# THE STUDY OF PROMOTION OF FILMS AND TELEVISION PROGRAMS IN AYUTTHAYA AND XI'AN TOURISM

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# Abstract

The first aim of this research was to find out whether the destination attributes of Ayutthaya and Xi'an can promote film and TV programs making in their respective regions and this has required detail analyzing of literature review and data collections. The second aim was to check the film and TV series making can increase tourism in both regions and has required detail analysis of research findings.

At present, people are exploring different horizons in tourism. Films and TV programs are actually promoting tourism industry directly or indirectly and are becoming integral part of economic development. Filming certain locations and presenting it with the help of movies, videos and series getting attentions from people and encouraging them to choose their next destination spot.

This paper is partly descriptive and partly explorative and the date collection is gathered from both primary as well as secondary sources and well supported by the Crompton push and pull model of motivation. The sample size was 400 including 200 Chinese respondents and 200 Thai respondents. After data analysis, the results is 71.3% people think the destination attributes of Ayutthaya and Xi'an can promote film and TV programs making in their respective regions; 77.9% people think the film and TV series making can increase tourism in both regions.

**Keywords:** Ayutthaya destination attributes, Xian destination attributes Film and TV programs

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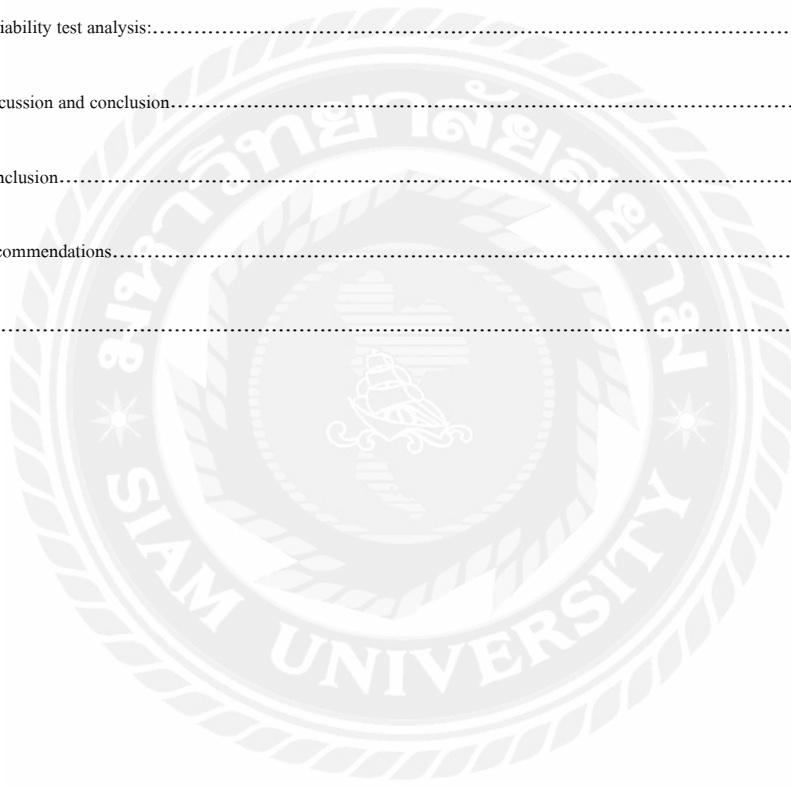
Last but not least, I' d like to thank all my friends, for their encouragement and support.

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Chapter 1

1. Introduction

1.1 Introduction and Background

In today's scenarios tourism industry has surpassed all cliché forms of tourism and has reached to a new and innovative way to visit different places. In recent times tourists are getting highly influenced by the films and television programs in order to select their new place for travelling and this doesn't happen with any tourism promotion strategies or campaigns but due to the films and television programs which show the images and videos of destinations. This concept can also be described as film-induced tourism in which the tourists choose destinations according to the attributes which they do see in films and television programs (Hudson & Ritchie, 2006). Gartner 1989; Echtner & Ritchie 1991) have also explained in this context images and sceneries in movies and TV programs play a very important role regarding the selection of place to visit and it helps in decision making process also. Chon 1990 in simpler ways explained that the more approving the image leads the higher chance of selecting the destination. Butler in 1990 also explained that films and television programs can impact on the travel inclination of those who reveal to

the destinations characteristics and produce an affirmative destination image through their portrayal.

Schofield 1996 indicated that films and television programs induced tourism to speedily become modish among audiences. Films and Television programs can offer great amount of knowledge of definite facets of the country or areas such as nature, culture, locations, events and people which can generate an interest towards the country and if the interest is positive and favorable which forefront to an actual visit to the country or the areas (Iswashita, 2006).

This research study probes the impact of films and television programs in order to increase and promote films and TV programs persuade tourism and regarding that two different locations such as Ayutthaya province in Thailand and Xi'an province in China which are not much explored and featured were selected. The reasons to select these two locations for the study as because Ayutthaya, which is located in the central part of Thailand, has various spots such as historical study center, museum, temples and monasteries, ancient monuments, grand ancient palaces, arts and crafts center, elephant camps. There are various festivals and fair held annually in Ayutthaya. It has a very strong history behind which can be ideal contents for any film and TV programs makers to cater the information and present it

to the larger audiences through Films and TV programs and this will definitely increase and promote films and TV programs tourism. These characteristics are illustrated and explained in more detail in (chapter 2).

1.1.1 Ayutthaya

Ayutthaya, located in central Thailand, is an ancient capital and modern city in the Central Plains of Thailand.Ayutthaya is 80 km north of Bangkok, Chao Phraya River, Lopburi River, Pa Sak River interchange, surrounded by the Chao Phraya River. According the Indian epic Ramayana records self defense city, named Ayutthaya. Sanskrit means a city will not be destroyed.Ayutthaya, a ancient Thailand capital which has long history , and in 1347, Sukhothai dynasty decline, King Uthong built the kingdom of Ayutthaya, taking Ayutthaya as the capital, to declare independence, from plain to Thailand. Soon the Kingdom of Ayutthaya swallowed Sukhothai dynasty.

Ayutthaya in the present day has prospered into a major food tourism destination with a density of high quality Thai restaurants and the Thai-Chinese styled rice noodle soup shops, an abundance of local food souvenirs in the river markets and food festivals along with a plenty of events to attract tourists. From the interviews and

observations, the result found that Ayutthaya is absolutely a food destination for gastronomic tourists and the city illustrates its success through these concepts: 1) presenting food as a means to create cultural capital and social status, 2) developing a density of local food product which results in a tourism eating and shopping experience, 3) creating a local authentic promise based upon good quality and fair pricing, 4) creating a unique food product better than that found in other regional food destinations, 5) local entrepreneurs seeing themselves as being involved in tourism and 6) tourism providers focusing on food as a point of difference.

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other regional food destinations, 5) local entrepreneurs seeing themselves as being involved in tourism and 6) tourism providers focusing on food as a point of difference.

The reign of the Ayutthaya, which began in 1350 and ended in 1767, lasted 417 years, with a total of 33 monarchs.The kingdom of Ayutthaya was conferred the title of Siam by the government of the Ming dynasty in China, and the King Uthong was conferred the title of King of Siam.In the 16th century, Ayutthaya was one of Asia's most prosperous cities, nearly 1 million population.Ayutthaya was greater than London, Paris at the same period.There were a good deal of businessmen from all over Europe, the Middle East and Asia in the market . In 1767, the Burmese army captured Ayutthaya,.Ayutthaya was underwent a catastrophe.The fire destroyed most of the buildings, and population dropped to thousands of people.A lot of glorious incomparably and beautiful palaces and temples were destroyed, only leaving smoldering rubble,.Ayutthaya dynasty perished.

Today, Ayutthaya covers an area of 25,56.6 square kilometers, with a population of about 870,000.The north is connected to the Hongtong and Lop Buri, the east is connected to the Saraburi,borders Pathum Thani on the south,borders Suphanburi and Nonthaburi on the east. Ayutthaya has jurisdiction over 16 counties, divided into 209 districts,

and divided into 1,328 villages.In the original city, there are only a few palaces, temples and relics, precious statues and exquisite carvings for visitors.It has now been established as a historic park for Ayutthaya and is listed as a UNESCO world heritage site.The central area of the great city hall is the site of the ancient imperial palace in the kingdom of Ayutthaya.In the ruins of the ancient palace, there are some Buddharupa built in the 15th century, which are in good condition, and their sculptures, lines, shapes and architectural techniques are the most ancient art features.At night, when tourists take a boat along the Chao Phraya River, the fluorescent lamps of the Bouddhanath spires appear solemn and solemn.There are many famous tourist attractions ,such as

Wat Yai Chai Mongkol,Wat Phra Mahathat,Wat Lokaya Sutha,Wat C haiwatthananram,Bangpain.Every year in November, Ayutthaya will hold a festival of water lanterns.Many Buddhist temples will hold a feast of worship  Budda , and the night lights festival will attract many people to come here.

| Year | King |
|------|------|
| 1350–69 | Ramathibodi I (Uthong) |
| 1590–1605 | Sanphet II (Naresuan) |
| 1656–88 | Ramathibodi III (Narai) |
| 1758–67 | Borommaracha III (Ekkathat) |

Similarly, Xi'an province in China has also got certain attributes to promote tourism through Films and TV programs. It is located in the central northwest of China. It has mountains, museums, pagodas and temples. Xian has also conducive weather which is an ideal spot to shoot romantic movies and TV programs. In ancient times it is one of the birthplaces of the ancient Chinese civilization in the yellow river basin area. The Xian history and its historical sites and cultural relics haven't been presented much in Films and TV showbiz. The characteristics of Xian provinces are illustrated in more details in literature review.

## 1.1.2 XI'AN

Xian is the capital of Shaan'xi provincial , an west important national center city of China.The national important base of scientific research, education and industrial.  Xi 'an is one of the four ancient capitals of China . UNESCO established the "world famous city" ,in 1981, one of the world's top ten ancient capitals.It is located in the middle of Guanzhong plain.It has jurisdiction over 11 districts and 2 counties with a total area of 10,108 square kilometers.At the end of 2016, the permanent population was 88321 million, among which the urban population was 648.54 million

Xi 'an has been the capital since the 11th century BC., including 13 dynasties: the    Zhou dynasty, the Qin dynasty, the    Han dynasty, the Xinmang, the Wei dynasty,the Sui dynasty and the Tang dynasty,etc.It is the starting point of the Silk Road, the important birthplace of Chinese civilization and the Chinese nation. Xi'an    played an important role in economic and cultural exchanges between ancient Chinese and foreign countries, especially from Xian Qin dynasty to Han dynasty . Xi 'an is one of the pop tourist destination in China .Until 2016, six sites in xi 'an have been listed on the world heritage list.There have the "Xi'an complex" about    splendid Tang dynasty and Han dynasty culture, rich and colorful folk art..Epang Palace, Weiyang Palace,Daming Gong Palace, Great Wild Goose Pagoda,Forest of Steles,etc.Terracotta Army,magnificent, known as "the eighth wonder of the world".Since the implementation of the One Belt And One Road strategy in 2013, the tourism industry in Xi 'an, the starting city of the silk road, is faced with excellent development opportunities again.Xi 'an will have more opportunities to communicate to other countries and regions, and it will be more involved in the international society.At the same time, Xi 'an, can learn more advanced experience, explore system development model from Europe and other countries. It also can explore deeper exchange and cooperation with the international community, which is beneficial

to Xi 'an become a top-ranking international city. In 2016, xi 'an received 150 million tourists from home and abroad, with a total tourism revenue of 120 billion yuan.

| Year | Dynasty |
| --- | --- |
| 1046 -771 B.C. | The Western Zhou Dynasty |
| 221-206 B.C. | The Qin Dynasty |
| 206 B.C. -A.D. 8 | The Western Han Dynasty |
| 9-23 | The Xin Dynasty |
| 25-220 | The Eastern Han Dynasty |
| 265-316 | The Western Jin Dynasty |
| 319-329 | The HanZhao Nation |
| 351-385 | The Former Qin |
| 386-417 | The Later Qin |
| 535-557 | The Western Wei Dynasty |
| 557-581 | The Northern Zhou Dynasty |
| 581-618 | The Sui Dynasty |
| 618-904 | The Tang Dynasty |

However, in this research study the characteristics and attributes of Ayutthaya in Thailand and Xian in china will be investigated and discussed thoroughly in development and promotion of Films and TV programs tourism. In other words, this topic can be assessed as branding of Ayutthaya and Xian province with the integration of films and TV programs to promote tourism in both regions.

