



**THE CHINESE TOURISTS' PERSPECTIVE ON THE FACTORS
INFLUENCING THAILAND'S TOURISM INDUSTRY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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ABSTRACT

Thailand has attracted a growing number of Chinese tourists with its unique cultural resources and natural landscapes. Since 2017, the number of Chinese visitors to Thailand has exceeded 9.8 million, making China the largest source of inbound tourists for Thailand. Therefore, it is essential to conduct in-depth research on the key factors influencing Thailand's tourism industry and formulate effective guidance strategies accordingly. Therefore, the following research objectives were: 1) To examine the effect of tourism policy on Thailand's tourism industry.; 2) To examine the effect of destination safety atmosphere on Thailand's tourism industry and 3) To examine the effect of media publicity on Thailand's tourism industry.

This study adopted a quantitative research methodology, using a questionnaire survey and a stratified random sampling, targeting Chinese tourists who had exchanged Thai Baht through Ctrip's travel platform within the past six months, with a final sample size of 360 participants. The questionnaire was distributed via the Questionnaire Star mini-program, with respondents completing it directly through WeChat links. A total of 360 questionnaires were distributed, and 347 valid responses were collected, yielding a response rate of 96.4%. The SPSS data analysis results demonstrated that tourism policy, destination safety atmosphere, and media publicity, significant impacted on Thailand's tourism industry.

Based on these findings, three strategic recommendations are proposed: 1) developing multi-level transnational tourism joint promotion initiatives; 2) establishing a scenic area safety mechanism and 3) adopting digital transformation and personalized itinerary planning.

Keywords: Thailand, tourism industry, tourism policy, destination safety atmosphere,

media publicity



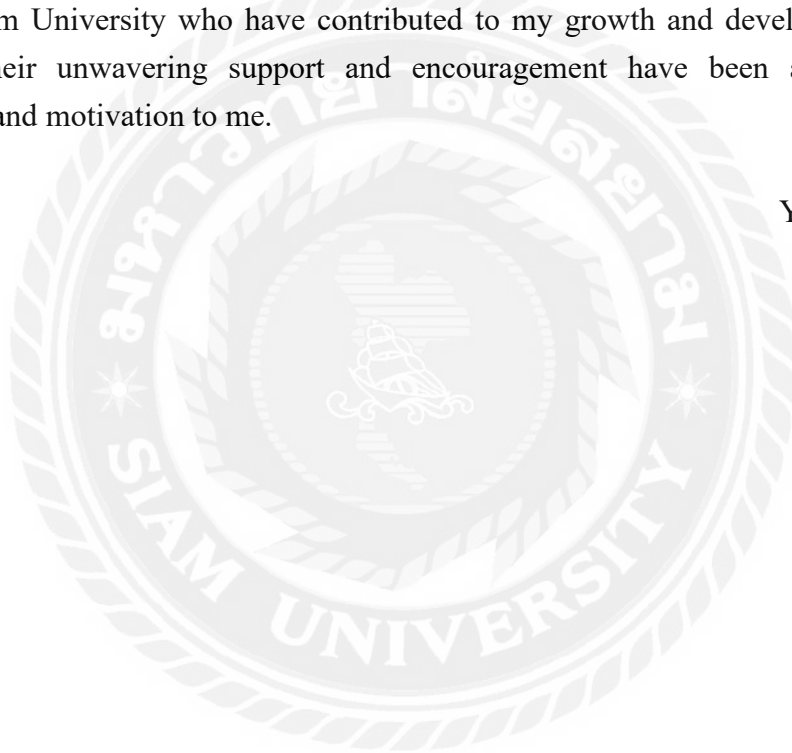
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YIN JIAXIN



DECLARATION

I, Yin Jiaxin, hereby declare that this Independent Study entitled “*The Chinese Tourists’ Perspective on The Factors Influencing Thailand’s Tourism Industry*” is an original work and has never been submitted to any academic institution for a degree.

(Yin Jiaxin)



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Chapter 1 Introduction

1.1 Background of the Study

Tourism has become an important choice for people seeking a better quality of life. The rapid development of the tourism industry plays a vital role in economic and social progress, as well as in promoting cultural exchanges. It also facilitates communication among international travelers, thereby enhancing cooperation between nations (Xu, 2021). As living standards continue to rise, the demand for outbound travel among citizens has grown significantly, leading to a continuous expansion of outbound tourism.

In recent years, China's economic development has achieved remarkable progress, with substantial growth in household disposable income. Consequently, overseas travel has become an integral part of Chinese consumers' lifestyle and expenditure planning. According to statistics from China's Ministry of Culture and Tourism, the number of Chinese outbound tourists reached 155 million in 2019, with overseas spending exceeding \$133.8 billion. By 2023, these figures had rebounded to 102 million outbound travelers and \$105 billion in consumption expenditure (Li & Sun, 2022).

Since 2016, Chinese outbound tourists have significantly surpassed those from other countries both in terms of visitor numbers and spending. Driven by the year-on-year growth in Chinese tourists' consumption worldwide, more than 200 countries and regions had implemented visa facilitation policies for Chinese travelers by the end of 2021. Additionally, over 80 countries and regions offered conditional visa-free or visa-on-arrival arrangements for Chinese tourists.

1.2 Questions of the Study

When Chinese residents travel abroad, they often prioritize ASEAN countries as their preferred destinations due to geographical proximity and cultural similarities (Cheng et al., 2020). Among these, spending by Chinese tourists in Thailand has consistently ranked first among all international arrivals, and Thailand has emerged as one of the most favored tourist destinations for Chinese visitors, owing to its unique tourism advantages.

