



CHAPTER 2

THEORY AND RELATED RESEARCH

This study aims to look at the problems in tourism in Thailand encountered by Chinese tourists with the purpose of studying the general information and behaviour of such a group while in Thailand. Also, to study the opinions about the problems in tourism in Thailand including the outstanding issues/impressions of Thai tourism according to Chinese tourists and the impact of the problems on the tourism industry in Thailand and the Peoples' Republic of China at present.

The researcher has studied and researched several research studies and theories from related documents in order for the study to cover every aspect of tourism and to be the basis of, and provide guidelines for, efficiency in research, especially in the construction of tools used in collecting data for analysis for research results. Also, the resulting discussion and writing of suggestions, the essence of which has been compiled and divided into nine parts, is comprised of the following:

1. Theories about consumer behaviour.
2. Theories about tourism.
3. The importance tourism has on the economic development and society of the country.
4. Thailand's National Economic and Social Development Plan and the development of tourism.
5. The Tourism situation from tourists in the Asian region from 2541-2549 B.E. and the government's policy of promoting tourism.
6. The outstanding aspects of tourism.
7. Problems of Thai tourism.
8. Chinese tourism in Thailand.
9. Related research results.

Details of each issue can be presented in the following order:

2.1 Theory about consumer behaviour

In studying the behaviour of the Chinese tourists in Thailand, it is necessary to study the theories connected with consumer behaviour and its definition and meaning in order to be the basis for study and research. The definitions are as follows:

2.1.1 Definition of 'consumer'

Many academics have defined the word consumer as follows:

Seree Wongmontha (2542:30) defines a consumer as 'a person who has the need to buy, has purchasing power, and has created purchasing behaviour and consumption behaviour.'

Thongchai Suntiwong (2533:48) states 'a consumer is the center of power of marketing attempts which the executive must understand and win over with an efficient marketing strategy.'

Dhamrongsak Chaisanit (2538:73) defines a consumer as 'a person who needs the goods and a person whom a manufacturer must study in order for the consumer to have the utmost satisfaction with the goods and who then repeatedly buys the goods.'

From these meanings of consumer, the researcher can conclude that consumer refers to a person who has a need to buy, has a capacity to buy, can choose to buy goods and services in order to respond to his/her own needs of both body and mind. In this case it is the Chinese tourists who come for a tour to Thailand.

2.1.2 Definition of consumer behaviour

There are several academics with varying definitions of consumer behaviour. The following are a varied sample of the definitions:

Thongchai Suntiwong (2533:50) defines consumer behaviour as meaning the analysis to identify all the causes that influence the consumer's decision to buy goods and services and in order to understand the various causes that can result in the motivation or control of the decision behind purchasing by the consumer.

The essence of the behaviour of a consumer comprises three main activities. These are: 1) procurement, which means various activities done

in general which lead to the purchase or obtaining of goods or services for use. This part of consumer activities includes the seeking of information about what goods to buy, evaluation by comparison of goods and services of each type, to the agreement to buy; 2) consumption is the follow-up to see how the consumer uses the goods - where, when and under what circumstances. For example, does he use them at work or at home, use them according to the advice given or use them whenever and however he chooses to. This also includes looking at whether he uses the goods to make himself happy or only for necessity; 3) the elimination or disposal of the goods. How the consumers dispense of the goods and packaging and the impact on the environment around him, such as how "the disposal of bits or the left-over of goods. This includes other treatment of the goods after the consumer has finished with their use, such as the collecting of used items to hand on to others for use or to sell them by other means."

Dumrongsak Chaisant (2538:84) has defined consumer behaviour as "the expression of each individual that is related directly to the use of goods and services in an economy, including the process of decision-making which has an impact on these expressions."

According to Sukorn Sereerut (2544:5), consumer behaviour refers to "the behaviour of the individual in relation to the purchase and use of goods and services (products) through exchange whereby the individual must make a decision both before and after the act where the individual as the consumer has the right to acquire and dispense of the goods and services which have been offered for sale by a marketing institution."

Adul Chatukrongkayul(2545:5) puts forward the meaning as the "reaction of an individual involved directly with the receiving and using of goods and services in the economy, including the various processes of the decision-making which arise before and are the determiners of those various activities."

Schiffman and Kanuk(1994 cited in Tasanee 2546:37) define it as "the behaviour which the individual adopts in searching, purchasing, using, evaluating and dispensing of the products and services which it is hoped will respond to his needs."

Finally, according to Loudon and Bitta (1984:5), consumer behaviour refers to "the process of decision-making and the actions of the individual when there is evaluation, procurement and use of the goods and services in the economy."

From these various definitions, the researcher can conclude that consumer behaviour is the study of the steps of the processes of thoughts, decisions and practices of the consumer in using the goods and services from an awareness of the need, the search, the evaluation of each choice, the choice and the result of the choice of the products and services which they expect will respond to his needs. In other words, it may mean the study of decision-making behaviour and the actions of the person involved in the purchase and the use of that service comprising many factors that affect the behaviour of the consumer. In this case the consumers are the Chinese tourists.

2.1.3 Theories about consumer behaviour

According to Rom J. Markin, John Wiley X Sons (1979:162-163), the analysis of consumer behaviour has existed for a long time. In the past, economists analyzed consumer behaviour as the actions of one who purchases the goods in accordance with the science of economics - the demand and supply of goods in the market and the impact of changes in prices and the purchasing power of the consumers. This is to say "the consumer" is an 'economic man' who has reasons and buys goods because of changes in prices due to increases or decreases in the amount of production. So, if the goods are cheap, the consumer will buy a lot of them because he sees more benefit from his purchase than the value of the money which is spent.

This kind of thinking considers every consumer as having reasons, and an understanding that is complete in itself and an exercising of the right judgment and consideration of the benefits. It is considered that the consumer is "the Superman."

Another later line of thought is that "the display of consumer behaviour is the outcome of the influence of the mind or inner psychology that is the driving force, motivation, instinct and various combined desires with various outward displays from his inner self that are acceptable to society. Here, the consumer is "the Inner Man."

One current theory is that the understanding that the consumers have arrived at in thinking analytically and the display of perfect behaviour comes from the influence of various factors in many aspects that complement each other both from the inner self and the outside. From the past to the present, the consumer is considered "the Whole Man."

It can be seen that the theories about consumer behaviour stem from several influential factors in many aspects that have been developed according to age and this means that the manufacturers of goods need to learn of the real desires of the consumers in order to develop their products, or goods to meet and comply to the needs of the consumers as much as possible.

Thongchai Suntiwong (2533:12) suggests that theories about consumer behaviour from the past gave importance to production orientation. This changed later to giving importance to marketing orientation and then, finally, evolved into stressing the importance of customer orientation. In order to understand this development, the researcher would like to provide some further details in order to learn how the theory has developed. The evolution of this theory is as follows:

The theory first emphasized production orientation. At the end of World War II, as consumers searched for goods and services for use in response to their needs, they did not have complete power to choose what he / she desired because it depended on production and goods offered for sale by manufacturers and this was further linked to the condition of the economy or the limitation of various production resources. There was a great need for goods at the time. Whatever business produced was quickly sold out. Therefore, problems in sales or consumer interest did not exist. This meant the owners of manufacturers could conduct their businesses according to their own interests in producing whatever goods for sale they desired. In some cases, improvements in some features of the goods was for the convenience of manufacturing and without consideration of the needs of the market whatsoever.

The emphasis given to marketing orientation since the 1950s has rapidly changed. Of importance is the progress of production technology. Competition between the manufacturer who can produce products and can produce them in large quantities each time has been increasing and this has caused an increase in the quantity of products which, therefore, gives the buyers or consumers the chance to buy whatever they please more than ever before.

Then, the manufacturers had to abandon their former theories on consumer behaviour. What they produced must start with the market rather than the sole consideration of what their machines can manufacture. However, decisions about what goods should be produced for sale needed to consider the needs of the market - what it needs, what goods,

what styles and at what cost. If this was learnt, then the goods could be produced according to the market's or customers' needs. There came to exist a state of competition in which there were many manufacturers making many decisions to continually change how they investigated the markets. It was new for a company to beat its rivals based on the winners being the result of the customers and their preferences within the market.

The stress on the importance of customer orientation differs from the past when the stress was on the importance of marketing. Consequently, various businesses later concluded that the meaning of giving importance to marketing or the interests given to the customers if examined in detail meant that this was not limited to the consideration of marketing in its characteristics as the components of only the collection of customers.

However, there is another important difference. If one considers the customer or consumer from different views, the customer or consumer in one meaning may be limited to the customer only existing at the time of purchase. That is, businesses everywhere want to continually survive and grow as their main aims. In order to fulfill such aims, the businesses must have the support of customers at all times - constantly and increasingly. This can be realized when everything that these businesses produce and distribute through the various activities of the marketing processes are supported or receive a good response from the purchases of customers at prices above production cost. Also, the purchases must be continuous so business can then gain profits as resources to increase their wealth. When there is profit, which in this case should be long-term, it shows that the consumers are customers displaying customer loyalty, continually supporting a particular business. This should then be given more consideration than looking at the single act of purchasing.

If only the one aspect of looking at the attempt of expanding the business to make it grow is considered, it will be limited to looking at those customers who are only currently looking for goods. However, if the business can create more groups of customers or understand the other needs of customers, the meaning of customers at the time of consideration comes to mean the number of customers who could be stimulated to buy more products. This includes the creation of new customers who could increase in number instantly.

From what has been stated, it can be seen that in the correct meaning of importance given to marketing, the main emphasis should be given to

the interests of the consumers in the market in terms of real consumers. By delving into every corner of the mind of every consumer in order to retain the old customers to buy more and repeatedly do so as well as motivating new ones into repeat customers similar to the old ones. For these reasons, the study of behaviour is truly at the heart of marketing.

From the developments cited, in the tourism industry it is necessary to practice the work on the marketing side to continually make it effective. The need to review, evaluate, and improve all activities in marketing are issues the tourism industry should be interested in to suit the behaviour of the tourists of every age and every time they visit. This is to be able to solve new problems in marketing which businesses are facing all the time to achieve the best results. The theory of marketing in tourism is, therefore, changeable due to limitations and ways of solving problems in businesses. And because the work of marketing has to be put into practice to achieve its results, the theory of marketing must be modern and suited to the environment and events all the time.

2.1.4 Factors that motivate people to go on tours:

The researcher has researched and collated varying views about what motivates people to go on tours. This is in order to act as guidelines for the study of Chinese people from the Peoples' Republic of China on tours in Thailand and what motivations caused them to do so.

L.E. Hudman (1980: 33-34), as cited in Wantana Sukcheewin (2541:18), said that tourists are often motivated to go on tours according to the following factors:

1) The Push Factor, which is the condition stimulated to create the push force in an individual to decide to go on a tour. This push force may come from different causes, which are:-

Curiosity- this can be counted as a clearly internal push force because humans are instinctively curious about things they haven't seen or experienced before. Tourism is a way of discovering a new world in their mind and increasing their own experience.

Satisfaction - tourism and impression about things the tourists encounters can create happiness and satisfaction in that individual. Therefore, tourism is an attempt at a search for happiness, and satisfaction with one's self.

2) The Pull Factor, which is the external condition that attracts and motivates an individual to go on a tour. The pull factors are:

Geographical features - the geographical features or scenery of the tour site, with the weather conditions, such as fresh air, cool air, etc.

Other conditions are other things that can be thought of as attracting tourists to travel there besides its physical condition. For example, the place having interesting sites, inexpensive goods etc.

3) The Psychological Factor

Both the Push Factor and Pull Factor are interrelated in that they both reinforce each other. R.W. McIntosh (1977: 51-52), as cited in Wantana Sukcheewi (2541:19), proposed the following causes of motivation in tourism which support and build upon Hudman's ideas. These are :-

- 1) The physical causes of motivation are the need for rest, and the need to search for new things like Hudman's Push Factor.
- 2) The cultural causes of motivation are the need for learning, learning about history, culture and religion through the desire to go see or feel the experience by one's self.
- 3) The personal relationship causes of motivation are the causes in relationship and integrity.

McKintosh states that these causes of motivation are the Push Factor which exists inside every individual and is the stimulant that creates the anticipated behaviour. In tourism, the anticipation is the satisfaction gained from the activities for relaxation.

O.M.S. Dann (1981:40), as cited in Wantana Sukcheewin (2541:20), speaks of the causes of tourism similar to the work of McKintosh. However, Dann split the basic motivation into two ideas:-

- 1) Tourism as the search for self-reward or the curiosity to learn of each other's cultures, the need for rest and relaxation to be free from stress.
- 2) Tourism as an escape, that is freeing oneself from the monotony of the daily surroundings or the escape from hectic problems, uneasiness, and that such an escape is only temporary.

