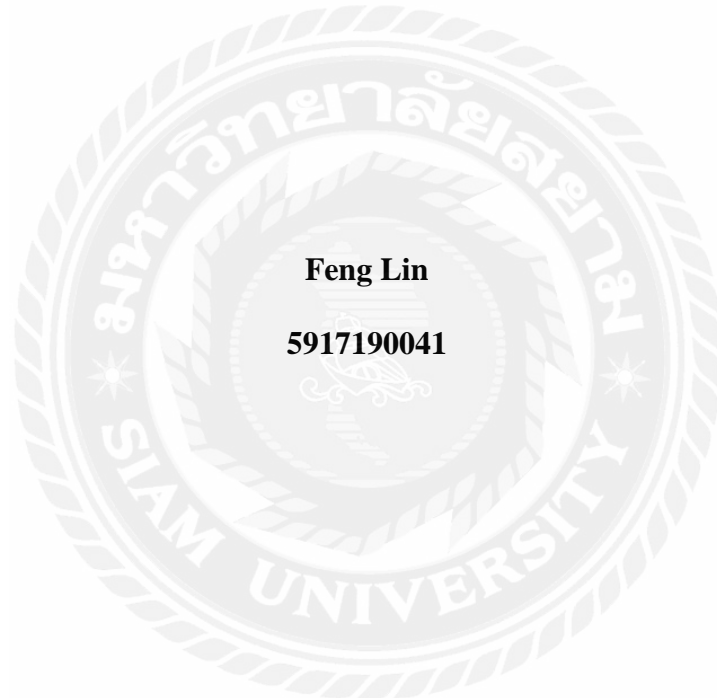




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Tourist Misbehavior: A Case Study of the Chinese in Thailand



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ABSTRACT

This study investigates the Chinese tourist and non-tourist's perception toward tourist misbehavior in Thailand. A qualitative approach was used initially, that involved interviews with hotel personnel, Chinese instructors, Thai students, as well as the owner of a fine dining restaurant; with 243 questionnaire responses being received from both Chinese tourists and students. Subsequently, One-Way ANOVA was used to identify any differences in the tourist perceptions across country of residence, purpose of visit, and demographic profile. Factor analysis was used to reduce the variables into dimensions. There is a significant difference between Chinese students and Chinese tourists' attitude towards unacceptable tourist behavior, and there are also significant differences in perception among Chinese in different demographic profiles.

Keywords: Tourist misbehavior, Tourist and non-tourist, Thailand, Chinese



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Chapter 1: Introduction

Background of the study

About 140 million outbound Chinese tourists travelled abroad in 2018 (Ni, 2019). Many Chinese have discretionary income for outbound travel (China National Tourism Administration, 2017). However, as the number of Chinese tourists increases, news reports showing their misbehavior have also increased. In this study, misbehavior refers to a tourist's unintended or intended actions that cause destination destruction to the tourism environment while they are traveling (Tsaur, Cheng, & Hong, 2019). On 31 October 2019 the Tourism Council of Thailand mooted a proposal to extend free visa-on-arrival for attracting 21 countries' tourists, especially travelers from China and India (Ross, 2019). Kock, Josiassen, and Assaf (2019) found that national borders have become more and more accessible because of ease of visa application.

As a Chinese, the first author believes that not all Chinese misbehave. Rittichainuwat (2016) comments that not all Chinese behave negatively, and there are many Chinese who display good behavior. She hypothesizes that the reason why many Chinese have been perceived negatively is because they are traveling for the first time. She also mentions that the increased visibility of Chinese people makes them more likely than other nationalities to be stereotyped. As the market size increases, the frequency of perceived negative behavior becomes greater (Rittichainuwat, 2016). As of 20 March 2019, the Chinese constitute the largest segment of tourists travelling to Thailand (56.66%), which is larger than the number of tourists from all other countries (Association of Thai Travel Agents, 2019).

Objectives

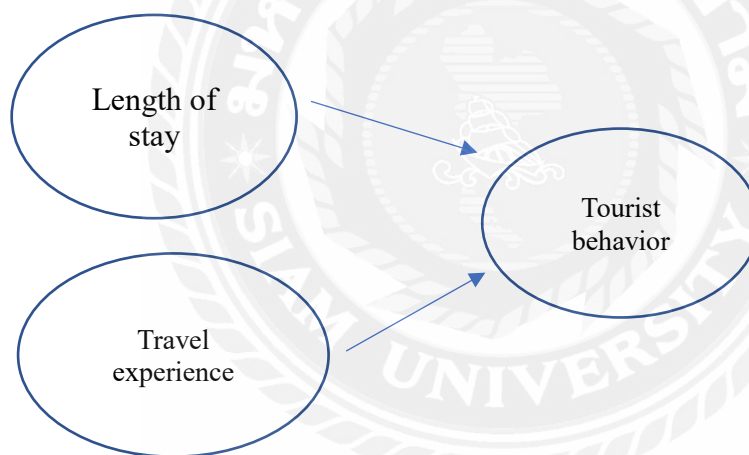
This study has three research objectives: 1) describes negative tourist behavior in

general, 2) this study identifies if there are any significant differences in the tourist travel experience and misbehavior across demographic profile and trip purpose, 3) to explore the perception of service personnel about the tourist misbehavior.

Significant of the study

There is a need to study the behavior of Chinese tourists travelling in Thailand. On the one hand, this study would help Thai people and the Thai government to understand Chinese tourists and their behavior. On the other hand, this study can help Chinese tourists know more about other cultures and to behave better when they travel abroad.

Conceptual Framework



Chapter 2: Literature Review

Chinese culture has developed during its long history, and some core cultural values are prevalent which are sustained to this day, whereas others have been adapted through a learning process (Hsu & Huang, 2016). The approval or disapproval of social opinions that took a relatively long time to take hold in the West are the foundation of the new behavioral norms, wherein the foreign civilities and discipline helped justify the reformers' endeavor to promote new social etiquette in China (Kenesei & Stier, 2016). Rittichainuwat (2016) comments that not all Chinese behave negatively, and that there are many Chinese who display good behaviors. However, the behavior of a few people is enlarged into a well-recognized, negative image linked to nationality (Zhang, Pearce, & Chen, 2019).

Social Identity

Previous studies found that social identity is related to misbehavior. Base on the experience of the change in social background and education, social identity among adolescent groups is different, because social identity effects are related strongly to early and late adolescence (Tanti, Stukas, Halloran, & Foddy, 2011). Palmer, Koenig-Lewis, and Medi Jones (2013) found that individuals can be stimulated to promote tourism related services through social identity. Interactions between self and social identity have an effect on tourist behavior. Social identity is related to face saving. What makes face an important construct for understanding Chinese social interactions and behavior change is the continuous reflection of cognitive, evaluative, and emotional components (Zhang et al., 2019). Spencer-Oatey (2007) argued that face pertains to a person as well as a group, and it is used for interpersonal relations. Zhang et al. (2019) found that Chinese tourists are afraid to lose collective face, which facilitates the reinforcement of civilized behavior. Apart from the legal issues, ethical, religious,

cultural, and social frames also have an effect on the image of misbehavior (Pearce, forthcoming).

Generic Behavior

Moreover previous studies note that generic behavior affects tourist behavior. Pearce and Packer (2013) argued that some human behaviors have a mainly instinctive or fixed biological foundation; Some physiological phenomena are only partly under conscious control. Human behavior relies on the effort and effect of a “mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related” (Pearce & Packer, 2013).

Consumer misbehavior is behavior of the consumer that is in contrast to norms that are generally acceptable and which destroys the behavioral expectations (Fullerton & Punj, 2004). Grybś-Kabocik (2016) mentioned that consumer misbehavior negatively affects service providers or other customers. Furthermore, deviant manners, aggravating behaviors, and bad hygiene create negative feelings (Chen, Hsu, & Li, 2018).

The stages of habit formation provide additional valuable guidance for designing systems that help shape an individual’s habits (Karppinen et al., 2018). Hsu and Huang (2016) noted that strange behavior cause negative feelings and an uncomfortable environment.

Environment

Moreover, previous studies mentioned that environment may affect tourist behavior. Tolkach, Pratt, and Zeng (2017) mentioned that Hong Kong residents have more legal restrictions, norms, and social pressures from their friends and families, while tourists on vacation are much less affected by such restrictions, which is why

normally Hong Kong residents behave better than Mainland Chinese tourists, although they share the same Chinese culture. People from different cultures may fail to accept other cultures, and have limited tolerance of others' misbehavior (Moufakkir, 2011).

Kim and Mckercher (2011) argued that poor communication continues to exist due to differences between expected and actual host or guest behavior. Tourist behavior is emblematic of a combination of the state and the "tourism" culture (Kim & Mckercher, 2011).

Social congruence and norms

Society may affect the human behavior. Perceived cultural distances are positively correlated with service-oriented social contacts, and if tourists have more service-oriented contacts with the residents, they are more likely to perceive the culture distance between their home culture and the destination culture (Fan, Zhang, Jenkins, & Lin, 2017).

