



SERVICE PROVIDER'S PERCEPTION OF CHINESE TOURIST BEHAVIOR



By

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A Master's Report Submitted in partial Fulfillment of Requirements  
for Master of Business Administration (INTERNATIONAL BUSINESS) INTERNATIONAL  
PROGRAM

Graduate School, Silpakorn University

Academic Year 2017

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ทัศนคติของผู้ให้บริการต่อนักท่องเที่ยวจีน



การค้นคว้าอิสระนี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรบริหารธุรกิจมหาบัณฑิต

สาขาวิชาธุรกิจระหว่างประเทศ แผนก ข ระดับปริญญาโทมหาบัณฑิต

บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร

ปีการศึกษา 2560

ลิขสิทธิ์ของบัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร

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Field of Study (INTERNATIONAL BUSINESS) INTERNATIONAL PROGRAM  
Advisor Keatkhamjorn Meekanon

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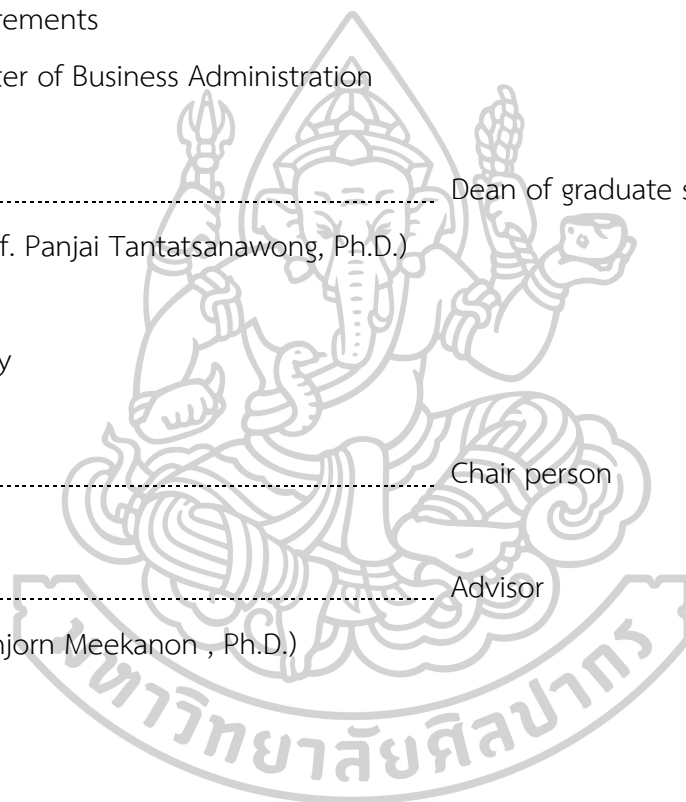
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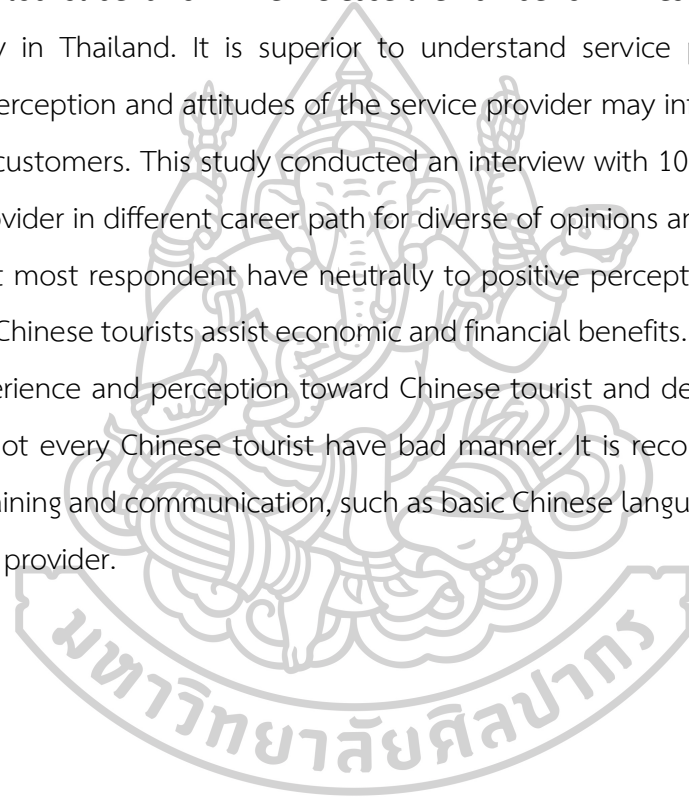


58502307 : Major (INTERNATIONAL BUSINESS) INTERNATIONAL PROGRAM

Keyword : SERVICE PROVIDER'S PERCEPTION; CHINESE TOURIST; CHINESE TOURIST BEHAVIOR

MISS Manassavee JARUROJPAKORN: Service provider's perception of Chinese tourist behavior Thesis advisor : Keatkhamjorn Meekanon, Ph.D.

The purpose of this study is to approach service provider's perception of Chinese tourist behavior while increase the number of Chinese tourist travel abroad particularly in Thailand. It is superior to understand service provider's perception because perception and attitudes of the service provider may influence their behavior in serving customers. This study conducted an interview with 10 respondents which is service provider in different career path for diverse of opinions and experiences. Result shows that most respondent have neutrally to positive perception to Chinese tourist in term of Chinese tourists assist economic and financial benefits. However, respondent share experience and perception toward Chinese tourist and defined that is personal behavior not every Chinese tourist have bad manner. It is recommended that cross-cultural training and communication, such as basic Chinese language, would be helpful for service provider.



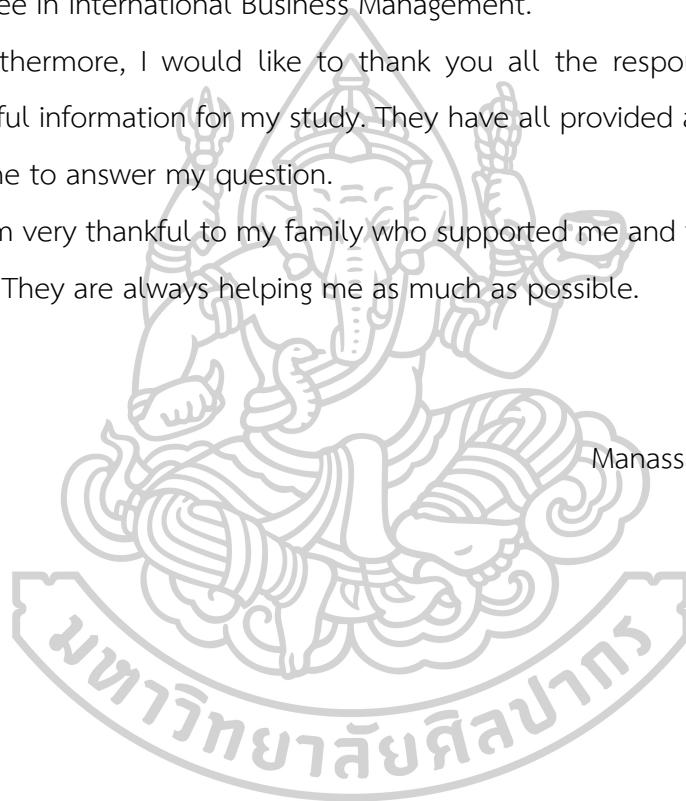
## ACKNOWLEDGEMENTS

This Independent Study has a main purpose on studying about Service provider's perception of Chinese tourist behavior. The study had achievement properly. First of all, I would like to sincerely thank to my advisor Dr. Keatkhamjorn Meekanon who support me a suggestions and information during the process of this Independent Study and also Silpakorn University International College for the opportunity to study Master degree in International Business Management.

Furthermore, I would like to thank you all the respondents who willing to provide useful information for my study. They have all provided a huge amount of their precious time to answer my question.

I am very thankful to my family who supported me and thankful to all my MBA classmates. They are always helping me as much as possible.

Manassavee JARUROJPAKORN



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## CHAPTER 1

### INTRODUCTION

#### Background of study

China recently became the largest economy and powerful country of the world. Growing of economic and population make Chinese become well-being and better quality of live. Website of Worldometers informs that the current population of China is 1,386,297,614 based on the latest United Nations estimates ([www.worldometers.info](http://www.worldometers.info), March 4, 2017). China growing by leaps and bounds from the past, notice from high speed train, technology and innovation, growth of building and structure, etc.

**Table 1:** International Tourism Expenditure

Rank		International Tourism Expenditure (US\$ billion)			
		2005	2010	2011	2012
1	China	21,8	54,9	72,6	102,0
2	Germany	74,4	78,1	85,9	83,8
3	United States	69,9	75,5	78,7	83,7
4	United Kingdom	59,6	50,0	51,0	52,3
5	Russian Federation	17,3	26,6	32,5	42,8
6	France	31,8	39,0	44,1	38,1
7	Canada	18,0	29,6	33,3	35,2
8	Japan	27,3	27,9	27,2	28,1
9	Australia	11,3	22,2	26,7	27,6
10	Italy	22,4	27,1	28,7	26,2

Source: World Tourism Organization (UNWTO)

Today China is the biggest source of tourist in the world and The United Nations World Tourism Organization (UNWTO) announced that the Chinese overtook Americans and Germans as the world's top-spending tourists in 2013. In 2012, China is number one on top international tourism spender amount at US 102 billion (edition.cnn.com,

April 12, 2013). Chinese tourist travel around the world mostly in Asian, European and American cities respectively (Market Research Report on Chinese Outbound Tourist (City) Consumption, 2015). Purpose to travel in each country are different so behavior of Chinese tourist will be different. China's economy has grown so international travel has become more common. Many Chinese were new travelers and Chinese tourists consider travel as an important, it is indicating quality of life and well-being.

