

## RESEARCH ON THE TOURISM MOTIVATION OF TOURISTS FROM GUANGXI FOR TRAVELLING IN THAILAND\*

การศึกษาและวิจัยแรงจูงใจของนักท่องเที่ยวชาว Guangxi ที่เดินทางมาเยี่ยมชมประเทศไทย



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### Abstract

The rapid development of the society and economy of China, the living standard and the environment of people have been improved dramatically, thus their demand for tourism has changed accordingly.

This paper used tourists from Guangxi who travelled in Thailand as the research unit of analysis, carried out a comprehensive analysis of their behavior characteristics. It fulfilled the goal of constructing the factor system with individual behavior as the core, involving demographic, psychological and behavior characteristics. On this basis, the author analyzed the behavior characteristics and behavioral differences of the research objects from three dimensions, namely, psychological factors, characteristics of tourism activities and demography. After mastering the disadvantages and deficiencies of China's current tourism projects to Thailand, the author put forward corresponding improvement strategies concerning the design and development of tourism products, the construction of tourist destinations and the guidance from the government, aiming to improve the tourism performance and ensure the sustainable and stable development of Guangxi's tourism to Thailand.

**Keywords:** Behavior Motivation; Tourists' Behavior; Tourists from Guangxi to travel in Thailand

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## บทคัดย่อ

การพัฒนาอย่างรวดเร็วของสังคมและเศรษฐกิจของจีนมาตราบฐานการครองชีพและสภาพแวดล้อมของผู้คนได้รับการปรับปรุงอย่างมากดังนั้นความต้องการการท่องเที่ยวของพวกเขาจึงเปลี่ยนไปตามนั้น

บทความนี้ใช้นักท่องเที่ยวจากกวางสีที่เดินทางในประเทศไทยเป็นหน่วยวิจัยการวิเคราะห์ดำเนินการวิเคราะห์ลักษณะพฤติกรรมของพวกเขาอย่างครอบคลุม มันทบสรุปเป้าหมายในการสร้างระบบปัจจัยที่มีพฤติกรรมส่วนบุคคลเป็นแกนหลักซึ่งเกี่ยวข้องกับลักษณะทางประชากรจิตวิทยาและพฤติกรรม บนพื้นฐานนี้ผู้เขียนวิเคราะห์ลักษณะพฤติกรรมและความแตกต่างทางพฤติกรรมของวัตถุประสงค์วิจัยจากสามมิติได้แก่ปัจจัยทางจิตวิทยา ลักษณะของกิจกรรมการท่องเที่ยวและประชากรศาสตร์ หลังจากเข้าใจข้อเสียและข้อบกพร่องของโครงการการท่องเที่ยวในปัจจุบันของจีนในประเทศไทยผู้เขียนได้นำเสนอกลยุทธ์การปรับปรุงที่สอดคล้องกันเกี่ยวกับการออกแบบและพัฒนาผลิตภัณฑ์การท่องเที่ยวและการก่อสร้างสถานที่ท่องเที่ยวและคำแนะนำจากรัฐบาลโดยมีเป้าหมายเพื่อปรับปรุงประสิทธิภาพการท่องเที่ยวและสร้างความมั่นใจในการพัฒนาการท่องเที่ยวของกวางสีอย่างยั่งยืนและมั่นคงในประเทศไทย

**คำสำคัญ:** พฤติกรรมที่เป็นแรงจูงใจ; พฤติกรรมนักท่องเที่ยว; ท่องเที่ยวไทย

## Introduction

In 2013, China and Thailand completed China-Thailand Tourism Visa-free Policy, which greatly enhanced the enthusiasm of Chinese tourists to purchase Thai tourism products and made great contributions to the overall income improvement of Thailand's tourism industry. Since the tourist projects to Thailand were officially launched in the tourism industry of Guangxi in 2013, they have been followed and pursued by tourists in Guangxi. According to the survey of the tour routes to Thailand from the three major travel agencies in Guangxi, we can see that they mainly focus on two types. One is internal tour routes (Bangkok, Chiang Mai, etc.), and the other is island tour routes (Phuket, etc.). Further analysis shows that the layout of tour routes to Thailand completed by travel agencies in Guangxi almost covers and connects all elements of Thai tourism, such as cultural landscape, historical sites, and natural scenery. Many travel agencies in Guangxi have cooperated with Thailand for years, and the number of tourists to travel in Thailand has continued to grow steadily. Therefore, this paper took tourists from Guangxi to travel in Thailand as the research subject, identifying the specific problems and shortcomings and putting forward (Chen, 2019) corresponding

improvement countermeasures based on the actual situation through analyzing the development status and influencing factors of Guangxi's tourism projects to Thailand.