1.2 Research objectives

The objectives of this research are discussed as below

- To develop a model which will help and bring tourism benefits and developments in both locations (Ayutthaya and Xian) with the help of films and TV programs

- To identify the current images of films and TV programs that tourists having in their mind of Ayutthaya and Xian.

- To find out that promotion of films and TV programs will develop Ayutthaya and Xian tourism potentials.

- Lastly, to brand Ayutthaya and Xian tourism with the integration of films and TV programs.

1.3 Research questions

In this section there is one main question and three sub-questions are discussed as below.

**Main question**

- Do Ayutthaya and Xian have attributes to attract tourist with the help of promoting films and TV programs?

**Sub-questions**

- Do Ayutthaya and Xian have attributes that can influence tourist with the help of promoting films and TV programs?

- Does the promotion of films and TV programs is directly proportional to tourism?

- Discuss the conclusions and recommendations on the basis of research analysis and findings?

## 1.4 Scope of the study

The demographic coverage of this study is selected in two different areas as discussed earlier; which are Ayutthaya in Thailand and Xian in China. The research questions selected in this study involves both primary as well as secondary source of research. The findings of secondary source of information presented in literature review and that is in chapter 2 of this research study. The main questions of this paper involves mostly secondary source of information which can be collected and gathered from the internet, books, reports, articles based on Films and TV programs tourism, tourism branding, destination tourism. The sub questions involve both primary and secondary source of information and the outcome of primary source of information is collected through survey with the help of physical distribution of questionnaire. The list of questions in the survey is constructed on the

basis of literature review and respondents and is reviewed by the faculty members of Siam University, Thailand.

## 1.5 Significance of the study

The importance of this study to attract tourists through the portrayal of the Ayutthaya and Xian in films and TV programs along with the economic benefits that film and TV showbiz can bring to these two provinces. It will also reduce the problems of seasonality tourism because Films and TV programs are made throughout the year. The other significance point of this study it will increase the cultural value of these two places because if audiences can see films and TV programs on TV and they will learn about the culture. The films and TV programs tourism will generate double revenue for the government as first from the makers for movies and TV showbiz and second from entrainment tax when makers will collect from the audiences. This study will increase the destination image and awareness of these two areas and it will be exposed as popular destinations for film and TV series making. The attributes of these two areas are largely suitable for mythological type of film and TV series making as because these two areas are rich in heritage which is ideal for this genre.

## 1.6 Hypotheses

- Does Ayutthaya destination attributes can promote films and TV series making?

- Does Xian destination attributes can promote films and TV series making?

- Does the promotion of films and TV series making can increase tourism in Ayutthaya and Xian provinces?

## 1.7 Conceptual framework

**Independent variables        mediating variable    dependent variable**

**Ayutthaya destination attributes:**

Temples

Museums & Palaces

Floating market

Park

Food

**Promote films and TV series making**

**Increase tourism in Ayutthaya and Xian**

**Xian destination attributes:**

Terracotta Warriors
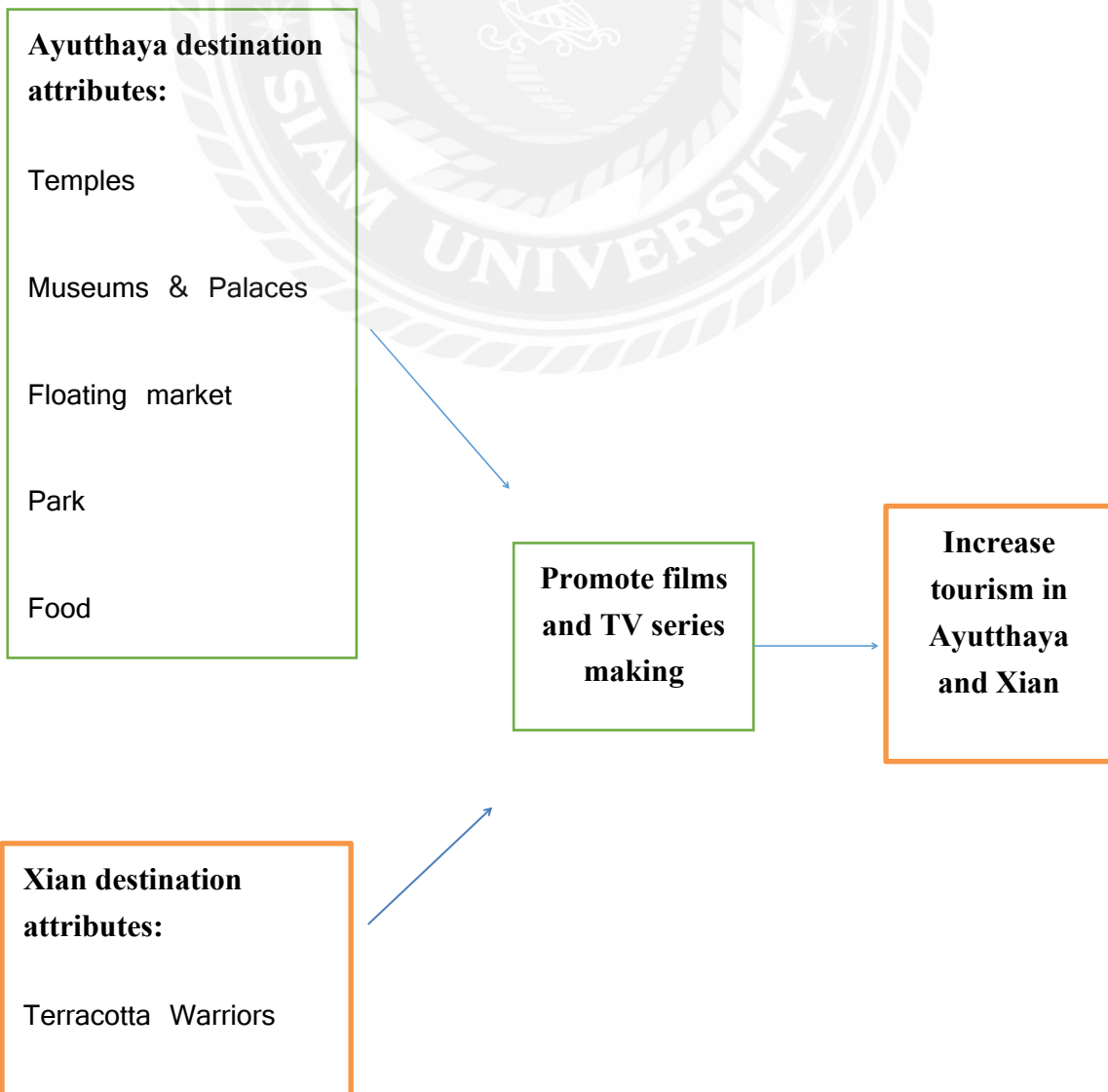
Chapter 2: literature review

2.1 Film and television tourism

## 2.1.1 Overview

Film and television or interchangeably can also be called as film –induced tourism and it was firstly described by Scottish tourist board (STB). It's an activity in which tourists visitors can be attracted through the medium of films and TV shows exhibited in the form of portrayal of the place in film, video and television. According to Visit Britain, a tourist can decide to visit certain place as the particular place is being presented or featured on television, movies, and serials or in the cinema screen.

Films and television tourism can add benefits and provides business profits for the government as it can attract large number of visitors because all those visitors are highly inspired by the images and pictures featured on the scene of the films and TV programs (GDRI, 2005; SERI 2004).

According to the Travel and Tourism Analyst, 2013 Film and TV programs based tourism add benefits to cultural value of the country as tourist will have knowledge about the culture and traditions of the place. Hudson and Ritchie, 2006 have stated that films and TV programs tourism enhance the growth of not only entertainment industry but also in the increase of international market. In Asia Film and TV programs tourism once got boom due the Korean TV series and film making and soon when it started being telecasted in other Asia pacific regions and people from this region started traveling to Korea because of its attributes that attracted tourists in Films and TV programs. In current scenarios, Films and TV programs tourism now a days offering so much back to the society and the benefits are growing in numbers.

## 2.1.2 Backdrop

Film based tourism is not a 21ˢᵗ century phenomena as it had started back in 20ᵗʰ century almost more than 100 years ago when the titled movie "Jaws" in 1975 showed the rest of the world about California. Films and TV showbiz enables countries to increase and enhance their tourism potentials. There was a movie called "Out of Africa" which relatively brought the American-African back to their continents. "Crocodile Dundee attracted tourists to visit Australia. The "Harry potter" series had definitely resurgence the British tourism back to the business as it was facing a serious crisis. The famous "Lord of the rings" in 2001 has created a huge furry in the international tourism an increase of tourism by 3.8% in 2002. According to the New Zealand tourism 2002, according to a survey conducted by the NZ tourism and it was reported that 9.3% of international visitors visited New Zealand because of the "Lord of the rings" movie.

In the "Harry potter" movie, there was a place called Alnwick castle it had actually witnessed a growth of 200% visitors after a year of the release of the film. In Thailand when the movie "The Beach" was directed starred Leonardo Di Caprio the international travelers between age limit of 15-24 years old from the US and UK were increased by 20% and 22% respectively. The "Brave heart" movie was an example of increase in travelers from 66,000 to 176,000 visitors in a year to visit the Wallace monument in Scotland.

## 2.1.3: Overseas Film tourism destination

In this section the researcher tries to provide the idea about the list of movies that are made or shot in overseas. There had been several research work done in this context by Choi, In-Ho, 2005. However the date in this section is not that recent but it would still be useful.

| Period | Destination | Film/ Release Year |
|--------|-------------|--------------------|

| | | |
|---|---|---|
| 1950's | Niagara falls<br><br>Rome<br><br>Repulse Bay in Hong Kong | Niagara, 1953<br><br>Roman Holiday, 1963<br><br>Love is a Many Splendored Thing, 1955 |
| 1960's | Manhattan of New York<br><br>Jamaica<br><br>Jordan | Breakfast At Tiffany's, 1961<br><br>007 Dr. No, 1962<br><br>Lawrence Of Arabia, 1962 |
| 1970's | New York central Park<br><br>Hong Kong<br><br>Mont Saint Michel | Love Story, 1970<br><br>Enter the Dragon, 1973<br><br>The Last Concert, 1976 |
| 1980's | India<br><br>Australia<br><br>China | Gandhi, 1982<br><br>Crocodile Dundee, 1986<br><br>Last emperor, 1987 |
| 1990's | Paris<br><br>Las Vegas<br><br>Scotland | Les Amants Du Pont-Neuf (The Lovers On The Bridge), 1991<br><br>Leaving Las Vegas, 1995<br><br>Braveheart, 1995 |
| 2000's | New Zealand<br><br>UK | Lord Of The Rings, 2001-3<br><br>Harry Potter, 2001-5 |

## 2.1.4: Impact of films and TV programs on tourism

**Film – "The beach"**

In this section the researcher provided the example of the movie was shot back in 2000 in Thailand called "the beach". This movie was based on the story of a young American backpacker in remote areas of Thailand so it has created a trend for young people to travel as back packer. This movie had shown different locations, beaches and scenery such as Ko Samui, Khao San Road and Phi Phi Island according to the report from Travel & Tourism Analyst, 2003.

