ABSTRACT

The purpose of this study is to understand how Chinese travellers perceive Thailand as a destination and determine how their view of Thai elevation soap opera affects their perceptions to travel to Thailand. The results of this study indicated that the knowledge of Thailand was very limited. Overall, respondents agree most that Thailand is a place with different food, architecture style, culture, and lifestyles and where beautiful natural sceneries and good beaches could be found.

Thailand is a famous tourism destination in the world, and with Thai television soap opera play in China, more and more people travel after watch film or TV soap opera, such as Korean soap opera. People visited Korean for go to shooting location for feel the scene. Like Island, coffee shop and etc.