Thailand has attracted a growing number of Chinese tourists with its unique cultural resources and natural landscapes. Since 2017, the number of Chinese visitors to Thailand has exceeded 9.8 million, making China the largest source of inbound tourists for Thailand. That same year, Chinese tourists contributed 1.8 trillion Thai Baht to Thailand's tourism revenue, representing a year-on-year increase of 12% (Xie et al., 2018). Since then, China has become the largest contributor to Thailand's tourism industry in terms of both visitor numbers and revenue. In particular, with the gradual deepening of the Belt and Road Initiative, the Thai and Chinese governments have strengthened cooperation. Starting in 2018, Thailand launched its Tourism 4.0 development strategy to further advance the sector.

According to data from the Tourism Authority of Thailand, China welcomed 11 million Chinese tourists in 2019, accounting for 28% of Thailand's total international tourist arrivals (Yang, 2021). Even during the pandemic in 2022, Chinese tourists remained Thailand's largest source of international visitors. With the recovery of China's outbound tourism market in 2023 and to further boost Thailand's tourism industry, then-Prime Minister Srettha Thavisin announced on September 13, 2023 that Thailand would implement a visa exemption policy for Chinese tourists effective September 25. According to the latest statistics from the Tourism Authority of Thailand, Thailand received a total of 2.4 million Chinese tourists from January to May 2024, reaching 72% of the pre-pandemic level during the same period in 2019 (Chen & Zhang, 2024).

Therefore, it is essential to conduct in-depth research on the key factors influencing Thailand's tourism industry and formulate effective guidance strategies accordingly. Especially in the post-pandemic era, the research outcomes should be utilized by Thailand's tourism authorities to develop and prepare tourism stimulus plans, thereby providing a decision-making basis and actionable guidance for the rapid recovery of Thailand's tourism sector:

- 1) Does tourism policy affect Thailand's tourism industry?
- 2) Does destination safety atmosphere affect Thailand's tourism industry?
- 3) Does media publicity affect Thailand's tourism industry?

1.3 Objectives of the Study

This study aims to achieve the following objectives by analyzing the key factors influencing the development of Thailand's tourism industry:

- 1) To examine the effect of tourism policy on Thailand's tourism industry.
- 2) To examine the effect of destination safety atmosphere on Thailand's tourism industry.
- 3) To examine the effect of media publicity on Thailand's tourism industry.

1.4 Scope of the Study

This study is theoretically grounded in Tourist Consumption Behavior Theory and Push-Pull Theory, systematically examining the key factors influencing the development of Thailand's tourism industry. The research framework incorporated three key independent variables - tourism policy, destination safety atmosphere, and media publicity - to examine their collective impact on Thailand's tourism industry performance.

This study used a quantitative research methodology with a questionnaire survey. This study employed a stratified random sampling, targeting Chinese tourists who had exchanged Thai Baht through Ctrip's travel platform within the past six months, with a final sample size of 360 participants. The questionnaire was distributed via the Questionnaire Star mini-program, with respondents completing it directly through WeChat links. A total of 360 questionnaires were distributed, and 347 valid responses were collected, yielding a response rate of 96.4%.

1.5 Significance of the Study

1.5.1 Theoretical Significance

This study helps stakeholders identify the key decision-making factors that either promote the development of Thailand's tourism industry, which holds significant importance for its post-pandemic recovery and growth. It also contributes to improving the perception and confidence among tourists from China, Southeast Asia, Europe, and America toward Thailand, thereby generating tangible benefits for tourism demand.

Furthermore, grounded in Tourist Consumption Behavior Theory and Push-Pull Theory, and incorporating survey data from Chinese tourists, this research provides a valuable case study on Thailand within the field of management studies, thereby

promoting the advancement of tourism management concepts and methodologies in the Thai context.

1.5.2 Practical Significance

The period from the reopening of China's outbound travel market to the full recovery of Thailand's inbound and outbound tourism sector represents a critical phase for the revitalization of the tourism industry. After this transitional stage, the global market share of international tourism is likely to be redistributed, and the competitive landscape of worldwide tourist destinations may undergo changes ranging from minor adjustments to major transformations. It is imperative to establish comprehensive development policies, strategic guidelines, action plans, and implementation pathways for the recovery and revitalization of Thailand's tourism industry. These measures will help Thailand better coordinate tourism supply and demand, conduct more targeted promotional campaigns and marketing strategies, and attract international tourists from around the world, including Chinese visitors. Furthermore, these initiatives will enable Thailand to respond effectively to the new changes in post-pandemic international travel demand, adapt to the realigned global tourism order, navigate the evolving international tourism environment, and address the emerging requirements for tourism safety in innovative ways.

The findings of this study can serve as a reference for the Tourism Authority of Thailand in formulating tourism promotion policies and development measures. They also hold practical value for private sector organizations and entrepreneurs, such as hotels, restaurants, and souvenir shops, enabling them to apply the research insights to fully prepare and drive policy response, implementation, product development, service enhancement, and capacity building. These efforts aim to facilitate the rapid recovery and growth of Thailand's inbound tourism sector.

1.6 Definition of Key Terms

Thailand's Tourism Industry can be defined as an integrated system of commercial activities, services, and infrastructure that supports and facilitates travel experiences within the country.

