

Factors Affecting Perceive to Tourists Information of Second Tier and Third Tier Chinese Tourists Travelling to Thailand

ปัจจัยที่ส่งผลต่อการรับรู้ข้อมูลการท่องเที่ยวของนักท่องเที่ยวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ ที่เดินทางมาท่องเที่ยวประเทศไทย

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ศุศราภรณ์ แต่งตั้งลำ

อาจารย์สาขาการท่องเที่ยว โครงการจัดตั้งภาควิชาอุตสาหกรรมบริการและนวัตกรรมภาษา มหาวิทยาลัยเกษตรศาสตร์ วิทยาเขตกำแพงแสน

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อาจารย์ ดร. สาขาพัฒนาการท่องเที่ยว คณะพัฒนาการท่องเที่ยว มหาวิทยาลัยแม่โจ้

Abstract

The objectives of this mixed method of qualitative and quantitative study were to : 1) study the behavior of the travelling group of middle-income and low-income tourists (Group Second Tier and Third Tier) in Thailand, 2) study behavior of exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand, 3) compare exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand, and 4) study (analyze) factors affecting exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand, The population of the study was Chinese tourist groups including middle-income and low-income travelers in Thailand. The samples of this research consisted of 500 tourists who were divided into a group of middle-income and low-income. In terms of data collection, a set of questionnaires was used to collect data and the data was analyzed by descriptive statistics which included percentage, Chi-Square and Regression.

Research instruments in this study included In-depth interview, questionnaire, observation, and documentary review. Qualitative data were analyzed by using content analysis and systematic synthesis, whereas descriptive statistics were used for quantitative data. Results of the study were as follows:

The results revealed that 1) the behavior of the travelling group of middle-income and low-income tourists (Group Second Tier and Third Tier) in Thailand was different with significant level of 0.05 2) Behavior of exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand was different with statistically significant level of 0.05 3) compare exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand was different with statistically significant of 0.05. 4) Factors affecting exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand was different with statistically significant of 0.05.

Keywords: Second Tier, Third Tier, Chinese Tourists

บทคัดย่อ

การศึกษาวิจัยครั้งนี้ มีวัตถุประสงค์การวิจัยเพื่อ 1) เพื่อศึกษาพฤติกรรมการเดินทางท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย 2) เพื่อศึกษาพฤติกรรมการเปิดรับข้อมูลการท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย 3) เพื่อเปรียบเทียบการรับรู้ข้อมูลการท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย 4) เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อการรับรู้ข้อมูลการเดินทางท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย เป็นการวิจัยเชิงคุณภาพ (Qualitative Research) และการวิจัยเชิงปริมาณ (Quantitative Research) กลุ่มตัวอย่างในการศึกษาประกอบด้วย 1) นักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำที่เดินทางมาในประเทศไทย จำนวน 500 คน 2) มัคคุเทศก์ที่นำเที่ยวนักท่องเที่ยวจีนหรือบริษัทนำเที่ยวนักท่องเที่ยวชาวจีนในประเทศไทย การท่องเที่ยวแห่งประเทศไทย หอการค้าจังหวัด ผู้ประกอบการโรงแรม ผู้ประกอบการร้านขายของที่ระลึก ผู้ประกอบการร้านอาหาร จำนวน 15 คน

เครื่องมือการวิจัยประกอบด้วย แบบสัมภาษณ์ แบบสอบถาม และข้อมูลเอกสาร การวิเคราะห์ ผู้วิจัยได้ดำเนินการวิเคราะห์ข้อมูลในเชิงคุณภาพ จากข้อมูลเอกสารและแบบสัมภาษณ์โดยนำไปใช้ในการสัมภาษณ์เชิงลึก ตลอดจนใช้การวิเคราะห์เนื้อหา (Content Analysis) และการสังเคราะห์เชิงระบบ (Systematic Synthesis) การวิเคราะห์ข้อมูลเชิงปริมาณจากแบบสอบถามใช้โปรแกรมสำเร็จรูปทางสถิติ สถิติที่ใช้ประกอบด้วย สถิติพรรณนา ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย และค่าส่วนเบี่ยงเบนมาตรฐาน สถิติการทดสอบไคสแควร์ ค่าสถิติ t-test การทดสอบความแตกต่างระหว่างค่าเฉลี่ยของกลุ่มตัวอย่าง 2 กลุ่มตัวอย่าง วิเคราะห์ความสัมพันธ์ของตัวแปรสถิติ