Middleton (1994), as cited in Araya Wanprasert (2542: 16), is another to have explained the various factors that can be considered as determinants of the demand for tourism which influence the decision for tourism as consisting of the following factors:

1) Economic Factors:

The good economic conditions of the country and of the locals offer the opportunity for people to travel more. In developed countries where the income per head is high, this creates greater power of purchase than those in developing countries.

2) Demographic Factors:

Overall demography is the size and basic parts of family, age, education, income and experience which determine the types and amounts of purchases of tourism services. Besides gender, nationalities are also determining factors behind the tastes and behaviour of tourism. For example, female tourists prefer the kinds of tourism with more safety than adventure, which are tourism types more popular with male tourists. Different geographical, weather and social conditions in each locality also influence both the attitude and tastes of tourists of each nationality. For example, Europeans prefer to travel to historical and cultural sites while Asians like to shop and buy the foods of the other countries that they visit.

3) Geographical Factors:

The geographical features of where tourists live have an impact in determining the destinations where tourists want to go. People who live along the coast do not feel the need to go sight-seeing or relax at a locality with the same features, but would prefer to go to different places in the search for new atmosphere.

4) Socio-Cultural Factors:

The forms of culture and ways of thinking of people in society have a lot of influence on the needs of tourists. For example, Middle-Eastern societies do not provide opportunities for women to travel to faraway countries. On the other hand, Western society does give women the chance to travel and some countries have values or trends which give importance to tourism to indicate a higher social standing within society. Indeed,

people with good economic status prefer to go to foreign countries than take tours domestically.

5) Government and Regulatory Factors:

Politics, national policy and various regulations are factors that lead to the need to travel of tourists such as problems from fighting, political tensions, or the setting up of a number of annual holidays. Policies promoting tourism or forbidding citizens to travel out of the country for tourism depend on each government and its specifications.

6) Prices:

The prices incurred will affect the decision to go on a tour, or the destination of the tour. This may be the cost of transportation or the rates of living in the locality where the tourists are to visit.

7) Transport Factors:

Considerations about the access to desired tourism sites relates to how easy or difficult it is to get there. For example, the number of airlines that fly directly to that destination and how much time is spent on traveling.

8) Advertising and Public Relations

This is one of the most important factors in giving any tourist site more attention or achieving more popularity than others. Therefore, in the tourism industry, advertising and public relations is highly competitive in motivating the tourists to decide on their destination country.

Thus, the researcher can conclude that the causes of motivation which create a need for a person to travel come from the desire to seek happiness for oneself. Whether it be the happiness from escape of boredom or monotony, the discovery of new and strange things or the happiness derived from the thought that travel helps you relax and is a reward of life. However, for a person to actually travel, besides depending on the need to search for happiness, it depends on many other factors such as the economic status of each person, the number of national holidays and holidays free from normal work, social and cultural values, the tourism policy of the government and international regulations as well as the convenience in travelling. As for the public relations and publicity, the

pricing policy is considered an important factor which can stimulate greater desire for individuals to go on a tour.

2.2 Views about Tourism

2.2.1 Definition of Tourism

On the subject of tourism, many definitions have been given:

The World Tourism Organization (WTO) defines 'Tourism' as meaning many kinds of travel which have the following 3 characteristics (Thailand Tourism Organization, 2535 cited by Araya Wanaprasert, 2542:12):

- 1) A temporary trip from the usual residence to other places but not with the intention to settle there permanently.
- 2) The trip must be voluntarily or is for the traveler's own pleasure and is not forced.
- 3) It is a trip without the purpose of coming to find income, but rather to come for rest and relaxation, or to come for studying tradition and culture, or for meetings or seminars.

Pramuk Kaewneam (2510:29-30 as cited in Araya Wanaprasert) speaks of tourism as a form of recreation which includes the activities occurring between leisure time, having to do with travel from one place, usually his/her own residence, to another place which is considered a tourism site. In this case it is for relaxation of body and mind from various types of work. It is a response to the need for a change of atmosphere, that is the person's environment. This is especially true for those who live in the city, where life can be difficult and complex, who are trying to find an escape to a natural environment, to find strange new things with activities thrown in for fun such as sports, education and entertainment etc.

From the meanings outlined above, the researcher concludes that 'tourism' is a word with a broad meaning. Not only does it contain the meaning of going on a tour for relaxation or for fun as many may believe, but also a trip to attend seminars, to search for knowledge, to participate in sports, to make contacts in a business, including a trip to visit relatives - all of these can be considered tourism.

2.2.2 Definitions of the Tourism Industry

From these definitions of tourism mentioned above, we must proceed to the circumstances of traveling on a tour to various places and the link to various types of business. Therefore, there arises the word 'tourism industry' which means many kinds of businesses that are linked to tourism, such as the hotel accommodation businesses, photography businesses, the tour business, meeting arrangements, seminar and recreation businesses, food and drink businesses, businesses selling souvenirs etc.

These businesses are considered sales of services or goods directly to the tourists. In addition, there are businesses indirectly related to tourism, such as the training of guides and investment in basic facilities, such as the construction of roads and systems of various public utilities etc. These industries are related directly or indirectly and are the driving forces vital in job creation and income generation for the country from which the government can then gain more money to be made available for rural and national development.

2.2.3 Definition of tourists:

During the year 1963, the United Nations Organization arranged an international conference on travel and tourism in Rome, Italy. The committee considered that since the word 'tourism' has a wide range of meanings (as previously mentioned), it is therefore suitable to set up a more precise definition of the word 'International Tourist.' This is in order to be used mainly in the collection of information about tourism which can be used for future comparison. The meeting has suggested to the member countries that they use the word 'visitors' instead of the word 'tourist.' The word 'visitor' is a reference to a person who travels to a country where he has not lived permanently for whatever reasons apart from those connected to earning a livelihood or income (Nikom Jarumanee, 2544 B.E.:2).

Therefore, the word 'visitor' includes the following two types of travelers:

- 1) Tourists are temporary visitors staying in the visited countries for more than 24 hours. The visit is for rest, recuperation, educational tours, performing religious rites, participating in sports, making business contacts, attending seminars etc.

2) Excursionists are temporary visitors and are staying in the visited country for not less than 24 hours.

Thailand thus holds onto the definitions set in Rome as the principle for the statistical count of 'International Tourists' which in essence refers to the foreigners who enter Thailand to stay temporarily each time for not less than 1 night or 24 hours and not more than 60 days. The purposes of the visits are:

1. coming for holidays, visiting relatives or coming for recuperation etc.
2. coming to attend a conference or as the representative of a society, a religious representative, an athlete, a performer etc.
3. coming to make contacts in business, but not to earn income.
4. coming with an ocean-going ship which stops at a port even if for less than one night.

Together with these definitions, another definition is set for

'Domestic tourist'. This refers to Thais or foreigners who reside in Thailand, travelling from a province where they usually live to other provinces. The purpose of the visits can be for whatever reason but not to earn income or stay longer than 60 days.

2.2.4 Types of Tourism

Types of tourism refer to the 'experience in tourism which differs in the destination of tourism and tour sites'. This can be divided into the following 6 types (Valene Smith, 1977:2-3 cited by Siri Hamsupoh 2542:65):

1) Ethnic Tourism - this type of tourism aims to observe the expression of culture and the customs of the daily lives of the ethnic population which includes the visit to their motherland, participation in the performance of rites and joining other religious rites.

2) Environmental Tourism – this type of tourism is similar to Ethnic Tourism in that it is to attract tourists from faraway lands to come for a tour. However, the emphasis is on the attractions of nature and the environment more than human ethnics. The return to nature and admiration of the human relationship with his/her surroundings is the appeal to this

group. These activities include photography, trekking, mountain climbing, canoeing and camping etc.

3) Cultural Tourism- this is travel aiming to experience contact with and sharing an older style of living which have been lost in some localities. This is in order for the individual to understand better the historical background of living which is different from his/her own culture, such as in shows of cultural arts, traditions, and many festivals.

4) Historical Tourism- this is tourism and trips to view museums and relics which stress the glory of the past. It may be to view monuments, churches, *viharn* and various palaces or to show the lights and sounds of spectacular events of the past etc.

5) Business Tourism – this has a distinctive characteristic in that a conference or meeting or seminar incorporates other types of tourism. When business tourism occurs, each tourist's destinations will have many types of tourism. Some will be touring for recreation, environment or culture, it all depends on what the tourists want.

6) Recreational Tourism- this includes the participation in sporting competitions, hot spring fountains for health and curing of diseases, sunbathing, and socializing in one environment for relaxation. These places are, for example, the seaside, golf tournaments and tennis tournaments etc. The promotion of tourist sites of these groups will attract tourists who especially desire a rest.

7) Incentive Tourism – this is tourism arranged as prizes for employees, for benefits of various work departments and companies or shops to go observe his / her profession at a conference or to find additional knowledge or for recreation. The work units, companies or shops will be responsible for the total cost.

M.L. Tui Chumsai and Yipphun Phromyothi have discussed what motivates people to go on tours. Their ideas can be used to categorize the types of tourists into the following (M.L. Tui Chumsai and Yipphun Phromyothee 2527: 2-30 cited in Wantana Sukcheewin, 2541:16):

1) Tourism for enjoyment and entertainment- these tourists use their holidays for a change of atmosphere, to fulfill their curiosity, to find new things and events, to view beautiful scenery, to witness traditions, to gain peace of mind in peaceful and rural surroundings, to enjoy the hectic noises

and large buildings of the metropolis and other tourism centers. These result in enjoyment and entertainment. Some tourists go on a tour for the sake of changes of accommodation during their trip.

2) Relaxation Tourism – this is for those who take their holidays from work in order to rest and do very little. This is to get rid of all the exhaustion both in body and mind resulting from their work and to renew their strength in order to begin working again. Some may go to recuperate from ill health or stress. This group of tourists will go to stay at a place for as long as possible and the place will be really peaceful, such as a faraway beach or up on a hill faraway from the busy and hectic atmosphere of the city.

3) Cultural Tourism – these tourists wish to learn of various cultural arts or knowledge in some institutions or schools of fame, or in countries which have an interesting culture. They will tour that country to study and observe the ways of life from anthropological and sociological aspects, to view ancient places linked with history, to follow up on modern civilization and its technology, or to participate in celebrations and festivals.

4) Tourism for sports - tourism for sports can be divided into 2 types. These are to go and view competitions and to go and participate in sports in a land where that kind of sport is played.

Tourism to view sports competitions - for example, going to see a world sports competition, such as the Olympic games, or Asian games, boxing tournaments or football tournaments etc.

Tourism to go and participate in sports in the land where they play such sports includes, for example, where there is a lot of snow, one can go to ski, or when the monsoon is over it is a good time for sailing etc. Mountain climbing is suitable in some seasons, as are trekking in the forest, fishing, riding horses, or even driving around without any destination in mind. It is seen that a country with suitable geography for the tourists to go and play a particular sport is advantageous in being able to develop a lot of tourism industries.

5) Tourism for business - in reality this definition of tourism is for business performance and should not be considered tourism because it lacks the factor already stated that tourism must be completely voluntary and with the intention of going on a tour. However, in truth almost every tourist coming for business will find time and arrange for their remaining

time to be spent on a real tour - time free from the daily practice of business or a chance to tour further for two or three days after their business has finished.

6) Tourism for a conference, seminar etc. – at present there are many organizations, committees, societies, unions etc. both domestically and abroad. Thus, IUOTO (International Union of Official Travel Organization) sees it fit to set aside this group of tourists who come for a conference or seminar. According to IUOTO's statistics, it was found that in the year 1967, there were many kinds of conferences at the international level with as many as 3,500 sites with many more attendees. These conferences tend to increase in number rapidly. In arranging the agenda of these conferences, the program schedule incorporates at least one occasion with tours which means the participants of the conference become complete tourists.

7) Sex Tour - tours by male tourists with the hidden intent to find sexual entertainment have existed for a long time. Anthropologists assume that prostitutes' activities mean the act of providing the opposite sex with satisfaction of their sexual desires. The person who performs any sexual act will get compensation in terms of money or material things without any emotional attachment or feelings of passion. At present, prostitution has developed into various forms and with differing characteristics to meet the needs of the customers and the practice of prostitution is one cause motivating tourists to travel at present.

From all of the above, the researcher can conclude that tourism has occurred and continues to occur naturally for a long time until recent tourism which is man-made. Therefore, it is considered as a kind of industry that has continued to develop into various new tours and new tour sites in order to respond to the needs of people and there are many separate types of tourism. But this is according to the trends of each era, such as in the past there were only tourists going to conferences or seminars to increase knowledge. But this type has developed into different types of tourism as rewards to staff and MICE (Meeting, Incentive, Convention and Exhibition) with the aim of gaining results in business. For example, arranging a tour to Thailand as a reward for their employees in order for their organizations to be the host in arranging a conference or exhibition in Thailand.

