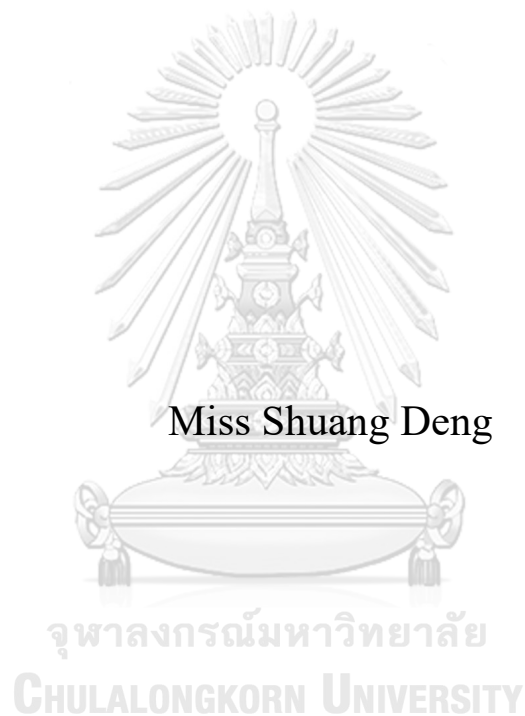


THE CHINESE MEDIA NARRATIVE OF THAILAND AS A
TOURIST DESTINATION AFTER THE LEGALIZATION OF
CANNABIS (FOR MEDICAL PURPOSES OR HEALTH
CONCERNS)



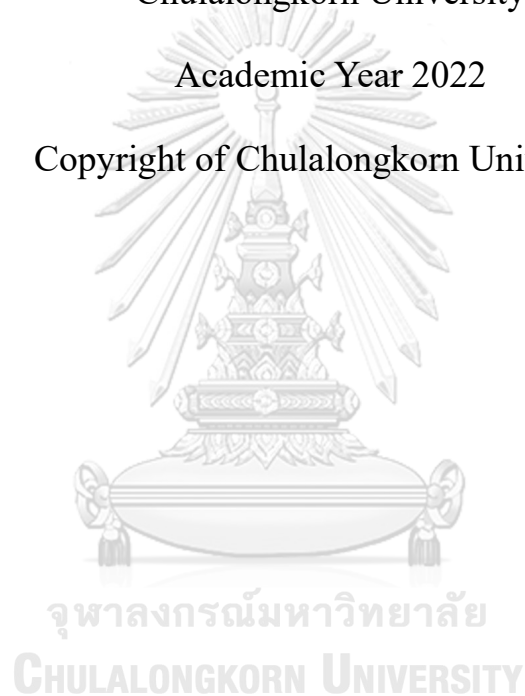
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Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
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FACULTY OF COMMUNICATION ARTS

Chulalongkorn University

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การบรรยายของสื่อจีนในแง่การนำเสนอเรื่องราวเกี่ยวกับประเทศไทยในฐานะประเทศท่องเที่ยว

หลังจากการปลดล็อกกัญชาให้ถูกกฎหมาย

(เพื่อวัตถุประสงค์ทางการแพทย์หรือปัญหาด้านสุขภาพ)



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทศึกษาศาสตร์มหาบัณฑิต

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Independent Study Title THE CHINESE MEDIA NARRATIVE OF THAILAND
AS A TOURIST DESTINATION AFTER THE
LEGALIZATION OF CANNABIS (FOR MEDICAL
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ทรวง เต็ง : การบรรยายของสื่อจีนในแง่การนำเสนอเรื่องราวเกี่ยวกับประเทศไทยในฐานะประเทศท่องเที่ยว

หลังจากการปลดล็อกกัญชาให้ถูกกฎหมาย(เพื่อวัตถุประสงค์ทางการแพทย์หรือปัญหาด้านสุขภาพ) . (THE CHINESE MEDIA NARRATIVE OF THAILAND AS A TOURIST DESTINATION AFTER THE LEGALIZATION OF CANNABIS (FOR MEDICAL PURPOSES OR HEALTH CONCERNS)) อ.ที่ปรึกษาหลัก : รศ. ดร.

พาวล สลัซกี

ประเทศไทยซึ่งเป็นสถานที่ท่องเที่ยวที่มีชื่อเสียงระดับโลก ปลดล็อกกัญชาให้ถูกกฎหมายอย่างเป็นทางการ (เพื่อวัตถุประสงค์ทางการแพทย์หรือปัญหาด้านสุขภาพ) ในเดือนมิถุนายน พ.ศ. 2565 นโยบายนี้ได้กระตุ้นความสนใจและการอภิปรายในระดับนานาชาติอย่างกว้างขวาง

การวิจัยนี้มีวัตถุประสงค์เพื่อวิเคราะห์เรื่องเล่าของสื่อจีนเกี่ยวกับการปลดล็อกกัญชาให้ถูกกฎหมายในประเทศไทย และทัศนคติของชาวจีนที่มีต่อนโยบายนี้

การวิจัยใช้วิธีวิเคราะห์เนื้อหาเพื่อวิเคราะห์โพสต์ของบัญชีโซเชียลมีเดียของจีน 4 บัญชีที่เกี่ยวข้องกับประเทศไทย

ผลการวิจัยแสดงให้เห็นว่าสื่อจีนส่วนใหญ่ใช้ทัศนคติที่เป็นกลางในการเล่าเรื่องการปลดล็อกกัญชาให้ถูกกฎหมายในประเทศไทย และไม่ได้ลดจำนวนโพสต์ที่นำเสนอเรื่องราวเกี่ยวกับประเทศไทยในฐานะประเทศท่องเที่ยวหลังจากการปลดล็อกกัญชาให้ถูกกฎหมาย แต่ชาวจีนคัดค้านนโยบายนี้อย่างรุนแรงมาโดยตลอด และแสดงความไม่เต็มใจที่จะเดินทางมาประเทศไทยอีก แต่เรื่องเล่าของสื่อจีนเกี่ยวกับการทำให้กัญชาถูกกฎหมายในประเทศไทยสามารถเปลี่ยนการรับรู้ของชาวจีนเกี่ยวกับกัญชาได้จริงหรือไม่ และความตั้งใจที่จะเดินทางมายังประเทศไทย ยังคงต้องได้รับการประเมิน

สาขาวิชา การจัดการการสื่อสารเชิงกลยุทธ์ ลายมือชื่อนิติ

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Shuang Deng : THE CHINESE MEDIA NARRATIVE OF THAILAND AS A TOURIST DESTINATION AFTER THE LEGALIZATION OF CANNABIS (FOR MEDICAL PURPOSES OR HEALTH CONCERNS) .

Advisor: Asst. Prof. Pavel Slutsky, Ph.D.

Thailand, a world-renowned tourist destination, officially decriminalized cannabis (for medical purposes or health concerns) in June 2022. This policy has aroused widespread international attention and discussion. This study aims to analyze Chinese media narratives on the legalization of cannabis in Thailand and Chinese netizens' attitudes toward this policy.

The research uses content analysis to analyze posts of 4 Chinese social media accounts related to Thailand (3 Mainland China, and 1 Thai-Taiwan). Posts about Thailand's legalization of cannabis on Chinese social media Weibo from Jan 2022 - Oct 2022 are collected.

Chinese media mostly adopted a neutral attitude when narrating the legalization of cannabis in Thailand, and did not reduce the number of posts that took Thailand as a travel destination after the legalization of cannabis in Thailand. However, Chinese netizens have always held strong opposition to this policy and expressed their unwillingness to travel to Thailand again. But whether Chinese media narratives on the legalization of cannabis in Thailand can change Chinese people's perception of cannabis and their intention to travel to Thailand still needs to be evaluated.

จุฬาลงกรณ์มหาวิทยาลัย
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Shuang Deng

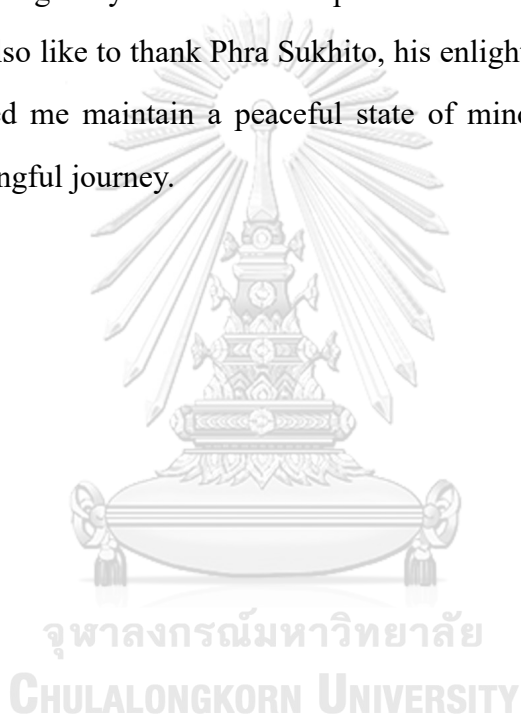


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CHAPTER 1: Introduction

1.1 Significances of the Study

With economic growth, China's outbound tourism has developed well in recent years. According to the statistics released by the China National Tourism Administration on November 3, 2014. (1) In November 2014, China for the first time that year, the number of outbound trips by Chinese citizens exceeded 100 million and this figure keeps climbing. Before the Covid-19 outbreak, the number of Chinese citizens traveling abroad reached 155 million, a year-on-year increase of 3.3%. (2)

According to the hotels.com survey report on Chinese tourists' outbound travel, Chinese tourists spend much time researching and surveying when planning their overseas trips. They spend an average of 12 days online researching information and start planning their itinerary one to two months before departure. When talking about the countries and regions that are most friendly to Chinese tourists, Thailand ranked first, and Japan and Australia ranked second and third respectively.

China is undoubtedly the largest outbound tourism market in the world in terms of the number of outbound tourists and the amount of consumption. According to Ctrip's online booking data (3), as of November 2019, among the top 20 most popular destination countries for Chinese tourists, Thailand topped the list again, followed by Japan, Vietnam, Singapore, and Malaysia.

Thailand is a world-renowned tourist destination. Before the Covid-19 epidemic, tourism accounted for about 20% of Thailand's GDP, and tourism revenue ranked 13th in the world. In 2019, Thailand received nearly 40 million foreign tourists, which is 3 times as much as 10 years ago. The number of tourists from China exceeded 11 million, an increase of more than ten times when compared with 10 years ago. China is undoubtedly Thailand's largest source of tourists. (4)

There is no doubt that Chinese tourists have created enormous economic income for Thailand. Therefore, Covid-19 also has dealt a massive blow to Thailand's tourism industry, in recent years, Thailand's tourism industry has supported a large part of its GDP (18.24% in 2017, 18.11% in 2018, and 17.9% in 2019). This figure dropped to 5.65% in 2020 due to the absence of tourists, especially Chinese tourists.

With the easing of the epidemic, Thailand has accelerated its pace of reopening. Until October 1, 2022, Thailand's entry policy has fully been restored to be the same as before the epidemic, all entry restrictions were lifted, and vaccine certificates and negative Covid tests are no longer required. (5)

However, the Chinese tourists still didn't return.

The Thai government has realized the seriousness of this situation and has begun to vigorously develop tourists other than China, including tourists from India, and Russia, and more European and American tourists. However, the Thai tourism industry and Chinese tourists have been tied together for more than 20 years. It will take a long time to see results. Thailand's economy is in crisis, data shows that in

January 2022, Thailand's consumer confidence index was only 44.8, this number continued to decline, and only increased for the first time in June after falling to 40.2 in May. (6)

To stimulate consumption, revitalize tourism, and boost the economy, the Thai government has introduced several policies in the past two years, including but not limited to the Half-Half subsidy program, Thai people travel in Thailand, the legalization of casinos on a trial basis, and a policy that has to be mentioned is the legalization of medical cannabis. According to research by the University of Thai Chamber of Commerce, the combined market for medical cannabis and hemp in Thailand will continue to grow at an annual growth rate of 15% until 2025, bringing in 43 billion in production and bringing growers and small businesses a considerable income. (7) Some media even started referring to Thailand as the Amsterdam of the East or the Las Vegas of the East.

Thailand became the first country in Southeast Asia to legalize cannabis in 2018. Deputy Prime Minister and Minister of Public Health Anutin Charnvirakul signed a ministerial proclamation in February 2022 announcing the removal of cannabis and hemp from the drug control list, also known as the decriminalization of cannabis, but the use of THC must be less than 0.2%, and the announcement is expected to take effect 120 days after the release, which is around June. (8) The Thai Ministry of Health has two considerations for this move: First, Thailand is suitable for growing cannabis and can make money and generate income through cannabis cultivation. It should be noted

that although the hemp it grows has great overlap with China's industrial hemp, there are also differentiated operations. The cultivation of cannabis developed in Thailand is more inclined to its medicinal properties. Second, attract tourists to develop the economy. Thailand's GDP contracted by 6.1% in 2020. Tourism revenue in many parts of Thailand has fallen for the second year in a row due to the decline in Chinese tourists due to the Covid-19 epidemic. The tourism industry is the pillar industry of Thailand. Removing cannabis from the drug list could attract many Western tourists.

To regulate the order of cannabis use, the Thai government has successively added many regulations. On June 17, they urgently published some bans: cannabis cannot be smoked in public and cannot be sold to pregnant women, nursing mothers, and minors under the age of 20. At the same time, it required that cannabis-added food and beverages must publicize the information about cannabis. (9)

Thai Health Minister Anutin Charnvirakul said confidently and hopefully: "cannabis can be legally used for medical and health purposes, but other ways of using it are not appropriate and need to be controlled by law." He believes that with perfect laws, the value of cannabis can be fully tapped, and the potential harm can be firmly blocked. (10)

But after opening Pandora's Box, is it that easy to control? Why is Thailand taking a risk in the cannabis industry?

Due to its unique geographical conditions, northeastern Thailand with an arid climate and poor soil is particularly suitable for growing cannabis. Thailand is also at

the forefront of Asia when it comes to cannabis.

As early as 2016, the Thai government classified cannabis as a "cash crop", allowing small-scale cultivation of refined medicines. After tasting the sweetness, subsequent actions in Thailand continued, and in 2019, medical cannabis legalization was launched.

In January 2020, the first batch of medical cannabis clinics opened again. In just one day, more than 2,200 people made appointments for each clinic on average, and the appointment time was scheduled for March.

At that time, Anutin Charnvirakul, the Minister of Health of Thailand, said excitedly: "This is an important step in the development of the medical cannabis industry in Thailand." According to this timeline, the legalization of cannabis this year is completely natural.

In the eyes of the Thai government, this move has many benefits. It can not only promote medical research but also improve the rural economy. The benefits of growing cannabis are much higher than ordinary crops.

Moreover, cannabis can also boost tourism in Thailand. Surprisingly, Thailand's newly appointed Minister of Tourism and Sports has long been advocating "cannabis tourism".

Cannabis has important medical uses, and many patients need to purchase medical cannabis products. When the popularity of cannabis products in Thailand is established, it will attract such tourists.