Tourism Policy refers to a public policy system through which national or regional governments and relevant regulatory agencies implement systematic institutional arrangements to intervene in and guide the tourism industry for achieving

specific development objectives.

Destination Safety Atmosphere refers to the comprehensive state of security conditions present at a specific location, constituting a dynamic evaluation system jointly formed by objective safety conditions and subjective safety perceptions.

Media Publicity refers to strategic communication activities that systematically disseminate targeted information through various channels (including traditional media, digital platforms, and social media) to influence public perception or behavior.



Chapter 2 Literature Review

2.1 Theoretical Foundation

2.1.1 Tourist Consumption Behavior Theory

Since the 1960s, tourism consumption behavior has attracted significant attention and gradually developed into an important field of research. In the 1980s, scholars proposed various interpretations of tourism consumption behavior theory, with differing perspectives leading to distinct definitions and emphases. These can be broadly categorized as follows:

Some scholars define consumer behavior as the purchasing actions taken by individuals, organizations, or groups to fulfill their needs through tourism products and services in ways that align with their developmental goals (Wang & Yu, 2022). Others focus on the optimal allocation of limited resources to maximize utility, arguing that tourism consumption behavior reflects consumer choices made based on known preferences and expected benefits (Chen & Zhang, 2024). Yet another group of scholars views tourism consumption behavior as a process of planning and decision-making (Cao & He, 2018).

Despite varying perspectives in defining tourism consumption behavior, a common understanding can be drawn from different viewpoints: it refers to consumers' perceptions and evaluations during the process of purchasing tourism-related products and services, as well as their interactive experiences, ultimately leading to decision-making. Driven by consumer psychology, it represents a comprehensive process in which tourists assess and select perceived or encountered travel goods and services, and make purchase decisions. This process encompasses the entire consumer journey, including pre-purchase selection, in-purchase experience, and post-purchase evaluation (Ma & Zhao, 2018).

2.1.2 Push-Pull Theory

Push-Pull Theory was initially introduced by British scholar Ravenstein and subsequently refined by numerous academics (Jing, 2023). It was formally systematized by American scholar E.S. Lee, who categorized the factors affecting human migration into two primary types: push factors and pull factors (Li & Sun, 2022).

Push factors represent negative circumstances that compel individuals to leave their original locations. For instance, Zeng (2023) suggested that in the post-pandemic era, many people choose to travel due to external push factors such as social influence from friends or relatives who have traveled, which generates an impulse to undertake similar journeys. A study on Chinese tourists revealed that many travel decisions are influenced by a bandwagon effect, for example through exposure to social media posts or recommendations from acquaintances (Wang, 2019). This form of socially driven tourism consumption constitutes a notable characteristic of China's travel market.

Conversely, pull factors consist of positive conditions that attract people to a destination. Another scholar contended that rising living standards have made health and wellness a major consideration for tourists, leading to a more intentional and proactive form of tourism consumption (Zhang, 2017). Yang (2016) emphasized that the pandemic has heightened awareness of life quality, making it a central concern for many people. Travel is seen not only as a means to enhance personal well-being but also as a way to promote family harmony. Driven by these pull factors, an increasing number of individuals are opting to travel to improve their quality of life.

In both domestic and international research on tourism motivation and tourism industry development, the theoretical value of Push-Pull Theory has been widely recognized. This theory plays a significant role in explaining tourism motivation and travel decision-making behavior (Lu, 2010). Specifically, push factors reflect the internal drivers that motivate tourists to leave their place of residence, such as the desire to escape daily routines or seek mental relaxation. Pull factors, on the other hand, represent the external attractions of a destination, including unique resources, cultural experiences, and service facilities (Li et al., 2019). The interaction of these two types of factors shapes tourists' travel decisions and behavioral choices, thereby exerting a profound impact on the overall development of the tourism industry.

2.2 Thailand's Tourism Industry

Thailand's tourism industry can be defined as an integrated system of commercial activities, services, and infrastructure that supports and facilitates travel experiences within the country (Xue et al., 2017). As one of the world's most visited destinations and a pillar of its national economy, this sector encompasses comprehensive travel services including accommodation, transportation, travel agencies, catering, and tourist attractions.

Renowned globally for its unique cultural assets (such as Buddhist temples and traditional festivals), abundant natural landscapes (including beaches and national parks), and well-developed tourism facilities, Thailand has developed a diversified industrial ecosystem integrating cultural tourism, beach resorts, medical tourism, and culinary experiences.

This industry not only directly contributes approximately 15-20% of Thailand's GDP and generates nearly 20% of national employment, but also serves as a crucial source of service exports and foreign exchange earnings, holding strategic importance in the country's economic and social development (Chai, 2018). Through systematic regulatory policies implemented by the Ministry of Tourism and Sports, along with global marketing campaigns like the "Amazing Thailand" brand, Thailand has established itself as a benchmark for Southeast Asia's tourism industry and a model of global tourism competitiveness.

The development of Thailand's tourism industry has been fundamentally supported by political stability and coordinated transportation infrastructure development, with particularly rapid growth and expansion in aviation, hospitality, and food service sectors (Pang, 2021). Concurrently, the industry's integration with global tourism networks and continuous advancements in information technology have created multidimensional opportunities for Thailand's tourism development across both spatial and temporal dimensions.

In terms of tourist source markets, Asia-Pacific countries account for approximately 70% of total international arrivals, with major contributors including China, Japan and South Korea (Yang, 2021). European markets such as the UK and Germany represent the second largest source region, followed by the Americas and Oceania (notably the US and Australia), while African countries constitute the smallest proportion. Market research indicates that leisure and sightseeing purposes motivate over 80% of international visitors to Thailand, highlighting the country's position as a premier global holiday destination and the tourism sector's reliance on discretionary travel expenditure patterns.