For Chinese tourist, travel in Thailand more easier because Chinese passport may apply for visa on arrival period of stay 15 days so this can increase number of Chinese tourist ([www.consolar.go.th](http://www.consolar.go.th), May 25, 2016). Thailand becomes one of popular destination for tourist including Chinese traveler because of low cost of living, a variety of attraction, smile of Thai people, etc. and travel becomes a major economic factor of Thailand. Thailand business news release that from January to July 2016, Chinese visit to Thailand totaled 5,764,839, or a year-on-year increase of 20.54 percent ([www.thailand-business-news.com](http://www.thailand-business-news.com), September 12, 2016). From north to south of Thailand especially tourist attraction are crowded with Chinese tourist which is include group tour and individual tourist, this is interesting of difference Chinese behavior between group tour and individual tourist.

According to increase of Chinese tourist the effects that come with Chinese tourist behavior are renowned and Thailand also gets this effects. The media disseminate a variety of Chinese tourist manner and different of demographic such as age, education level, gender, etc. have influence to manner. There are many manners recognize from Chinese tourist but not perception from service provider that contact with Chinese tourist directly so it is interesting to study about service provider attitude to Chinese tourist.

### **Statement of problem**

Increase numbers of Chinese tourist in Thailand affect to local in term of unconventional behavior in some group of people that the social focus on and different type of Chinese tourist lead to several tourist behaviors. Service providers, who have to deal with several of culture and communication problem, are the

important person that organizations need to understand their attitude to Chinese tourist behavior.



**Figure 1:** First fine Chinese girl washed foot in sink at Phi Phi Island after warning label

Source: <https://www.khaosod.co.th>, March 13, 2015

In each country have face with different problem from Chinese tourist such as number of Chinese tourist in 2016 drop by more than 12% in the last quarter because Thai government suppress zero dollar tour which is oversea control entire supply chain ([www.channelnewsasia.com](http://www.channelnewsasia.com), 28 Dec 2016), tour agencies use unlicensed guide for Chinese tourist and another problem is Chinese tourist manner that service provider have directly face. The different of Chinese tourist behavior that come with group tour and individual are affect the local people especially attitude of service provider that directly communicate and deal with the tourist. The problem found in service provider attitude to Chinese tourist behavior that may affect with operation how Chinese tourist behavior affecting service provider attitude. The existing studies about Chinese outbound tourist generally focus on travel behavior of Chinese so the important

cannot ignore and attention should be paid to attitude of service provider to Chinese tourist behavior to understand how service provider have viewpoint to Chinese tourist.



Figure 2: Young Chinese tumultuous AirAsia after did not sit next to each other.

Source: [www.nationtv.tv](http://www.nationtv.tv), December 13, 2014

### Research objectives

The objectives of this research is following by:

- To examine the attitude of service provider to Chinese tourist how service provider has viewpoint to Chinese tourist behavior
- To gain an understanding of Chinese tourist behavior and identified which factor that affect employee attitude
- The result may useful in human resources or manager for more understand service provider attitude to Chinese tourist

### Scope of study

This study focuses on service provider attitude and Chinese tourist behavior which factor that can affect with attitude of service provider to Chinese tourist

behavior. The research collect data in Bangkok because Bangkok is a capital city have to visit when come to Thailand. In-depth interview from service provider in hotel and store because service provider need to contact directly with Chinese tourist and service provider will face problem than other section. This study will include information about experience of service provider that have with Chinese tourist during travel in Thailand and the attitude of service provider in hotel and store. To understand service provider opinion, this research specific to Chinese tourist behavior affecting service provider attitude, the interview to service provider will gain in-depth information that can explain more detail and the result may beneficial for organization that have Chinese customer and provide service to customer.

### **Research question**

This research was guided by the following research questions:

- 1.) Ignorance of local rules course service provider to have negative perception?
- 2.) Unconventional behavior courses service provider to have negative perception?
- 3.) Demanding for money course service provider to have negative perception?
- 4.) Conspicuous consumption course service provider to have negative perception?

### **Significant of study**

Nowadays Chinese tourist is the center of public attention because the tourism countries have to grapple with tourist behavior problems. Many of problems in each area that can found from media and comment form local mean to some group of Chinese tourist. Chinese tourist behaviors become affecting to local people including service provider so service provider attitude to Chinese tourist behavior is the important that organization should concern to and studies have provided some useful information for understanding Chinese outbound tourist.

The finding of this study will redound to the benefit of organization considering that attitude of service provider to Chinese tourist. Organization that has main Chinese

as customer including hotels and stores may use the result of factor affecting employee attitude for introduce employee. It is necessary to understand service provider's attitude, the feeling on behaved tourist and customer behavior, this is an important with work flow and operation. More understand of employee are beneficial for organization using in training or adjust employee attitude because organization cannot change customer behavior.



## CHAPTER 2

### LITERATURE REVIEW

Necessary to accept that Chinese tourist boost local tourism and the economy around the world. Mohsen's (2007) and Pan & Laws (2001) analyze that Chinese tourist increasing their interested in tourism for knowledge by discovering new places and ideas. Local and foreigner relationship are tenuous; it will take time for attitude to change although some group of people do wrong. Chinese tourists are relatively lack of travel experienced so problems those come with Chinese tourist is language barrier and local culture knowledge, its generate widespread complaint about Chinese outbound tourist have hurt image of China (Seng Ooi, 2007). Not only Chinese that has this problem when become a new tourist but also happen with American and Japanese were also criticized of their behavior when they became wealthy enough and traveled abroad for the first time (Li, 2016; 2baht.com, March 21, 2016). Many organizations respond the boom of Chinese tourist by employ the employee who has potential speak Mandarin to communicate with them such as The Ritz Paris has a Chinese concierge, Shangri-La and the Peninsula have restaurants serving Chinese breakfast, luxury store in Paris have Chinese speaking staff (Cripps, 2013).





**Figure 3:** In 2016 most of Thailand revenue for tourism sector comes from Chinese tourist rank in number 1

Source: <https://www.brandbuffet.in.th/2017/05/chinese-tourist-trends-and-opportunities-for-thai-brand>, May 12, 2017

### Chinese tourist behavior

For Chinese traveler, people prefer to rely on travel agent not only for the convenience but travel agent also help untie cultural difference, language barrier so prefer traveling with a guide for travel outside China, the issue Visa, Chinese like to be in a group and cheaper than individual travelling, this generate 1,070 travel agencies in China were licensed to sell international travel (Nasolomampionona, 2014). Cripps (2013) Categorize two types of Chinese tourist, first is package tourists who are first time traveler and second is new Chinese tourist who are better educated and self-organized their own trip.

From China National tourism Administration (CNTA) report that after survey from 10 overseas tourism destination on the image and behavior of Chinese tourist the overall ranking of Chinese outbound tourist manner is not that high and Guo Lufang, a

professor of tourism and city management at Zhejiang Gongshang University, said Chinese tourist do not have much experience traveling overseas and destination country knowledge so they do not realize their behavior not suitable in host country culture because some act they do the same way at home (Zhou, 2017). Chinese government step further to punish its citizens for their bad behavior, China National Tourism Administration (CNTA) published a guidebook for Civilized Tourism to educate their outbound Chinese tourist on social norm (Li, 2014; Seng Ooi, 2007) also same with Zhou (2017) which is necessary to educate good manner to people start from young age. Thai and China try to solving problems and TAT report in impact on tourism development that the most Chinese behavior that Thai people do not like is speaking loudly and public spat ([www.manager.co.th](http://www.manager.co.th), October 12, 2013).

2baht.com describe that not all of Chinese tourist have unconventional manner, it is only some group of people especially group tour that different from new Chinese tourist who are better educate so unconventional manner from package tourist may because of they do not know destination culture which is similarly with Pichitman (2013) published that Chinese travelling in group give a sort of protection so tourist do not have to change them self. Chetanont (2015) said that well-educated Chinese tourists would not be as rude as the lower-educated and disregard of local customs or visiting Places. Li (2014) said selling program tour at low price for lower income that can easily afford they have known little foreign culture and custom but most of middle class traveler who have well educated always have well behaved. Zhou (2017) report in Chinese tourists' manner improving that Indonesia, France, Singapore, United Kingdom and the United States have positive reply on Chinese tourists' behavior but Japan did not which saying that they had witnessed an improvement however bad behavior of Chinese tourists has review from many overseas tourism destinations.

