

RESEARCH ON CHINESE TOURISTS' SATISFACTION IN CHIANG MAI PROVINCE (THAILAND)*

การวิจัยและศึกษาความพึงพอใจของนักท่องเที่ยวชาวจีนที่เดินทางมาเชียงใหม่



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บทคัดย่อ

This thesis used Chiang Mai, a tourist destination in Thailand as a case study to find out whether Chinese tourists who visited Chiang Mai, Thailand were satisfied with the tourism industry of Chiang Mai, Thailand based on method with fuzzy comprehensive evaluation about the tourism satisfaction of Chinese tourists in Chiang Mai.

The measures to improve Chinese tourists in Chiang Mai were proposed, namely, 1. Design an evaluation system for Chinese tourists in Chiang Mai to find out if they were satisfied by Chiang Mai's tourism standards through a questionnaire. 2. Find out the factors influencing the satisfaction of tourists to Chiang Mai with data collected in the questionnaire, fuzzy comprehensive evaluation method and IPA method. 3. According to the present situation of Chiang Mai tourism industry, put forward measures to promote Chinese tourists' satisfaction about Chiang Mai tourism. This study would gain the empirical analysis method measures for the development of Chiang Mai's tourism, which can promote long-term sustainable growth of the tourism industry in Chiang Mai.

Keywords: Tourist Satisfaction; Tourist Behavior; Tourists to Chiang Mai

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Abstract

วิทยานิพนธ์นี้ได้ทำการสำรวจจังหวัดเชียงใหม่วิเคราะห์สถานการณ์ปัจจุบันของนักท่องเที่ยวชาวจีนที่มาเยี่ยมเยือนเชียงใหม่ประเทศไทยใช้วิธีการประเมินแบบคลุมเครือ เพื่อศึกษาความพึงพอใจของนักท่องเที่ยวชาวจีนที่มาเยือนประเทศไทยและเพื่อเสนอมาตรการปรับปรุงความพึงพอใจของนักท่องเที่ยวชาวจีนจากกว้างซีมายังประเทศไทย

เนื้อหาในการวิจัยประกอบด้วย: (1) ออกแบบระบบประเมินผลดัชนีความพึงพอใจของนักท่องเที่ยวชาวจีนที่มาเยือนจังหวัดเชียงใหม่ และออกแบบแบบสอบถามที่เหมาะสม (2) ใช้แบบสอบถามรวบรวมข้อมูลและใช้การประเมินที่ครอบคลุมและวิธี IPA เพื่อค้นหาปัจจัยที่ส่งผลต่อความพึงพอใจของนักท่องเที่ยวชาวจีนที่เดินทางมาจังหวัดเชียงใหม่ (3) ประกอบกับสถานการณ์ปัจจุบันของอุตสาหกรรมการท่องเที่ยวจังหวัดเชียงใหม่ เสนอมาตรการปรับปรุงความพึงพอใจของนักท่องเที่ยวชาวจีนที่มาเยือนจังหวัดเชียงใหม่ การวิจัยที่สำคัญของบทความนี้คือช่วยให้ตลาดการท่องเที่ยวจังหวัดเชียงใหม่ เข้าใจความต้องการที่หลากหลายของนักท่องเที่ยวชาวจีนและค้นหาปัญหาที่ส่งผลต่อการพัฒนาการท่องเที่ยว เป็นข้อมูลอ้างอิงสำหรับจังหวัดเชียงใหม่ในการกำหนดกลยุทธ์การพัฒนาตลาดการท่องเที่ยวและยังช่วยส่งเสริมการเติบโตอย่างยั่งยืนของอุตสาหกรรมท่องเที่ยวของจังหวัดเชียงใหม่อีกด้วย

คำสำคัญ: ความพึงพอใจของนักท่องเที่ยว; พฤติกรรมการท่องเที่ยว; นักท่องเที่ยวที่มียืมเยือนเชียงใหม่

Introduction

Development of Tourism in Thailand

Thailand is known as a tourist destination, and many people in the world yearn for it. Tourists from all over the world travel to Thailand every year, which has a huge impact on Thailand's economy. Tourists from major markets can earn more than 100 million yuan in foreign exchange for the country every year. In recent years, most of the foreign tourists in Thailand come from China, so tour operators need to study the real needs of Chinese tourists for goods and services, which is very important for future development.

