

Study on the Influence Mechanism of China-Thailand Visa Exemption Policy on China Tourists' Willingness to Travel to Thailand under the Background of Belt and Road

— Taking Leshan as an Example

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Abstract: With the deepening of the Belt and Road Initiative in China, Thailand plays a vital role in this international cooperation strategy. In December 2017, the mutual exemption policy visa signed by China and Thailand became the cornerstone of promoting bilateral exchanges, tourism and trade cooperation. Based on this background, this study focuses on the specific impact of mutual visa exemption policy on China citizens under the framework of the Belt and Road Initiative, and deeply studies the mechanism that affects this decision. In terms of research methods, this paper adopts quantitative research methods, based on tourism motivation theory, perceived value theory and risk perception theory. Through questionnaire survey and empirical research, this paper deeply analyzes the specific influence mechanism of policies on individual decision-making in psychological, economic and social aspects.

Keywords: Risk Perception; Value Perception; Tourism Motivation; Emotional Image; Image Cognition

1. Introduction

In the context of the China Belt and Road Initiative, Thailand plays a key role as an important international partner. In order to promote bilateral exchanges, tourism and trade cooperation, China and Thailand signed a mutual exemption policy visa in December 2017. The implementation of this policy provides convenience for China citizens to travel to Thailand and lays a foundation for deepening cooperation between China and Thailand. Thailand is one of the global tourist destinations, and the number of China tourists visiting Thailand is increasing significantly, which makes it a crucial research topic to explore the specific impact of the visa-free policy between China and China on the tourism willingness of citizens under the framework of the Belt and Road Initiative. In the context of the Belt and Road Initiative, how does the visa-free policy between China and China specifically affect citizens' willingness to travel to Thailand?

2. Research value and significance

2.1 Theoretical significance and value

By verifying the influence of self-subjective efficacy and risk information on risk fishing, we will provide a new perspective and theoretical basis for the theoretical construction of the relationship between tourism risk cognition and tourists' wishes. By refining the linkage mechanism of cognitive image and emotional image to value cognition, we not only deepen the theoretical understanding of the formation process of value cognition, but also provide more in-depth research support for the field of tourism psychology. By clarifying the joint effect of driving motivation and pulling motivation on tourism motivation, we deeply analyze the synergistic effect between them. By working hard to build a unified theoretical model of tourism aspirations, we will provide a theoretical basis for integrating different dimensions of tourism aspirations.

2.2 Practical significance and value

The research in this paper provides practical guidance for promoting the sustainable development of tourism in China and Thailand. Provide key information for policy makers, help them adjust policy details more effectively, improve the efficiency of policy implementation, and ensure that policies can better achieve the expected goals; Provide empirical support for the expansion of bilateral economic cooperation

between China and Thailand; Provide decision support and planning reference for the government, tourism practitioners and related institutions; It will help deepen the cultural exchanges between China and Thailand, enhance the understanding and friendship between the two peoples, and lay the foundation for the long-term development of bilateral relations.

3. Theoretical basis

3.1 Protection motivation theory

The theory of protection motivation (PMT) holds that there is a dynamic mechanism among the acquisition of environmental risk information, the individual's cognitive process and the final coping behavior (Rogers & Prentice, 1997). This theory provides an important analytical framework for exploring the public's psychological activities and behavior choices when facing risks, and has been widely used in many disciplines (Rippetoe & Rogers, 1987).

3.2 Risk information

Risk information is the source to help the public fully understand and evaluate the risks, including the possibility of events and the severity of losses. It is usually released by authoritative organizations to ensure accuracy, and some of it comes from personal experience sharing.

3.3 Subjective consciousness

Subjective consciousness is a kind of connection and connection between cognitive subject and cognitive object based on individual's own experience and understanding. It is an internal and personal experience of things. The obvious individual characteristics depend on one's memory, feelings and values, and are also influenced by the external environment.

3.4 Tourism motivation theory

The research on tourism motivation theory has a long history. As early as 1935, the scholar R.Glucksmann said that tourism motivation could be classified into four categories: psychological, economic, physical and spiritual. Later, it gradually formed two schools: the theory of pushing intrinsic motivation and the theory of pulling extrinsic motivation.

4. Research and conceptual framework of research

4.1 Perceived value

According to the theory of perceived value, consumers' purchase and use decisions depend on their subjective balance of benefits and costs of products or services. In the study of urban tourism experience, the perception of urban image also follows this mechanism. City image can be divided into two dimensions: cognitive image and emotional image.

4.2 Cognitive image

When tourists perceive that the functional utility brought by the city's cognitive image is higher than the tourism cost, it will produce positive perceived value and meet the functional needs of the city. Similarly, when tourists perceive that the positive emotional experience brought by the city is higher than the tourism cost, it will also produce positive perceived value and realize the satisfaction of emotional needs.

4.3 Value cognition

Based on the theory of perceived value, Prebensen(2013) pointed out that if individuals subjectively feel that the pleasure, knowledge or other psychological satisfaction brought by tourism activities in a certain place exceeds the time and money cost of their investment, that is, positive perceived value is generated, then the acquisition of this value will also form positive feedback, further stimulating their inherent tourism motivation and enhancing their willingness to travel.

5. Influencing factors of liquor state-owned enterprise reform on consumer satisfaction in Sichuan Province.

5.1 Risk information

Risk information includes various aspects related to travel, such as safety, medical security, destination cognition, etc. Through comprehensive investigation and literature review, we will get a detailed understanding of tourists' perception of these aspects, so as to reveal whether China tourists think there are potential risks in traveling to Thailand after the implementation of the visa-free policy between China and Thailand.

5.2 Subjective efficacy

In tourism decision-making, tourists' subjective self-efficacy has a far-reaching impact on their travel intentions. We will study the influence of the visa-free policy between China and Thailand on the self-subjective efficacy of China tourists, so as to know whether the implementation of the policy will enhance tourists' confidence and determination in traveling to Thailand. Through investigation and analysis, we can deeply understand the shaping effect of policies on individual psychological level, and provide theoretical support for predicting their travel wishes.

5.3 Emotional image and cognitive image

Emotional image involves tourists' perceptual cognition and emotional experience of the destination. Including Thailand's cultural attraction, natural landscape, social environment and other factors. Understanding the images of these aspects in tourists' minds is helpful to judge whether the policy promotes positive emotional experience, thus affecting their perception of the value of tourism. Cognitive image includes history, culture and economy.

6. Conclusion

1. Risk information cognition and policy communication: It will provide key information for the government and tourism practitioners to discover tourists' cognition of the potential risks of traveling to Thailand. The government can solve or alleviate tourists' worries and improve tourism confidence through accurate policy propaganda and communication.

2. Cultivation of self-subjective self-efficacy: Understanding the positive impact of the visa-free policy between China and Thailand on tourists' self-subjective self-efficacy, the government and relevant institutions can further enhance tourists' confidence and determination by providing more tourism information and training tourists' ability to deal with emergencies.

3. Polishing the emotional image and cognitive image: It is found that the visa-free policy between China and Thailand has a positive impact on the emotional image and cognitive image of tourists. The government can further polish the image of Thailand in the hearts of China tourists through cultural exchanges and tourism promotion, so as to enhance the attractiveness of tourism.

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