At present, in China's outbound tourism system, China's tourism projects to Thailand are very popular. In this study, Guangxi was selected as the research object because Guangxi and Thailand share similarities in terms of cultural customs, climate, and environment. Through in-depth analysis of the tourism motivation of the tourists in this province, reasonable suggestions would be given to promote the effective cooperation in the tourism industry between the two countries.

### **Objectives of the Research**

The objectives of the research can be summarized in two aspects:

1. tourism motivation is the core driving factor in the process of tourists purchasing tourism products. In other words, there is a great correlation between tourist behavior and tourism motivation. Therefore, because of literature collection and empirical analysis, this author made an in-depth analysis of tourists from Guangxi to travel in Thailand, and identified the tourism motivation, behavior characteristics and the specific relationship between them.

2. based on the empirical research, the author identified the overall development situation and shortcomings of tourist projects from Guangxi to Thailand, and put forward corresponding targeted, scientific, and reasonable suggestions for their development and improvement, so as to further expand the market of outbound self-service tourism and promote the rapid development of outbound self-service tourism industry.

## Research Results

### 1. Validity Analysis of Sample Questionnaire

To judge the consistency of the items involved in the questionnaire, the author used software to analyze the reliability of the questionnaire.

**Table 1** Sample Reliability Analysis

Coronbach $\alpha$ coefficient	Standard Coronbach $\alpha$ coefficient	Number of Samples
0.852	0.876	473

Coronbach $\alpha$ coefficient	Standard Coronbach $\alpha$ coefficient	Number of samples
0.903	0.917	95

Through the analysis of the sample reliability of the questionnaire on the behavior of tourists from Guangxi to travel in Thailand, it is found that the Cronbach's  $\alpha$  coefficient of the questionnaire before tourists visit Thailand is 0.852, and standard Cronbach's  $\alpha$  coefficient is 0.876; Cronbach's  $\alpha$  coefficient of the questionnaire after the trip is 0.903, and standard Cronbach's  $\alpha$  coefficient is 0.917. Therefore, the internal validity of the questionnaire is ideal.

### 2. Demographic Characteristics Analysis of Tourists from Guangxi to Travel in Thailand

1) Gender Structure In terms of gender, there are 255 males in 473 valid questionnaires, accounting for 0.54 of the total samples; there were 218 females, accounting for 0.46.

2) Age Structure In this survey, the age of the respondents is divided into four stages. Among the 473 valid questionnaires, 14% are under 25 years old, 42% are 20-40 years old, 30% are 41-60 years old, and 14% are over 61 years old. It shows that the tourists from Guangxi to travel in Thailand are mainly middle-aged.

3) Education Structure Among the questionnaires randomly selected by the author, 23.5% were of junior middle school educational background or below, 58.5% high school or technical secondary school, 3.6% technical college, 4.2% bachelor's degree, and 0.2% master's degree and above.

4) Career Structure Among the tourists from Guangxi to travel in Thailand, enterprise staff, the self-employed, government and institution personnel account for the highest proportion, with 34%, 17% and 9% respectively. At the same time, they are followed by students and freelancers.

5) Income Structure As for the average monthly income of tourists from Guangxi to travel in Thailand, among the valid questionnaires, 41.5% are of 0-2000 yuan and 33% 2000-4000 yuan, 15.6% 4000-6000 yuan, 6.5% 6000-10000 yuan and only 3.4% above 10000 yuan.