Travel Authority of Thailand (TAT) advertised those places which were shot in the movie during the release of the film. There was a joint marketing strategy with the FOX studio and TAT to promote the beaches. The travelers who came to Thailand were interested in staying those hotels where Leonardo Di Caprio stayed. This film marketing strategy and promotion activities increased the UK visitors by 11.9% in 2000. The travelers from 15-24 years olds rose by 21.96%.

**TV program- "Korea TV industry"**

Korean TV series are very famous in Asian countries especially in China, Japan, Taiwan and Thailand as because these TV series provides the different locations featured and it creates rise in domestic as well as foreign visitors due to popularity of the destinations appeared on TV programs. There are various big hits TV series which had caught attentions of various places in South Korea such Namisum shot Winter sonata and Daejanggum Theme Park shot in Daejanggum witnessed a favorable growth of tourists from Asian countries approximately more than 200,000 tourists only from Taiwan, Japan and China only ( KTO, 2006). The Korean TV industry is a good example to present in this paper to show how tourism can be increased with TV series.

There are other movies as well which have created positive impacts in the increase of travelers and growth of tourism on the basis of films and TV induced tourism. The other movies impact is mentioned below. According to Hudson & Ritchie (2006) following movies impact on visitors are explained as below:

| Films | Locations | Impact on Visitor |
|---|---|---|
| Brave heart | Wallace Monument, Scotland | 300% increase a year after release |
| Captain Corelli's Mandolin | Cephalonia, Greece | 50% increase |
| Field of Dreams | Iowa | 35,000 visits in 1991 and steady increase every year |
| Four Weddings and a Funeral | The Crown Hotel, Habersham, England | Fully booked for at least 3 years |
| Harry Potter | Various locations in UK | Increase of 50% or more in all filmed locations |
| Mission Impossible 2 | National Park, Sydney | 200% increase in 2000 |
| Notting Hill | Kenwood House, England | 10% rise in one month |
| Pride and Prejudice | Lyme Park, England | 150% growth |
| Sense and Sensibility | Salt ram House, England | 39% increment |
| The Beach | Thailand | 22% surge up in youth market in 2000 |
| Troy | Cana kale, Turkey | 73% growth |

The above table was first created by Hudson & Ritchie in 2006 and later it was used by other researchers such as KTO 2007; MBC, 2007; Namisum Inc., 2007.

Another significant benefit of the film tourism is that it increases the cultural value for the film location. Many heritage sites that serve as film locations gain fame after the film release because these places obtain specific meaning through film narration. Without film storylines, a castle or a stately home may not be distinguishable form others. Film can augment the destination image and increase the awareness of the host city. Previous research (Kim & Richardson, 2003) suggests that those who are exposed to the film have more favorable destination image towards destinations featured through films than those who are not exposed to films. Television series are even more influential since they can constantly emphasize the appeal of the destination that builds top-of the mind awareness. But the impact of film-induced tourism is not only positive. There are several consequences that have to be carefully analyzed and, as it could be possible, reduced. For instance, crowding and Cactus Tourism Journal Vol. 2, Issue 2/2011, Pages 25-30, ISSN 2247-3297 environmental impact are, maybe, the most undesirable negative impact of film-induced tourism. Other negative consequences could be exploitation of local population and increased prices.

One of the effective strategies to induce film tourists is joint campaigns with the film industry. England is a good example in this sense. Approximately 28 million visitors visit Britain each year after viewing the country on the screen (Kim et al., 2008). The Australian Tourism Commission (ATC) worked in partnership with Disney on 'Finding Nemo', being the first organisation who promotes a destination through an animated film. Movie maps have also been widely used to promote film locations of the destination. VisitBritain produced a movie map highlighting over 200 filmed locations across Britain which presented filmrelated places. These materials have rapidly become very successful.

**2.1.5 Types of Film and TV programs tourism destination**

This can be grouped into four main parts such as; location, facility, event and cluster explained by Choi, In-Ho, 2005

1) Location shown in the movie or TV programs can actually increase the popularity of the movie or TV programs during its release and it will certainly increase the visitors to that location.    For example: Train shown in train to Busan movie caught attention of   visiting South Korea

2) Facility served in the movie or TV programs can develop the sense of interest among the tourist with the help of studios or sets used in the making of the films or TV drama such as hotels, museums, restaurants and historical monuments can increase the visitors. For example: Universal studios

3) Event such Film festivals which happened every year at certain places can create interest among tourist to visit that place in order to win the reputation of the place. For example; Cannes film festival, Toronto film festival

4) Cluster explains that film and TV industry form a community and lead its economy, inducing film producers and tourists. For example: Bollywood, Hollywood

**2.1.6 Related research**

This section explained about past research which had done by various researchers are as follows:

Riley, Baker & Van Doren, 1998 expalined that different scenes which appeared on films and TV programs have pull factors which can motivate the audience and later audience can decide to visit the locations which was shot in the scene. The motivation can be drawn from climate, food, hotels, people, place, natural beauty etc.

Tooke &Baker, 1996 explained that film and TV programs impacts are so strong that it can create a big exposure to an unpopular place, due to curiosity, atmosphere, locations and sceneries.

Butler, 1990 explained that national tourism industry or the overall tourism economy can be increased if any movie or TV drama is being shot in other countries and gets recognized. This will bring an increase in the popularity of the location.

Beeton (2005) explained that films and TV induced tourist try to visit the exact locations which they see but visit to film studios, theme parks or attending film festivals also comes in the category of Films and TV programs induced tourism.

GDRI, (2006) presented that films or TV series locations are the main reasons for any unpopular place to resurgence after the release of the film.

Wang (2007) explained that wrong presentation of films and TV programs induced tourism can actually lead to dissatisfaction among tourist. For example there was totally a different location was presented in the movie – the last samurai. It had shown that it was set in Japan but the actual film was made in New Zealand. It explains that people do take films and TV programs locations seriously.

Roesch, (2009) explained that most number of tourists have arrived a film location at one point in their life intentionally or unintentionally.

O'Connor (2010) explained that Films and TV induce tourism has the potential and traits to reach out the new and emerging markets especially with the young travelers.

Sellgren (2011) indicated that media industry have created awareness among people today that they have easy accessibility to movies or TV series which can induce them to travel and visit those places.

**2.2 Ayutthaya:**

Ayutthaya is also known as Phra Nakhon Si Ayutthaya. It is considered to be an oldest city and once an ancient capital of Thailand but now it has been changed to Bangkok. It was founded back in 1350 and became a second capital of Siam after Sukhothai. In ancient times Ayutthaya was reportedly an ideal location for China, India and Malaysia regarding trading. In 1700 it became the largest city in the world with a total population of 1 million inhabitants. This city was very famous for international trading as it was connecting with rest of the world such as Arab, India, China, Japan, Portugal, the Netherlands and France. Merchants from France stated that Ayutthaya was the best city during that era in terms scenery. There are so many various characteristics in Ayutthaya which still makes it look beautifully scenery wise.

**2.3 Destination attributes Ayutthaya**: This paper main objective is to check whether the destination attributes in current situations are good for showing in films and TV programs in order to increase tourism.

**2.3.1. Temples**: In Ayutthaya there so many temples are mentioned as below:

| Temples | Interesting facts |
|---|---|
| Wat Phra Si Sanphet | • Buddha covered with 340 kg of gold.<br>• Buddha image housed 16m high |
| Viharn Phra Mongkol Bopit | • Impressive building with large bronze cast Buddha image<br>• Free entry |

| Wat Phra Mahathat | • Temple destroyed by Burmese |
| --- | --- |
| | • The rows of headless Buddha |
| |  |
| | • Famous tree that has grown around a Buddha head |
| |  |
| Wat Ratchaburana | • Mysterious staircase down leads to two unrestored rooms with original painting s still visible on the wall |
| Wat Thammikarat |  |

| | |
|---|---|
| | - A working wat, but also contains the ruins of a large chedi and a huge roofless viharn which has tall brick columns leaning at alarming angles and a large tree growing picturesquely out of the side of one wall. |
| Phra Chedi Suriyothai | - White and gold cloured chedi, set in small well kept gardens<br>- Built as a memorial to a previous queen<br>- White rocky crystal Buddha image<br> |
| Wat phu Khao Thong | - Impressive huge white slightly wonky in a big field<br>- One can climb on the top to view Ayutthaya city |
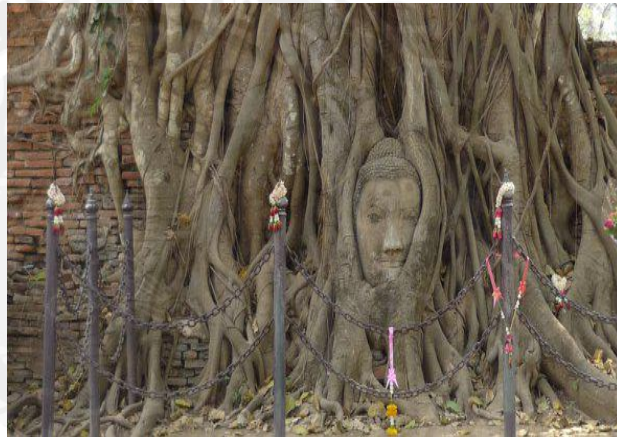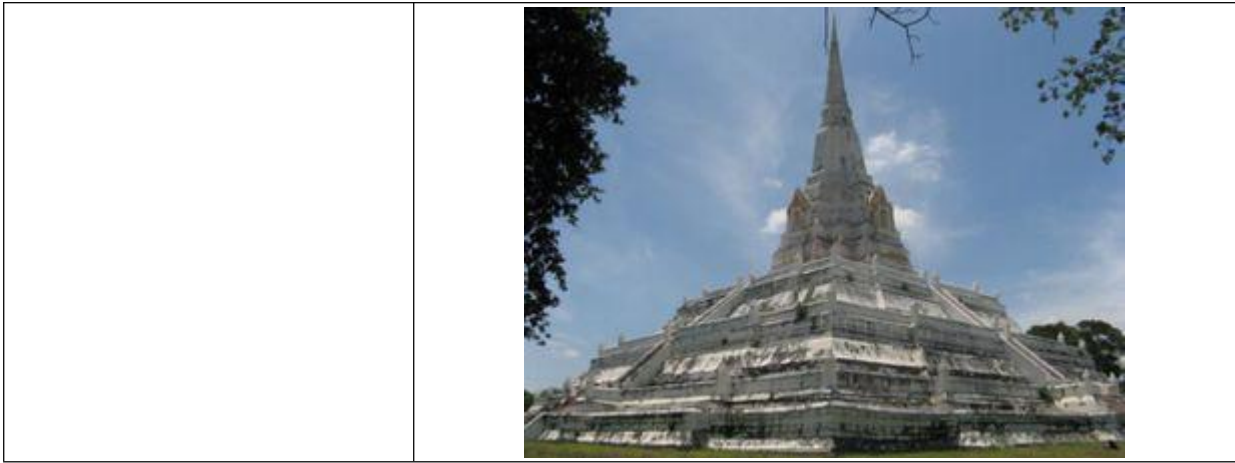
The temples in Ayutthaya can bring pilgrimage tourism especially if it's being shot in films and TV programs

### 2.3.2. Museums & Palaces:

- Ayutthaya historical study Centre
- Baan hollanda
- Chantharakasem National Museum
- Chao Sam Phraya National Museum
- The old palace
- Ayutthaya Palace
- Bang Pa In Palace

These are museums and palaces which make Ayutthaya a destination as a prospect to visit for education tourism to know about the history of Ayutthaya more closely with the help film and TV programs showing Ayutthaya museums.