Another type of tourism that is popular at present is ecotourism which is a new type of tourism that considers the impact it has on the

environment. It can thus be said that the categorization of tourism has developed from a person's response to need and his / her way of life according to the changes in age or era.

2.2.5 Components of the Tourism Industry

The Tourism Authority of Thailand has categorized tourism as being composed of the arrangements of businesses and services to provide many kinds of facilities related to the tourists' requirements. These are: (Nikom Jarumanee,2544:258)

Transportation

A. By Land

- 1) Automobile and trains
- 2) Construction of roads, road networks, expansion of railways into tourist sites.
- 3) Setting up of services of different types of passenger buses for tourists, such as tour coaches, hired buses, and other types of hired vehicles.
- 4) Other kinds of land transportation, such as tricycles, horse carriages, wagons, and other pulleys.
- 5) Train services and other facilities for traveling by train.
- 6) Other services: gas stations, toilets, traveller's resting places.

B. By Water

- 1) Construction of ports and facilities for getting on or out the boat.
- 2) Building of boats and all kinds of rafts.
- 3) Arrangement of service for water transportation.

C. By Air

- 1) Improvement of airplanes for high efficiency, economy, and safety in transportation.
- 2) Arrangement of flights and seats for tourists who travel inbound and arrangement of sufficient domestic flights.
- 3) Arrangement of airport to be convenient and safe.
- 4) Improvement in cost rates of travel to be of interest.

Accommodation

A. Hotels (and bungalows, motels for tourists)

- 1) Front service
- 2) Catering service for foods and drinks
- 3) Housekeeping
- 4) Accounting
- 5) Rooms
- 6) Sales and marketing
- 7) Engineering and maintenance works
- 8) Management of different clubs
- 9) Banquet arrangement
- 10) Arrangement of meetings and exhibitions
- 11) Public relations
- 12) Arrangement of other recreation and entertainment

B. Other kinds of accommodation

- 1) Guest houses

- 2) Hostels
- 3) Campsites
- 4) Accommodation in temples
- 5) Rest houses
- 6) Rafts

Food shops and restaurants

A. Arrangement of different types of places for eating for tourists

- 1) Thai food and local foods
- 2) Foods of each nationality
- 3) Food shops and restaurants in general
- 4) Food shops with one-dish service (fast food) and food centers
- 5) Desserts and / or ice cream
- 6) Coffee and other drink shops
- 7) Mobile food stalls of travelling restaurants added for food service

B. Components of food shops consisting of different kinds of works. These are:

- 1) Setting up of a food menu
- 2) Finding and looking after materials
- 3) Purchasing of foods
- 4) Cooking food
- 5) Receiving payment, payment and accounting works

- 6) Catering service
- 7) Cooking and serving drinks
- 8) Washing and cleaning
- 9) Marketing and public relations
- 10) Other services: finding of parking spaces and receptions

Tour services and guides

A. Tour operators

- 1) Arrangement of package tours to give to agents for sale
- 2) Arrangement of different kinds of tours of special interests to organizations, other professional institutions, and private groups with specific interests
- 3) Arrangement of tours as rewards to companies who manufacture goods and different organizations
- 4) Planning service for arrangement of seminars and exhibitions both domestic and international.

B. Travel agency

- 1) Sales of tours which are arranged by tour agencies
- 2) Ticket representatives for passenger vehicles of every kind
- 3) Representatives for arranging and booking accommodation and various entertainment activities.
- 4) Public relations and advertisements of different services being set up
- 5) Reception services and transportation of tourists
- 6) Advice on various topics about tourism

Attractions concerning tourism (Resources or heritage for tourism)

A. Kinds of nature

- 1) Mountains, waterfalls, caves, streams
- 2) Seas, beaches, riverbanks, lakes
- 3) Islands
- 4) Hot springs
- 5) Wildlife reserves, open zoos
- 6) National parks
- 7) Dams, reservoirs
- 8) Fresh water sources
- 9) Coral line and nature undersea

B. Historical places, ancient relics and religious places

- 1) Temples
- 2) Ancient relics, historical places
- 3) Ancient communities
- 4) Museums
- 5) Religious places
- 6) City walls, canals
- 7) Monuments, Memorials

C. Arts and culture, traditions and activities

- 1) Traditional Festivals
- 2) Living, lifestyles, such as hill tribe villages, the living conditions of Chaos Lay etc.
- 3) Cultural centers

- 4) Fun parks, water parks, and aquariums
- 5) Local products and local handicraft production sources
- 6) Fields, farms, vegetables and fruit orchards
- 7) Mines
- 8) Different kinds of sports, both on water and land
- 9) Shopping centers
- 10) Entertainment places
- 11) Theatres, movie theatres, places for arrangement of cultural events, and other activities in local areas.

Souvenir and local product shops

A. Making of varieties of products for sale to tourists

- 1) Clothing apparel
- 2) Decorating items
- 3) Leather goods
- 4) Household decoration items
- 5) Food
- 6) Local handicraft souvenirs
- 7) Household wares
- 8) Children's toys

B. Development of local handicrafts product forms

- 1) Design and suitable size setting
- 2) Choice of materials and production

C. The arrangement and decoration of shops

- 1) Choosing of location
- 2) Arrangement of shops

D. Arrangement of various services for tourists who come to shop.

- 1) Packaging
- 2) Receiving orders of goods
- 3) Delivery arrangements
- 4) Other special services arranged for the purpose

E. Advertising and publicity

Safety

- 1) Advice for local citizens to help tourists when in trouble.
- 2) Advice to tourists so as not to be vulnerable to danger around them.
- 3) Setting up of measures for the safety of tourists.
- 4) Request for cooperation from different work departments to help tourists and their safety.

Provision of convenience in traveling in and out of the city

- 1) Regulations and customs for entrance into a country
- 2) Custom regulations for entrance into a country
 - 2.1) Asking for a visa
 - 2.2) Stamping seals and custom procedures
- 3) Transportation of passengers' baggage
- 4) Transportation services between airports or bus stations and accommodation sites

5) Provision of other services at the airports and bus stations

Other services provided for tourists

A. Arrangement of meetings domestically and internationally

- 1) Finding and arranging places and equipment for meetings.
- 2) Making of documents and gifts
- 3) Reception and provision of convenience to those attending meetings.
- 4) Catering arrangements and tour arrangements for those who attend meetings.

B. Arrangement of services on foreign **ข้อนี้เทศ and information to the tourists**

- 1) Document printing for advice on tourist attractions and other information for distribution.
- 2) Making of other media to give as information to tourists.

C. Arrangement of activities for entertainment and other kinds of relaxation

- 1) Finding different types of sports equipment for tourists
- 2) Arrangement of entertainment programs of occasional interest.

Publicity

- 1) Marketing research
- 2) Market planning
- 3) Making other publicity equipment
- 4) Public relations
- 5) Marketing promotions

From all these aspects of tourism stated above, the researcher is to study the problems concerning Chinese tourists from the Peoples' Republic of China visiting Thailand. Outstanding points or problems existing in each aspect will be stated. This is in order for guidelines to be provided for related government sections to develop different aspects of potential of the tourism industry, to create increased efficiency and effectiveness and be the information source for market planning and improvement in the working procedures of the tourism business within the private sectors.

2.3 The Importance of Tourism on Economic and Social Development

The tourism industry comprises various types of businesses both directly and indirectly involved or other supportive businesses. The purchase of services of foreign tourists is considered an invisible export because it is a purchase that uses foreign currency.

Production of goods includes the various services which tourists purchase and this needs investment. The country will derive the benefits and will help create different branches of work. There is also circulation in the economy and social circles. Tourism is relaxation from stress, together with the gaining of knowledge and understanding of cultures different from the tourist's own. The tourism industry is a source of income in the form of foreign currency. The income from the tourism industry helps to ease the balance of payment. Moreover, tourism also plays a role in helping to stimulate the purchase of national resources to be used widely, such as shells, fancy rocks along the beach, bamboo etc. which local people collect to be made into local handicrafts. The sale of souvenirs refers the bringing of objects considered of no value to generate and increase income. Even if such individual sums are only meager amounts, the combined income is of some significance.

In sum, the tourism industry has a vital role to play and is important to the country's economy, society and politics as outlined by the following (Nikom Jarummanee 2544: 5):

- 1) There has been more income from foreign currency for Thailand from the year 1982 onwards. The income from tourism is ranked as no. 1 when compared with other exports.

- 2) Income from the tourism industry in the form of foreign currency has helped in creating a stable balance of payments. For example, in 1984,

while tourism generated income in foreign currency to the extent of 27,317 million baht, the expenditures on tourism by Thai citizens totaled only 7,208 million baht. This surplus helps a lot in correcting other losses in the balance of trade.

3) Income from the tourism industry is income that is distributed to wide areas of the population. Thus, this creates jobs and many professions and is often part-time work that occurs continually as a result of tourism. For example, the production of local handicrafts or the production of food to feed other tourist cities. This is considered as additional jobs which provide additional income. Or, in some cities popular with tourists, there may exist the profession of guides.

4) It plays a role in creating jobs in a wide range of professions since this is a service industry which must use people to provide various services, especially in direct businesses, such as hotels, restaurants, tour companies etc. As for indirect businesses, it may involve sideline work, such as local handicrafts, the use of free time in construction etc.

5) It plays a role in stimulating production and using the country's resources for the utmost benefit. When tourists travel anywhere, they must spend money on food or local products, and if they stay overnight, there must be the expenditures of accommodation. Payments do not only go to hotels, but are also distributed to small-sized agriculture businesses.

When local handicrafts are sold as souvenirs, there are local materials used to decorate the souvenirs. Even if the income gained from them is small, when combined it is a significant sum which affects the stimulation of production to produce the Multiplier Effect. Income from tourism is then much higher when compared with the production of other goods or industry.

6) This is an industry without limits in distribution. Indeed, it may be called a limitless industry. According to past statistics, when compared with other industries, the number of international tourists in the world has been increasing rapidly. In 1950, the number of international tourists was only 25 million and this number increased to 290 million in 1984. Even with these figures, tourism academics believe the given quantities of tourists that exist at any time are too low as the world's population is increasing all the time. While transportation is progressing to carry larger numbers of passengers, this makes the cost of travel cheaper. Traveling is therefore not limited to only those with a high income, like in the

past. Tourism is considered a source of satisfaction for each person - the United Nations declared that 'traveling is one of the rights of man that the government should support.'

7) There is no limit in production because there is no dependence on the weather like in the agricultural sector. The produced result of tourism offered to tourists is the beauty of nature, sandy beaches, the coast, forests, mountains, weather conditions and man-made objects, such as the royal palaces, temples, ancient monuments, local buildings, and homes, including traditions and customs, people's lifestyles and livelihoods, such as the floating market, Songkran Festival, Loy Krathong Festival etc.

These things have permanence and are not subject to change or dependent on nature as stated before or even dependent on a lot of investment and technology like the production processes of other industries. Therefore, the tourism industry within developing countries receive the wholehearted support and stimuli from the World Tourism Organization to further benefit other forms of agriculture and industries. There are seen to be considerable advantages from Thai tourism.

8) It helps in supporting and preserving traditions, arts and culture which attract the interests of tourists. Thai society is an ancient one dating back as far as a thousand years. Therefore, its local culture and customs, dramatic arts and games etc, are part of a heritage that is valued, spread, revived and then preserved.

9) It plays a role in creating civilization in other regions. When there is a tour from one region to another, Thai or foreign tourists cannot avoid the creation of new things in that locale, such as hotels, restaurants, various facilities, of which there must be investors of various kinds. This creates progress in that community.

10) It is a measure to promote safety and stability in the areas which have been developed into attraction sites because wherever tourists choose to visit, they must be assured of safety both for their life and property. Therefore, wherever tourists have access to should be safe.

11) It helps in creating peace, good relations and goodwill. This is because it is a way for people of different societies to meet and get to know and understand one another. When the members of a population better understand each other through traveling, the result is unity and accord

amongst those people in that nation. Similarly, tourism between nations helps stabilize relations and the promote of peace in the world.

From the role and importance tourism plays in economy, society and politics as mentioned above, the following is a summary of some other aspects (Wantana Sukcheewin, 2541: 3):

A. Economic Results:

1) Income incurred in the forms of foreign currency is similar to exporting goods abroad.

2) It helps in adding stability to the balance of payments of the country. On average, the tourism industry helps reduce the imbalance of trade with foreign countries by as much as 30 per cent.

