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STUDY THE PROBLEMS OF CHINESE TOURIST'S BEHAVIOR WHILE TRAVELING IN THAILAND AND GUIDELINES OF TOUR GUIDES SERVICE

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ABSTRACT

Abstract— The research was aimed to study the Study the Problems of Chinese Tourist's Behavior while Traveling in Thailand and Guidelines of tour Guides Service. Questionnaires and collecting data from 400 accidental samplings were used. The data was analyzed by Frequency Table and Percentage.

The results found that most of tour guides in Bangkok were males 72.25 percent, aged between 31-40 years 33.25 percent. and 60.25 percent of them were single. The most experience in conducting tour were 5-10 years, 35 percent. The behavior most reported from tourist attractions was speaking with a loud noise to disturb the others 28.25 percent. The behavior also most reported from hotels was making a loud noise 31 percent. The frequent behavior tour guides found during they having meals was speaking and eating loudly 44.75 percent. The frequent behavior while shopping souvenirs was discounting to get the most value 52.5 percent.

The guidelines for tour guides in giving services to Chinese tourists and make them realize what they should do to decrease any conflicts as a whole are in the following: give advices concerning prohibited and allowed regulations in advance, ask the cooperation in using their voice suitable for time and place, explain about Thai culture what they should behave, make them understand about universal etiquette and tradition, warn and insist them to have good manner on buses, shop, restaurants, tourist attractions and accommodations including ask them to keep clean and dispose of garbage in the places provided.

Keywords— Chinese tourists 1, Guidelines of service 2, Problem of behavior 3

INTRODUCTION

Tourism industry is the main industry generates the increasing revenue to Thailand every year, especially foreign tourists market growing in both of quantity and income obviously. It is a highly expanding industry, a vital role for economic and social system of Thailand, a major source of income bringing about foreign currency, jobs and distributing prosperity to the regions. This leads to the adaptation in line with various situations and the quality and sustainable growth of Tourism of Thailand with competitiveness in the global market reflecting on the GDP of Thailand in 2016 at 14.36 trillion baht representing 17 percent of total GDP or 2.51 trillion baht while the majority of the revenue comes from foreign tourists at 65 percent or 1.64 trillion baht. [1]

Based on world tourism situation of the first quarter of 2017, the number of world tourists is estimated at 274 million while Europe is the most popular tourist in the world. In addition based on tourism situation in Thailand in the first quarter of 2017, the number of destination foreign tourists increases by 0.41 percent with the increasing revenue by 1.94 percent compared with that of the same period in previous year due to the increase of the average cost per person resulting from the positive factors including the low airfare, and the tending strong currency of US dollar and Euro including the increasing number of domestic routes of low cost international airlines. [2] Moreover, the tourism campaigns in 12 must-not-be-missed Cities and 12 must-not-be-missed cities + lead to the total number of tourists at 12.13 million or the increase of 7.47 percent in the first quarter of 2017 compared with that in the same period in the previous year with the revenue of 34,361 millions baht. [3]

It is worth keeping an eye on the fact that Chinese tourists are still classified for the world tourism in the year 2017, seen from the Chinese New Year period (January 28 - February 1, 2017) when China News's website

has identified the number of Chinese tourists traveling abroad was 6.16 millions, an increase of 7 percent over the same period of the year 2016. The most popular destination for Chinese tourists is Thailand, with 2.5 hundred thousand of Chinese tourists, an increase of 10.8 percent over the same period of the year 2016 leading other countries in Asia such as Japan, Singapore, Malaysia, South Korea, Indonesia, Philippines and Vietnam. Phuket is the important marine attraction of Thailand with an increase by 15 percent of Chinese tourists' spending compared to that in the same period of the previous year. For other countries, such as the United States, it was a rise from No. 8 to No. 3 as well as Australia, surpassing countries in Asia to be No. 5. With over 2.5 hundred thousand of Chinese tourists during the approaching Chinese New Year period, or it can be said that 20 percent of Chinese tourists visit Australia at that time, especially Gold Coasts which has been the most popular city. [4] It shows that the behavior of some Chinese tourists still relates to the preference of the tourism in the form of sea, sand and sun. [5]