### 2.3.3: Floating market

Ayutthaya floating market is an ideal place for food and gourmet shopping. It has many things to offer for tourist such as traditional costume, food and near bank of the river many folk performances being presented. It's a financial place for domestic and international tourists to

enjoy the pleasant environment and gorgeous scenery in a Thai style. There are various special foods which are world famous



### 2.3.4. Parks

In Ayutthaya there is an elephant stay park which is currently very famous among school kids for elephant rides. It's a good place for honeypot tourist people just to play, live and work with elephants and get hands on this experience. It would be a great opportunity to promote films and TV programs to showcase this park which can attract animal lovers to visit this place.

### 2.3.5. Food

In Ayutthaya famous food can be a potential source to increase tourism from different places as because several foods such as Krung kao boat noodles, grilled prawn etc.   Attract large number of food blogger and lover to enjoy the traditional food culture of Ayutthaya. This would bring tourist if the food culture presented through the medium of films and TV programs

### 2.3 Xian destination attributes:

In Xian province there are so many tourist attraction places apart from climate as it's very soothing and conducive throughout the year and an ideal place for married couple to enjoy

their honeymoon trip so showing Xian climatic condition will increase honeymoon tourism. Haushan mountain is top priority place for honeymoon couple

The terracotta army, Shaanxi history museum, forest of stele museum and qianling museum are very famous places for tourists to enrich culture and heritage knowledge of Xian province for students, researchers and explorer. This place is an ideal place for educational tourism if it is shot in films and TV programs



The tombs and palaces also very popular with locals in Xian such as the tomb of crown prince yide, huaqing palace han yang tomb    the tomb of crown prince, Zhanghuai and qianling tomb can promote film and TV programs as it has got lot offer for the tourism industry.



The bell tower, great mosque, ancient city wall are great characteristics for mythological type of film and TV series making. This will enhance tourism in this region also.

The Muslim street and Chinese herb market are very prominent characteristics for gourmet and shopping tourism.

Pagodas such as big wild goose pagodas, small wild goose pagodas are also very famous and strong attributes to boost tourism by promoting film induced tourism.

**2.4 Theory**

This research paper is well supported by Crompton "Push and Pull model of Motivation" was established in 1979. It explained that tourists can decide their next destination spot on the basis of two main factors.
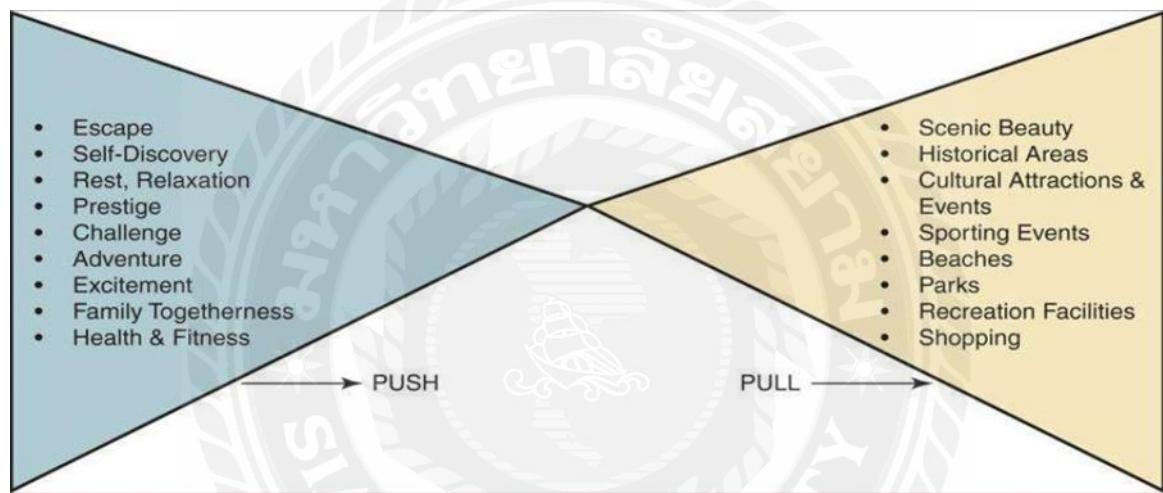


a) Push travel motivation factor: it comes from within of travelers and the decision to visit the place comes from internal behavior or traits. There are various traits that actual push travelers and motivate to travel such as are follows:

- Escape
- Self-discovery
- Rest, relaxation
- Prestige
- Challenge
- Adventure
- Excitement

- Family togetherness

- Health and fitness

b) The pull model of motivation: it's the external factors which motivate travelers to visit that certain place. The travelers can motivate from the following factors to decide a place to visit are mentioned below:

- Scenic beauty

- Historical areas

- Cultural Attraction and events

- Sporting events

- Beaches

- Parks

- Recreation facilities

- Shopping

Based on this model, this research paper also states about the push factors and the pull factors  as in this case the push factor is promotion of films and TV programs in Ayutthaya and Xian provinces as if more movies and TV programs would be shot in thsese reions more and more people will watch the movies and TV shows and by watching images of places in the background it develops and encourages tourists to decide that place for their next travel destinations. On the other hand, the destination attributes and characteristics of Ayutthaya and Xian provinces would be the pull model of motivation as because these provinces have those traits and characteristics available already. Let's assume if the films and TV shows are not being made, both regions will still have the characteristics and the reason why it's reaching out to the people because the films and TV programs are promoting it.

| Push factor | Pull factor |
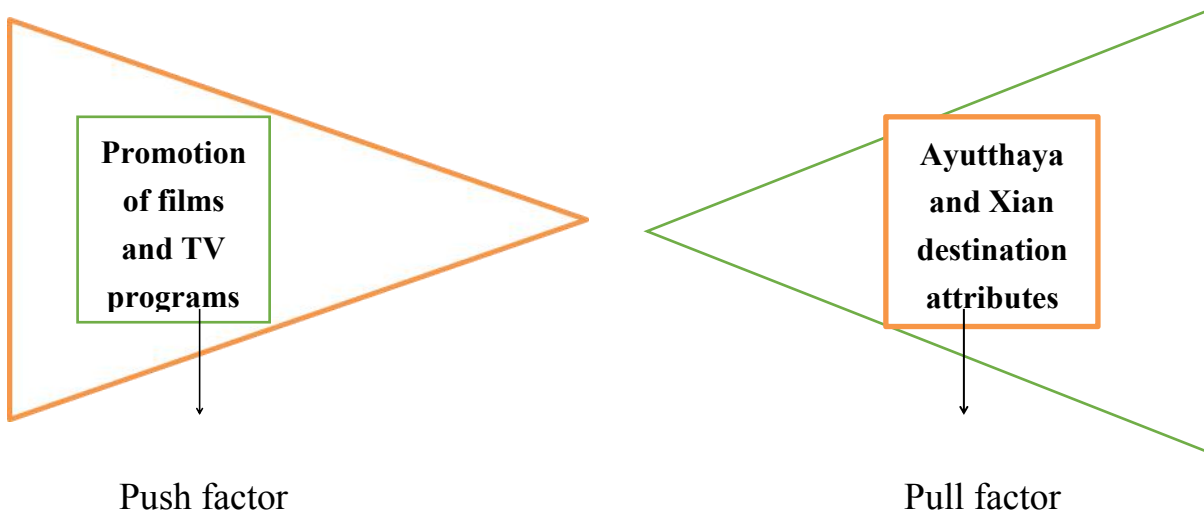
This chapter answers the research main question that Ayutthaya and Xian provinces do have destination attributes available that can be featured in films and TV series in order to increase the overall tourism in their regions respectively.

Chapter 3: Research methodology
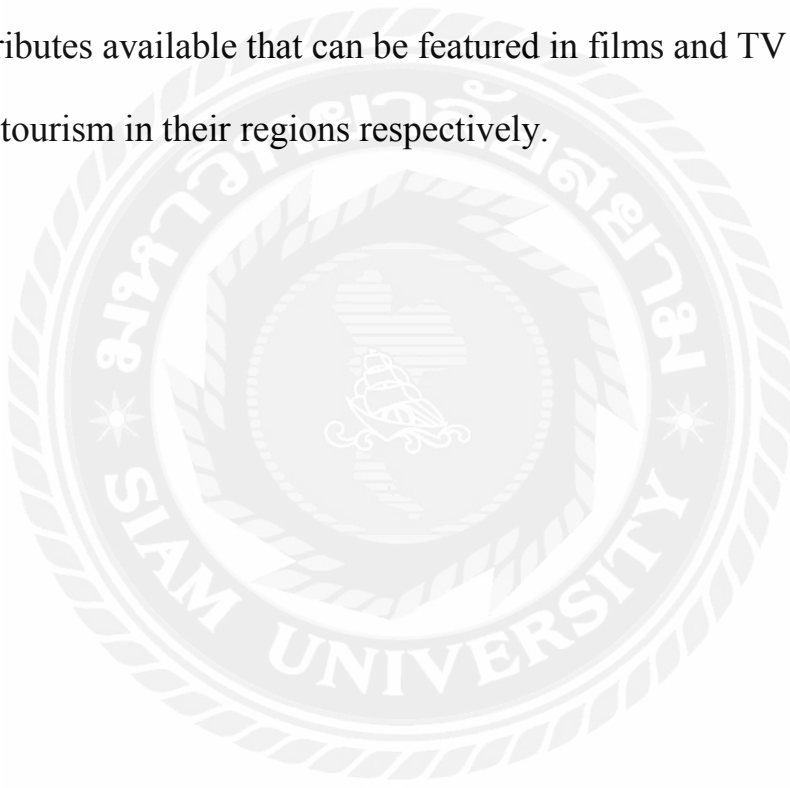
## 3.1 RESEARCH METHODOLOGY

This chapter explains about the research method which has been used in the research paper.

Research methodology is very important to justify the accuracy and authenticity of research.

The main objective to attain this research paper is to measure the correlations between

Ayutthaya destination attributes and promoting films and TV series making, Xian destination

attributes and promoting films and TVs series making and lastly the correlation between

promoting films and TV series making and increase tourism in Ayutthaya and Xian

provinces

### 3.1.1 Independent variables

- Ayutthaya destination attributes
- Xian destination attributes

### 3.1.2 Mediating variable

- Promote films and TV series making

### 3.1.3 Dependent variable

- Increase tourism in Ayutthaya and Xian provinces

This paper is partly descriptive and partly explorative and the date collection is gathered

from both primary as well as secondary sources.

## 3.2 DATA COLLECTION

**Primary data:** In this section the questionnaire has been distributed collectively to 400 respondents to collect information. It was gathered through the medium of survey and at some cases through personal interview.

**Secondary data**: In this section the data collected from past research works which had done by different researchers in the related areas of this paper. The ways to gather data in this section was from the journals, reports, books, conference papers, magazines and periodicals which had been issued by the government of Thailand and China especially by ministry of tourism and ministry of information and broadcasting. The data in this section had been used from past fifteen year's data from 2013-2018.