In 2013, Thailand planned a large number of tourism enterprises to come to Yunnan, holding "Magical Thailand Road Show", "China-Lao Thailand, One Bridge Love" and hundreds of car driving activities, and at the same time organized a large-scale team participated in the International Travel Fair in order to achieve the purpose of attracting Chinese tourists, coupled with the influence of the movie

"Lost In Thailand", the number of tourists to Thailand has increased dramatically. According to statistics, in 2013 alone, Thailand attracted more than 26 million foreign tourists to Thailand, an increase of 19.6% compared to the previous year. Among the visitors, the number of tourists from China reached more than 4.7 million, which also refreshed historical record, with a year-on-year increase of 68.83%. The Thai thinks tanks Kaitai Research Center estimated that the number of tourists from China was 4.1 million in 2014, but this number was still 11.6% lower than the same period last year. According to statistics, the number of tourists entering the Thai market in 2014 would continue to decrease, and the tourism market would shrink, especially in the first two quarters of that year, the number of tourists from China dropped by 29.1%; mainly because of the Thai government's martial law on May 20. In addition, a curfew was announced on May 22, which caused the tourism market to shrink in June. On June 13, 2014, the "Peacekeeping Commission" for the entire Thailand curfew was lifted, and the Thai inbound tourism market began to improve in July of the same year. Thailand officially promulgated a bill to exempt Chinese tourists from visa fees on August 8, providing Chinese tourists with three-month free visa service. In 2014, the "Visa on Arrival" for Chinese tourists to Thailand has been officially opened. Tourists can fly directly to Thailand if they prepared the required materials, a photo, cash 1000 baht (about 200 RMB) and passport, which promoted the number of Chinese tourists to Thailand from 2015 to 2017 increasing year by year. In 2018, Thailand attracted more than 38 million foreign tourists to Thailand, an increase of 8.6% compared with the previous year. Among the visitors, the number of Chinese tourists exceeded the 10 million marks for the first time, reaching 10.35 million. It also refreshed the historical record, with a year-on-year increase of 3.5%. In 2019, the number of tourists from China was 10.98 million, a year-on-year increase of 4.2%. According to statistics, the number of foreign tourists in Thailand dropped by 38% from January to March this year due to the impact of the COVID-19. Among them, the number of tourists from China, the largest source country, dropped by 60% to only 1.25 million.

There were several factors that attracting Chinese tourists to Thailand: beautiful scenery, mysterious ladyboys, sacred Buddhism, famous Muay Thai, delicious dishes, (Nield, 2000) low prices and so on. If you choose to travel to

Thailand in a group, you can travel to Thailand's most famous scenic spots for only three to five thousand yuan, and it can even be more affordable than traveling in the country. There are irresistible natural landscapes in Phuket, Bangkok, Chiang Mai, Koh Samui, Pattaya, Hua Hin and other places.

The tourism industry constructed by the landscapes of these places has always supported Thailand's economy. Thai ladyboys can be said to be full of mystery to Chinese people. According to Thai5s 2012 statistics, the number of Thai ladyboys accounted for about 2% of the total number of Thai men, with a few 640000. Every year, there are beauty contests around the Thai ladyboys, which publicizes Thailand at the same time. Chinese tourists are generally curious about ladyboys because they look extremely beautiful, (Akama, 2003) but they are men. This is a major motivation for large numbers of tourists to travel to Thailand. Thailand is a country of Buddhism. More than 90% people in the country believe in Buddhism. Buddhism can be seen everywhere in Thai literature, Thai people's behavior, and Thai art. There are tens of thousands of large and small temples in Thailand. Every year, many Chinese tourists visit Thai temples to pray. Muay Thai has been on the Chinese arena for many times. There are also many martial arts practitioners in China who study Muay Thai. The king of Kung Fu, Bruce Lee, used to fight with the king of Muay Thai. In the recent global top 50 food list, there are four Thai delicacies: Thai Masaman Curry, Thai Tom Yum Goong Soup, Thai Waterfall Pork Tenderloin, Thai Green Papaya Salad. As we all know, Chinese delicacies are all over the world. This can be seen in the Chinese CCTV program "A Bite of China", but on the 50 food ranking, only Beijing roast duck is on the list. Thai Masawan Curry, Thai Tom Yum Goong Soup, and Thai Waterfall Pork Tenderloin are all ranked in the top 20, among which Masawan Curry is ranked first, so it is not exaggerated to say that Thailand is a great food country. Thailand, as one of the Tiger Cub Economies, has a relatively fast development speed and a relatively high degree of commercialization. The quality of some local brands is very good, (Chon, 1991) and the prices of those international brands that are extremely expensive in China are relatively cheap in Thailand. There are many large shopping centers in Bangkok along the two light rails. Tourists can easily find their favorite products in these places, including cosmetics, handicrafts, clothes, bags, Thai silk, etc., and they are excellent value for money.