He even conceived of a very distinctive "cannabis medical tourism package", extracting essential oils and incense from cannabis, allowing tourists to be treated in a Thai massage. (11)

However, compared with patients and addicts, most tourists are healthy and normal. In the past, most of the tourists who traveled to Thailand wanted to be quiet and comfortable, but now they have to face the problem of drugs.

The Thai government is also aware of the seriousness of the problem and has repeatedly reminded Thai citizens not to bring cannabis products with them when going abroad. Countries such as Vietnam, Indonesia, and other countries bring cannabis into the country, ranging from huge fines to end-of-life.

The Chinese embassy in Thailand also issued a special reminder to compatriots that smoking cannabis in a foreign country is the same treatment as domestic drug use, and will be punished by law. Moreover, many foods and beverages in Thailand now contain cannabis, so be sure to check for cannabis ingredients before buying. If accidentally swallowed, it can be detected through urine, blood, saliva, and hair, which can be used as evidence of illegality. It is an even greater sin to inadvertently bring products containing cannabis ingredients back to the country. Article 357 of the "Criminal Law of the People's Republic of China" clearly states: "It is a criminal offense to carry or carry cannabis or cannabis products into China." (12)

Dr. Hua Zhendong, deputy director of the Drug Laboratory of the Anti-drug Information Technology Center of the Ministry of Public Security, said:

"The proportion of cannabis drugs is more than 90%. In addition to traditional cannabis cigarettes and cannabis resin, various processed foods such as cakes, biscuits, chocolates, and candies containing THC are also found from time to time, which are more concealed, it is more difficult to investigate."

Although cannabis is low in harm, it is also a real drug. It has many side effects: "In addition to restlessness, anxiety, panic, paranoia, and other symptoms, it can also cause abnormalities in short-term memory and attention, judgment, motor coordination, and some can induce positive symptoms of mental illness, such as auditory hallucinations, Persecution delusions, etc."

Few countries understand the dangers of drugs better than China. For many years, China has carried out the "Tianmu" virus eradication operation, directly using high-tech means of satellite remote sensing and drone aerial photography to locate illegally grown opium poppy and cannabis.

In 2016 and 2017, China eradicated 1.39 million and 480,000 cannabis plants respectively, effectively curbing the illegal cultivation of cannabis. In 2018, there was almost no hemp to shovel, and the number fell to more than 700 plants. (14)

Thailand's decision to legalize cannabis has also caused an uproar on the Chinese Internet. Thailand seemed to have changed from a land of smiles to a living hell. The sex trade is illegal but can be found everywhere, cannabis is legal and casinos are about to be legalized. If you open a China's social media application and search for

keywords related to Thailand, you can always see "Thailand" followed by "legalization of cannabis", Chinese people living in Thailand taking pictures and videos of cannabis drinks that can be seen everywhere in 7-11 and other convenient stores, cannabis-related stands and shops are also everywhere, news about Thais hallucinating and self-harm after overdosing on cannabis always gets super hits and hundreds of comments from Chinese people saying they don't dare to go to Thailand anymore.

As a country that has the most anti-drug efforts and the most remarkable achievements, even the official website of the Chinese government has begun to issue announcements, advising Chinese in Thailand to be careful to distinguish between various types of drinks and food, and if they accidentally eat food containing cannabis, they will be arrested when they return to China.

Thailand's economic development is inseparable from tourism, and Thailand's tourism industry has also been inseparable from Chinese tourists in recent years. However, Chinese tourists are frightened by the policy of cannabis legalization.

Combined with the media consumption behavior of Chinese tourists, in the context of cannabis legalization, Chinese media's narrative towards Thailand as a travel destination will largely affect Chinese tourists' attitudes towards Thailand and their intention to travel in Thailand. Therefore, it is necessary to understand the impact of cannabis legalization on the Chinese media narrative of Thailand as a tourist destination. Because this will help the Thai authorities to adjust the communication related to the legalization of cannabis on time and be prepared to attract Chinese tourists after the

Covid-19 pandemic.

1.2 Objective of the Study

1. To analyze cannabis legalization-related posts from selected media
2. To analyze the engagements stimulated by cannabis legalization-related posts (i.e., number of 'likes', keywords in comments which show attitudes), as indicators of the reach of the content and feedback from Chinese people
3. To identify the difference in narratives (range and proportion) from different media about Thailand as a tourist destination during the years 2019 and the year of 2022
4. To evaluate the impact of cannabis legalization on Chinese people's perception of Thailand as a travel destination

1.3 Research Questions

1. What is the Chinese media's overall attitude toward the legalization of cannabis in Thailand during the year 2022?
2. Is there any difference between different media narratives about the legalization of cannabis in Thailand in 2022?
3. What are the Chinese media's overall attitude towards Thailand as a travel destination during the year 2019 and the year of 2022?

4. Is there any impact of cannabis legalization on Chinese people's perception of Thailand as a tourist destination?

1.4 Scope of the Study

A quantitative content analysis of text and picture data on pages of the social online platform Weibo was designed. In retrospect, the researcher will gather Weibo posts about Thailand from both Chinese official media and private media for 21 months.

A certain amount of main official media and main private media will be selected, and their narrative of Thailand as a tourist destination will be analyzed in an open, inductive way concerning the overall topic, target audience, type of information/communication, attitude, the form of post, and interactivity.

1.5 Operational Definitions of the Variables

The amount and frequency of narratives about Thailand as a tourist destination during the years 2019 and the year of 2022 will be analyzed.

Narratives will be categorized by the overall topic, target audience, type of information/communication, attitude, and form of posts, so the researcher can analyze the amount, frequency, and trend. For the interactivity part, in addition to the number of reposts, likes, and comments, most liked comments under those contents, for example, the relative frequency of words expressing concern as well as words that express expectations will also be analyzed, to reflect their attitudes towards this policy.

1.6 Expected Benefits from the Study

1. This research will help to analyze whether the legalization of cannabis has any effect on Chinese media narratives about Thailand as a tourist destination. By analyzing the feedback of Chinese media consumers, the researcher can know the perception of Chinese tourists regarding cannabis legalization.
2. Mainland China has not yet opened its doors. It is necessary to understand the impact of cannabis legalization on the Chinese media narrative of Thailand as a tourist destination. Because this will help the Thai authorities to adjust the communication related to the legalization of cannabis on time and be prepared to attract Chinese tourists after the Covid-19 pandemic.

CHAPTER 2: Literature Review

To have a deeper understanding of the narrative of Chinese media (both official media and self-media) regarding the legalization of cannabis in Thailand and the attitudes of Chinese media consumers to this regulation. The literature review is attained from past research, journals, and related articles. This chapter is divided into 3 main sections.

1. Media consumption of Chinese travelers
2. Attitude
3. Media Bias

2.1 Media consumption of Chinese travelers

Definition of Media consumption

According to van den Berg, Patricia; et al. (2007), The total amount of informational and entertaining media that a person or organization consumes is known as media consumption or media diet. It encompasses pursuits like using new media, reading periodicals and books, watching movies and television, and listening to the radio. A person who actively consumes media must be able to think critically, freely, and with an open mind.

Media consumption of Chinese travelers

No Facebook. no Twitter, no YouTube. Listing the businesses that are barred

from China's burgeoning social media market serves as a stark reminder of how distinct it is from many Western markets. For anyone trying to reach Chinese consumers, understanding that space is essential because social media is more popular there than it is in other nations, including the United States. And it can be understood. The fundamental guidelines for effectively interacting with Chinese consumers are reassuringly familiar because they follow the same decision-making processes as their counterparts in other nations.

For the Chinese traveler, destination visual elements and peer and famous people's reviews are important elements in the decision-making process of travel experiences. Marketing in China is very sophisticated and social media and audio-visual tools have become powerful instruments for influential efforts. Virtual reality is gaining increased popularity elsewhere while travel agencies are making use of it to allow potential travelers to experience destinations and hotels before deciding where to go. Storification, gamification, or omnichannel are other areas where marketing in China has perhaps developed further than anywhere else. Kairos Future (2007).

Social media has a significant impact on travel-related decision-making, especially in the demographic of young people. According to a 2015 survey, social media platforms are considered useful or very useful for trip planning by 90% of respondents; fewer than 2% consider social media not useful. In another study, 74.6% of young people said that social media is a strong source of travel inspiration. A third study, by the market research company TNS, concluded that two out of three get

inspired to travel by the experiences shared by people they know on social media. Such inspiration does not only come from consumers' WeChat and Weibo friends; one study found that over half of young Chinese actively search for other travelers' experiences and reviews on social media before planning a trip. Only 8% of young people would not seek out any information on social media beforehand. Social media is used in all stages of travel. Before a trip, users seek information in form of reviews and experiences shared by others on platforms like WeChat and Weibo. They also buy tickets and products through travel agencies and other websites selling travel-related products. During the trip, social media is used to obtain real-time travel information online, to share pictures and experiences on social media, and to search for travel-related products. After the trip, social media is utilized to share travel experiences and provide other prospective travelers with useful tips. Users also write reviews about attractions and hotels on social media, thus influencing future travelers in their choice of destination. Travel-related social media use is no exception to WeChat's dominance of the Chinese digital media landscape. Its multipurpose platform enables users to find travel products, services, and content shared by other individuals. The application can be used for booking hotels, checking the weather, buying tickets for trains and flights, and many other travel-related functions. Its main travel-related use, however, is the gathering of inspiration through word of mouth, for example by looking at photos shared by friends that are traveling.

2.2 Attitude

An attitude is a positive, negative, or mixed evaluation of an object expressed at some level of intensity. It is an expression of a favorable or unfavorable evaluation of a person, place, thing, or event. These are fundamental determinants of our perceptions of and actions toward all aspects of our social environment. Attitudes involve a complex organization of evaluative beliefs, feelings, and tendencies toward certain actions.

2.2.1 Definition of Attitude

Attitude is the manner, disposition, feeling, and position about a person or thing, tendency, or orientation, especially in the mind. According to Gordon Allport (1935), "An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related."

While Anastasi, C. (1957) defined attitude as "A tendency to react favorably or unfavorably towards a designated class of stimuli, such as a national or racial group, a custom or an institution."

2.2.2 Attitude Formation

Several factors can influence how and why attitudes form, including

Experience

Attitudes, which form directly as a result of experience. They may emerge due

to direct personal experience, or they may result from observation.

Social Factors

Social roles and social norms can have a strong influence on attitudes. Social roles relate to how people are expected to behave in a particular role or context. Social norms involve society's rules for what behaviors are considered appropriate.

Learning

Attitudes can be learned in a variety of ways. Consider how advertisers use classical conditioning to influence your attitude toward a particular product. In a television commercial, you see young, beautiful people having fun on a tropical beach while enjoying a sports drink. This attractive and appealing imagery causes you to develop a positive association with this particular beverage.

Conditioning

Operant conditioning can also be used to influence how attitudes develop. Imagine a young man who has just started smoking. Whenever he lights up a cigarette, people complain, chastise him, and ask him to leave their vicinity. This negative feedback from those around him eventually causes him to develop an unfavorable opinion of smoking and he decides to give up the habit.

Observation

Finally, people also learn attitudes by observing people around them. When someone you admire greatly espouses a particular attitude, you are more likely to develop the same beliefs. For example, children spend a great deal of time observing

the attitudes of their parents and usually begin to demonstrate similar outlooks.

2.2.3 Attitudes of Chinese tourists

To find out whether the objective reality of "cannabis is still an illegal drug in mainland China" will affect the attitude of mainland tourists toward the legalization of cannabis in Thailand, Chunli Ji.(2017) used the Model of Goal Directed Behavior to Assess Mainland Chinese Tourists' Gambling Behavior gave me a lot of inspiration, because gambling is also illegal in mainland China, and the attitude of Chinese tourists to gambling should help me understand some of their views on cannabis as a recreational product or as a pillar of tourism.

This paper used the Model of Goal-directed Behavior (MGB) as a theoretical framework to examine mainland Chinese tourists' behavioral desire and behavioral intentions to gamble in casinos when they traveled to Macau. As he said in the study result, attitude, positive anticipated emotion, and past behavior played a significant role in explaining the desire formation of mainland Chinese tourists to gamble while perceived behavioral control and desire served as important antecedents in predicting the mainland Chinese tourists' behavioral intention to gamble.

Although this paper does not explain in detail how the author conducts in-depth research on the attitude of mainland Chinese tourists, it does indicate that the attitude of mainland Chinese tourists has a positive correlation with their gambling behavior, so it can be said that Mainland Chinese tourists who travel to Macau have a positive

attitude towards gambling in Macau, that is to say, despite the perceived behavioral control and legal and moral constraints, mainland Chinese tourists who participated in this study still have a positive attitude towards gambling in Macau.

Drugs and gambling are sensitive topics for the Chinese. Similar to this are political issues. Cross-strait issues between mainland China and Taiwan are even more sensitive. There is a study examining the case of the China-Taiwan confrontation and the relationship between tourism, which also argue that the increase of Chinese tourists visiting Taiwan contributes to peace across the Taiwan Strait. Specifically, the tourist experiences and interactions with the Taiwanese improve Chinese people's understanding of Taiwan, fostering a patient and peaceful attitude toward the prospect of cross-Strait relations.

Scholars have argued that tourism plays a positive role in reconciling conflicts and contributing to peace (Tomljenovic, 2010; Becken and Carmignani, 2016; Farmaki, 2017). According to this optimistic perspective, tourism induces peace because it offers tourists the opportunity to contact residents in host countries directly. The intergroup contacts not only improve the mutual understanding between tourists and hosts but also eliminate the stereotypes between them. Accordingly, tourism reduces intergroup misunderstanding and becomes 'the vital force for peace' (D'Amore, 1988).

Therefore, no matter how negative the attitude of Chinese tourists to the legalization of cannabis in Thailand is, strengthening the direct connection between Chinese tourists and Thai residents can promote their mutual understanding between

tourists and hosts also eliminate the stereotypes between them, perhaps, if people's negative attitudes toward the legalization of cannabis are unreasonable, they may gradually become reasonable with the return of Chinese tourists.

2.2.4 Attitudes of Chinese people toward drug abuse

According to utility theory, people are more likely to take action when the perceived benefits of that behavior outweigh its perceived costs (von Neumann & Morgenstem, 1947). Utility theory has been applied to various adolescent problem behaviors including drinking (Bauman, Fisher, Bryan, & Chenoweth, 1985), smoking (DeVries, Kok, & Dijkstra, 1990), sexual activity (Gilbert, Bauman, & Udry, 1986), and cannabis abuse (Bauman, 1980). The balance between the perceived costs and benefits associated with drug abuse could be depicted as influencing attitudes toward drug abuse. Many theories or models of adolescent drug abuse have incorporated this attitudinal factor into their conceptual frameworks (Akers & Cochran, 1985; Bauman, 1980; DeVries, Dijkstra, & Kuhlman, 1988; Fishbein & Ajzen, 1975; Huba & Bentler, 1982; Oetting & Beauvais, 1987) and some studies have shown that this factor has an important contribution to adolescent drug abuse (Ajzen, Timko, & White, 1982; Bachman, Johnston, & O'Maley, 1990; Bauman, 1980; Donovan & Jessor, 1985; Schlegel et al., 1987). According to utility theory, drug abusers hold a relatively more positive attitude toward drug abuse, in terms of its perceived costs and benefits, than comparable non-users.