## 3.3 Population and sample size

### Population

The total number of population was identified and selected as discussed earlier was 400 respondents.   It included respondents from the faculty members of Siam University, Students of tourism and International Business Management and other Chinese communities in other universities such as University of Thai Chamber of Commerce, Kasem Bundit Universit (Thai and Chinese only) and people who reside in both the provinces as because this research topic is related with them as researcher assumed that they prior understanding and knowledge about their respective provinces (Ayutthaya and Xian).

### Sample size

The sample size of this study is adopted from the concept of Yamane (1973). The samples are based in Bangkok, Thailand so the total size of population in infinite and out of it 400 were selected for this study. The selection of sample is having confidence level of 95% and precision levels= 0.5

Therefore, the equation to calculate this sample size is mentioned below:

$n = 1/[4e2/z2]$

Where    n = sample size

e =the level of precision (in this study the researcher specified the level of precision = 0.05 at the confidence level of 95 %)

 Z = the abscissa of the normal curve that cuts off an area α at the tails. The value for Z is found in statistical tables which contain the area under the normal curve. Z = 1.96 (at the confidence level of 95 %)

Hence, this formula was applied to deduce the sample size

$n = 1[4(0.05)2/(1.96)2]$

   = 385 respondents rounded to 400

## 3.4 STATISTICAL METHOD

This paper uses statistical package for social sciences (SPSS) for the analysis because statistical tools are very important to measure the reliability test by using Cronbachs reliability test for questionnaire to check whether list of questions are accurate enough to justify the research paper. In this paper correlation test by using Spearman and Pearson

correlation test between independent variables and dependent variables have also been used.

## 3.5 FORMULA

### 3.5.1 Cronbach's alpha reliability test

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

N = Number of items

C-bar = Average of inter item covariance among the items.

V-bar = Avarage variance.

### 3.5.2 Pearson correlation formula

$$r = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2 \sum (y - \bar{y})^2}}$$

r = Pearson r correlation coefficient

N = number of observations

$\sum xy$ = sum of the products of paired scores

$\sum x$ = sum of x scores

$\sum y$ = sum of y scores

$\sum x2$ = sum of squared x scores

$\sum y2$ = sum of squared y scores

### 3.5.3 Spearman correlation

The following formula is used to calculate the Spearman rank correlation:

$$\rho = 1 - \frac{6\sum d_i^2}{n(n^2 - 1)}$$

$\rho$= Spearman rank correlation

$d_i$= the difference between the ranks of corresponding variables

n= number of observations

## 3.6 Survey Instruments

The reseacher used questionnare format to gather information in order to examine, analyze and deduce the relationship between independent varaibles, mediating variables and dependent variables. The questionnaire comprise of five parts.

A. Demographic information

First part comprise of general demographic questions about the respondents. It includes questions such as asking the information about gender, income level, occupation, and numbers of visit. The questions belong to this group are close ended questions in which respondents have to just tick the box. There are total numbers of 4 questions.

### Part A: Demographic

1. Gender
   o Male
   o Female

2. Income/ monthly
   Less than $1,000
   $1,000- 2,000
   $2,001-3,000

$3,001-4,000

More than $4,000

3. Occupation

      Private employee

      Government employee

      Business owner

      Student

      Others(please specify)

4. Number of visits

      Once

      Twice

      Thrice

      Many times

B. Ayutthaya destination attributes:

In this section the researcher asked questions based on understanding of literature review about the attributes of Ayutthaya province that can attract tourism with the help of films and TV program making. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 6 in this section.

**Part B: Note*: (5-10): Ayutthaya destination attributes (Thai nationality only)**

5. What image do you currently have of Ayutthaya?

      Temples

      Museums

      Palaces

      Floating market

      Parks

Food

6. From where did you get the image of Ayutthaya?

    Newspapers

    Sightseeing's

    Magazines

    Internet

    Word of mouth

7. Do you think that films and TV programs (Such as Love Destiny) should be made in Ayutthaya?

    1= strongly think so

    2= Think so

    3= don't know

    4= don't think so

    5= strongly don't think so

8. Do you believe that in Ayutthaya there are various places which should be shown in Films and TV programs (Such as Love Destiny)?

    Strongly believe so =1

    Believe so = 2

    No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9. Do you agree that if films and TV programs (Such as Love Destiny) show Ayutthaya image can bring more people to visit?

       Strongly agree = 1

       Agree = 2

       Neutral = 3

       Disagree = 4

       Strongly disagree =5

10. Would you be interested to visit if films and TV programs show Ayutthaya image in the future?

       Definitely would be = 1

       Would be = 2

       Maybe or may be not = 3

       Wouldn't be = 4

       Definitely wouldn't be = 5

C. Xian destination attributes:

In this section the researcher asked questions based on understanding of literature review about the attributes of Xian province that can attract tourism with the help of films and TV program making. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 6 in this section.

**Part B (5-10)-: Xian destination attributes (Chinese nationality only)**

5. What image do you currently have of Xian?

    Temples

    Parks

    Food

    Museums

    Climate

    Palaces

6. From where did you get the image of Xian?

    Newspapers

    Sightseeing's

    Magazines

    Internet

    Word of mouth

7. Do you think that films and TV programs should be made in Xian?

    Strongly think so = 1

    Think so = 2

    Don't know = 3

Don't think so = 4

Strongly don't think so = 5

8.Do you believe that in Xian there are various places which should be shown in Films and TV programs?

Strongly believe so = 1

Believe so = 2

No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9.Do you agree that if films and TV programs show Xian image can bring more people to visit?

Strongly agree = 1

Agree = 2

Neutral = 3

Disagree = 4

Strongly disagree = 5

10. Would you be interested to visit if films and TV programs show Xian image in the future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

C.Films and TV series making promotion:

In this section the researcher asked questions based on understanding of literature review about the films and TV series making in Ayutthaya and Xian provinces that can increase tourism in these two regions. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 8 in this section.

| Questions | Strongly agree = 1 | Agree = 2 | Neutral =3 | Disagree = 4 | Strongly disagree = 5 |
|---|---|---|---|---|---|
| 11.Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences? | | | | | |
| 12.Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city | | | | | |
| 13.Do you think local festivals and festival activities should be shown in films and TV programs to influence people to visit? | | | | | |
| 14.Do you think the local food should be shown in film and TV programs to influence to try? | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 15.Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit? | | | | | |
| 16.Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific? | | | | | |
| 17.Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot? | | | | | |
| 18.Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes? | | | | | |

D. Tourism in Ayutthaya and Xian provinces:

In this section the researcher asked questions based on understanding of literature review about how the Ayutthaya destination attributes and Xian destination attributes can promote films and TV series making can increase films and TV programs induced tourism in Ayutthaya and Xian provinces. The questions are based on likert scale in which each respondents was required to rate the question on the scale of 1 to 5. The total numbers of questions are 8 in this section.

| Questions (For Ayutthaya tourist) Films and TV programs（such as Love Destiny） promote | Strongly Agree = 1 | Agree = 2 | Neutral = 3 | Disagree = 4 | Strongly Disagree = 5 |
|---|---|---|---|---|---|
| 19.Shopping tourism (such as souvenirs, ancient clothes and jewellery) | | | | | |
| 20. Gourmet food tourism | | | | | |

| | Strongly Agree = 1 | Agree = 2 | Neutral = 3 | Disagree = 4 | Strongly Disagree = 5 |
|---|---|---|---|---|---|
| (such as green mango with sauce,Moo Sarong) | | | | | |
| 21.Pilgrimage tourism (such as Wat Mahathat temple) | | | | | |
| 22.Heritage tourism (such as Bangpain) | | | | | |
| 23.Educational tourism (History of Thailand) | | | | | |
| 24.Scientific research tourism (History and cultural relics research) | | | | | |
| 25.Honeymoon tourism | | | | | |
| 26.Film-induced tourism (Wearing ancient clothes to cosplay the characters in the Love Destiny and take the photo) | | | | | |

| Questions (For Xi'an tourist) Films and TV programs (such The Legend of Miyue ) promote | Strongly Agree = 1 | Agree = 2 | Neutral = 3 | Disagree = 4 | Strongly Disagree = 5 |
|---|---|---|---|---|---|
| 19.Shopping tourism (such as souvenirs, ancient clothes and jewellery) | | | | | |
| 20.Gourmet food tourism (such as lamb small steamed bun, Rougamo, steamed cold noodle) | | | | | |
| 21.Pilgrimage tourism (Jingye temple,Mosque) | | | | | |
| 22.Heritage tourism (Site of the Efang Palace,Daming Gong Palace) | | | | | |
| 23.Educational tourism (Chinese history and culture education) | | | | | |
| 24.Scientific research tourism (History and cultural relics research) | | | | | |
| 25.Honeymoon tourism (Natural scenery) | | | | | |
| 26.Film-induced tourism (Wearing ancient clothes to cosplay the | | | | | |

| characters in the The Legend of Miyue and take the photo) | | | | | |
|---|---|---|---|---|---|

## 3.7 Data analysis

Descriptive statistics in this research paper are used to deduce the descriptive information by using frequency, cumulative frequency, standard deviation, variance, maximum value and minimum value in order to provide information for the following cases:

- In this section, demographic data which includes gender ratio, age, and income range, occupation and employment status, frequency of visit.
- Ayutthaya destination attributes
- Xian destination attributes
- Film and TV making tourism
- Tourism in Ayutthaya and Xian provinces

Inferential statistics

In this section correlation investigation between variables as well as reliability test using cronbach's alpha testing in order to find the accuracy between the questionnaires to justify whether these survey questions fit for the research prospective.

# Chapter 4: Data findings and analysis

## 4.1 Demographic analysis and comparison

The research questions were distributed into two parts as one part was only for Thai nationality people who had background information about Ayutthaya and another part was for Chinese nationality who had background information about Xian province.

4.1.1: Gender

- **Ayutthaya gender analysis**: The total numbers of respondents were 200 and out of that all of them have submitted the questionnaire. In 200 respondents, the ratio of female was more than the ratio of male as female were 50.5% and male were 49.5%.

**Statistics**

GENDER

| | |
|---|---|
| Valid | 200 |
| Missing | 0 |

**GENDER**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | MALE | 99 | 49.5 | 49.5 | 49.5 |
| | FEMALE | 101 | 50.5 | 50.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

- Xian gender analysis: In Xian also the total number of respondent was 200 and all of the respondents have answered the survey questions. In this male (65%) respondents were more compared to female (35%).

**Statistics**

GENDER

| | |
|---|---|
| Valid | 200 |
| Missing | 0 |

**4.1.2:** **Income**

**GENDER**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | MALE | 130 | 65 | 65 | 65 |
| | FEMALE | 70 | 35 | 35 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

- **Ayutthaya income analysis**: The respondents who answered the survey questions of Ayutthaya destination attributes states that 26% of them were making less than US$1000 and between US$2,001-3,000. The smaller percentage of the population was making more than US$4,000 which was accounted 11% only.

**INCOME/MONTHLY**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | less than US$1,000 | 52 | 26.0 | 26.0 | 26.0 |
| | US$1,000-2,000 | 43 | 21.5 | 21.5 | 47.5 |
| | US$ 2,001- 3,000 | 52 | 26.0 | 26.0 | 73.5 |
| | US$3,001-4,000 | 31 | 15.5 | 15.5 | 89.0 |
| | More than US$ 4,000 | 22 | 11.0 | 11.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

- **Xian income analysis**: In this case, the high proportionate of respondents were making more than $4,000 accounted as 30.5% and less proportionate of them were making less than $1,000 accounted as 6.5%.