3. Psychological Influencing Factors Analysis of Tourists from Guangxi to Travel in Thailand

1) Preference in Selection of Tourist Destinations

**Table 2** Tourist Destination Selection Preference Analysis of Tourists from Guangxi to Travel in Thailand

Destination Preference	N	Minimum	Maximum	Mean	Std. Deviation
Natural Landscape	473	1	5	1.28	0.450
Urban Scenery	473	1	5	1.37	0.484
Historical Sites	473	1	5	1.43	0.495
Local Customs	473	1	5	1.29	0.453
Flavor Food	473	1	5	1.89	1.264
Featured Products	473	1	5	3.10	1.113

**Note:** The 1-5 points scale was adopted.

According to the statistical data, the mean value of “natural landscape” and “local customs” is less than, and the standard deviation is about. The mean value of “urban scenery” and “historical sites” is less than, and the standard deviation is about. The mean value of “flavor food” is close to, but its standard deviation is greater than that of “featured products”, and its standard deviation is greater than. The tourists’ recognition of “natural landscape” and “local customs” is very high, and the recognition degrees are relatively consistent. The tourists’ recognition of “urban scenery” and “historical sites” is second only to the above two items, and the recognition degrees are relatively high and close. Although the recognition degree of “flavor food” is high, there is a big difference in attitude. The recognition degree of “featured products” is relatively low, but the attitude is relatively consistent.

2) Analysis of Tourism Motivation

The author used SPSS to do factor analysis on 20 descriptive items of tourism motivation of tourists from Guangxi to travel in Thailand, and extracted 7 common factors, which explain 71.38%.

The author named the first common factor as “motivation to relax”, in which “free to do what you like to do” and “relaxing body and mind” have greater factor load.

The author named the second common factor as “motivation of escaping from the reality society”, in which “forgetting the trivia of life” and “relieving the pressure of life and work” have larger factor load.

The author named the third common factor as “motivation of seeking novelty”, among which “visiting Thailand’s famous natural landscape”, “visiting Thailand’s historical sites”, “enjoying Thailand’s City Scenery”, “tasting Thailand’s flavor food”, “buying Thailand’s featured products” and “experiencing Thailand’s local customs” have greater factor load.

The author named the fourth common factor “interpersonal motivation”, which has a large factor load in the four items of “spending happy time with relatives or friends”, “getting the promotion of interpersonal status”, “making new friends” and “being a fashion”.

The author named the fifth common factor as the “motivation of seeking development”, which has a greater factor load in “experiencing new life experience” and “broadening horizons and increasing knowledge”.

The author named the sixth common factor as the “motivation of realizing the dream”, which has a larger factor load in “traveling to Thailand is an important wish of life” and “enriching tourism experience”.

The author named the seventh common factor “historical motivation”, which has a greater factor load in “feeling different social systems” and “expressing the memory of history”.

The statistical results show that according to the importance of tourism motivation of tourists, the motivation of seeking novelty is (4.06), the motivation of realizing the dream (3.86), motivation to relax (3.72), interpersonal motivation (3.68), historical motivation (3.61), motivation of seeking development (3.54), the motivation of escaping from reality (3.48).

**Table 3** Tourism Motivation Factor Analysis Results of Tourists from Guangxi to Travel in Thailand

Major Common Factors	Larger Factor Load	Factor Load	Characteristic Value	Attention Average	Total Variation
Historical Motivation	Feeling different social systems	0.628	2.385	3.72	6.62
	Express respect for martyrs and great men	0.608			
Motivation of Escaping from the Reality Society	Forget the trivia of life	0.582	1.74	3.48	5.183
	Relieve the pressure of life and work	0.538			
Motivation of Seeking Novelty	Visit Thailand's famous natural landscape	0.593	8.629	4.06	16.736
	Visit historical sites in Thailand	0.617			
	Enjoy the urban scenery of Thailand	0.624			
	Taste Thai food	0.574			
	Buy the featured products of Thailand	0.518			
	Experience the customs of Thailand	0.503			
Interpersonal Motivation	Have fun with your family or friends	0.572	1.843	3.61	4.85
	Get the promotion of interpersonal status	0.587			
	Make new friends	0.515			
Motivation of Seeking Development	Be a fashion	0.647	2.747	3.54	5.28
	Experience a new life experience	0.591			
Motivation of Realizing the Dream	Broaden horizons and increase knowledge	0.527	1.837	3.86	9.73
	An important wish of life	0.616			
Motivation to Relax	Enrich tourism experience	0.594	2.047	3.68	6.952
	Be free to do what one likes	0.847			
	Relax	0.829			