So, for Chinese tourists, when traveling to a country where cannabis is legalized and regulations are not sound, which is more significant, the costs or benefits?

According to international conventions, Chinese laws and regulations, and the degree of harm to humans, China strictly controls cannabis as a narcotic drug and a class of psychoactive drugs.

According to Article 357 of the "Criminal Law of the People's Republic of China" and the "Catalog of Narcotic Drugs (2013 Edition)" and "Catalog of Psychotropic Drugs (2013 Edition)" issued by the State Food and Drug Administration, the Ministry of Public Security, and the National Health and Family Planning Commission, Cannabis and Cannabis Resin and Cannabis Resin and Extracts and Tinctures of Cannabis, Tetrahydrocannabinol are all drugs.

According to Article 347 of the "Criminal Law of the People's Republic of China", smuggling, selling, transporting, and manufacturing drugs, regardless of the quantity, are criminal offenses. Criminal responsibility shall be investigated, and the maximum penalty shall be death. According to Article 348, illegal possession of "large" and "large" quantities of drugs is a criminal offense, punishable by criminal detention or control, fixed-term imprisonment, or life imprisonment. Specific to cannabis, according to the 2016 Interpretation of the Supreme People's Court on Issues Concerning Conviction and Sentencing Standards for the Trial of Drug Cases, the "large" possession refers to 1kg to 5kg of cannabis oil, 2kg to 10kg of cannabis resin, and cannabis leaves. And cannabis smoke is 30kg to 150kg.

According to Article 6 of the "Criminal Law of the People's Republic of China", all crimes committed within the territory of the People's Republic of China shall be governed by the Criminal Law unless otherwise specified by law. The criminal law shall also apply to anyone who commits a crime in a ship or aircraft of the People's Republic of China. If one of the criminal acts or results occurs within the territory of the People's Republic of China, it shall be deemed to be a crime within the territory of the People's Republic of China.

According to the provisions of Article 7 of the Criminal Law of the People's Republic of China, if a citizen of the People's Republic of China commits a crime stipulated in the Criminal Law outside the territory of the People's Republic of China, the Criminal Law shall apply, but the maximum punishment stipulated in the Criminal Law is fixed-term imprisonment of not more than three years, may not be prosecuted.

According to Articles 72 and 73 of the "Public Security Administration Punishment Law of the People's Republic of China", illegally taking, possessing, and providing a small number of drugs to others, and abetting, enticing, and deceiving others to take drugs, are all illegal acts and can be punished for up to 15 days. The following detention and a fine of 2,000 Chinese Yuan.

Article 4 of the Regulations on the Administration of Narcotic Drugs and Psychotropic Substances (No. 442 of the State Council) stipulates that the state controls the original medicinal plants for narcotic drugs, as well as narcotic drugs and psychotropic drugs. Except as otherwise provided in these Regulations, no unit or

individual shall engage in the cultivation of the original medicinal plants for narcotic drugs and the experimental research, production, operation, use, storage, and transportation of narcotic drugs and psychotropic drugs.

The use of cannabis in countries and regions where cannabis is legal will not allow a Chinese person to escape the punishment of Chinese law. The Chinese Embassy in Thailand has already issued an announcement introducing the harm of cannabis and relevant laws and regulations to Chinese overseas:

If a Chinese citizen smokes cannabis before boarding a plane from abroad, even if he does not carry it if he is found to be taking drugs when he gets off the plane, it is equivalent to taking drugs in China. According to different circumstances, the "Public Security Administration Punishment Law" and "Drug Rehabilitation Regulations" shall apply.

If a Chinese person is carrying cannabis or carrying cannabis in his luggage and is seized by Chinese customs, no matter the amount, it is not "illegal possession", but "smuggling", which is a criminal offense and will be investigated for criminal responsibility.

Once a drug is taken, it will leave traces in biological samples such as urine, blood, saliva, and hair, which will become evident that drug abuse is illegal. Different types of samples have different traceability periods for drug use. The retrospective period of drugs in urine is generally no more than 3 days, blood generally no more than 24 hours, and the retrospective period in hair can be as long as several months to several

years. Therefore, if a Chinese citizen smokes cannabis during overseas travel, business, or studying abroad, he may be detected to have taken drugs after returning to China, and he will be punished accordingly.

The costs are much worse.

In addition, due to the long history of drug prohibition in China, Chinese people have a very strong anti-drug awareness. If a Chinese artist is found to have used cannabis abroad, even if the matter has passed for a long time and the artist has not been sanctioned by law, he will be considered unethical, and his artistic career will be greatly affected. The same is true for an ordinary Chinese citizen, who will bear a very serious psychological burden.

According to The Chinese Youth Attitudes toward Young Drug Users scale: An initial scale development and refinement, Wing Hong Chui (2012) interviewed a total of 26 non-at-risk and at-risk adolescents (15 male and 11 female) aged 13 to 20 years to find out young Chinese's attitudes towards young drug users, they perceived drug users negatively as untruthful, exploitative and pushy individuals who lack motivation, 5 most rated perceptions are:

1. Young drug users are self-degraded.
2. Young drug users are ugly.
3. Young drug users use drugs to lose weight.
4. It is difficult to get along with young drug users.
5. Using drugs could help ones to escape from reality.

2.2.5 Attitudes of Chinese people towards Thailand travel

According to the "China Outbound Tourism Development Report 2020", in 2019, China's outbound tourism market still maintained a growth trend, reaching 155 million people, a year-on-year increase compared to 2018. up 3.3%. In 2019, the growth rate of China's outbound tourism market slowed down. In 2019, Chinese outbound tourists spent more than US\$133.8 billion overseas, with a growth rate of more than 2%.

The destination structure of outbound tourism remains stable. In 2019, China's outbound tourism destinations are still dominated by destinations around Asia, with Hong Kong, Macao, and Taiwan as the most important destinations. Overall, among the proportion of Chinese outbound tourists, the proportion of tourists to Hong Kong, Macao, and Taiwan is higher than that of overseas tourists, but this gap is gradually narrowing. The proportion of Chinese outbound tourists has been increasing since 2014.

In the proportion of Chinese outbound tourism in the structure of intercontinental destinations, Asia continues to occupy the first place in intercontinental destinations, followed by Europe, the Americas, Oceania, Africa, and other regions. Tourists to Asia and Europe both increased. In 2019, the top 15 Chinese (mainland) outbound tourism destinations were Macau, China, Hong Kong, Vietnam, Thailand, Japan, South Korea, Myanmar, the United States, Taiwan, Singapore, Malaysia, Russia, Cambodia, the Philippines, and Australia.

Although it has been emphasized that Thailand is a tourism powerhouse, and

Thailand's tourism accounted for as much as 20% of GDP before the epidemic, a question has been lingering in my mind, what makes the Chinese like Thailand so much?

Komm Pechinthorn (2019) conducted a questionnaire survey on Chinese tourists who came to Thailand for the first time and for many times. In *Tourism Experience Comparisons between China and Thailand: Empirical Evidence from Young Generation Chinese Respondents*, Komm Pechinthorn used a questionnaire A survey was conducted on Chinese students in Thai universities, and the conclusion after analyzing and surveying 78 valid questionnaires recovered showed that for young Chinese, when compared and measured customer satisfaction for both experience in China against experience in Thailand in six variables namely Cost of traveling, Weather, Taste of local food, Interesting places, long-distance public transportation, and Quality of life.

The findings show that Chinese students are highly satisfied with their time in Thailand because of the favorable weather, the taste of local food, interesting places, and the better quality of life. However, the costs of traveling and long-distance public transportation in Thailand are doubtful in Chinese students' perception.

According to Zhang Wenxin (2020), among foreign tourists in Thailand, Chinese tourists not only have the largest number, but also their tourism consumption accounts for first place in the tourism consumption of foreign tourists in Thailand. An important part of foreign exchange earnings from tourism. Since tourists' demand for tourism is constantly changing, and tourists' consumption behavior directly affects the

development of Thailand's tourism industry, she further studied the tourism shopping consumption behavior of Chinese tourists, to be able to compete in the highly competitive environment of the tourism market, provide satisfactory services for inbound Chinese tourists, improve and enhance the quality of national tourism services, hence increase more tourism economic income, and promote the overall economic development of the country.

As the capital of Thailand and the political, economic, and cultural center of the country, Bangkok has always been one of the top tourist destinations in the world, and it is also the first choice for Chinese tourists to travel to Thailand. Based on the above background, her study takes Chinese tourists who travel to Thailand as the research object and Bangkok, Thailand as the research area, using literature research method, questionnaire survey method, and statistical analysis method to conduct in-depth research on the characteristics of Chinese tourists' shopping behavior, and find out This paper summarizes the problems existing in Chinese tourists' travel and shopping in Bangkok, and then analyzes the satisfaction of tourists, and puts forward countermeasures and suggestions to promote Chinese tourists' travel and shopping consumption in Bangkok, Thailand.

Through empirical analysis, it is found that the proportion of male and female tourists in China is relatively balanced, the age is concentrated between 18-29 years old, the education level is generally higher, and the spending power is strong. Most Chinese tourists are visiting Bangkok for the first time, and most of them are not on a group tour.

The accompanying people are mainly friends and family members, and they usually stay in Bangkok for more than five days.

Among the tourism purposes of Chinese tourists who come to Bangkok, Thailand, the top priority is leisure vacation and sightseeing, followed by entertainment and shopping. From the overall characteristics of tourists' shopping behavior, it can be seen that most Chinese tourists are willing to buy tourism shopping products in Thailand. Tourists will choose according to their own experience, preferences, and the introduction of relatives and friends, among which cosmetics are the most popular products for Chinese tourists. In addition, different Chinese tourists also have certain differences in travel locations and shopping preferences. Among the factors affecting shopping that these tourists encounter in the shopping process, language barriers are the first, followed by commodity prices in scenic spots, crowded shopping places, traffic convenience and safety, and whether there is fraud. Through the survey of tourists' satisfaction, it is found that Chinese tourists are relatively satisfied with Bangkok's tourism commodity price, commodity quality, commodity variety, shopping environment, service attitude, payment method, and the average evaluation of overall satisfaction.

2.3 Media Bias

Media bias is the tendency of the news media to provide ongoing support or opposition to a party, a policy, or a point of view when reporting on a certain event or

type of event, social issue, or conflict.

Any news is biased. Because news reports (1) can only be an overview of the event rather than the whole picture, and those trivial details cannot arouse readers' interest; (2) it can only be the present and not the past and the future of the event, because the reporter is neither the person involved nor The eye of God who has insight into everything; (3) It can only be relatively objective rather than true because reports presented through written narratives or cameras are always inevitably constructed under a specific perspective. This generalized definition is undoubtedly too general.

The academic community has a stricter definition of the standard of media bias, which specifically refers to "the tendency of the news media to provide a continuous opinion of a certain party, a certain policy or a certain point of view when reporting a certain kind of event, social issue or conflict. The phenomenon for or against opinion" (Covert & Wasburn, 2009). Media bias should have the following four characteristics at the same time: Media bias should be (1) intentional, (2) widespread, (3) threatening the existing order, and (4) persistent rather than accidental media behavior (Williams, 1975). This is by far the most widely adopted and strictest definition of media bias. In scientific research and criticism of the news media, however, the meaning of media bias is rather vague and generally goes beyond strict categories.

Any news coverage is inherently selective, as programming time and newspaper space are limited. This determines that the media's presentation of the event cannot be exhaustive, but can only be outlined. The premise of this inductive display determines

the selection criteria - it follows a set of fixed news production norms, for example, events that can be news must have characteristics such as suddenness, conflict, novelty, importance, etc. Ordinary events that are repeated every day cannot be presented to the audience; selected news must be explained in an intelligible language that can be understood by people of different backgrounds, education levels, and understanding abilities; news must Simplify, distill conflict and omit lengthy processes so that viewers or readers can be attracted in a short time or space without making them drowsy.

The sources of media bias are broadly divided into three categories: news producers, news figures, and news consumers.

News gathering is controlled by social values (Davis, 2001), and sometimes media bias can also be a class bias, with journalists occupying relatively economically powerful positions and having high levels of education. However, due to the influence of its ideology, Chinese media naturally difficult to give positive news reports on policies and regulations that violate domestic laws. Instead of reporting on the promotion of Thailand's cannabis legalization to Thailand's economy, Chinese domestic news is more willing to report. The negative impact of cannabis legalization is because this is in line with Chinese social values.

This also applies to the tendency of key opinion leaders who base in Thailand to produce relevant content. Since their audiences are mostly Chinese, they are also more willing to carry out more negative publicity for the policy of legalizing cannabis in Thailand. After all, these Key opinion leaders don't want to be seen as pro-cannabis

addicts.

Audience responses translate into organizational pressures in the news-gathering process, and topics of public concern can often be fed back to influence the media agenda. This feedback often comes in the form of ratings and audience surveys. The broadcast and television industry places great importance on this data because the loss of audience often means the loss of advertising revenue and even the loss of media viability. As a result, TV news programs rearrange their news coverage agenda, program format, and style according to ratings and audience tastes to attract larger audiences (Davis, 2001).

Whether or not Chinese media consumers are aware of this, this tendency of theirs will shape a biased stance in the news media. The media delivers the news that consumers want to see. If media consumers want to see biased news, then media consumers cannot demand unbiased reporting from the media. So, when the Chinese media is about to report the legalization of cannabis in Thailand, it is more eye-catching because smoking cannabis produces hallucinations, and commits suicide.

CHAPTER 3: Methodology

Content analysis will be the main research method to compare the narrative of the official media coverage of cannabis legalization in Chinese media with how it is discussed on social media. The content analysis will mainly focus on both official media and private media's narrative about Thailand as a tourist destination during the years 2019 and 2022 on the Weibo platform since online media greatly impact travelers' decision-making.

3.1 Research Sample and Sampling Method

The narratives about Thailand's legalization of cannabis (for medical purposes or health concerns) on Chinese social media during the year 2022 will be analyzed.

Narratives will be categorized by the overall topic, does this post narrative Thailand as a tourist destination, aspect of narrate, target audience, type of information/communication, the form of message, interactive from viewers, and the main attitude from target audiences. For the interactive part, the number of reposts, likes, and comments will be counted so the researcher can know the attitudes of the target audiences and if the total number of engagements of a certain post is less than 10, it won't be counted as valid data. The final classification scheme is shown in Table 1.