Many misunderstandings are caused by scanty knowledge of different cultures, and dissatisfaction with different cultural norms (Kenesei & Stier, 2016). Although tourists live away from home, the cultural values and social relations of the home society still have an effect on their behavior (Gao, Huang, & Brown, 2017).

Tolkach et al. (2017) stated that different culture, demographic profile, and social groups affect ethical decisions, and if there are no negative consequences tourists continue to think that controversial actions are acceptable, even though they may have realized that some behaviors may be unethical and unfair to others.

Kim and Qu (2018) noted that customers' uncivilized behaviors cause employee incivility towards customers. Employee incivility is considered as a service failure, which damages service quality and the reputation of an organization, meanwhile also causing customer attrition and loss of revenue (Kim & Qu, 2018; Porath & Pearson,

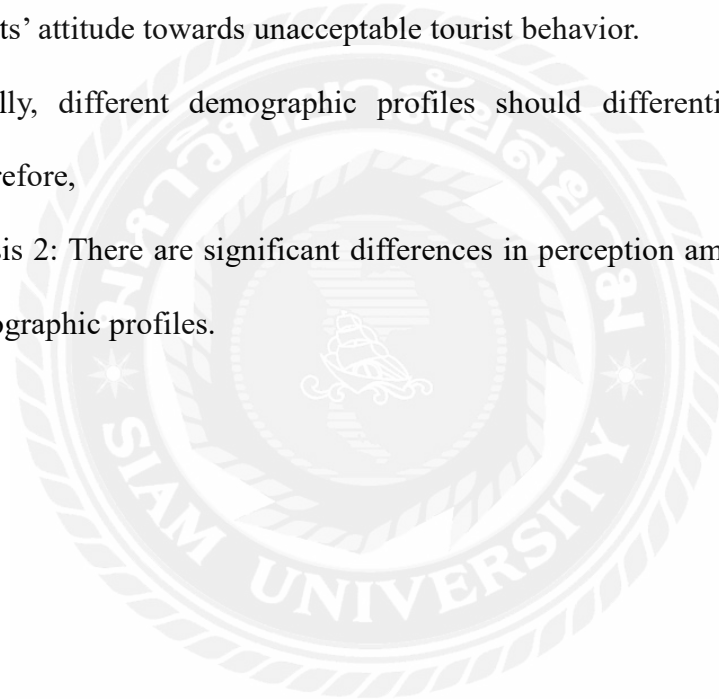
2013; Walker, Van Jaarsveld, & Skarlicki, 2016). Therefore, uncivilized behavior can cause negative perception towards the citizens of a country. Specifically, foreign students and tourists are likely to be exposed to negative perceptions while studying abroad.

Base on the literature reviews, it is hypothesized that Chinese who study in a foreign country have a different perception toward “acceptable behavior” than local people. Thus,

Hypothesis 1: There is a significant difference between Chinese students and Chinese tourists’ attitude towards unacceptable tourist behavior.

Specifically, different demographic profiles should differentiate the tourist behavior. Therefore,

Hypothesis 2: There are significant differences in perception among Chinese in different demographic profiles.



Chapter 3: Methodology

This study used a mixed method employing both qualitative and quantitative approaches. As for the quality approach, interviews are used to give more insights about the concept of tourist behavior, and to identify the attribution quantitative instruction. The author interviewed service personnel (N=10) in hotels about tourist misbehavior, by asking them to identify tourist misbehaviors. There were negative perceptions from the maids, waiters, and waitresses in the hotels. Most of them identified the negative behaviors of tourists as follows: being loud in public; smoking in a non-smoking area; taking food away from the buffet; wearing a swimsuit in the lobby and the restaurant; yelling at staff in their own language; and cooking in the hotel rooms.

Based on interviews with Chinese instructors and Thai students (N=32) at a university in Central Bangkok, the results highlighted negative behaviors as being loud in public (N=12); and taking selfies at important monuments, such as with the portrait of the king, which is unacceptable for Thais (N=15). According to news reports, the reason being loud is seen as less significant than taking a selfie with the king's picture is that the Thai government has educated Thai people via TV that taking selfies with the portrait of the former king is very impolite. Many Thai people are therefore aware that they should not take selfies with the portrait of the former king, and this is not surprising because of the education that the government has given to tourists.

The interviews and content analysis resulting in 21 tourist misbehavior attributes are listed in the questionnaire (See appendix 1).

Research setting

This study was held in Bangkok, Thailand. Bangkok is the capital and the largest city of Thailand, with a population of 8.83 million (Bangkok Metropolitan, 2019). It

is one of the most popular global tourist destinations (Tourism Authority of Thailand, 2019). Thailand does not only attract tourists but also students to study in the Land of Smiles. Among all students studying abroad, 17.38% are Chinese, which is the highest proportion of all international students all over the world (Center for China and Globalization, 2017). The Chinese Embassy in Thailand reported that about 30,000 Chinese students studied in Thailand in 2016 (Hui, 2017). Yale (2017) mentioned that international students are more likely to have culture shock while studying abroad. Some international students may face the problem of adjusting to a different culture, while others may ignore their discomfort and try to blend in, leading to continued confusion (Yale, 2017).

Measurement

The target population were Chinese students, Chinese expatriates in Thailand, and Chinese tourists who traveled in Thailand. The questionnaire was distributed near the Grand Palace of Thailand and at a university in central Bangkok. The instrument of this study was a self-administered questionnaire survey employed to identify the perception of unacceptable tourist behavior. The questionnaire was in two languages: English and simplified Chinese. The questionnaire contained two sections: tourist misbehaviors and demographic profile. Regarding the tourist misbehaviors, the respondents were asked: Which of the following would annoy you while traveling? and What is your perception toward the following culture? Participants were requested to point out the extent of their agreement with the statements on a 5-point Likert scale as: (1) *Strongly Disagree*, (2) *Disagree*, (3) *Neutral*, (4) *Agree*, (5) *Strongly Agree*.

As for data analysis, first, descriptive statistics was adopted to determine frequency distribution. Second, One-Way ANOVA was used to identify the differences in the tourist perceptions according to country of residence, purpose of visit, and

demographic profile. Third, factor analysis was used to reduce the questionnaire attributes into dimensions.

In order to determine the sample size, a follow-up interview was also conducted at the Blue Elephant restaurant with the owner of the restaurant.



Chapter 4: Result

Out of the 300 questionnaires distributed, 243 completed questionnaires were received, yielding a response rate of 81%. Table 1 shows the demographic profiles of the participants. More than half of the participants (61.3%) were females, followed by 38.7 % males. 62.1% of respondents were tourists, and 37.9% were non-tourist. Moreover, more than half of the participants (57.6%) went to Thailand with the purpose of vacation or sightseeing, followed by study (33.7%), and the others (8.6%) worked in Thailand. Meanwhile, the majority of participants (62.1%) were 20 to 29 years old, followed by participants (24.3%) who were 30 to 39 years old. More than half of the participants (61.3%) went to Thailand as their first international trip, followed by participants (32.9%) who traveled abroad once a year. Regarding purpose of stay in Thailand, slightly more than half (53.9 %) traveled for leisure, followed by one third of participants (33.7%) who went to Thailand for study. In occupations, almost one third (26.7 %) were students, followed by professionals (14.8%) and office workers (14.4%).

Table 1

Demographic characteristics of the sample (N = 243)

Participant characteristics		Number	Percentage
Tourist or non-tourist	Tourist	151	62.1
	Non-Tourist	92	37.9
Purpose of visit	Vacation/sightseeing	140	57.6
	Study	82	33.7
	Others	21	8.6
Gender:	Male	94	38.7
	Female	149	61.3
Age	20 to 29 years old	151	62.1
	30 to 39 years old	59	24.3
	40 to 49 years old	21	8.6
	More than 50 years old	12	4.9
Frequency of travelling internationally	First time	108	44.4
	Once a year	80	32.9
	Several times per year	55	22.6
Frequency of travelling domestically	Once a year	102	42.0
	Several times per year	140	57.6
Occupation:	Student	63	25.9
	Teacher	33	13.6
	Professional	35	14.4
	Sales	14	5.8
	Clerical/office worker	34	14.0
	Managerial	10	4.1
	Retired/unemployed	11	4.5
	Laborers/Production	14	5.8
	Self-employed	22	9.1

Table 2

<i>Independent samples t-test of tourist misbehavior in tourist or non-tourist</i>					
Factors	Mean		t	df	p
	Tourist	Non-Tourist			
Turn on mobile speaker	2.85	2.32	2.696	212	.008
Put a tissue on the table after it is used for sneezing	2.89	2.43	2.000	212	.047
Wash their feet in the restroom sink	2.97	2.45	2.160	213	.032
Do not flush after using toilet	2.99	2.06	3.434	212	.001***
Litter the floor	2.96	2.14	3.171	213	.002**

Note. = $P \leq 0.05$ **= $P \leq 0.02$ ***= $P \leq 0.01$

To test the hypothesis that tourists and non-tourists were associated with statistically significant differences toward the perception of tourist misbehavior, an independent samples t-test was used. As shown in Table 2, the independent samples t-test were associated with statistically significant effects in “turn on mobile speaker”, “put a tissue on the table after using for sneezing”, “wash their feet in the restroom sink”, “do not flush after using toilet”, and “Litter the floor” with $t(212) = 2.70$, $t(212) = 2.0$, $t(213) = 2.16$, $t(212) = 3.43$ and $t(213) = 3.17$, at significant values of $P = (.008)$, $P = (.047)$, $P = .032$, $P = .001$, $P = .002$. The result showed that tourists were neutral while non-tourists considered that tourist misbehavior would annoy them while they traveling.