**INCOME/MONTHLY**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | less than US$1,000 | 13 | 6.5 | 6.5 | 6.5 |
| | US$1,000-2,000 | 40 | 20.0 | 20.0 | 26.5 |
| | US$ 2,001- 3,000 | 55 | 27.5 | 27.5 | 54.0 |
| | US$3,001-4,000 | 31 | 15.5 | 15.5 | 69.5 |
| | More than US$ 4,000 | 61 | 30.5 | 30.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

## 4.1.3: Occupation

• **Ayutthaya occupation analysis:** The below table explains that 27.5% of respondents were business owner and 21.5% were government employee. Private employee and students were both 18% respectively. In others category, respondents were mostly tourist guide, locals, shop keeper etc.,

### OCCUPATION

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Private employee | 36 | 18.0 | 18.0 | 18.0 |
|  | Government employee | 43 | 21.5 | 21.5 | 39.5 |
|  | Business owner | 55 | 27.5 | 27.5 | 67.0 |
|  | Student | 36 | 18.0 | 18.0 | 85.0 |
|  | Others(please specify) | 30 | 15.0 | 15.0 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

• **Xian occupation analysis:** In this table, the higher percentage of respondents was business owner with 29.5% followed by private employee with 27% and the least percentage of respondents was student with 13%.

### OCCUPATION

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Private employee | 54 | 27.0 | 27.0 | 27.0 |
|  | Government employee | 32 | 16.0 | 16.0 | 44.0 |
|  | Business owner | 59 | 29.5 | 29.5 | 73.5 |
|  | Student | 27 | 13.0 | 13.0 | 86.5 |
|  | Others(please specify) | 28 | 14.0 | 13.5 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

## 4.1.4 Number of Visits

- **Ayutthaya number of visits analysis:** The below table states that 30.5% of respondents were visited Ayutthaya province twice times and 27% visited for the first time and 29% visited Ayutthaya thrice.

**Number of visits**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Once | 54 | 27.0 | 27.0 | 27.0 |
| | Twice | 61 | 30.5 | 30.5 | 57.5 |
| | Thrice | 58 | 29.0 | 29.0 | 86.5 |
| | Many times | 27 | 13.5 | 13.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

- **Xian number of visits analysis:** The table below explains that 36% percent of people visited Xian province once times in their lives followed by 32% visited twice and 17% visited once.

**Number of visits**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Once | 72 | 36.0 | 36.0 | 36.0 |
| | Twice | 64 | 32.0 | 32.0 | 68.0 |
| | Thrice | 34 | 17.0 | 17.0 | 85.0 |
| | Many times | 30 | 15.0 | 15.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

## 4.2 Ayutthaya destination attributes:

In this section particularly there were 6 questions asked from respondents and below are they presented.

**What image do you currently have of Ayutthaya?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Temples | 46 | 23.0 | 23.0 | 23.0 |
| | Museums | 28 | 14.0 | 14.0 | 37.0 |
| | Palaces | 31 | 15.5 | 15.5 | 52.5 |
| | Floating Market | 43 | 21.5 | 21.5 | 74.0 |
| | Parks | 30 | 15.0 | 15.0 | 89.0 |
| | Food | 22 | 11.0 | 11.0 | 100.0 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Total | 200 | 100.0 | 100.0 | |

When asked this question 23% of people had an image of Ayutthaya's temples followed by Ayutthaya's floating market accounted for nearly 22%. The least image that respondents remembered was the food and that was accounted for just 11%. This explains that people mostly have the image of temples.

**From where did you get the image of Ayutthaya?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Newspapers | 37 | 18.5 | 18.5 | 18.5 |
| | Sightseeing's | 46 | 23.0 | 23.0 | 41.5 |
| | Film and TV programs | 70 | 35.0 | 35.0 | 76.5 |
| | Internet | 30 | 15.0 | 15.0 | 91.5 |
| | Word of mouth | 17 | 8.5 | 8.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

The respondents got the image of Ayutthaya highly from the film and TV programs which elucidated 35% followed by Sightseeing's (23%). The least source of information regarding Ayutthaya was due to word of mouth.

Many Thailand tourists have been to Ayutthaya before. This time they come here again because they watched TV dramas Love Destiny and wanted to visit it again.

**Do you think that films and TV programs(such as Love Destiny) should be made in Ayutthaya?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly think so | 48 | 24.0 | 24.0 | 24.0 |
| | think so | 85 | 42.5 | 42.5 | 66.5 |
| | don't know | 27 | 13.5 | 13.5 | 80.0 |
| | don't think so | 28 | 14.0 | 14.0 | 94.0 |
| | Strongly don't think so | 12 | 6.0 | 6.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

The above table explains that 42.5% people think that films and TV programs should be made in Ayutthaya and 24% strongly think that it should be made.

Ayutthaya has a history of 417 years, with many historical stories and historical sites. Ayutthaya can provide material for film and television works

**Do you believe that in Ayutthaya there are various places which should be shown in Films and TV programs(Such as Love Destiny)?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly believe so | 55 | 27.5 | 27.5 | 27.5 |
|  | believe so | 77 | 38.5 | 38.5 | 66.0 |
|  | no idea | 29 | 14.5 | 14.5 | 80.5 |
|  | don't believe so | 18 | 9.0 | 9.0 | 89.5 |
|  | Strongly don't believe | 21 | 10.5 | 10.5 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

The above table explains that 38.5% of people believe that certain tourist places in Ayutthaya should be shot in films and TV programs making. There are 27.5% strongly believe so. On the contrary, 10.5% strongly don't believe that there are certain places which should be shot in films and TV programs.

There were three palaces in Ayutthaya: Grand Palace, Chantharakasem Palace (the Front Palace) and Wang Lang (the Rear Palace). In addition, there were many other palaces and buildings for royal visits located outside Ayutthaya, such as the palace at Bang Pa-In and Nakhon Luang Building at Nakhon Luang.

**Do you agree that if films and TV programs(such as Love Destiny) show Ayutthaya image can bring more people to visit?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly agree | 79 | 39.5 | 39.5 | 39.5 |
|  | agree | 58 | 29.0 | 29.0 | 68.5 |
|  | neutral | 24 | 12.0 | 12.0 | 80.5 |
|  | disagree | 18 | 9.0 | 9.0 | 89.5 |
|  | strongly disagree | 21 | 10.5 | 10.5 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

The above table shows that 39.5% people strongly believe that if film and TV programs show Ayutthaya city image can bring more people. On the flip side, it shows that only 10.5% people strongly disagree that it can bring more people to visit.

The head of the Temple scenic spot has said that the number of tourists came to the Wat Chaiwatthanaram temple    has increased continuously every day since the "Love Destiny" has been broadcast. From the start of the play, about 3000 people have came to visit. Until now on average, nearly 15 thousand people travel to the Wat Chaiwatthanaram temple every day.The maximum number of tourists is even nearly thirty thousand.As a result, the Temple scenic spot manager decided to postpone the close time of the Temple scenic spot from 21:00 to 22:00, so that can extend the time for visitors to visit the Wat Chaiwatthanaram temple.

**Would you be interested to visit if films and TV programs show Ayutthaya image in the future?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | definitely would be | 54 | 27.0 | 27.0 | 27.0 |
|  | would be | 73 | 36.5 | 36.5 | 63.5 |
|  | maybe or may be not | 40 | 20.0 | 20.0 | 83.5 |
|  | wouldn't be | 21 | 10.5 | 10.5 | 94.0 |
|  | definitely wouldn't be | 12 | 6.0 | 6.0 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

The above table represents that 36.5% would be interested to visit in the future if films and TV programs show Ayutthaya city image and 27.0% are also who definitely would be interested to visit. On the other side, 6% of people and they are definitely wouldn't be interested in visiting Ayutthaya if the image appears in films and TV programs.

### 4.3 Xian destination attributes:

In this section particularly there were 6 questions asked from respondents and below are they presented.

**What image do you currently have of Xian?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Temples | 26 | 13.0 | 13.0 | 13.0 |

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Parks | 38 | 19.0 | 19.0 | 32.0 |
| food | 41 | 20.5 | 20.5 | 52.5 |
| Museums | 53 | 26.5 | 26.5 | 79.0 |
| Climate | 20 | 10.0 | 10.0 | 89.0 |
| Palaces | 22 | 11.0 | 11.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

When asked this question 26.5% of people had an image of Xian's museum    followed by Xian's food accounted for nearly 21%. The least image that respondents remembered was the climate and that was accounted for just 10%. This explains that people mostly have the image of Xian's museum.

Emperor Qinshihuang's Mausoleum Site Museum was built based on the Mausoleum of Emperor Qin Shi Huang, which was historically known as Lishan Garden and is the largest imperial tomb in China with the richest buried objects. In February, 2009, the local bureau of cultural heritage finally declared the establishment of the Museum. The site area retains the Museum of Terra-cotta Warriors and Horses of Qin Shi Huang and has built the Qin Shi Huang's Mausoleum Site Park (Lishan Garden) based on the discoveries from the mausoleum of the emperor.Many people come here to visit the history of the Qin Dynasty.

**From where did you get the image of Xian?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Newspapers | 17 | 8.5 | 8.5 | 8.5 |
| | Sightseeing's | 67 | 33.5 | 33.5 | 42.0 |
| | Film and TV programs | 57 | 28.5 | 28.5 | 70.5 |
| | Internet | 46 | 23.0 | 23.0 | 93.5 |
| | Word of mouth | 13 | 6.5 | 6.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

The respondents got the image of Xian highly from the sightseeing which elucidated 33.5% followed by film and TV programs (28.5%). The least source of information regarding Xi'an was due to word of mouth.

**Do you think that films and TV programs should be made in Xian?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly think so | 118 | 59.0 | 59.0 | 59.0 |
| | think so | 25 | 12.5 | 12.5 | 71.5 |
| | don't know | 17 | 8.5 | 8.5 | 80.0 |
| | don't think so | 28 | 14.0 | 14.0 | 94.0 |
| | Strongly don't think so | 12 | 6.0 | 6.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

The above table explains that 59% people strongly think that films and TV programs should be made in Xian and 12.5% think that it should be made. There are 6% people who strongly against that film and TV programs should be made in Xian.

In recent years, the story of the hit TV play The Legend of Miyue in China happened in Xi'an.The story of Mi Yue (Queen Dowager Xuan), the first stateswoman in the history of China. Mi Yue was a young princess(neglected) who lived in the Kingdom of Chu during the Warring States period. She was sent to Qin as a concubine and part of her sister Mi Shu's dowry. Mi Yue enlists the help of the "barbarian" Yiqu army, successfully returning to Qin, suppressing political revolts and instates her son Ying Ji on the throne. Mi Yue goes on to become the first Empress Dowager(Empress Mother) in China's history.

**Do you believe that in Xian there are various places which should be shown in Films and TV programs?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly believe so | 75 | 37.5 | 37.5 | 37.5 |
| | believe so | 57 | 28.5 | 28.5 | 66.0 |
| | no idea | 19 | 9.5 | 9.5 | 75.5 |
| | don't believe so | 22 | 11.0 | 11.0 | 86.5 |
| | Strongly don't believe | 27 | 13.5 | 13.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

The above table explains that 28.5% of people believe that certain tourist places in Xian should be shot in films and TV programs making. There are 37.5% strongly believe so. On

the contrary, 13.5% strongly don't believe that there are certain places which should be shot in films and TV programs.

There are a lot of palace and stories can be the material for the TV series.Such as Great Wild Goose pagoda,The Tomb of Emperor Qinshihuang,The Huangdi Tomb,Lotus palace of Tang Dynasty.