Meanwhile, new forms of behavior including information sharing and the perceptive behavior like words of mouth through social network lead to a popular trend. For example, the Chinese film *Lost in Thailand* becomes a trend attracting more than 3 million Chinese tourists to Thailand in that year. This trend also enables a continuous increase in online travel information retrieval, as well as online ticket and accommodation reservation. [6]

It takes only more than two decades for this kind of jump, and from now on, rapid changes in Thai tourism will continue in terms of not only the numbers of visitors, but also the structure of tourists and the travelling patterns tending to become greater impacts than the previous changes resulting from the Chinese tourists' driving forces. It is, therefore, necessary to study and monitor closely the changes of Chinese tourists for the efficient preparation for the expected changes. That is because at the final point in case of the influx of Chinese tourist, the operation without any careful preparation will lead to problems and harm to Thai tourism image. [7]

However, the travelling behavior of Chinese tourists caused various problems during the past years may cause unending problems to communities and local people. These problems include Chinese tourists catching a seagull to selfie causing the bird's broken wings [8], climbing into the zoo and being mauled to death leading the shot dead at the tigers by the officers [9]; letting children empty their bowels on the beach [10], and pass urine in front of the ordination hall [11], taking a pre-wedding in central of street in Phuket [12]; not paying for meal and claiming that it is too expensive and ice is not free [13], playing card at Suvarnabhumi Airport [14], and washing feet in the basin at Phi Phi National Park [15], etc. It is, therefore, necessary for the related agencies or people to get the insight into these problems and find measures for the prevention of such things caused by the increasing numbers of tourists every year.

From the points mentioned, the study of problems concerning Chinese tourist's behavior while traveling in Thailand and guidelines of tour guides services is conducted to get the insight into the current situation and tourist behavior, and to seek the prevention and solution to the problems so that the Chinese tourists are satisfied while visiting Thailand. Meanwhile, the relevant will get mutual benefit and understanding among all parties.

I. DETAILS EXPERIMENTAL

The study of problems concerning Chinese tourist's behavior while traveling in Thailand and guidelines of tour guides services is a quality research. The questionnaires are used to collect data from 400 samples selected accidentally including tour guides used to be responsible for serving inbound Chinese tourists to gain the demographic of tour guides and problems concerning Chinese tourist's behavior while visiting Thailand including guidelines for the prevention and solution to such problems.

1.1 Validation of the Research Tools

The questionnaires were verified by 5 experts in tourism to validate the accuracy of questions to find out IOC, and the questions were edited as suggested with IOC higher than 0.5. The improved questionnaire were tried out by 30 tour guides excluding the samples to find out the objectivity and precision of the questions with the reliability of questionnaires by Cronbach's alpha coefficient at 0.967

1.2 Data analysis

Data analysis of quantitative and qualitative research is focused on logical data analysis based on the causes and effects taken from the questionnaire. The procedure was as follows:

1.2.1 Basic data analysis of the respondents (Demographic characteristic)

Includes gender, marital status, ages, and experience in tourist’s tour guiding using Mandarin Chinese language to operate Chinese tourist’s tour guiding in Bangkok. The data was analyzed by Frequency Table and Percentage.

1.2.2 In terms of the open-ended questions concerning the data analysis about obstacles and problems of Chinese tourist’s tourism behavior while visiting Thailand and the prevention and solution to the problems.

The data was analyzed by dividing the questions into 4 parts relating to Chinese tourists’ behavior found in a particular place including guidelines for the prevention and solution to such problems taken from tour guides with the help of the relevant agencies from the guides’ aspect. The data taken from the interview was analyzed by Descriptive Analysis of Triangulation.

1.3 Hypothesis

There is no correlation between traveling and using services at different places and the behavior of Chinese tourists.