Multiple Regression

ผลการศึกษาพบว่า ปัจจัยที่ส่งผลต่อการรับรู้ข้อมูลการท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย 1) พฤติกรรมการเดินทางท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย มีความแตกต่างกัน ที่ระดับนัยสำคัญ 0.05 2) พฤติกรรมการเปิดรับข้อมูลของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย มีความแตกต่างกัน ที่ระดับนัยสำคัญ 0.05 3) เพื่อเปรียบเทียบการรับรู้ข้อมูลการท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย มีความแตกต่างกัน ที่ระดับนัยสำคัญ 0.05 4) ปัจจัยที่มีอิทธิพลต่อการรับรู้ข้อมูลการท่องเที่ยวของนักท่องเที่ยวชาวจีนกลุ่มรายได้ปานกลางและรายได้ต่ำ (กลุ่ม Second Tier และ Third Tier) ที่เดินทางมาท่องเที่ยวในประเทศไทย มีความแตกต่างกัน ที่ระดับนัยสำคัญ 0.05

คำสำคัญ : นักท่องเที่ยวกลุ่มรายได้ปานกลาง นักท่องเที่ยวกลุ่มรายได้ต่ำ, นักท่องเที่ยวชาวจีน

Introduction

There is a great need to travel in Thailand. The economic growth of the country and the Chinese government. It has allowed more people to travel outside the country. Foreign tourists followed by Malaysia, Russia, England and Australia, respectively. The Chinese-Chinese Tourism Alliance Association expects to have 4.7 million Chinese tourists coming to Thailand. The association estimates that Chinese tourists have one week of average stay in Thailand and will spend the money. To travel in Thailand to travel per person. \$ 30,000-40,000 or \$ 1,000-1,300 at a time, consistent with the results of the evaluation. Intercontinental Hotels Group reported that "the future of Chinese tourists" said that the income of Thai tourists from China will increase to double or about 829,500 million in 2023 (Department of Tourism, 2015: 10)

In the future, the phenomenon of tourism travel of Chinese tourists will grow several times. Information from the China Business Center in Beijing revealed that the Nanning Evening newspaper said. Change the tradition of returning home to the place of origin to prepare for the Chinese New Year to bring families to travel to spend their shopping in foreign countries. According to a report by the China Outbound Tourism Research Institute, more than 112 million Chinese tourists travel around the world in the future. Average US \$ 2,390 will cost an additional 5 percent, while Chinese tourists will pay an additional 18 percent. It is a rapidly growing market with Chinese tourists traveling out of the country every year. Due to

the economic expansion of the country. And with the Chinese government began to allow people. They can travel more out of the country. The Royal Thai Embassy in Beijing, 2015. Thus, it can be said that Chinese tourists are a high potential market when it comes to the ratio of number and income, and "Thailand" is a potential country for tourism compared to other countries. In Kosol (2012), it is said that Chinese tourists who come to visit. Thailand. The buying power is quite high. More travel experience. And start a quality tour stay 5 star hotels and from where ever. With the tour companies, they started traveling on their own and traveled throughout Thailand. Destinations Chinese tourists began to change. From the original. At present, Chiang Mai, Chiang Rai, Koh Samui and Phuket are popular destinations in Thailand. Visually, Chinese tourists are very much. And it is the ultimate destination in the mind of Nanning. There is a reason to support the value of the price. In many cities, China also chose "Thailand" as the number one destination for travel destinations such as Shaanxi, Chengdu, etc. According to recent statistics, it is Thailand's # 1 destination in the two cities. In February 2016, the Chinese New Year. (Kasikorn Research Center, 2559: online)

