



INBOUND TOURISM--A CASE STUDY OF BANGKOK

RONGWEI LI

6217195033

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE MASTER'S DEGREE OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2020



INBOUND TOURISM--A CASE STUDY OF BANGKOK

Thematic Certificate

To

RONGWEI LI

This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor..... *Chiao-Ming Li*

(Associate Professor Dr. Li Chiao-Ming)

Date *15 / 1 / 2021*

Jomphong Mongkhonvanit

(Associate Professor Dr. Jomphong Mongkhonvanit)
Acting Dean, Graduate School of Business Administration
Siam University, Bangkok, Thailand

Date *21 / 1 / 2021*

Siam University, Bangkok, Thailand

ABSTRACT

Title: INBOUND TOURISM--A CASE STUDY OF BANGKOK

By: RONGWEI LI

Degree: Master of Business Administration

Major: International Business Management

Advisor: *Chiao-Ming Li*

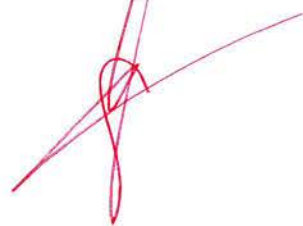
(Associate Professor Dr. Li Chiao-Ming)

..... *15 / 1 / 1 / 2021*

Tourism has been one of the fastest growing industries for the global economy, but the development of tourism varies from region to region. The regional center of gravity of the world is shifting to the East, and tourist destinations represented by emerging countries are constantly increasing. Thailand is a representative of this and ranking among the most popular tourist destinations in the world.

The development of tourism in Thailand attracts considerable attention. This paper focused Bangkok as an example to study inbound tourism. First, the research background showed the status at home and abroad are expounded, and the research theme of this paper is clarified. Second, based on the theoretical framework of competitive advantage theory and tourism location theory, this paper analyzed the current situation of Bangkok's tourism development. Through analysis and development, there were some problems found in Bangkok's tourism development, such as favoring short-term economic benefits, neglecting the synchronous development of urban traffic and tourism, and environmental protection. Finally, this study analyzed the problems existing in Bangkok's tourism development, and suggests countermeasures to improve the level of inbound tourism development.

Keywords: Inbound tourism, Tourism, Development proposals, Bangkok



摘要

标题： 入境旅游——以曼谷为例

作者： 黎荣伟

学位： 工商管理硕士

专业： 工商管理

导师：

李乔铭

(副教授, 李乔铭)

..... 15 / 1 / 2021

旅游业已成为全球经济中发展最快的产业之一，而各地区的旅游业发展情况不尽相同。其次，世界区域重心正向东方转移，以新兴国家为代表的旅游目的地不断出现，泰国正是这一代表，位列全球最受欢迎的旅游目的地国家之中。

泰国旅游业的发展相当的引人关注，本文主要以曼谷为例对入境旅游作为研究对象。首先，阐述研究的背景，国内外的研究现状，明确本文的研究主旨；之后在竞争优势理论、旅游区位理论为理论框架的基础上，对曼谷旅游发展的现状做分析，通过分析发现，曼谷旅游发展中存在过于热衷短期经济效益，忽视城市交通应当与旅游同步发展，环境保护的问题。最后则对曼谷旅游业发展存在的问题分析，并提出解决的对策，以期来提升入境旅游发展水平。

关键词： 旅游产业 旅游发展 对策 曼谷

Contents

ABSTRACT.....	I
Contents	II
1 INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Problems	2
1.3 Research Objective.....	2
1.4 Significance of Research.....	3
1.4.1 Theoretical Significance	3
1.4.2 Practical significance	3
1.5 Research Hypothesis	3
2 LITERATURE REVIEW.....	4
2.1 Definition of basic concepts.....	4
2.1.1 Definition of tourism.....	4
2.1.2 Sustainable development of tourism.....	4
2.2 Related research review.....	5
2.2.1 Related domestic research.....	5
2.2.2 Related oversea research.....	6
2.3 Related theories	7
2.3.1 Global Competitiveness Theory	7
2.3.2 Competitive advantage theory	8
2.3.3 Tourism location theory	8
3 RESEARCH METHOD DESIGN.....	10
3.1 Research Methodology	10
3.1.1 Literature analysis.....	10
3.1.2 Qualitative analysis.....	10
3.1.3 Inductive analysis.....	10
4 ANALYSIS OF RESEARCH RESULTS	11
4.1 Bangkok tourism development status.....	11
4.1.1 Introduction to Bangkok	11
4.1.2 Characteristics of Bangkok Tourism Resources	11
4.1.3 Overview of Bangkok Tourism Development	12
4.2 Analysis of Competitive Advantages of Bangkok Inbound Tourism Development	13
4.2.1 Analysis of competitive advantage	13

4.2.2	Disadvantages of competitive development	15
5	RECOMMENDATIONS AND CONCLUSIONS	18
5.1	Recommendations	18
5.1.1	Improve Bangkok transportation system	18
5.1.2	Pay attention to the application of green technology	19
5.1.3	Carry out environmental protection and provide environmental protection for sustainable development	20
5.1.4	Improve the tourism management mechanism and improve the management level	21
5.2	Conclusion	22
	REFERENCE	23
	Acknowledgment	26



1 INTRODUCTION

1.1 Research Background

The modern tourism industry was born in the 19th century and achieved unprecedented development in the 20th century. Especially after the Second World War, the tourism industry obtained a relatively peaceful and stable development environment and quickly became a new industry. It has become one of the fastest-growing industries in the global economy, and it is an important driving force for national economic and social development. The tourism industry stimulates economic growth by creating income, increasing employment, expanding investment, and exports. At the same time, it also plays a role in protecting cultural heritage, improving infrastructure, and promoting local community activities.

Under the new economic situation, with the development of the economy, people's income level gradually increases, the demand for tourism is rapidly enlarged, and the development of tourism begins to enter an accelerated period. For cities, cities have not only become the centres of tourism management, reception, distribution and radiation, but also have the ability to provide unique tourism experiences brought by entertainment and cultural facilities that are not available in non-urban areas, and cities themselves have become tourist destinations. Tourism began to be urbanized, and cities became the supporting points of tourism. With the enhancement of the overall strength of the city, the improvement of the environment, and the gradual improvement of various supporting service facilities, urban tourism has developed rapidly, and it has become more and more important in the development of the entire tourism industry. An increasingly important position. At present, many cities at home and abroad attach importance to tourism as a pillar industry. However, with the further development of the international tourism market, the competition among cities for international tourist sources has become increasingly fierce. How to cultivate and enhance the competitiveness of the tourism industry has become unprecedentedly important, this is already at the core of the development of tourism and is related to the sustainable development of tourism in cities, countries or regions.

Taking The prosperity of a country's leading city in the national tourism industry is not only related to the sustainable development of the country's tourism industry but also has a positive reference to the development of tourism in other cities. Taking Bangkok as an example, this article analyzes the current development scale, market influencing factors, number of

inbound tourists, and income to understand the current development status and development problems, as well as advantages and disadvantages in international competition; and how to improve development make recommendations at the level.