3) Income from the tourism industry is income that is distributed among the local population and plays a part in raising the standards of living of the population in that area.

4) It helps in creating jobs. The work groups that benefit directly from tourism are, for example, groups of individuals working in the hotel business, other accommodation, restaurants, food shops, souvenir products, transportation and other services which create opportunities for people lacking the knowledge to work.

5) It helps in stimulating production and bringing the country's resources to be used for the benefit of the economy and has an impact on many other activities. As for tourism domestically, there is more than a doubling of value. That is, if the tourists purchase 100 baht worth of items, the money is distributed and stimulates various branches of work by 2.06 times - the 100 baht will circulate inside the Thai economic system and total 206 baht.

B. Social and Cultural Results.

1) The tourism industry helps in supporting, reviving and preserve arts and culture and many traditions.

2) It plays a role in stimulating progress in regions and locales both in material resources and various technologies, such as roads, electricity, water utilities, and telephones etc.

3) It helps in creating measures for safety and security in the areas which are developed as tourist sites.

4) It helps in reinforcing peace, good relations and understanding between the hosts and the visitors. This was exemplified by the declaration by the United Nations Organization that the year 1967 was the International Year of Tourism with the motto 'Tourism is the means which leads to peace.'

In addition to this, there are some who have spoken about the role and significance of the tourism industry on the economy, society and politics. The benefits that the public should get from tourism directly and indirectly can be divided into the following (Siri Hamsupoh, 2000:49):

A. Benefits gained directly from tourism:

1) Work or professions that have to do with tourism gain significantly from tourism. Hotel businesses in the city, which are important sites for tourism, must set up accommodation and services for the tourists who are passing by and staying overnight. The kind of accommodation set up to service most tourists are those such as hotels, bungalows, motels etc. These are considered the heart of the tourism business. Personnel whose duties are to provide services to the guests who come to find accommodation consist of different levels. Beginning from the managers, receptionists, waiters / waitresses in a restaurant and housekeepers etc. Most of these practical personnel are people who live in the local area. When tourism is promoted and however many interested tourists come for the services, the result will be more income for the local population.

2) Work or professions that deal with restaurants also receive great benefit from tourism. Catering services are considered one of the most important issues because the tourists must use the services. Tourists who travel to tourist sites must spend a lot of money on purchasing food. Because of this, at some tourist sites, there are arrangements to give sufficient services regarding food and they should be according to the tastes of specific groups. The need for food and its consumption, whether meat, vegetables or fruit, is easily met as Thailand has plenty and the food can be brought in from nearby locals at moderate prices. The people who sell food, run restaurants, or even entrepreneurs who sell goods at the tourist sites directly, such as the sale of fruits, drinks, souvenirs and miscellaneous articles have raised their income.

3) Work as tour guides is also provided by the industry. This is considered one of the most important professions related to tourism. The guide or manager who is the leader of a tour is the one to give information of any kind that the tourists need. This could be information about accommodation, restaurants, food shops, various places and details about a particular tour site. Therefore, the guide must have knowledge and provide the right information and the people in that area can work as guides. They only have to get a little training and they can then do their work well. When the tourists travel to that area, they would like to see interesting things, such as going to view the beautiful and natural scenery, some local pastimes, the way of life of the locals and ancient relics etc. Leaving their accommodation to places of relaxation, tourists need a guide or tour leader and the payment for the guide as a reward is then according to the agreement.

4) Transportation professions also benefit greatly from tourism. This generates income for people around a given locality. Another important thing is the transportation service business both on land, water, and in the air for tourists who come from foreign lands. Most of them will travel by plane and come to use the services of cars, trains, or motor boats to the attraction sites they wish to visit. Tourists also use the available local transport services.

Transportation doesn't mean benefits usually obtained from tourism, but specifically refers to air-conditioned tour buses, taxis, tuktuks, minibuses, motor boats, or persons who help carrying baggage also benefit. For example, the hire cost of a motorcycle for driving around Pattaya or Bangsaen, the hire cost of a horse carriage to view the city of Lampang and the hire cost of a boat to view the scenery along both sides of the Chao Phraya River at night etc. As a result of these activities it can be seen that the income arising from these tours trickles down to the people in the rural areas who reside near the tour sites and also those who arrange the transportation services annually in small amounts and creates more jobs in that area.

5) Work selling souvenirs and local products has also emerged due to tourism. Tourists who travel in an area usually buy souvenirs and local products to take home for their relatives and friends and most tourists are happy buying them. Some might like decoration items made from local materials, such as shells, buttons, Dan Gwein Pottery and key chains in the shape of Phee Ta Kon (A ghost that brings good luck), from Dan Sai District, Loei Province etc. Besides these, there are handwork, wicker,

lacquer -ware, carving products etc. These products are handmade by local people within the area of that attraction site. With the purchase of these products, tourists have created jobs and increased incomes for the family.

B. Indirect benefits from tourism

1) The making of local products or souvenirs – Large amounts of souvenirs are produced in many areas because these local products or souvenirs are what the tourists want. As already mentioned, if large quantities of these products are sold, the seller will hire more staff to work, which results in a greater distribution of income into the rural communities.

2) Livestock farming - Raising livestock that are used for food to cater for the tourists such as cattle, buffaloes, pigs, ducks, chicken and shrimp are increasing more than ever. This is because there is a lack of these kinds of meat everywhere in the world and there are a lot of tourists traveling here to use these services. Food shops and many restaurants must order a lot of meat products in increasing quantities which means farmers are able to get good prices for them causing the income of the population to rise, in this case from tourism. Even if this is not overly apparent, most people accept it as fact.

3) Growing of vegetables and fruit- Usually 60 per cent of the Thai population work in agriculture. The plants and vegetables which are grown are distributed for sale to markets in urban areas. However, where there is development of tourism in the nearby areas, the prices of this produce will be better because a lot of restaurants and food shops want them to supply them with food for tourist requirements. These things happen because of developments in tourism.

4) Construction work and other services- When tourism activities expand in any locality, the factors which support them such as hotels, restaurants, other entertainment services, public facilities and even roads, airports or seaports are constructed. Therefore, it's necessary to use more labour whether it be that of carpenters, cement workers, painters or mechanics. This gives the locals more work and income and they can have an impact on tourism too.

Aside from all these areas, Sarunya Warakulrit concludes that the tourism industry is important on a broader level of society for the following reasons (Sarunya, 2548: 9-13) :

1) Importance of the tourism industry on the economy- The tourism industry plays an important role in economic development. The travel of tourists to tourist attraction sites supports the creation of the production of goods and services in response to the tourists' needs. These also create income from the purchases of products and services related to tourism, both directly and indirectly, and further increases the circulation of money at every level of society.

2) The tourism industry attracts foreign investment- Foreign investment causes an increase in the quantity of circulation of money into the economic system causing increases in income distribution. Thus, it helps the locality to gain numerous kinds of development and increases urban growth such as the building of hotels, airports etc.

3) The tourism industry stimulates the development of infrastructure- Where geographical localities have more tourist attractions, more infrastructure such as roads, water utilities, seaports, and telephone systems will be built for the convenience for the tourists. Besides giving convenience to the tourists, these infrastructure projects can also help the lives of the people within that area be more convenient.

4) The tourism industry creates growth in domestic industries related to tourism both directly and indirectly. In order to provide convenience to tourists, these industries must be sufficient in number to cater for tourist comfort during the tours. Such areas include those of accommodation, transportation, agricultural produce, production of processed foods, construction related to tourism and other kinds of shops etc.

5) The tourism industry helps in raising the standards of living of the population- The tourism industry helps create a variety of jobs. These are hired workers in various entrepreneur related to the tourism industry both directly and indirectly, such as hotels, restaurants, museums, government and private companies which provide services to the tourists, small-sized businesses and household industries etc. All have made the quality of life of the population better.

6) The tourism industry plays a role in creating peace, good relations and understanding - the World Tourism Organization holds that 'traveling is one of the human rights that needs the government's support'. Traveling helps people from different backgrounds, languages, and culture meet to create good relations, resulting in a better understanding of each other and

creating unity among people. At the same time international tourism leads to friendship between nations to help sustain good relations and thus help create peace in the world.

7) The tourism industry plays a role in the support, revival and preservation of customs, traditions, arts and culture, and ways of life which have been handed down for hundred of years among the people in various communities. They have their own identities which are different from other societies. Therefore, they are interesting for tourists to study and learn about. This means people in the nation come to revive and preserve these customs, traditions and arts and culture. These former ways of life are selling points for tourists. So, the results gained indirectly from tourism are that the later generations will feel proud of their traditions and would like to preserve them for others to learn about.

8) The tourism industry stimulates people to find ways to use surplus resources to produce souvenirs. The use of left-over materials or useless things to be made as souvenirs for sale to tourists is often a product of an individual's free time from work or part time work, or from household industry where members of the rural community can increase their income. They can then use the income to develop the quality of life of their families. Besides individuals being able to use their free time beneficially, it can create balance in the environment. For example, the use of dried tree branches or left over materials, water hyacinths to create products for use, such as hats, and utensils for sale to tourists.

9) The tourism industry stimulates members of the rural community and the country to have feelings of patriotism or pride in their local area and the country. When those in rural communities see that the importance and value of tourism resources are of lasting benefit to them and their locality, this causes them to have strong communal bonds to preserve and to be possessive about the resources in tourism over the long term.

10) The tourism industry encourages research studies on different places of interest, and helps present such sites to the public. For example, the creation of documentary materials about different topics in different provinces and different countries enables the public to learn about them and be motivated to go on a tour or to study the topic further. Also, there is the collection of statistical data about forests, wildlife and aquatic animals for use in the preservation of resources of tourism in the long term.

11) The tourism industry is important for technological development. Communication via technological systems has created convenience and speed in the reservation of accommodation in hotels, the reservation of seats on planes, the searching for information for different tourist sites, the reservation of seats at concerts, shows or the reservation of tours abroad, etc. It can be seen that the growth of the tourism industry has in turn contributed to the development of information technology to help the service of tourism industry.

Due to the importance of tourism as outlined above, the governments over the years have given importance to the industry and given it high priority regarding policy for the future economic and social development of the country.

2.4 Thailand's National Social and Economic Development Plan (No.8-10) and Tourism Development

1) National Social and Economic Development Plan No. 8 (B.E. 2540-2544)

Plans were drawn up for the 8th Development Plan as follows:

1.1 Coordination on the creation of green areas, conservation and revival of attractions in order to maintain Thai tourism.

1.2 Keeping up capabilities of competition in tourism.

1.3 Collaborating in the search for structure and basic public utilities and facilities in tourism.

1.4 Adapting the activities and behaviour of tourists to be less of a burden on the attractions and communities concerned.

1.5 Developing personnel to be on par with the increase in responsibilities. Promoting innovation in tourism and services at tourist attractions to be up to international standards.

2) National Social and Economic Development Plan No.9 (B.E. 2545-2549)

Plans for the development of tourism under the 9th Development Plan were as follows:



2.1 Preparing rural government and administration in the transfer of administration and management, revival and development of attraction sites to help sustain Thai tourism.

2.2 Raising quality and service standards both of the government and private sectors and placing emphasis on creating the capabilities of medium and small sized operators and rural communities, including the development of all levels of personnel to be in line with needs, tasks and changing innovation.

2.3 Publicizing, together with government offices and related private institutions, and promoting the image of Thailand to foreign countries as a 'quality destination.' Development, together with private sectors, aims to create perfect e-tourism. This consists of the five Es. They are E-tour info, E-trust, E-commerce capacity, E-tourism mall and E-market place.

2.4 Amending laws related to tourism so as to be consistent and beneficial to Thai tourism.

2.5 Improving the running and management of Thai tourism in both the present and future.

3) National Social and Economic Development Plan No. 10 (B.E. 2550-2554)

In 2007, the waves of globalization are changing rapidly and increasing in complexity while the production sectors have less of a role to play and at the same time the role of service sectors is increasing in the provision of tour services, as well as educational services, public health services, telecommunication services, communication and banking services. Thailand's income from tourism is now about 6 per cent of G.D.P.

This is an important tourist destination in the world and takes a 1.4 per cent market share of total tourists. However, the expansion of Thai tourism still needs to stress the importance of its resources base. Waste from resources creates problems in the environment and society from the flow of culture without there being suitable immunity. Furthermore there's a lack in quality development and varieties of product development. The connection between tourism and other service sectors, enabling them to be innovative and have a variety of products is still not great.