Development of Tourism in Chiang Mai

Overview of the development of tourism in Chiang Mai

Chiang Mai is famous for its beauty, romance, and simple folk customs, and is known as the rose of northern Thailand. The simplicity of the people and natural charm in Chiang Mai once attracted Teresa Teng. The altitude and latitude of the mountainous areas in northern Thailand are relatively high. The cool climate is suitable to escape the heat. The dense forests make Chiang Mai air fresh and pristine natural features, which can give people a natural affinity. The area of Chiang Mai's ancient city is small. In recent years, Chiang Mai has developed rapidly and gradually developed into Thailand's second largest city. (Hasegawa, 2010) Along with the development of modernization, (Oliver, 1980) the original style of Chiang Mai has not been commercialized and urbanized. The original simple folk customs, natural forests, and alleys of the ancient city in Chiang Mai have not changed but have only become slightly more convenient.

Among all the industries in Chiang Mai, Thailand, the most important is tourism, whose output value has reached one-fifth of the GDP, followed by industries, commerce, and agriculture. It is also the development of tourism in Chiang Mai that makes it one of the most suitable cities for living and traveling in the world, and it ranks among the best in the selection process of the world's best tourist destinations.

As the second largest tourist city in Thailand, Chiang Mai has beautiful scenery and good natural environment. Compared with other cities, Chiang Mai's climate is more comfortable, in contrast to the long-term high temperature weather in other provinces each year. Chiang Mai is not as crowded as Bangkok. There are only 100000 million residents here, but agriculture is very developed. Education is also excellent in Northern Thailand. There are famous Chiang Mai University and Maejo University. Thailand believes in Buddhism. This is also obvious in Chiang Mai. There are more than 100 temples in the city, and these temples are also one of the famous attractions in Chiang Mai.

Chiang Mai has a good reputation as "the hometown of beautiful women". In history, it is famous for its beautiful women. In the annual beauty contest, most of them are from Chiang Mai. According to a survey in Asia, Chiang Mai has become one of the most suitable cities to live in and travel to. The ranking has surpassed

Bangkok, the capital of Thailand. Many tourists from all over the world have plans to live in Chiang Mai for a long time. In their opinion, there are not only scenery beautiful, but also cultural atmosphere. It will be a very wonderful thing to live here.

In addition to the beautiful scenery, Chiang Mai was once the capital of the Lanna Thai. There are many cultural monuments preserved there. In the whole of Thailand, it is a concentration of art and buildings. There are ancient buildings everywhere. Among them, Wat Phra That Doi Suthep and Phu Ping Palace are the closest to the urban area and the most valuable.

The Ping River Basin in Chiang Mai is a plain area, where agriculture is the mainstay. Looking ahead, there are green rice fields, fruit trees, countless small villages, where most of the residents are still traditional farming operations mode.

Chiang Mai's modern cultural facilities are also very rich. The dazzling array of hotels, as well as all kinds of restaurants, will make people linger on, and the authentic Thai delicacy is even more difficult to stop. While eating Thai delicacy, while enjoying ethnic performances and traditional music, the enjoyment is unforgettable.