1.2 Research Problems

Based on the research and analysis of inbound tourism taking Bangkok as an example, this article raises the following three questions:

- a. What conditions does Bangkok tourism rely on to attract a large number of inbound tourists?
- b. What factors affect the stability of Bangkok's inbound tourism development the most?
- c. Does the development of tourism resources in Thailand conform to the characteristics of sustainable development?

1.3 Research Objective

Tourism occupies an important position in Thailand's national economic contribution and plays a huge role in creating income, increasing employment, expanding investment and stimulating economic growth with exports. Therefore, the purpose of this study to explore inbound tourism in Bangkok is:

1. Understand the advantages and disadvantages of inbound tourism development in Bangkok.
2. Enhance the competitiveness of Bangkok's inbound tourism in the international tourism market.
3. Summarize the excellent experience in the development of tourism in Bangkok, and provide a reference for the development of tourism in developing countries.

1.4 Significance of Research

1.4.1 Theoretical Significance

From the current academic point of view, most of the research is based on the "One Belt And One Road" development momentum, development status and challenges. However, from the perspective of inbound tourism, there is relatively few literatures. The theoretical significance of this study lies in enriching the research in the field of inbound tourism and providing a reference for future in-depth research.

1.4.2 Practical significance

For Bangkok, Thailand, it can improve its development problems, enhance its competitiveness in the international market, attract more foreign tourists, achieve stable economic growth, increase foreign exchange income, and create more job opportunities. For developing countries, they can learn from the good development experience of Bangkok, Thailand, to enhance the competitiveness of their tourism industry in the international market.

1.5 Research Hypothesis

H1: Bangkok's main conditions for attracting a large number of inbound tourists are Bangkok's geographical location and Bangkok's medical services.

H2: The stability of the development of inbound tourism in Bangkok is most affected by political, economic and technological factors.

H3: The development of tourism resources in Thailand does not meet the characteristics of sustainable development.

2 LITERATURE REVIEW

2.1 Definition of basic concepts

2.1.1 Definition of tourism

The World Tourism Organization and the United Nations Statistical Commission explained the concept of "tourism" in 1991. The interpretation pointed out that tourism refers to: leaving their usual place of residence for rest, browsing, etc., to a new one. The act of staying in a place for a short period of time (less than a year). Tourism refers to an industry that relies on tourism resources and tourist facilities for development. The goal of this industry is to attract tourists. It is a comprehensive industry. Since it mainly provides tourism activities for tourists, its products can be referred to as tourists Provide products and services required for aesthetics and entertainment. According to the economic activities related to tourism formulated by the World Tourism Organization (UNWTO) in the International Standard Industrial Classification, the tourism business mainly includes six aspects: first, travel agency business; second, accommodation business; third, food and Beverage business; fourth, sales of goods and souvenirs business; fifth, transportation business; sixth, leisure business and entertainment business.

2.1.2 Sustainable development of tourism

Tourism sustainable development refers to the idea of sustainable development theory on the basis of combining the present in the process of tourism development, social, environmental and economic issues coming to peer, system, coordinated, global way of development of tourism, its core is a good natural ecology, fully meet the tourists and tourist destination residents of the relationship between the three. It is not only a reminder of the development of tourism to pay attention to the protection of the environment, but also a guide to the political, economic, technological, cultural and social development.

In 1993, the world tourism organization (WTO), the concept of sustainable development of tourism gives a clear definition: the sustainable development of tourism, in fact, a kind of effective development of the social economy pattern, the main purpose is trying to make it to the tourists get higher quality of tourist experience, make the local communities benefit from the development of tourism activities, and improved living standards, more importantly, in the development of tourist activities at the same time should pay attention to the protection and preservation of the local community environment.

According to the United Nations (2001), sustainable development of tourism refers to the fact that tourism can maintain its vitality in the long term while developing itself without preventing the successful development of other social and economic activities, and at the same time, it must ensure that it will not cause environmental degradation and change. This concept encompasses a number of behavioral directives: to use the earth's finite resources with care and discretion; It is important to maintain the biodiversity of the ecosystem and protect their habitats. We should respect the different living traditions of different regions and strengthen the protection of the living habits and culture of the local people. Improve the quality of life in tourist destinations; Responsibilities should be clearly divided, so that everyone from top to bottom knows their own tasks, and local governments should be given full say.

The sustainable development of tourism can be expressed as that the development of tourism must be coordinated with the social economy, resources and environment, not only to meet the current cultural, spiritual, enjoyable interests and needs of tourists and local residents. At the same time, efforts must be made to maintain the integrity, diversity, and orderliness of the global ecosystem, the quality of people's lives, and the national cultures of all countries.

2.2 Related research review

With the booming development of world tourism, inbound tourism plays an important role in promoting regional economic development and enhancing the local international image. All countries attach great importance to the development of tourism. Research results continue to emerge. These research results relate to the development of the tourism industry, regional cooperation and theoretical research. Discussion and empirical research.

2.2.1 Related domestic research

Zhang Lili (2020) summarized the market competition model, then analyzed the current overseas tourism situation in Guangxi through data, and then discussed the current situation of the source and destination of inbound tourists in Guangxi through the market competition model, as well as the transition between market competition. Li Yaping and Chen Hongxiang (2020) took Ningxia's inbound tourist source market as an example and researched Ningxia's 2007-2019 inbound tourism, source market, and tourist satisfaction using the method of the status index, proximity and satisfaction. Shows Ningxia's competition in the inbound tourism market. Ye Li, Chen Xiuqian (2020) Based on my country's provincial panel data from 2011 to 2017, the emission intensity of three air pollutants, sulfur dioxide, nitrogen oxides, and smoke dust, is used as the measurement indicators for haze pollution, and the fog is constructed from

the perspective of risk perception theory. The regression model of the influence of haze on the scale of inbound tourism, using a two-way fixed-effect model for empirical analysis, to study the impact of haze pollution on my country's inbound tourism. Yi Peng, Wang Ruyuan, Yu Xia, etc. (2020) based on Chongqing's 2008-2018 inbound tourism statistics, using inter-annual change index, inter-annual concentration index, geographic concentration index, and proximity to Chongqing to analyze Chongqing The temporal and spatial characteristics of inbound tourist source market. Wang Xiaochun and Liang Yunwen (2020) are based on the actual development of inbound tourism in Zhaoqing City, starting from the current research status of the impact of crisis events on inbound tourism and the development status of inbound tourism in Zhaoqing City, according to the autoregressive moving average model (ARIMA), based on Zhaoqing City The structure of inbound tourists and foreign exchange income from tourism are the research objects, and the impact of three domestic crises since 2002 on inbound tourism in Zhaoqing is analyzed.