Besides this, the structure of the population is changing towards a society of more elderly people, basic education and higher levels of education, and the trends are moving toward more conservation and a love of nature. This has caused the products and service forms to change into a preference of goods and services which are environmentally friendly, healthy, and with a preference for e-tourism. This has created opportunities for development towards a balance between economy, society, and conservation of natural resources and the environment at the same time.

Therefore, in the 10th National Social and Economic Development Plan, it is necessary for the government to outline a strategy for development of the country in 5 areas.

1) The strategy on development of human quality and society toward a society of intellect and learning.

2) The strategy of building the strength of the community and society to provide a solid base for the country.

3) The strategy of adapting the economic structure to be balanced and lasting.

4) The strategy of development on the basis of biological diversity and the creation of a secure resources base and environment.

5) The strategy of creating good governance in the administration of the country.

This strategy gives much importance to the tourism industry as can be seen from the second strategy of building the community's strengths in order to provide a stable platform for the country. Guidelines have been set for development to adapt the structure of the service sectors to become the main source of income for the country by developing Thai tourism as the center of natural and cultural tourism of the region. This is based on the outstanding variety of natural resources, culture and Thai nationalism, and the development of competitiveness in the service business with potential to increase production bases and the service business market to cover the regional level.

The bases that have been targeted for creating specialty to increase variety and important skills are the service businesses on education, health services and spas, wholesaling and retailing businesses, banking services,

service businesses in information technology, construction businesses, and the Thai movie production business. The guidelines for adapting the structure of tourism are as follows:

1) Revive and develop natural, historical, and sanctuary attraction sites in area groups and establish Thai identity both in the conservation of community culture, way of life and folk wisdom. This is to create new products for the Thai tourism business to be the best places for tourism for the world.

2) Promote investment and develop the service business related to the tourism business to serve the tourist market groups with specific interests. Thus, this can add value to the business. These service businesses consist of health service businesses, conference and exhibition center businesses, long-stay businesses, shopping, O-Top products and man-made attractions.

3) Develop the quality and standard of business and service to be of a quality that is acceptable and reliable, and that answers the needs of the world market. These are also for serving the open-free policy on the basis of outstanding culture and Thai nationalism. These service businesses have the potential to attract customers to make use of the services in the country, such as the tourism business, service businesses in education, health and Thai movie production etc.

4) Promote the tourism market and service business group continuously in order to keep the former market bases and to expand on new markets with quality. For example, there is the Russian market and the group of countries which once came under the former Soviet empire, the Middle East Market, and niche tourists. By depending on cooperation from the government and private sectors together with the use of market strategy, the business of tourism can then survive.

5) Develop the means of support to help ease the running of tourism businesses both in the development of networks of communication for accessibility and links with attraction sites. There are also the safety standards for life and property, basic facilities, and the amendment of rules, regulations and laws. Then there is the improvement of quality of personnel to match the needs of the business. There is the creation of high capabilities in running the businesses, and the high organizational administration capabilities of the rural government.

6) Creating networks of cooperation among the government and private sectors and rural organizations for the preservation and development of natural attractions, historical and cultural sites. These include the support of cooperation within the community in various forms in order to link local jobs in the rural areas with the tourism activities for the creation of jobs and income to the community.

7) Arranging the establishment of rules and measures for controlling tourism in natural attraction sites to be within the capabilities of the environment system. There is also the creation of the value in tourism to have more quality than quantity of tourists.

8) Supporting the production sectors and community services that have management potential. This can be done by developing the community potential to have power in production management, in marketing and in creating increased value from basic resources and local intellect. For example, there are the health services, organic agriculture, herbs, natural products, health foods and environmentally friendly tourism. Through analyzing the market's direction and opportunities, there needs to be a mapping out of development and promotion for the whole picture. This begins from strengthening the base in the economy, promoting unity and connecting networks to create a strong production and marketing base.

9) In preserving resources and balancing the environmental system, a community and network working toward conservation needs to be set up. This includes the establishment of management and a database for the local community resources. There is the imparting of knowledge to raise the local ability to manage the resources to be in line with any new knowledge. The community has joined together to devise the rules for the use of community resources, such as community forest reserves, river basins, and coastal resources etc. There also should be measures for controlling the threat or exploitation of the environment, such as the arranging of tours and guarding against improper activities inside the reserved lands, and the trading of wild animals.

In summary, policies regarding Thai tourism were drawn up in the 8th - 10th National Social and Economic Development Plans. These reflect the serious intention of giving importance to tourism by the government. It can be stated that the setting of policy about Thai tourism is an instrument to help promote tourism activities so they can achieve their aims effectively. This policy can provide the framework that leads to more actual practice. For the 10th National Social and Economic Development

Plan, it is evident that the government has given placed a lot of importance on the tourism industry. This is so that it can be a base for income of the business sectors to increasingly replace the manufacturing sectors of Thailand which are decreasing in importance.

2.5 The Thai Tourism Situation from the View of Tourists in the Asian Region, from the years 2003-2006 and the Government Policy on Tourism

1) Tourism Situation in 2003

In 2003, the factors which had an impact on tourism were the spread of SARS in the Asian region and the war between the United States and Iraq. The spread of SARS had the greatest impact on Thai tourism, specifically in the decrease of tourists from the East Asian region where many had experienced contact with the disease. Many had died in China, Hong Kong, Taiwan and Vietnam.

After the news spread throughout the world, this created worry and almost every country imposed strict measures to inspect people who entered into the country. The incidence of this epidemic destroyed the tourist atmosphere to a significant degree in Thailand since it is also a country in Southeast Asia. This caused tourists worldwide to be afraid of visiting Thailand. This included tourists from China, Hong Kong, and Taiwan who delayed their trips out of the country to stop the spread of the disease. Besides this occurrence having an impact on the tourism industry in Thailand, it also had an impact on the tourism industry all over the Asian region.

These factors can be said to have had a huge negative impact on Thai tourism. Thus it can be said that this year there were no factors from outside to help revive the tourism situation in Thailand.

As for the government policy in 2003, the government built confidence in providing safety to tourists and the world communities by promoting international conferences such as the APEC Summit in October and the conference on the management of problems of the SARS epidemic between countries in the Asian region. Moreover, the government and the private sector heavily promoted sales with reductions in prices of package tour programs, promotions of cheap plane tickets, sales of low cost airline seats at the end of the year for various festivals such as Christmas and New Year in the hope of stimulating the needs of the tourists to travel more.

There was also hope in attracting the business-type tourists and the government officials who came to Thailand for conferences or seminars.

To sum up, in the year 2003, Thailand was visited by 10,082,109 tourists worldwide, down by 7.27 per cent in 2002 (Table 2.1) . In particular, the number of Chinese tourists visiting Thailand decreased greatly. During this year 606,635 Chinese tourists visited Thailand which was a decrease of 23.98 per cent from 2002. It was the widely held view that the occurrence of the Sars epidemic caused an impact on the number of tourists visiting Thailand like never before.

2) Tourism Situation in 2004

In the year 2004, the factors which affected tourism were still the continuous spread of the SARS disease in China, Taiwan, Hong Kong and Vietnam. The impact was felt in the tourism industry in the Asian region. Besides this fact, Thailand itself had problems of violence in the three southern border provinces of Yala, Pattani, and Narathiwat. There were also the problems of bird flu and whether it would be able to spread to people, the increase in oil prices and at the end of the year 2004, the violent earthquake in the Indian Ocean North of Sumatra causing the Tsunami on December 26, 2004 which in turn wreaked destruction on the six southern provinces of Thailand which were tourism sites of great importance to the country. These provinces were Phuket, Krabi, Phanga, Satool, Ranong and Trung. This incidence was not expected to have much impact on tourism in 2004, but on the year 2005.

However, even though these factors had an impact on tourism, there were still many factors which helped improve the tourism situation in Thailand so that it was better than 2003. For example, the economic expansion of many countries, the state of the Euro currency, the value of the Australian currency, and the strengthening of the British pound caused foreigners to think that to come for a tour to Thailand was worth the price and cheaper than taking a tour to other countries.

The prominent factors that helped in this year were, for example, different airlines which had been competing more aggressively to cater for the needs of passengers with the opening of many new routes with direct flights to Bangkok. For example, Thai Orient opened its new route Serngen-Pattaya. Phuket Airways opened a route London-United Arab

Emirates-Bangkok. Also, many airlines increased the number of flights to Bangkok, such as Tiger Air of Singapore and the route London-Bangkok and Etihad airways for the route Abudabee-Bangkok. Thai Airways increased flights for the route Bangalore-Bangkok. Indian Airlines increased its flights for the route Calcutta-Bangkok. Besides these, there was the competition of many low-cost airlines, such as Asian Airlines, Uni Airways, Tiger Air, Jet Star Asia, Orient Thai, and Bangkok Airways which were competing for the low-cost service considered as creating motivation for the tourists to travel more conveniently to Thailand and with tremendous reductions in expenditure.

For the government policy in 2004, the emphasis was placed on creating confidence for tourists and the world community regarding the situation of the spread of SARS and the problem of bird-flu by Thailand showing that it could control the situation and implement effective prevention measures.

Also included was explaining the problems of violence in the three southern border provinces that was a domestic problem not related in any way to world terrorism. It also sent out the message that the government could control the situation. Besides this, there was investment in hotel construction and the expansion of spa businesses as main attraction sites, such as those in Chiang Rai, Krabi, and Koh Chang to cater for the tourist groups who liked health tours. These attempts by the government resulted in the building of confidence in foreign tourists, and lessened their fears in coming to visit Thailand.

To sum up, in the year 2004, there were 11,737,413 foreign tourists coming to Thailand. When compared with 2003, it was found that the number of foreign tourists in the year 2004 increased from 2003 by 16.42 per cent (Table 2.1). The number of Chinese tourists in 2004 increased from 2003 by 20.37 per cent. This may be due to the success of government policies in restoring confidence to the tourists, and the opening of the low-cost airlines which resulted in more tourists visiting Thailand. Plane travel was also another factor which made tourists desire to travel to Thailand since they could bypass the 3 southern border provinces which were causing problems at the time.

3) Tourism Situation in 2005

In 2005, the factor that had the greatest impact on tourism was the occurrence of a tsunami in the six southern provinces which are important

attraction sites. This resulted in a large number of tourists canceling trips to Thailand. The problems of violence in the 3 southern border provinces, that is Yala, Pattani, and Narathiwat, were very serious. For example, the planting of bombs in three places in Amphur Hat Yai, Songkla Province. These were in a department store, hotel, and at Hat Yai airport. The situation still remains unsolved. One event was on September 20, 2005, when villagers of Tunyounglimor, Rangae District, Narathiwat Province gathered to kill two marine soldiers. This made the situation in the 3 southern provinces more violent. If the government could not control the situation, it would cause a lot of impact on the confidence of the tourists. Besides these incidences impacting on Thai tourism, there was the factor of competition from other countries, since the Chinese government had permitted more Chinese tourists to travel to new European countries and Africa. These included former competitors like Hong Kong opening the new theme park 'Hong Kong Disneyland' in September 2005 which resulted in attracting more Chinese tourists to Hong Kong.

The factor that was positive in this year was the good image of Thailand such as the feeling of unity, kindness, cordiality, and compassion of Thai people in helping foreigners and Thais combined to cope with the disaster. The incidence could be considered as helping to reinforce the Thai image in many ways and making Thailand gain the recognition of more foreigners. There was also the availability of more variety of tourism products in Thailand and the increase in plane flights, the opening of new routes of different airlines, such as PB Air, Bangkok Airways, and Air Asia - all contributed to the decision-making of some tourists as to whether to travel to Thailand.

As for the policy of the government in 2005, reconstructive work was carried out at the sites of the Tsunami disaster areas to help the situation return to normal. It also announced to different countries in the world that Thai tourism had returned to normal after the Tsunami and many areas had not in any way been damaged, for example Pattaya, or the tourist attractions in the north.

In this year, there was concern that the important festivals to be held at the beginning of the year, which used to attract tourists into Thailand, would not be effective. An example of this is the Chinese New Year Festival. The Chinese tourists at the time returned to visit their neighbours instead such as Korea, Japan, Malaysia and Singapore. Moreover, Thailand's competitor, that is Malaysia, had invested a lot for advertising in the Chinese market immediately after the Tsunami, which made tourists

Overseas	77,830	70,928	70,203	70,559	73,909	77,656	86,710	50,405
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Source : Immigration Bureau, Police Division

4) Tourism Situation in 2006

In the year 2006, the factors that caused the tourism sector to be sluggish were those such as the political situation and public demonstrations that continued from the beginning of the year. This included the situation during the interim government together with the violence in the three southern border provinces. There were shootings and plantings of bombs targeted at instructors, community leaders and teams of soldiers sent in to provide safety. The government was unable to make tourists feel confident about safety.