Table 3

Independent samples t-test of tourist misbehavior in tourist or non-tourist

Factors	Mean		t	df	p
	Tourist	Non-Tourist			
Cut in the line	3.07	2.09	3.742	213	.000***
Take food away from a buffet	2.91	2.34	2.795	213	.006
Eat food with strong smell in the public	2.92	2.41	2.547	213	.012
Take strong smell food to passenger cabin	2.90	2.23	2.840	213	.005
Speak in their own language	2.74	3.09	-2.594	213	.010

Note. = $P \leq 0.05$ **= $P \leq 0.02$ ***= $P \leq 0.01$

As can be seen in Table 3, the independent samples t-test found five significant differences in “cut in line”, “take food away from a buffet”, “eat food with strong smell in the public”, “take strong smell food to passenger cabin”, and “speaking in their own language” with $t(213) = 3.74$, $t(213) = 2.80$, $t(213) = 2.55$, $t(213) = 2.84$, and $t(213) = -2.54$, at significant values of $P = (.000)$, $P = (.006)$, $P = (.012)$, $P = (.005)$, $P = (.010)$. The result showed that tourists were neutral while non-tourists considered that tourist misbehavior would annoy them while they traveling.

Purpose of visit

Table 4

One-Way Analysis of Variance of tourist misbehavior in purpose of visit

	Mean			F	p	
	Vacation	Study	Others			
Sneeze without covering their mouth with tissue paper	3.17	2.63	2.52	4.36	.014**	vacation & work
Do not flush after using toilet	3.02	2.34	2.24	4.33	.014**	vacation & work
Litter the floor	3.02	2.40	2.10	4.76	.009***	vacation & work
Cut in the line	3.09	2.35	2.33	5.21	.006***	vacation & work

Note. *= $P \leq 0.05$ **= $P \leq 0.02$ ***= $P \leq 0.01$

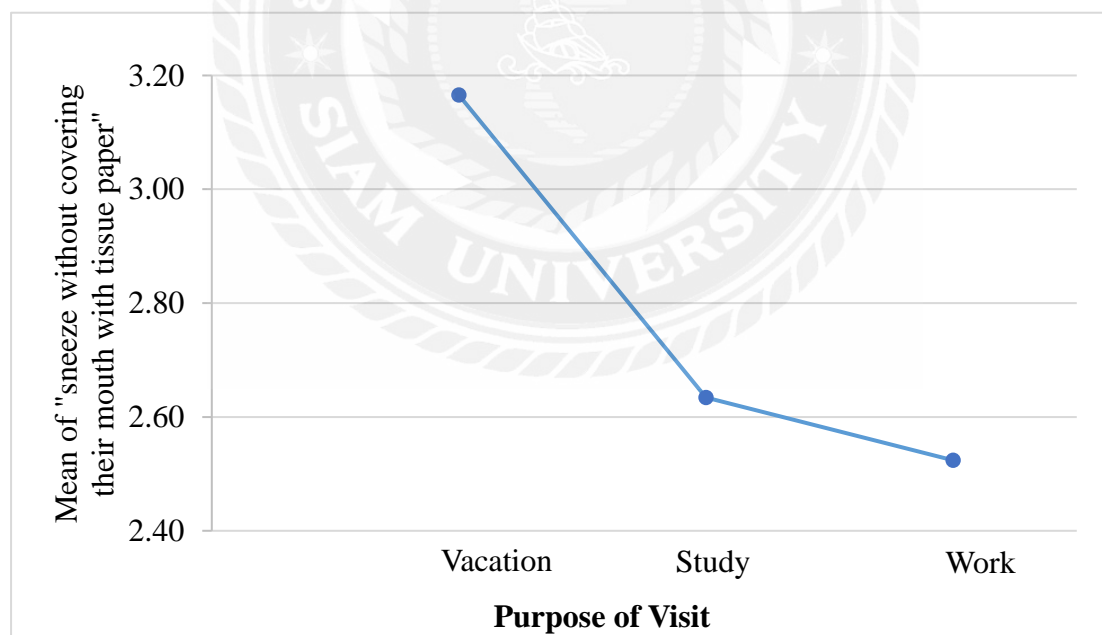


Figure 1. Mean plot of "sneeze without covering their mouths with tissue paper" in purpose of visit

The result showed a significant difference in responses to the statement "Sneeze without covering their mouths with tissue paper" among different purposes of staying

in Thailand, with the F value 4.36 at the significant level of $P = (.014)$. The result showed that participants who went to Thailand for vacation or sightseeing were more neutral while those who went to Thailand for work disagreed that sneezing without covering their mouths with tissue paper would annoy them during traveling. See Figure 1.

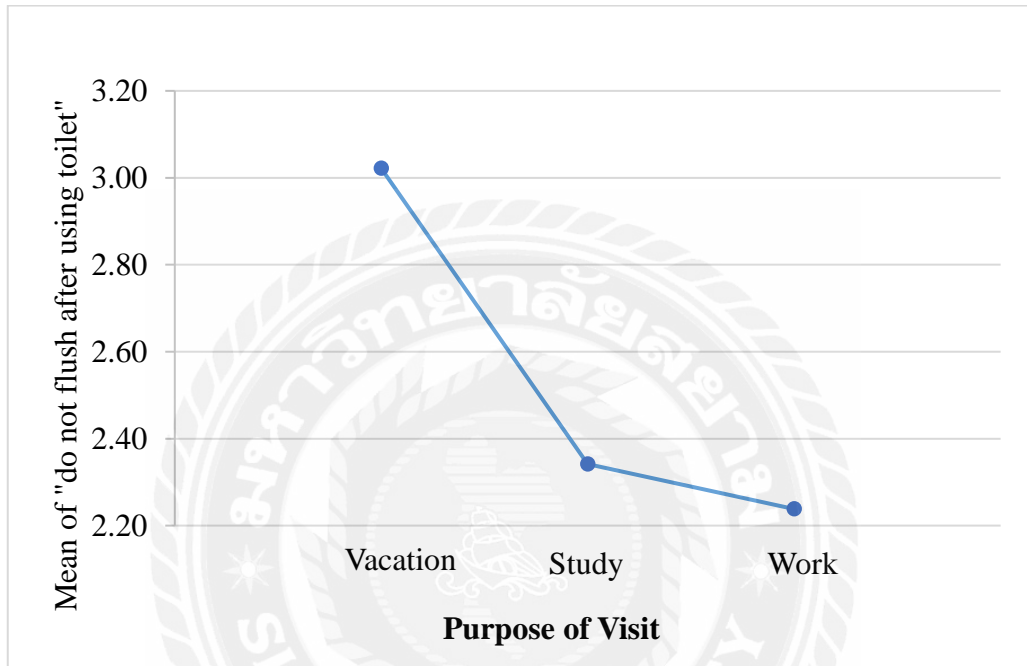


Figure 2. Mean plot of "do not flush after using toilet" in purpose of visit

There was a significant difference in "Do not flush after using toilet" among different purposes of staying in Thailand, with the F value 4.33 at the significant level of $P = (.014)$. Participants who went to Thailand for vacation or sightseeing were more neutral, while those who went to Thailand for other purposes disagreed that not flushing after using the toilet would annoy them while they were traveling. See Figure 2.



Figure 3. Mean plot of "litter the floor" in purpose of visit

ANOVA also found a significant difference in "Litter the floor" among different purposes of staying in Thailand, with the F value 4.76 at the significant level of $P = (.009)$. Respondents who went to Thailand for vacation or sightseeing were more neutral, while those who went to Thailand for work disagreed that littering the floor would annoy them while they were traveling. See Figure 3.