2.2.2 Related overseas research

Kaosa-ard and Untong (2008) used the Competitive Advantage Ratio and Revealed Comparative Advantage Index (RCA) to measure Thailand's ability to attract tourists and its comparison with other countries. A comparison of tourism specialization between Thailand and the Greater Mekong Sub-region (GMS) and Thailand and Asia-Pacific countries shows that the degree of tourism specialization in Thailand is higher than that of other GMS countries. Scholars Arthit Sode-Yome and Nadarajah Mithulananthan (2006) proposed that the development of Thailand's energy system is in fact a prerequisite for the development of Thailand's tourism industry.

Benjarat Natenuch (2017) analyzed the competitiveness of Thailand's tourism industry and believed that the tourism industry is very important to the development of Thailand's national economy. Tourism trade services are the second-largest source of income for the Thai national economy. However, there are still many restrictive factors in the development of Thailand's tourism industry, such as world epidemics of infectious diseases, natural disasters, national political turmoil, public security crime rate, tourism trade service technical management and marketing planning methods, humanities and cultural customs, national education level, government departments In terms of environmental protection, language exchanges, etc.

KOMSIT KIEANWATANA (2014) analyzed the factors and policies affecting the development of Bangkok's tourism industry based on the "Damei Gong River Sub-regional

Railway Network Plan", especially the important role of national policies and transportation. Jariyachamsit (2015) measured and analyzed Bangkok's tourism service quality through a questionnaire survey of young international tourists in Bangkok. Manop Warinthop (2017) believes that Thailand's tourism industry has always been highly competitive.

Soranat Tailanga and Thongrob Ruenbanthoeng (2014) pointed out that the attention received by Thailand's tourism industry has been gradually accumulated in history. The revival of the global economy has gradually provided conditions for the development of Thailand's tourism industry.

Kridtaya Sakamornsnguan and Jvrgen Kretschmann (2016) analyzed that there are significant differences in the speed of Thailand's tourism development in different regions, and the development speed of tourism in regions where traditional industries are declining relatively quickly is relatively slow.

2.3 Related theories

2.3.1 Global Competitiveness Theory

The World Economic Forum (WEF) believes that the competitiveness of a country is a collection of factors, policies, and systems that determine its level of productivity and the degree of prosperity that the country's economy can obtain. In the factor structure that affects a country's international competitiveness, there are mainly nine pillars, namely system, infrastructure, macroeconomics, health, and basic education, higher education, and training, market efficiency, technological preparation, enterprise modernization, and innovation, etc...

In the formation and development of a country's competitiveness, the institutional environment constitutes the framework in which the country's main players interact. Infrastructure is the basic factor that determines economic activities and project development. High-quality infrastructure can promote the integration of the domestic market. The products of enterprises can enter the market in a safe and low-cost manner, and the flow of workers to their most suitable occupations; Macro-Economic stability is an important condition for sustainable development, especially the management of public finances. The government's policy of prudential, transparent and effective management of public finances will help strengthen the country's competitiveness; in the era of the knowledge economy, technology has become The decisive factor that affects a country's sustained economic growth and productivity. Economic development depends on the state of technological preparation and whether and to

what extent it can benefit from new technologies, regardless of whether such new technologies are developed domestically or imported from abroad; As the economy develops, the competitiveness of advanced countries and those countries that absorb or use foreign technology and no longer ensure sustainable economic development will increasingly depend on the country's new physical strength.

2.3.2 Competitive advantage theory

Regarding the study of competitive advantage, management scientists mainly discuss from two perspectives: the exogenous theory of competitive advantage and the endogenous theory of competitive advantage. The most influential one of the current mainstream theoretical schools should be Michael Porter's competitive advantage theory.

In the analysis of industrial competitiveness, he believes that the competitive state of an industry depends on five competitive forces: the buyer's bargaining power, the supplier's bargaining power, the ability of potential competitors to enter, the substitute ability of substitutes, and the industry Competitors' current competitiveness should choose different competitive strategies according to the state of competition.

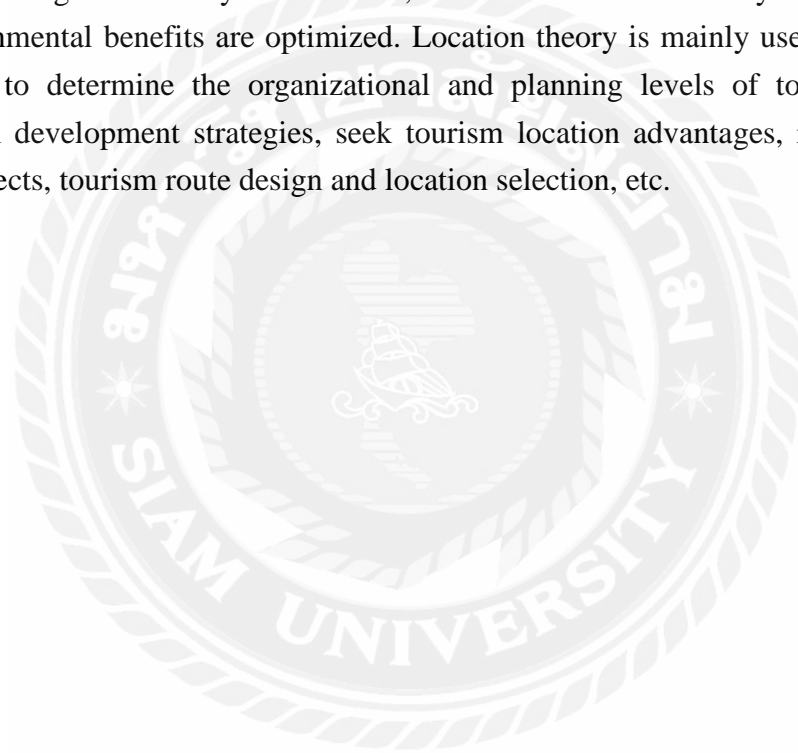
In the research on the international competitiveness of a country's industry, Porter proposed the famous diamond model. This theory has had a broad and profound impact and laid the foundation for subsequent research on competitiveness. The model is composed of four basic determinants and two auxiliary factors. The four determinants are production factors, demand conditions, related and supporting industries, and enterprise strategy, structure, and competition. The two auxiliary factors are opportunity and government. Porter believes that among the many industries in a country, those industries that are most likely to win in international competition are those industries where the four factors of the domestic economy are particularly favorable. These four factors are the most important source of a country's industrial competitiveness. These factors influence and strengthen each other, and together constitute a dynamic competitive environment that encourages innovation, and thus constitute a country's source of international competitiveness.

2.3.3 Tourism location theory

Location refers to the location of things and their spatial connections with other things. Classical location theories include Duneng's agricultural location theory, Weber's industrial location theory, Christelle's central place theory, and Liao Shi's market location theory.

According to the location theory, when choosing a location, you should consider the climate, landform, hydrology, soil, biology, and other natural factors that affect location activities, as well as the quality and quantity of market, transportation, labor force, and policies according to specific economic activities and specific locations. And other social and economic factors, so that location activities can make full and reasonable use of various local resources, thereby reducing production and operating costs and obtaining more economic benefits.