#### **Factor that affect attitude of service provider to Chinese tourist behavior**

Attitude of service provider generate from many factor which is positive or negative also effect with operation. From the Cripps (2013) report that Chinese tourist often say that service provider treats them like second class people even they spend a lot of

money, service provider does not treat the same way as westerner, this mean service provider faces the challenge of make Chinese tourist feel welcoming and Chinese tourist always discussing and sharing their experiences on social media. Yeung and Leung (2007) said the perception and attitudes of the service provider may influence their operate in serving customers so their study investigated the perception and attitude of Hong Kong hotel guest-contact employees toward Mainland Chinese tourists and the result expose that most of the hotel guest-contact employees feel negatively with Mainland Chinese tourists to their appearance, personalities, and behavior and positively perception in part of economic and financial they bring to Hong Kong. Wang (2014) describe that people in many countries have mix feeling about popular of Chinese tourist because they love Chinese money but hate their behavior and Pichitmarn (2013) hope that Pig on the loose, e-book, will help Chinese tourist realized that their behavior really affect opinion by host country. According to information, Chinese tourist behavior show during travel that may affect negative service provider's perception can divide into 4 behaviors as below;

### **Chinese tourist ignorance of local rules**

Manager Online reveal that Chinese tourists are new travelers on international stage so they have lack of knowledge in part of culture, international law and regulation. Sometime they do not realize that are not appropriate, they just do familiarity like home although Chinese tourist have better manner but still have negative image ([www.manager.co.th](http://www.manager.co.th), February 24, 2017) and from Chetanont (2015) also talk about Chinese tourism behavior that tourist did not obey laws nor follow rules and regulations of visiting places, lack of consciousness and tourism disciplines and disregard of local customs or visiting places. That is consistent with Li (2014) which is disregard for customs and local rules created increase tensions between Chinese tourist and host.

Some situation Chinese tourist ignorance of local rules that can found from news and sharing from social media such as First fine Chinese girl washed foot in sink at Phi Phi Island after warning label ([www.khaosod.co.th](http://www.khaosod.co.th), March 13, 2015). Ignorance of do

not sing in temple although that is a Chinese language MGR online specify that always have tourist did not respect the rules for take a photo such as Chinese tourist like to climb on the buffalo statue to take a photo, many place have do not sing but Chinese mother like carrying their baby on the wall to take a picture, a group of Chinese tourist knock the door and yell loudly in the corridors to wake their children without caring other guest are sleeping in their rooms although there have please quiet sing in Chinese language ([www.manager.co.th](http://www.manager.co.th), October 12, 2013). Zhou (2017) also rank top 10 bad behavior in foreigners' eyes and showing no respect to local culture are in number 3, taking photo when not allowed to be in number 8.



**Figure 4:** Top 10 bad behaviors in foreigners' eye

Source: [http://usa.chinadaily.com.cn/epaper/2017-02/23/content\\_28320647.htm](http://usa.chinadaily.com.cn/epaper/2017-02/23/content_28320647.htm),

February 23, 2017

Li (2016) describes why Chinese are so rude and one of that reasons is Chinese tourist disregard for customs and rules usually in uneducated tourist turn blind eyes to local rules. For example, most travel agents educate their client about tipping in destination country and most of people ended with tipping very little or none.

### Unconventional behavior

Qian (2006) said a lot of Chinese tourist is visiting major tourist attractions abroad, but their manners have not leave a good impression of people from the destination, some Chinese tourists abroad is inappropriate and embarrassed also same with Wang (2014) that Chinese tourist have reputation for unconventional behavior. China has launched a campaign to educate Chinese outbound tourists to control the tourists that damage the image of china. The complaints about unconventional behavior found in many international media report and many destination service providers such as Chinese tourists clear their throats loudly, littering, spitting, smoke in public places, how they remove their shoes aboard planes and trains and how they jump queues, taking off shoes and socks in public, speaking loudly, bad temper and cursing, etc. (Seng Ooi, 2007, Agrusa et al, 2011). The other examples come from 15-year-old Chinese tourist destroy a stone sculpture in a 3,500-year-old Egyptian temple with graffiti, this generate many Chinese shame and embarrassment on them (Li, 2014).



**Figure 5:** The Chinese words "Ding Jinhao visited here" are seen on bas-relief in the 3,500-year-old Luxor temple in Luxor, Egypt in a picture taken on May 6. (Photo credit: AP)

Source: <http://www.timesofisrael.com/egypt-temple-vandal-sparks-soul-searching-in-china/>, May 29, 2013

In Vietnam also encounter with unconventional behavior of Chinese tourist that Chinese burned Vietnamese currency in front of bar in Da Nang and also trying to pay for items with Chinese yuan and threatening staff at Airport of Nha Trang so the Da Nang government reply by published 5,000 copies of etiquette booklet written in Chinese (Tatarski, 2017). In South Korea, Jeju airport is overflowing garbage from Chinese tourist after duty free goods purchase because to reduce their size and weight then they leave the rubbish on the floor (Dam-young, 2016). Zhou (2017) also rank top 10 bad behavior in foreigner eyes and showing in term of unconventional behavior that make a racket in public, cut in line, spitting in public, urinating and defecating everywhere, littering, speaking impolite, smoke in public, not remaining rational when unsatisfied with services.



**Figure 6:** South Korean airport battles garbage dumped by Chinese tourists

Source: <http://www.scmp.com/news/asia/east-asia/article/2042994/south-korean-airport-battles-garbage-dumped-chinese-tourists>, November 4, 2016

Qian (2006) report that some master said Chinese tourist should be self-conscious in this status. As a people with a long history and a tradition of manners and proprieties,

Chinese are now re-learning basic manners in daily life. However, service providers in many destination countries complain about their unconventional behavior of Chinese tourists such as smoking in non-smoking areas, spitting, jumping or cutting while waiting in lines, littering, speaking loudly, taking off shoes and socks in public, bad temper and cursing, etc. There are also other big challenges to development of the Chinese outbound tourist market such as: poor knowledge of destination countries, forced shopping, etc. (Agrusa et al, 2011).

### **Demanding for money**

Chinese traveler is a biggest spender as the world's top-spending tourists in 2013 that the Chinese spent US\$128.6 billion on international travel ([www.scmp.com](http://www.scmp.com), December 31, 2014). But the other side Guide Linda Li shares her experience that some Chinese tourists were on their first over sea trip reject to pay 0.7 euro for toilet and pee in public even though they spent a thousand of euros on a watch (Li, 2014). Verot (2016) written on Chinahush about top 10 Chinese tourists' bad behaviors, one of that stories are talking about Chinese tourist women who own \$160,000 of luxury products have to pay a fee which is normal US regulation but Chinese tourist women did not want to pay the fee so she offered a strange service for undeclared products to the US customs official but US customs official did not take that and decided to report her ([www.chinahush.com](http://www.chinahush.com), June 25, 2016). Chinese tourist are not all about spend money in some case Chinese tourist are consider cheap like they do not tip in restaurant and hotel because in China are lack of tipping culture and they not aware of culture different when visit other country (InternshipChina, July 15, 2016).

### **Conspicuous consumption**

Mainland Chinese are fond of shopping; they love all luxury brand and also enjoy the local product such as luxury bags and products are particular fashionable from Europe, Australia wool, Gold & Silver Hong Kong, fabrications crocodile skin Thailand, etc. (Nasolomampionona, 2014) that why Chinese are the biggest international spender and WP (2017) said that new Chinese generation, who prefers own trip or free and

independent traveler (FIT) more than join group tour, are high purchasing power group. InternshipChina said that Chinese tourist just travelling to buy and show luxury goods more than explore historical and learn culture of destination country, they not concern about what they buy but just concern that famous brand or not (InternshipChina, July 15, 2016).