It can be seen that Chinese tourists traveling to Thailand. There are three groups, namely, the middle-income Chinese tourists, the third-tier Chinese tourists such as Yunnan and the first-tier Chinese tourists. For Beijing, Tianjin, Shanghai, Zhejiang, Jiangsu, Fujian and Canton, etc., for first-tier Chinese tourists who have traveled to Thailand. Traveling to Europe is changing. Over the past two decades, the Chinese government has relieved its control of Chinese people traveling abroad. The expansion of the country allowed the Chinese to travel in an Approved Destination Status (ADS) from five countries in 1990 to 117 countries in 2014 (China National Tourism Administration, 2015).

Therefore, Thailand as a good host should be planned and should have a system of management of cross-cultural communication and tourist information inbound to Thailand in accordance with Chinese tourist behavior. Culture of Chinese tourists The researcher is interested in doing research. Factors affecting perceive to travel information of second tier and third tier Chinese tourists traveling in Thailand. The result of this analysis will lead to the planning of response to Chinese tourist behavioral factors. To understand the culture between Chinese tourists and tourism operators in Thailand. And to know the information channels to travel information to travel to Thailand of Chinese tourists. In this section, you will also get some basic information that will help you to design your own tours. And control

the quality of products and services to the Chinese customers from each county. Be consistent with the way of life of the local people. Economic and social balance.

Objective

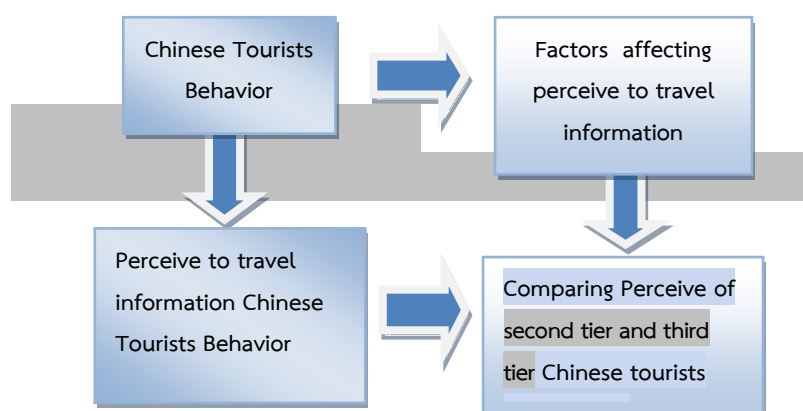
- 1) study the behavior of the travelling group of middle-income and low-income tourists (Group Second Tier and Third Tier) in Thailand
- 2) study behavior of exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand
- 3) compare exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand
- 4) study (analyze) factors affecting exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand

Scope

The population of the study was Chinese tourist groups including middle-income and low-income travelers in Thailand. The samples of this research consisted of 500 tourists who were divided into a group of middle-income and low-income. In terms of data collection, a set of questionnaires was used to collect data and the data was analyzed by descriptive statistics which included percentage, Chi-Square and Regression.

Research instruments in this study included In-depth interview, questionnaire, observation, and documentary review. Qualitative data were analyzed by using content analysis and systematic synthesis, whereas descriptive statistics were used for quantitative data.

Conceptual Framework



Methodology

The objectives of the research, which is entitled: “ Factors affecting perceive to travel information of second tier and third tier Chinese tourists traveling in Thailand”, were to study the factors affecting of the travelling middle-income and low-income in Thailand.