Table 1. Classification system for categorizing the Weibo posts

1. Name of medium	
2. Does the post relate to Thailand's cannabis legalization?	A. Yes B. No
3. Overall topic: Does the post relate to Thailand as a tourist destination or a shopping destination?	A. Yes B. No
4. News sources	A. Thai Media B. Non-Thai Media C. Not specified
5. The aspect of narrating	A. Policy introduction B. Related impact C. Positive news D. Negative news E. Related products, store recommendations F. Local people react G. Related research H. Medical benefits

<p>7. Target audience</p>	<p>A. Chinese who sees Thailand as a travel destination</p> <p>B. Chinese who don't see Thailand as travel destination</p> <p>C. Chinese EXPAT base in Thailand</p> <p>D. Not specified</p>
<p>8. Type of information/communication</p> <p>The way Thailand / Thailand cannabis legalization is addressed in written form</p>	<p>A. Positive encouragement</p> <p>B. Negative persuasion</p> <p>C. Neutral Statements</p> <p>D. Strongly discouraged</p>
<p>9. Form of message/post</p> <p>In what format is the message conveyed?</p>	<p>A. text</p> <p>B. text & picture</p> <p>C. text & Infographic</p> <p>D. text & video</p> <p>E. text with a link</p> <p>F. text with a pic and link</p> <p>G. Article</p>
<p>10. Interactivity</p>	<p>A. number of likes</p> <p>B. number of comments</p> <p>C. number of shares</p>

11. The main attitude from target audiences	A. Positive B. Negative C. Neutral
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3.2 Data collection and data analysis

This research chose 4 media on the Chinese social media platform Weibo for data collecting, which are Taiguo.com, Taihuabbs, Vision Thai, and The Sing Sian Media, the first 3 are Chinese media and the last one is a Chinese language newspaper located in Bangkok, Thailand.



Taiguo.com, a website for Thai Chinese, launched in 2008, it is created to be a community for Chinese in Thailand. Currently, they have a website in both Chinese and Thai languages, a Weibo account, a Facebook account, and a YouTube channel, and its Weibo account Thailand.com has 1.66 million followers.



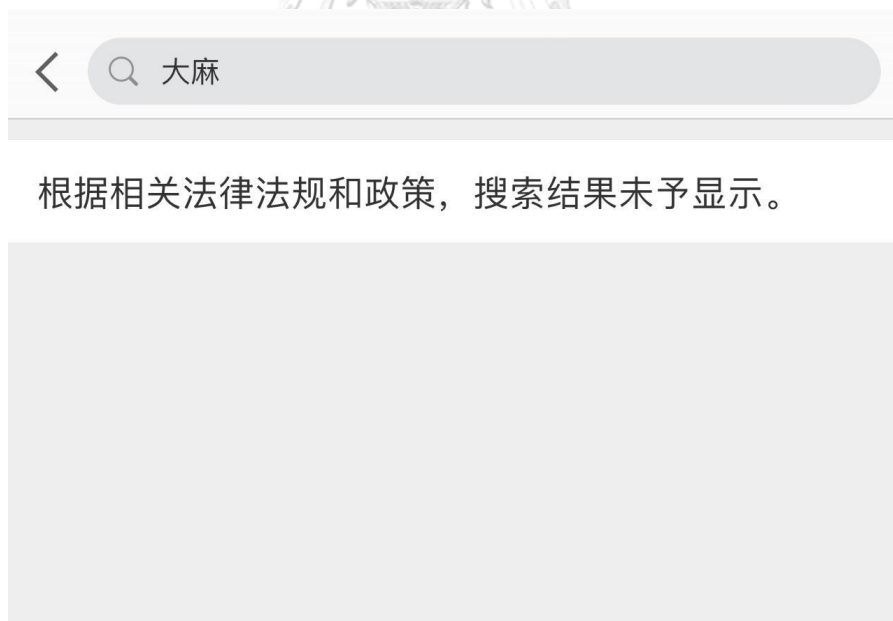
Taihuabbs, Taihuabbs is the largest Chinese forum in Thailand. The forum covers various information related to Thailand, such as tourism, culture, politics, economy, entertainment, etc. The Thai Chinese here will share their life and work experience in Thailand with everyone, and build Thailand Encyclopedia. More than 554,000 followers are subscribing to this Weibo account.



Vision Thai is a Thai-themed Chinese-language online media founded by Taiwanese Thai people. It was officially launched in February 2014. It covers news and current affairs, social issues, business intelligence, tourism, food, culture, life, street interviews, personal interviews, etc., the content is presented in the form of graphics and videos through websites, social media, and audio-visual platforms. The main audiences are people doing business in Thailand, expatriates, and Chinese-speaking people who are interested in Thai issues. Their Weibo account got around 308,000 followers since November 2015.



The Sing Sian Media was born on January 1, 1950, and was founded by Hu Wenhu, the famous "King of Panacea Oil" and his brother Hu Wenbao. With the establishment of a comprehensive strategic partnership between Thailand and China, The Sing Sian Media chose to cooperate with China Southern Newspaper Media Group. 2,100,557 Sina Weibo users are following its account on Weibo.



As the researcher mentioned earlier, cannabis is still listed as a strictly controlled drug in China, so it is not easy to search for cannabis-related posts in Chinese media, whether you directly search for "cannabis" or "Thailand's legalization of

cannabis", on Weibo will display "According to relevant laws, regulations, and policies, some search results are not displayed", in the end, the researcher had to choose to use third-party software for data collection, and use "cannabis" as the keyword to filter posts of the above four Weibo accounts. After screening all the posts from January to October of 2022, the researcher got 141 posts, including 37 posts from Taiguo.com, 15 posts from Taihuabbs, 6 posts from Vision Thai, and 83 posts from The Sing Sian Media.

Posts that are filtered out using only "cannabis" as the keyword still need to be manually screened. For example, although a collected post contains the word "cannabis" ("da ma" in Chinese), the complete word is "big trouble" ("da ma fan" in Chinese), which is not the keyword the researcher wants. In some cases, although the researcher collected a certain post with "cannabis" as the keyword via the third-party software, due to various reasons, this post could not be displayed on Weibo again, since the viewers' attitudes could not be analyzed, such posts will not be considered as valid data.

There are 128 valid data after the manual screening, including 34 posts from Taigu.com, 15 posts from Taihuabbs, 5 posts from Vision Thai, and 74 posts from The Sing Sian Media.



Chinese media's overall narratives about Thailand during the year of 2019 and the year of 2022 are also analyzed. The researcher chooses 2 Chinese government-owned media and a travel-related website, which are Global Times, CCTV, and Qunar.

To analyze whether the Chinese media's attitude towards Thailand has changed between 2019 and 2022, the researcher chooses 2 Chinese government-owned media and a travel-related website, which are Global Times, CCTV, and Qunar, and used "Thailand" as the keyword to screen their posts during January-December of 2019 and posts during January-October 2022.

Global Times is a daily tabloid newspaper under the auspices of the Chinese Communist Party's flagship newspaper, the People's Daily. Its official Weibo account has 31 million followers. They published a total of 46 posts about Thailand in 2019. It not only reposted a lot of relaxed and cute videos of Thai people, but also posted some related introductions about Thailand as a tourist destination, such as the cute baby elephants in Chiang Mai province, Thailand's delicious banana pancakes, etc., and there are only 7 posts about Thailand in 2022, including Air Force fighter jet crashes, monkeypox cases, shooting cases in northern Thailand, etc. There are no more relaxation or tourist destination-related posts.

CCTV is a Chinese state-owned broadcaster controlled by the Chinese Communist Party (CCP). Its 50 different channels broadcast a variety of programming to more than one billion viewers in six languages. Though according to Freedom House and other media commentators, CCTV is being blamed that news reporting about topics sensitive to the CCP is distorted and often used as a weapon against the party's perceived enemies, its reports have greatly influenced the opinions of Chinese people on certain issues, and its official Weibo account has 17.89 million followers. Similar to the Global Times, CCTV's Weibo account posted a total of 19 posts about Thailand in 2019. Posts related to Chiang Mai's cute elephant and Thai food got many positive feedbacks from viewers, and there are only 2 posts about Thailand in 2022, all of which are related to table tennis competitions.

Qunar, which was launched in May 2005, is one of the top three travel-related

websites in China, providing tourists with in-depth search and one-stop booking services for both domestic and overseas air-plane tickets, and hotels, to help Chinese tourists make better travel choices. According to the data in 2020, it accumulated a total of 600 million users, the main users are 26-year-old youths, and the total transaction volume in 2019 reached 160 billion yuan. Its Weibo official account has 2.383 million followers. They posted a total of 13 posts about Thailand in 2019, including Thailand visa policy introduction, tourist destination introduction, and some giveaway campaigns even use air-plane tickets to Thailand as prizes. Posts about Thailand are 0 posts in the year of 2022.

Some Thai government departments also have official accounts on Sina Weibo, such as the Thai Embassy in China (159,000 followers on Weibo) and the Tourism Authority of Thailand (708,000 followers on Weibo), but unfortunately, neither of these two accounts posted any related posts about the legalization of cannabis in Thailand, while Sina Weibo is the best official channel for Chinese people to know more about the legalization of cannabis in Thailand.

3.3 Validity and Reliability

Regarding the reliability of the data, the researchers found two other Chinese native speakers to re-classify the 8th classification item in the Classification system for categorizing the Weibo posts on the collected 128 Weibo posts.

The data shows that female A differs from the main researcher in 12

classifications (classification accuracy rate 90.6%), and female B differs from the main researcher classification in 16 classifications (classification accuracy rate 87.5%), although two coders all think that there are more posts expressing negative persuasion, but the overall data shows that the three coders all think that more than 80% of the posts use a neutral narrative.

See table 2 for reliability test result.



Table 2. Reliability test result

Coder	Researcher	Female A	Female B
A. Positive encouragement	1	3	3
%	0.8%	2.3%	2.3%
B. Negative persuasion	5	14	18
%	3.9%	10.9%	14.1%
C. Neutral statements	121	109	106
%	94.5%	85.2%	82.8%
D. Strongly discouraged	1	2	1
%	0.8%	1.6%	0.8%

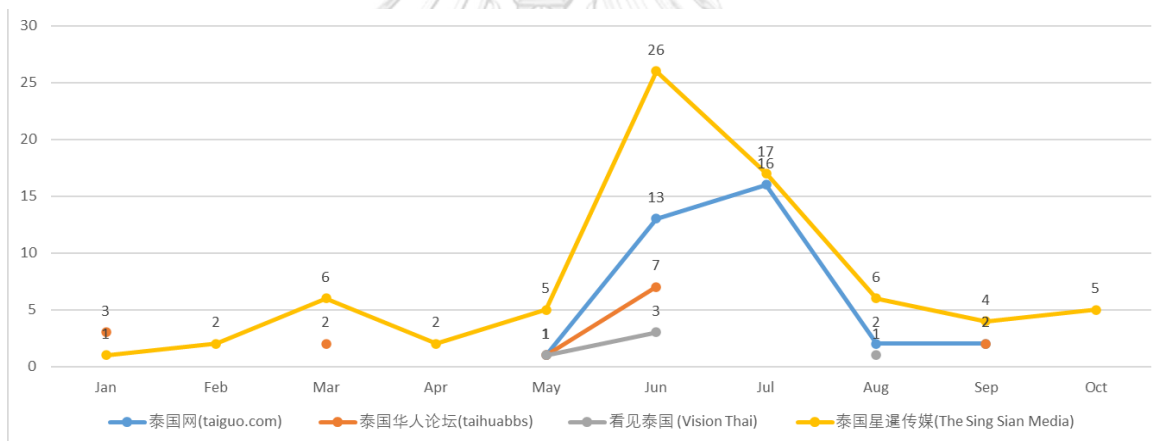
CHAPTER 4: Findings

4.1 The similarities and differences of media's narratives of the legalization of cannabis in Thailand

4.1.1 The amount and frequency of cannabis legalization-related posts

The number of narratives from selected media is 34 posts from Taiguo.com, 15 posts from Taihuabbs, 5 posts from Vision Thai, and 74 posts from The Sing Sian Media.

Table 3. Number of posts from different mediums



Although different media have started posting about the legalization of cannabis in Thailand since January 2022, it can be seen that the narrative of various media regarding the legalization of cannabis reached its peak in the month when the policy was officially implemented (June 2022). Among them, The Sing Sian Media had a total of 26 posts in June, followed by Taiguo.com with 13 posts, followed by Taihuabbs and

Vision Thai, the number of posts is 7 and 3.

After that, in July 2022, the number of posts related to the legalization of cannabis in Thailand decreased slightly, but compared with other months, the number of posts in this month is still relatively large. However, only two media have relevant posts, which are The Sing Sian Media, and Taiguo.com, for Taiguo.com, the number of posts increased from 13 posts in June to 16 posts in July.

In August, September, and October, the number of posts related to the legalization of cannabis in Thailand continued to decrease, and the number of related posts in various media decreased to single digits.

4.2.2 Only a few narratives use Thailand as a tourist destination as an entry point

Although this study intends to explore whether there is some relationship between the legalization of cannabis in Thailand and the willingness of Chinese tourists to travel to Thailand, the data shows that among the relevant posts in the selected media, only a few narratives use Thailand as a tourist destination as an entry point.

From the overall data, 20 posts (15.6%) narrate Thailand as a tourist destination, and the remaining 108 posts (84.4%) narrate from other perspectives. Among the four media, the posts of Vision Thai and Taiguo.com which narrate Thailand as a tourist destination are higher than the overall value. The proportions are 20% for Vision Thai and 29.4% for Taiguo.com. See table 4.

Table 4. Entry point of posts

Name of medium	A. Yes	%	B. No	%	Grand Total
Vision Thai	1	20.0%	4	80.0%	5
Taihuabbs	2	13.3%	13	86.7%	15
Taiguo.com	10	29.4%	24	70.6%	34
The Sing Sian Media	7	9.5%	67	90.5%	74
Grand Total	20	15.6%	108	84.4%	128

The following are the categories and news titles of these posts:

The Thai government's vision for the legalization of cannabis

Thai Pride MP: cannabis will become Thailand's 'soft power' to attract tourists

Taiguo.com 15 July 2022

This post reported that Supachai, a member of the Bhumjaithai Party and chairman of the "Cannabis Act", said on the legalization of cannabis that cannabis will become Thailand's "soft power" that attracts foreign tourists to travel to Thailand in the future. In this regard, he gave an example Said that Thai Aviation Radio expects that as many as 430,000 flights will fly to Thailand in 2022, indicating that foreign tourists are not worried about Thailand's cannabis policy.

Supachai said that foreign tourists will do enough research before traveling to Thailand. They know what to do in Thailand, so when it comes to cannabis, tourists must also know where the restrictions are. In addition, in terms of whether cannabis will scare foreign tourists and thus affect their willingness to travel to Thailand, he said that referring to other countries that legalized cannabis before Thailand, their tourism industry has not been affected. Finally, Supachai insisted that cannabis must be a good opportunity for Thailand, saying that Thailand is becoming a beneficiary of cannabis.

However, the feedbacks below this post are completely contrary to Supachai's assertion, and Chinese Netizens have expressed that they never want to go to Thailand again.