Statistics were used as follows:

1.3.1 Percentage and mean

Are used for describing basic information of respondents (Demographic characteristic) of Chinese tourist’s tour guides using Mandarin Chinese language to operate Chinese tourist’s tour guiding in Bangkok.

1.3.2 In terms of the analysis of qualitative research data

The analysis of qualitative research data relating to the obstacles or problems of Chinese tourist’s tourism behavior while visiting Bangkok and the prevention and solution to such problems including tour guide’s guideline for the prevention and solution to such problems with the support of the relevant agencies in the view of tour guides, the descriptive statistics of Triangulation are employed.

II. RESULTS AND DISCUSSION

2.1 Results

The findings point out that most of the samples or 72.25 percent include male tour guides in Bangkok with ages between 31-40 years at 33.25 percent and 60.25 percent of them were single. The longest touring experience was 5-10 years, 35 percentages. The main occupation of 81.75 percent of them includes tour guides.

**Table 1
Number and percentage of background information of the respondents**

Background Information	Number	Percentage
Gender		
- Male	289	72.25
- FeMale	111	27.75
Age		
- 21-30 Year old	87	21.75
- 31-40 Year old	133	33.25
- 41-50 Year old	112	28
- 51 Year old and above	68	17
Status		
- Single	241	60.25
- married	159	39.75

The longest touring experience		
- Less than 2 years	45	11.25
- 2-5 years	96	24
- 5-10 years	140	35
- 10-15 years	76	19
- More than 15 years	43	10.75
Characteristics of the Guide		
- main occupation	327	81.75
- Part time	73	18.25

In terms of the problems of Chinese tourists' behavior which were complained or encountered by tour guides, and the guidelines for the solutions and prevention including tour guides' services, the questions were divided into four parts as follows:

Part 1 The findings of 113 respondents, equivalent to 28.25 percent indicated that Chinese tourists' behavior which was found and complained frequently at tourist attraction sites includes the frequent Chinese tourists' loud talk annoying others despite in their close encounter. Tour guides should, therefore, remind them of the use of voice in each place.

Part 2 In terms of the findings relating to the problems concerning the Chinese tourist's behavior in the hotels, it is found that 124 respondents, equivalent to 31 percent indicated that the major problem includes making loud noise which is the result of the Chinese habit of being enjoyable. Among groups of friends, the loud talk and laughter will be common to show endearment and good atmosphere. It is, therefore, usual on the roads and in hotels in China to experience the bustling atmosphere. The Chinese people feel strange and unfamiliar when silence is required throughout their journey. In this case encountering Chinese tourists speaking loudly or yelling at shops or any places by tour guides requires understanding due to their habit without any intention to annoy anyone. However, the explanation about the public consciousness, and the use of modest of voice at some particular places are required by tour guides. That is because some places need silence and being in public with loud noises or without respect to places may bother others. It is, therefore, a must for tour guides to notify the Chinese tourists of the prohibitions and regulations concerning the use of a modest tone. This occurs not only in Thailand, but also everywhere in many countries around the world. As some unwelcome announcements of Chinese tourists can be found in many places. This causes Chinese people's dissatisfaction, and some apologies from China are required. It is advisable that tour guides should explain and advise all rules and regulations of the hotels to Chinese tourists in advance and the remind of the use of low voice in public should be included to avoid disturbing other guests.

Part 3 The analysis results of data concerning the frequently found misbehavior of Chinese eating habit revealed by 179 respondents, equivalent to 44.75 percent include the loud talk and noisy table manner without consideration of others nearby. That is because the Chinese eating culture values lots of dishes of food placed on the table to represent wealth and abundance. In addition, in some cases, taking away some food causes problems in hotels providing Buffet dining due to the mis-conduction of the hotel's regulations and the insufficient of food for other guests. Moreover, bad eating manners, namely loud noise, piggish, belch, and leaving scrap food on the table may cause disapproval for Thai and other guests who disapprove of talking with food in the mouth which is regarded as being impolite and uncultured. In contrast, based on Chinese culture, belch is sound of heaven praising the taste of food. It is, therefore, necessary to inform Chinese tourists about this point of cultural difference in terms of table manner. For example, talk on the tables while food in the mouth is regarded as impolite in international culture, and this manner should not be done in public. The solution to this problem is taking Chinese group tour to dine by tour guides in Chinese restaurants or Chinese owned restaurants or restaurants willing to serve Chinese tourists.