**Do you agree that if films and TV programs show Xian image can bring more people to visit?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly agree | 109 | 54.5 | 54.5 | 54.5 |
|  | agree | 38 | 19 | 19.0 | 73.5 |
|  | neutral | 14 | 7.0 | 7.0 | 80.5 |
|  | disagree | 13 | 6.5 | 6.5 | 87.0 |
|  | strongly disagree | 26 | 13 | 13 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

The above table shows that 54.5% people strongly believe that if film and TV programs show Xian city image can bring more people. On the flip side, it shows that only 13% people strongly disagree that it can bring more people to visit.

The buildings and delicious food shown in the TV show make many people yearn for Xi'an.

**Would you be interested to visit if films and TV programs show Xian image in the future?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | definitely would be | 84 | 42.0 | 42.0 | 42.0 |
|  | would be | 43 | 21.5 | 21.5 | 63.5 |
|  | maybe or may be not | 30 | 15.0 | 15.0 | 78.5 |
|  | wouldn't be | 21 | 10.5 | 10.5 | 89.0 |
|  | definitely wouldn't be | 23 | 11.0 | 11.0 | 100.0 |
|  | Total | 200 | 100.0 | 100.0 |  |

The above table represents that 21.5% would be interested to visit in the future if films and TV programs show Xian city image and 42.0% are also who definitely would be

interested to visit. On the other side, 11% of people and they are definitely wouldn't be interested in visiting Xian if the image appears in films and TV programs.

## 4.4 Promote film and TV programs making:

The below are the comparison analysis of both provinces in terms promoting film and TV programs making. The data from SPSS are attached in appendix. There were 8 questions asked from this category.

| Questions | Ayutthaya | Xian |
|---|---|---|
| Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences? | 39.5 % " think so" | 53.0% "definitely Think so" |
| Do you agree that floating markets/Huis' Street shown in film and TV programs to    show the characteristics of the city? | 36% "strongly agree" | 49.5% "strongly agree" |
| Do you think local festivals and festival activities should be shown in films and TV programs to    influence people to visit? | 28% " definitely think so" | 37.5% "definitely think so" |
| Do you think the local food should be shown in film and TV programs to influence to try? | 58.5% "think so" | 62.5% "definitely |

| | | think so” |
|---|---|---|
| Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit? | 45% " strongly feel” | 37% " strongly feel” |
| Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific? | 35.5% "feel” | 43.5% "Strongly feel” |
| Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot? | 37.0% " strongly feel” | 57.5% " strongly feel” |
| Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes? | 42.5% " strongly agree” | 46.5% " strongly agree” |

**4.5 Increase tourism in Ayutthaya and Xian :** This section includes 8 questions which were asked in the survey.

| Films and TV programs promote: | Ayutthaya (n=200) Strongly agree (%) | Xian (n=200) Strongly agree (%) |
|---|---|---|
| Shopping tourism | 17 | 55 |

| | | |
|---|---|---|
| (Souvenirs, ancient clothes and jewellery) | | |
| Gourmet food tourism (green mango with sauce,Moo Sarong / lamb small steamed bun, Rougamo,steamed cold noodles) | 36 | 59 |
| Pilgrimage tourism (Wat Mahathat temple / Jingye temple, Mosque ) | 32 | 44 |
| Heritage tourism (Bangpain / Site of the Efang Palace, Daming Gong Palace) | 35 | 57 |
| Educational tourism (History of Thailand / Chinese history and culture education) | 38 | 63 |
| Scientific research tourism (History and cultural relics research) | 39 | 41 |
| Honeymoon tourism | 14 | 37 |
| Film-induced tourism (Wearing ancient clothes    to cosplay the characters in the film or TV plays and take the photo) | 30 | 61 |

The above table considers only strongly agree option which was available in the survey questions for this category other data are well mentioned in the Appendix section. It's evident from the comparison that people who answered Xian questionnaire set seems to

more positive that films and TV programs promote tourism in all the different sectors than Ayutthaya questionnaire set.

## 4.6 Correlation analysis:

### 4.6.1 "Ayutthaya destination attributes" and "promotes films and TV series making"

In this part the correlation between Ayutthaya destinations attributes and promotes films and TV series making will be considered as one is independent variable and another one is dependent variable. The main aim of this correlation is to find out whether the destination attributes of Ayutthaya can actually promote films and TV series making and this can be attained with the result of correlation testing done in this case which was proposed by Pearson and Spearman. According to the Pearson correlation range if the variables correlation range is between (0.60-0.79) then the correlation between both variables are considered to be strong positive correlation and in this case the range lies in between i.e. 0.703**. Hence, the hypothesis is accepted and it proves that there is statistical relationship between "Ayutthaya destination attributes" and "Promotes films and TV series making". Spearman rho explained and interpreted that size of correlation lies in 0.70-0.90 considered to be high positive correlation so in this case, correlation between variables accounted as 0.735. Hence the hypothesis is also accepted according Spearman Rho and it proves that there is a statistical relationship between both variables. This also answers the research question Ayutthaya province has certain attributes that can influence tourist to visit with the help of promoting films and TV programs.

**Pearson Correlations**

| | | Ayutthaya destination attributes | Promotes film and TV series making |
|---|---|---|---|
| Ayutthaya | Pearson Correlation | 1 | .703** |

| destination attributes | Sig. (2-tailed) | | .005 |
| | N | 200 | 200 |
| Promotes film and TV series making | Pearson Correlation | .703** | 1 |
| | Sig. (2-tailed) | .005 | |
| | N | 200 | 200 |

**. Correlation is significant at the 0.01 level (2-tailed).

### Spearman Correlations

| | | | Ayutthaya destination attributes | Promotes films and TV series making |
|---|---|---|---|---|
| Spearman's rho | Ayutthaya destination attributes | Correlation Coefficient | 1.000 | .735 |
| | | Sig. (2-tailed) | . | .301 |
| | | N | 200 | 200 |
| | Promotes film and TV series making | Correlation Coefficient | .735 | 1.000 |
| | | Sig. (2-tailed) | .301 | . |
| | | N | 200 | 200 |

## 4.6.2: "Xian destination attributes" and "Promotes films and TV series making":

In this part the correlation between Xian destinations attributes and promotes films and TV series making will be considered as one is independent variable and another one is dependent variable. The main aim of this correlation is to find out whether the destination attributes of Xian can actually promote films and TV series making and this can be attained with the result of correlation testing done in this case which was proposed by Pearson and Spearman. According to the Pearson correlation range if the variables correlation range is between (0.80-1.00) then the correlation between both variables are considered to be very strong positive correlation and in this case the range lies in between i.e. 0.819**. Hence, the hypothesis is accepted and it proves that there is statistical relationship between "Xian destination attributes" and "Promotes films and TV series making". Spearman rho explained and interpreted that size of correlation lies in 0.70-0.90 considered to be high positive correlation so in this case, correlation between variables accounted as 0.877. Hence the

hypothesis is also accepted according Spearman Rho and it proves that there is a statistical relationship between both variables. This also answers the research question Xian province has certain attributes that can influence tourist to visit with the help of promoting films and TV programs.

**Pearson Correlations**

| | | Xian destination attributes | Promotes film and TV series making |
|---|---|---|---|
| Xian destination attributes | Pearson Correlation | 1 | .819** |
| | Sig. (2-tailed) | | .005 |
| | N | 200 | 200 |
| Promotes film and TV series making | Pearson Correlation | .819** | 1 |
| | Sig. (2-tailed) | .005 | |
| | N | 200 | 200 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Spearman Correlations**

| | | | Xian destination attributes | Promotes films and TV series making |
|---|---|---|---|---|
| Spearman's rho | Xian destination attributes | Correlation Coefficient | 1.000 | .877 |
| | | Sig. (2-tailed) | . | .301 |
| | | N | 200 | 200 |
| | Promotes film and TV series making | Correlation Coefficient | .877 | 1.000 |
| | | Sig. (2-tailed) | .301 | . |
| | | N | 200 | 200 |

**4.6.3 "Promotes film and TV series making" and "Increase in tourism of Ayutthaya and Xian provinces"**

In this part the correlation between increase in tourism of Ayutthaya and Xian provinces and promotes films and TV series making will be considered as one is dependent variable and another one is independent variable. The main aim of this correlation is to find out whether the promotion of films and TV series making can actually increase the tourism in Ayutthaya and Xian provinces and this can be attained with the result of correlation testing done in this

case which was proposed by Pearson and Spearman. According to the Pearson correlation range if the variables correlation range is between (0.60-0.79) then the correlation between both variables are considered to be very strong positive correlation and in this case the range lies in between i.e. 0.761**. Hence, the hypothesis is accepted and it proves that there is statistical relationship between "Increase tourism in Ayutthaya and Xian provinces" and "Promotes films and TV series making". Spearman rho explained and interpreted that size of correlation lies in 0.70-0.90 considered to be high positive correlation so in this case, correlation between variables accounted as 0.791. Hence the hypothesis is also accepted according Spearman Rho and it proves that there is a statistical relationship between both variables. Furthermore, this statistical relationship also answers the research question that promotion of films and TV series making programs is directly proportional to tourism".

**Pearson Correlations**

|  |  | PROMOTES FILMS AND TV SERIES MAKING | INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES |
|---|---|---|---|
| PROMOTES FILMS AND TV SERIES MAKING | Pearson Correlation | 1 | .761** |
|  | Sig. (2-tailed) |  | .005 |
|  | N | 200 | 200 |
| INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES | Pearson Correlation | .761** | 1 |
|  | Sig. (2-tailed) | .005 |  |
|  | N | 200 | 200 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Spearman Correlations**

|  |  |  | PROMOTES FILMS AND TV SERIES MAKING | INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES |
|---|---|---|---|---|
| Spearman's rho | PROMOTES FILMS AND TV SERIES MAKING | Correlation Coefficient | 1.000 | .791** |
|  |  | Sig. (2-tailed) | . | .000 |
|  |  | N | 200 | 200 |
|  | INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES | Correlation Coefficient | .791** | 1.000 |
|  |  | Sig. (2-tailed) | .000 | . |
|  |  | N | 200 | 200 |

**. Correlation is significant at the 0.01 level (2-tailed).

**4.7 Reliability test analysis**: According to this statistical test, the reliability and accuracy level between all the survey questions are reliable enough to justify the results of this survey. The reliability (cronbach's alpha) shows 0.769 which means the internal consistency of questions are acceptable enough to be used for this survey.
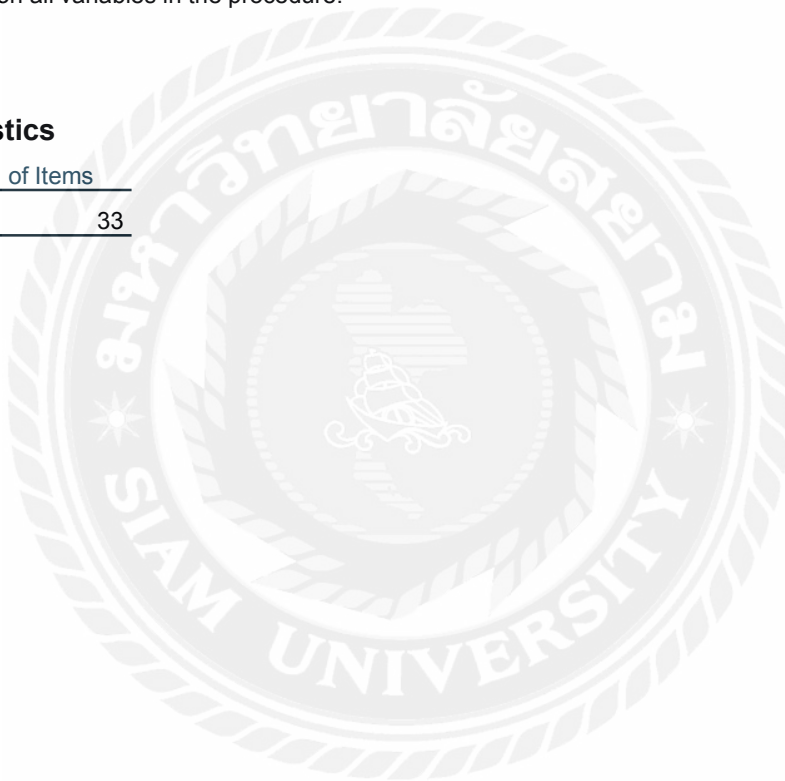
**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 200 | 100.0 |
| | Excluded [a] | 0 | .0 |
| | Total | 200 | 100.0 |

a. List wise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .769 | 33 |

Chapter 5: Discussion and conclusion

This research main aim was to explore and probe the destinations characteristics of two provinces one in Thailand and another in China. In Thailand, Ayutthaya province has been selected for the study and from China, Xian province has been selected for this study. The reason for choosing these two provinces to find out whether these two provinces can actually promote film and TV programs with the help of showing their destination attributes in film and movie making and with the promotion of film and TV programs making and it can actually increase in tourism of the country. The tourism in this part includes all kinds of tourism such as health tourism, education tourism, film-induced tourism, food tourism and etc.