**Figure 7:** Badly Behaved Tourists and the Implications for China

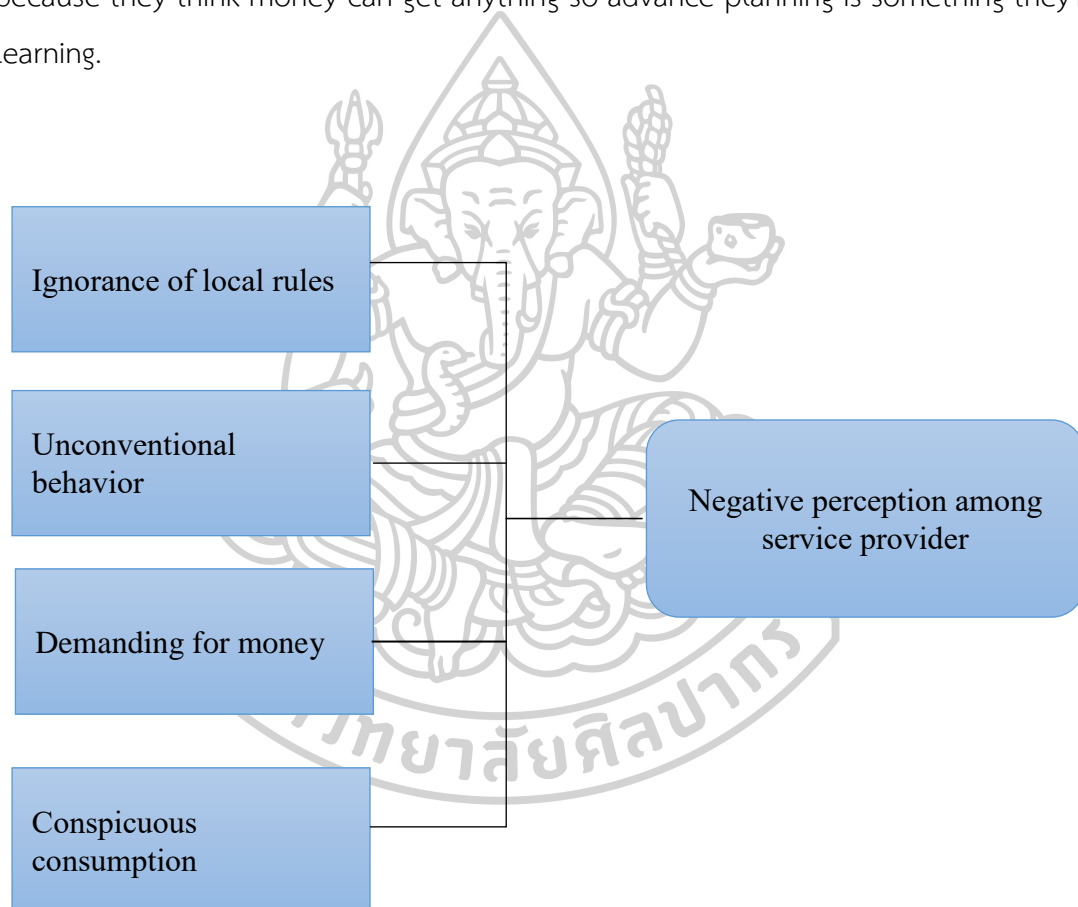
Source: <http://internshipschina.com/what-chinese-tourists-do-for-china/>, July 15, 2016

Service provider also face problem with wealthy Chinese tourist. CNN published on issue that “Chinese tourism: The good, the bad and the backlash” in this topic Cripps (2013) tell that a wealthy Chinese tourist who entered a famous luxury boutique in Milan with a lit cigarette when staff asked to put out the cigarette, the woman replied that she will buy 20 purses if she was allowed to smoke in the shop. Zhang said "Rich Chinese tourists are pushing the boundaries and unfortunately some of these places are bending to their will, particularly the newly rich, who think, if I'm paying money then I'm God" (Cripps, 2013). Also same as South China Morning Post got interview from Li Li, who are part-time tour guide in France, said about extravagance



that "My worst nightmare was the swarm of Chinese tourists in luxury shops, it happened more than once that my clients took out a stack of €500 bills to buy the most expensive item in a shop from the locals, they showed neither taste nor respect".

Problem from Chinese tourist which is they think money can get anything still need to develop. Example from Cripps (2013) posted that problem is advance planning trip and few clients who plan six months ahead so they end up giving last minute requests for Michelin-starred dinners and they just can't get in, it is become unhappy because they think money can get anything so advance planning is something they're learning.



**Figure 8:** Factor of Chinese tourist that affects perception among service provider

Figure 8 Represent the relationship between perceptions of service provider and factor that affect to negative perception which is ignorance of local rules, unconventional behavior, demanding for money, conspicuous consumption is affect negative perception among service provider.

### **New Chinese Tourist**

Cripps (2013) and My2baht (2016) specify two types of tourist, first package tourist who are first time traveler and stuck with what used to be such as they appreciate the congee and hot water kettle. Second are new Chinese tourists that have growing number who are better educated and more travel experience or grow up with western culture so they looking to try local food, want new experience and self-organized their trip. For tourism industry, new Chinese tourists are the interesting group of customer.

WP (2017) update that new Chinese generation prefers own trip or free and independent traveler (FIT) more than join group tour, these are high purchasing power group. It is also pointed out that 60% of Chinese tourists coming to Thailand as FIT and 40% as Group Tours, Chinese people who have experience in Thailand, 74% will come back again but it would be FIT (WP, 2017). These are coinciding with InternshipChina (July 15, 2016) posted that growing of solo tourism by new type of Chinese tourist take place and tour group that assemble a bad reputation are slowly decrease so increase of younger people who able to travel abroad comes with well-educated and culture traveler will repair China reputations. Wang (2014) said that problem of Chinese tourist is rapidly development linked to Chinese tourist familiar with global culture from visiting different country meanwhile people in host country are slowly adapt with Chinese tourist.

## CHAPTER 3

### METHODOLOGY

This research conducted to describe the perceptions of service provider to Chinese tourist behavior when travel in Thailand and understand the attitude of service provider. It is interesting that the perception and attitudes of service provider may influence their behavior in provide service to customers or not. The methodology in this research use to explored the relationship between service provider and Chinese tourist.

#### Research Design

This research designed to get in-depth interview from service provider who is guest-contact employees for get to know perception of them. The qualitative research is the proper way to get the information of service provider perception for interpret and better understand the reality of a given situation and give experience. The study designed to collect information from service provider or guest-contact employee's attitude and respondent should be a person who provides service to Chinese tourist or have an experience with Chinese tourist.

#### Data collection method

The process of collect information of service provider by interview help researcher receives depth information. In-depth interview can get unexpected answer from respondent's experience so the research will get more interesting process to next research.

The question that use in this research will cover all factor that concern with the attitude of service providers to Chinese tourists and focus on how service providers have attitude to Chinese tourist. To avoid ambiguity in the questions, this research requires pilot interview for avoid respondent ignore because too much question and unclear question. This research will be use total 17 questions divided to 4-5 questions

per factor and take around 20 minutes per person. The method to collect information during interview is record by using paper, notebook or voice recorder if respondent not allow all the equipment, interviewer have to remember as much as possible and back to record within 24 hours for protect information lost.

### **Respondent selection**

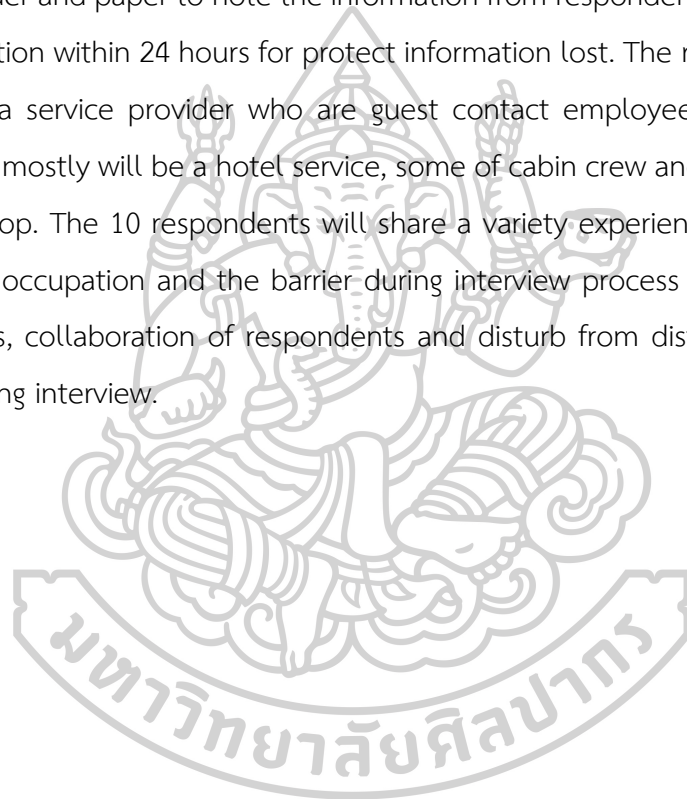
The population for the study is service provider working in Bangkok. The characteristic of respondents need to communication and provide service to Chinese customer directly. This research has interview 10 respondents who are service provider that has experience with Chinese tourist for collect information. The selection of population mostly in hospitality industry because Chinese tourist stay overnight at hotel and employee will face problem more than other section especially front office and some respondent are not in hospitality industry but will be guest-contact employees such as cabin crew and shopper assistance in luxury shop. Difference work section of respondent, the research will get variety attitude of service provider to Chinese outbound tourist.

### **Data collection**

During the interview, barrier to interview is appointment with respondents and collaboration of respondents such as some respondent do not have much time to respond all questions, some respondent did not stay in Bangkok at that time so phone call is the best solution to do the interview and some person did not contact back for interview so some occupation that researcher expect to get their information will be failed. Another barrier to do this research is disturbing from surround during interview such as noise and people so it will take longer time for interview and affect with voice recording occur disturbance sound.

## Conclusion

Researcher interested to study the service provider perception to Chinese tourist behavior so this research designs for qualitative research to get in-depth information from service provider. The method to collect data is interview by 17 questions divided to 4 – 5 questions per factor and use pilot interview to avoid respondent ignore too much question so all question takes around 20 minutes per person depend on experiences sharing of respondent. During interview, researcher use voice recorder and paper to note the information from respondent and back to record the information within 24 hours for protect information lost. The respondent selection by choose a service provider who are guest contact employee so in this research respondent mostly will be a hotel service, some of cabin crew and shopper assistance in luxury shop. The 10 respondents will share a variety experiences and perceptions depend on occupation and the barrier during interview process is appointment with respondents, collaboration of respondents and disturb from disturbance sound and people during interview.



