cited in Chirayuth Boontheng 2546) who had studied the characteristics of domestic tours of international tourists. It was found that before these foreign tourists travelled to Thailand, most of them had a good or very good attitude about Thailand on almost any topic. However after the trip, their impression on these many topics lessened. As for the topic of their stay in Thailand, these tourists felt very impressed about arts and culture, Thai traditions, accommodation, the friendship of the Thai people and Thai food. This might be because the study of Phenkae Saengkeo did not concentrate solely on the Chinese tourists like this study by the researcher.

When the level of opinion about the problems of Thai tourism from the views of the Chinese tourists according to their subgroups is examined, it is found that Chinese tourists who have different levels of education and levels of income would have different opinions at the significant level of statistics of 0.05. This corresponds with Prapasara Kasemsuan (2541) who carried out a study on the awareness of environment problems by tourists during their travel to Thailand. It was found out that awareness of the problems of environment of the tourists before, during and after the trip to Thailand was not different and factors

which influenced the awareness of the problems of environment of international tourists are those such as personal factors, such as age, income, places of residence, receiving of news, and the return again for a tour, which was significant at the statistical level of 0.05.

As for the study of the researcher, the sample group with level of education higher than bachelor's degree level have positive opinions on the problems of tourism - that is, there are no problems concerning food shops and restaurants, about tour services and guides and on the provision of conveniences in the immigration entry and exit. This is more positive than those who had a bachelor's degree education and lower. The researcher expects that since the people with high education come to tour Thailand on good quality tours, the tour companies do not dare take much advantage of them.

Besides the sample d group with income higher than 10,000 yaun have level of opinion about problems on tourism on the positive side, that is no problem existed/on the good level more than the sample group with income that is lower than 2,000 yuan and the sample group with income at the level of between 2,001-10,000 yuan. The researcher expects that the Chinese tourists who have high income can buy the tour program of high prices and with emphasis on quality in coming to tour Thailand. Therefore, there was not much problems found like tourists with low income because they can not buy the tour programs of good quality.

On the opinions about outstanding features of tourism of Thailand, it is found out that there were a lot of people in the sample group have their views that Thailand has many outstanding features and not many people in the sample group have the opinion that tourism in Thailand has some problems.

Some outstanding features of Thai tourism are considered to be impressive attraction sites, the kindness and cordiality of Thai people, the places selling cheap goods, and the warm weather which correspond with Phenkae Saengkaew (2539 cited in Cheerayud Boontheng 2546) who carried out a study on the characteristics of travel inside the country of international tourists. It is found that for the stay in Thailand, the tourists felt very impressed about the arts and culture, Thai traditions, accommodation, the friendship of the Thai people and Thai food. This study corresponds with that of Wantana Suracheewin (2541) who looked

at the open-mindedness of the international tourists to receive news, their knowledge, attitudes about travelling to Thailand during the year 2541-2542. The study was done on tourist groups who came for a tour to Thailand and those who didn't from Europe, America, and Oceania. The result of the study is that international tourists who came to visit Thailand have a higher than positive average attitude than the international tourists who didn't come. The overall picture of international tourists who didn't come to visit Thailand in the year 2542 had positive attitudes and were of the opinion that Thai people are friendly, loving peaceful and that Thailand has a variety of traditions and culture.

As for a few of the sample group who had opinions on the problems found in Thai tourism, such as those about the development within the city limits being livable, orderly and safety in traveling , crowds, pollution, and the prevention of taking advantage of tourists, the bad quality tours and the use of the Chinese language to communicate in many media, the safety of lives and property, correspond with the Acorn-Omnitrack Marketing and Research Consultant Limited(2537 cited in Jirayud Boontheng 2546). This study looked at the older tourists market. It is found out that older tourists do not like the system of garbage disposal, pollution, traffic, and night prostitution in Thailand and correspond with what Wantana Suracheewin has studied on the open-mindedness to news, knowledge, and attitude of foreign tourists who travel to Thailand in the Thai Tourism Year 2541-2542 by studying the tourists from Europe, America and Oceania between the groups who travelled to Thailand and those who didn't. The result of the study is that the negative image comprised the high cost of living, the problem of pollution, the use of the English language to communicate with foreigners, the problems of Aids, and the stability of the Thai government.

