

RESEARCH ON CHINESE TOURISTS SATISFACTION
IN CHIANG MAI (THAILAND)



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MASTER OF ARTS IN TOURISM MANAGEMENT
(INTERNATIONAL PROGRAM)
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RESEARCH ON CHINESE TOURISTS SATISFACTION
IN CHIANG MAI (THAILAND)



YUNZHI ZHANG

A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY

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บทคัดย่อ

เนื่องด้วยการพัฒนาอย่างรวดเร็วของการบูรณาการทางเศรษฐกิจระหว่างจีนและอาเซียน มาตรฐานการครองชีพของคนจีนก็ดีขึ้นเป็นอย่างมากด้วยเช่นกันการเดินทางไปท่องเที่ยวต่างประเทศได้กลายเป็นที่นิยมกันมากและชาวจีนจำนวนมากเลือกที่จะเดินทางไปต่างประเทศและอุตสาหกรรมการท่องเที่ยวข้ามพรมแดนที่สอดคล้องกันได้พัฒนาอย่างรวดเร็วประเทศไทยเป็นประเทศที่ถูกครอบงำโดยการท่องเที่ยว ในช่วงไม่กี่ปีที่ผ่านมา จำนวนนักท่องเที่ยวขาเข้าเพิ่มขึ้นอย่างต่อเนื่องการพัฒนาอุตสาหกรรมการท่องเที่ยวของประเทศไทยได้ส่งเสริมการเติบโตทางเศรษฐกิจของประเทศไทยอย่างมาก จากสถิติในการทำการสำรวจแสดงให้เห็นว่าจำนวนนักท่องเที่ยวชาวจีนมีสัดส่วนเป็นสัดส่วนที่มากที่สุดของนักท่องเที่ยวขาเข้าของประเทศไทย ดังนั้นผู้ประกอบการท่องเที่ยวจึงต้องศึกษาความต้องการที่แท้จริงของนักท่องเที่ยวจีนในด้านสินค้าและบริการ ซึ่งเป็นสิ่งสำคัญมากสำหรับการวางแผนอย่างมีประสิทธิภาพของแนวโน้มการพัฒนาของตลาดการท่องเที่ยวซึ่งสามารถรักษาการเติบโตอย่างรวดเร็วของอุตสาหกรรมการท่องเที่ยวของไทยได้

วิทยานิพนธ์นี้ได้ทำการสำรวจจังหวัดเชียงใหม่วิเคราะห์สถานการณ์ปัจจุบันของนักท่องเที่ยวชาวจีนที่มาเยือนเชียงใหม่ประเทศไทยใช้วิธีการประเมินแบบกลุ่มเครือข่ายเพื่อศึกษาความพึงพอใจของนักท่องเที่ยวชาวจีนที่มาเยือนประเทศไทยและเสนอมาตรการปรับปรุงความพึงพอใจของนักท่องเที่ยวชาวจีนจากกว้างซีมายังประเทศไทย เนื้อหาการวิจัยเฉพาะประกอบด้วย 1) การออกแบบระบบประเมินผลดัชนีความพึงพอใจของนักท่องเที่ยวชาวจีนที่มาเยือนประเทศไทย และออกแบบแบบสอบถามที่เหมาะสม 2) ใช้แบบสอบถามรวบรวมข้อมูลและใช้การประเมินที่ครอบคลุมเครือข่ายและวิธี IPA เพื่อค้นหาปัจจัยที่ส่งผลต่อความพึงพอใจของนักท่องเที่ยวชาวจีนที่เดินทางมาประเทศไทย 3) ประกอบกับสถานการณ์ปัจจุบันของอุตสาหกรรมการท่องเที่ยวเชียงใหม่ เสนอมาตรการปรับปรุงความพึงพอใจของนักท่องเที่ยวชาวจีนที่มาเยือนเชียงใหม่การวิจัยที่สำคัญของบทความนี้คือช่วยให้ตลาดการท่องเที่ยวเชียงใหม่เข้าใจความต้องการที่หลากหลายของนักท่องเที่ยวชาวจีนและค้นหาปัญหาที่ส่งผลต่อการพัฒนาการท่องเที่ยว เป็นข้อมูลอ้างอิงสำหรับ

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คำสำคัญ : ความพึงพอใจของนักท่องเที่ยว, พฤติกรรมนักท่องเที่ยว, นักท่องเที่ยวชาวจีน



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ABSTRACT

Along with the rapid development of international economic integration, Chinese people's living standard has been greatly improved. Outbound tourism has become a trend. A lot of Chinese nationals now enjoy visiting other countries outside China. This has enhanced development between China and other countries. Chiang Mai, Thailand is a tourism-based city. In recent years, the number of inbound tourists within Chiang Mai, Thailand has increased. This has boosted economic growth in Chiang Mai. According to a survey done by the tourism development of Chiang Mai, Thailand, the Chiang Mai inbound tourists Chinese nationals make up the large proportion of the total number of inbound tourists. To maintain rapid growth of Chiang Mai tourism industry, operators should know about the demand for goods and services by the Chinese nationals who visit. This will help to effectively plan the tourism market of Chiang Mai.