1. Motivation of Seeking Novelty: Tourists from Guangxi to travel in Thailand are still in a typical stage of sightseeing. The main purpose and motivation to visit Thailand is to meet their own needs for novelty. Thailand's famous natural landscape, urban scenery, customs have great attraction to them.

2. Motivation of Realizing the Dream and Historical Motivation: Part of the reason why Thailand tour is attractive to tourists from Guangxi lies in the fact that Thailand's customs and language are closely related to the Zhuang language and ethnic activities of Guangxi. The cultural proximity makes people feel closer,

especially in ancient times. The population migration in Guangxi has an important influence on the development and historical process of Thailand. The realization of the dream is mainly manifested in Guangxi, which is in the western region. Overseas tourism is an entertainment activity that has sprung up in the last 10 years. For most Chinese, especially Guangxi people, overseas tourism is a high-end lifestyle, and overseas tourism itself is a dream.

3. Motivation to Relax: Thailand is subtropical marine climate, with beautiful natural scenery and rich cultural landscape. Most tourists from Guangxi come from cities in Guangxi. Thailand's beautiful natural environment and abundant cultural landscape can provide a good environment for them to relax.

4. Interpersonal motivation: Tourists is proud of travelling to Thailand from the bottom of their heart so travelling to Thailand can make them get a certain promotion of interpersonal status. Motivations of seeking development and escaping from the reality society account for less proportion among tourists.

4. Tourism Activity Characteristics Analysis of Tourists from Guangxi to Travel in Thailand

#### 1. Thailand Visiting Experience

In terms of whether they had been to Thailand before they went to Thailand, among the 473 valid samples, 470 people had not been to Thailand before, while only 3 people had been to Thailand before. Due to the income, transportation and other reasons, few people had ever been to Thailand before. Nowadays, people have a strong desire to visit Thailand. At the same time, there is a huge market for Thailand tour.

#### 2. Best Season to Visit Thailand

After investigation and analysis, as shown in table 4-7, tourists thought that the best season to visit Thailand is autumn and winter. Among them, 55% of them thought it best to travel in autumn, followed by winter, accounting for 33%.13% of tourists thought spring is the best season to visit Thailand, while 10% believed winter is the best season.

**Table 4** Frequency Analysis of Best Season to Visit Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Best Season to Visit Thailand	Spring	62	11.7%	13.1%
	Summer	49	9.2%	10.4%
	Autumn	263	49.4%	55.6%
	Winter	158	29.7%	33.4%
<b>Total</b>		<b>532</b>	<b>100%</b>	<b>112.5%</b>

### 3. Financial Sources to Visit Thailand

In terms of the financial sources, 86% travelled to Thailand through personal income. And 17% of them were sponsored by relatives and friends. Because most tourists from Guangxi to Thailand are young and middle-aged people. Some young people were sponsored by their parents, middle-aged people had their own savings, and some old people relied on the help of their children. However, only 1% of the total was reimbursed by the company.

**Table 5** Frequency Analysis of Financial Sources to Visit Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Financial Sources to Visit Thailand	Personal Income	407	78.0%	86.0%
	Sponsorship by Friends and Relatives	82	15.7%	17.3%
	Company Reimbursement	6	1.1%	1.3%
	Others	27	5.2%	6.6%
	<b>Total</b>	<b>522</b>	<b>100%</b>	<b>111.2%</b>

### 4. Service Concern in Visiting Thailand

It can be learned from the questionnaire that before going to Thailand, tourists were more concerned about the arrangement of tourist attractions and the tour guides, accounting for 74% and 68% respectively. Accommodation and catering ranked third and fourth respectively, accounting for 9.4% and 5%, which is quite different from the first and second items in the list. Other requirements accounted for 4.8%, which required the local service industry in Thailand to pay attention to the diversified needs of tourists.