Part 4 The analysis results concerning frequent misbehavior of Chinese tourists during souvenir purchase revealed by 210 respondents, equivalent to 52.5 percentages point out that Chinese tourists would bargain for the worth of money. Most Chinese tourists value the quality of Thailand's products which are worth every Baht and every Yuan paid especially seafood and Thai fruits. Most of the souvenirs frequently purchased by Chinese tourists include processed food, baby food, health food, pharmaceutical products, cosmetic products, ornamentation, furniture, processed snack which are made from Thai fruits, milk pellet, powdered milk, fresh fruit, dry fruit,

juice, fresh coconut and processed coconut, traditional medicine (herbal inhaler, pain reliever, anti-mosquito bite, mosquito repellent) herbal shampoo, herbal soap, skin care products, spa, seasoning, jasmine rice, etc. In addition, the daily life products, the products offering a comfortable lifestyle and premium products such as audio and television sets, refrigerators, dishwashers that are not yet widely available in China, etc. are purchased.

Guidelines for the prevention and solutions of the problems caused by Chinese tourists and the involvement of the relevant agencies based on guides' aspects.

Based on the data taken from 400 samples responding to the interview forms including tour guides operating guide tours in Bangkok for Chinese tourists, apart from problems to be solved by the tour guides, in terms of the part relating to Department of Tourism, the tour guides point out that the quality development of tour guides and travel agencies should be provided in terms of focusing more on the content of tourism, rather than on shopping or selling option tour to gain advantages on the tourists. Law enforcement should be taken seriously on travel agencies and tour guides operating low quality tours. Attractions should be renovated and managed seriously by various organizations for the sustainability of the tourism industry. Moreover, strict monitoring on illegal tour guides and fake guide cards should be enforced. In addition, the solution to the problem of Kick Back Tour includes setting up a minimum price to eliminate low quality tours. However, the fewer the problems of Chinese tourist misbehavior could be reduced, the more quality Chinese tourists would come to Thailand. Department of Tourism should, therefore, participate in setting rules and organization in tourist attractions most visited by Chinese tourists by providing officers responsible for facilitating the tourists, and being translators and providing organization in charge of the attraction sites including providing security with severe measures for the punishment of tour guides or tourists misconducting the rules with black lists of unwanted tourists to enforce the tourists with misbehavior. In addition, the measures promoting the well-being of tour guides should be set up so that the tour guides will not have to force, exploit, and sell option tour to tourists. Department of Tourism should, also, provide additional Chinese language training by enlisting the training courses with screening system for those who serve as tour guides and tourists before taking tours. The priority should be placed at main tourist attractions to ensure the insight into the regulation and the smoothest operation leading to the safety and the environmental protection of those sites forever.

Moreover, some suggestions from tour guides include making signs or brochures in Chinese language to introduce places and notify the prohibition, Do and Don't with penalty in each place. These direct warnings to the Chinese tourists will lead to the insight and the cooperation and the care of these tourists. In addition, Department of Tourism should educate relevant entrepreneurs, personnel in travel agents, hotels, restaurants, gift shops, tourist attractions relating to Chinese tour about the cultural differences of Chinese tourists. The meeting and discussion to find out solutions with these working people should be conducted prior to the occurrence of the problems. Any legislation to keep peace and order should be conducted by relevant experts of each field otherwise the legislation may cause confusion or chaos, and unclearness affecting the operators and image of tourism like some problems arising nowadays.