The Impact of Cannabis Legalization on Thailand Travel Destinations

The mayor of Bangkok, Thailand, smelled cannabis on his morning jog on Khao San

Road

Taiguo.com 14 August 2022

Addictive marketing? Phuket Food Festival 2022 to feature cannabis products

The Sing Sian Media 22 May 2022

The Bangkok Municipal Government spot-checked Khao San Road and warned that cannabis stalls must hold a business license to operate

The Sing Sian Media 30 June 2022

*Bangkok City Hall rejects proposal to turn Khao San Road into Thailand's cannabis
hub*

The Sing Sian Media 5 July 2022

Cannabis is added to the dishes, making Thai dishes high

Vision Thai 20 June 2022

This type of post introduces the relevant adjustments of famous travel destinations in Thailand, such as Phuket Island and Khao San Road, etc. after the legalization of cannabis, some use cannabis-related products as attractions, such as <Addictive marketing? Phuket Food Festival 2022 to feature cannabis products> from The Sing Sian Media, and some are related feedback from vendors in travel destinations on the legalization of cannabis. Feedback on this type of post is less, but it also shows that Chinese tourists are not interested in this type of attraction.

Advice from embassies on the legalization of cannabis and their citizens traveling to Thailand

Reminder from the Thai Embassy in Japan: It is forbidden to bring cannabis into

Japan!

Taihuabbs 26 June 2022

Responses to questions about cannabis from Thai compatriots

Taiguo.com 23 June 2022

The Royal Thai Embassies in many countries issued a reminder: Cannabis is still a drug in various countries, and it is forbidden to enter the country!

Taiguo.com 30 June 2022

Responses from the Chinese Embassy in Thailand regarding consultations with compatriots in Thailand about cannabis

The Sing Sian Media 23 June 2022

Reminder from the Thai Embassy in Japan: Do not bring cannabis and cannabis products into Japan

The Sing Sian Media 25 June 2022

The Spokesperson of the Chinese Embassy in Thailand Answers the Reporter's Questions

The Sing Sian Media 19 July 2022

These posts are relatively similar. Most of them are reminders issued by the

embassy of various countries for their citizens reproduced by the media. Judging from the countries that issued the announcements, the neighboring countries of Thailand still adopt a zero-tolerance attitude towards cannabis. The Royal Thai Embassies in many countries also issued reminders to remind Thai citizens not to bring cannabis-related products into other countries.

Negative news after cannabis legalization

Thailand legalized cannabis for 5 days, with 1 dead and 3 injured in the Bangkok area

Taihuabbs 14 June 2022

A 14-year-old develops mental symptoms after smoking cannabis

The Sing Sian Media 17 June 2022

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Khon Kaen Province found that 100 people were allergic to cannabis, and their allergic symptoms were dizziness and nausea

The Sing Sian Media 18 June 2022

Thai man crazily self-harms after smoking cannabis overdose, "legalization" is still out of control

Taiguo.com 23 June 2022

Foreign tourists self-harm after smoking a lot of cannabis

The Sing Sian Media 30 June 2022

There were as many as 14 cases of cannabis among adolescents and children in

Thailand within 20 days! Minimum 4 years old!

The Sing Sian Media 12 July 2022

Such posts mentioned the casualties caused by the legalization of cannabis. Except for tourists and Thai locals who self-harmed after inhaling excessive cannabis, Thaiuabbs' post 'Thailand legalized cannabis for 5 days, 1 dead and 3 injured in Bangkok area has a stronger persuasive effect. Even though Thaiuabbs emphasized at the end of the post that the Bangkok municipal government will immediately adjust preventive measures to prevent the public from overusing cannabis, Chinese netizens still expressed disapproval and concerns about the legalization of cannabis in the comment area.

Some negative news that happened to teenagers also made Chinese netizens express their strong opposition to the legalization of cannabis in the comment area.

Some netizens asked questions in the comment area, "Isn't cannabis legalized only for medical use in Thailand?" Why can Thais and tourists even use recreational cannabis openly?

Feedback from Thai locals on the legalization of cannabis

Most Thais are willing to accept and try cannabis products

The Sing Sian Media 21 March 2022

Thai man changes surname to 'Cannabis' to celebrate cannabis legalization

The Sing Sian Media 14 June 2022

Poll shows: 96% of Thais do not use cannabis for recreational purposes

Taiguo.com 18 July 2022

851 Physicians Call for an End to "Cannabis Freedom" in Thailand

Taiguo.com 25 July 2022

จุฬาลงกรณ์มหาวิทยาลัย
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Most of these kinds of posts are translated from Thai news and public opinion surveys by Chinese media. From the news headlines listed above, it can be seen that the attitudes of Thai locals toward the legalization of cannabis are also mixed. Most Thais recognize the role of cannabis in promoting the Thai economy while 851 physicians jointly call for the abolition of cannabis legalization. Most Thais are willing to try cannabis-related products, but 96% of Thais say they will not use cannabis for recreational purposes.

Media Review Articles

The first step of the "pornography, gambling and drug strategy": the legalization of cannabis in Thailand...

Taiguo.com 17 May 2022

The legalization of cannabis in Thailand has been overturned for 5 days...

Taiguo.com 15 June 2022

During this period, Taiguo.com released two original media reviews related to the legalization of cannabis in Thailand. They are slightly different from other posts on Taiguo.com. These two posts use more intense words and have stronger personal feelings of the editor. Expressed the editor's strong disapproval of the legalization of cannabis in Thailand.

Taiguo.com wrote in a media review on 17 May 2022:

During the Covid-19 epidemic, this is the fastest way to boost the economy in the economic depression, and it is also the fastest way to make money.

Anyway, Thailand has both a sex industry and gambling, to add "drug" is not that bad.

In this matter, the Internet public opinion in Thailand, the most debated is "the correctness of using the United States as the role model": Thailand has only lifted the

ban on drinking medical cannabis. Look at the United States, which is legal, which means heroin, ecstasy as long as less than 1 gram, and cocaine as long as less than 2 grams, it is not a crime.

After 5 days of the legalization of cannabis in Thailand, Taiguo.com's comments on the legalization of cannabis in Thailand based on multiple negative news became more intense:

The legalization of Cannabis is now a kind of cover-up, and it is also a kind of spread. Under ambiguous regulations and powerless control, Thais and foreigners do not know whether they have Cannabis in their bodies, what kind of ingredients, and how much dosage.

Can those manufacturers with the logo of legal Cannabis products give the police 3,000 baht during the investigation in Thailand, so that they can contain methamphetamine or other hidden drugs?

In free Thailand, freedom is both an advantage and a disadvantage.

While legalization generates economic income, it is also hoped that Thailand can use tough legislation to plug all loopholes.

The determination to fight against drugs is only 0 and 1, so don't make an opening to legalize the "drug family".

4.2.3 News Sources of different Mediums

This study sorted out and analyzed the news sources of 128 collected posts. As

can be seen from the table below, 75 (59%) of the posts indicated their Thai media news sources, 10 (8%) of the posts were created by Chinese media themselves based on various reports, 43 (34%) of the posts did not indicate the source of the citation.

Among the posts of The Sing Sian Media, 69 (93%) of the posts indicated the source of the citation, while most of the posts of Vision Thai, Taihuabbs, and Taiguo.com did not indicate the source of the citation.



Table 5. News Sources of different mediums

Name of medium	Thai Media	%	Non-Thai Media	%	Not specified	%	Grand Total
Vision Thai	0	0%	1	20%	4	80%	5
Taihuabbs	6	40%	0	0%	9	60%	15
Taiguo.com	0	0%	5	15%	29	85%	34
The Sing Sian Media	69	93%	4	5%	1	1%	74
Grand Total	75	59%	10	8%	43	34%	128

The following is the ranking of Thai media according to the number of citations, see table 6.

Table 6. Ranking of citation

Media	No. of citation
Thaiger: Thailand's News and Information Source	14
Bangkok Post - The world's window on Thailand	13
Thai PBS	13
Khaosod	11
bangkokbiznews	3
Matichon	3
ch7	2
Dailynews	2
Kapook.com	2
Nation Thailand news website	2
workpointTODAY	2
Thairath	2

Amarin TV	1
CH3 Plus	1
Ejan News	1
MorningNewsTV3	1
Nation TV	1
One 31	1
Grand Total	75

It can be seen from table.6 that the Chinese media collected news related to the legalization of cannabis in Thailand from as many as 18 media, among which news from Thaiger, Bangkok Post, Thai PBS, and Khaosod was cited more than 10 times, among which Thaiger was cited 14 times, Bangkok Post and Thai PBS were cited 13 times, Khaosod related news was cited 11 times, and the news of the remaining 14 media was cited less.

4.2.4 Aspects of narrating

This study also analyzed the similarities and differences of different media in terms of aspects of narrating. When classifying related posts, this study divided 8 subcategories under aspects of narrating, namely: A. Policy introduction, B. Related

impact, C. Positive news, D. Negative news, E. Related products, store recommendations, F. Local people react, G. Related research, and H. Medical benefits.

See table 7 for differences between different media.



Table 7. The aspect of narrating

	A.	B.	C.	D.	E.	F.	G.	H.	Total
Vision Thai	4	-	-	-	1	-	-	-	5
%	80.0%	-	-	-	20.0%	-	-	-	100.0%
Taihuabbs	9	-	1	5	-	-	-	-	15
%	60.0%	-	6.7%	33.3%	-	-	-	-	100.0%
Taiguo.com	19	1	1	10	-	2	1	-	34
%	55.9%	2.9%	2.9%	29.4%	-	5.9%	2.9%	-	100.0%
The Sing Sian Media	39	2	2	19	3	4	3	2	74
%	52.7%	2.7%	2.7%	25.7%	4.1%	5.4%	4.1%	2.7%	100.0%
Grand Total	71	3	4	34	4	6	4	2	128
%	55.5%	2.3%	3.1%	26.6%	3.1%	4.7%	3.1%	1.6%	100.0%

It can be seen from the table that, from the overall data, more than half of the

posts related to the legalization of cannabis in Thailand (71, accounting for 55.5% of the total data) take policy introduction as the main aspect of narrating, followed by negative news related to the legalization of cannabis, there are 34 such posts, accounting for 26.6% of the collected data, and 23 posts in the other 6 aspects, accounting for about 18% of the total.

The narratives of policy introduction and negative news from Taihuabbs are higher than the overall value, which are 60% and 33.3% respectively. The narratives of policy introduction and negative news from Taiguo.com are also slightly higher than the overall value, respectively. 55.9% and 29.4%.

The narratives of The Sing Sian Media in the aspects of policy introduction and negative news are both slightly lower than the overall value (policy introduction 52.7%, and negative news 25.7%).

It is very worth mentioning that The Sing Sian Media is the only media that narrates the legalization of cannabis in Thailand from multiple angles. Their posts cover all 8 aspects, followed by Taiguo.com, which narrated the legalization of cannabis in Thailand from 6 aspects, while there are only 2-3 aspects of narrating in the Taihuabbs and Vision Thai.

4.2.5 Target audience and Type of information

Among all 128 posts related to the legalization of cannabis in Thailand, only a very small number of posts used Chinese who intend to travel to Thailand or Chinese

EXPATs based in Thailand as target audiences (6, 4.7%), and the remaining 122 posts (95.3 %) have no specified target audiences. See table 8.



Table 8. Target audiences of posts

	Vision Thai	Taihuabbs	Taiguo.com	The Sing Sian Media	Grand Total
A. Chinese who sees Thailand as a travel destination	1	1	1	2	5
C. Chinese EXPAT base in Thailand	-	-	1	-	1
D. Not specified	4	14	32	72	122
Grand Total	5	15	34	74	128

4.2.6 Type of information

Just because the vast majority of posts do not have clear target audiences, most of the narratives of these four media adopt a neutral narrative, and rarely add the attitude of the editor or the platform itself, that is, the attitude of the four media towards the legalization of cannabis is neutral. See table 9.

Table 9. Type of information

	Vision Thai	Taihua bbs	Taiguoco m	The Sing Sian Media	Grand Total
A. Positive encouragement	1	-	-	-	1
B. Negative persuasion	-	1	3	1	5
C. Neutral statements	4	14	31	72	121
D. Strongly discouraged	-	-	-	1	1
Grand Total	5	15	34	74	128

The headlines and target audiences of several posts that clearly express positive encouragement and negative persuasion and even strongly discouraged views are as follows. Whether the difference in attitude is due to the difference in target audiences requires more data to confirm.

Positive encouragement

Cannabis is added to the dishes, making Thai dishes high

Vision Thai 20 June 2022

This post is also the only post that contains a video that was created by Vision Thai itself, this post talk about Thai foods which contain cannabis as an ingredient, and people who ate that kind of food also give positive feedback. However, this post didn't get any good feedback or a lot of engagement.



VISION THAI 看见泰国-VISIONTHAI  

6月20日 11:40 发布于 西藏 来自 微博视频号

#泰国大麻# 合法化，大麻餐厅探店开吃！
大麻入菜，把泰菜都变嗨了！
比火车夜市还强的「欢乐火山排骨」
「幸福打抛猪」加大麻叶可以吗？  看见泰国-VISIONTHAI的微博视频



收藏 | 转发 | 2 | 6

#微博辟谣#平台，欢迎查阅!

评论

按热度 | 按时间

一颗大白兔哟：举报了
7月2日 02:04 来自浙江 回复 | 赞

窝丝腻蝶：我全程皱眉头 去旅行一趟回来会尿检吗😂@星慧甜漫记
6月20日 13:29 来自甘肃 回复 | 1

This post and video from Vision Thai introduce Thai Basil Fried Rice with cannabis, pork rib soup, bread slices, and drinks. The video style is relaxed and interesting, but this post only has 2 comments and 6 likes.

Comment 1: I've reported this post

Comment 2: I frowned the whole time while watching this video, do I need a urine test after returning from Thailand?

Negative persuasion

Reminder from the Thai Embassy in Japan: Do not bring cannabis and cannabis-related products into Japan

The Sing Sian Media 25 June 2022

Target audiences: A. Chinese who sees Thailand as a travel destination

The legalization of cannabis in Thailand has been overturned for 5 days...

Taiguo.com 15 June 2022

Target audiences: D. Not specified

Thai man crazily self-harms after smoking cannabis overdose, "legalization" is still out of control

Taiguo.com 23 June 2022

Target audiences: D. Not specified

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In crazy Thailand, 3-year-olds serve as "cannabis ambassadors"

Taiguo.com 5 July 2022

Target audiences: D. Not specified

Brazilian tourist arrested in Bali for carrying cannabis from Thailand to Indonesia!

Taiguo.com 6 July 2022

Target audiences: D. Not specified

Such posts include both Chinese media reviews and interpretations of the cannabis control policies of various countries. They achieve a persuasive effect by emphasizing the serious legal consequences that may arise from eating or accidentally carrying cannabis and cannabis-related products.