Zhou (2024) suggested that China's outbound tourism is influenced by tourism policy factors, primarily reflected in the political relations between China and neighboring countries, as well as the overall economic environment in China. Huang and Wei's research found that with the ongoing advancement of China's reform and opening-up policies, outbound travel restrictions have been gradually relaxed, creating

significant development opportunities for the country's tourism industry. It is evident that tourism policy adjustments at the national level have a direct impact on the tourism sector. Yang (2021) found that with the advancement of internet technology, the influence of media publicity on the tourism industry has become increasingly significant. The safety atmosphere can not only directly influence tourists' behavioral choices but also indirectly affect their decision-making through individual cognitive and psychological mechanisms (Chen & Chen, 2017). Therefore, it has a profound impact on the quality of travel experiences, the image of the destination, and the sustainable development of the tourism industry.

Based on the above literature review, it can be observed that tourism policy, destination safety atmosphere, and media publicity are significant factors influencing outbound tourism (Cao & He, 2018; Liu & Li, 2021). These three aspects are often interconnected and mutually reinforcing rather than operating in isolation.

2.2.1 Tourism Policy

Within the tourism sector, the absence of an official standardized definition for travel policies has led to interchangeable usage of terms such as travel advisories and travel warnings in policy-related literature. Subsequent research by scholars has identified several fundamental characteristics that define travel policies: these include conducting rigorous safety assessments of tourist destinations, providing comprehensive destination profiles covering legal information, religious and cultural contexts, and ensuring the availability of consular services through embassies to safeguard citizens traveling abroad (Dai & Jiang, 2021). The research emphasizes that such policies represent essential protective measures that enable travelers to maintain access to security assistance while overseas (Pang, 2021). Tourism policy refers to a public policy system through which national or regional governments and relevant regulatory agencies implement systematic institutional arrangements to intervene in and guide the tourism industry for achieving specific development objectives.

Research indicated that tourism policies exerted significant and direct impacts on the development of the tourism industry. Policy adjustments were found to influence the overall performance of the sector by altering the scale of international tourist flows, consumption patterns, and market confidence (Zhang et al, 2022). For example, the implementation of visa facilitation measures or the promotion of tourism campaigns substantially increased both inbound tourist numbers and spending levels, thereby boosting tourism revenue and facilitating industry recovery. Conversely, restrictive policies such as the issuance of travel advisories suppressed tourism

demand, adversely affecting visitor numbers and economic returns in destination areas (Li & Chen, 2021). These policy effects were particularly pronounced in economies where tourism served as a pillar industry, such as Thailand, and the effectiveness of policy interventions was closely correlated with the proportion of tourism revenue in GDP (Liu & Li, 2021).

2.2.2. Destination Safety Atmosphere

Destination safety atmosphere represents an evolution and adaptation of the safety climate theory from organizational behavior studies into the tourism context, forming a distinct conceptual framework. This comprehensive construct refers to the integrated assessment system of security conditions at a given location, dynamically shaped through the interplay between quantifiable objective safety indicators (including crime statistics, emergency response capabilities, and transportation safety metrics) and collective subjective risk perceptions (manifested through traveler evaluations, platform complaint data, and social media sentiment analysis) (Liao & Fan, 2017). Unlike traditional workplace safety climates, destination safety atmospheres demonstrate unique spatial heterogeneity and temporal volatility, influenced both by structural factors like public security management systems and episodic elements such as sudden safety incidents or media coverage. Contemporary research emphasizes how this atmosphere directly impacts destination competitiveness by altering tourist decision-making processes, with empirical studies showing that safety perception changes generate significantly stronger effects on travel demand than conventional economic factors (Liu et al, 2022). The conceptual development reflects an interdisciplinary synthesis, incorporating elements from criminology, tourism psychology, and data science to create a more nuanced understanding of how safety perceptions form and evolve in tourism environments.

The safety atmosphere of a tourist destination reflects both the level of emphasis the destination places on safety management and visitors' perception and recognition of its safety standards, indicating how well tourists understand the local management priorities (Wang & Yu, 2022). As one party in this interaction, when tourists perceive that the destination offers a reasonable and beneficial safety environment, they tend to proactively adjust their behavior to comply with local safety norms. Specifically, upon experiencing the scenic area's strong commitment and continuous efforts to ensure safety, tourists are likely to develop a positive reciprocal mindset, making them more willing to accept and adhere to relevant regulations, and even actively assist others and remind them to stay cautious, thereby fostering a collaborative culture of public safety (Zhang et al., 2022). Conversely, if tourists do not perceive a clear safety

atmosphere, their initiative and willingness to comply with safety protocols may diminish, which could adversely affect the overall travel experience and the effectiveness of safety management.

When safety conditions deteriorate, the risk premium channel is immediately activated: rising capital costs compel international investors to demand additional risk compensation, leading to widening forward discounts on the domestic currency (Yao, 2012). Empirical evidence indicates that major security incidents can trigger 50-80 basis point surges in destination currency risk premiums within short timeframes (Cheng et al., 2014). Concurrently, the tourism foreign exchange revenue channel generates direct effects - safety crises precipitate sharp declines in inbound tourist arrivals, deteriorating the services trade account. The 2019 Sri Lanka terrorist attacks demonstrated that safety-related capital flight can reach 3-5 times the magnitude of tourism income losses (Xie et al., 2018).

