

Diversified Tourism in Thailand

Sijin Song, Shulei Sun*

Jilin International Studies University, Changchun 130000, China.

Abstract: Buddhism plays a very important role in Thailand. The reputation of "Smiling Country" and "Land of Buddha" tells people that the Thai nation is hospitable and has a profound meaning. It has become a cultural model for Thailand's foreign exchange, a bridge to shorten the distance between world cultures, and one of the brand logos for cross-cultural communication. At the same time, the influence of Buddhism on education has also led to a strong pursuit of culture and a higher cultural quality among the Thai nation as a whole. From governing the country to governing people, from daily etiquette to major national ceremonies, from traditional culture to architectural art, from school education to literary works, all are shining with Buddhist philosophy, containing mysterious Buddhist myths and legends. Therefore, it has also become an important trump card launched by Thailand's tourism industry.

Keywords: Tourism; Language; Culture

1. Introduction

The tourism industry is one of the pillar industries in Thailand. Thailand's tourism industry is thriving and has a significant international impact. The growing interest of Chinese and European people in traveling to Thailand is evident to all. Many of these factors are worthy of sufficient research for us.

Thai people's Universal generalization language communication ability enables them to quickly "Thai" foreign tourists in cross-cultural communication and integrate into its social and cultural environment. Their characters are deeply rooted in their own Buddhist culture. They are generous and tolerant, and a good set of communication norms have avoided many Cultural conflict. Different cultural styles can coexist completely. The influx of a large number of European and American tourists from Thailand has also led to the influx of a large number of Western cultures, including language, movies, television, clothing, food, and speaking habits, which has given Thailand a considerable familiarity and experience in understanding and understanding the differences between its own culture and other cultures. A large amount of publicity and preparation work has enabled them to effectively make local and foreign cultures attractive to foreigners through mutual contact and collision Curiosity leads to two-way communication and compatibility under cross-cultural conditions, while also generating new variations, understanding, and respect. Develop a mature cross-cultural communication awareness and international language and communication skills.

2. The history of tourism development in Thailand

In the past decade or two, Thailand has implemented a diversified plan amidst the turmoil and competition in the world economy. On the one hand, it has continued to sign trade treaties with Western countries and develop friendly relations. Thailand has allocated special funds for the development of tourism since the 1960s, and the Thai Prime Minister often personally attends the celebration activities of the Tourism Year. The Thai government has always attached great importance to political and economic exchanges with foreign countries, playing a positive role in promoting the dissemination and application of foreign languages. The stability of politics and the prosperity of the foreign economy are closely related to the development of cross-cultural communication. King Bhumibol Adulyadej was the most influential figure, the only king born in the United States. It is widely believed that his contribution was to establish the prosperity and political stability of Thailand's economy over the past decade. He has made significant contributions to the cross-cultural communication and exchange cause of his own country that cannot be ignored.

3. A carrier of tourism development in Thailand

Language is the carrier of Thai culture, and the Thai government attaches great importance to the use of foreign languages to expand the publicity of national conditions, including religious beliefs, geographical environment, folk culture and so on. English brochures, books, magazines, postcards, and clearly marked regional atlases for external publicity are well illustrated, beautifully printed and detailed. Some large song and dance venues also carefully use the simple and luxurious two. Before or during the whole process of the performance, there are smooth music accompanying the English scene to introduce the connotation of the performance, as well as the characteristics, characteristics, and relevant circumstances of the song and dance.

At present, Thailand's tourism industry has recovered well and has gradually recovered to the pre epidemic level. The goal set by the Thai government this year is to attract 10 million foreign tourists. Since January 1st, 5 million foreign tourists have entered Thailand. From September 1st to 20th, 1 million foreign tourists have visited Thailand in just 20 days. The arrival of foreigners is crucial for Thailand's economic recovery and one of the government's largest foreign exchange earnings. However, Thailand's tourism industry is recovering more slowly than its neighbors due to a lack of flights and a lack of key markets such as China, according to the Bangkok Post.

The 29th Informal Leaders' Meeting of the Asia Pacific Economic Cooperation (APEC) concluded in Bangkok, Thailand on the 19th. On the 20th, Deputy Spokesperson of the Thai Prime Minister's Office, Dai Suli, told the media that Prime Minister Bayou is satisfied and confident with the results of the APEC meeting hosted by Thailand, and believes that the meeting will have a direct positive impact on Thailand's tourism industry. Especially during the APEC Economic Leaders' Conference cycle from November 14th to 19th, Thailand held various activities to promote its culture, arts, tourism, cuisine, Thai boxing, etc. Many leaders and representatives of participating economies are also deeply interested in Thai tourism. From January to October this year, the total number of foreign tourists visiting Thailand reached 7.56 million. A survey conducted in the past two days by Thai polling agency Super Poll, targeting over 1000 respondents across Thailand, showed that 85.6% of respondents believe that hosting the APEC meeting in Thailand will have a significant impact on stimulating the economic development of Thailand after the epidemic; 82.5% of respondents expressed "great satisfaction" with the successful hosting of the APEC Conference by the Thai government led by Bayou.

