

# Analysis of Chinese Tourists' Expectations and Satisfaction with Thai Tourism

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**Abstract:** With the development of economy, more and more Chinese tourists choose Thailand as their tourism destination, which is both an opportunity and a challenge for the development of tourism in Thailand. Under this background, it is meaningful to explore and analyze the tourism expectations and satisfaction of Chinese tourists after their on-site experience in Thailand. On the basis of previous studies, this study compares the expected value of different tourism factors with the actual experience satisfaction model, combines the results of the questionnaire survey, carries out data analysis with the help of software, verifies the research hypothesis and draws conclusions. The study finds that Chinese tourists' satisfaction in Thailand is highly correlated with the expectations of various tourism factors, and both of them are influenced by the differences of Chinese tourists' demographic information. At the same time, the overall satisfaction is affected by various specific satisfaction factors, showing a linear additive relationship. Finally, this study analyses the conclusions and problems found, and puts forward some countermeasures and suggestions based on Thailand's relevant policies, economic and cultural status, to provide a suggestion for the sustainable and healthy development of Thailand's tourism market to China.

**Keywords:** Chinese; Tisfaction; Thai tourism

## 1. Introduction

### 1.1 Research Background

Since 1986, Thailand has been one of the first overseas countries to win the favor of the Chinese people and the Chinese government supports and approves the Chinese people to travel. Thailand has the opportunity to welcome Chinese tourists to Thailand. The annual growth of tourists is increasing.

The average number of early tourists is about 10,000, which has been increasing to 100,000 in succession. In 2006, the number of tourists exceeded 1 million. However, this is more than 1 million. Growth did not stop there. Therefore, in 2012, Chinese tourists ranked first in Thailand, with a population of approximately 2.78 million (Thailand Ministry of Tourism, 2013). In the past two decades, the growth rate has doubled. The development of tourism in Thailand will change very quickly, not only the number of visitors, but also the way of travel and the institutions of tourists.

However, the trend is relatively high, and overall, the importance is the driving force of Chinese tourists. Therefore, it is essential to study and focus on the close changes associated with Chinese tourists, and prepare for potential to predict changes that can be effectively made. In the end, if you can only wait for the results, the number of Chinese tourists will exceed Thailand's affordability. It will cause later problems and affect the national tourism image<sup>[1]</sup>.

Tourism is an industry with promising prospects and an important reason for the country's social and economic creation. Tourism not only brings the source of foreign currency, but also develops and improves the local living standards. In addition, tourism contributes to the development of transportation infrastructure, including trade and investment.

When the country is facing an economic crisis, tourism is very important to Thailand, not only to create national income, but also to help restore the economy faster than the industry and services. However, the tourism industry will have a strong competitive trend. In turn, rapid change and sensitivity, and for negative factors, both abroad and domestic may be unavoidable.

### 1.2 Statement of the Problem

Tourism is a service industry that plays a huge and important role in the economy and society. (Haiyan Kong, 2009)

As tourism can make huge amounts of income for countries and regions, the booming tourism industry is the key to Thailand's development and economic stability.

However, in recent years, as the demand for Chinese tourists to travel to Thailand has become increasingly strong, and due to various objective reasons and the limitations and impacts of emergencies, the satisfaction of Chinese tourists to Thailand is not high. If the demand for growth is not properly carried, the Chinese tourists will not have the expected level of experience in Thailand because of various known and unknown limitations. In the long run, the development of tourism in Thailand will be very unfavorable<sup>[2]</sup>.

### 1.3 Research Questions

- (1) What are the expectations of Chinese tourists for Bangkok, Thailand?
- (2) What conditions and factors have influenced Chinese tourists' satisfaction of Bangkok, Thailand?
- (3) What are the most satisfactory and unsatisfactory aspects of Chinese tourists in Bangkok, Thailand?

(4) How do Chinese tourists evaluate Thailand's tourism (Bangkok)?

(5) Do differences in demographic information influenced Chinese tourists' satisfaction and expectations of Bangkok, Thailand?