Tourism location theory starts from the balance of supply and demand in the tourism market, through the analysis and evaluation of actual tourism location factors, considering the relationship between the tourism market's supply and demand, choosing a reasonable layout type, and implementing effective layout measures, so that the tourism industry The economic, social and environmental benefits are optimized. Location theory is mainly used in regional tourism research to determine the organizational and planning levels of tourism space, formulate tourism development strategies, seek tourism location advantages, radiation and agglomeration effects, tourism route design and location selection, etc.



3 RESEARCH METHOD DESIGN

3.1 Research Methodology

3.1.1 Literature analysis

The literature analysis method is the main research method of this article. After reading a large number of domestic and foreign inbound tourism-related literature, after sorting and summarizing, I have a theoretical understanding of inbound tourism, which lays the foundation for further research in this article. After understanding the basic situation of the current inbound tourism development, the overall framework of the thesis is constructed.

3.1.2 Qualitative analysis

The literature analysis method is the main research method of this article. After reading a large number of domestic and foreign inbound tourism-related literature, after sorting and summarizing, I have a theoretical understanding of inbound tourism, which lays the foundation for further research in this article. After understanding the basic situation of the current inbound tourism development, the overall framework of the thesis is constructed.

3.1.3 Inductive analysis

The inductive analysis means that people use a series of empirical things or knowledge materials as the basis to find the basic laws or common laws that they obey, and assume that other things in the same kind of things also obey these laws so that these laws are used as other predicting similar things. A cognitive method of the basic principles of things. The inductive analysis of this article mainly analyzes the various factors of Bangkok tourism attracting foreign tourists from multiple dimensions such as the advantages of Bangkok inbound tourism development, the current situation of the tourism industry, and tourism market elements, and summarizes the most important factors.

4 ANALYSIS OF RESEARCH RESULTS

4.1 Bangkok tourism development status

4.1.1 Introduction to Bangkok

Bangkok is the capital of Thailand and the largest city in the area. It is one of the must-visit spots for overseas tourists to Thailand. It is also a national political, economic and cultural centre and a metropolis combining modernity and tradition. At present, Bangkok still remains a symbol of the glorious heritage of places of interest. The magnificent grand palace, the Jade Buddha temple, the solemn Buddhist temple and the Erawan Buddha have attracted a large number of tourists to go sightseeing, making tourists linger on and forget to return. Bangkok is located in the central part of Thailand, the Chao Phraya River Delta, the east bank of the Chao Phraya River, 40 kilometers south of the Gulf of Siam, 15 kilometers away from the mouth of the sea, and the entire city is only 2 meters above sea level. The climate throughout the year is like summer in all seasons. The total area of the city is 1568.737 square kilometers, and the total area of the city is 7761.50 square kilometers.

4.1.2 Characteristics of Bangkok Tourism Resources

As the largest city in the Indochina Peninsula and the second-largest city in Southeast Asia, Bangkok is an all-encompassing "City of Angels" that integrates Eastern and Western cultures. Its high-quality natural ecological resources and unique folk culture make Bangkok the "World's Most Popular Tourist City" one. On the whole, Bangkok's tourism resources present the following characteristics: First of all, Bangkok, Thailand has the "Oriental Venice", the city is full of charm. Secondly, Bangkok, Thailand is known as the "Capital of Buddhist Temples" and has a strong and long Buddhist culture. The prevalence of Buddhism in Thailand has made Thailand's streets and alleys full of monks in yellow robes, from the palace to the bottom. The lives of people are closely related to Buddhism. People's social outlook, values, and living habits are also based on Buddhism, forming Thai people's tolerant and peaceful, peace-loving, and tolerant moral customs. Religious festivals, sacrificial activities, and Buddhist temple buildings extended from Buddhism have also become important tourist resources attracting foreign tourists. Bangkok is the centre of Thailand's Buddhism and the world's "Buddhist temple capital". There are more than 400 large and small Buddhist temples. It is the place with the largest number of Buddhist temples in the world. There are many Buddhist temples in the area. Buddhist culture has a long history. With strong colours, Temple of the Emerald Buddha, Temple of the Golden Buddha, and Temple of the Reclining Buddha are also known as the three national treasures of Thailand. Bangkok is undoubtedly the representative area of

Thailand to display its Buddhist culture. The Buddhist atmosphere in its streets has become an important way for Buddhist culture to be displayed. Finally, Bangkok is a "nightlife resort, a shopper's paradise", with entertainment and commodities prosperous and colourful. Bangkok is a nightlife destination in the minds of tourists from all over the world. There are relaxing Thai massages, exciting Muay Thai performances, a night tour full of arts and arts, and various entertainment venues such as bars, restaurants, and shemale performances. , Bangkok's entertainment life is prosperous and colourful. In addition, Bangkok has the largest shopping mall in Southeast Asia. Various shopping malls are towering. Paris, Tokyo or Hong Kong will no longer dominate the throne of shopping paradise. Almost the world's top brands can be found in Bangkok.

4.1.3 Overview of Bangkok Tourism Development

According to statistics from the Tourism Authority of Thailand, from January to December 2014, the number of foreign tourists was about 37,097,326. Compared with the same period last year, the contraction rate was about 0.13%, and Tourism income is approximately 634,803 million baht. The three largest sources of tourists are China, Malaysia and Russia.

In 2015, Thailand's tourism-related industries began to gradually recover. The total export volume reached 44.521 billion U.S. dollars. The tourism industry GDP accounted for about 5.45% of the country's total GDP. The export of tourism service trade broke the previous record of 20% predicted by the Thai Government Tourism Bureau. , The export volume was US\$6.088 billion more than in 2014. In 2015, the overall export of tourism service trade showed good momentum. In 2016, the total export value of tourism-related industries continued to increase, and the number of tourists from all over the world to Thailand increased by 8.86% compared to 2015. Thailand's tourism service trade exports amounted to approximately 46.775 billion US dollars, 2.40% more than in 2015, and a large proportion of tourists came from China. During the year, Chinese tourists' exports of Thailand's tourism service trade increased by 15.34 % compared with last year, with revenue of approximately US\$12.551 billion. Tourists from Europe, the export of tourism services from Thailand, brought about 13.094 billion U.S. dollars in revenue, an increase of 12.84% over the same period last year. Besides, Thai local tourists from Southeast Asian countries are also increasing, and Thailand's tourism consumption expenses have increased by 20.66% compared to 2015.

According to the Global Destination Cities Index report released by MasterCard, the ranking of Bangkok is learned. In 2018, the GDCI index conducted a special analysis of the number of public tourists and consumption data, and finally ranked 200 cities around the world. The number of international tourists who spent the night in the Thai capital Bangkok exceeded

22 million, making it the world's largest tourist destination for the fourth consecutive year. In the 2019 Global Destination Cities Index report, the number of overnight international tourists in Bangkok, the capital of Thailand, exceeded 22.78 million overnight tourists, ranking first among the global tourist destinations. According to the latest report issued by the Tourism Authority of Thailand, the new coronavirus epidemic in 2020 will impact the global tourism industry. The total number of foreign tourists in Thailand is expected to decrease by two-thirds to only 14 million, the lowest level in 14 years. Last year, foreign tourists spent 1.93 trillion baht (approximately RMB 425 billion) in Thailand, accounting for 11% of GDP. Between January and March this year, the number of foreign tourists in Thailand fell by 38%.