2.2.3 Media Publicity

Media publicity refers to strategic communication activities that systematically disseminate targeted information through various channels (including traditional media, digital platforms, and social media) to influence public perception or behavior (Wei, 2021).

Social media based tourism advertising and promotional strategies, including targeted content delivery, interactive campaign design, and user-generated content initiatives, significantly enhance audience engagement and improve brand communication effectiveness (Xiao, 2024). For example, celebrity endorsement campaigns can rapidly build brand trust by leveraging the influence of public figures (Xie et al., 2018). When the endorsers image aligns closely with the destinations characteristics, their recommendations are more likely to evoke an emotional response and stimulate travel intention among potential tourists.

A study on the dissemination of tourism information from Japan and South Korea and its impact on the travel behavior of Thai target groups revealed distinct information-seeking patterns between the two countries. The research found that the majority of Japanese tourists prefer to obtain travel information through the internet, whereas South Korean tourists are more likely to access such information via traditional media, films, and television dramas (Wu & Hu, 2021). Statistical analysis indicates that the information dissemination models of both countries exhibit a positive correlation with the travel behavior of the sample group. Overall, the tourism

media promotion strategies employed by Japan and South Korea demonstrate a positive effect on attracting Thai visitors.

2.3 Conceptual Framework

The research framework incorporates three key independent variables - tourism policy, destination safety atmosphere, and media publicity - to analyze their collective impact on Thailand's tourism industry performance.

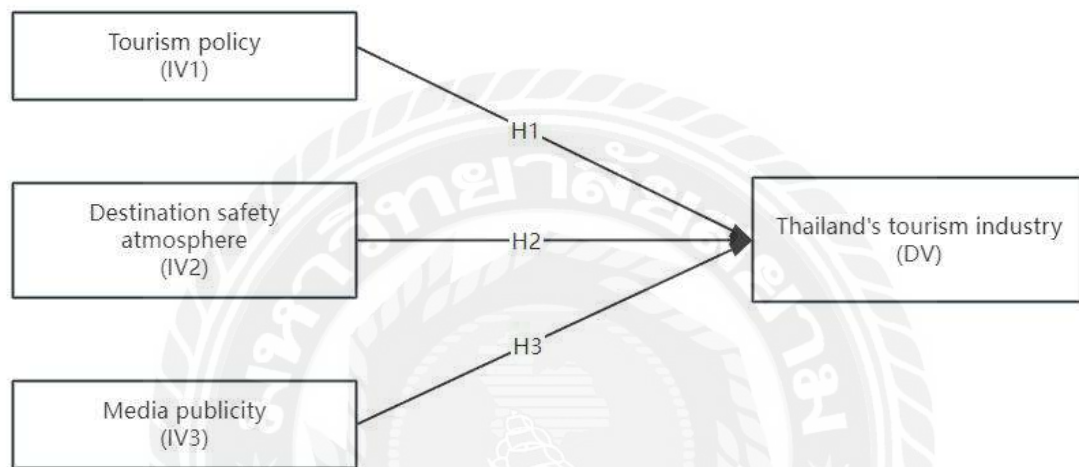


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research methodology, using a questionnaire survey to conduct an in-depth analysis of how three dimensions (tourism policies, destination safety atmosphere, and media publicity) impacted Thailand's tourism industry. As a crucial component of market investigation and academic research, the questionnaire design systematically collected respondents' opinions, perceptions, and behavioral patterns through a series of scientifically constructed items, thereby providing reliable empirical support for the research.

3.2 Population and Sample

This study used a stratified random sampling method, focusing on Chinese tourists who had exchanged Thai Baht through the Ctrip travel platform within the past six months. The final valid sample consisted of 360 participants. The selection of this group was based on the following considerations:

Firstly, this population demonstrated distinct outbound tourism consumption characteristics. The act of exchanging Thai Baht via the Ctrip platform itself indicated that they had entered the practical preparation stage for outbound travel, reflecting clear consumption intentions and well-directed behavioral patterns.

Secondly, this group exhibited a high degree of initiative and planning in their tourism consumption decisions. The timing and amount of foreign currency exchange were not random actions but rather resulted from comprehensive considerations of various factors such as destination cost levels, itinerary arrangements, and budget planning. This decision-making process effectively reflected their sensitivity to the tourism consumption environment and corresponding behavioral adaptation strategies, such as adjusting consumption plans and optimizing resource allocation based on external information.

3.3 Hypothesis

Based on the research objectives of this study, the following research hypotheses were proposed, as shown in Table 3.1.

Table 3.1 Research Hypotheses

Hypothesis 1	Tourism policy has a significant effect on Thailand's tourism industry.
Hypothesis 2	Destination safety atmosphere has a significant effect on Thailand's tourism industry.
Hypothesis 3	Media publicity has a significant effect on Thailand's tourism industry.

3.4 Research Instrument

This study investigates the factors influencing Thailand's tourism industry through a well-designed questionnaire. The questionnaire features moderate length and concise language, enabling respondents to complete all items objectively within a short timeframe.

The questionnaire consists of two sections:

Part 1: Demographic information collection

Part 2: Assessment of factors impacting Thailand's tourism industry, Including:

Items 1-6: Tourism Policy Scale;

Items 7-9: Destination Safety Atmosphere Scale;

Items 10-13: Media Publicity Scale;

Items 14-17: Thailand Tourism Industry Scale.