Nightlife is an indispensable part of a modern city. Although Chiang Mai's nightlife is not as good as Bangkok's, it also has its own strengths, In the night market, there are a variety of goods, the prices are attractive, and quality is good. There are not only fashionable famous products, (Hui, 2007) but also local handicrafts. Here, handicrafts are a culture that has been passed down for thousands of years, and the cultural atmosphere contained in them will make people amazing. There are many kinds of elaborate handicrafts, including silverware, woodcarving, Qing porcelain and silk weaving. There are only unexpected and no unwanted ones.

Chiang Mai is a well-known tourist destination in Thailand, with great potential for tourism. Due to the natural tourism advantages of Chiang Mai, the beautiful mountains and rivers and ancient cities have attracted many visitors. With the improvement of infrastructure, Chiang Mai won the Best Tourism City Cultural Experience Award in 2013. The transportation in northern Thailand can relate to neighboring countries, such as Luang Prabang in Laos and southern China. The distance from Chiang Mai to Xishuangbanna is 854 Kilometers, connected by

tourists traveling to Chiang Mai jumped to nearly 300000, (Cardozo, 1991) making it the country with the largest number of tourists to Chiang Mai. To a certain extent it was brought by the movie "Lost in Thailand". With the increase of Chinese tourists, Chiang Mai's accommodation, catering, tourist facilities, and transportation are also facing greater challenges. As the impact of the film diminishes, this trend may not be able to last for a long time. How can we capture the hearts of tourists, make Chinese tourists remember Chiang Mai, and make Chiang Mai as popular as Bangkok and Phuket? It is a problem that needs serious consideration and is also the reason why this article takes Chiang Mai as an example for research.

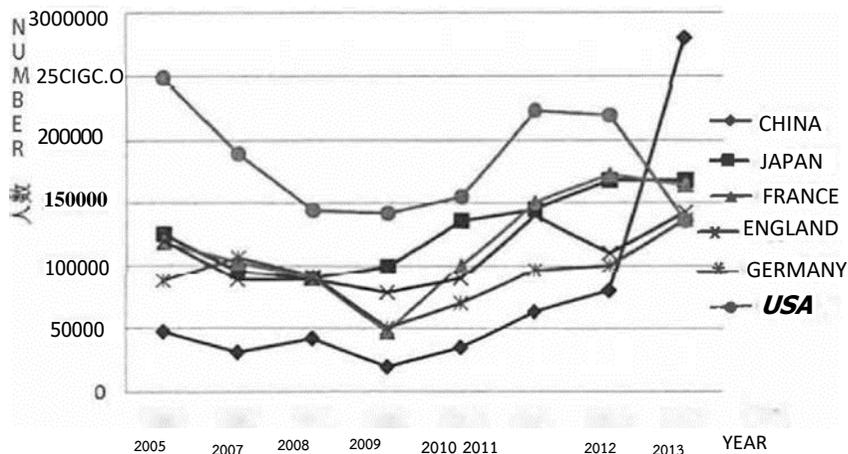


Figure 1.2 analysis chart of tourists to Chiang Mai (Thailand)

(2) Advantages of Chiang Mai Tourism Development

Through the tourism culture of Chiang Mai and the historical heritage passed down for thousands of years, it can be felt that the development of Chiang Mai's tourism industry has inherent advantages.

Chiang Mai is blessed with unique scenery, and the blessing of nature gives Chiang Mai a fresh and beautiful scenery. Coupled with the heritage of history and culture, it has a profound historical and cultural atmosphere.

In the development of Chiang Mai's tourism industry, there are many types, whether the logistics are international brands or hand-made products in Thai, everything is available. The variety of products adds a lot of attractiveness to Chiang Mai's tourism industry.

Chiang Mai's geographical location and city planning provide convenience for the development of its tourism industry, which provides many advantages for the development of transportation.

4. The development of leisure and entertainment facilities in Chiang Mai is also very rapid. There are countless leisure and entertainment clubs, and many medical centers and health centers are also constantly developing, providing a solid backing for the tourism industry.

