CHAPTER 5
CONCLUSION

5.1 Conclusion

The study of the effect of Thai television soap opera on Chinese traveler was accomplished by prostheses structured for the conceptual framework which focused on the reason of Chinese travellers coming to Thailand after watching Thai soap opera. A literature review was also carried out including past research, Concepts and current issues with soap opera. The Data was collected via 200 questionnaires form Chinese Who travel to Thailand and people who live in Yunnan province. It was found that most of respondents were female in age of 19-25 years old with bachelor’s degree, and they are students. The most respondents think major theme of the Thai television soap opera love story (happy ending), and the beautiful beach and island is shooting location which attract them.

As a result of this research, there are many reasons for Chinese people choice Thailand as a tourism dentation. Thailand also has high level quality of hotel and resort in service industry.

5.2 Recommendation

Form the results of this study, the researcher provides recommendations that emerge based on the main results of this research Thai television soap opera also should be improved the
more tourism attraction to the TV audience. The recommendations for future study are suggested as follow:

1. Future research could be to restudy the same topic by conducting an object study of this research in how to improve Thailand as tourism form Thai television soap opera.
2. The future research should be to explore the effects of Thai television soap opera to all travellers who come Thailand.