泰国网

+关注

7月6日 11:12 来自 微博 weibo.com

#泰国事儿#【巴西游客从泰国携带大麻去印尼，在巴厘岛被捕！】7月6日，一名从泰国携带大麻入境印度尼西亚的外国男子在巴厘岛被捕。据悉，该男子为25岁的巴西男游客，曾到泰国旅游并在泰国吸食过大麻。泰国行程结束后他又从马来西亚吉隆坡乘机前往印度尼西亚知名旅游景点巴厘岛旅游，在抵达巴厘岛时被机场工作人员检测出其行李中有9.1克大麻，遂立即将其逮捕。

被捕后，该巴西游客招供称，他是从泰国购买的大麻，但他并不知道印度尼西亚有关大麻管制的法律规定，之后他可能会被指控非法持有第一类毒品相关罪名，或将面临最高15年监禁，不超过100亿印尼盾（约合2400万铢）罚款。

据了解，此前泰国驻印尼大使馆曾发公告提醒，非法携带大麻或大麻制品入境印尼者，根据印尼相关法律规定恐将面临最低10亿印尼盾（约240万泰铢）罚款和5年终身监禁，最高或处以死刑。

[🔗 网页链接](#)

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☆ 收藏

✉ 1

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👍 11

[Brazilian tourists brought cannabis from Thailand to Indonesia and were arrested in Bali!] On July 6, a foreign man who brought cannabis into Indonesia from Thailand was arrested in Bali. It is reported that the man is a 25-year-old Brazilian

male tourist who traveled to Thailand and smoked cannabis in Thailand. After the trip to Thailand, he took a flight from Kuala Lumpur, Malaysia to Bali, a well-known tourist attraction in Indonesia. When he arrived in Bali, the airport staff detected 9.1 grams of cannabis in his luggage, and he was arrested immediately.

After being arrested, the Brazilian tourist confessed that he bought cannabis from Thailand, but he did not know the legal regulations on cannabis control in Indonesia. After that, he may be charged with illegal possession of the first category of drug-related crimes, or face Up to 15 years in prison and a fine of not more than 10 billion rupiahs (about 24 million baht).

It is understood that the Thai embassy in Indonesia had previously issued a notice reminding that those who illegally bring cannabis or cannabis products into Indonesia may face a minimum fine of 1 billion rupiahs (about 2.4 million baht) and 5 years of life imprisonment under relevant Indonesian laws. Maximum or death penalty.

Strongly Discouraged

Responses from the Chinese Embassy in Thailand regarding consultations with compatriots in Thailand about cannabis

The Sing Sian Media 23 June 2022

Target audiences: A. Chinese who sees Thailand as a travel destination

This type of post is a forwarding of the relevant announcement of the Chinese embassy in Thailand by the Chinese media, which clearly states that Chinese citizens are prohibited from bringing cannabis and cannabis-related products back to China.

If a Chinese citizen eats cannabis-related products by mistake in Thailand, he will be punished as a drug addict after returning home.

This type of post serves both as a strong warning and as a strong persuasion.

4.2.7 Form of message

When Chinese media create posts related to the legalization of cannabis in Thailand, they tend to use text with pictures (74 posts, 57.8%). This method is not only a common way to present news, but also simpler and more direct, and more suitable for Weibo users' usage habits.

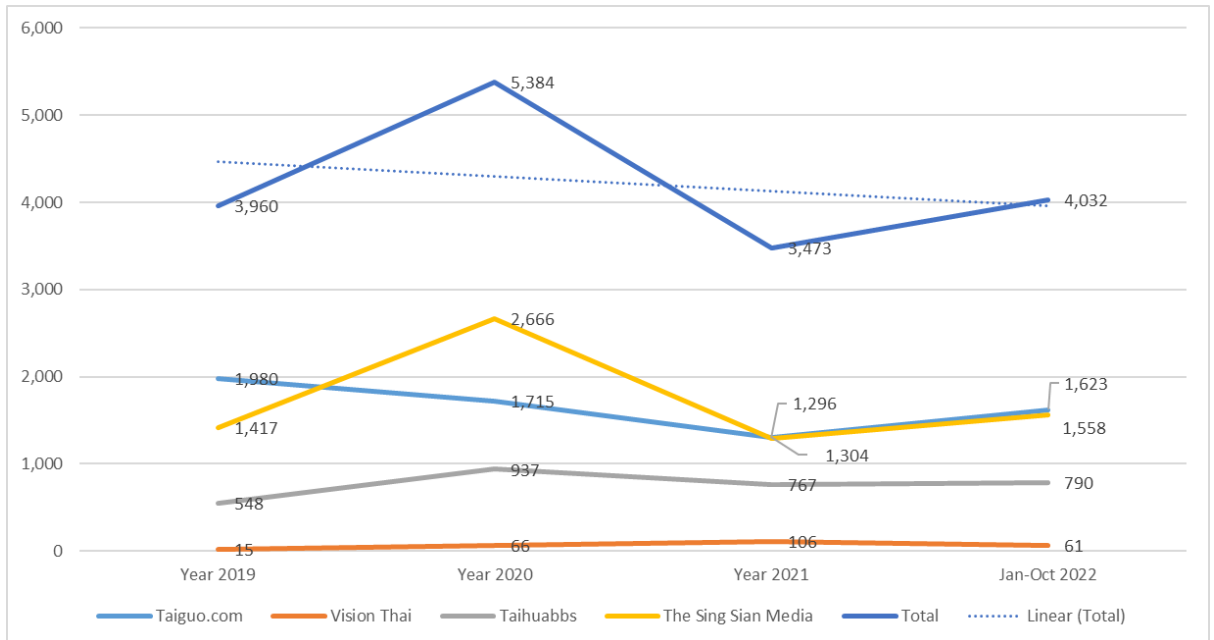
Table 10. Form of message

Form of message	QTY	%
Text & picture	74	57.8%
Text with picture and link	48	37.5%
Article	5	3.9%
Text & video	1	0.8%
Total	128	100.0%

4.2 The amount and frequency of Chinese media that talk about Thailand as a travel destination

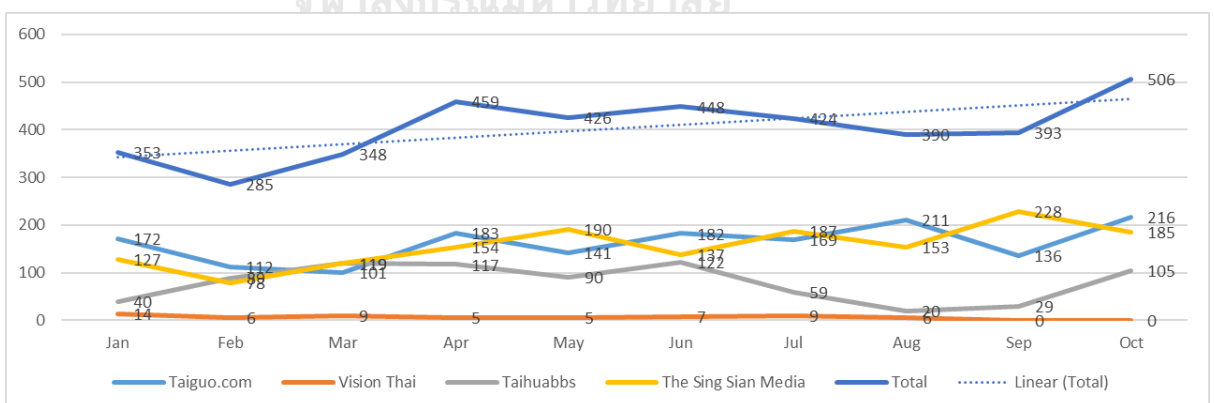
After using "travel" as the keyword to screen the posts of the four media during 2019-2022, the researcher finds out that from the perspective of 2021-2022, the narrative of these four media for Thailand as a travel destination has increased, although the overall data is decreasing.

Table 11: Number of travel related post by year



However, if only focus on 2022, the number of narratives from the four media regarding Thailand as a travel destination is on the rise as a whole.

Table 12: Number of travel related post by month



4.3 A peek at Chinese views on Thailand's cannabis legalization and Thailand as a travel destination through comments from these posts

As mentioned in the research methodology part, if the total number of engagements of a certain post is less than 10, it won't be counted as valid data, this study analyzed 220 comments from 32 posts with total engagements greater than 10, here are some findings:

4.3.1 One-sided disapproval

More than 90% of the comment express viewers' disapproval of the legalization of cannabis in Thailand. Through re-analysis of these comments, it can be found that the main reasons for viewers' disapproval are as follows: disapproval caused by different ideologies; disapproval caused by the fear towards cannabis itself, and disapproval due to imperfect related control policies and poor information in Thailand.

按热度 | 按时间



时钟摩天轮_2146 🏆 铁粉5: 说实话, 就泰国这监管力度, 以后都不敢去吃街边摊了🙄

7月10日 17:08 来自黑龙江

回复 | 3

溪炎喜欢炒肝儿但不吃大肠儿: 街边摊应该放不起那玩意儿吧🤔

7月14日 08:26 来自北京

回复 | 赞

时钟摩天轮_2146 🏆 铁粉5: 回复@溪炎喜欢炒肝儿但不吃大肠儿: 他们zf都发种子了, 那东西就变成地里的花, 随便种了, 别期待他们zf会好好监管了, 不可能的

7月14日 09:21 来自黑龙江

回复 | 赞



友拉SOSO V 🏆 铁粉4: 就算含量低, 积少成多好像会上瘾🤔

7月10日 15:03 来自上海

回复 | 赞



小蛋dlx 🏆 铁粉1: 这脑回路真的有问题🤔

7月10日 17:13 来自广东

回复 | 赞



韩世京: 泰国人就不怕会吃上瘾吗~

7月10日 14:44 来自广东

回复 | 赞



Disapproval caused by different ideologies

按热度 | 按时间

 WinWin815 : 有时候真的不理解泰国人大脑在想些什么
7月25日 16:06 来自吉林 回复 | 3

 随波逐流InTheWoRld : 盲目跟随西方很愚蠢, 就跟控枪一样
7月27日 07:39 来自北京 回复 | 赞



 重凛然未伤: 当我在3台追直播的时候看到大麻饮料广告后, 就觉得太魔幻了😳
7月26日 01:38 来自四川 回复 | 1


 taiyuxingshou001 : 看过一些泰国大麻的新闻, 现在都是往不好的方向发展, 希望泰国可以控制住
7月25日 14:32 来自江苏 回复 | 赞

 走路去罗马呀 : 百思不得其解, 泰国卫生部长, 谜一样的操作🤔
7月25日 14:23 来自江苏 回复 | 1

 一年改一次名呢喂 : 难
7月25日 15:58 来自泰国 回复 | 赞

It can be seen from these comments on the legalization of cannabis in Thailand that Chinese netizens scorned the United States as Western Dad, Western Dross, and so on, they call the legalization of cannabis in Thailand "Americanization of Thailand", and they also believe that legalization of cannabis has the same side effects as loosening gun control. Sometimes they also wrote negative news that happened in other countries where cannabis was legalized in comments to warn their people.

 一年改一次名呢喂 : 没那个管控力度还要学“西方爸爸”合法化, 我每次路过步行街路口都有人用流利的中文问我要大麻吗, 以前是小声问候现在是明目张胆🤔
8月14日 22:55 来自泰国 回复 | 1

 柠檬味的湾仔甜心: 这不就来了吗, 让你大麻合法化, 呸!
8月14日 19:30 来自广东 回复 | 1

Without the ability to control yet dares to learn from their "Western Dad". Every time I pass by the pedestrian street intersection, someone asks me in fluent Chinese if I want cannabis. It used to be a whispered greeting, but now it is blatant

Is it really good to blindly copy Western policies and follow suit? Gun control is the best negative lesson!

This is the disadvantage of the legalization of cannabis. It is easy to let it go, but it is difficult to control it. This is the same as controlling guns

Thailand allowed some catering and pharmaceutical industries to use cannabis in the past two years. Do they really want to be a sick man in Southeast Asia now?

按热度 | 按时间



水熊虫古大人月仙仙: 好的不学, 学人家发达国际的糟粕

6月14日 15:36 来自重庆

回复 | 1

Are they crazy? Don't learn from the good ones, but learn from the bad ones... cannabis is legal and the marriage equality bill is not passed. It is really 'smart'. . .

Addicts are easy to control, and the economic income is fixed at once, which is the same as the meaning of religion, which is convenient for the ruler to collect money and control

The Americanization of Thailand

Obviously, it was intentional! Everyone in the world knows that Asian countries have very strict control over cannabis. To attract the wrong tourists, Thailand has already broken the bottom line (before it became legal, there was a lot of cannabis being sold on the streets of Thailand, and almost no one cares about it! Now let's compare it with the Netherlands, there are many supermarkets selling food containing cannabis) Fortunately, the neighboring countries have zero tolerance for cannabis. From now on, the wrong tourists will stay in Thailand obediently and can't go to other Asian countries

They do whatever the Western country does, isn't that what gun control is all about?!

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Disapproval caused by the fear of cannabis itself



Based on Chinese people's fear of cannabis itself, it is natural for Chinese people to disapprove of the legalization of cannabis in Thailand. Here are some of the comments:

I read the news before, saying that their catering industry can also add cannabis, but they just need to inform customers. Is this true? But what if some small shops didn't inform us? Sigh... You have to be very careful when you go to Thailand, especially those who have to undergo an entrance examination or entry examination after returning to China.

Anyway, I can't understand this kind of thing. Someone told me that domestic betel

nuts are the same as cannabis, why no one cares about it? But in my opinion, betel nuts are only eaten by a very small number of people, and they can't be added to all kinds of food, but cannabis is different.

How to tell if cannabis is in food or cosmetics?

This is really scary, who knows if the food we are eating contains cannabis or not.....

What if it is added to food and I don't know it? It's really scary and the policy is really toxic. Our country has zero tolerance for drugs, will this affect our country?

Didn't they introduce a lot of cannabis seasonings? If you eat on the street, Will you accidentally eat food containing cannabis condiments without knowing it?

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Is cannabis a necessity? Why legalize it? Is it a necessity of life?

So who would dare to travel to Thailand? Does anyone know if the restaurant you eat at uses cannabis as a seasoning?

Disapproval caused by imperfect related control policies and poor information about Thailand's legalization of cannabis

The legalization of cannabis in Thailand did not reach a relatively perfect level at the beginning. Since January 2022, this bill has been continuously developed and discussed. After related negative news, new supplementary management regulations have been added, although It's just the legalization of medicinal cannabis, cannabis can be seen everywhere on campus, on the street, and in restaurants, and there is constant negative news, even children have been poisoned by cannabis, so there are quite a few Chinese netizens because of Thailand's imperfect related control policies and poor information and denies the legalization of cannabis in Thailand.

I have been paying attention to it for a long time, but I can only say that how the policy is implemented is different from the policy itself. Many of them just "sound beautiful"

But cannabis is legal in Thailand now, how can Chinese people avoid it when they go to Thailand in the future?

As long as it is legalized, how can it not poison young people?

What do they think? cannabis was poisoning teens when it wasn't legal, let alone now it is legalized

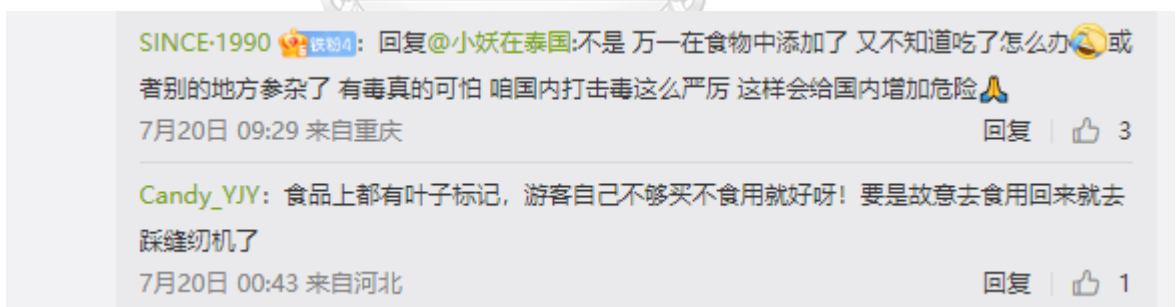
The control after legalization is beyond your control!