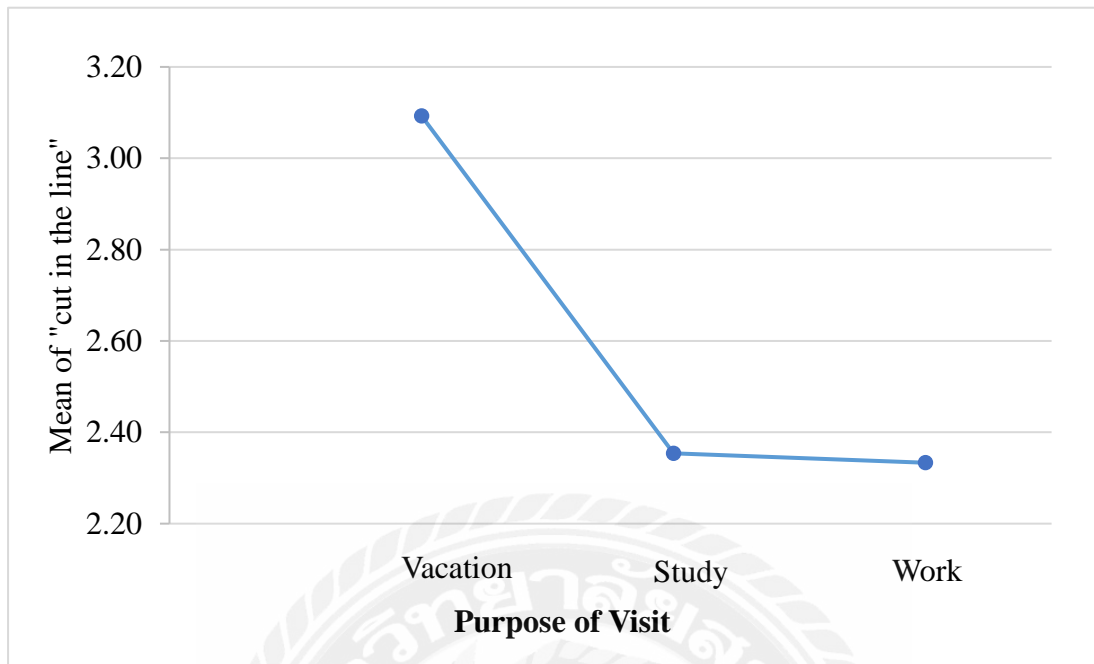


Figure 4. Mean plot of "cut in the line" in purpose of visit

As for the statement, "Cut in the line", there was a significant difference among different purposes of staying in Thailand, with the F value 5.22 at the significant level of $P = (.006)$. Participants who went to Thailand for vacation or sightseeing are more neutral, while those who went to Thailand for other purposes disagreed. Cutting in the line did not annoy the participants who work in Thailand. See Figure 4.

Travel experience

Table 5

One-Way Analysis of Variance of tourist misbehavior in travel experience

Frequency of international trip						
	Mean			F	p	
	First timers	Once a year	Repeat visitors			
Selfie in public area	2.99	2.75	3.23	5.70	.004***	First timers & Repeat visitors
Frequency of domestic trip						
	Mean		F	Sig.		
	Once a year	Several times per year				
Talk softly	2.81	3.07	4.46	.036*		
Speak loudly	2.61	2.96	4.49	.035*		

Note. *=P≤0.05 **=P≤0.02 ***=P≤0.01

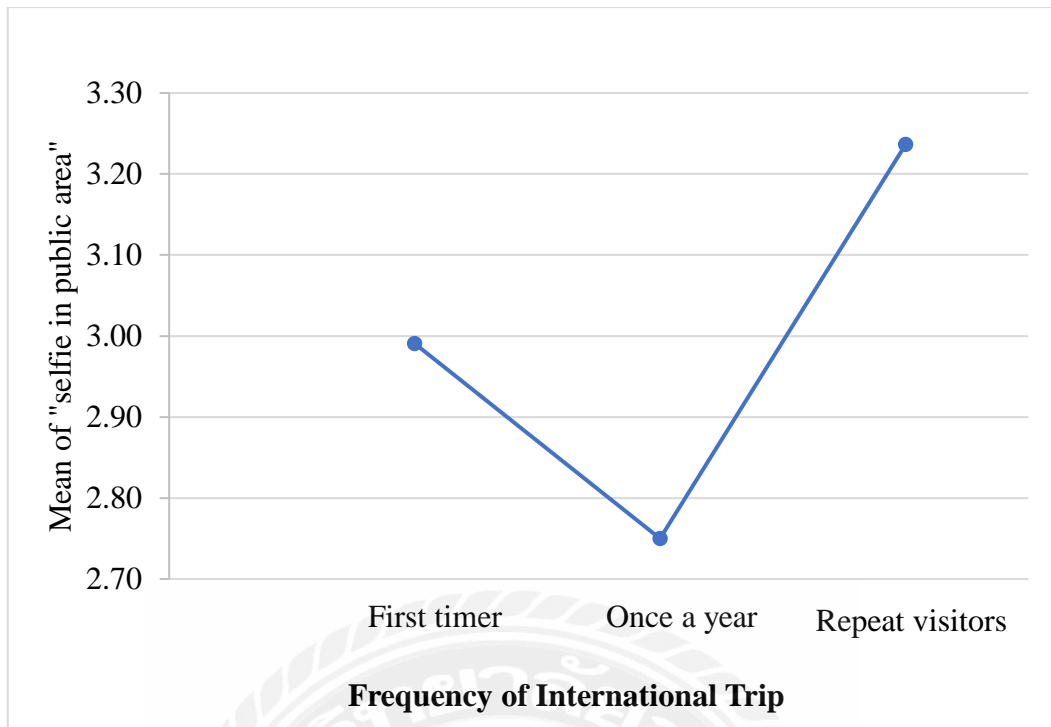


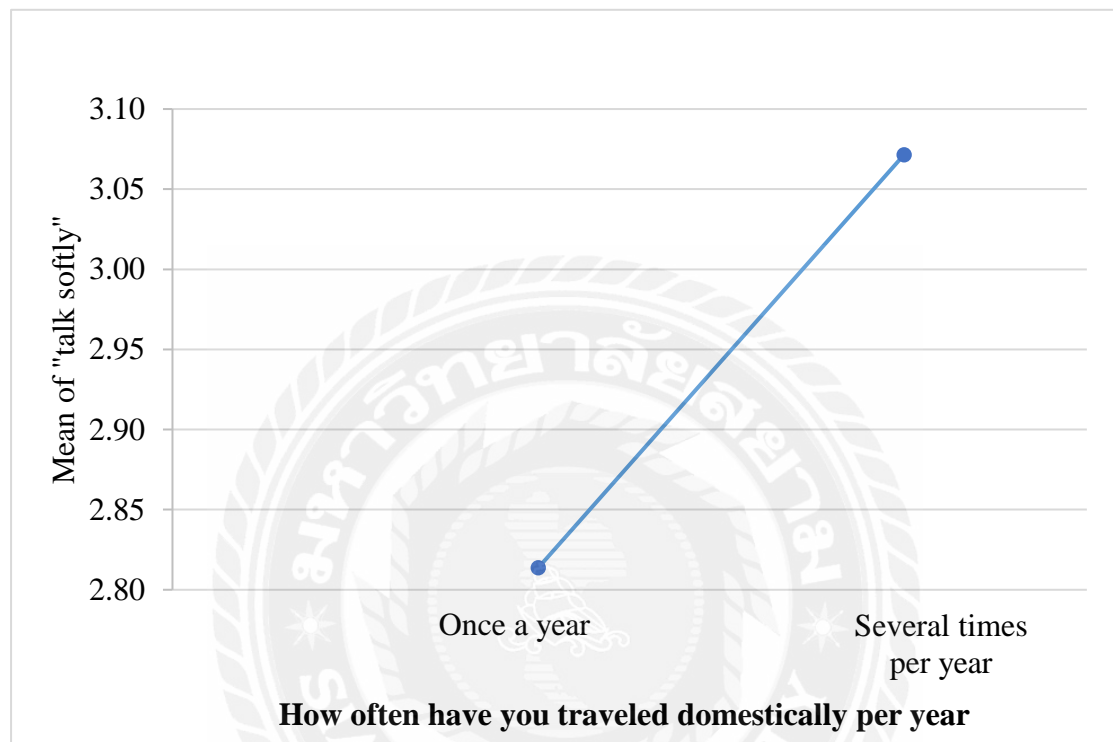
Figure 5. Mean plot of "selfie in public area" in frequency of international trip

As shown in Table 5, a significant difference was found in the responses to "Selfie in public area" according to frequency of traveling internationally, with the F value 5.70 at a significant level of $P = (.004)$. Participants who were repeat visitors were less

tolerant than those who traveled to Thailand as first timers. See Figure 5.

Figure 6. Mean plot of "talk softly" in frequency of domestic trip

Reactions to "Talk softly" varied between participants who travel domestically once a year and several times per year, with the F value 4.46 at a significant level of P



= (.036). Participants who traveled domestically once a year disagreed that it was misbehavior, while those who traveled domestically several times per year are neutral to accepting others talking softly. See Figure 6.