This research study has determined that the research methodology used in the study by using quantitative data collected from Chinese tourist groups, middle-income and low-income travelers in Thailand. The population for this research consisted of 500 peoples which are divided into a group of middle-income and low-income rate of 50% for both groups. It used quota to obtain data samples representing 100% (calculated based on the number of Chinese tourist groups, middle-income and low-income tourists in the year 2016 of 750,000) of the formula Yamane at a confidence level of 95%. In terms of data collection, it used a set of questionnaires to collect data from Chinese tourists at main international airports in Thailand, including Don Muang Airport and Suvarnabhumi Airport. These are major airports with direct flights between Thailand and China. Data analysis methods used in this research are descriptive, percentage, Chi-Square and Regression.

Literature Review

Kwanwattana, S. (1995). New Chinese Travel Behavior: A case study of Chinese tourists in Chiang Mai shows that the dynamics of Chinese tourists in terms of both quantity and structure have three main driving forces: first, the changing Chinese economy. Jump style As a result, Chinese people are both demanding and purchasing power is high. The next is the high rate of urbanization, which affects the values and lifestyles of the modern Chinese. And lastly, to ease the Chinese government's regulations to allow Chinese people to travel abroad. It was originally limited to a few Asian countries. It is hard to say that Chinese people can travel to almost every country in the world. However, in terms of travel to Thailand. The most effective factor is the first factor and the second factor. As mentioned above, Thailand is the first country that the Chinese government allows tourists to visit. Thailand is not facing the same restrictions from the Chinese government.

Keerati Trakansiriwanich.(2009) studied the Thai Tourism Image and Marketing Opportunity The quality of the Chinese tourists. The image of the The advantage of Thai tourism is the availability of resources. Nature, culture and hospitality The people of Thailand remain

unique to the present. In addition to the tourism awards received in Thailand. It is very well confirmed. And affect the confidence of tourists to travel in the country. Thailand.

Therdchai Choibamroong.(2009). “Tourism consumption behavior of tourism products. Chinese tourists” are mostly tourists. New generation They are between 21-40 years old and have good economic status and high tourism expenditure. Nowadays, travel patterns change. Traveling alone is more common than group travel. There is a tourist purpose. Want to see something new? And relax. Stress from work Travel Products Thailand is outstanding in view of Chinese tourists. Infrastructure Infrastructure Thai culture Unique Diversity of resources tourism Good climate And the location of Thailand. Not too far away.

Sasithorn Jantanont.(2015).studied the “Decision of Chinese tourists traveling to Thailand” The decision of traveling by Chinese tourists traveling to Thailand is related to the cost per person per trip. From the study of related research, it was found that the variables related to cost per person / person. Tourism is sex, age, education, occupation, income, per month. Tourist characteristics of Chinese tourists to travel. Traveling between September and November is about 4 - 6 days. The average cost of Chinese tourists is 5,001 - 20,000 baht per person.

Synovate Business Consulting.(2000). The project supports the analysis and tracking of the foreign tourist market. It was found that the actual expenditure of Chinese tourists was lower than the budget of 1,537 Baht per person per day. And the behavior of Chinese tourists traveling in Thailand like the variety of places and travel to rest more than other purposes. The distinctive image of Thailand in the eyes of Chinese tourists is the natural beauty of the beach, the image is outstanding. Travel offers a wide range of services such as massage, spa, health services. Shopping is a great way to spend money and enjoy the best street food.

Results

Budget expenses are higher than 4,001 Yuan, 193 percent, 38.64, followed by the 2001-3000 Yuan, 118 percent 23.62 3001-4000 Yuan, 109 percent 21.81 1001-2000 Yuan. 64 percent less than 12.83 Yuan, or 1,000 people, 16 percent of 3.24.

Airline travel is mainly used to travel with the airline Thai Air Asia 422 people, representing 84.43 followed by the airline, Hong Kong 58 per cent to 11.61 Airline Nok Scoot number. 12 people, representing 2.45 percent of China Eastern airlines, 5 people, representing 1.00 percent of Thai Airways was 2 percent, 0.42 and airline Bangkok Airways was number one, accounting for 0.24 percent.