The situation spread into Hat Yai district with the planting of bombs in many places in the central district of the city on the night of September 16, 2006. Also, there were the events of the coup to control power in the name of the Committee for Democracy Reformation under the Rule of His Majesty the King on September 19, 2006. There was also the flood situation in many provinces in Thailand which caused foreign tourists to postpone their travels to Thailand and go to other countries instead, such as Vietnam.

This year also held the World Cup Football Tournament from June 9th to July 9th. This caused most tourists who were football fans to go and view the events in their own countries. This resulted in a reduced number of tourists during the period.

On 31 December 2006 there was some bad news, of the bombings in Bangkok. This resulted in the loss of lives and many casualties including foreigners. There was an expectation that the events would have a lot of impact on the highly volatile tourism markets, such as Japan, China, the Republic of Korea, and Malaysia. More moderate impact was expected on the numbers of tourists from such countries as the United States of America, Canada, Australia, New Zealand and England. The government of these countries had warned their people to be careful and to avoid traveling to Bangkok unless necessary.

The factor that created a positive impact this year was the Golden Jubilee Celebration of His Majesty the King between 9-13 June 2006. On this occasion, His Majesty the King and the members of the royal families from 25 countries and many royal guests traveled to join in the celebration and were invited to visit many important places including many tourist attractions.

There was a broadcast of the celebration to the world and there was a lot of international media to witness the events. This was considered to be propaganda of tourism, Thai arts and culture, and the variety of Thai products. Also, this resulted in the promotion of the Thai image.

There was also another world famous activity at the end of year 2006, between November 1, 2006 - January 31, 2007, that of the World Flora Exhibition 2006. Suwanabhumi Airport, the new airport of Bangkok opened which in part aimed at increasing the potential to promote international tourism.

Government policy in 2006 sped up the restoration and improvement of main attraction sites in many provinces. This included the routes to these sites which had been damaged from the floods, such as in Chiang Mai, Sukothai, Tak and Ayudhaya. There were improvements in the services at Suwanabhumi airport and the increase in measures for strict safety in Bangkok and Suwanabhumi Airport and other attraction sites specifically during the holidays. These were aimed at creating confidence about safety concerns for international tourists in Thailand and also for the happiness and peace of the people.

To sum up the year 2006, the Kasikorn Thai Research Center Company estimated that the number of tourists visiting Thailand was 13 million and that this generated income into the country of about 200,000 million baht. The estimate for the number of Chinese tourists visiting Thailand was not less than 1 million.

It is interesting to note that there were a great number of Chinese tourists going for a tour outside of their country and this tended to increase by an average of 20 per cent per year. During the period 2000-2005, the proportion of tourists visiting Thailand and the Chinese tourists who travelled out of their country had all been decreasing continually. There was 2.6 percent left. The figures showed that the competitive potential of Thailand had reduced. The causes were due to the competition in gaining market share which became more intensive. Each of these countries relies

on the Chinese economy which helps in increasing the purchasing power of the population. Therefore, quality program tours could be offered to those with high purchasing power. Also, the Chinese government has permitted more final destination countries for the population to go for holidays.

Measures in setting foreign exchange rates have helped the Chinese to travel abroad. For Thai tourism, there have been many negative factors that have influenced it, especially the Zero Coin Tour. The governments of the two countries have been issuing measures to correct this fault. There has been the establishment of the Chinese Tourist Service Center to help in receiving complaints and to correct problems for Chinese tourists. Moreover, the government and private sectors have cooperated and corrected the problem of the Zero Coin Tour. They have proposed the selling of good quality tours to the upper classes with emphasis on marketing companies and the Mice market.

2.6 Outstanding Features of Thai Tourism

Regarding the outstanding features of Thai tourism from the views of general tourists who visited Thailand, it can be stated that most foreign tourists were impressed with touring the country for the following reasons:

1) The beauty of Thai culture and traditions. These specifically are the love of peace of the Thai people, the cordial treatment towards foreigners, friendliness, and gentleness. Thailand has been widely accepted by foreigners as 'the land of smiles.' This is another reason that attracts tourists to Thailand. The friendly way the Thai people treat the foreigners lends emphasis to the outstanding features of Thailand in the eyes of foreigners.

As for other good Thai traditions, the Tourism Authority of Thailand has been trying to promulgate traditional festivals continually in order to motivate foreign tourists who are not sure about where to go to come and witness these traditional festivals. This is done through the use of several media such as the Internet, magazines, newspapers, and the arrangement of tourism exhibitions in various places both inside and outside the country. These traditions are well-known in tourists' circles, such as Loy Krathong Festival, the Candle Burning and Fire Display, Songkran Festival and the Pheetakon Ceremony.

With regard to Thai culture, there is Thai Boxing, traditional massage, and Spa Relaxation Techniques which are currently among the

favourite activities of tourists. Moreover, added to the list there is the music, artistic Thai dances or even going to the ancient remains, relics, temples and community sources that reflect the rural life and Thai lifestyle, such as the floating market, villages, pottery, Mon village, the hill-tribe communities, and the Karen villagers. These create a good impression and demonstrate art and culture which are examples of the outstanding features that consistently attract tourists.

2) Beautiful natural attractions which remain clean and fertile, along with heritage sites of interest for pleasure or for study are further reasons. These are such sites as the coast, mountains, waterfalls, and forests. The Tourism Authority of Thailand has promulgated these beautiful areas so that they are more apparent in the eyes of foreigners.

Even for the Thai people, there is increasing awareness of unseen Thailand. It can be said that there have been a great number of foreign tourists travelling to Bansaen, Pattaya, Cha-um, the east, Koh Chang, Koh Samet, or the south, Trang, Phuket, Krabi, and Phanga. Even though the Tsunami has just passed, there are still tourists who come back to view the natural scenery of the coastline of Thailand. Besides such coastal scenery, the nature at the attraction sites such as forests, mountains and waterfalls are the favourite sites among foreign tourists as well. Thailand has plenty of these sites all over the country which in turn create various forms of tourism such as rafting, canoeing, boat travel, rock climbing, hunting, forest trekking etc. These activities are very impressive to tourists.

3) Delicious Thai food, with its delicious taste, is one of the causes for tourists to visit the country. It is well-known that Thai restaurants abroad are often favoured by foreigners. Because of the spicy taste of Thai food which is different from other foreign foods, foreign tourists who visit Thailand like to taste Thai food to test whether its taste is the same as that sold in their own countries.

Many Thai dishes which are liked by foreigners who are accustomed to them are considered as favorite foods, such as Tom Yam Kung, Papaya salad, Phudthai, Green Chicken Curry and Banana in sweetened coconut milk (Napawan Noparatnaraporn, 2000:38-40 cited in Priyada Taruyanon, 2002:32). These dishes are also the favourites of tourists from the European Union, the United States, Japan, and Australia. Of the foreign tourists who visit Thailand, the tourists who spend the most money on food are those from the Middle East, while next are the tourists of Canadian-American

nationality, followed by Europeans, and then Asia Pacific respectively (Thirayud Kiatepiriyapong, 2529: 29).

Of every group of any nationality, most have breakfast in their hotels. As for other meals, Canadian and American tourists mostly use the services of food shops in the hotels for their breakfast and eat food in a Thai food shop for their lunch and dinner. Their favorite food here is Thai food. Factors which account for returning to use a service again are such things as the taste of food, the service and the cleanliness of the containers.

For the Europeans, lunch and dinner are eaten in a Thai food shop. The average number of meals is high in food shops of their own nationalities. Factors that cause the reuse of services are such things as the taste of food, the service, the level of prices and cleanliness.

The Middle Eastern tourists have their lunch and dinner in restaurants serving their own cuisine most frequently. Their favorite food here is Thai food. Factors that cause them to return to use the service again are the taste of food, the service, good nutrition, and the cleanliness of food containers.

The Asian and Pacific group of tourists have their lunch and dinner at Thai restaurants, with Thai food being their favorite food here. Factors responsible for their return to use the service are the taste of food, their prices, the service, and the atmosphere of the food shop. Information about food shops usually comes from the hotel personnel and friends. Only a few groups get their information from foreign documents. Most tourists think that the price of food in Thailand is suitable.

4) Thai people feel a strong bond with their King and this is a positive image of importance that creates confidence in the safety of lives and property. If the foreign tourists come to visit Thailand, danger from war or riots are most unlikely to occur because Thai people have faith in their nation, religion and royalty. This prominent feature of Thailand builds confidence in foreign tourists when deciding whether or not to visit Thailand.

5) There has been an increase in the comfort and convenience of accommodation with full facilities due to the fact that big business has invested in building accommodation and large hotels in large quantities as joint partnerships with foreign countries to expand their networks both inside the country and outside. This has resulted in services of international

standard being provided to foreign tourists. At present many hotels are expanding into the serviced apartment business to cater to tourists who enjoy their stay in Thailand but for whom the purchase of homes in Thailand might not be convenient or the renting of hotel rooms is costly. These serviced apartments are very popular with foreigners because they are cheaper than hotels and the services are similar to hotels, such as room cleaning service, laundry, fitness, swimming pool etc. Besides expensive hotels, there are hotels in important tourist areas at moderate prices catering to the needs of tourists of all levels of income, such as hostels and guesthouses.

6) The buying of goods at suitable prices is another important factor. Most tourists prefer to shop for souvenirs that are locally made or goods for sale at attraction sites. Shopping centers are also places that tourists enjoy visiting. Places well-known to foreign tourists for buying local products are such places as Jatujak Weekend Market, Damnernsaduak Floating market among others. The government has advertised local products of good quality at inexpensive prices under One Tambol One Product for tourists to take home as souvenirs from Thailand.

7) Complete transportation networks, Thailand is considered to have a communication network that can respond to the needs of all types of tourists (Saranya Warakulwit, 2003:141). It can take tourists from one destination to their final destination according to the wish and taste of each individual, both on land, such as train travel and car, by waterways and by air.

The Railway Business of Thailand provides service through various kinds of trains - the Special Express Train, Express Train, Rapid Train etc. There are three kinds of passenger trains: 1) first class sleeping cars which are air-conditioned with separate rooms in compartments and seats that can be adjusted into reclining positions together with personal wash basins; 2) ordinary cars and second class sleeping cars which have both air-conditioning and fans.; 3) third class ordinary cars, both with air-conditioning and fans.

In addition to this, the railway company has a tour program available for tourists. There are tour programs for one day trips leaving in the morning and returning in the afternoon and also overnight tours. For trips between countries there is the oriental express train between Thailand, Malaysia and Singapore.

The highway is considered one means of taking tourists to different attraction sites. Now important routes are being constructed internally and along borders. These are aimed at transporting and transferring goods between countries and these are gateways to the region. These are beneficial for tourism as well. As for motor cars in Thailand, there are a lot of cars for rent such as vans, passenger buses, cars and tour services which provide tourist choices to suit the purpose of the trip and the budget of the tourist.

Boat trips are another choice for tourists who want fun and experience. The tour by boat is different from other means of travel. At present there are several types of boat used in the tourism business such as pleasure boats which are large ships that service all types of tourist with food and drink services, rooms, many kinds of entertainment and laundry services. Tourists can receive these services which offer convenience like first class hotels. There are also ferries for tourist service for trips between provinces. Rowing boats are also a means of waterway travel for short distances. As for viewing the lifestyle of the local people along canals and rivers, tours by long-tailed boats are popular among tourists for short periods of time. Rafting is also suitable for the more adventurous. Rubber boats, too, are really popular. This type of boat does not roll about and can carry more than boats of different materials of the same size. There are yachts which are very popular among the wealthy. The interior of this kind of boat has complete facilities similar to a caravan and it has the technology to measure current and wind. A yacht might be used in sport or for relaxation.

Transportation by air has enabled travel over great distances and reduced the time of travel. Thailand has opened Suvarnabhumi Airport which is the new international airport of Bangkok in order to increase the potential numbers of international tourists. Moreover, several airline companies have been competing to develop highly efficient airplanes to carry more passengers. Besides this there is also competition over quality of service and ticket prices. At present, the Thai commercial airline business is competing in every major province in every region of the country. Tourists who prefer to use air transport are mostly foreign tourists because of limited time. Thailand provides three kinds of plane service for tourists who prefer to travel by plane - fixed flight schedules, renting of the whole plane and private plane services.