## CHAPTER 4

### DATA ANALYSIS AND DISCUSSION

Service provider who had previous experience with Chinese outbound tourist was selected as qualified respondents. After collecting data each factor has an interesting point from respondent, some of respondent have a same opinion with Chinese tourist and they share their experience with Chinese tourist which is difference by career path. Factor of ignorance of local rules and unconventional behavior is the information that all respondent can share because they have some experience from Chinese tourist but stringiness and conspicuous consumption are specific, not all respondent can answer the question. Information is divided in factor as following;

#### **Ignorance of local rules**

Chinese tourists are ignorance of local rule is the factor that every respondent can share experience and opinion. The experience and opinion from each respondent are different depend on career and position. Information below show varieties opinion of each respondent to Chinese tourists is ignorance of local rule:

Respondent I, “I think that Chinese tourist ignorance of local rule in some case but it not a big deal because if communicating or warn when they do wrong, they will respect and follow”

Respondent II, “Chinese tourist ignorance of local because most of Chinese tourist has communication barrier”

Respondent III, “Some ignorance of local, some follow the rules. We cannot judge that all of Chinese tourist is ignorance rule; it depends on generation and education. Some group comes from rural, it will different from urban or new generation”

Respondent IV, “I think some of Chinese tourists is ignorance of local rule because mostly will follow when acknowledge”

Respondent V, “Not everybody, Sometime Chinese tourists really did not have knowledge of destination country but some of them understand but still ignore the rules”

Respondent VI, “Chinese tourist ignorance of local because some of them may not understand rules and regulation of that place”

Respondent VII, “Chinese tourist ignorance of local due to number of Chinese tourist more than tour guide which is not in control so when someone do, the other will follow”

Respondent VIII, “It may because of habits or them behave that do the same as own country”

Respondent IX, “Yes, they ignorance of local rule”

Respondent X, “Chinese tourist always ignorance of local rule”

Each respondent face difference experiences with Chinese tourists that ignorance of local rules such as smoking at non-smoking area are the main problem that hotel service provider has to deal with although service provider informs before guest check-in but hotel still gain fine money from Chinese tourist. Respondent I, who work with airline, share that Chinese tourist ignore local rule in some case if tell or warn them when they do wrong, Chinese tourist will respect and follow the rule also same opinion with Respondent IV and V said the communication is important which is tell them the information but Respondent II inform that language is the barrier, not all of Chinese tourist can understand English.

Each respondent has encounter problems Chinese tourist do not follow the rules and solution to deal with tourist who ignorance of rules. They share their different experiences and the way they deal with tourists depends on situation as information below:

Respondent I share that during take-off or landing some of Chinese tourist go to toilet or get to pick up something in their bag instead of sit and fasten their seatbelt and the way to deal with this problem is inform them about security because on flight they concern safety first. The experience from Respondent I who work with airline is different with other respondent that work in hotel organization. Hotel service provider deal with Chinese tourist who smoking at non-smoking area and cleanliness

(Respondent II, III, V, VII, IX, X), warn and fine follow by hotel rules is the way to deal with who ignore rules. Each workplace has rule to handle customer who ignorance the rule. Another example from Chinese tourist ignore rule is always found Chinese jump the queue (which is international rule), take a photo or touch item although do not sign show in English and Chinese language (Respondent IV, VI and IX) or do something destroy the nature such as touch coral (Respondent X).

Most of the respondents cannot accept for who ignore the local rules as answer of respondents below:

Respondent I said “Cannot accept because they concern safety of passengers”

Respondent II said “We cannot accept because rules create for enforce”

Respondent IV said “Cannot accept because it can be a model for other tourist”

Respondent V said “Cannot accept but my workplace has rules for handle and everything depend on violence of problem and communication”

Respondent VI said “Cannot accept because rules create for follow but it also depends on violence”

Respondent VII said “Cannot accept due to when you travel oversea and tour guide already explained rules so you should follow and respect”

Respondent IX said “No, cannot accept but have rules to handle”

Respondent X said “Cannot accept because everybody should respect rules of that place”

However, some of respondent can accept in case of not too terrible as answer of respondents below:

Respondent III said “Can accept for non-compliant of Chinese tourist because workplace have rule support or deal with customer”

Respondent VIII said “Can accept in case of no too terrible because understand base behavior of Chinese something it seem like normal for them”

So acceptances that ignore local rules of service providers mostly cannot accept and the reason depends on situation but each workplace set the rules for customers’ safety. Some of service providers can accept in case of not too terrible because some of them understand basic of Chinese tourist.



Feeling of respondent to Chinese tourist who ignore local rules are displeased and quite boring but accustomed because they are customer. Respondent II said that when traveling, tourist supposed to follow the rules strictly according to Respondent X said that if not ready to respect the destination rules, they should travel inland and displeased feeling can affect service quality are support by Respondent VIII.

**Table 2:** Highlight opinion of service provider to Chinese tourist ignorance of local rule

Respondent	Opinion of service provider	Code
I	Communication or warn when they do wrong, they will respect and follow the rules	communication
II	Chinese tourist ignorance of local rule because most of Chinese tourist has communication barrier	communication
III	we cannot judge that all of Chinese tourist ignorance of local rule, it depend on personal	Personal behavior
IV	Most of them will follow the rule when acknowledgement	acknowledge
V	Some of Chinese tourist do not have knowledge about destination country	acknowledge
VI	Some of Chinese tourist may not understand the rule of destination place	acknowledge
VII	Number of Chinese tourist exceed guide or tour leader can control	communication
VIII	It is personal habit when live in their own country	Personal behavior
IX	Chinese tourist are ignorance of local rule so they should learn before travel	acknowledge
X	Chinese tourist always ignorance of rule so if not ready to respect the destination rules, they should travel inland	Respect

**Table 2** show highlight opinion of service provider to Chinese tourist ignorance of local rule and code show the same opinion between respondent so this is help reader understand more easily.

From all respondent's data can see that every respondent face with Chinese tourist ignorance of local rules and mostly respondents cannot accept who ignore the local rules however some of them can accept it. It can see that problems of Chinese tourist ignore the rules comes from lack of acknowledgement in rules & regulations, communication barrier between service provider and Chinese tourist and personal behavior of tourist which is how much they respect the rules.

### **Unconventional behavior**

Unconventional behavior is tourist show bad manner and unconventional behavior of Chinese tourist is the factor that every respondent found and share experiences in various because each person come across in difference depend on situation and environment. 8 of 10 respondents think that some of Chinese tourist has unconventional behavior such as Respondent III said that just some person who have unconventional behavior, cannot judge which generation are good or bad because every generation have good and bad manner it depends on how much they can adapt themselves to international. Respondent I and IV said that unconventional behavior is all about different culture and personal behavior.

Respondent IV share experience that normally Chinese has good behavior and helpful but their culture and behavior in daily life are difference from Thai so it may improper when do the same thing in Thailand.

Respondent VI, "Number of Chinese tourist is increase which is consist of good and bad manner so service provider should prepare to handle with who have unconventional behavior of Chinese tourist"

Although Respondent I did not have experience with unconventional behavior of Chinese tourist but the rest of respondent provide useful information for research as below:

Respondent II, "They always cut in line while waiting"

Respondent III, “Smoking electric cigarette during check-out and some lift feet on the table”

Respondent IV, “Cut in line, pee in public, spit”

Respondent V, “We can tell them to keep quiet when the talking too loud but cleanliness we cannot control, it is a personal behavior”

Respondent VI, “Touch every single product shop”

Respondent VII share unacceptable that frantic and throwing thing at employee when do not accept something what they did wrong and have to pay fine.

Respondent VIII share experience that group of elderly Chinese tourist jump in the line which is create displeasure from people in line.

Respondent IX, “They speak loudly and spit”

Respondent X, “Do wrong and lie that do not do then frantic although staff have evidence”

From all respondent, more than half of respondent can accept unconventional behavior of Chinese tourist in some case that not affects surround people. It can see from evidence below show the acceptance and opinion with unconventional behavior of Chinese tourists:

Respondent I, “We have to accept it because we cannot change their behavior”

Respondent II, “Can accept when they change their behavior when traveling and when we warn then then listen and follow. They should educate the culture, traditional and characteristic of destination country”

Respondent III, “Can accept if not effect surround people. China have a lot of population and different culture but now some of Chinese tourist try to adapt with international”

Respondent VI, “Can accept in some case and they should have preventive measures with these kind of Chinese tourist”

Respondent VIII, “Can accept if not effect surround people and sometime apathetic with Chinese behavior. They should change or adapt with international”

Respondent IX, “Can accept if not effect surround people”

However, the rest of respondents cannot accept unconventional behavior of Chinese tourist. It can see from evidence below show the acceptance and opinion with unconventional behavior of Chinese tourists:

Respondent IV, “Cannot accept because it misbehaves. If I have chance, I will explain to them because I believe that they listen”

Respondent V, “Cannot accept but have to accept because tourism industry can survive because of Chinese tourist. I think, it should brief before travel from guide or tour leader because communication with understanding can decrease problems”

Respondent VII, “Cannot accept in some case because another can follow so they should improve their unconventional behavior”

Respondent X, “Cannot accept because unconventional behavior of some Chinese tourist can affect Chinese tourist who have good behavior”

From opinion of respondent, some said do not like or just accept it and management measure taken with these kind of people (Respondent I, VI, IX, X). Educate tourist by guide or tour leader before travelling such as do/do not thing, culture, traditional and characteristic of destination country, important is communication properly may reduce problems (Respondent II and V) and Respondent IV believe that Chinese tourist be aware. Respondent VII and VIII think that they should improve and adapt themselves to be international for change perception from other country and should set rules for who still do unconventional behavior and Respondent III said that now some of Chinese tourist try to adapt with international.