5.1 Conclusion

The first chapter concluded about the foundation of this research paper and discussed the research objectives which were to identify the tourism potentials in both areas with the help of film and TV programs making along with established research questions to find out the destination potentials in both regions. This chapter also developed hypotheses to check weather both destinations have potentials to promote film and TV programs and to increase tourism with the promotion of films and TV series making.

The second chapter concluded about the industry overview and literature review of tourism which was influenced by film and TV series. This chapter explained previous study of overseas film tourism destination and how the film and TV programs have created impact

on the economy and tourism industries. This was well supported by the examples provide in this chapter of one movie which was shot in Thailand, named as "the beach" and post this movie has literally increased the number of young and backpackers travelers coming to Thailand. This chapter also explained the characteristics of both provinces accompanied with related research and theory. The motivation was an ideal theory for this paper to use as because it's the motivation that actually derives encouragement among travelers after watching movies, videos in films and TV programs to visit the place. This chapter also answers the main research question (chapter1) of this paper with the help of literature review.

The third chapter explained the research methodology was chosen for this paper. This research paper includes both type of research (qualitative and quantitative) and the information collected was from the secondary source of information as well as the primary source of information. The secondary source of information was gathered from reports, articles and from the past research and for the primary source of information survey questions were designed. To check the correlation between variables spearman rho and Pearson correlation were used and to check the internal consistency of survey questions: cronbach's reliability was applied. Sample selection was also done in this chapter and it was 400 in total out of this 200 survey questions were distributed to Thai citizens and the rest 200 were distributed to Chinese citizens. The respondents for Ayutthaya questions set were collectively from Siam university students, faculty members and also some locals. On the other hand, the respondents for Xian question set were Chinese students from Siam University and some other Chinese communities in other universities such as University of Thai Chamber of Commerce and Kasem Bundit University. It also includes Chinese travelers

coming from China. The survey instrument included close ended question and likert scale questions (appendix).

The fourth chapter concluded the results of the research questions in sub-questions part (chapter1) and also proved the hypotheses that Ayutthaya and Xian provinces have certain destination attributes which can promote the film and TV programs making. The chapter also provided the analysis that film and TV programs making is directly proportional to tourism (chapter 4). All the hypotheses were accepted and internal consistency among survey questions were reliable.

The last chapter apart from discussion and conclusion also provides recommendation for the future study and limitation for this study is explained below;

5.2        Recommendations

This research paper is very useful for tourism industry for both countries as to explore and enhance country tourism with the help of promoting film and TV series. The research paper is very useful for Thailand travel and tourism authority to create film-induced tourism in Ayutthaya and also in some other regions such as Khao yai, Petchabun; Nakhon Ratchsima and Lopburi areas as these areas have potentials if films and TV programs are being made in areas will create and increase honeymoon, food, education, and pilgrimage and sports tourism. This is also applying for China travel and tourism department to improve destination marketing and branding of their regions. This research

paper will also be useful for eco-tourism improvement if the films and TV programs are being promoted.

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2-7.

# An investigation about the promotion of film and television programs in Ayutthaya tourism

Dear Mr. / Madam:

Hello! I am a graduate student in Business Administration of Siam University. I am conducting a questionnaire about the promotion of film and television programs Ayutthaya tourism . I would like to invite you to take a few minutes to help me with this questionnaire. I will be very grateful for your participation in this survey.

The first part is the basic information, the second part is the destination attribute of Ayutthaya, the third part is the role of Ayutthaya to promote the production of films and television programs, the fourth part is the role of film and television to promote Ayutthaya tourism, according to your degree of approval.This questionnaire is anonymous. All data are used for statistical analysis only. I will keep your privacy confidential. Please fill out the questionnaire trustingly.

Part 1: Demographic

1. Gender

   O Male

   O Female

2. Income/ monthly

   Less than $1,000

   $1,000- 2,000

   $2,001-3,000

   $3,001-4,000

   More than $4,000

3. Occupation

   Private employee

   Government employee

   Business owner

Student

Others(please specify)

4.  Number of visits

Once

Twice

Thrice

Many times

Part 2 for Ayutthaya destination attributes:

5. Ayutthaya destination attributesWhat image do you currently have of Ayutthaya?

Temples

Museums

Palaces

Floating market

Parks

Food

6.From where did you get the image of Ayutthaya?

Newspapers

Sightseeing's

Magazines

Internet

Word of mouth

7.Do you think that films and TV programs (Such as Love Destiny) should be made in Ayutthaya?

       1= strongly think so

       2= Think so

       3= don't know

       4= don't think so

       5= strongly don't think so

8.Do you believe that in Ayutthaya there are various places which should be shown in Films and TV programs (Such as Love Destiny)?

       Strongly believe so =1

       Believe so = 2

       No idea = 3

       Don't believe so = 4

       Strongly don't believe so = 5

9.Do you agree that if films and TV programs (Such as Love Destiny) show Ayutthaya image can bring more people to visit?

       Strongly agree = 1

       Agree = 2

       Neutral = 3

       Disagree = 4

       Strongly disagree =5

10.Would you be interested to visit if films and TV programs show Ayutthaya image in the

future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

Part 3.:Films and TV series making promotion:

| Questions | Strongly agree = 1 | Agree = 2 | Neutral =3 | Disagree = 4 | Strongly disagree = 5 |
|---|---|---|---|---|---|
| 11.Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences? | | | | | |
| 12.Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city | | | | | |
| 13.Do you think local festivals and festival activities should be shown in films and TV programs to    influence | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| people to visit ? | | | | | |
| 14.Do you think the local food should be shown in film and TV programs to influence to try? | | | | | |
| 15.Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit? | | | | | |
| 16.Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific? | | | | | |
| 17.Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot? | | | | | |
| 18.Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes? | | | | | |

Part 4:Tourism in Ayutthaya and Xian provinces:

| Questions (For Ayutthaya tourist) Films and TV programs（such as Love Destiny）promote | Strongly Agree = 1 | Agree = 2 | Neutral = 3 | Disagree = 4 | Strongly Disagree = 5 |
|---|---|---|---|---|---|
| 19.Shopping tourism (such as souvenirs, ancient clothes and jewellery) | | | | | |
| 20. Gourmet food tourism (such as green mango with sauce,Moo Sarong) | | | | | |
| 21.Pilgrimage tourism (such as Wat Mahathat temple) | | | | | |
| 22.Heritage tourism (such as Bangpain) | | | | | |
| 23.Educational tourism (History of Thailand) | | | | | |
| 24.Scientific research tourism (History and cultural relics research) | | | | | |
| 25.Honeymoon tourism | | | | | |
| 26.Film-induced tourism (Wearing ancient clothes to cosplay the characters in the Love Destiny and take the photo) | | | | | |

# An investigation about the promotion of film and television programs in Xi'an tourism

Dear Mr. / Madam:

Hello! I am a graduate student in Business Administration of Siam University. I am conducting a questionnaire about the promotion of film and television programs Xi'an tourism . I would like to invite you to take a few minutes to help me with this questionnaire. I will be very grateful for your participation in this survey.

The first part is the basic information, the second part is the destination attribute of Xi'an, the third part is the role of Xi'an to promote the production of films and television programs, the fourth part is the role of film and television to promote Xi'an tourism, according to your degree of approval.This questionnaire is anonymous. All data are used for statistical analysis only. I will keep your privacy confidential. Please fill out the questionnaire trustingly.

Part 1:Demographic information

5. Gender

   O   Male

   O   Female

6. Income/ monthly

   Less than $1,000

   $1,000- 2,000

   $2,001-3,000

   $3,001-4,000

   More than $4,000

7. Occupation

   Private employee

   Government employee

Business owner

Student

Others(please specify)

8. Number of visits

Once

Twice

Thrice

Many times

Part 2.    For Xian destination attributes:

5.What image do you currently have of Xian?

Temples

Parks

Food

Museums

Climate

Palaces

6.From where did you get the image of Xian?

Newspapers

Sightseeing's

Magazines

Internet

Word of mouth

7.Do you think that films and TV programs should be made in Xian?

Strongly think so = 1

Think so = 2

Don't know = 3

Don't think so = 4

Strongly don't think so = 5

8.Do you believe that in Xian there are various places which should be shown in Films and TV

programs?

Strongly believe so = 1

Believe so = 2

No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9.Do you agree that if films and TV programs show Xian image can bring more people to visit?

Strongly agree = 1

Agree = 2

Neutral = 3

Disagree = 4

Strongly disagree = 5

10. Would you be interested to visit if films and TV programs show Xian image in the future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

Part 3.:Films and TV series making promotion:

| Questions | Strongly agree = 1 | Agree = 2 | Neutral =3 | Disagree = 4 | Strongly disagree = 5 |
|---|---|---|---|---|---|
| 11.Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences? | | | | | |
| 12.Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city | | | | | |
| 13.Do you think local festivals and festival activities should be shown in films and TV programs to influence people to visit ? | | | | | |
| 14.Do you think the local food should be shown in film and TV programs to influence to try? | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 15.Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit? | | | | | |
| 16.Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific? | | | | | |
| 17.Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot? | | | | | |
| 18.Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes? | | | | | |

Part 4:Tourism in Ayutthaya and Xian provinces:

| Questions (For Xi'an tourist) Films and TV programs (such The Legend of Miyue ) promote | Strongly Agree = 1 | Agree = 2 | Neutral = 3 | Disagree = 4 | Strongly Disagree = 5 |
|---|---|---|---|---|---|
| 19.Shopping tourism (such as souvenirs, ancient clothes and jewellery) | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 20.Gourmet food tourism<br><br>(such as lamb small steamed bun, Rougamo,<br><br>steamed cold noodle) | | | | | |
| 21.Pilgrimage tourism<br><br>(Jingye temple,Mosque) | | | | | |
| 22.Heritage tourism<br><br>(Site of the Efang Palace,Daming Gong Palace) | | | | | |
| 23.Educational tourism<br><br>(Chinese history and culture education) | | | | | |
| 24.Scientific research tourism<br><br>(History and cultural relics research) | | | | | |
| 25.Honeymoon tourism<br><br>(Natural scenery) | | | | | |
| 26.Film-induced tourism<br><br>(Wearing ancient clothes　　　to cosplay the<br><br>characters in the The Legend of Miyue and take<br><br>the photo) | | | | | |