Who influences the decision to travel in the most visited attraction friend number 333 representing 66.64 Cross by the parents, the families of 74 per cent 14.81 Guided tour of the 66 cent. 13.23 percent of the singer and actress, 27 people representing 5.42 per cent.

Source of information about places to visit in Thailand has received information from the Internet 436, accounting for 43.1 percent of radio, television 349 people, representing 34.5 percent, magazines, publications of 153 people accounted for 15.1 percent. film 153 people, representing 15.1 percent of the 74 brochures, flyers, accounting for 7.3 percent

Table 1 Budget costs behavior of Chinese tourists traveling group of middle-income and low-income traveling in Thailand. The results of the analysis of social and personal psychological influences on the choice of information perception and interpretation (Model 1) and the selection of information exposure (Model 2)

social and personal psychological	Model 1				Model 2			
	B	SE	t-value	Sig.	B	SE	t-value	Sig.
Constant	2.492	0.177	14.086	0.000	2.532	0.170	14.928	0.000
1. Travel Thailand. Have a safe feeling	0.036	0.032	1.106	0.269	0.026	0.031	0.833	0.405
2. Received the welcome from the Thai people as a good host.	0.062	0.036	1.741	0.082	0.023	0.034	0.680	0.497
3. Learn to travel from one experience to another.	0.079	0.035	2.242	0.025*	0.107	0.034	3.154	0.002*
4. Policy to promote travel abroad	0.095	0.026	3.701	0.000*	0.097	0.025	3.966	0.000*
5. Thai Entertainment Business Has Influenced Tourism Selection	0.074	0.019	3.971	0.000*	0.078	0.018	4.396	0.000*
6. Thailand travel is guaranteed by Chinese tourists.	0.065	0.028	2.335	0.020*	0.075	0.027	2.780	0.006*
N	490				490			
F-test	15.876				16.865			
R ²	0.163				0.171			
Adj.R ²	0.153				0.161			

* The statistical significance was 0.05

Table 1 The results of the analysis of social and personal psychological influences On the choice of information perception and interpretation (Model 1) and the selection of information exposure (Model 2)

Model 1 The results of the social and personal psychological tests that influence the choice of interpretation of information (Model 1) have R Square value or the coefficient of decision that reflects the influence of independent variables or social and psychological relationships. Personality affects the interpretation of the news at 0.163 and has a correlation coefficient of 15.3 percent (Adjusted). R Square = 0.153). The statistic results showed that F-statistics were 15.876 and Sig. 0.000 <0.05. There were at least one variable of social and psychological variables. The statistical significance of 0.05 was statistically significant at .05. The standard deviation of the regression coefficient of the independent variables was 0.177. The results showed that the social and personal psychological condition was sig value <0.05. Traveling with other people's experiences. Travel promotion policy. Thai entertainment business has influenced the choice of travel and tourism. Thailand travel is guaranteed by Chinese tourists.

Model 2 The results of the social and personal psychological tests influencing the choice of information exposure (Model 2) have a R-Square value or a coefficient of decision that reflects the influence of independent variables or social-state conditions. Personal psychology affects the selection of information exposure at 0.171 and the correlation coefficient has been adjusted. The results of the statistic tests showed that the F-statistics were 16.865 and the Sig. Value was 0.000 <0.05. There were at least one social and psychological variables. Variable The correlation coefficients were statistically significant at 0.05 with a constant value of 2.532. The standard deviation of the regression coefficient of the independent variables was 0.170. Traveling with other people's experiences. Travel promotion policy. Thai entertainment business has influenced the choice of travel and tourism. Thailand travel is guaranteed by Chinese tourists.