**Table 3:** Opinion of service provider with Chinese tourist who have unconventional behavior

Respondent	Opinion of service provider	Code
I	Not all of Chinese tourist have unconventional behavior because it is personal behavior and cultural	Culture and Personal behavior
II	Chinese tourist do not have discipline and knowledge of destination country	Provide knowledge
III	It is about different culture and now some of Chinese tourist try to adapt with international	Culture
IV	Culture and behavior in daily life are difference from Thai so it may improper when do the same thing in Thailand	Culture and Personal behavior
V	They should brief and educate tourist by guide or tour leader before travel	Provide knowledge
VI	Service provider should prepared to handle with who have unconventional behavior of Chinese tourist	Prepared to handle
VII	For who have unconventional behavior, they should improve themselves and create measure to manage these people	Improve themselves
VIII	they should improve and adapt themselves to be international for change perception from other country	Improve themselves
IX	Service provider have to accept who have unconventional behavior of Chinese tourist	Acceptance
X	Unconventional behavior of some Chinese tourist can affect Chinese tourist who have good behavior	Affect other tourist

**Table 3** show variety opinion of service provider with Chinese tourist who have unconventional behavior and code show the same opinion between respondent so this is help reader understand more easily.

From respondent data can conclude that unconventional behavior of Chinese tourist comes from their culture that different from Thailand and their personal behavior that how much they can realized of appropriate. Each respondent shares their experiences with unconventional behaviors' Chinese tourist so acceptance of respondents is more than half of respondent can accept unconventional behavior of Chinese tourist but some of them cannot accept so they need to prepare to handle with these group of tourist.

### **Demanding for money**

Demanding for money mean in this factor is do not want to waste with something that should to waste and opinion of each respondent are difference. Some do not have experience with demanding for money Chinese tourist (Respondent I), some do not think that Chinese tourist are demanding for money (Respondent II, IV) and most of respondent think that Chinese tourist are demanding for money but lesser part and it is personal behavior (Respondent III, V, VI, VII, VIII, IX, X). Respondent VI said that Chinese tourist do not want to pay with something beyond expectation such as fine.

Respondent who work in hotel industry can share experience of Chinese tourist demanding for money better than other respondent who work in other occupation. Respondent IV and X share that Chinese tourist refuse to pay fine even though they did something wrong such as smoke at non smoke area, do thing break, etc. It can see from evidence below show experience of each respondent:

Respondent III, "They book a room less then number of guest (A person more than number of bed) so they have to pay extra bed follow the rules of hotel" that is similar experience with Respondent V share that a group of Chinese tourist refuse to pay for extra bed when number of guest exceed but hotel disallow, Chinese tourist surrender"

Respondent IV, "I had experience with Chinese tourist broken stuff but they do not accept because they do not want to pay fine"

Respondent VII, "They always ask for complimentary"

Respondent VIII, “Bring their food to eat in restaurant without order restaurant food or just a little bit”

Respondent IX, “They keep food from buffet line such as fruit, milt, yoghurt, juice, etc. for provision during city tour”

Respondent X, “They always refuse to pay fine when they do wrong or break something”

Opinion of respondent to demanding for money of Chinese tourist is various. It can see from answer of each respondent below:

Respondent II, “I do not think that Chinese tourists are demanding for money, they prefer spending especially shopping and food”

Respondent III, “Some person ready to pay for everything but some not, it is depending on personal. I feel anxious because nobody fines by indiscriminately, everything have rules”

Respondent IV, “I do not think that Chinese tourists are demanding for money but they do not anyone take advantage and it is personal behavior”

Respondent V share that is annoying problem but it is continue solve problem and it depend on staff provide enough information to tourist but sometime Chinese tourist did not care information when staff provide during check-in when Chinese did wrong and have to pay fine which is they do not want to pay so quarrel will occur.

Respondent VI, “Some of Chinese tourists are demanding for money because they do not pay exceed expectation so service provider should explain for understand”

Respondent VII, “Yes, Chinese tourists are demanding for money”

Respondent VIII, “Some of Chinese tourists are demanding for money because they have this habit”

Respondent IX, “Some of Chinese tourists are demanding for money but not much”

Respondent X, “Just some group of Chinese tourists is demanding for money and that is normal because everybody wants to get highest benefit”

Most of respondent said that some demanding for money behavior affect work but Respondent V said that it not affects. Respondent II, IIV, VI, VII told that it waste

time to explain, answer the same question and if tourist did not pay fine, employee have to pay instead.

**Table 4:** Opinion of some service provider with Chinese tourist who are demanding for money

Respondent	Opinion of service provider	Code
III	Some person ready to pay for everything but some not, it is depend on personal	Personal behavior
IV	Do not think that Chinese tourist are demanding for money but they do not like to be exploited	Personal behavior
V	It depend on staff provide enough information to tourist and tourist listen that information	communication
VI	Chinese tourist do not want to pay with exceed expectation so service provider should explain for understand	communication
VII	Some of Chinese tourist do not want to waste with something that should to waste	Personal behavior
VIII	Some of Chinese tourist have thrifty as personal behavior	Personal behavior
X	That is normal because everybody wants to get highest benefit	Personal behavior

Table 4 show interesting opinion of some service provider with Chinese tourist who are demanding for money and code show the same opinion between respondent so this is help reader understand more easily.

After interviewed all of respondents for the demanding for money factor, some of respondents did not have much experiences and opinion with demanding for money Chinese tourist so the quantities of information will less than other factors. However, most of respondents think that just some of Chinese tourists are demanding for money



and it is their personal behavior so Chinese tourists are demanding for money not effect with operation.

### **Conspicuous consumption**

Conspicuous consumption behavior not found from hospitality employee respondent because amount of money that Chinese tourist not too high but conspicuous consumption behavior can found from shopper assistance in luxury shop which is difference group of expectation expend customer (Respondent V). China has improved in part of economy and financial so their population has better status so dare to spend their money (Respondent VIII). Respondent VI said that conspicuous consumption behavior is depend on personality, environment and treat from family not all Chinese tourist are conspicuous consumption.

Some of respondents share their opinion with conspicuous consumption Chinese tourists that:

Respondent III, "Some of Chinese tourists are conspicuous consumption because they try to self-development to be equal so it looks like they are conspicuous consumption"

Respondent VI, "Some of Chinese tourist have high confident and money so it seems like they did not care other"

Respondent VIII, "Just some of Chinese especially are new generation that have high confident and more international thinking so it seems like they have conspicuous consumption personality"

Respondent X, who works in hotel, shares that Chinese tourist show conspicuous consumption manner by throw key card to employee when check-out.

However, mostly respondents did not have an experience with conspicuous consumption Chinese tourist. It could be seen from the answers of respondents below:

Respondent I, "I do not have experience with conspicuous consumption Chinese tourist yet"

Respondent II, "Never, they mostly ask for help such as tourist attractions and restaurants"

Respondent III, “Do not have experience”

Respondent IV, “Never”

Respondent III and X feel do not like the conspicuous consumption behavior of Chinese tourist and from all respondent said in same way which is conspicuous consumption behavior not affect with operation because does not make anyone suffer and service mind need to have in service provider so service provider need to do is patient. It could be seen from the examples of the respondent below:

Respondent III, “Conspicuous consumption behavior did not affect with operation because service provider has to understand nature of customers”

Respondent VI, “Did not affect with operation because service provider has to have service mind”

**Table 5:** Opinion of some service provider with Chinese tourist who are conspicuous consumption

Respondent	Opinion of service provider	Code
III	Some of Chinese tourists are conspicuous consumption because they try to self-development to be equal so it looks like they are conspicuous consumption	Personal behavior
VI	It maybe they have higher confident and have money to expend	Personal behavior
VIII	Some of new generation have international perception and higher confident so it looks like they are conspicuous consumption	Personal behavior

**Table 5** show interesting opinion of some service provider with Chinese tourist who are conspicuous consumption and code show the same opinion between respondent so this is help reader understand more easily.

After interviewed all of respondents for the conspicuous consumption factor, most of respondents choose to do not share their opinion with conspicuous

consumption behavior of Chinese tourist because most of respondent did not have experience with Chinese tourists are conspicuous consumption. However, respondent who can provide the information said that it is personal behavior of Chinese tourist and that not effect with operations.

## Conclusion

To summarized data, each respondent shares an interesting experiences and acceptance of Chinese tourist although some factor (demanding for money, conspicuous consumption) respondents did not have much experiences to share but it still useful information for human resource and manager for training and develop service provider. It can see that problem come from communication, personal behavior, destination country knowledge and how much they can adapt themselves with international.