**Table 6** Frequency Analysis of Service Concern in Visiting Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Service Concern in Visiting Thailand	Tourist Attraction Arrangement	351	49.9%	74.2%
	Transportation	19	2.2%	4.0%
	Tour Guide	325	36.9%	68.7%
	Accommodation	83	9.4%	17.5%
	Catering	44	5%	9.3%
	Shopping	16	1.8%	3.4%
	others	42	4.8%	8.9%
	Total	880	100%	186%

Through the questionnaire survey of tourists after Thailand tour, the author found that the services they cared about in Thailand tour are relatively scattered, covering almost all aspects of catering, accommodation, transportation, shopping and entertainment. Among them, 85.3% paid more attention to the arrangement of tourist attractions, 67.4% transportation, 80% tour guides, 62.1% accommodation, 65.3% catering, 60% shopping and 50% on other items. This requires travel agencies to pay attention to every link on the way to Thailand, because every detail will affect tourists' overall evaluation of Thailand tour.

**Table 7** Frequency Analysis of Service Concern in Visiting Thailand (After)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Service Concern in Visiting Thailand	Tourist Attraction Arrangement	81	18.1%	85.3%
	Transportation	64	14.3%	67.4%
	Tour Guide	76	17.0%	80.0%
	Accommodation	59	13.2%	62.1%
	Catering	62	13.9%	65.3%
	Shopping	57	12.8%	60.0%
	Others	48	10.7%	50.1%
	Total	447	100%	470.2%

In terms of the travel companions, among the 473 valid questionnaires before departure, 62% were willing to visit Thailand with their families. 43% with friends. 11% with colleagues. And 5% alone.

**Table 8** Frequency Analysis of Travel Companions to Visit Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Who to choose to travel with to visit Thailand	Families	297	49.4%	62.8%
	Friends	204	33.9%	43.1%
	Colleagues	69	11.5%	14.6%
	Alone	31	5.2%	6.6%
	Total	601	100%	127.1%

**Table 9** Frequency Analysis of Travel Companions to Visit Thailand (After)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Who to choose to travel with to visit Thailand	Families	69	46.3%	72.6%
	Friends	47	31.5%	49.5%
	Colleagues	19	12.8%	20%
	Alone	14	9.4%	14.7%
	Total	149	100%	156.8%

## 5. Measurable Behavior Characteristics

### 1. Tourism Frequency

According to table 4-12 about the tourism frequency in the past year, most of tourists usually travel 2-3 times a year, (Li, 2008) accounting for 69%. 16% had only one travel experience or less. 12% of people had traveled 4-5 times. The proportion of tourists who had travelled for more than (Zhang, 2019) five times was relatively small.

**Table 10** Frequency Analysis of Tourism Frequency of Visiting Thailand in the Past Year (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Tourism Frequency	Once or less	76	16.1%	16.1%
	2-3 times	326	68.9%	68.9%
	4-5 times	58	12.3%	12.3%
	5-10 times	9	1.9%	1.9%
	More than 10 times	4	0.8%	0.8%
Total	473	100%	100%	

### 2. Expenses to Visit Thailand

There are three main tour fee standards for Thailand tour from Guangxi. The first one is the non-holiday plane tour with the cost of 3000 - 6000 yuan. At

present, all Guangxi's ordinary tourists travelling to Thailand chose this standard, accounting for 56%. The second one is the holiday plane tour. At present, the standard for this type is more than 6000-yuan, accounting for 8.4%. However, there were almost no tourists in Guangxi who spent more than 8000 yuan on Thailand tour. Because with the maturity of Thailand tour and the fierce competition, the tour fee is also declining.