4.2 Analysis of Competitive Advantages of Bangkok Inbound Tourism

Development

4.2.1 Analysis of competitive advantage

(1) The government attaches importance to tourism

The Thai government attaches importance to the tourism industry and understands Thailand's advantages such as a variety of products, tourism services, geographical advantages, and other factors. The government has set the goal of improving the competitiveness index of the tourism industry. From 2012 to 2016, it formulated the national tourism development policy, which mainly focuses on the construction and development of tourism infrastructure, emphasizes the transportation problems between important tourist cities, and uses high technology Measures such as narrowing the distance between customers and businesses and improving air routes are trying to make Suvarnabhumi International Airport the aviation center of Southeast Asia.

In addition to developing tourism infrastructure, it also implements sustainable development policies. That is, to turn the more capable scenic spots into characteristic scenic spots, and there is a special unit responsible for cooperating with other relevant government departments. The government sends people to conduct national surveys, collect information on declining scenic spots, and conduct development and follow-up results.

(2) Traditional culture

Bangkok is the capital of Thailand, with the country's government management agencies, economic regions, education departments, etc., so more and more non-natives emigrate to Bangkok every year. These outsiders also brought home traditional culture such as food culture.

Tourists in Bangkok can eat delicacies from various parts of Thailand. Influenced by Burmese and Lanna food culture; the characteristic of northeastern cuisine is spicy; the characteristic of southern cuisine is its fragrant taste and the use of unique materials; the central cuisine is full of flavours. Therefore, food culture is one of the characteristics of Bangkok tourism. Whether it is day or night, tourists have different cuisines to choose from. Because Bangkok is the capital, many foreign tourists visit Bangkok every year. Bangkok people know how to receive foreigners and pay more attention to the tourism industry. Tourism is very important to Thailand's economy. Thais are gentle and amiable. The catch phrase is "It's okay." This means that Thais are more tolerant and make foreigners feel very warm. This is also the charm of Thailand.

(3) Bangkok has gathered most advanced medical institutions

With the implementation of the medical tourism policy, Thailand's medical level has improved significantly over the years, the standard of medical services has been greatly improved, and the types of medical services have increased greatly, and several world-class medical service institutions have emerged. Thailand's medical tourism industry is mainly concentrated in the "City of Angels" Bangkok and other large and medium-sized cities and "Buddhist Holy Land" Chiang Mai, "Oriental Hawaii" Pattaya, "Thailand Pearl" Phuket, "Coconut Grove Island" Samui, "Golden Tangchengchi" big city and other popular tourist destinations, provide convenience for tourists to travel, treat diseases, shopping, vacation and recuperate. According to the list released by CEOWORLD, Thailand is one of the few Asian countries that successfully entered the top ten in 2019. In addition to public hospitals, there are more than 400 private hospitals in Thailand. Take the Bumrungrad Hospital in Bangkok, Thailand as an example. The hospital has the highest treatment success rate in the world and the lowest postoperative infection rate. In addition, many high-end private hospitals in Thailand are equipped with other top equipment such as Da Vinci robots, and Thailand's IVF service is also the introduction of the world's best technology. The most internationally prestigious medical institutions mainly include Bumrungrad International Hospital, Samitivej Hospital, SFC Fertility Center, BNH Hospital, Bangkok Hospital, Ramkhamhaeng Hospital, Yanhee Hospital, etc. Most of these hospitals have obtained the qualification certification of advanced medical institutions in the United States, Europe or other Western countries, and they have been built into the world's high-end medical tourism service centers through some business outsourcing companies in Thailand.

(4) Bangkok ranks high in popularity among tourist destinations

The average tourist spending in Bangkok is not high, and the average spending for two people staying in a four-star hotel for one night is 5,257 baht. In terms of quality and service,

the price is reasonable. If compared with cities in other countries, Bangkok's consumption is much cheaper. For example, hotels in Bangkok are 95 US dollars/night, Singapore 206 US dollars/night; transportation costs start at 15 baht in Bangkok, 28.52 baht in Singapore, and 48.81 baht in Tokyo.

There are various scenic spots in Bangkok, which are a blend of ancient and modern culture. On the one hand, it is the ancient city. The local people's life has not been modernized yet, and some ancient buildings are still preserved. On the other hand, there are commercial districts, full of high-rise buildings and large shopping malls, which are the same as other large foreign cities. Bangkok's tourist attractions are relatively rich, whether it is historical attractions, various museums, cultural attractions or entertainment bars.

4.2.2 Disadvantages of competitive development

(1) Transportation problem

Many Thais go to Bangkok to work and go to school because Bangkok is the national government agency management center and the national development center. There will be more opportunities in Bangkok. Compared with the capitals of other countries, Bangkok is a small capital, but its population is constantly growing. Thailand's public transportation has not yet covered all of Bangkok, and the inconvenience of public transportation has caused many people to choose to drive private cars. Although Bangkok has various means of transportation, many people still use private cars. However, the newly developed scenic spots are all in the suburbs of Bangkok. There is no light rail station and only taxis or buses can be used. This is very inconvenient for tourists and the scenic spots are not patronized.

(2) The decline of tourist attractions

Some scenic spots in Bangkok are in the same area, such as the Grand Palace, Wat Pho, Wat Arun, Teak Palace. In some scenic spots, the number of tourists visiting each year is increasing. For example, the Grand Palace receives no less than 20,000 tourists every day, and a maximum of 25,000 people. These scenic spots often have too many tourists. Insufficient number of service staff makes tourists do not understand how to visit, leading to incidents of indecent behavior. If you do not pay attention to wearing, damage the exhibits. For historical scenic spots, once it is destroyed, it is difficult to restore its original shape.

(3) The problem of garbage and pollution

In 2018, the population of Bangkok was still around 9.8 million. According to local official data, the total population of Bangkok, Thailand is now about 13.7 million people. It is

the most populous city in Thailand and the city with the most garbage. Bangkok is facing the problem a flood of garbage. One of the reasons for the problem is the lack of awareness of protecting the environment. For example, in Thailand, plastic bags are provided by sellers for free, so many people do not realize how many plastic bags we use every day. At present, most supermarkets and shopping malls encourage customers to use plastic bags as little as possible, and they will give points if they refuse to use plastic bags. However, this activity has not attracted much attention from residents.

In addition, garbage classification is also a difficult problem to solve, and this habit has not yet been developed. Whether it is recyclable garbage, non-recyclable garbage, or hazardous garbage, they are all piled together. The reason for this behavior also comes from the waste disposal-related units in Bangkok, which did not implement effective policies.