This questionnaire employs a 5-point Likert scale, where respondents are asked to indicate their level of agreement with each statement based on their personal perceptions. The specific gradations are as follows:

1 means Strongly Disagree;

2 means Disagree;

3 means Neutral;

4 means Agree;

5 means Strongly Agree.

Table 3.2 Questionnaire Design

Tourism Policy Scale	1) Thailand's visa facilitation policies (e.g., visa-on-arrival, e-visa) can offset the additional costs caused by exchange rate fluctuations.
	2) The special offers for Chinese tourists (e.g., discounts, tax exemptions) from the Thai government would still make me willing to visit.

	3) Streamlining visa application requirements would significantly increase my willingness to travel to Thailand.
	4) Collaborative flight subsidies between the Thai government and Chinese airlines help reduce my sensitivity to exchange rate changes.
	5) Extending the visa-free stay duration would enhance the likelihood of me choosing this destination.
	6) Joint exchange rate promotion campaigns between the Thai government and UnionPay/Alipay directly influence my travel decisions.
Destination Safety Atmosphere Scale	7) Thailand's public health system (e.g., hospitals, epidemic prevention measures) can adequately meet tourist needs.
	8) The public security management in this destination's public areas (such as scenic spots, streets, and transportation hubs) is effective.
	9) I am confident that this destination has a well-established emergency response capacity for handling tourism-related incidents.
Media Publicity Scale	10) The official promotions from Thailand Tourism Bureau (e.g., advertisements, roadshows) effective in attracting me.
	11) Travel guides shared by social media influencers (KOLs) about Thailand help alleviate my concerns about some negative information.
	12) News reports about Thailand's preferential policies for Chinese tourists (e.g., exchange rate subsidies) would increase my travel intention.
	13) Positive coverage of Thailand's safety conditions in Chinese media can offset my concerns.
Thailand Tourism Industry Scale	14) The specialized tourist protection measures by Thai police (e.g., tourist police) can effectively reduce my safety concerns.
	15) Thailand's historical culture, religious architecture, and traditional festivals hold strong appeal to me.
	16) I find the cost-effectiveness of traveling in Thailand (accommodation, dining, shopping) relatively high.
	17) The availability of Chinese signage and Chinese-speaking staff in Thai tourist areas makes me feel 便利 (facilitates my experience).

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Questionnaire Reliability Analysis

Reliability refers to the scientific validity, stability, and consistency of survey results, typically measured through internal consistency to assess the questionnaire's reliability.

Table 3.3 Questionnaire Reliability Analysis Results

Scale	Cronbach's α	Items
Tourism policy scale	0.811	6
Destination safety atmosphere scale	0.846	3
Media publicity scale	0.819	4
Thailand's tourism industry scale	0.852	4

In this study, Cronbach's alpha coefficient was employed as the reliability test indicator to evaluate the internal consistency of the questionnaire. As shown in Table 3.3, the reliability coefficients for all dimensions exceed 0.8, indicating high data reliability and suitability for further research and analysis.

3.5.2 Questionnaire Validity Analysis

Construct validity refers to the degree to which a measurement tool (e.g., questionnaire, scale) accurately reflects the theoretical construct it intends to measure, demonstrating the alignment between the measurement instrument and the underlying theoretical framework. In empirical research, construct validity is typically assessed through the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. Generally, a KMO value greater than 0.7 and a statistically significant Bartlett's test ($p < 0.05$) indicate good construct validity.

Table 3.4 Questionnaire Validity Analysis Results

The KMO Values and the Bartlett's Sphericity Test		
The KMO Value		0.816
The Sphericity Test of the Bartlett	Approximate chi-square	764.328
	df	46
	Sig.	0.000

According to the data in Table 3.4, the KMO value of 0.816 exceeds the threshold of 0.7, indicating that the data contains substantial extractable information. In Bartlett's test, the significance level (p-value) was less than 0.05, demonstrating good construct validity of the questionnaire.

3.6 Data Collection

The questionnaire was distributed via the Questionnaire Star mini-program, with respondents completing it directly through WeChat links. A total of 360 questionnaires were distributed, and 347 valid responses were collected, yielding a response rate of 96.4%.

3.7 Data Analysis

This study used a systematic quantitative approach to analyse data , incorporating three primary statistical methods:

1) Descriptive Statistical Analysis:

The distribution characteristics of the demographic variables (gender, age, number of visits to Thailand) were comprehensively analyzed using measures of central tendency and dispersion.

2) Correlation Analysis:

Pearson correlation coefficients were calculated to examine bivariate relationships among research variables, establishing preliminary associations between key constructs.

3) Regression Analysis:

Building upon the correlation findings, multiple linear regression models were developed to rigorously assess the predictive relationships between independent and dependent variables, enabling hypothesis testing with greater precision.

Chapter 4 Findings

4.1 Demographic Characteristics of Respondents

Table 4.1 Demographic Analysis Results

	Category	N	Percentage (%)
Gender	Male	115	33.2
	Female	232	66.8
Age	18-25 years old	82	23.7
	26-35 years old	124	35.7
	36-45 years old	79	22.8
	46 and over 46 years old	62	17.8
How many times have you traveled to Thailand in the past 3 years?	1-3 times	268	77.2
	4-5 times	65	18.7
	6 times or more	14	4.1

In Table 4.1, the gender distribution shows female respondents predominating (232, 66.8%), with male respondents accounting for 115 (33.2%). Age distribution reveals the 26-35 group as the largest demographic (124, 35.7%), followed by the 18-25 cohort (82, 23.7%). Regarding travel frequency to Thailand in the past three years, the vast majority of respondents (268, 77.2%) reported visiting 1-3 times, with 4-5 visits and 6+ visits accounting for 18.7% (65) and 4.1% (14) respectively. Overall, the sample demonstrates a characteristic distribution pattern dominated by young-to-middle-aged females with moderate-to-low travel frequency.