**Table 11** Frequency Analysis of Tour Fee to Visit Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Tour Fee to Visit Thailand	Less than 4000 yuan	164	34.7%	34.7%
	4000 to 6000 yuan	269	56.9%	56.9%
	6000 to 8000 yuan	40	8.4%	8.4%
	8000 to 10000 yuan	0	.0%	.0%
	More than 10000 yuan	0	.0%	.0%
<b>Total</b>		<b>473</b>	<b>100%</b>	<b>100%</b>

**Table 12** Frequency Analysis of Daily Expenses to Visit Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Planned Daily Expenses	Less than 100 yuan	142	30.0%	30.0%
	101 to 200 yuan	289	61.1%	61.1%
	201 to 300 yuan	40	8.5%	8.5%
	301 to 400 yuan	2	0.4%	0.4%
	More than 401 yuan	0	.0%	.0%
<b>Total</b>		<b>473</b>	<b>100%</b>	<b>100%</b>

According to the questionnaire 12, 61% of the tourists planned to spend 100-200 yuan per day in Thailand. Those who planned to spend less than 100 per day in Thailand account for 30%. Those who planned to spend more than 200 yuan per day in Thailand only account for 9%, while those who planned to spend more than 400 yuan per day in Thailand are zero.

Before departure, most tourists planned to spend less than 200 yuan per day in Thailand, of which planned daily expenses of 100-200 yuan account for more than half. However, most of their daily expenses in Thailand was more than 200 yuan, of which daily expenses of 300-400 yuan account for a larger proportion, with 36.8%, and 29.5% spent more than 400 yuan per day.

**Table 13** Frequency Analysis of Daily Expenses to Visit Thailand (After)

Frequency Analysis of Questions				
		Number of Samples	Percentage	Sample Percentage
Actual Daily Expenses to Visit Thailand	Less than 100 yuan	0	.0%	.0%
	101 to 200 yuan	13	13.7%	13.7%
	201 to 300 yuan	19	20%	20%
	301 to 400 yuan	35	36.8%	36.8%
	More than 401 yuan	28	29.5%	29.5%
Total		95	100%	100%

### 3. Travel Time Span to Visit Thailand

At present, most of Thailand tour from Guangxi is 8 days, which is consistent with the survey results of best time span to visit Thailand, and 87% of the respondents thought that it is best to visit Thailand for 8-10 days. 10.8% of the tourists thought that it is best to travel in (Kira bashkirtseva, 2016) Thailand for within 7 days. Few people thought that it is best to travel in Thailand for more than 10 days, which only accounts for 1.35%.

**Table 14** Frequency Analysis of Travel Time Span to Visit Thailand (Before)

Frequency Analysis of Questions				
		Number of Samples	Percentage	Sample Percentage
Travel Time Span to Visit Thailand	Within 7 days	51	10.8%	10.8%
	8 to 10 days	416	87.9%	87.9%
	11 to 15 days	5	1.1%	1.1%
	More than 15 days	1	0.2%	0.2%
	Total	473	100%	100%

Based on the analysis of 95 valid questionnaires after Thailand tour, the author found that the tourists generally hoped to travel longer after the end of their tour in Thailand. Among them, more than half thought that the travel in Thailand should last 11-15 days, and only 0.02% for within 7 days. 32.6% for 8-10 days, and 14.7% for more than 15 days.

**Table 15** Frequency Analysis of Travel Time Span to Visit Thailand (After)

Frequency Analysis of Questions				
		Number of Samples	Percentage	Sample Percentage
Travel Time Span to Visit Thailand	Within 7 days	2	0.02%	0.02%
	8 to 10 days	31	32.6%	32.6%
	11 to 15 days	48	50.5%	50.5%
	More than 15 days	14	14.7%	14.7%
	Total	95	100%	100%

## 6. Tourism Information Source Analysis of Tourists from Guangxi to Travel in Thailand

Most tourists learned about Guangxi's tourism information through the introduction of relatives and friends, which accounts for 56%, showing the strong word-of-mouth effect of Guangxi's promotion for Thailand tour. Secondly, some tourists learned about the information of Thailand tour through travel brochures and online advertisements, which account for 22% and 20% respectively. Thirdly, some tourists learned about the information of Thailand tour through the recommendation of travel agencies and TV media, which only accounts for 19% and 14% respectively. On the one hand, it also shows that Thailand travel agencies and service industries need to strengthen the promotion and recommendation. 14% and 13% of tourists through other ways or on the Internet.