Chiang Mai's emphasis on education and other related institutions has also led to the rapid development of the city's cultural heritage, and the improvement of humanistic quality has made more tourists come here.

Countless bits and pieces have made the city of Chiang Mai constantly changing and moving towards a better and better direction. Although people from all over the world have gathered here, the integration of multiple cultures makes this the city more open, coupled with its mellow climate and peaceful rhythm, attracting many tourists from all over the world.

Objectives of The Study

The purpose of this paper is to find the weak links of Thailand's tourism industry by analyzing the satisfaction of Chinese tourists to Thailand and provide corresponding solutions to provide references for the development of Thailand's tourism industry. The article first constructs a tourist satisfaction evaluation index system and uses empirical analysis methods to study the expectations and needs of Chinese tourists traveling to Thailand, which provides a certain reference for future research work.

Research Methodology

The specific locations of the questionnaires in this article are as follows: Chiang Mai International Airport, Chiang Mai Railway Station rest area;

Wat Phra Singh, Wat Phra That Doi Suthep, Chiang Mai University, Elephant Camp" and other major attractions;
Nimmanhaemin Rd, Chiang Mai Gate, Tha Phae Gate and other busy areas;
Population and Sampling Procedures

To get closer to Chinese tourists in Chiang Mai and successfully complete the task of the questionnaire survey, questionnaires were randomly distributed to Chinese tourists at airports, stations, scenic spots, and tourist-intensive sections, and they were returned after the tourists completed the questionnaires.

Research Instrument

In the process of studying the satisfaction of Chinese tourists to Thailand, this paper makes a case study based on the current situation of tourism in Chiang Mai. In this paper, data collection is achieved by issuing questionnaires. Next, many data collected will be pre-analyzed, and the authenticity of the questionnaire data will be discussed. This chapter will combine the relevant theoretical knowledge and analyze the collected data through the data analysis software SPSS 18.0.

The data obtained through the questionnaire cannot be directly used for analysis and calculation. First, we need to test the reliability and validity of the data. Only the data that pass the test is objective, otherwise the data may have bias and cannot objectively reflect the real things. Therefore, it is necessary to test the reliability and validity of the questionnaire data. In order to test the validity of the questionnaire, it is necessary to conduct a pre-test before actual use.

Data Gathering

Data collection is a term used to describe the process of preparing and collecting data. For example, as part of a process improvement or similar project, the purpose of data collection is to obtain information, record it, make decisions on important issues, and pass the information to others (Weller & Romney, 1988). First, the data is collected to provide information on specific topics. The data collection plan in this study will include the following activities:

Pre-harvesting activities: Obtain target data for pre-trial use and determine the analysis method.

collection: Collect data according to the sampling method. Now found: Involves some sort of sorting analysis and thesis work. In accordance with the

sampling method and data collection plan, this study will use questionnaire surveys.

Analysis of Data

Frequency Analysis

In order to study the impact of Chinese tourists' travel satisfaction in Chiang Mai, this article chooses to obtain data through questionnaire surveys, and uses frequency analysis to describe how often the options in the questionnaire appear, and analyze the frequency of selection by interviewees in the questionnaire. What are the higher-degree options.

Principal Component Analysis

Principal Component Analysis (PCA) is a statistical method. Transform a group of potentially correlated variables into a group of linearly uncorrelated variables through orthogonal transformation. This group of variables after conversion is called principal component.

In the research topic of this article, in order to comprehensively analyze the impact of all indicators on tourism decision-making behavior, all variables have been data acquired, but not every variable can reflect the main information of the research topic to a good degree. So it is necessary to extract the main components, delete non-main indicators, and simplify the research process. Principal component analysis was first introduced by Karl Pearson in 1901 for non-random variables, and then H. Hotelling (1903) extended this method to the case of random vectors. The size of the information is usually measured by the sum of squared deviations or variance.

Correlation Analysis

Correlation analysis is a statistical analysis method that studies the correlation between two or more random variables in the same position. It is a process of describing the closeness of the relationship between objective things and using appropriate statistical indicators.

Advice

Explore the cultural connotation of tourism resources.

Strengthen the construction of tourism facilities and create characteristics.