In addition to the problem of garbage, pollution is also a problem that cannot be ignored, especially the serious problem of ash is becoming increasingly serious. According to the study, 40 per cent of the heavy ash in Bangkok is caused by cars on the road, mainly from automobile exhaust. Bangkok has a large number of vehicles, but the lack of strict enforcement of emission standards by law has led to increasing levels of ash. Bangkok, with its many rivers, used to be known as the "Venice of the East", and boats were the main means of transportation. With the development of economy, the role of water transportation has been reduced, gradually becoming the age of cars, the importance of protecting the river environment has been neglected. People living near the banks of the river throw dirty water or rubbish into the river at will, so foreign tourists travelling in Bangkok often see the river is black, and floating garbage, Bangkok's water is polluted as a result.

(4) Negative image on safety

Because Bangkok is the capital of Thailand and a famous tourist city, many people come to Bangkok, but the crime rate also increases. The main security issue is theft. Most of the cases happen when tourists are shopping, and they do not pay attention to their belongings. Although there are police there, thefts often occur. Cheating tourists is also the most common problem, such as the tuk-tuk in front of the Grand Palace. If tourists come to visit by themselves, the tuk-tuk driver will rush to them and say that the museum is closed today or there is a ceremony inside. It is recommended that tourists take the tuk-tuk first. After a certain scenic spot, come back, and then take tourists to the store and force tourists to make shopping. Taxi has also brought a lot of trouble to tourists. The starting price of a taxi in Thailand is 35 baht. You have to pay separately for the highway, if you go outside, you need to pay separately according to the meter. There are also taxis with a meter, but driving around in circles is more expensive.

During the tourist season, many tourists will come with the group, but there may be unqualified drivers or cars. Especially in the New Year, many tourists will come to Bangkok to participate in the New Year's Eve activities, which makes the number of cars and drivers insufficient and needs to hire other places driver. Unfamiliarity with the road by non-native drivers may lead to traffic accidents. The passage in Bangkok also brings inconvenience to tourists. Sellers open small shops indiscriminately, which affects the passage of people. Some people choose to walk in the middle of the road, but the danger is relatively high and there is a risk of being hit at any time.



5 RECOMMENDATIONS AND CONCLUSIONS

5.1 Recommendations

5.1.1 Improve Bangkok transportation system

Infrastructure construction is the basic work of tourism services and an indispensable prerequisite for the survival and development of the tourism industry. Only with perfect infrastructure can the basic needs of Bangkok tourists be met. The task of tourism infrastructure construction should be comprehensive as a major project of the tourism industry in Bangkok.

First of all, as one of the pillar industries of tourism development, tourism transportation should be given priority, which determines the size of Bangkok's tourism accessibility. The development of tourism and transportation facilities is the key to the internal and external integration of the tourism industry in Bangkok and the formation of the tourism development pattern of large tourism and large industries. The government should actively raise funds for special development of tourism and transportation to improve the urban road network system, especially the roads leading to scenic spots. Construct and build roads dedicated to tourism in key tourist destinations, and accelerate the development of roads in rural areas. It is recommended that the government introduce mandatory measures to stipulate that the outermost lane is a dedicated bus lane. By dividing the road, buses and other types of vehicles are more convenient. If all kinds of cars are on their own normal roads, there will be no vehicles changing lanes back and forth, reducing traffic congestion and traffic accidents. Develop a specific tourism transportation network plan for scenic spots, and strengthen the layout and construction of transportation networks in specific scenic spots. At the same time, the number of high-speed rail trains is convenient for tourists from home and abroad.

Second, improve the construction of supporting facilities for tourism services. On the one hand, we should vigorously improve the tourism environment and service functions of tourist attractions in order to enhance the image of urban tourism. For example, the public health management and maintenance of tourist attractions to ensure that the tourism environment is clean and hygienic; improve the sign guidance system to ensure that the location of the signs of the scenic spots is eye-catching, the instructions are clear, meet the standards and are full of scenic features, and avoid the same. On the other hand, the accommodation service fee supporting facilities should be diversified, multi-level, and characteristically expanded and expanded. On the basis of the original star-rated hotels, the characteristic and environmental protection transformation should be carried out. The facilities and equipment of the current hotel and tourism management should be checked, and the facilities and equipment that do not

meet the environmental protection standards should be rectified or replaced by order. According to the development of local tourism and environmental capacity, the size of the hotel should be reasonably limited to avoid overloaded tourists. At the same time, in the urban area of Bangkok, increase the number of leisure and fitness facilities to prevent the influx of tourists from causing excessive disturbance to the lives of local residents and triggering conflicts between tourists and local residents.

5.1.2 Pay attention to the application of green technology

Many big cities in the world nowadays have turned to the balanced development under the green concept, that is, the development of a good natural environment in the city while the production, commerce and service are highly competitive. In the future, a good urban environment will become a market advantage, because consumers pay attention to the prices of goods and services, but also pay attention to the adverse effects of goods and services on the natural environment. Bangkok should be developed under the green concept, with special emphasis on the application of tourism, so that Bangkok is suitable for long-term living, with a beautiful environment like a world-class city, where people live and work in peace and contentment and become the center of regional prosperity.

Improve the efficiency of water treatment, and use various methods to treat domestic wastewater to clean standard values before discharging it into public rivers. Increase the amount of wastewater treatment in the northern part of Bangkok, because the northern part is upstream of the water flow, with many residential areas and factories; increase the proportion of civil wastewater cleaning to 60%; improve the quality of wastewater (BOD), and the BOD value per liter of wastewater does not exceed 10 mg, improve the water cycle efficiency in the waters of Bangkok. The DO value of wastewater is greater than 2 mg per liter after the water quality is restored, and the DO value of the water quality is guaranteed to be greater than 2.5 mg per liter; the reuse of wastewater treatment output is encouraged, and 7% of the wastewater is treated and reused each year from the wastewater sediments Obtain no less than 12,000 cubic meters of fertilizer.

Enhance the effectiveness of flood control system and drainage system. Increase the drainage capacity of the main road drainage system to solve the problem of flooding in important economic areas and important sections associated with their regions.

Improve the effectiveness of controlling air pollution and sound pollution. Reduce air pollution and sound pollution caused by urban land and activities. Strictly and regularly inspect

all production activities in Bangkok to meet pollution control standards and achieve the purpose of controlling and reducing dust: through cleaning and dust reduction measures, strict inspection of road cleanliness, control and reduction of transportation and cargo carried Road dust: through regular inspection of vehicles and increase of inspection points, the efficiency of inspection and tracking of vehicles with excessive emissions is improved.

Bangkok consumes a lot of energy. Therefore, it is necessary to promote the selection of suitable alternative energy sources according to the demand and situation, support the reprocessing and utilization of waste, enhance the wastewater treatment capacity of the community, and encourage the use of cost-effective products in the community. Support measures to increase the green area to grow plants, because plants help filter the air and produce a lot of oxygen, and can also provide a shaded place for various recreational and leisure activities. Support the environmental protection life of the community, strengthen the environmental protection awareness of community members, pay attention to the impact on the environment, expand from a small community to a larger scale, and realize a sustainable society.