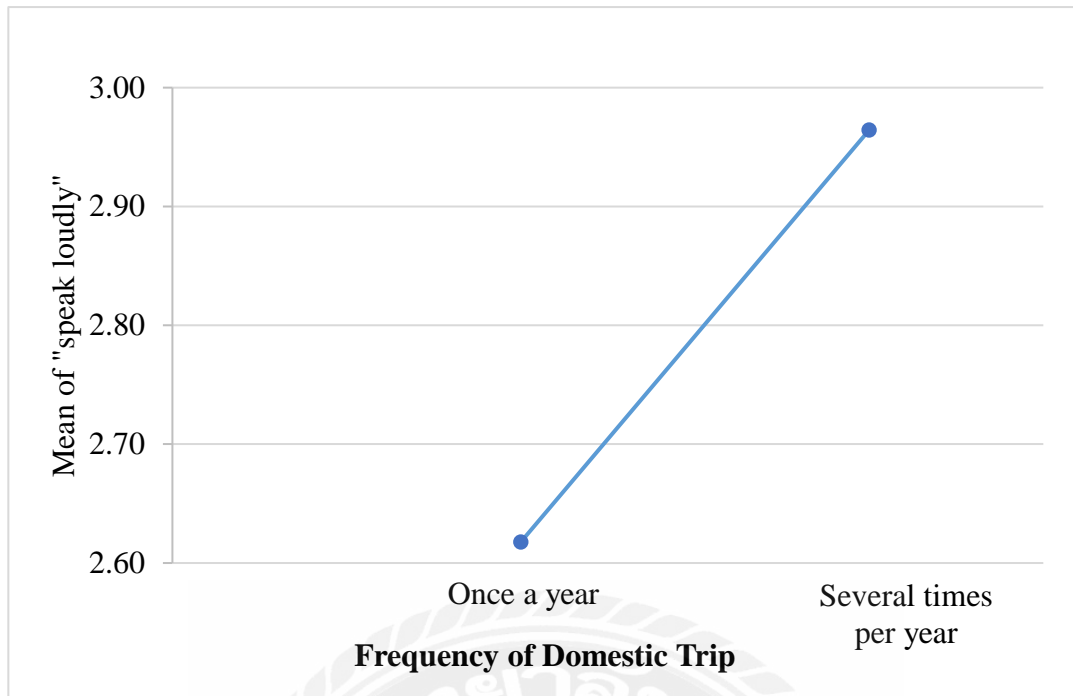


Figure 7. Mean plot of "speak loudly" in frequency of domestic trip

ANOVA also found a significant difference between participants who travel domestically once a year and several times per year in "Speak loudly", with the F value 4.49 at a significant level of $P = (.035)$. Participants who traveled domestically several times per year felt more neutral towards speaking loudly. See Figure 7.

Age group

Table 6

One-Way Analysis of Variance of tourist misbehavior in age group

	Mean				F	P	
	20 to 29 years old	30 to 39 years old	40 to 49 years old	More than 50 years old			
Turn on mobile speaker	2.88	2.46	2.14	2.90	2.90	.036*	20 to 29 years old & 40 to 49 years old
Take off their shoes in the public area	2.94	2.52	2.00	2.50	3.15	.026*	20 to 29 years old & 40 to 49 years old
Do not flush after using toilet	3.01	2.27	1.81	3.00	4.25	.006***	20 to 29 years old & 30 to 39 years old; 20 to 29 years old & 40 to 49 years old
Litter the floor	3.01	2.32	1.81	2.92	4.36	.005***	20 to 29 years old & 30 to 39 years old; 20 to 29 years old & 40 to 49 years old

Note. *= $P \leq 0.05$ **= $P \leq 0.02$ ***= $P \leq 0.01$

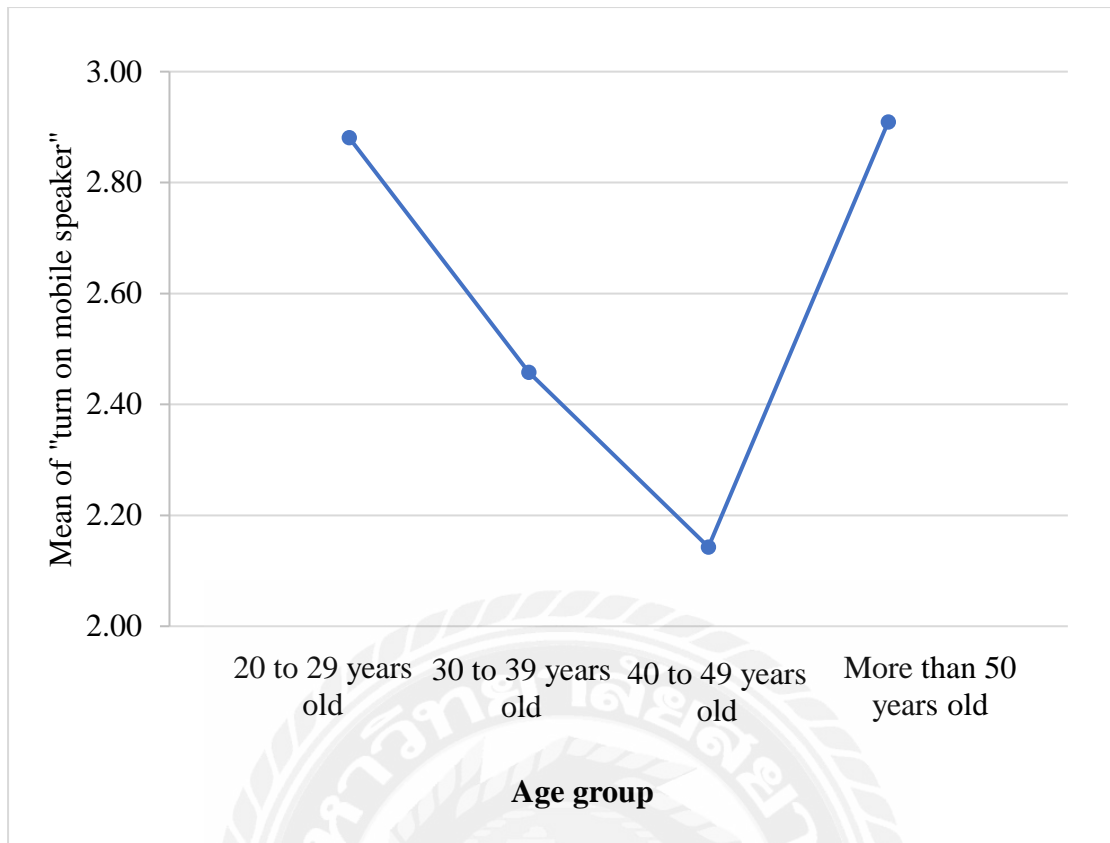


Figure 8. Mean plot of "turn on mobile speaker" in age group

There was a significant difference in “Turn on mobile speaker in the public area” between participants who were 20 to 29 years old and those who were 40 to 49 years old, with the F value 2.90 at a significant level of $P = (.036)$. Participants who were 20 to 29 years old were more neutral while those who were 40 to 49 years old disagreed that turning on mobile speaker in a public area would annoy them. See Figure 8.

Figure 9. Mean plot of "take off their shoes in the public area" in age group



Reactions to "Take off their shoes in the public area" differed between participants who were 20 to 29 years old and those who were 40 to 49 years old, with the F value 3.15 at a significant level of $P = (.026)$. Participants who were 20 to 29 years old were neutral, while those who were 40 to 49 years old disagreed that someone taking off their shoes in the public area would annoy them. See Figure 9.

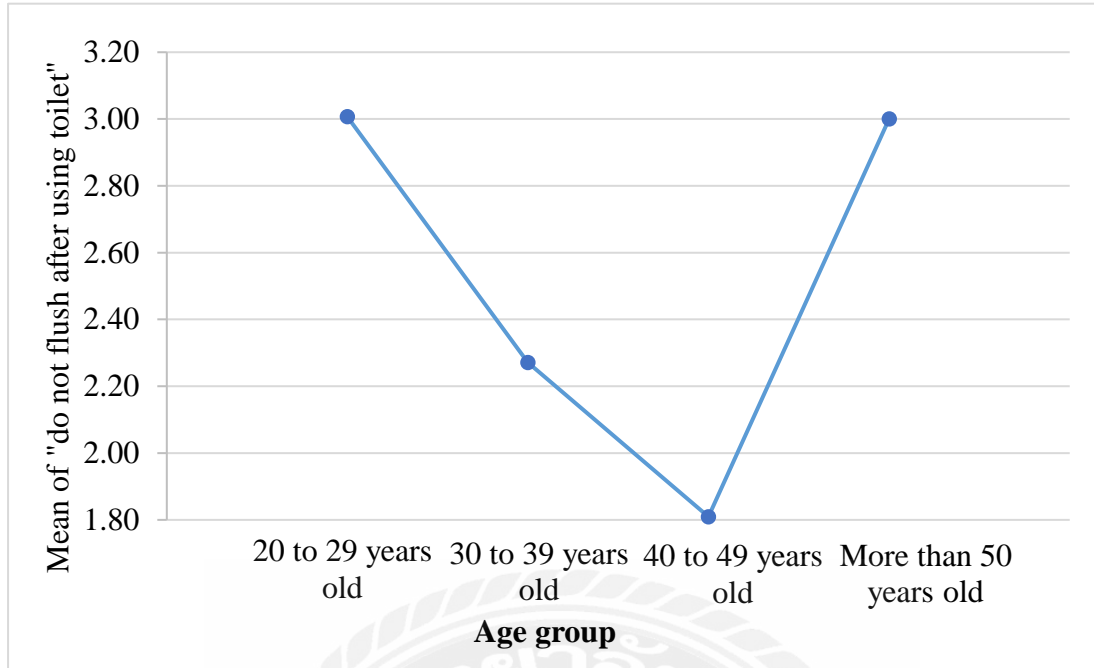


Figure 10. Mean plot of "do not flush after using toilet" in age group

The result also shows a significant difference in reaction to the statement "Do not flush after using toilet" among age group, with the F value 4.25 at a significant level of $P = (.006)$. Participants who were 20 to 29 years old were more neutral, while those who were 30 to 39 years old and 40 to 49 years old disagreed that not flushing after using the toilet would annoy them. See Figure 10.

