

Thai Language is a Factor Affecting The Selection of Chinese Travel Companies to Visit in Thailand

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Abstract: *The study of behavior and factors affecting the selection of Chinese tour operators for Chinese tourists visiting Thailand. Is a quantitative study (Quantitative Research) Population Studies The instruments used in the study were statistic questionnaire used for data analysis, percentage mean, chi-square test, and regression analysis. The study indicated that 400 respondents. Mostly female Age between 21-30 years old. There are other professions such as agriculture. Monthly income is over 33,500 baht / month. Tourism behavior of Chinese tourists to Thailand. I found most of friends traveling most.*

Traveling by the convenience of self-management to find information to travel to Thailand from the acquaintances. Traveling to relax and spend on other types of souvenirs such as Thai food, dried fruits, and most fruits. Most of them prefer to stay at the hotel, and most of them want to come back again and spend more than 100,000 baht / visit. The marketing mix factors affect the tourist behavior of Chinese tourists. To come to Thailand. According to studies, it has been found that The overall picture is very agreeable in all aspects. Product price aspects of distribution channels. Marketing promotion Person or employee Process And the creation and presentation of physical characteristics. Suggestions for travel managers should include new attractions at discounted prices. There should be a wide variety of travel agencies, such as self-contact, telephone, e-mail, etc. There should be more books or supplementary knowledge about Thailand or tourist attractions.

Service personnel and guides should have a good understanding of the needs and the needs of each customer. The confidentiality of the customer should be maintained and the customer's recommendation to improve the service. Travel agents should make a variety of package tours.

Keywords: *factor, affecting, behaviour.*

1. Introduction

Tourism is an important industry for the economic and social development of the country. Because the tourism brings revenue into the country several hundred billion a year. It also has a tendency to become more important in the future. This is because international tourism can earn money in the international currency to help offset the country's deficits due to trade deficits. Domestic tourism also stimulates investment in the production of goods and services, which helps create jobs, create jobs and distribute income to all levels of the profession. Therefore, it is necessary to pay attention to develop and promote tourism into a tourism industry that can effectively meet the needs of tourists. To attract foreign tourists to come to Thailand and bring income from tourism to the country to). To attract foreign tourists to come to Thailand and bring income from tourism to the country to flourish

The tourism industry is considered to be a large and rapidly growing service industry. The industry is driven by a multitude of business partnerships, including food and beverage, transportation, travel, beauty and health and hospitality. Currently, the tourism industry is a global economic industry. Because it can generate huge income for the country, it can also create jobs for the people of the country as well. Since 1997. The state began to focus on the tourism industry, Thailand has several strengths that can compete with other countries in the regional government is paying attention and policy support to come on tour. Thailand is known as to the purpose

and destination of tourists from around the world by providing campaigns such as "Amazing Thailand" to pull off. The foreign tourists and "Visiting a new heart in Thailand sustainability" to encourage tourists to travel in Thailand, so Thailand.

From the past statistics. Thailand has a large number of foreign tourists from all regions of the world. The number of foreign tourists is a market that is very much interested in the market is. Chinese tourist markets, global organizations and agencies in many countries around the world place importance on the People's Republic of China as a potential market for both the manufacturing and service industries.

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Since it is the most populous country in the world, it is about 1300 million people, and China is likely to have more purchasing power due to higher incomes. This makes China one of the potential markets as a major global exporter. Many countries are urgently urging Chinese tourists to come to their home countries because they are well aware of the buying power market and tastes of Chinese consumption, especially in big cities such as Shanghai, which has grown exponentially in line with economic growth. Population Thailand is the first overseas tourist market of Chinese, Thai culture, Thai food and Thai tourist attraction quite prevalent among Chinese.

From above It can be seen that the number of Chinese tourists traveling to Thailand has a high growth rate. Tourism needs to be adjusted to attract more Chinese tourists as well. There are direct flights from many cities in China to Thailand. The decision to cancel visas for Chinese people to come to. Thailand, Japan, Korea, Taiwan, as well as Russia. It is evident that above the Chinese tourist market is a fast-growing market, with Chinese tourists traveling out of the country increasing every year due to the economic expansion. The country and the Chinese government began to allow more people to leave the country. Thailand is especially geographically close to ethnicity, traditions and culture, so it is easy for travelers in Thailand to visit China. the findings tourist market in Asia.

2. Purpose of Study

To study the behavior of Chinese tourists traveling to Thailand to study the factors affecting the choice of Chinese tour operators for Chinese tourists to visit Thailand.

2.1. Hypothesis of Research

Different personal information affects the Chinese tourist's traveling behavior in Thailand. Different marketing mix factors correlate with tourist behavior of Chinese tourists in Thailand.

Scope of content studies The study investigates the factors affecting the selection of Chinese tour operators by Chinese tourists to visit Thailand, based on consumer behavior and marketing mix, including product, price, promotion, marketing and channel. Distribution the study population of Chinese tourists traveling to Thailand.

3. Result Study

A study of factors affecting the selection of Chinese travel companies to visit in Thailand is a quantitative study. (Quantitative Research). The data were collected by means of 400 questionnaires. The questionnaire was completed with 400 copies. The results were analyzed in the following order.