Improve the tourism environment.

Improve service quality.

Improve traffic.

Strengthen regional cooperation between China and Thailand and strengthen publicity.

Conclusions

Based on the relevant theories of tourist satisfaction at home and abroad, taking Chiang Mai as an example, combined with the current situation of tourism in Thailand and the current situation of Chinese tourists traveling to Thailand, this paper designs a questionnaire on the satisfaction of Chinese tourists traveling to Thailand, and then investigates, analyzes and studies the satisfaction of Chinese tourists traveling to Thailand mainly through the fuzzy comprehensive evaluation method, The effectiveness of fuzzy comprehensive evaluation method is verified by IPA method and the main problems existing in Thailand's tourism industry are found out, and relevant suggestions are put forward. The main conclusions are as follows:

The overall satisfaction of Chinese tourists to Thailand is relatively high, and a large number of tourists will choose to revisit. Thai tourism has a good reputation in China.

Chinese tourists pay more attention to the humanistic value of Thailand's tourist destination than the tourism project itself. In addition, the rationality of tourism shopping price, the convenience of transportation and the infrastructure of scenic spots also significantly affect the overall satisfaction of Chinese tourists with Thai tourism destinations.

The advantages of tourism development in Chiang Mai, Thailand lie in rich natural resources, beautiful scenic spots, simple folk customs, and delicious Thai food. The disadvantage is that the transportation is not convenient, and the service needs to be improved.

This paper puts forward some suggestions on the strategies to improve the satisfaction of Chinese tourists to Thailand. It includes mainly excavating the cultural connotation of tourism resources, enhancing the richness of tourism projects and tourist participation, standardizing the tourism shopping market, improving the price mechanism, strengthening infrastructure construction,

improving urban transportation, improving service quality and advocating local residents' hospitality and so on.

Research limitations

This paper studies the characteristics of the importance of satisfaction with Chinese tourists for investigating tourists' entry-exit behavior and tourists' motivation conditions. Because the author's theoretical and implementation level are limited, and it is difficult to collect relevant data and research, the research of this paper is not deep enough, and there are many aspects that need further research, which are reflected in the following aspects:

The survey questionnaire is mainly distributed in places with dense personnel exchanges. Due to the influence of time conditions, the time to participate in the survey is short and, in a hurry, which leads to the inaccuracy of the survey questionnaire.

The exploring of influencing factors affecting tourism satisfaction are not enough, and the questionnaire survey and analysis can only summarize some decisive factors affecting tourists' satisfaction. For example, Chinese tourists' perception of climate conditions, weather conditions and other undetected factors may affect tourism satisfaction. We still need to further investigate and study what causes the low satisfaction of tourists.

As I am a Thai student, my Chinese expression ability and written language application ability need to be improved. Therefore, there are some unclear problems in the collection of the survey questionnaire. For example, the oral expression for the questions in the questionnaire is not comprehensive enough, resulting in the incomprehension or even misunderstanding of the investigated objects, which affects the accuracy of the survey and research. In addition, in the data collection of the returned questionnaire, due to the language barrier, the survey data can not be accurately and timely (Parasuraman, 1988) summarized, which has a certain impact on the quality of completing the questionnaire and the effect of the survey and research.

Research prospects

Future research can be considered from the following aspects:

(1) Improve the index system so that the index system can better convey the real satisfaction of tourists. Because there are too many factors affecting

Chinese tourists' tourism satisfaction in Thailand, it is difficult to include them in this paper. Therefore, future research can add more useful indicators on the basis of fully understanding the tourism behavior of Chinese tourists.

Use more scientific and objective methods to determine the authority of indicators. In this paper, the expert scoring method is used to determine the authority. Although the authoritative experts select to score, it is still difficult to ensure objectivity. Future research can use factor analysis, AHP and other methods to determine the authority.

Increase the number of samples to make the samples more representative. Due to the limitation of personal ability, only 300 questionnaires were distributed, and they were distributed in a short time. Future research can increase the number of questionnaires. In the distribution of questionnaires, they should not be distributed in a short time, but in various seasons or even in a variety of ways.

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