Table 2 The results of the analyzes of information seeking and personal psychology influencing the choice, perception and interpretation of information. (Model1) and the open-source selection (Model 2)

information seeking	Model 1				Model 2			
	B	SE	t-value	Sig.	B	SE	t-value	Sig.
Constant	1.729	0.159	10.898	0.000	1.999	0.159	12.593	0.000
1. Find travel information from Thailand.	0.088	0.027	3.226	0.001*	0.060	0.027	2.191	0.029*
2. Find travel information from Thailand.	0.117	0.025	4.611	0.000*	0.118	0.025	4.664	0.000*
3. Travel Information from Thailand Travel Agency.	0.054	0.019	2.856	0.004*	0.027	0.019	1.423	0.155
4. Find travel information of Thailand from government agencies related to tourism.	0.228	0.026	8.853	0.000*	0.176	0.026	6.802	0.000*
5. Find travel information from Thailand.	0.096	0.026	3.628	0.000*	0.141	0.026	5.337	0.000*
N	490				490			
F-test	63.240				51.204			
R ²	0.391				0.342			
Adj.R ²	0.385				0.336			

* The statistical significance was 0.05

Table 2 The results of the analyzes of information seeking and personal psychology influencing the choice, perception and interpretation of information. (Model1) and the open-source selection (Model 2)

Model 1 The results of the data seeking and personal psychology experiments that influence the choice of interpretation of information (Model 1) have a R-Square value, or a coefficient of decision that reflects the influence of independent variables or of seeking information and personal psychology. The interpretation of the information was 0.391 and the coefficient of influence of the decision was adjusted to 38.5 percent (Adjusted R Square = 0.385). The statistics show that the F-statistics equal to 63.240 and the Sig. Equal to 0.000 < 0.05 variables are said to be seeking information and personal psychology, at least one variable. The statistical significance of 0.05 was statistically significant at 0.05. The standard deviation of regression coefficient of independent variables was 0.159. The results showed

that the data and personal psychology had the sig value <0.05. Find travel information from Thailand, find travel information from Thailand, tips from friends

Model 2 The results of the data acquisition and personal psychology experiments that influenced the choice of information exposure (Model 2) had a R-Square value or a coefficient of decision that reflected the influence of independent variables or information seeking and personal psychology. Effect on selection of information exposure at 0.342 and coefficient of influence on decision making was adjusted to 33.6 percent (Adjusted R Square = 0.336). The test showed that the F-statistics equal to 51.204 and the Sig. Equal to 0.000 <0.05 variables are said to be seeking information and personal psychology, at least one variable. The statistical significance of 0.05 was statistically significant at .059. The standard deviation of regression coefficients of independent variables was 0.159. The results showed that the data and personal psychology had sig value <0.05. Find travel information from Thailand, find travel information from Thailand, tell a friend, find a friend The information travels from the United States government agencies associated with tourism and travel information search in Twitter.

Table 3 The results of the analyzes of data exposure and personal psychology influencing the selection, perception and interpretation of information (Model1) and the selection of information exposure (Model 2).

data exposure	Model 1				Model 2			
	B	SE	t-value	Sig.	B	SE	t-value	Sig.
Constant	2.166	0.148	14.657	0.000	2.319	0.144	16.093	0.000
1. Receive travel information from Thailand online.	0.141	0.029	4.798	0.000*	0.138	0.029	4.836	0.000*
2. Open to Thailand tourism activities.	0.068	0.025	2.673	0.008*	0.060	0.025	2.437	0.015*
3. Receive tourist information from Thailand travel agent.	0.120	0.026	4.615	0.000*	0.089	0.025	3.517	0.000*
4. Get cultural information. Thailand Travel Guide	0.139	0.027	5.234	0.000*	0.147	0.026	5.677	0.000*
N	490				490			
F-test	47.307				43.258			
R ²	0.277				0.260			
Adj.R ²	0.272				0.254			

* The statistical significance was 0.05

Table 3 The results of the analyzes of data exposure and personal psychology influencing the selection, perception and interpretation of information (Model1) and the selection of information exposure (Model 2).