Marketing Mix Factors

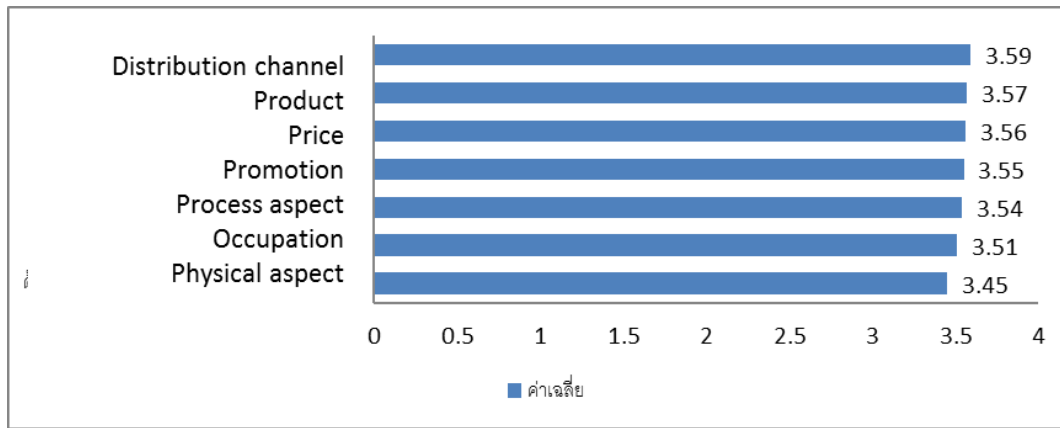


Illustration showing the marketing mix factor.

From the illustration The study found that the marketing mix. The overall picture is very high. The distribution channel ($\bar{x} = 3.59$) on the product ($\bar{x} = 3.57$) in terms of price ($\bar{x} = 3.56$) was significantly higher in marketing promotion ($\bar{x} = 3.55$). Process aspect ($\bar{x} = 3.54$) and occupation ($\bar{x} = 3.51$), and physical aspect ($\bar{x} = 3.45$).

The study indicated that Most people choose a travel agency to visit in Thailand, considering the product and distribution first. Because the products and distribution will be a good incentive for tourists to choose a travel agency to travel to Thailand.

Education Factors affecting the selection of Chinese travel agents to travel in Thailand. Objective: To study the behavior and factors affecting the selection of Chinese tour operators to visit Thailand. (Quantitative Research) Independent variables are sex, age, education level. Career and income per month Marketing mix factor, product price, distribution channel Marketing promotion Person or employee creating and presenting the physical and procedural aspects. The behavior of Chinese tourists traveling to Thailand using the questionnaire as a tool to study. Statistics used are percentage, mean, standard deviation, analysis. Chi-Square and Regression Analysis

3.1. Summary of Personal Data

There were 400 respondents. It was found that mostly female. The age is 21-30 years. The education level is lower than the bachelor degree, there are other professions such as agriculture. Monthly income is over 33,500 baht / month.

Travel behavior of Chinese tourists to Thailand. It is found that the tourist behavior of Chinese tourists to visit most of Thailand to travel with most friends. Traveling by the convenience of self-management to find information to travel to Thailand from the people. Travel to relax and spend on buying other souvenirs, such as Thai food, dry food, fruits most popular at the hotel and want to travel again and travel expenses. Travel more than 100,000 Baht / time Marketing Mix Factors Affecting the Selection of Travel Agents in Thailand of Chinese tourists according to studies, it has been found that The overall picture is at a high level, consisting of product prices, distribution channels. Marketing promotion Personnel and staff Process The creation and presentation of physical characteristics. The details are as followsThe overall picture is very high. It consists of the availability of accommodation and the provision of tourist programs, as well as full tour guides as they appear in the tourism program, at a high level, respectively.

The overall price level is very high. Comprised of travel agencies, they provide the services that are most suitable for the services provided by the clients and tour operators. The distribution channels were at a high level. The tour operator has a variety of services to provide easy access to the service, such as online services, newspapers, brochures, and so on. Clear changes in all media channels of the company and a clear timeline for contacting the tour operator. In the high level, respectively.

The marketing promotion aspect was at a high level. Comprised of tour operators, special promotions are created to attract tourists. Have bag or souvenir for customer and have insurance, accident, insurance, damage and loss of customer property. In the high level, respectively. Personnel or staff at high level, including staff and guides, can solve problems for members quickly, and service staff and guides are interested in each customer well. In the high level, respectively. The process of integration is at a very high level, consisting of the ability to fulfill all customer agreements. In the high level, respectively.

The creation and presentation of the physical appearance is very high, consisting of the decoration of the outside location is beautiful and interesting, and the travel agency has prepared a variety of travel packages. In the high level, respectively.

Discuss the results of the study. Suggestions from the study. Education Factors affecting the selection of Chinese travel agents to travel in Thailand. The study suggests that:

Product side Tour operators should arrange travel programs that are appropriate for the duration of the tour. Companies should have travel documents. Show many details thoroughly. Travel agents of tour operators should present new attractions at discounted prices and should have a clear tour price and follow the respective packages. Distribution channels Tour operators of the travel agency should have a wide range of contacts to travel agencies, such as self-contact, telephone, e-mail.

For marketing promotion, the travel manager of the travel agency should have a book or supplementary knowledge about Thailand or other tourist attractions. For tourists to read. To understand Personnel or staff, tourist managers, tour operators, service staff and guides should have the knowledge and understanding of the needs and the ability to respond to each customer's needs appropriately and resolve the problem.

Process Travel agents should have a good deal of customer confidentiality and customer feedback to improve service. Can provide useful advice to tourists. To create and present the physical characteristics, the travel manager of the tour operator should select a clean place. There is good service and a legitimate tourist.

4. Suggestions for the Next Study

This study investigates the factors influencing the decision of choosing Chinese travel companies to visit Thailand. Therefore, the next study should isolate the study of tourists from other countries so that the results can be further improved in the tourism.

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