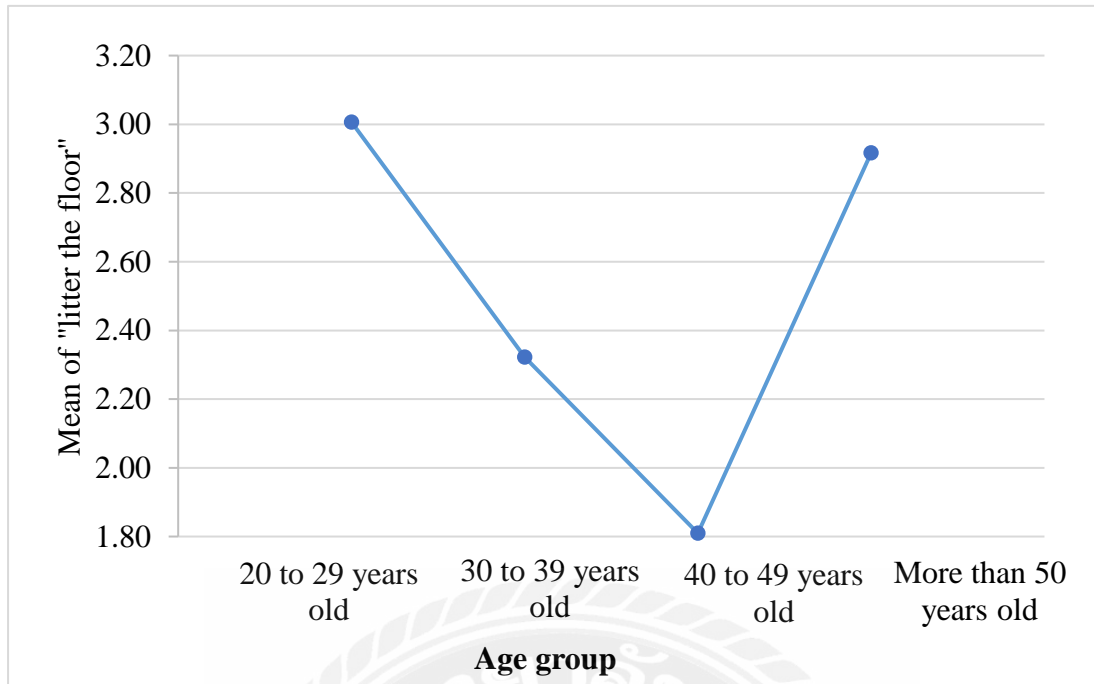


Figure 11. Mean plot of "litter the floor" in age group

Moreover, participants who were 40 to 49 years old were more tolerant than those who were 30 to 39 years old towards the statement "Litter the floor", with the F value 4.36 at a significant level of $P = (.005)$. Participants who were 20 to 29 years old were more neutral, while those who were 30 to 39 years old and 40 to 49 years old disagreed that littering the floor would annoy them. Furthermore, participants who were 40 to 49 years old were more tolerant than those who were 30 to 39 years old with regard to this statement. See Figure 11.

Table 7

One-Way Analysis of Variance of tourist misbehavior in age group

	Mean				p	
	20 to 29 years old	30 to 39 years old	40 to 49 years old	More than 50 years old		
Cut in the line	3.01	2.41	1.95	3.08	.019**	20 to 29 years old & 40 to 49 years old
Eat food with strong smell in the public	2.99	2.54	2.00	2.58	.007***	20 to 29 years old & 40 to 49 years old

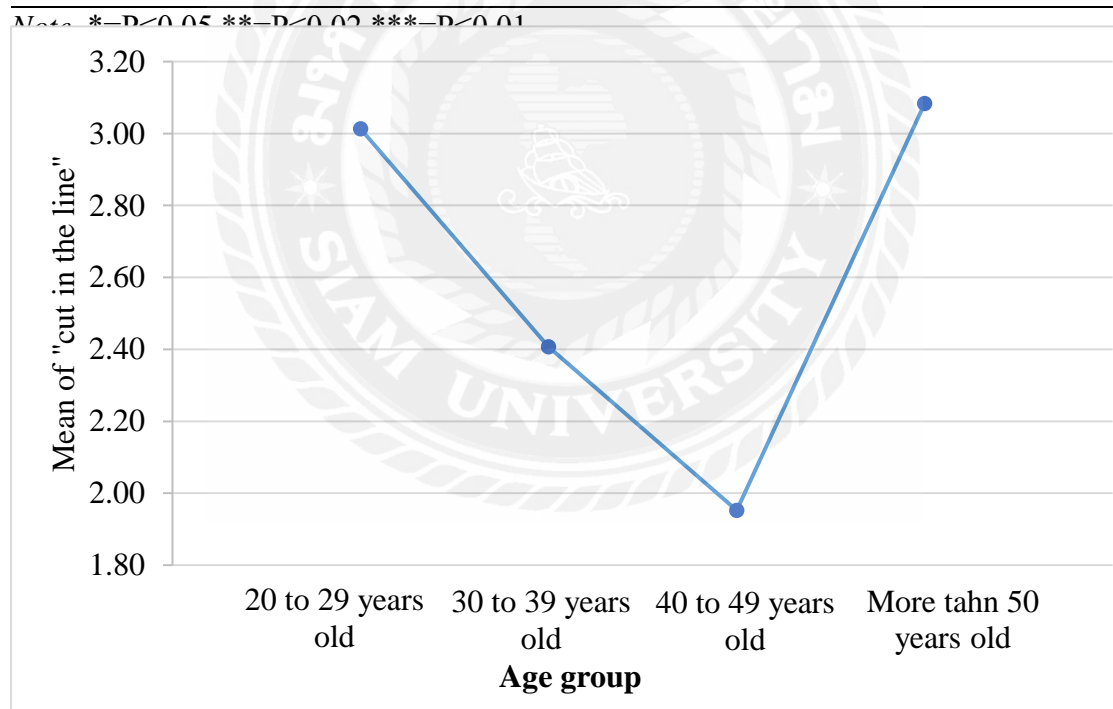


Figure 12. Mean plot of "cut in the line" in age group

There was a significant difference in reactions to “cut the line” between participants who were 20 to 29 years old and those who were 40 to 49 years old, with the F value 3.36 at a significant level of $P = (.019)$. Participants who were 20 to 29 years old were neutral, while those who were 40 to 49 years old disagreed that someone cutting into the line would annoy them. See Figure 12.

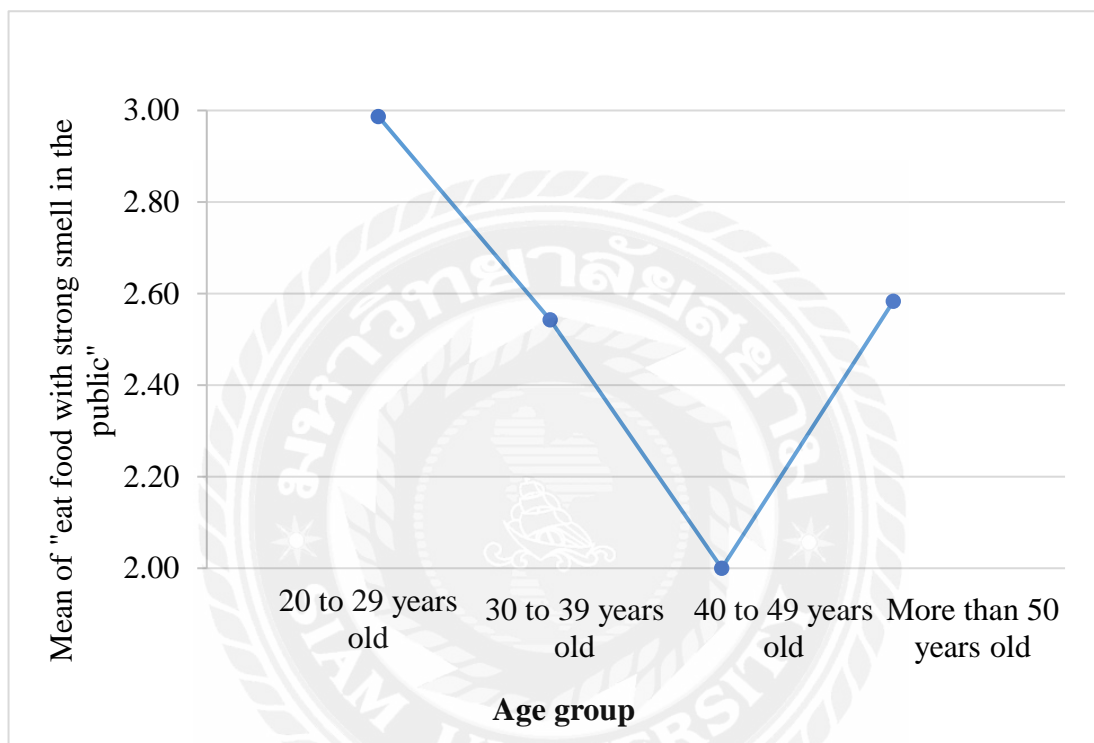


Figure 13. Mean plot of "eat food with strong smell in the public" in age group

ANOVA also found a significant difference in reactions to “Eat food with strong smell in the public” between participants who were 20 to 29 years old and those who were 40 to 49 years old, with the F value 4.10 at a significant level of $P = (.007)$. Participants who were 20 to 29 years old were neutral, while those who were 40 to 49 years did not consider eating food with a strong smell in public to be misbehavior.