Model 1 The results of exposure testing and personal psychology that influence the choice of interpretation of information (Model 1) have a R-Square value or a coefficient of decision that reflects the influence of independent variables or exposure to data and personal psychology. The correlation coefficient was 0.277 and the correlation coefficient was adjusted to 27.2 (Adjusted R Square = 0.272). Statistics showed that the F-statistics equal to 47.307 and the Sig. Equal to 0.000 <0.05 were said to have variable exposure and personal psychology, at least one variable. The results showed that the data exposure and personal psychology were sigs. <0.05 in 4 aspects. It is open to receive travel information from Thailand online media, open to Thailand tourism activities from the TV show, to receive information. Thailand Travel Agent and Tour open information culture. Thailand Travel Guide

Model 2 The results of exposure testing and personal psychology influencing the choice of information exposure (Model 2) have a R-Square value or a coefficient of decision that reflects the influence of independent variables or data exposure and psychology. Influence of selection on information exposure at 0.260 and the correlation coefficient of 25.4 (Adjusted R Square = 0.25). 4) The results of the statistic test showed that the F-statistics was 43.258 and the Sig. Value was 0.000 <0.05. There were at least one variable of data exposure and personal psychology. The results showed that the data exposure and personal psychology were sig. <0.05 in 4 aspects. It is open to receive travel information from Thailand online media, open to Thailand tourism activities from the TV show, to receive information. Thailand Travel Agent and Tour open information culture. Thailand Travel Guide

Conclusion

The results of the analysis of social and personal psychological influences On the choice of information perception and interpretation (Model 1) and the selection of information exposure (Model 2)

Model 1 The results of the social and personal psychological tests that influence the choice of interpretation of information (Model 1) have R Square value or the coefficient of decision that reflects the influence of independent variables or social and psychological relationships. Personality affects the interpretation of the news at 0.163 and has a correlation coefficient of

15.3 percent (Adjusted). R Square = 0.153). The statistic results showed that F-statistics were 15.876 and Sig. 0.000 <0.05. There were at least one variable of social and psychological variables. The statistical significance of 0.05 was statistically significant at .05. The standard deviation of the regression coefficient of the independent variables was 0.177. The results showed that the social and personal psychological condition was sig value <0.05. Traveling with other people's experiences. Travel promotion policy. Thai entertainment business has influenced the choice of travel and tourism. Thailand travel is guaranteed by Chinese tourists.

Model 2 The results of the social and personal psychological tests influencing the choice of information exposure (Model 2) have a R-Square value or a coefficient of decision that reflects the influence of independent variables or social-state conditions. Personal psychology affects the selection of information exposure at 0.171 and the correlation coefficient has been adjusted. The results of the statistic tests showed that the F-statistics were 16.865 and the Sig. Value was 0.000 <0.05. There were at least one social and psychological variables. Variable The correlation coefficients were statistically significant at 0.05 with a constant value of 2.532. The standard deviation of the regression coefficient of the independent variables was 0.170. Traveling with other people's experiences. Travel promotion policy. Thai entertainment business has influenced the choice of travel and tourism. Thailand travel is guaranteed by Chinese tourists.

The results of the analyzes of information seeking and personal psychology influencing the choice, perception and interpretation of information. (Model1) and the open-source selection (Model 2)

Model 1 The results of the data seeking and personal psychology experiments that influence the choice of interpretation of information (Model 1) have a R-Square value, or a coefficient of decision that reflects the influence of independent variables or of seeking information and personal psychology. The interpretation of the information was 0.391 and the coefficient of influence of the decision was adjusted to 38.5 percent (Adjusted R Square = 0.385). The statistics show that the F-statistics equal to 63.240 and the Sig. Equal to 0.000 <0.05 variables are said to be seeking information and personal psychology, at least one variable. The statistical significance of 0.05 was statistically significant at 0.05. The standard deviation of regression coefficient of independent variables was 0.159. The results showed that the data and personal psychology had the sig value <0.05. Find travel information from Thailand, find travel information from Thailand, tips from friends