**Table 16** Frequency Analysis of Information Channels of Visiting Thailand (Before)

		Frequency Analysis of Questions		
		Number of Samples	Percentage	Sample Percentage
Information Channels	TV Media	73	9.5%	15.4%
	App Advertising	97	12.6%	20.5%
	Introduction of Relatives and Friends	265	34.6%	56.0%
	Travel Brochure	106	13.8%	22.4%
	Internet	64	8.3%	13.5%
	Travel Agency Recommendation	93	12.1%	19.7%
	Others	69	9.1%	14.6%
	<b>Total</b>	<b>767</b>	<b>100%</b>	<b>162.1%</b>

## 7. Satisfaction and Revisit Intention Analysis of Tourists from Guangxi to Travel in Thailand

In terms of the satisfaction and revisit intention, among 95 valid questionnaires, 79 people considered the Thailand tour to be very satisfactory, accounting for 83%. In the overall view of the (Chien, 2011) service quality of this Thailand tour, 12 people considered it as medium level of satisfactory, accounting for 12%. 69 people felt satisfied, accounting for 72.6%. 14 people were very satisfied, accounting for 14%.

As for opinions of tourists from Guangxi to travel in Thailand on the quality of tourist attractions in Thailand, 41 people were satisfied, accounting for 43%, and only 6 people were very satisfied, accounting for 0.06%, while 43 people felt

medium satisfied, accounting for 45%, and 7 people were dissatisfied, accounting for 0.07%.

The evaluation of tourists on shopping is based on whether it is value for money. 73 of them were satisfied with shopping, accounting for 76.8%, and 9 people felt medium satisfied, accounting for 0.9%. 13 people were very satisfied, accounting for 13.7%.

In terms of the revisit rate of tourists from Guangxi to travel in Thailand, among the 95 valid questionnaires, 67 people chose to visit Thailand again if given a chance, accounting for 70%, and 4 people felt very likely to do that, accounting for 4.2%. However, 24 people were unclear about this, accounting for 25%.

As to whether those tourists were willing to recommend Thailand to their relatives and friends, among 95 valid questionnaires, most of them thought it possible and very possible to do that. Among them, 41 people possible, accounting for 43%, and 39 people very possible, accounting for 41%. 11 people were unclear, accounting for 11%. 4 people thought it impossible, accounting for 4%.

## Implication and Recommendations

### 1. Tourist destination construction

With the increasing scale of Thailand tour, Chinese people's understanding of Thailand's tourist attractions, culture and other aspects will become more and more prominent, and will not only be limited to Phuket Island, Grand Palace and other scenic areas. In the process of sightseeing, tourists will unconsciously compare similar tourist attractions with those in Thailand, which requires Thai tourism management agencies to pay attention to the resource allocation of tourist attractions, highlight regional characteristics and increase attraction. In recent years, the Thai government has paid more and more attention to the development of tourism, increasing various investments to further improve the quality of tourism, such as the implementation (Kanokporn Uttasing, 2017) of top-notch tourism projects, with a total budget of THB 500 billion, and so on. At present, Thailand has developed various tourist attractions such as beaches, villages, temples, and historical sites, which are highly praised by Chinese tourists.

2. The design and development of Thailand tourism products by travel agencies

To improve the sales volume of Thailand tourism product, travel agencies should plan their product layout to meet the requirements of diversity. In the follow-up development, to improve the quality of Thailand tourism products, Guangxi travel agencies should take customers' demand as the guide, combine with market segmentation, design various kinds of product portfolio, and unswervingly adhere to product innovation, mainly involving travel routes, tourism activities, price combination and others. Attention should be paid to the analysis of customer factors, including age, consumption preference, income, gender, etc., and the development of matching tourism products for different customer groups. Due to the limitation of various factors, the scope of this questionnaire is limited to the tourists to travel in Thailand from Guangxi International Travel Agency, which is still relatively narrow overall. It is necessary to further expand the scope to the other two travel agencies in Guangxi in the follow-up investigation and research, to give greater persuasion for the comparability and unification of the analysis results.

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