4.2 Correlation Analysis

To enable a more accurate and comprehensive analysis of the influencing factors: tourism policy (IV1), destination safety atmosphere (IV2), and media publicity (IV3) in relation to Thailand's tourism industry (DV1), this study examined the intrinsic relationships between these variables through correlation analysis. Accordingly, Pearson correlation coefficients were employed for the analysis, with detailed computational results presented in Table 4.2.

Table 4.2 Correlation Analysis Results

		Tourism policy (IV1)	Destination safety atmosphere (IV2)	Media publicity (IV3)
Thailand's tourism industry (DV1)	Statistical significance (two-tailed)	0.471**	0.505**	0.524**
	Pearson correlation coefficients	0.000	0.000	0.000

The analysis in Table 4.2 reveals that the three dimensions : tourism policy (IV1), destination safety atmosphere (IV2), and media publicity (IV3), all demonstrate correlation coefficients around 0.5, with the probability values of the correlation tests all reaching 0.000. This indicates statistically significant relationships between these dimensions and Thailand's tourism industry, confirming that significantly impact Thai tourism through these three channels.

4.3 Regression Analysis

Through regression analysis, the effects of the three dimensions on Thailand's tourism industry were examined, with detailed statistical results presented in Table 4.3.

Table 4.3 Regression Analysis Results

	Standardized coefficient Beta	t	Sig.
Tourism policy (IV1)	0.214	3.259	0.031
Destination safety atmosphere (IV2)	0.196	2.477	0.024
Media publicity (IV3)	0.206	3.326	0.016
R ²	Adjusting R ²	F	Sig
0.482	0.487	27.841	0.000

The regression analysis conducted using SPSS demonstrates that all three dimensions: tourism policy (IV1), destination safety atmosphere (IV2), and media publicity (IV3), statistically significant impact on Thailand's tourism industry. These three dimensions collectively explain 48.7% of the variance in Thailand's tourism industry performance. The regression model shows F-value of 27.841 with an overall significance level of $p = 0.000$, indicating statistically significant regression effects. Analysis of the standardized beta coefficients reveals that all three dimensions show positive values significantly greater than zero, confirming their significant positive influences on Thailand's tourism industry.



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The SPSS data analysis results demonstrate that tourism policy has a statistically significant positive effect on Thailand's tourism industry, confirming a substantive relationship between policy interventions and tourism sector performance. With a standardized beta coefficient of 0.214 - the highest among the three predictor variables - the analysis reveals that for every one standard deviation improvement in tourism facilitation policies (e.g., visa simplification, payment optimization), Thailand's tourism performance level increases by 0.214 standard deviations. This finding holds significant practical implications: for the Thai government, the study validates the effectiveness of increasing policy investment in the tourism sector amid complex external environments; for tourism enterprises, the results highlight the necessity of closely monitoring market opportunities driven by policy guidance. This conclusion aligns with existing research, particularly the 2022 UNWTO Report, which emphasized the critical role of "destination policy responsiveness" in enhancing the resilience of the tourism industry (Chen & Zhang, 2024).

The SPSS analysis results demonstrate that destination safety atmosphere has a statistically significant positive effect on Thailand's tourism industry ($\beta=0.196$, $p<0.05$), confirming a meaningful correlation between safety perception and tourism performance. Every unit improvement in safety atmosphere evaluation corresponds to a 0.196 unit increase in tourism development. This finding underscores the importance for the Thai government to consistently strengthen investment in tourism safety amid complex environments. Key measures should include expanding intelligent surveillance systems in popular tourist areas, enhancing the presence of tourism police, extending the coverage of travel insurance, and establishing real-time safety monitoring mechanisms. These initiatives will effectively improve tourists' sense of security while reinforcing Thailand's international image as a safe travel destination. This evidence-based strategy aligns with global best practices in sustainable tourism management and provides actionable insights for enhancing destination resilience.

The SPSS data analysis results demonstrate that media publicity has a statistically significant positive effect on Thailand's tourism development, indicating its sensitive and direct impact on the tourism industry. Specifically, a one standard deviation improvement in media publicity corresponds to a 0.206 standard deviation increase in tourism development levels. For the Tourism Authority of Thailand, this

finding suggest implementing targeted communication budgets and optimizing cross-platform content distribution strategies to maximize promotional effectiveness.

5.2 Recommendation

5.2.1 Developing Multi-level Transnational Tourism Joint Promotion Initiatives

Thailand can establish collaborative marketing mechanisms with key source countries such as China and major travel platforms to jointly formulate annual marketing strategies. Through cooperative advertising campaigns, co-created online destination features, and shared promotional channels, the effectiveness of publicity and the efficiency of resource utilization can be significantly enhanced.

Furthermore, Thailand can collaborate with neighboring countries to design cross-regional thematic travel routes. For instance, creating a "Mekong Cultural Journey" that connects the cultural heritage resources of Thailand, Laos, and China's Yunnan Province, or launching a "Tropical Island Circuit" that integrates destinations such as Thailand's Phuket, Malaysia's Langkawi, and Indonesia's Bali. These initiatives would facilitate tourist sharing and experiential complementarity, strengthening the overall appeal of regional tourism.