Model 2 The results of the data acquisition and personal psychology experiments that influenced the choice of information exposure (Model 2) had a R-Square value or a coefficient of decision that reflected the influence of independent variables or information seeking and personal psychology. Effect on selection of information exposure at 0.342 and coefficient of influence on decision making was adjusted to 33.6 percent (Adjusted R Square = 0.336). The test showed that the F-statistics equal to 51.204 and the Sig. Equal to 0.000 <0.05 variables are said to be seeking information and personal psychology, at least one variable. The statistical significance of 0.05 was statistically significant at .059. The standard deviation of regression coefficients of independent variables was 0.159. The results showed that the data and personal psychology had sig value <0.05. Find travel information from Thailand, find travel information from Thailand, tell a friend, find a friend The information travels from the United States government agencies associated with tourism and travel information search in Twitter.

The results of the analyzes of data exposure and personal psychology influencing the selection, perception and interpretation of information (Model1) and the selection of information exposure (Model 2).

Model 1 The results of exposure testing and personal psychology that influence the choice of interpretation of information (Model 1) have a R-Square value or a coefficient of decision that reflects the influence of independent variables or exposure to data and personal psychology. The correlation coefficient was 0.277 and the correlation coefficient was adjusted to 27.2 (Adjusted R Square = 0.272). Statistics showed that the F-statistics equal to 47.307 and the Sig. Equal to 0.000 <0.05 were said to have variable exposure and personal psychology, at least one variable. The results showed that the data exposure and personal psychology were sigs. <0.05 in 4 aspects. It is open to receive travel information from Thailand online media, open to Thailand tourism activities from the TV show, to receive information. Thailand Travel Agent and Tour open information culture. Thailand Travel Guide

Model 2 The results of exposure testing and personal psychology influencing the choice of information exposure (Model 2) have a R-Square value or a coefficient of decision that reflects the influence of independent variables or data exposure and psychology. Influence of selection on information exposure at 0.260 and the correlation coefficient of 25.4 (Adjusted R Square = 0.25). 4) The results of the statistic test showed that the F-statistics was 43.258 and the Sig. Value was 0.000 <0.05. There were at least one variable of data exposure and personal psychology. The results showed that the data exposure and personal

psychology were sig. <0.05 in 4 aspects. It is open to receive travel information from Thailand online media, open to Thailand tourism activities from the TV show, to receive information. Thailand Travel Agent and Tour open information culture. Thailand Travel Guide

Discussion

The results showed that exposure behavior of Chinese tourists, middle income and low income visiting Thailand as a whole. Factors affecting the perception of tourist information of Chinese tourists, medium income and low income. who travel to Thailand overall. Seeking information Data exposure Are different Statistically significant at the 0.05 with Veerawan Saeed (2016). Influence of attitudes and satisfaction on media exposure through internet media on decision making behavior of tourism planning revealed that public relations through influential people in tourism. There were positive correlations with media exposure, public relations, social media, and social networks, in line with Colomapa Lapapan and Mohayay Pallavan (2018). 1) Most Chinese tourists are female. Between 31-40 years old, the monthly income of 6,001-8,000 yuan (15,800-32,000baht), the majority of them are married. 2) Media exposure for Thailand tourism of Chinese tourists. Medium exposure frequency The highest media exposure was followed by media, new media and media, respectively. As with the study of Suthep Pongkiew and Nucharee Pachate (2017), it was found that Intellectual capital is positively correlated with competitiveness. Because of the talent component. Official competition For entrepreneurs It is based on the mechanisms underlying the knowledge that is inherent in the human being. Find ways to manage economic value. investigates the evaluative language used in online property advertisements. However, little attention has been paid to the evaluative language used in product advertisements published on online platforms, such as www.amazon.com, even though these platforms have become an important means of business transactions (Kuljitjuewong, 2012).

Recommendations

The research application:

1. Industry operators to develop the communication style to meet the needs and recognition of the two cultures correctly.
2. Develop a communication style to meet the needs and cultural awareness both countries correctly.

The research further:

1. Strategic marketing services group Chinese tourists.
2. Media operators of the tourism industry to Chinese tourists.

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