Table 6

One-Way Analysis of Variance of tourist misbehavior in age group

	Mean				P
	20 to 29 years old	30 to 39 years old	40 to 49 years old	More than 50 years old	
Take strong smell food to passenger cabin	2.96	2.34	2.10	1.75	0.019**20 to 29 years old & 40 to 49 years old
Eating soup loudly to show the host that it is delicious	2.41	2.25	1.80	2.08	0.048* 20 to 29 years old & 40 to 49 years old

Note *= $P < 0.05$ **= $P < 0.02$ ***= $P < 0.01$

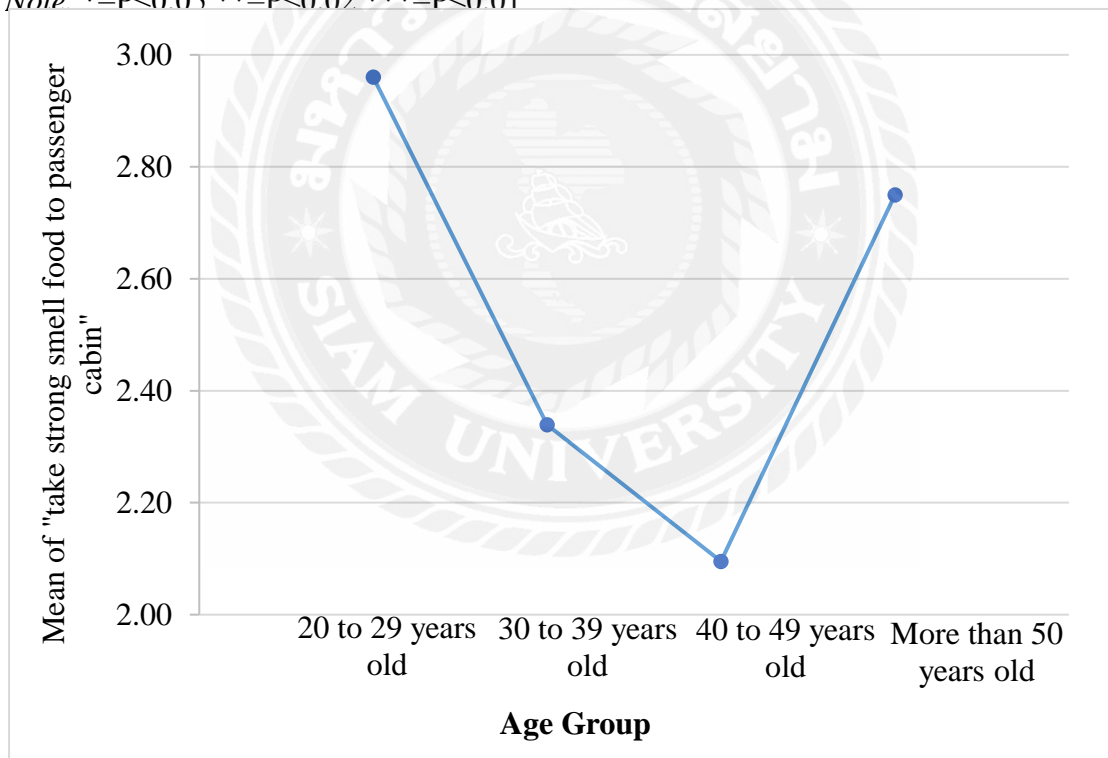
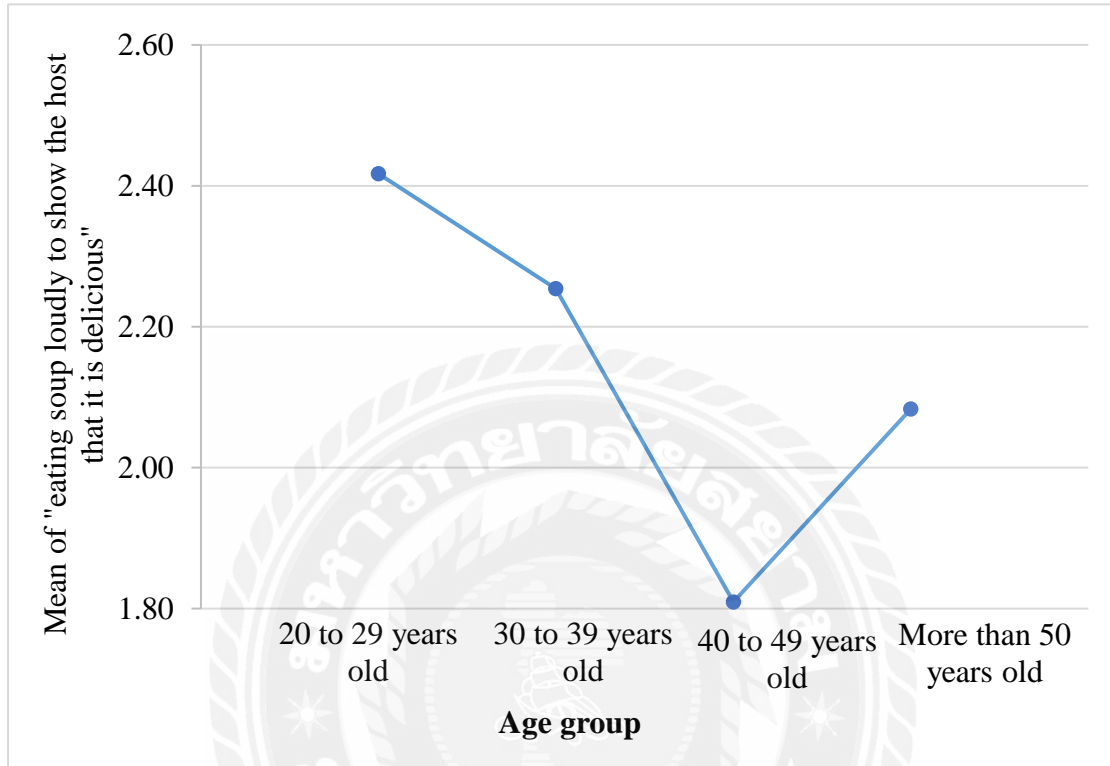


Figure 14. Mean plot of "take strong smell food to passenger cabin " in age group

As shown in table 7, a significant difference was found in reactions to “Take strong smell food to passenger cabin” between participants who were 20 to 29 years old and

those who were 40 to 49 years old, with the F value 3.38 at a significant level of $P = (.019)$. Participants who were 20 to 29 years old were neutral, while those who were 40 to 49 years did not think that taking strong smelling food to a passenger cabin was



improper. See Figure 14.

Figure 15. Mean plot of "eating soup loudly to show the host that it is delicious" in age group

Responses to "Eat soup loudly to show the host that it is delicious" varied between participants who were 20 to 29 years old and those who were 40 to 49 years old, with the F value 2.68 at a significant level of $P = (.048)$. Both groups disagreed with this statement. Participants who were 40 to 49 years old felt more strongly about it than those who were 20 to 29 years old. See Figure 15.

In order to reduce the variables into dimensions, principal component factor analysis was used. The result is shown in Table 8.

Table 8

Principle of Component Factor Analysis of Tourist Misbehavior

KMO value is .94 and Bartlett's test value is .00				CM ^a
Attributes	Unacceptable behavior	Misunderstanding behavior	Strange behavior	
Factor 1: Unacceptable behavior				
Do not flush after using toilet	.96			.77
Litter the floor	.96			.75
Cut in the line	.94			.69
Take strong smell food to passenger cabin	.93			.77
Wash their feet in the restroom sink	.92			.61
Put a tissue on the table after using for sneezing	.89			.63
Take off their shoes in the public area	.89			.77
Sneeze without covering their mouth with tissue paper	.87			.79
Eat food with strong smell in the public	.84			.85
Turn on mobile speaker	.80			.78
Speak loudly	.75			.93
Cook at the hotel rooms	.70			.92
Factor 2: Misunderstanding behavior				
Talk softly		.88		.91
Speak in their own language		.81		.73
Factor 3: Strange behavior				
Wear a hotel slipper in the hotel			.88	.52
Wear hotel bathrobe to swimming pool			.86	.88
Variance (%)	57.87	10.88	8.18	76.93
Eigenvalue (%)	9.26	1.74	1.31	12.31
Cronbach's Alpha	.97	.66	.70	
Number of Factors	12	2	2	

Note. CM^a refers to communality.