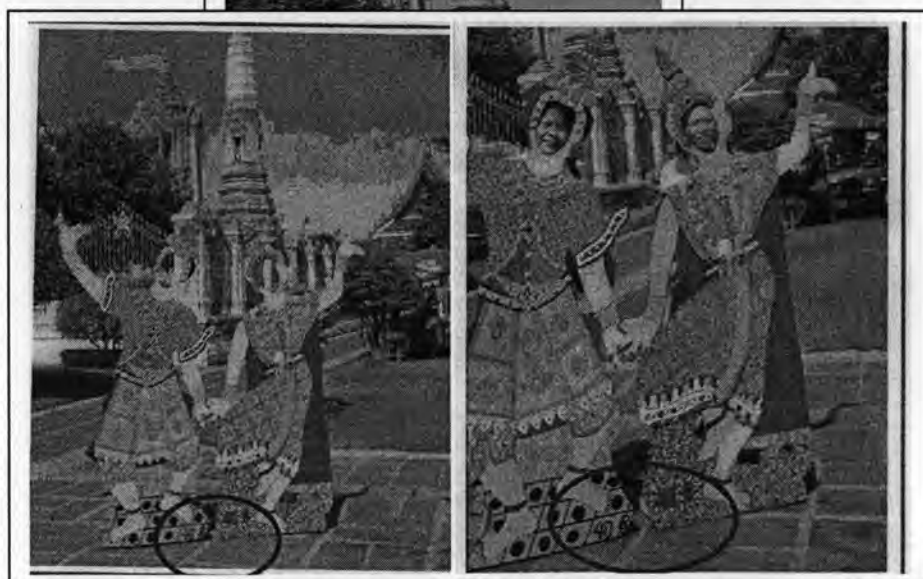
This complete network cycle is considered an outstanding method of providing convenience to tourists by taking them to attraction sites conveniently and safely.

All of the above is a summary of the outstanding features of Thai tourism in the eyes of general foreign tourists who have visited Thailand. In this case the researcher has chosen to study only the outstanding features of Thai tourism from the viewpoint of Chinese tourists. This is in order to promote the outstanding features of Thai tourism and to develop them to their potential to the level where such a feature always becomes a symbol of Thailand in the eyes of tourists.

2.7 Problems in Thai Tourism

At present, the number of tourists visiting Thailand is increasing more and more. However, the government has no management policy in place to help cope with these increasing numbers of tourists. Therefore, many problems ensue, such as environmental problems at attraction sites. These are the lack of infrastructure, pollution, the degradation of attraction sites, the encroachment upon land and building structures that are not used for their intended purposes, traffic problems and shops that cause obstructions, and problems with tourists in trouble.

Problems that have an impact on the tourism image are those such as the disorderliness of the Bangkok airport, deception and taking advantage of tourists in the purchasing of jewelry products. Foreigners who are smuggled into the country to work as guides, interfere with tourists to cause trouble at important places, the obscene shows and dishonest people on Khao san Road, problems of prostitution and child abuse, problems with the spread of Aids are other problems. These problems, if not corrected by all parties, will certainly have an impact on the tourism industry.



Picture 1 The cost for photographs taken collected from tourists.

One example of a problem with tourists being ripped off is when merchants in Thailand set up signs to let tourists take photographs as souvenirs, tourists then interpret them as being a free service since there is no price tag clearly displayed. Because the letters for the price are too small for the tourists to notice, when the tourists come to take the photograph, these greedy merchants will show themselves and collect the money for the photograph from the tourists claiming that its cost was shown in writing.



Picture 2 Cooking and contamination in food

The cooking of food by food shop operators can be unhealthy. Food containers can be found laying around on the footpath and some food has been infested with flies, fallen hair, or pieces of objects contaminating the food. This picture shows some rubber bands used for tying things around the food.



Picture 3 Shows with animal participation.

Sometimes there are shows with animals participating, such as monkeys, elephants, dogs, pigs and horses etc. Animals are often coerced to obey and follow orders according to roles with the threat of violence. These acts have caused foreign tourists to view them as acts of cruelty towards animals.



Picture 4 Goods set out that are obstructive to the pedestrian's sidewalk

In big cities, shop owners tend to set up stalls or goods using the footpath. This causes inconvenience to foreign tourists walking by. Moreover, tourists from some countries are not used to the system of traffic in Thailand. For example, driving on the left side of the street causes pedestrians to walk on the road and place themselves in danger of being run over by a car.

The pictures above reflect only some of the problems for foreign tourists who visit Thailand. There are also a lot of other problems that need to be corrected by the government and the Thai people as hosts.

As for the problems in tourism in Thailand directly affecting Chinese tourists, it was found out that there are very serious and urgent problems causing dissatisfaction to Chinese tourists who travel to Thailand. Most of these are summed up by a research report on the topic entitled *State and problems of Tourism between Thailand and China* by researchers of *Chinese Study, Institute of Asian Studies, Chulalongkorn University*. (Wipa et.al,2005:68-81) One major problem is that of low quality tours or what are called 'zero coin tours'. Then there are such problems as safety and being taken advantage of. These problems can be stated in detail as follows:

The problem of cutting tour prices or 'Lingkwanfei' (zero coin tours) as the Chinese call it, is when the prices for Thai tour operators are cut and sold in the Chinese tour market. This happens when the Thai tour companies agree to give benefits to Chinese tour companies who provide them with Chinese tourists. They do not have to pay for the end trip expenditures of the tourists (accommodation costs, food and beverage, tour guide service costs, and transportation costs etc.) to the Thai tour company which makes the Chinese tour company able to sell tours to Thailand at a cheaper price - as much as a little over half. This price covers only the expenditures incurred at the beginning of the tour.

Therefore, after taking on the Chinese tourists, the Thai tour companies need to find ways to gain back profits from the tour customers. For example, they take them to buy expensive goods in order to get commission from the shop sellers, or they ask for extra money for taking them to see shows which are not in the program. The tourists are often taken for a tour outside the tour program and then charged 'special prices'. They may be taken to buy cheap food served in lesser quantities. If the tourists want additional food, they have to pay extra money. If the tourists do not wish to pay additional costs, they are threatened by the guide.

Nowadays, the competition in cutting prices in Chinese tour markets is not limited to only zero coin tours. It goes even further to buying tourists per head referred to as 'KB' costs(KB: Kick Back) by which Thai tour companies compete among themselves to offer benefits to Chinese tour companies to send Chinese tourists to them cutting prices to 20-50 U.S. dollars. This results in Thailand losing no less than 1,000 million baht in foreign currency annually since Thai tour companies must bring a large amount of money- the cost of tourists per head - to the Chinese tour companies to let them send group tours out to them. This can be as high as

5-10 million baht as a guarantee to Chinese tour companies of outbound types. There is an agreement that when the Thai tour companies get the said number of Chinese tourists, the costs per head must be subtracted and so forth.

The Chinese tour companies will send the Chinese tourists to the Thai companies who pay the highest KB first in the form of bidding prices per head of the Chinese tourists. Therefore, the Chinese tour companies will receive the KB prices from the Thai tourists and the tour costs taken from the Chinese tourists.

Both the government and the private sectors realize the problems of the Chinese tour markets and are trying to find measures to correct them by setting the lowest starting rate of Chinese tours to be no lower than 18 dollars per day. The cost of the guide is to be no less than 800 baht. Then there is the cancellation of selling tour customers per head to the tour guide and setting fixed tour prices for extra programs at standard rates. This also includes the setting up of regulations and rules to improve the efficiency of those tour companies who violate the agreement. Such tour companies are to be further punished by law.

However, even if these measures attempt to correct the situation and are in use, there are still many tour operators from both the Thai and Chinese sides that will avoid them. According to the mentioned report from the Chinese Studies Center, Asian Studies Institute, Chulalongkorn University, the causes behind zero coin tours are tour businesses that work internationally. These tour businesses are linked. They work together and share the benefits in a complete circle - from the Chinese foreign tour companies who take tourists into Thailand, including the illegal guides and shop owners' companies who financially back the tour companies in Thailand. Of importance is that there are still influential people behind such businesses which means zero coin tours remain in operation.

It is agreed that one important point is that the prices are a major factor in persuading Chinese tourists to visit Thailand. Both government and private sectors must cooperate to correct the problems of tour quality. This could be done without letting the tour operators take too much advantage of the tourists. For example, in the case of Japanese tours, there are also zero coin tours. However, strict measures by the Japanese government in protecting its consumers mean that the Thai tour operators cannot take too much advantage of the tourists.

Being taken advantage of by shops is a problem that happens to tourists who travel in groups by buying cheap package tours. This includes Chinese tourists who are exploited by shop owners. These kinds of problems for tourists who buy cheap package tours happen because prices are cut to get new customers without much purchasing power. They then use prices as a factor for deciding to travel reasoning that they can have more money to spend buying goods in the countries they visit.

The competition in cutting prices, besides causing decreasing the quality of the tour, leads to problems of cheating and taking advantage of the tourists. These tour companies need to find income in various forms to cover other costs which the Thai tour companies bear the burden of instead of the Chinese tour companies. Such activities involve changing programs to add extra tours and then charging the customer additional money. Tourists are also taken to buy goods at a shop agreed beforehand with the shop owners who will pay a fee per head of tourists in return. More will be paid if the tourists buy their products. Most of these places are shops that sell jewelry and decorative items, leather products, herbal products, bird's nests and snake's medicine.

A lot of tourists complain about the jewelry shop owners selling them below standard products or selling products at too high a price. These problems create a negative image of Thailand for Chinese tourists who have just arrived in Thailand for the first time. It also reduces the potential of tourism in Thailand from the Chinese market.

Nowadays, the problems of cheap tours are increasing more and more in the Chinese tour market as well as that of Korea. Even though this problem has no effect on the number of tourists, if it is not corrected, it could become a serious problem like that which has occurred in the Taiwanese tourism market.

However, in studying Thai tourism from the views of Chinese tourists, the aim here is not to study only the Chinese view of the zero coin tour, but to study Thai tourism as discussed by the Chinese tourists for all ten factors of tourism. These ten topics are communication, accommodation, food and restaurants, tour services and guides, objects / sources of attraction (resources or heritage in tourism), souvenir shops and local products, security, the convenience of traveling inbound and outbound from the cities, arranging of other services and advertising. These are so that the government concerned can use the information to help develop other aspects of the tourism industry to be efficient and be

effective in covering every factor of tourism and to be information that helps in marketing planning and the improvement of working procedures in the tourism businesses of the private sectors.

2.8 Tours of Chinese Tourists who travel to Thailand

The statistics of Chinese tourists who traveled to Thailand in 2004 as compiled by Tourism Authority of Thailand are summed up as follows:

China - General information

Capital: Beijing

Area: 9.6 m. sq. kilometers

Population: 1,275 million

Languages: Mandarin Chinese used as official language

Government: People's Republic according to Communism

Religions: Kongchua, Buddhism, Mahayana Sect, Tao

Currency: Renminbi(RMB Yuan) 8.28 equals 1 US. Dollar
1 Renminbi equals 4.81 baht

Characteristics and groups of Chinese tourists who travel to Thailand

In the year 2004, most Chinese tourists who travelled to Thailand were in the first time visitors group. They held 79.23 per cent of the market share which was considered an increase from the previous year of 28.01 per cent, while the revisiting group increased at the rate of 13.93 per cent. For the group of tourists who travel to use the services of first-class tour companies, the increase is 75.55 per cent. The Chinese tourists who travel by themselves increased at a rate of 24.45 per cent. Chinese tourists who travel to Thailand are mostly those who are workers. Second to this are the businessmen / traders group, followed by executives/management and professionals. The groups who are likely to increase in traveling to Thailand are students and housewives. Most of these Chinese tourists are in the age group of 35-44 years old, whilst the next largest group is in the age group of 25-34 years old.

Income gained from Chinese Tourists

When looking at the income created from Chinese tourists in 2004, it is found that Chinese tourists stayed in Thailand for an average period of 6.04 days with the average expenses per person per day at 4,182.03 baht, an increase from the year before of 12.03 per cent. This created a total income in tourism for Thailand of 19,678.87 million baht, an increase of 41.47 per cent. This can be considered high at the 7th rank when compared with all the tourist markets. The cost of expenses was the highest of the total costs of Chinese tourists, with the cost of accommodation second, followed by tours in entertainment places, then the cost of food and drinks (Table 2.2).

Table 2.2 Number of tourists, average days of stay, average cost of Chinese tourists visiting Thailand between the year 2003-2004

Year	Number of Tourists (person)	Average days of stay (day)	Average of expenditure (baht/person/day)	Income (million baht)
2003	624,213	5.97	3,732.81	13,910.54
2004	779,070	6.04	4,182.03	19,678.87

Note: Number of tourists in this table refers to tourists with foreign residence

Source: Immigration Bureau, Police Department

From the summary of the Tourism Authority of Thailand, it is found that the Chinese are considered to be a tourism market of high potential, because of its large size and the fact that it is expanding rapidly. Because China's economy is growing at a high rate, contrasting with the world economy which is in recession, the Chinese have a higher purchasing power, and are starting to spend more on tourism.