By establishing mechanisms for tourist flow data sharing and policy coordination, Thailand can actively promote initiatives such as a "Southeast Asia Tourism Visa Pass" and mutual policy recognition. These efforts would advance regional tourism integration and service standardization, enabling broader tourist exchange, risk sharing, and mutual benefits. Ultimately, this would enhance the international competitiveness and sustainable development of Thailand's tourism industry.

5.2.2 Adopting Establishing a Scenic Area Safety Mechanism

Establishing a robust safety mechanism for tourist attractions is essential for enhancing the confidence of Chinese tourists traveling to Thailand and serves as a fundamental guarantee for the sustainable development of Thailand's tourism industry. To strengthen the safety framework, several measures should be implemented in an integrated manner. These include establishing a tourism safety emergency command center to improve coordination among public security, fire departments, and other government agencies, while also connecting with local tourism emergency command systems and deploying safety alert platforms through WeChat, mobile applications, and online channels. Furthermore, it is critical to develop comprehensive emergency

response plans for incidents such as mass tourist events, anti-terrorism and stability maintenance, outbound tour safety management, and natural disasters including floods and mudslides. Regular rescue drills should also be conducted, covering scenarios like safe evacuation from tourist vehicles, earthquake escape, anti-terrorism exercises, and emergency response to disasters such as floods and mudslides.

Additionally, building volunteer rescue teams composed of professionals in outdoor rescue, medical support, emergency communication, and logistics will strengthen on-the-ground response capabilities, supported by systematic and regular training programs to facilitate collaboration with government departments in rescue operations. Finally, enhancing the insurance system by strengthening travel insurance policies for Thailand-bound tourists, expanding types of emergency rescue insurance products, and enriching commercial travel rescue services will provide an additional layer of safety and security.

5.2.3 Digital Transformation and Personalized Itinerary Planning

First, utilizing internet based promotion can enhance the visibility of tourist attractions and attract more visitors. Thai local tourism businesses could adopt influencer livestreaming models by engaging well known public figures to introduce destinations through narrated tours and real time broadcasts, thereby strengthening potential tourists interest in and desire to visit.

Second, establishing a nationwide tourism platform in Thailand with localized subsystems would allow Chinese tourists to access destination specific networks via a client interface. By inputting their preferences, users could receive multiple intelligently generated travel itineraries. These customized plans would be editable, enabling visitors to make adjustments before finalizing an option that balances cost and personal appeal. This approach ensures that tourists can select travel periods and experiences aligned with their interests, reducing the risk of post visit disappointment due to mismatched expectations.

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Appendix

Dear Participant,

We sincerely invite you to take part in this survey, which aims to understand your perspectives and experiences regarding how RMB exchange rate fluctuations influence Thailand's tourism sector.

Your responses will provide valuable insights and directly contribute to the findings of this research. We kindly ask you to answer the questions carefully and honestly.

Please rest assured that:

This survey is solely for academic purposes;

All personal information will be kept strictly confidential;

No data will be shared with any third parties.

Your participation is greatly appreciated. Should you have any questions, please feel free to contact us.

Thank you for your time and support!

Basic information

1. Your gender:

☐ Male ☐ Female

2. Your age:

☐ 18-25 years old ☐ 26-35 years old

☐ 36-45 years old ☐ 46 and over 46 years old

3. How many times have you traveled to Thailand in the past 3 years?

☐ 1-3 times ☐ 4-5 times ☐ 6 times or more

This questionnaire uses a 5-point Likert scale for all items, where:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Please mark "✓" in the position.

1. Thailand's visa facilitation policies (e.g., visa-on-arrival, e-visa) can offset the additional costs caused by exchange rate fluctuations.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

2. The special offers for Chinese tourists (e.g., discounts, tax exemptions) from

the Thai government would still make me willing to visit.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

3. Streamlining visa application requirements would significantly increase my willingness to travel to Thailand.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

4. Collaborative flight subsidies between the Thai government and Chinese airlines help reduce my sensitivity to exchange rate changes.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

5. Extending the visa-free stay duration would enhance the likelihood of me choosing this destination.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

6. Joint exchange rate promotion campaigns between the Thai government and UnionPay/Alipay directly influence my travel decisions.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

7. Thailand's public health system (e.g., hospitals, epidemic prevention measures) can adequately meet tourist needs.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

8. The public security management in this destination's public areas (such as scenic spots, streets, and transportation hubs) is effective.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

9. I am confident that this destination has a well-established emergency response capacity for handling tourism-related incidents.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

10. The official promotions from Thailand Tourism Bureau (e.g., advertisements, roadshows) effective in attracting me.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

11. Travel guides shared by social media influencers (KOLs) about Thailand help alleviate my concerns about some negative information.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

12. News reports about Thailand's preferential policies for Chinese tourists (e.g., exchange rate subsidies) would increase my travel intention.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

13. Positive coverage of Thailand's safety conditions in Chinese media can offset my concerns.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

14. The specialized tourist protection measures by Thai police (e.g., tourist police) can effectively reduce my safety concerns.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

15. Thailand's historical culture, religious architecture, and traditional festivals hold strong appeal to me.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

16. I find the cost-effectiveness of traveling in Thailand (accommodation, dining, shopping) relatively high.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

17. The availability of Chinese signage and Chinese-speaking staff in Thai tourist areas makes me feel 便利 (facilitates my experience).

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