As for the information from the interview of the Chinese tourists who visited Thailand in the Peoples' Republic of China, it was specifically found that the problems incurred from coming to tour in Thailand can be summed up as the problems of crowdedness, noise, and pollution of Bangkok, the problems of traffic, communicating in the Chinese language, problems in product quality, the problems of the inferior quality of the tours and the problems of safety which correspond with the research of the researchers mentioned above. Especially, the aspect concerned with the poor quality of tour agencies is in line with

research conducted by Wipa Udomchan. The study, done in August 2005, looks at problems related to tourism between Thailand and China, especially the Zero Coin Tour. The Zero Coin Tour gives a negative impression on Thailand's tourism. Tours of poor quality have created a bad reputation for Thailand's tourism industry. This research uses a sample survey as a tool. The study reflects an overall problem encountered by Chinese visitors. While the research done by Wipa Udomchan explores the Zero Coin Tour, this study looks at other aspects as well.

According to the Zero Coin Tour, the program offered two program tours for selection. Chinese tourists had two options: pay 3,000 Yuan for the whole program, or pay 1,500 Yuan up-front with additional fees for extra attractions. Please note that at the time Thai currency had appreciated. One Yuan was equal to 4.5 baht.

Many Chinese tourists chose the second option. They wished to choose which attractions to visit upon their arrival. Furthermore, many didn't think the Zero Coin Tour created a bad reputation or a major problem because they selected option to themselves.

Data collected from 400 samples showed the following:

1. The tourists had limited time.
2. The tourists only came on their first visits.
3. The tourists had just arrived in Thailand only for 2-4 days, and had not much knowledge of the fact.
4. Most tourists had no experience of traveling abroad.
5. The tourists themselves had not learned what they should get from the tour company.
6. Many tourists were not interested in the surroundings of the places that their guides took them, they only wanted to follow the tour groups wherever they took them – take photographs- enjoy their meals- and go shopping.
7. The tourists had limited time for us. The responding of the questionnaires was only done by marking only the answers that were 'yes', but had no time to write their opinions.
8. The heads of the tour groups and the guides allowed only limited time for their tour customers and hurried them to follow- view – shop in the time allotted.

The following are problems faced by Chinese tourists: problems with over-crowding, the pollution in Bangkok, traffic jams, communication, the quality of products, safety, food, photography in forbidden areas, and visa applications to Singapore and Malaysia. Problems encountered on airport shuttles included poor food quality, absence of A/C in the dining car, and lack of Chinese TV programs. Problems with tour programs included the fact that many programs provide for only major tourist attractions such as Bangkok, Pattaya and Phuket. Problem with poor quality is exemplified in jewelry. Problems with Chinese language usage and culture stemmed from the fact that the tour guide not really knowing the Chinese language, or a tour guide talking about China in a negative way. Problems with customer services are mainly related to poor service experienced by Chinese visitors. Other existing problems are toilet availability, airport taxes in the case of traveling alone, and bank notes that have handwriting on them.

As for the results of the study, the researcher can conclude that the main source of the problems stems from the tourists coming on inferior quality tours. It can be seen that when the tourists buy low quality tour, they must then stay at a low quality accommodation, such as inferior guest houses. It is then certain that these places will have an unimpressive environment that cannot be compared with the five-star hotels. Therefore, the cheap prices of the tour, the quantity and quality of the food, and the tour programs would then be limited. If the Chinese tourists came on quality tours, it is possible that none of these problems would occur. Anyhow, the researcher thinks that the problems of inferior quality tours would disappear with the marketing mechanisms and the knowledge of the tourists and also with their increase in income. From the results obtained, it is found that Chinese tourists are happy to pay for more expensive tours. They feel better when the tours have included many services in their prices than to collect them individually as special options.

However, from the study of problems gained from this research, measures or guidelines can be pinpointed to improve Thai tourism to have as fewer problems as possible in the eyes of the Chinese tourists. This is to prevent effect on Thailand's reputation, in international relations, industrial investment in tourism industry, and the impact on the income of the country which might incur. As for the guidelines obtained from this research, these can be summed up in the following topics:

6.3 Suggestions

1. The results of the research found that the overall picture of the Chinese tourists of Thai tourism was positive. However, when it was analyzed according to levels of education and income, some differences can clearly be seen in each factor of tourism. Therefore, in order to promote Thai tourism, the government should implement some policies by getting into the market according to the income and levels of education of the Chinese tourists, such as arranging tours according to the income of the tourists with emphasis on good quality tours according to income and desire of tourists who want good or excellent services. Besides the selling of goods or services should be divided according to sex and age group, such as arranging to have corners of goods for decorative items and clothes for ladies and arranging to have corners for leather products and house decorative items for men or arranging to have corners for medicines and house decorative items for tourists older than 50 and arranging to have corners for clothes and decorative items for those who are younger.