In terms of Tourism Authority of Thailand (TAT), the overall of respondents reveal that TAT should create more advertising on various channels both domestic and international media to promote Thailand to attract more people to visit by distributing advertising of Thai life style and culture to create the better understanding of the tourists. Relevant agencies must look after things, give advice, educate, explain the tourists about what is good Thai culture, what should and should not be done by using the Chinese actor/actress or singer as a presenter to promote Thai tourism to be a good model during the travel with proper code of conduct, etiquette, culture and lifestyle together with what is against to Thai culture and good lifestyle.

In terms of tourist police, the overall of respondents indicate that the facilitation and operation of the tourist police at the crossroads to keep order are required while the close monitor of tour guides for wrongdoing should be eliminated so that the tour guides will not have to worry about that and can concentrate on taking care of their tourists smoothly.

Finally, the respondents advise that the collaboration of all organizations should be integrated to find out solutions immediately. The collaboration of all related organization is required to take care, promote, and protect tourism. Creating a systematic linkage of tourism information with tourists including Tourism Authority of Thailand, Department of Tourism, tourist attractions, restaurants, travel agencies, etc. in order to prevent and solve the problems promptly and promote Thai tourism industry to international customers is also needed. Reducing unnecessary regulations to fewer steps will decrease any conflicts. Income that obtained from Chinese tourists is

at first, so all organizations should collaborate. Based on the tourists' view, the competition by cutting price of tour companies, souvenir shops including too many regulations of tourist attraction sites could certainly ruin the image of tourism.

2.2 Discussion

The study of problems concerning Chinese tourist behavior during traveling in Thailand at tourist attractions, restaurants and hotels includes speaking loudly, fussing, annoying others, talking loudly even close to each other. Sometimes it looks aggressive due to many Chinese tourists' inexperience of travelling abroad, the lack of knowledge concerning culture of other country. Sometimes they do not realize that their behavior is inappropriate because of the familiarity they have made at home. This has led to some anti-Chinese tourists at some places, and it is well known that characteristics and behavior of Chinese tourists are one of the most chaotic nations in the world. Also, they present their impolite manner such as jumping the queue, or standing as a group in front of the check-in counter and belt or baggage or any places. It is common if they are in China. Chinese tourists will talk and eat loudly and disorderly, and do not care others. It is in line with the research of Sasithorn Chetanont (2013) pointing out that the personality, habit, and behavior of Chinese tourists are well known as one of the most chaotic nations in the world, and shown impolite manner, speaking loudly and sometimes aggressive. Cultural Sensitivity is both a threat and an opportunity for the tourism industry to be recognized, especially in the era of information technology developed widely. [16]

Moreover, in referent to the research of Dr. Kornwan Sanghakorn and the group (2016), it is found that most tourists suffered from cultural differences, leading to a lack of understanding between tourists and local people, and the different language as well. The lack of publicity signs in Chinese language, knowledge of Thai society's regulation and the laws of Thailand such as traffic rules, as well as Chinese tourists suffered from trick of buying low quality products. If there is an understanding from both tourists and local people, it will make Chinese tourists happy to travel in Thailand and Thai people are willing to welcome Chinese tourists. [17]

In addition, it is related to the research of Srisuda Wanapinyosak (1985) revealing that when a number of Chinese tourists travel a lot, it can be many problems and misunderstanding. The main reason is the differences of culture, custom, lifestyle and well-being of both countries. It causes uncommon life and become a social impact, unwanted behavior and makes local people dissatisfied. Different cultures can be classified in many aspect for example culture of communication, culture of eating, culture of getting a queue, culture of dressing, culture of using and cleaning in bathroom. [18]

III. CONCLUSIONS

The findings point out that a large number of Chinese tourists visiting Thailand lead to positive effects on the economy but at the same time they affect Thai society and tour guides' working due to the differences of culture such as speaking loudly, fussing, overtaking, eating, spitting, etc. These problems can be prevented and corrected in accordance with the experience provided by the guides including serious awareness and the integration of various cooperation to prevent and solve problems by people and organization involved to increase the understanding from all parties for the sustainability of the tourism industry, especially Chinese tourist market group.

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