The exploratory factor analysis with initial varimax reduced the 16 tourist misbehaviors to three underlying factors. The KMO value is 0.94 and Bartlett's test value is 0.00 with a total of 76.9% variance and eigenvalue of 12.31.

The first factor named “Unacceptable behavior” was assessed by 12 items. The variances in the “Unacceptable behavior” factor is: 1) Do not flush after using toilet, 2) Cut in the line, and 3) Wash their feet in the restaurant sink, etc. This factor accounted for 57.87% of the variance.

Factor 2 is called the “misunderstanding behavior”, which included two items: 1) Talk softly, and 2) Speak in their own language. This factor accounted for 10.88% of the variance.

Factor 3 named “strange behavior” included two items. The items of strange behavior in hotel are: 1) “Wear a hotel slipper in the hotel” and 2) “Wear hotel bathrobe to swimming pool”. This factor accounted for 8.18% of the variance.

Chapter 5: Conclusion

5.1 Discussion

The researchers conducted a study to test the relationship between perceptions of tourist misbehavior and demographic profiles. This study used a mixed method employing both qualitative and quantitative approaches. Firstly, the authors interviewed Chinese students at a university in Central Bangkok about unacceptable tourist behaviors. Secondly, the authors interviewed service providers who were hotel employees to identify the misbehavior of tourists that they encountered during their work in hotels. Then the researchers built up the questionnaire according to the results of the interview and collected data. After analysis, the researchers found that there are significant differences depending upon tourist demographic profiles with regard to tourists and non-tourists, staying purpose, travel experience, and age groups. There is a significant difference between Chinese students and Chinese tourists with regard to unacceptable tourist behavior; thus, Hypothesis 1 is accepted, and Hypothesis 2: There are significant differences between Chinese in different demographic profiles, is also accepted.

The reason Chinese students who study in Thailand are more likely to consider that tourist misbehaviors are acceptable might be because, even after they go abroad, they still stay within the Chinese group, and lack communication with other nationalities' students due to inadequate local language skills. Furthermore, the biggest barrier for some international students in adapting to an unfamiliar culture is the lack of intercultural communicative competence (Lewthwaite, 1996).

Base on the result, the middle-aged respondents did not regard the tourist misbehavior as inappropriate behavior. According to the National Bureau of Statistic in China (2010), 62% of people who were from 20 to 29 years old have secured a higher

than high school education, which is a lot higher in contrast to people who are from 40 to 49 years old (24%) and have received higher than high school education. Therefore, a higher education level may be identified as the reason for the responses. Moreover, younger people and the middle-aged are very different in personalities (Noftle & Fleeson, 2010). Another research found that 20 to 29 years old and 40 to 49 years old people are different in their behaviors (Reuter et al., 2010).

The result also shows that people who have less travel experience perceive that tourist misbehaviors are acceptable. Hsieh, Park, and McNally (2016) mentioned that traveling experience is positively related to tourist behavior in attitude, behavioral intentions, perceived behavioral control, and behavioral intentions.

Kelley (1992) noted that using proper telephone etiquette makes a person different from the majority of telephone users. Some researchers identified that rude mobile phone behavior in public is common (Smith, 2012; Washington, Okoro, & Cardon, 2013). Inappropriate table manners compound a negative first impression (Mcpherson, 1998). The reason some participants considered “Do not flush after using toilet” as acceptable might be because they were familiar with the old traditional toilets without flushing system. Tourists littering while traveling harms the environment and leads to health problems, and it will cause other people to follow suit (Tsaour et al., 2019).

Since tourist misbehavior is a sensitive issue, as Rittichainuwat (2011) noted, some respondents may not show their perception because they are afraid to be considered as strange and uneducated. Therefore, some participants answered that they did not think that tourist misbehavior would annoy them, but after the author asked them the reason, they changed their answers to be neutral.

5.2 Interview Finding

Base on the finding, this study 1) described negative tourist behavior in general,

2) this study identified significant differences in the tourist travel experience and misbehavior across demographic profile and trip purpose, 3) explored the perception of service personnel about the tourist misbehavior.

It was found that Chinese tourists who dine at the fine dining restaurants such as the Blue Elephant are educated with western table manners. Most of them are individual travelers who obtained the restaurant information from guide books. Based on the results of interview, first, the restaurants that have many Chinese customers could recruit some employees who speak Chinese. The employees can explain the appropriate behaviors more clearly to the customers who behave improperly, such as wearing slippers or dressing in a miniskirt to a fine dining restaurant. Moreover, instead of asking the guests to get out of the restaurant, they could provide a suit or traditional Thai clothing to the guests, which can prevent embarrassment and conflict happening. Second, if the guests speak very loudly or go to the restaurant with a noisy child, the restaurant can put them in a special area which is separated from the other guests.

5.3 Recommendation

Based on this result, we also compared the public relations and the advertising that the Thai government has provided for the public. It was found that the Thai public understand and follow the appropriate behavior based on the Thai government's recommendations. It is recommended that the Chinese government educates their public through TV—for example, presenting international news, educating the public about appropriate behavior, and advertising it during prime time. In Thailand, prime time TV is from 18:00 to 18:15 every day. All Thai people are forced to watch that, so they will have been educated. The authors believe that targeting tourists through social media, combined with the governmental effort through different channels, has resulted in educating them. Moreover, it is not only Chinese people who have been stereotyped

negatively in terms of their behavior. It is quite important to understand customer misbehavior and avoid its happening (Tsaur et al., 2019).

Firstly, the Chinese government should continue to promote appropriate Chinese behavior. There is a gap between what the Chinese perceive as acceptable—for example, being loud—and what is appropriate for a different culture. The Chinese may think this is acceptable, but in a country like Thailand being loud is improper. The Chinese tourist must be informed about tourist etiquette and the relevant dos and don'ts.

Secondly, the authors found that Thai people are very sensitive to dining behavior. For example, being loud when eating soup may be considered a polite way to appreciate the food that the host has given to the guests in some cultures; however, in a country like Thailand, such behavior is considered as negative behavior.

Thirdly, universities should set up some culture courses to train students with local culture.

Effective communication between customers and the restaurant can prevent misunderstanding. Ying, Wen, and Wang (2018) investigated that language barriers have a negative effect on the experience of Chinese tourists when traveling abroad; moreover, language facilitation is important for international travel. The language barrier is considered a serious difficulty for international tourists while traveling in Thailand (Batra, 2009).

5.4 Limitations of this study

This study focuses only on service personnel, Chinese tourists, and Chinese students who are in Thailand. The result cannot be generalized to the population in other countries. Future studies may explore the attitudes towards unacceptable behavior in other cultures, so as to educate tourists and residents about international etiquette.

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Appendix

Dear Sir/Madam,

We are conducting a study to identify tourist behavior to develop a tourist guidebook.

This information is required for a graduated thesis of Feng Lin under the supervision of Dr. Bongkosh Rittichainuwat. The survey will take approximately fifteen minutes.

Your response will remain confidential. Thank you very much for your cooperation!

Sincerely,

Feng Lin Graduate student and Dr. Bongkosh Rittichainuwat, Advisor

Siam University

Part One: Please circle only ONE answer for each of the following questions.

1. How long have you stayed in Thailand?

1 Less than 1 year 2 1-2 years

3 3-4 years 4 More than 4 years 5 I am Thai resident

2. What is the purpose of being in Thailand?

1 Vacation/sightseeing 2 Business 3 Study

4 Others

3. How often have you traveled on an international trip per year?

1. First time 2. Once a year 3. Several times per year

5. How often have you traveled domestically per year?

1 2 3 4 5

6. People sneeze without covering their mouth with tissue paper.

1 2 3 4 5

7. People put a tissue on the table after it is used for sneezing

1 2 3 4 5

8. People wash their feet in the restroom sink

1 2 3 4 5

9. People take off their shoes in the public area

1 2 3 4 5

10. People do not flush after using toilet.

1 2 3 4 5

11. People litter the floor

1 2 3 4 5

12. People cut in the line

1 2 3 4 5

13. People take food away from a buffet

1 2 3 4 5

14. People eat food with strong smell in the public

1 2 3 4 5

15. People cook at the hotel rooms

1 2 3 4 5

16. People take strong smell food to passenger cabin.

1 2 3 4 5

What is your perception toward the following culture?

17. Eating soup loudly to show the host that it is delicious.

1 2 3 4 5

18. Body smell shows the closer relationship among friends.

1 2 3 4 5

19. If you pay for buffet, you are able to take away food from the buffet line.

1 2 3 4 5

20. You can wear a hotel slipper in the hotel.

1 2 3 4 5

21. You can wear hotel bathrobe to swimming pool.

1 2 3 4 5