The factor that every respondent has experiences is Chinese tourist ignorance of local rules and unconventional behavior. The respondents show that they cannot accept for who ignore the rules and the answer show that the reason of ignore rules is acknowledgment of tourist, communication with Chinese tourist and their own behavior. Although Chinese tourist ignore of rules is become a problem but each workplace has punishment to support who ignore the rules. Unconventional behavior of Chinese tourist can accept by service providers in case of that behave not effect surround people and it becomes a bad image for Chinese. It because of different culture make different between Chinese and host country and some of respondent said that Chinese tourist try to adapt themselves with international. For demanding for money and conspicuous consumption, these two factors some respondents did not have experiences so the information will be limit. Mostly demanding for money and conspicuous consumption is a personal behavior so there are not effect with service provider operation.

Not all of Chinese tourist have shown all these factors everything depends on communication if relevant person provides the information and suggestion to Chinese tourist and they put into practice then problems can decrease.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

This chapter is concluding all of information from research finding and contain with recommendation for future research, which has intention to study in service provider's perception of Chinese tourist behavior, and this research could be beneficial for Training part and manager to understand service provider's perception. This study was intended to know the Service provider's perception of Chinese tourist behavior and the researcher conducted interview among service provider. Finding in each factor from interview 10 respondents receive important information about perception of service provider to Chinese customer and that information could be beneficial for who prefer to understand perception of service provider. Important information between respondent and previous research are same and different point of view have compare in discussion issue. Including of limitation of this independent study found during research and expectation before doing research describe in limitation topic.

#### **Research findings**

After collect data from 10 respondents who work as service provider, finding from interview show that most of respondent understand the nature of Chinese tourist and have service mind as a service provider could do. Chinese tourist is main driver tourism economic in Thailand so besides Chinese tourist adapt themselves to be international addition service provider also get ready with Chinese tourist. To conclude finding from respondent, categorized in each factor as following are easier to understand;

### Ignorance of local rules

Each respondent has different experience with Chinese tourists that ignorance of local rules and violence of problem depend on situation. Most of the respondents cannot accept for who ignore the local rules because everybody should respect rules of visiting place but some of respondents can accept in case of not too terrible. Every workplace of respondent has rule to handle tourists who ignore the local rule so this may alleviate problem. Feelings of respondents to Chinese tourists who ignore local rules are displeased and quite boring but accustomed because they are customers. Based on respondents' information, the problem of Chinese tourists' ignorance of local rules can be categorized into 3 parts;

1. Communication with Chinese tourists; Some of Chinese tourists will follow the rules when they know so communication can reduce the problem of ignoring local rules.
2. Personal behavior; Some of Chinese tourists understand everything but still ignore the rules so it is personal behavior that is difficult to fix and how much they respect the local rules.
3. Acknowledgment of local rules of Chinese tourists before travel; information from guides or tour leaders helps Chinese tourists to understand the local rules.

### Unconventional behavior

Most of respondents think that some of Chinese tourists have unconventional behavior but cannot judge which generation is good or bad because every generation has good and bad manners; it depends on how much they can adapt themselves to international, cultural and personal behavior. From all respondents, they can accept unconventional behavior of Chinese tourists in some cases that do not affect surrounding people and some of respondents cannot accept that unconventional behavior because they feel it is misbehavior and if one person does unconventional behavior, another will follow. Based on respondents' information, to conclude unconventional behavior of Chinese tourists comes from two main factors below;

1. Culture and personal behavior; their culture and behavior in daily life are difference from Thai and the habits of doing thing in their own country so it may improper when do the same thing in Thailand.
2. Lack of destination country knowledge; educate tourist by guide or tour leader before travelling such as do/do not thing, culture, traditional and characteristic of destination country, important is communication properly may reduce problems.

#### Demanding for money

Demanding for money mean in this factor is do not want to waste with something that should to waste and opinion of each respondent are difference. Some do not have experience with demanding for money Chinese tourist and most of respondent think that Chinese tourist are demanding for money but lesser part and it is personal behavior. Opinion of respondent to demanding for money of Chinese tourist is various such as Respondent X said that is normal because everybody wants to get highest benefit and Respondent IV said that it is personal behavior. Most of respondent said that some demanding for money behavior affect work that it waste time to explain, answer the same question and if tourist did not pay fine, employee have to pay instead. Base on respondents' information, to conclude demanding for money behavior of Chinese tourist come from personal behavior so communications to Chinese tourist understand reason.

#### Conspicuous consumption

This factor not found from hospitality employee respondent because Respondent V provide the information that amount of money that Chinese tourist spend for hotel not too high when compare with luxury shop which is Respondent VI, who work in luxury shop, said that they have higher confident than the past so it seems like they have conspicuous consumption personality which same opinion with Respondent VIII. So conspicuous consumption is depending on personal behavior not every Chinese tourist are conspicuous consumption and it is not affect with operation because does not make anyone suffer and service mind need to have in service

provider so service provider need to do is patient, these are information by all respondent.

## Discussion

Discussion from previous research and respondent found that;

### Communication barrier

Seng Ooi (2007) mention that Chinese tourists are relatively lack of travel experienced so problems those come with Chinese tourist is language barrier also same opinion with Respondent II that Chinese tourist ignorance of local rule because Chinese tourist has communication barriers and Respondent V said that everything depend on communication but problems is number of who can speak Chinese less than Chinese tourist so when they do wrong, nobody provide suggestion in their language. Nasolomampionona (2014) told that mostly Chinese tourist prefers to rely on travel agent not only for the convenience and travel agent also help untie cultural difference, language barrier.

### Lack of destination country knowledge

Zhou (2017) found that it is necessary to educate good manner to people start from young age and Respondent IV found in same thing that Chinese tourist do not have much experience traveling oversea and destination country knowledge so they do not realize their behavior not suitable in host country culture because some act they do the same way at home. Respondent V and Seng Ooi (2007) have same opinion that Chinese tourist do not have destination country knowledge such as culture and traditional, it is generating widespread complaint about Chinese outbound tourist have hurt image of China. Most of respondent have same opinion with 2baht.com describe that not all of Chinese tourist have unconventional manner, it is only some group of people especially group tour that different from new Chinese tourist who are better educate so unconventional manner from package tourist may because of they do not know destination culture which is similarly with Chetanont (2015) said that well-

educated Chinese tourists would not be as rude as the lower-educated and disregard of local customs or visiting Places.

Cripps (2013) posted that travel is the way of communication between cultures so tourism will help people to get better and learn new experience. Respondent III said that some of Chinese tourist try to adapt themselves to be international which is match with Zhou (2017) report in Chinese tourists' manner improving that Indonesia, France, Singapore, United Kingdom and the United States have positive reply on Chinese tourist's behavior. And Respondent VIII adds that they should improve and adapt themselves to be international for change perception from other country.

#### Service provider's perception

From Yeung and Leung (2007) report the perception and attitudes of the service provider may influence their operate in serving customers so their study investigated the perception and attitude of Hong Kong hotel guest-contact employees toward Mainland Chinese tourists and the result expose that most of the hotel guest-contact employees feel negatively with Mainland Chinese tourists to their appearance, personalities, and behavior and positively perception in part of economic and financial they bring to Hong Kong. Respondent V also unwilling with unconventional behavior of Chinese tourist because tourism industry can survive because of them.

Chetanont (2015) talk about Chinese tourism behavior that tourist did not obey laws nor follow rules and regulations of visiting places, lack of consciousness and tourism disciplines and disregard of local customs or visiting places. That is consistent with Li (2014) which is disregard for customs and local rules created increase tensions between Chinese tourist and host. From Most of the respondent cannot accept for who ignore the local rules because everybody should respect rules of visiting place but some of respondent can accept in case of not too terrible and feeling of respondent to Chinese tourist who ignore local rules are displeased and quite boring but accustomed because they are customer. Respondent II said that when traveling, tourist supposed to follow the rules strictly according to Respondent X said that if not ready to respect the destination rules, they should travel inland and displeased feeling can affect service quality are support by Respondent VIII.



Educate tourist by guide or tour leader before travelling such as do/do not thing, culture, traditional and characteristic of destination country, important is communication properly may reduce problems (Respondent II and V) and China has launched a campaign to educate Chinese outbound tourists to control the tourists that damage the image of china. The complaints about unconventional behavior found in many international media report and many destination service providers such as Chinese tourists clear their throats loudly, littering, spitting, smoke in public places, how they remove their shoes aboard planes and trains and how they jump queues, taking off shoes and socks in public, speaking loudly, bad temper and cursing, etc. (Seng Ooi, 2007, Agrusa et al, 2011).

### **Policy Recommendation**

From interview and data analyzed help researcher more understand service provider perception and realized a recommendation for organization especially training department and manager. Understand service provider's perception could be beneficial for training part and manager, this may help smoothly operation and help service provider realize with appearance and behavior of Chinese customer, this may help smoothly operation. Understand service provider and training in right way help organization create service quality from employee.

Based on information from service provider interview, because service provider cannot change Chinese tourist behavior so can conclude for training part and manager that recommendation for service provider as following;

To improve in perception of good relationship with people from different culture, first service providers require to understand basic characteristic of Chinese is essential, it is greater understanding of other culture because different of culture affect social practice so this produce conflict between service provider and Chinese tourist. Service provider generally recognized base behavior of Chinese tourist for additional cross-cultural training such as play role help service provider in increasing their ability to be more tolerant of other people's behavior.