Besides this, the Chinese government has set up various measures to help the Chinese people travel to foreign countries. These are facilitations in passport issuing, making it quicker than before - from about 2 months to about 2 weeks. And there has also been an increase in the number of countries that the Chinese tourists are permitted to travel to. Moreover, the Chinese and Hong Kong government have been cooperating in increasing travel between the two countries. The Chinese government has cancelled many rules and regulations to make it more convenient for the Chinese to

travel to Hong Kong. All these factors have aided in increasing the number of Chinese to travel abroad.

Communication Routes Linking Thailand with China Air Communication Routes

At present the number of flights serving routes between China and Thailand is 117 / week according to the flight schedule for Winter 2004/2005. These are:

Thai International Airways Company Ltd.,

Beijing-Bangkok	7 Trips/week
Chengdu-Bangkok	4 Trips/week
Guangzhou-Bangkok	7 Trips/week
Kunming-Bangkok	5 Trips/week
Kuming-Chiangmai-Bangkok	2 Trips/week
Shanghai-Bangkok	14 Trips/week
Xiamen-Bangkok	3 Trips/week
Jinhong (Xishuangbanna)- Chiangmai	2 Trips/week

Air China

Beijing-Bangkok	7 Trips/week
Beijing-Phuket	Temporarily cancelled no set date
Chengdu-Bangkok	5 Trips/week
Chongqing-Bangkok	2 Trips/week
Guiyang-Bangkok	1 Trips/week

China Southern Airline

Guangzhou-Bangkok	7 Trips/week
Haikou-Bangkok	1 Trips/week
Shantou-Bangkok	4 Trips/week

China Eastern Airline

Shanghai-Bangkok	14 Trips/week
Shangha-Phuket	Temporarily cancelled no set date
Kunming-Bangkok	7 Trips/week

Xian-Bangkok	2 Trips/week
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Bangkok Airways

Xian-Chiangmai-Bangkok	2 Trips/week
Jinhong-Chiangmai-Bangkok	3 Trips/week
Guilin-Bangkok	2 Trips/week
Shenzhen-Bangkok	7 Trips/week

Xiamen Airline

Hangzhou-Bangkok	4 Trips/week
Fuzhou-Xiamen-Bangkok	2 Trips/week

PBAIR Airline

Haikou-Bangkok	3 Trips/week
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Waterway Routes At present waterways are important in promoting transportation between countries as well as tourism and linking countries to the Yong River Basin in China with 4 ports along the Mae Kong River. These are Simao, Jinhong, Menghan, and Guanlei.

As for Thailand, there are 2 ports along the Mae Kong River. These are Chiangsaen and Chiangkhong. These two ports are commercial ports of importance in supporting the setting up of the special economic region of Chiang Rai Province according to the trade and investment strategy of countries within the Mae Kong region (GMS). These two ports have been improved after being in a state of disrepair from much use by cargo ships and the Chiangkhong port has been improved and increased in size with better standards. This is to be of greater help in commercial shipping and tourism activities.

The Chiangsaen port has been open for use since October 2003 and Chiangkhong port has been open for use officially since January 2004 after the trial period without taxation from December 2003. In addition to this, there is a study for the construction of a second Chiangsaen port to be built on the site. It was planned to finish construction within 2005. As for Chiangsaen's first port, this will be improved as a port for tourism in the future.

Factors that help in promoting Chinese tourists to travel to Thailand:

1) China is a country with a good economy. Its GDP for the year 2004 grew at the rate of 9.5 per cent. The Chinese population has increased its income per head after deducting tax by 7.7 per cent. The unemployment rate has decreased to 4.3 per cent.

2) The Chinese government has relaxed its rules and regulations more than in the past. It has allowed more cash to be taken out of the country and Chinese tourists therefore, are travelling outside the country more. In the year 2004, there were 28.85 million Chinese, an increase of 42.68 per cent compared with 2003 which also showed an increase of 73.79 per cent compared with 2002. In the future, the Chinese government will most likely allow more Chinese people to travel or to visit relatives in Thailand without having to buy packaged tours from tour companies. This will make the FIT Chinese tourist group the main target.

3) In 2005, air routes will increase and there will be many more flights besides links with the major cities, such as Kwangchow flight, Senchen, Heicow, and Huachow. Besides these, in April 2005, there will be the first low-cost airline operation. The first airline is Air Asia which is to open the Bangkok-Seirmin route. This will give more choice to tourists.

4) Interesting markets for Chinese tourists are Relaxation Tour groups. Their favourite flights are to Bangkok, Pattaya, Phuket, Krabi, Chiang Mai, Chiang Rai, Huahin, and Samui Island. Those groups gaining popularity are the MICE group, the Spa and beauty group (with the stress on the housewife group), golfers and honeymooners.

Problems and Obstacles in Encouraging Chinese Tourist to travel to Thailand

1. Thailand still has problems in tour quality and zero coin tours, the cutting of prices and low-cost plane tickets. These problems have been corrected by TAT and Beijing in cooperation with the administrative office of National Tourist of China and the tour companies of quality of China who arranged for good quality packaged tours, and sold out at fair prices.

2. There are ethical problems with some guides, their etiquette and use of language. These take tourists to buy goods from shops that are not up to standard. That is, they sold counterfeit goods, such as Tiger bone medicine, leather goods, or Buddha's charms with gold-lining pack.

3. Problems of too little information or signs in Chinese.

4. There is more competition from countries, such as countries in Europe, Australia and Africa. These include the construction of new tourist sites in Hong Kong such as Disney Land which opened in September 2005. It is expected that the new site will be cheaper than traveling to Japan or Singapore. The government also authorized the opening of a legal casino which will make it into a casino town like Las Vegas.

2.9 Related Research Results

The researcher has studied the related research and has found out that no one has studied the problems of Thai tourism found by Chinese tourists directly.

There are only studies on opinions, attitudes, and images of the tourists in making tours to Thailand and the problems in tourism in general. These research studies are as follows:

Wipa Udomchant and group (2003) studied the state and problems of tourism between Thailand and China and found that the problems of zero coin tours have an effect on tourism between Thailand and China. It ruins the Thai image to an extent. This has made the number of Chinese tourists decrease more and more.

Also, the increase in opportunity for Chinese tourists to tour foreign countries more will make Chinese tourists prefer to travel to other foreign countries besides Thailand. However, both the government and private sectors of Thailand and China have cooperated to set up measures to correct this problem, albeit these measures have not yet taken effect and have not been put into practice.

Totsanai Sunthornwipak (1989) studied the behaviour in receiving of information about tourism in Thailand and Thai tourism of foreigners in Pattaya. It was found that on the topic of bad news or negative news on Thai tourism of foreign tourists, the first one was news about crime, next was news about drug problems, and the third one was news about prostitution.

Acorn-Omnitract Marketing and Research Consultant Company Limited's (1994 cited in Jirayud Boontheng 2003) study focused specifically on of aged tourists. It was found that aged tourists are not satisfied that Thailand does not have a good system of getting rid of garbage and dirt, and the problems of pollution, traffic and prostitution and night life.

Phenkae Saengkaew (1996 cited in Jirayut Boontheng 2003) studied the characteristics of domestic travel of international tourists. She discovered that before traveling to Thailand, foreign tourists have a very good attitude towards Thailand in almost every area. However, after they'd been in Thailand, these tourists were less impressed about several things and for the stay in Thailand, tourists were very impressed about culture and arts, Thai custom, accommodation and the friendliness of Thai people and Thai food.

Wantanan Surcheewin (1998) studied on the topic of tourists' openness to receiving information and knowledge, and their general attitude. The study was carried out by focusing on foreign tourists who traveled to Thailand in the tourism promotion year of 1998-1999 and in particular European, American, and Oceaniac tourists who came in groups to Thailand and those who do not.

The result of the study was that foreign tourists who took a tour to Thailand had a higher average attitude than those who didn't visit Thailand. The overall image of foreign tourists who did not visit Thailand in 1999 was that the important attitude to Thailand, for the positive attitude was the friendliness of the Thai people, the love of peace and the negative side comprised the high cost of living, pollution problems, the use of English to communicate with foreigners, the problem with the AIDS disease, and the stability of Thai government. As for the tourists who came for a tour in Thailand in 1999, there was a positive attitude on the views of friendliness of the Thai people, the love of peace and varieties of traditions and culture of Thailand.

Araya Wanaprasert (1999) studied the image of Thailand in the eyes of foreign tourists. This was done by studying 405 tourists who had ability in English Language in various places in Bangkok. The results were that the image of Thailand in the eyes of foreign tourists was considered a positive image and was different at a significant level in the eyes of tourists with different ages and different continents of residence. The highest positive image was related to the friendliness of the people and their

cordiality. The image with a neutral attitude, but perhaps slightly negative, was that Thailand is full of pollution.

Jirayud Boontang (2003) carried out a study on attitudes and impressions that foreign tourists have for Thailand. With this study of problems and hindrances that tourists faced during the trip, the results were that important motivations for coming on a tour to Thailand were the Thai culture and tradition, next were the attraction sites that are world heritage, Thai food, attraction sites in nature, accommodation, and the shopping. As for culture, foreign tourists are the most impressed about the way Thais treat foreign tourists; with kindness, friendliness and gentleness. The problems most tourists faced were traffic problems, problems with English language communication, and problems about pollution.

As for the negative information which was not true when in Thailand was the information on the AIDS situation, prostitution and problems about safety in things like property, drugs, and the Thai economy.

Thanarat Yodchai conducted a study on the topic of economy of tourism. By studying the state of the problems of tourism in Chiang Mai, was found that problems of limitations of tourism in Chiang Mai were such problems as; 1) problems of limitation of the transportation system; 2) the lack of knowledgeable and skillful guides with foreign languages and Thai culture; 3) the problems of the small sized accommodation of business operators and guest houses; 4) the problems of the lack of personnel in the catering business; 5) the problems of quality and prices of goods and souvenirs with no standard; 6) the problems of connection to attraction sites; 7) the lack of safety of lives and property; 8) the tour companies that do not register legally which results in the inability to control them.

Kritayotch Sirikate (2000) studied legal measures to correct the problems of fraud or taking advantage of foreign tourists in the Thai retail jewelry and decorative items business.

It was found that foreign tourists who were on a tour to Thailand preferred to buy gems and decorative goods from jewelry and decorative shops which were located in various districts especially in Bangkok. The selling of gems and decorative items to some foreign tourists was fraudulent and buyers were taken advantage of. These were in the form of low quality goods, but sold at a high price or cheating in relation to the condition of return of goods, types, kinds of quality of goods, the sale at a high price of goods and dishonest methods, and persuasion to buy goods.

These foreign tourists, after learning of being cheated or taken advantage of, would make a complaint at the TAT or the tourist police control office, the Ministry of Foreign Affairs and other related departments. Some of the dishonest behaviour with foreign tourists of the gems and decorative item shops has been happening continuously for a long time.

Government organizations and private sectors have been discussing to find ways to solve these problems and have found that the problems which have occurred are related to the laws that were already enforced. Therefore, they should be corrected by setting up legal measures and improvement on efficiency of implementing the law to be more relevant and the summary of measures to be implemented to correct the problems are as follows:

1. Measures for checking of records of those who are registered in the gems and decorative products retail trade.
2. Measure to revoke the trade registration of the operators who use fraud and take advantage of foreign tourists.
3. Measures to set the sale of gems as goods that need to have control labels.
4. Measures to set the sale of gems as goods that must be controlled by contract.
5. Measures set to sell gems as goods in the controlled list of requirement of receipt.
6. Measures set to guarantee the goods in writing.
7. Measures to revoke licenses to operate tour businesses and permission licenses to act as tour guides.
8. Measures to spread the information to foreign tourists.
9. Measures to give rewards to those who help in taking up legal action against those who committed illegal acts.
10. Measures to coordinate between departments to create convenience in suing for legal action of damaged foreign tourists in fraud cases.

Prapasara Kasemsuwan (1998) conducted a study on the topic of awareness of environmental problems of international tourists who visited Thailand, and it was found that the awareness of environmental problems of international tourists before and while in Thailand and after the trip were not different. And the factors that have influenced the awareness of environmental problems of international tourists are their age, income, places of residence, the receiving of news, and the returning to the place again. These are significant at the level of 0.05.

The guidelines of international tourists are that most of them are aware of the problems of traffic, smoke from vehicles, dust particles, noise pollution from the vehicles, and the problems of water pollution of the country which should be corrected. Another finding was that international tourists who think of not returning to Thailand again were aware that Thailand has lots of environmental problems which are different from the tourists who think of returning to Thailand again at the statistical significant level of 0.05.