## **2. REVIEW OF RELATED LITERATURE AND STUDIES**

### **2.1 Relations of Customer Satisfaction and Expectations**

Bikesheng (2015) pointed out: customer satisfaction depends on two aspects, pre-purchase expectation and post-purchase perception effect. The perceived effect of the product/service is largely determined by the enterprise. Customers' expectations are mainly reflected in three aspects: previous purchase experience, information from others and marketing activities of the company. So the expectations of the customers will also be greatly affected by the company.

Thus, to understand customer satisfaction (especially the expectations and the actual situation of contrast) is very important for the benign development of tourism industry, 'before buying experience' may decide to visitors next time will once again choose to travel in Thailand, the information from the others could affect the potential customer's final decision.

Therefore, satisfaction study should aim to investigate the satisfaction level of Chinese tourists in Thailand, as well as the feedback and influencing factors of Chinese tourists' satisfaction, such as population profile, marketing mix and willingness to visit again.

### **2.2 Satisfaction of Chinese Tourists in Thailand**

Zhang Tianying and He Zhen (2015) had studied on the satisfaction of Chinese tourists in Thailand. In their study, the 475 Chinese tourists who participated in the questionnaire were mainly divided into 14 factors in terms of their least satisfaction with Thai tourism.

First of all, the survey shows that Chinese tourists are less satisfied with the hospitality of the Thai people, and they may encounter some unexpected situations during the trip. However, only 7% and 9% of Chinese tourists are dissatisfied with the security of Thailand. 5.9% of tourists are dissatisfied with the service quality of tour guides in Thailand. Among the small number of people, 6.7% said they were not satisfied with the reasonable price. Tourists' dissatisfaction with the entertainment environment in Thailand accounted for 18.1%, 1.9% and 9% of the total number of respondents who were very dissatisfied. It can be seen that some tourists felt that some entertainment items were inappropriate and unacceptable.

Secondly, only 5.3% of Chinese tourists are dissatisfied with the shopping condition when they travel to Thailand. The food quality of Thailand is not satisfied with a few tourists, among whom 15.2% are not satisfied, 6.1 are not satisfied, and 2.5% are not satisfied. This small part of people mainly because of the accommodation conditions did not meet the expectations of the expected so showed a negative attitude; at the same time, less than 20% of tourists are dissatisfied with the transportation and conditions in Thailand.

Finally, tourists are not satisfied with said climate conditions for 27.8%, the unhappy with 3.6%, 2% and very dissatisfied, this means that the climate of Thailand conditions more or less affect the satisfaction of visitors to Thailand, mainly because of the weather the country mainly high temperature drying, many visitors to Thailand tourism to a certain extent, can't accept such a high temperature; Meanwhile, the total number of tourists dissatisfied with Thai customs was 6.9%. This small part of the people is mainly clean streets and road signs, as well as scenic information release and live dissatisfaction with the lower level.

According to the study, entertainment environment, folk customs and weather factors also greatly influence tourists' overall satisfaction with Thailand.

## **3. Theoretical Framework**

From a personal point of view, customer satisfaction refers to a customer's emotion about the consumption experience of a product or service, which reflects that the customer will produce an expectation before purchasing a product or service, and then compares the differences in the actual performance of the product or service.

## **4. Methods of Research Used**

This study will mainly adopt quantitative analysis.

Quantitative analysis provides data in digital form for this study. Because the data is in digital form, statistical tests can be used when presenting the data.

In terms of data collection, this study adopts self-filling questionnaire survey method.

This study will use the questionnaire which was translated into Mandarin Chinese (simplified), to gain the primary information.

Because considering the saving of manpower, time and funds, the questionnaire survey method has the greatest advantage, that is, it can break through the limitation of time and space, and investigate many subjects simultaneously in a wide range.

At the same time, the questionnaire survey method is convenient for quantitative study of the survey results.

## **References:**

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[2] Bikesheng. (2015). Marketing, China People University Press.