Why legalize it? Has the economy collapsed to the point where it can only be maintained by selling drugs?

The public can even taste cannabis at the event? Is this what you called not for entertainment?

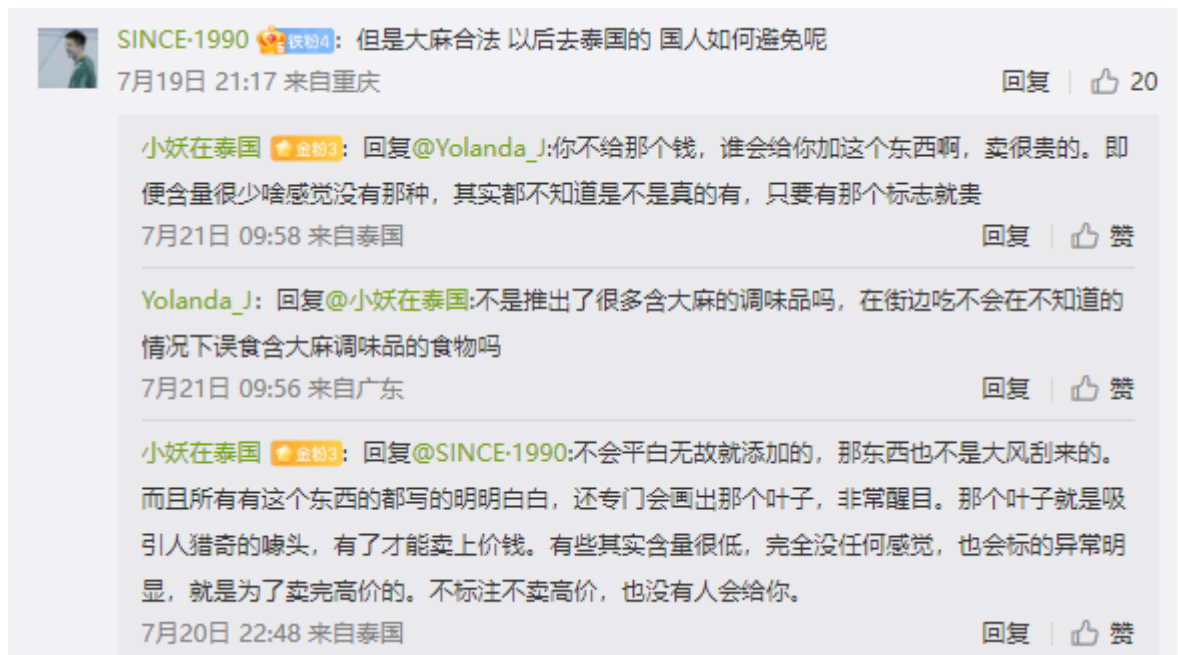
To be honest, with the level of supervision in Thailand, I will not dare to eat at street stalls in the future.

4.3.2 Few favorable comments are drowned in the comments section



Just don't go looking for cannabis by yourself, food or drinks with cannabis will be marked, just don't try it yourself

There are cannabis logos on the food, you can simply don't buy it or eat it! Go to jail if you eat it on purpose



If you don't pay for it, who will add cannabis to your food? Cannabis is very expensive even in small amounts. In fact, you can't really tell if food or drinks really contains cannabis, but as long as they put the cannabis logo on the package, it will be expensive

Guns have been legally held in Thailand for many years, and Thai people don't kill people they saw on the street. No one will force you to eat cannabis when you go on a trip.

There is no need to be afraid of edible cannabis, as long as it complies with the regulations. I have eaten a lot of cannabis barbecue, cannabis drinks, and desserts.

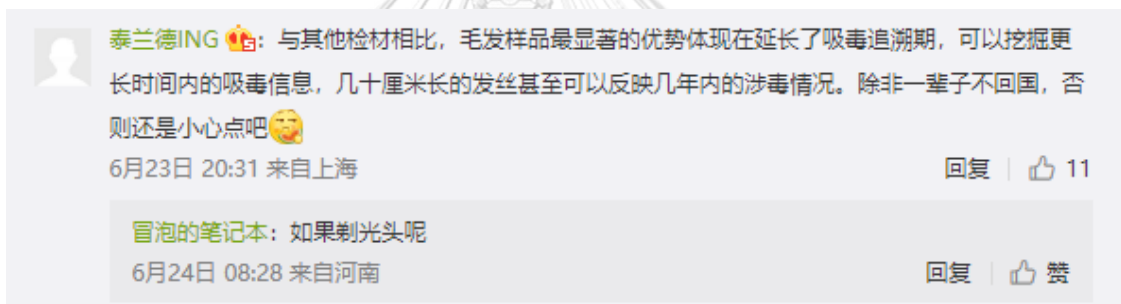
There is no special taste or feeling at all.

4.3.3 Ways to express disapproval of cannabis legalization in Thailand

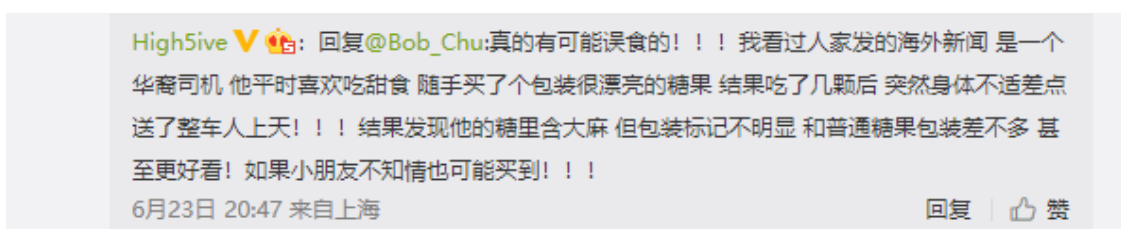
There are many ways to express disapproval in the comment area, but they are all disapproval.

Long discourse

Addicts will regard Thailand as a paradise, and all tourists who travel to Thailand will have lingering fears. All goods sent from Thailand will face stricter inspections, and the impact on the tourism industry will gradually emerge.



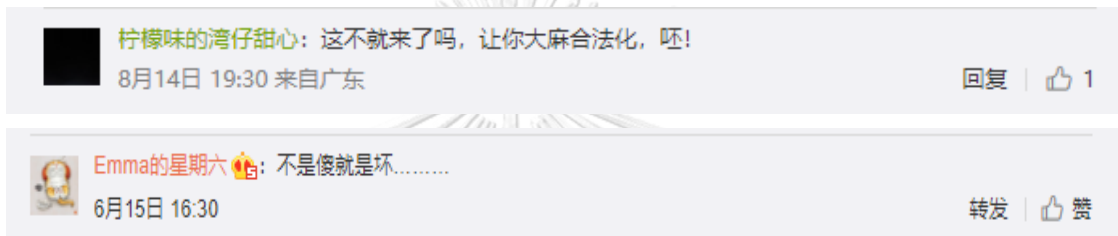
Compared with other testing materials, the most significant advantage of hair samples is that the retrospective period of drug use can be extended, and drug use information can be mined for a longer period of time. A few tens of centimeters of hair can even reflect drug-related situations within a few years. Unless you never go back to China for the rest of your life, be careful



It is really possible to eat it by mistake!!! I read the overseas news posted by others. It

was a Chinese driver who usually likes to eat sweets. He bought a beautifully packaged candy. After eating a few of them, he suddenly became ill and almost died of the whole car passengers!!! It turned out that his candy contained cannabis, but the packaging was not clearly marked, which was similar to ordinary candy packaging, or even better-looking! If children don't know, they may buy it!!!

Bad or rude words



I am firmly opposed to this. It is uncontrollable. The Thai government is really sick. That is, Chinese people cannot travel abroad now, otherwise, Thailand will definitely lose the Chinese market.

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Either stupid or bad...

I'm going to throw up

That's the aftermath, cannabis legalization, yuck!

A brainless country without bottom-line principles

One word, one emoji can also express an attitude

按热度 | 按时间

 ttcsqy 🏆: ? 、
6月3日 16:36 来自江苏 回复 | 2

 始祖鸟是你姨 V 🏆铁粉3: 各种意义的牛逼吧
6月3日 16:55 来自江苏 回复 | 1

 突破黑土地: 泰国美国化
6月4日 21:24 来自浙江 回复 | 赞

 社恐小坚强 🏆铁粉3: 😬
6月4日 14:41 来自云南 回复 | 赞

 小白3507 🏆铁粉3: ? ? ? ? ?
6月4日 10:27 来自上海 回复 | 赞

 Mist_雾雾 🏆: ? ? ? ? ?
6月3日 21:05 来自四川 回复 | 赞

 包包的非菜何子 🏆: ? ? ? ? ? ?
6月3日 16:51 来自四川 回复 | 赞

 吃不饱的小也: ???
6月3日 16:35 来自江西 回复 | 1

 小小满故事会 🏆: 疯了吧
6月5日 16:34 来自广东 回复 | 赞

 惜惜柠檬柠檬 🏆铁粉2: 可怕
6月4日 09:31 来自广西 回复 | 赞

 罗非鱼就是cat酱 V 🏆: 不意外，其实之前这玩意已经很猖獗惹
6月3日 16:43 来自广东 回复 | 赞

 小吉子小吉子小吉子: 😊😊😊😊
6月16日 00:12 转发 | 赞



Many viewers use punctuation marks and emojis to express their opposition to the legalization of cannabis. The most frequent punctuation marks and emojis are:

???(question marks)



(confusing)



(covering face with one hand and crying)



(split)

Obviously, the question mark expresses Chinese netizens' confusion about the Thai government's decision to legalize cannabis;

The emotion expressed by the Confusing face is more complicated, not only confusing, but in the context of the Chinese Internet, what this expression wants to

express is closer to "what's wrong with you", so it is slightly stronger disapproval of Thailand's cannabis legalization;

The covering face with one hand and crying expresses helplessness, confusion about the legalization of cannabis in Thailand, and worries about whether it is possible to travel to Thailand again in the future.

4.3.4 Cannabis legalization has a more severe impact: I never want to travel to Thailand again

Although Supachai, a member of the Bhumjaithai Party and chairman of the "Cannabis Act", said on the legalization of cannabis that cannabis will definitely become Thailand's "soft power" that attracts foreign tourists to travel to Thailand in the future, Chinese netizens don't buy it. After the statistical analysis of comments from all those posts related to Thailand's Cannabis legalization, it is obvious that Chinese netizens are overwhelmingly opposed to the legalization of cannabis in Thailand. This study also found that a considerable number of Chinese netizens said that they never want to come to travel to Thailand again.

按热度 | 按时间

 一切随缘吧的小窝 : 所以为啥要大麻合法化呢, 这不是自己作死嘛?
7月31日 16:40 来自广东 回复 | 4

 磨刀坑十一叔: 那我支持美国大麻合法化。
7月31日 16:33 来自广东 回复 | 3

 时钟摩天轮_2146 : 本来美国就大麻合法啊🤔
7月31日 18:03 来自黑龙江 回复 | 赞

 jiahe_2004: 干嘛要合法呀, 搞得都不敢去了, 就害怕里面有大麻
7月31日 17:47 来自陕西 回复 | 2

按热度 | 按时间

 以潼吖_ : 泰国这个大麻合法根本就是错误的, 让我都不敢去泰国了。😭
7月6日 23:59 来自广东 回复 | 赞

 大大大大巫家的小巫: 一样一样, 大麻合法后治安只会越来越乱。
7月7日 09:53 来自广东 回复 | 赞

 轻笑95: 不会去了, 最怕的是吃了都不知道
6月16日 01:46 来自广东 回复 | 赞

 愿我们所爱的都能幸福 : 本来还想等开放后去泰国玩的, 现在真的要好好考虑了, 害怕
6月16日 01:18 来自广东 回复 | 赞

 Samantha : 他这个这么一弄至少中国人就不敢去了, 回来过关查尿、查头发、查血, 这个一查一个准, 好老火😡😡😡。泰国是要放弃中国市场了吗?
6月15日 22:14 来自重庆 回复 | 赞

 Innlism: 以后谁还敢去泰国啊😭有想见的人 泰难了😭
6月15日 21:15 来自浙江 回复 | 赞

 呐luck: 去还是不去泰国旅游好呢
6月15日 17:20 来自广东 回复 | 赞

 三千里外妻和月201411 : 这是个严重的问题, 无论是事是人。
6月15日 16:51 来自广东 回复 | 2

 龙踞华山2 : 放开后, 去不去泰国, 真的很难决定, 万一回国被查出吸食大麻, 真的很麻烦。
6月15日 16:32 来自广东 回复 | 1

*I won't go to Thailand anymore. What I'm most afraid of is that I don't know if I
accidentally eat any cannabis*

I originally wanted to wait for China to open up and go on a trip to Thailand, but now

I really have to think about it again, I'm afraid

*Damn, are you crazy? Who dares to travel to Thailand, who knows if there is
cannabis in food and drinks?*

*I'm scared, Thailand is no longer my happy paradise...Do Thai people think they can
control it?*

*I don't know if others are, anyway, but I don't want to travel to Thailand because of
cannabis, it's too dangerous*

*I used to really want to go to Thailand, and the people around me really wanted to go,
but now it's terrible to go to Thailand*

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Anyway, if you want me to go to Thailand, I won't go, I'm afraid of eating cannabis

*Oh my god, it's terrible. We won't know if these media don't emphasize that cannabis
is also legalized in Thailand.*

Forget it, won't go to Thailand again

CHAPTER 5: Summary and Discussion

Using the findings of this research, this chapter will go on to provide a detailed summary of the data analysis and discussion. Additionally, the limitations of this research, the directions for future research, and the practical implications will also be explored.

5.1 Summary

By comparing posts mentioning Thailand in the Global Times, CCTV, and Qunar Weibo accounts, it can be seen that, on the whole, from 2019 to 2022, the exposure of Thailand as a travel destination dropped sharply on these three accounts, and even tended to zero.

Although the bigger factor that caused this situation is undoubtedly China's covid policy that prevented Chinese people from traveling abroad for two years, no one can deny that the legalization of cannabis in Thailand will also affect the enthusiasm of Chinese people to travel to Thailand after Covid-19.

Contrary to the fact that the Thai Embassy in China and the Tourism Authority of Thailand are very taboo about the legalization of Cannabis in Thailand, Chinese media actively publish information related to the legalization of cannabis in Thailand on the Weibo platform. The 4 Weibo accounts selected in this study (Taiguo.com, Taihuabbs, Vision Thai, and The Sing Sian Media) posted a total of 128 posts related to

the legalization of Cannabis in Thailand from January to October 2022, and 1,371 engagements were obtained, the number of posts and the number of engagements both peaked in the month when cannabis legalization officially came into effect (June 2022).