To understand Chinese tourist requirement and build good relationship, second communication is the most important and now Chinese language require as third language which is increase ability to solve problem and decrease misunderstanding. Communication can reduces misunderstand between service provider and Chinese tourist so learn Chinese language are necessary. Now a day some organization require employee need to be speak at least basic Chinese such as hospitality industry, airline, mid-town department store, etc. In hospitality industry, some hotels have Chinese class for their employee and teach about vocabulary and conversations in daily operate.



**Figure 9:** Guidelines for Chinese Travelers

Source: <https://kotaku.com/check-out-chinas-ridiculous-guidelines-for-chinese-travelers-1441901575>, July 10, 2013

According to China National Tourism Administration (CNTA) published a guidebook also features helpful illustrations for civilized tourism to educate their outbound Chinese tourist on social norm and Chinese government punish Chinese

tourist who have bad behave in other countries and damage Chinese tourists' image, and restrict them from leaving the country again. Recommendation to reduce problems from Chinese tourist for Thailand government is publishes a shot clip, brochures, poster, etc. and each media should focus on picture with short description because picture is easiest to understand and attractive more than long sentences. These media should distribute at airport, hotel and tourist attraction so not only Chinese tourist can get the information, it also benefits for other nations. Lastly, guide must provide significant information before trip such as customs, basic words in host country language, rules & regulations of visiting place because guide is a person who can reach everyone and make sure that every tourist gets the right information.

### **Limitation**

Limitation of this research is small number of respondent and less variety occupations of service provider. This research expects to understanding perception of service provider with Chinese tourist so answer of bigger number of respondent and more variety of career path may help organization more understand service provider and group of Chinese tourist. Variety of career will help researcher get more information from respondent such as experience, that is each career face different problem and situation with Chinese tourist, and important word to explain perception of service provider so connection with people are also important. This research has mostly respondent work in hotel so the interesting service provider that researcher expect to interview more is guide and cabin crew because these two career might have different experience from hotel but they have limit schedule so it is hard to match time between researcher and respondent. Reliability of information depends on cooperation from respondent. Limit of time and limit information search have found during research.

### **Future Research Direction**

Recommendation for future research, who has intention to study in service providers' perception of Chinese tourists' behavior, should increase number of respondent and variety of career path for more interesting information and experience share from respondent. Information from more service provider by in-depth interview help researcher to analyze data and result will be more reliable because interesting information comes from experiences share by respondent and respondent who have more experiences at work can share more good information and perception of them.

Recommendation are offered for relate research in the field of tourism that is study in-depth about Chinese tourist. Chinese tourist are interesting because they are powerful drive economic in Thailand which is Chinese tourist have purchasing power so number of Chinese tourist are increasing and each country, each region found different problem.

### **Final Conclusion**

This research study about service provider's perception of Chinese tourist's behavior after found Chinese tourist's problem from media and because Chinese tourist run tourism business also affect with Thailand economic so service providers cannot avoid to face problems. Interview is the best way to receive in-depth information from respondents including experiences and perceptions so service provider in different career path and who are works for long time would be advantage for researcher. Interesting answer always come from respondents who have long experiences with Chinese tourists so the suggestion is interview long time worker would be advantages.

After interviews researcher found that not every Chinese tourist is a rude one, and educated people are usually better behaved than those who have had a lower level of education so it depends on personal behaviors and service providers can accept some behaviors that not affect surround people. Bad manners create negative attitude to service provider but the acceptances of each factor (ignorance of local rule, unconventional behavior, demanding for money, conspicuous consumption) depends

on how service providers understand Chinese tourists and the way to deal with problems. Positive perception of service provider to Chinese tourists also increases in term of financial and economic so cannot ignore that Chinese tourist's drive Thailand economic.

The important between service providers and Chinese tourists is communication and learning culture for each other, this important for service provider that they can meet need and expectation of Chinese tourists. To reduce conflict, communication is the most important but problem is some of Chinese tourists do not speak English fluently. The service providers should have basic knowledge of Chinese language for communication with Chinese tourists and now a day, many organizations employ the employee who can speak Mandarin so service providers who can speak Chinese would be beneficial because making Chinese tourists feel welcome is pivotal to increase Chinese tourists' experience.



## APPENDIX A

## INTERVIEW QUESTIONS IN ENGLISH

## Ignorance of local rules

1. Do you think Chinese tourists are ignorant of local rules? How?
2. Have you ever encountered problems Chinese tourists do not follow the rules of your working place or not? please explain your experience
3. Does your workplace have a rule for dealing with tourists who are ignorant of the rule or not? How?
4. Can you accept for non-compliance of Chinese tourists or not? Why?
5. What do you think about the ignorance of the local rules of Chinese tourists?

## Unconventional Behavior

1. Do you think some of Chinese tourists have unconventional behavior? How?
2. Have you ever encountered the unconventional behavior of Chinese tourists? (if ever, what kind of Chinese tourist that you meet) Please explain your experience
3. Can you accept for unconventional behavior of Chinese tourists or not? Why?
4. What do you think about unconventional behavior of Chinese tourists?

## Demanding for money (do not want to waste with something that should be wasted)

1. Do you think some of Chinese tourists are demanding for money?
2. Have you ever encountered problems Chinese tourists demanding for money at your working place or not? please explain your experience
3. What do you think about the demanding for money of Chinese tourists?
4. Does their demanding for money behavior affect your work or not, and how?

### Conspicuous consumption

1. Do you think some of Chinese tourists are conspicuous consumption? Why?
2. Have you ever encounter with conspicuous consumption behavior of Chinese tourist? please explain your experience
3. What do you think about the conspicuous consumption behavior of Chinese tourists?
4. Does their conspicuous consumption behavior affect your work or not, and how?



## APPENDIX B

## INTERVIEW QUESTIONS IN THAI

## Ignorance of local rules

1. คุณคิดว่านักท่องเที่ยวชาวจีนเพิกเฉยต่อกฎระเบียบของสถานที่ ที่เดินทางไปท่องเที่ยวใช่หรือไม่ อย่างไร
2. คุณเคยพบปัญหานักท่องเที่ยวจีนไม่ปฏิบัติตามกฎระเบียบของสถานที่ที่คุณทำงานหรือไม่ ช่วยเล่าประสบการณ์ของคุณ
3. สถานที่ทำงานของคุณมีกฎรับมือกับนักท่องเที่ยวที่ไม่ปฏิบัติตามกฎของสถานที่ที่คุณทำงานหรือไม่ อย่างไร
4. คุณสามารถยอมรับได้หรือไม่สำหรับนักท่องเที่ยวจีนที่ไม่ปฏิบัติตามกฎ ทำไม
5. คุณคิดอย่างไรกับนักท่องเที่ยวจีนที่เพิกเฉยต่อกฎระเบียบของสถานที่ ที่เดินทางไปท่องเที่ยว

## Unconventional Behavior

1. คุณคิดว่านักท่องเที่ยวจีนบางกลุ่มมีพฤติกรรมที่ไม่ดีใช่หรือไม่ อย่างไร
2. คุณเคยเจอพฤติกรรมที่ไม่ดีของนักท่องเที่ยวจีนหรือไม่ (ถ้าเคย นักท่องเที่ยวจีนประเภทไหนที่คุณเจอ) ช่วยเล่าประสบการณ์ของคุณ
3. คุณสามารถยอมรับได้หรือไม่สำหรับนักท่องเที่ยวจีนที่มีพฤติกรรมไม่ดี ทำไม
4. คุณคิดอย่างไรกับนักท่องเที่ยวจีนที่มีพฤติกรรมไม่เหมาะสม

## Demanding for money (do not want to waste with something that should to waste)

1. คุณคิดว่านักท่องเที่ยวจีนไม่ยอมเสียเงินกับเรื่องที่ควรจะเสียใช่หรือไม่
2. คุณเคยพบปัญหานักท่องเที่ยวจีนไม่ยอมเสียเงินกับเรื่องที่ควรจะเสียกับสถานที่ที่คุณทำงานหรือไม่ ช่วยเล่าประสบการณ์ของคุณ
3. คุณคิดเห็นอย่างไรกับนักท่องเที่ยวจีนที่มีพฤติกรรมไม่ยอมเสียเงินกับเรื่องที่ควรจะเสีย
4. พฤติกรรมไม่ยอมเสียเงินกับเรื่องที่ควรจะเสียมีผลกระทบกับการทำงานของคุณหรือไม่ อย่างไร



## Conspicuous consumption

1. คุณคิดว่านักท่องเที่ยวจีนบางกลุ่มมีพฤติกรรมโอ้อวด/เย่อหยิ่งใช่หรือไม่ ทำไม
2. คุณเคยพบนักท่องเที่ยวจีนที่มีพฤติกรรมโอ้อวด/เย่อหยิ่งหรือไม่ (ถ้ามี ช่วยเล่าประสบการณ์นั้น)
3. คุณคิดเห็นอย่างไรกับนักท่องเที่ยวจีนที่มีพฤติกรรมโอ้อวด/เย่อหยิ่ง
4. พฤติกรรมโอ้อวด/เย่อหยิ่งมีผลกระทบกับการทำงานของคุณหรือไม่ อย่างไร



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