As an important source of tourists for Thailand's tourism industry, Chinese tourists accounted for over a quarter of Thailand's total inbound tourists throughout the year before the outbreak of the epidemic. In an interview with Xinhua News Agency reporters, Vice Chairman of the Taichung Tourism General Chamber of Commerce, Chanaban, said that Chinese tourists have injected vitality into Thailand's economy and society. Nowadays, the return of Chinese tourists is a "great joy", and tourism and service institutions are making preparations in various aspects, including cultivating segmented markets, improving product and service quality, and improving the service level of service personnel. According to the Thai government's estimate, there will be 7 to 10 million Chinese tourists entering this year. The Monetary Policy Committee of the Bank of Thailand released a report on the 25th, stating that with the return of Chinese tourists, Thailand's tourism industry will show an accelerated recovery trend, and the sustained recovery of tourism and household consumption will support Thailand's economic growth.

As for safety, due to Thailand's location in the "Golden Triangle" of Southeast Asia, some tourists are also rightfully concerned about safety issues. The reporter noticed that since March this year, topics related to tourism prices and safety in Thailand have repeatedly entered the hot search. Since the beginning of March this year, domestic bloggers or internet celebrities have successively released news that traveling to Thailand has encountered high prices or risks. Some bloggers also post videos of their arrival in Thailand, but have not been updated for a long time, presenting a "lost contact" state. The Thai Embassy in China stated that Thailand attaches great importance to the quality, safety, and positive impression of Chinese tourists' tourism. The Embassy of the Kingdom of Thailand in China must clarify any misunderstandings about unsafe tourism content and comments. Thailand is fully prepared to receive Chinese tourists and has added many communication channels to provide convenience and security for tourists to obtain information and report emergency situations to the tourism police. The Thai Embassy also stated that Thailand has always been popular with tourists from all over the world, and many cities have been included in the livable and safe city rankings of various organizations. Please rest assured that relevant Thai institutions attach great importance to this issue and will also take corresponding measures to fully safeguard and ensure the safety of tourists.

However, some netizens still claimed that Thailand was once rated as the "most dangerous tourist destination" by countries such as the UK and Australia, as many tourists died while traveling to Thailand. However, after sorting out such information, the reporter found that the main cause of tourist deaths is traffic accidents, and there are not many cases truly caused by social security. In a 2021 survey of over 1500 Americans regarding the "safest tourist destination", Thailand ranked eighth, ahead of New Zealand and Australia. In fact, no matter which city you are going to, the most important thing is your personal awareness of prevention, and your heart of prevention is indispensable.

In addition to travel safety issues, some tourists have also stated that the various fees for tourism in Thailand have significantly increased, and they no longer have the financial ability to travel. Some even claim to have encountered "overcharging" in Thailand. But in fact, some practitioners engaged in Thai route tourism, as well as Chinese people who have been working and living in Thailand for a long time, say they do not know why the "Ga Yao Zi" meme has been so widely spread. They said that overall, the security in tourist cities such as Bangkok and Pattaya is relatively good. They often go back to concerts in the early morning without feeling unsafe, and it is best to go out in the early morning with friends. This should be noted in any country. In addition, they stated that tourism prices in Thailand have slightly increased after the epidemic, but they are still within an acceptable range and not targeting tourists from a particular country. These rumors are just so-called absurd Conspiracy theory. If Thailand is truly as unsafe as described in these short videos, will it be the "lucky ones" who are blessed by heaven to return safely? No, that's not called tourism anymore. It's just an adventure. Unfortunately, most of these short videos lack factual evidence, and how to exaggerate them, they have become a new type of traffic password.

4. Conclusion

In short, an important source of Thailand's economy is the tourism industry, which will not allow the existence of various problems mentioned above. One important reason for this statement to flow out is that many people have not been to Thailand or are not familiar with the actual situation, leading to some speculation and speculation.

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Corresponding author: Sun Shulei (1998-), female, Han nationality, born in Jining, Shandong province, postgraduate, teaching assistant, research direction: Thai culture and literature

About the author: Song Sijin (2002-), female, Han nationality, born in Jilin Siping, undergraduate student at Jilin International Studies University, majoring in Thai