2. From the results of the research, it is found that most Chinese tourists prefer to tour Thailand in groups with the tour companies. However, from the results of the analysis, it is known that these Chinese tourists are not pleased with the services of these tour companies, and their guides. Therefore, the best thing is to publicize and let the Chinese know of the quality tours so as to compare them with the prices they paid. Most Chinese tourists mainly select low cost tours not considering each program of the tour: the quality of accommodation or the food shops offered in the program. It is normal that when they buy low cost tours, every service program in them, from the guides, the accommodation, the tour programs and the food shops will be of inferior quality. If these problems are publicized to the Chinese tourists there will then be no great expectations and less disappointment with the services they receive when they choose low cost tours. However, if they do not understand these conditions, it will cause an impact on the image of Thai tourism.

3. From the results of the research it is found that most Chinese tourists learned of the news from their acquaintances. This is probably due to the related offices not publicizing the information on the Internet (49.3 per cent). This as the results of the research have shown is due to the source of information being handed down by each person. For their

the source of information being handed down by each person. For their stay in hotels in Thailand, there should be channels on TV in Chinese or with subtitled captions in Chinese in order for the tour information to be understood while they are staying in Thailand.

4. From the results of the research, it can also be seen that most in the sample group who were traveling to Thailand for the first time comprised of as much as 76.8 per cent of the total sample. Therefore, to create the chances and stimulate the desire for tourists to go on a tour again, as well as increasing the quality of the tour, there must be direct cooperation between the Thailand side and that of The Peoples' Republic of China. For example, there should be tour sales program or programs for welcoming Chinese tourists specifically which can be divided according to student groups, university instructors groups or business groups etc. As for Thailand, it must create an atmosphere for the Chinese tourists similar to their stay at home, such as the signposts, or shop signs being in Chinese, as well as receptionists or service personnel who can speak Chinese etc.

5. The results obtained from the interviews can be used as suggestions which are:

5.1 The traffic and direction signs should be improved by having the Chinese language included on them, the tour routes should be publicized and awareness about the driving being on the left raised. This is in order for the understanding and safety of the tourists. Telephone numbers should also be publicized among the Chinese tourists which they can contact any time in case of emergencies by arranging to have personnel who can speak Chinese for service to tourists 24 hours. Besides this, there should be Chinese language on the tour maps with recommendations of places to go to.

5.2 As for the guides, there should be improvement in the quality of their services by training them in Chinese traditions and culture in order to understand the feelings and customs of the Chinese and give them a good impression. In addition to this, the guides should study the Chinese language correctly and have a proper and deep understanding of its meanings. The government should test guides in the Chinese language before giving them licenses.

5.3 There should be promotions for hotel personnel, shopping centers to be able to speak Mandarin Chinese because most Chinese do

not know any other language even English. If these personnel in hotels or shopping centers can speak Chinese, they could sell more goods and create a much better impression on the Chinese tourists.

5.4 As for the tour programs, they should expand the tour programs more with the emphasis less on taking the tourists shopping for goods. Also, the arrangements for food on the tour program should ensure good quality and atmosphere. As for the tour programs which charge extra cost, there should be none of them, but all these programs should be included in the tour programs which would be much more impressive to the Chinese tourists.

5.5 There should be an increase in the number of public toilets at the attraction sites to cater for tourists who come in groups, such as the groups coming with the tour coaches etc. Also, there should be an increase in signposts showing the way to the toilets in hotels in the Chinese language.

5.6 As for the hotel accommodation, there should be signs in Chinese in the hotels to inform the Chinese tourists and the service personnel should be able to speak Chinese fluently.

5.7 The government should arrange to ensure safety quickly in the 3 southern most province in order not to create a negative impact on the tourism industry and cause concern to the tourists. Since every country in the world wishes themselves to be the target country for tourism in their region and in the world, these problems should be rid of completely. There is a high probability that these tourists can go to other places more safety resulting in Thailand losing income from tourism.