Although this study intends to explore whether there is some relationship between the legalization of cannabis in Thailand and the willingness of Chinese tourists to travel to Thailand, the data shows that among the relevant posts in the selected media, only a few narratives use Thailand as a tourist destination as an entry point.

Chinese media collected news related to the legalization of cannabis in Thailand from as many as 18 media, among which news from Thaiger, Bangkok Post, Thai PBS, and Khaosod was cited more than 10 times, among which Thaiger was cited 14 times, Bangkok Post and Thai PBS were cited 13 times, Khaosod related news was cited 11 times, and the news of the remaining 14 media was cited less.

More than half of the posts related to the legalization of cannabis in Thailand (71, accounting for 55.5% of the total data) take policy introduction as the main aspect of narrating, followed by negative news related to the legalization of cannabis, there are 34 such posts, accounting for 26.6% of the collected data, and 23 posts in the other 6 aspects, accounting for about 18% of the total.

Among all 128 posts related to the legalization of cannabis in Thailand, only a very small number of posts used Chinese who intend to travel to Thailand or Chinese EXPATs based in Thailand as target audiences (6, 4.7%), and the remaining 122 posts (95.3 %) have no specified target audiences.

From the overall data, 20 posts (15.6%) narrate Thailand as a tourist destination, and the remaining 108 posts (84.4%) narrate from other perspectives.

The vast majority of posts do not have clear target audiences and most of the narratives of these four media adopt a neutral narrative (121, 94.5%), and rarely add the attitude of the editor or the platform itself, that is, the attitude of the four media towards the legalization of cannabis is neutral.

More than 90% of the comments express viewers' disapproval of the legalization of cannabis in Thailand. Through re-analysis of these comments, it can be found that the main reasons for viewers' disapproval are as follows: disapproval caused by different ideologies; disapproval caused by the fear towards cannabis itself, and disapproval due to imperfect related control policies and poor information in Thailand.

After using "travel" as the keyword to screen the posts of the four media during 2019-2022, the researcher finds out that from the perspective of 2021-2022, the narrative of these four media for Thailand as a travel destination has increased, although the overall data is decreasing.

5.2 Discussion

This study uses the method of content analysis to quantitatively analyze the posts of four Chinese social media accounts, 128 posts about Thailand's legalization of cannabis from 4 media and 1,371 engagements are analyzed. So far, the findings of the research can help the researcher to some extent draw conclusions.

Research data shows that Chinese media have started to publish relevant posts about the legalization of cannabis on Weibo since January 2022, and the number of these posts reaches its peak in June 2022. The attention of these media on the legalization of cannabis continues to the end of data collection for this study (October 31, 2022).

This study also sorted and analyzed the news sources of the above posts, more than half of the posts are translated from the Thai news, and as many as 18 media were cited, which shows that the Chinese media is trying to make their followers have a more comprehensive understanding of the legalization of cannabis in Thailand. Chinese netizens learned about the legalization of cannabis in Thailand through these media. They knew that a Thai person changed his surname to "cannabis" to celebrate the legalization of marijuana, and they also know that 851 doctors in Thailand jointly issued a statement of opposition demanding the immediate termination of "cannabis liberalization". The tortuous development of laws and regulations after the legalization of cannabis is also known to Chinese netizens.

Although different Chinese media have different ways of creating cannabis legalization-related posts, more than half of the posts related to the legalization of cannabis in Thailand (71, accounting for 55.5% of the total data) take policy introduction as the main aspect of narrating, this may be related to the fact that more than half of their news sources come from Thai news. The number of posts ranked after policy introduction is negative news related to the legalization of cannabis, there are 34

such posts, accounting for 26.6% of the collected data, which also to some extent makes Chinese netizens even more dissatisfied with Thailand's cannabis legalization policy.

Among all 128 posts related to the legalization of cannabis in Thailand, only a very small number of posts used Chinese who intend to travel to Thailand or Chinese EXPATs based in Thailand as target audiences (6, 4.7%), therefore, most of the narratives of these four media adopt a neutral narrative, and rarely add the attitude of the editor or the platform itself, that is, the attitude of the four media towards the legalization of cannabis stays neutral.

After analyzing the above-mentioned legalization of cannabis in Thailand, the researchers also analyzed the tourism-related posts published by the above-mentioned four Chinese media from January 2019 to October 2022. The researchers extracted 16,849 posts using "tourism" as the keyword. From the perspective of the year, the number of travel-related posts in 2021 is 3,473, and the number of travel-related posts in 2022 is 4,032. The number shows an upward trend. In 2022, 10 The number of monthly posts also shows an upward trend, although from 2019 to 2022, the number of posts shows a downward trend.

That is to say, regardless of the impact of the legalization of cannabis in Thailand, the Chinese media has always narrated Thailand as a tourist destination; no matter what attitude the Chinese media has towards the legalization of cannabis, Thailand has always been discussed as a tourist destination, and the volume of these discussions has not diminished for the legalization of cannabis.

The above research results can answer research questions 1-3 to some extent.

What is the Chinese media's overall attitude toward the legalization of cannabis in Thailand during the year 2022?

Despite ideological differences, almost all Chinese media narrate the legalization of cannabis in Thailand from a neutral attitude.

Is there any difference between different media narratives about the legalization of cannabis in Thailand in 2022?

Different media have slightly different narratives for the legalization of cannabis in Thailand. One supports the legalization of cannabis in Thailand and recommends cannabis-related products. The narrative of The Sing Sian Media which is based in Thailand is more comprehensive.

What is the Chinese media's overall attitude towards Thailand as a travel destination during the year of 2019 and the year of 2022?

From the overall data, the number of Chinese media posts on Thailand as a travel destination shows a decreasing trend from 2019 to 2022, but after analyzing the number of posts from January to October 2022, it can be found that the decrease in the number of posts seems to have little to do with the legalization of cannabis in Thailand.

In order to answer the fourth research question: Is there any impact of cannabis legalization on Chinese people's perception of Thailand as a tourist destination? The researcher focused on the analysis and research of the engagements of the posts related to the legalization of cannabis in Thailand.

The results of the study show that more than 90% of the comments express viewers' disapproval of the legalization of cannabis in Thailand and few favorable comments are drowned in the comments section. There are also many ways for Chinese netizens to express their disapproval. Some people make long comments about the harm of cannabis, while others express their dissatisfaction with just an emoji.

Through the analysis and research of these comments, the researcher identified several reasons why Chinese netizens do not approve of Thailand's cannabis legalization policy:

Disapproval caused by different ideologies. Due to the differences in the history, culture, and social systems of China and the United States, there are significant differences in the ideology of Chinese and American people in terms of values and culture. The American people are influenced by both Christian civilization and commercial civilization, and the two ideologies of missionary spirit and businessman spirit coexist. When looking at China's issues, they will also show the characteristics of intermingling idealism and realism. Sometimes the American people call themselves

the "chosen people of God" and think that China should follow the American democratic system and development model, and criticize China's democratic issues, freedom issues, and human rights issues. It is necessary to make concessions to the interests of the United States, even launch a war for its interests, and transform itself into a "world policeman".

On the one hand, the Chinese people receive limited information, and the public's attitude towards the United States mainly depends on the official media's attitude towards the United States. Therefore, in recent years, Chinese people's general hatred of the United States has risen. According to RIW's survey in 2020, Chinese netizens have negative views of the United States. The proportion of impressions has risen to 62%. On the other hand, the Chinese people are influenced by the Eastern Confucian civilization, insisting on "Do not do to others what you would have them do to you", and are more inclined to the independent diplomacy of various countries. Disgusted by the image of the United States acting as a "world policeman" and interfering in the politics of other countries. The very different ideologies of China and the United States have caused conflicts and even hatred among the people.

Therefore, it can be seen that whether it is at the national level or at the public level, the essence of the contradictions between China and the United States at this stage is concentrated in ideology.

At this time, disapproving comments are often seen in the negative news related to gun control and drug control issues in the United States. At this time, Chinese netizens criticized the legalization of cannabis in Thailand, on the one hand, because Chinese netizens have seen negative news from American society, and on the other hand, it is an extension of Chinese netizens' dissatisfaction.

Disapproval caused by the fear of cannabis itself. Chinese people's fear of cannabis can be summarized in the following three aspects:

Some people think that cannabis is the "gateway" to drug use. A lot of studies have pointed out that smoking cannabis may increase the probability of people using other drugs, because the use of cannabis may increase the chance of contact with other drug users, and develop into multiple drug abuse under their temptation and encouragement.

In addition, the use of cannabis and alcohol can also increase the concentration of THC and enhance people's subjective feelings. Long-term and chronic use of THC may make people more sensitive to the effects of methamphetamine (ice) and heroin. Therefore, it is common to see people who smoke cannabis also use alcohol or other drugs at the same time.

Cannabis induces acute psychoactive and cardiovascular effects. After smoking cannabis, people's state of consciousness will change, and emotions such as anxiety, tension, and fear will appear. A small number of people who smoke in large doses will

have symptoms such as hallucinations; Using cannabis will increase heart rate and dilate blood vessels. There are individual reports of myocardial infarction caused by cannabis use or other serious cardiovascular side effects. Other effects include dry mouth, conjunctival injection, and hot and cold extremities.

Cannabis harms the immune system, respiratory system, and reproductive system. Long-term smoking of cannabis is likely to cause cancer in the lungs and upper respiratory tract; the respiratory system is affected, causing chronic bronchitis, coughing, phlegm, wheezing, and other symptoms; Destroy the reproductive function of animals, reduce sperm production, motility and viability, and disrupt the ovulation cycle of female animals.

Disapproval caused by imperfect related control policies and poor information about Thailand's legalization of cannabis. Here is the timeline of Thailand's legalization of cannabis; In January 2022, Thailand became the first country in Asia to legalize cannabis; On June 9, 2022, the law to legalize cannabis in Thailand has come into effect.

From June 10, 2022, cultivating and trading cannabis in Thailand is no longer a crime, and cafes and restaurants can serve cannabis-infused food and drink as long as the content of "tetrahydrocannabinol" in the product is less than 0.2%.

Since then, there have been various new restrictions such as prohibiting the use of

cannabis by teenagers under the age of 20, nine regulations to control and prevent the use of cannabis in schools, and the Food and Drug Administration urging shopping malls and convenience stores to demarcate the sales area of cannabis food and snack products.

Even though the Chinese media did not report a lot of negative news after the legalization of cannabis in Thailand, and took policy introduction as the most important aspect of narrating, Chinese netizens still disapproved of the legalization of cannabis in Thailand. And the reasons for disapproval might not be changed simply by posting positive news on Weibo.

Not only that, even though only 20 (15.6%) of the posts used Thailand as a tourist destination as the entry point of the narrative, Chinese netizens expressed the same opinion in a large number of posts. The legalization of cannabis in Thailand made them unwilling to travel to Thailand again.

Is there any impact of cannabis legalization on the Chinese media narrative of Thailand as a tourist destination?

Although the exposure of Thailand as a travel destination has not decreased that much, and the Chinese media has not carried out too many negative reports or negative persuade, Chinese netizens still express that they do not want to travel to Thailand again under the context of cannabis legalization. And the reason for

this reaction is not the narratives of the Chinese media on the legalization of cannabis in Thailand, but the legalization policy of cannabis in Thailand itself. Due to different ideologies and fear of cannabis itself, the Chinese are opposed to this policy. Coupled with Thailand's current imperfect cannabis-related policies, it can be said to be even worse.

5.3 Limitations of the Research

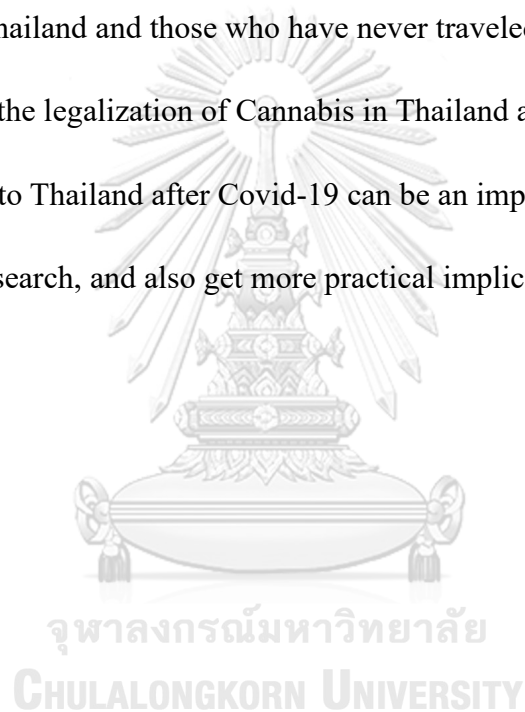
The relevant censorship system in China has caused significant obstacles to this research. Although this research has tried its best to use third-party software to capture posts related to the legalization of Cannabis in Thailand on Weibo, it is certain that these data are not comprehensive. First, our data sources are limited to Sina Weibo because people cannot search for relevant information from baidu.com (China's largest search engine). Second, since posts containing the keyword “cannabis (da ma)” may be restricted by the censorship system, Chinese media may refer to cannabis with homonyms, combinations of Chinese and English letters, or even the emoji of grass leaves. It is difficult to collect such posts.

The Weibo real-name system also limits the freedom of comments on Weibo to some extent. It is not 100% sure that the comments received by these posts 100% express the true thoughts of these followers. But even so, these comments can still affect the perception of the legalization of Cannabis in Thailand by those who read these comments and then affect their intention to travel to Thailand.

5.4 Directions for Future Research

For future research, it is suggested to combine more approaches to explore the impact of the legalization of Cannabis in Thailand on the intention of Chinese people to travel to Thailand after Covid-19. Quantitative research will be a good choice.

Conducting a questionnaire that divides interviewees into clusters such as those who have traveled to Thailand and those who have never traveled to Thailand and their perceptions about the legalization of Cannabis in Thailand and its impact on Chinese's intention to travel to Thailand after Covid-19 can be an important supplement to the integrity of this research, and also get more practical implications.





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- (2) 中国出境游发展报告发布, 去年全国出境游人数达1.55 亿人次. (2020, November 11). 中国网. [Http://News.China.Com.Cn/Live/2020-11/11/Content_1033853.Htm](http://News.China.Com.Cn/Live/2020-11/11/Content_1033853.Htm).
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- (8) “*Is Weed Legal in Thailand? - Weed Thailand.*” (2022, May 18). Marijuana Thailand. <https://www.thailandweed.com/is-weed-legal-in-thailand/>
- (9) *Cannabis Rules Tweaked as Bill Stalls*. (2022, November 12). Bangkok Post.
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- (11) *New Tourism Minister Sees Lure of Marijuana*. (2022, July 19). Bangkok Post. <https://www.bangkokpost.com/business/1715080/new-tourism-minister-sees-lure-of-marijuana>
- (12) 驻泰使馆：在泰吸食大麻回国后被查验出，等同国内吸毒. (2022, June 23). Finance.Sina. <https://finance.sina.com.cn/china/gncj/2022-06-23/doc-imizirav0155860.shtml>

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