5.1.3 Carry out environmental protection and provide environmental protection for sustainable development

The development of Bangkok's tourism industry tends to obtain economic benefits, that is, focusing on economic development, ignoring social development and environmental protection, resulting in failure to achieve comprehensive and balanced development, and thus failing to truly achieve the sustainable development goals of the tourism industry. Although the Bangkok government has also formulated a series of measures and plans to promote the better development of the tourism industry, some of the plans have not been fully implemented, and the local people in Bangkok have not actually participated in the preparation and implementation of the plan, leading to these measures It did not achieve the desired effect. With the implementation of the sustainable development strategy worldwide, Bangkok's tourism industry should take advantage of its tourism resources to improve and make up for its own shortcomings and adhere to the path of sustainable tourism development.

Adopting necessary measures to optimize the current basic environment and reduce environmental pollution from the source is the foundation of efforts to promote Bangkok to become a beautiful city and realize the sustainable development of Bangkok's tourism industry.

Greenspace has many functions for the life of big cities. It is a leisure place, can hold social events, or is a natural pollution filter. Formulate a green space planning map for Bangkok,

so that Bangkok has a green area of no less than 18% of the total area, and a park area of no less than 6.1 square meters per person; introduce legal measures to protect the green space in Bangkok to make the green space a place of rest; support development The construction land is used for park construction. Land can be acquired in many ways, including renting land, donating land, replacing land, etc.; protecting and restoring the marshland of Bangkhuntian waterfront, which is also the only marshland in Bangkok, but it has been facing The threat of area reduction while increasing the thickness of the marshland not less than 300 meters along the coast as a protective belt for natural disasters.

In the development process of the tourism industry, environmental protection should be given priority, development, operation and protection should be unified, and the relationship between protection and development and utilization should be coordinated. In the process of development and utilization of tourism resources, the concept of protecting tourism resources and preventing environmental pollution should be established firstly, taking the concept of sustainable development as the guiding principle, putting environmental protection in the first place, and rationally coordinating the integration of protection and development. Relationship, to realize the development and development of tourism that integrates economic and ecological benefits, local and overall interests, and current and long-term interests.

5.1.4 Improve the tourism management mechanism and improve the management level

Bangkok tourism management should be based on realizing the sustainable development of the tourism industry. On this basis, it should improve the tourism management mechanism, improve the management level, and escort the sustainable development of the tourism industry.

There are many operators in the tourism industry in Bangkok, so the government must pay attention to legal supervision, establish industry standards, maintain the good image of Bangkok, and prevent damage to the rights and interests of local residents and tourists. This involves a lot of content, which cannot be accomplished by the Ministry of Tourism of Bangkok alone, and must receive support and cooperation from all parties. Adjust Bangkok's tourism management system so that it has clear rights and responsibilities, and speed up the construction of the thinking framework of Bangkok civil servants. According to the needs of the function, the corresponding personnel will be allocated, and tourism development experts and related positions directly responsible for tourism will be arranged.

Strengthen the construction of crisis early warning and management mechanisms. The turbulent situation in Thailand will also have many adverse effects on the tourism industry. The Bangkok government should create a stable tourism environment. On this basis, focus on the

construction of various crisis early warning and management systems, including crisis management methods, emergency plans, The evaluation and early warning system, organization system, rescue system, etc. provide comprehensive protection measures for the safety of tourists, especially international tourists, to ensure the safety of their personal and property, and to reduce the impact of turbulence on the regional tourism image.

5.2 Conclusion

Bangkok main conditions for attracting a large number of inbound tourists are Bangkok geographical location and Bangkok medical services. Thailand's large medical tourism institutions all have world-class medical hardware facilities, and all major medical institutions use the most advanced imported instruments and equipment to ensure that they provide guests with international-level medical facilities. Thailand's medical technology is advanced, and some medical technologies have reached the international first-class level, comparable to and surpassing developed countries in Europe and America. Medical professionals are generally well-qualified, and most of them have overseas work experience or overseas study experience. Medical services are cheaper.

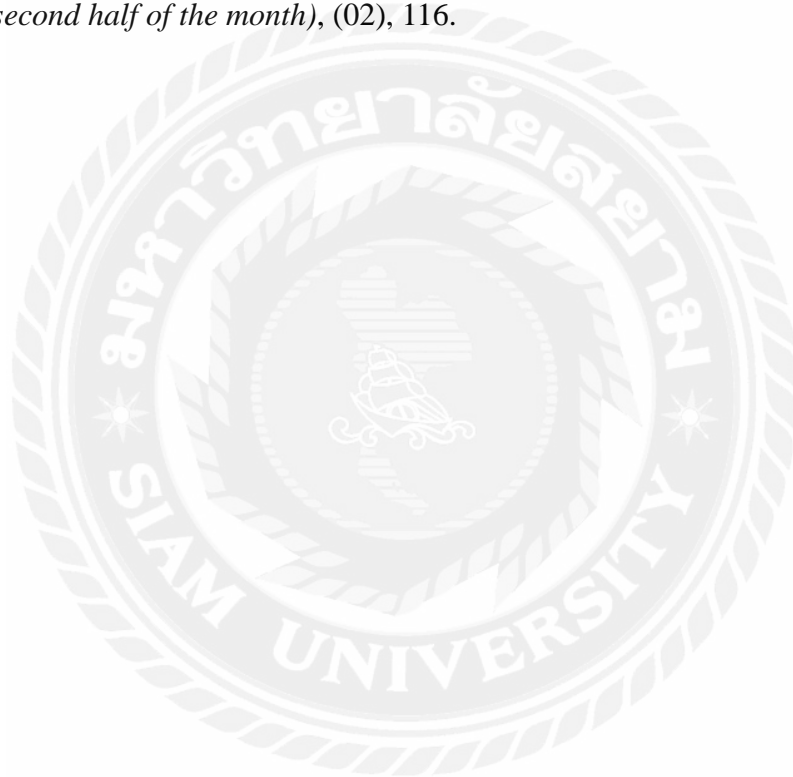
Although the tourism industry in Bangkok, Thailand is an important pillar of economic development, there are still many problems to be solved. First, the Thai government should continue to improve Bangkok's transportation problems and develop the transportation system, strengthen infrastructure construction, improve Bangkok's safety and international image; secondly, build trust, promote the development of tourism, and make Bangkok a world leader. As a tourist city, use sustainable development strategies to improve and protect Bangkok's tourist attractions; finally, to improve the quality level, give priority to service management systems and travel services, and further strengthen publicity and promotion of the development of Bangkok's tourism industry. With the continuous development of the global economy, the tourism industry in Bangkok will attract more tourists to visit, and promote the sustainable development of tourism in Bangkok, Thailand.

REFERENCE

- Benjarat, N. (2017). *A Comparative Study of Tourism Competitiveness in Thailand* (Master's thesis). Retrieved from <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD201901&filename=1018036463.nh>
- Cheng, F. Y. (2017). Analysis on the development trend of China's online travel market. *Tourism overview (second half of the month)* (01), 17-18.
- Cheng, Y. H., & Shen, K. H. (2017). How did medical tourism in Thailand become popular? *Construction of Old Districts* (15), 83-86.
- Fu, S. S., Zhu, X. D., & Zhang, Y. Q. (2017). Analysis of the impact of Thailand's international tourism service trade on Thailand's economy. *Technology and Industry*, (07), 33-36.
- Fu, Y. X. (2020). The enlightenment of the development of Thailand's folk festival tourism on the development of Hainan's folk festival tourism: taking Thailand's Loy Krathong Festival as an example. *China Industrial Economics* (13), 103-104.
- Huang, A. M., & Han, G. M. (2013). Research on the current situation and development trend of Thailand's tourism market in China. *Journal of Huaqiao University (Philosophy and Social Sciences Edition)* (02), 46-53
- Hou, Z. Q., & Yin, J. (2019). China-Thailand Tourism Market Cooperation: Trends and Development Reflections. *Journal of Huaqiao University (Philosophy and Social Sciences Edition)* (01), 87-95. DOI:10.16067/j.cnki.35-1049/ c. 2019.01.007.
- Huang, T. Y. (2019). Overseas travel safety issues and countermeasures-taking the shipwreck in Thailand as an example. *Tourism overview (second half of the month)* (02), 31.
- Li, X. Y. (2018). Zhangjiajie, China expands tourism and cultural cooperation with Thailand. *World Tropical Agriculture Information* (06), 60.
- Li, Y. P., & Chen, H. X. (2020). Analysis of Ningxia inbound tourist source market. *Ningxia Engineering Technology*, (03), 231-236.
- Liu, J. Z., & Rui, X. H. (2018). Analysis on the current situation of my country's tourism development in the Internet era. *New West* (05), 63-65.
- Luo, Y. Q. (2020). Looking at the cultural sustainable design from Thailand's tourist souvenirs: An analytical perspective based on semiotics. *Western Leather* (11), 65.
- Li, Y. Q., Kanokporn, U., Xu, X., & Yu, F. Y. (2020). A Study on the Coupling Model of Tourism Development and Rural Revitalization: A Case Study of Mae Kampong Village in Thailand. *Northwest Ethnic Studies* (01), 112-125.
- Qu, C. C. (2017). On the development status and development trend of modern tourism in my country. *Modern Communication* (09), 73.

- Ruan, W. Q., Zhang, S. N., Li, Y. Q., & Zheng, X. M. (2019). Spatial and temporal differentiation of China's travel demand to Thailand and its influencing factors. *Tourism Tribune*, (05), 76-89.
- Sakamornsnguan, K., & Kretschmann, J. (2016). Substance flow analysis and mineral policy: The case of potash in Thailand. *The Extractive Industries and Society*, 3(2), 383-394.
- Shi, H. B. (2013). On the development trend of Thailand's tourism market. *Tourism overview (second half of the month)*, (08), 62-63.
- Tang, H., & Chen, H. S. (2019). Thailand: 2018 Review and 2019 Outlook. *Southeast Asia* (02), 17-24.
- Tailanga, S., Ruenbanthoeng, T., Kuldilok, K., & Prasannam, N. (2014). Thailand through travel writings in English: An evaluation and representation. *Kasetsart Journal of Social Sciences*, 6 (01), 1-6.
- Wu, Q., & Pan, Y. F. (2020). SWOT analysis and development strategy research on MICE tourism in Bangkok, Thailand. *Journal of Guizhou Business School*, (02), 40-47.
- Wang, H. & Li, Q. L. (2019). Overview of Thailand Tourism Research-Based on the literature analysis of China Knowledge Network (CNKI). *Journal of Guangxi Economic Management Cadre College*, (03), 67-75.
- Wang, X. B. (2015, March 23). Let the flowers of China-Thailand tourism bloom undefeated. *China Tourism News*, 012.
- Wang, J. (2019). Research on the Integration Mechanism of Thailand's Tourism Industry and Cultural Industry. *Guangxi Quality Supervision Guide*, (06), 124
- Wang, X. C., & Liang, Y. W. (2020). The impact of the domestic crisis on inbound tourism in Zhaoqing. *Journal of Subtropical Resources and Environment*, (03), 65-72.
- Wang, X. J. (2016). Analysis of the attractiveness of overseas tourist destinations to Chinese residents: Taking Chiang Mai, Thailand as an example. *Journal of Hubei University of Economics (Humanities and Social Sciences Edition)*, (10), 33-34.
- Xue, Y. J., & Wu, H. Z. (2016). The marketing strategy of Thailand's tourism market: Taking Chinese customers in Thailand as an example. *Enterprise Research*, (05), 58-60.
- Yang, H. T. (2017). Research on Thailand's Tourism Development. *Cooperative Economy and Technology* (10), 50-51.
- Ye, L., & Chen, X. Q. (2020). The impact of haze on my country's inbound tourism: the perspective of tourist risk perception heterogeneity. *Journal of Guangdong University of Finance and Economics*, (04), 48-57.
- Yi, P., Wang, R. Y., Yu, X., Liu, H.Y., & Xie, Y. (2020). Research on the time and space changes of Chongqing inbound tourist source market. *Journal of Leshan Normal University*, (09), 80-86.

- Zhao, L. Z. (2016). Thailand and China join hands to build high-quality tourism. *Tourism overview (second half of the month)* (11), 21-22.
- Zhao, R., Li, Q. L., & Lou, Y. (2018). The enlightenment of Thailand's "female theme tourism month" on the development of female tourism products in my country. *Journal of Qujing Normal University* (01), 102-105.
- Zhang, L. L., & Lu, Q. (2020). An analysis of the competitiveness of Guangxi inbound tourist cities based on the market competition model. *National Circulation Economy*, (12), 98-99.
- Zhang, M. M., & Li, J. X. (2018). The enlightenment of the development of festival tourism in Thailand to the development of festival tourism in Yunnan in my country. *Tourism overview (second half of the month)*, (02), 116.



Acknowledgment

I would like to express my sincere appreciation here since I systematically studied all aspects of knowledge, learned the professional knowledge, and a lot of reasons for doing and learning after spending many years of intense study time. In addition, I also want to express my deep admiration for the knowledge and wisdom of all professional teachers. Moreover, I would like to thank my mentor on the verge of the completion of this paper. My teacher has put forward many valuable opinions in the whole process of writing this paper from selecting the paper topics to writing the opening report and to writing the text. Every question pointed out by the teacher and every thought guided by the teacher made me enlightened. Besides, the teacher's rigorous educational philosophy left me with the deepest impression. No matter from the format norms and the main points of the thesis. or the structure of the paper, the teacher took great pains to help me in time, so that I could finally complete the paper writing.

I would like to appreciate all the teachers. It is your selfless dedication and the educational philosophy of passionate in job to give me a better understanding of the professional knowledge and enable me to verify the theory with my own work mutually, so I benefit a lot. Moreover, it enables me to apply the theory that I have learned to the analysis and resolution of real problems, and then improve my professional level.