This Thesis would use Chiang Mai, a tourist destination in Thailand as a case study to find out whether or not Chinese tourists who visit Chiang Mai, Thailand are satisfied with the tourism industry of Chiang Mai, Thailand. Based on method with fuzzy comprehensive evaluation about the tourism satisfaction of Chinese tourists in Chiang Mai, the measures to improve Chinese tourists in Chiang Mai were proposed. 1) Design an evaluation system for Chinese tourists in Chiang Mai to find out if they are satisfied by Chiang Mai's tourism standards through a questionnaire. 2) Find out the factors influencing the satisfaction of tourists to Chiang Mai with data collected in the questionnaire, fuzzy comprehensive evaluation method and IPA method. 3) According

to the present situation of Chiang Mai tourism industry, put forward measures to promote Chinese tourists' satisfaction about Chiang Mai tourism. This would be done by the empirical analysis method measures for the development of Chiang Mai's tourism, which can promote long-term sustainable growth of the tourism industry in Chiang Mai.

Keywords : Tourist Satisfaction, Tourist Behavior, Chinese Tourist



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I am about to graduate. At this moment, I am filled with emotion. The two years I have studied at Maejo University in Thailand are unusual. Here I not only gain knowledge, but also understand the traditional culture of Chiang Mai, Thailand. Everything in Maejo University in Thailand makes me feel very warm and kind. The help of teachers, mutual assistance among students and care among friends make me feel at home. Everything here moves me. I think I have regarded Chiang Mai in Thailand as my second hometown. No matter where I go in the future, this beautiful memory of studying abroad will accompany me all my life and benefit me a lot.

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I am about to graduate. Thank all those who have helped me. You have given me precious wealth to make my life better and more perfect. Thank you for meeting you in my life. May everything you want come true.

Yunzhi Zhang



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CHAPTER I

INTRODUCTION

Research Problem

Development of Tourism in Thailand

Thailand is known as a tourist destination, and many people in the world yearn for it. Tourists from all over the world travel to Thailand every year, which has a huge impact on Thailand's economy. Tourists from major markets can earn more than 100 million yuan in foreign exchange for the country every year. In recent years, most of the foreign tourists in Thailand come from China, so tour operators need to study the real needs of Chinese tourists for goods and services, which is very important to future development.

In 2013, Thailand planned a large number of tourism enterprises to come to Yunnan, holding "Magical Thailand Road Show", "China-Lao Thailand, One Bridge Love" and hundreds of car driving activities, and at the same time organized a large-scale team participated in the International Travel Fair in order to achieve the purpose of attracting Chinese tourists, coupled with the influence of the movie "Lost In Thailand", the number of tourists to Thailand has increased dramatically. According to statistics, in 2013 alone, Thailand attracted more than 26 million foreign tourists to Thailand, an increase of 19.6% compared to the previous year. Among the visitors, the number of tourists from China reached more than 4.7 million, which also refreshed historical record, with a year-on-year increase of 68.83%. The Thai thinks tanks Kaitai Research Center estimated that the number of tourists from China was 4.1 million in 2014, but this number was still 11.6% lower than the same period last year. According to statistics, the number of tourists entering the Thai market in 2014 would continue to decrease, and the tourism market would shrink, especially in the first two quarters of that year, the number of tourists from China dropped by 29.1%; mainly because of the Thai government's martial law on May 20. In addition, a curfew was announced on May 22, which caused the tourism market to shrink in June. On June 13, 2014, the "Peacekeeping Commission" for the entire Thailand curfew was lifted, and the Thai inbound tourism market began to improve in July of the same year. Thailand officially promulgated a bill to exempt Chinese tourists from visa fees on August 8, providing Chinese tourists with three-month free visa service. In 2014, the "Visa on Arrival" for Chinese tourists to Thailand has been officially opened. Tourists can fly directly to Thailand as long as they prepared the required materials, a photo, cash 1000 baht

(about 200 RMB) and passport, which promoted the number of Chinese tourists to Thailand from 2015 to 2017 increasing year by year. In 2018, Thailand attracted more than 38 million foreign tourists to Thailand, an increase of 8.6% compared with the previous year. Among the visitors, the number of Chinese tourists exceeded the 10 million mark for the first time, reaching 10.35 million. It also refreshed the historical record, with a year-on-year increase of 3.5%. In 2019, the number of tourists from China was 10.98 million, a year-on-year increase of 4.2%. According to statistics, the number of foreign tourists in Thailand dropped by 38% from January to March this year due to the impact of the COVID-19. Among them, the number of tourists from China, the largest source country, dropped by 60% to only 1.25 million.

There were several factors that attracting Chinese tourists to Thailand: beautiful scenery, mysterious ladyboys, sacred Buddhism, famous Muay Thai, delicious dishes, low prices and so on. If you choose to travel to Thailand in a group, you can travel to Thailand's most famous scenic spots for only three to five thousand yuan, and it can even be more affordable than traveling in the country. There are irresistible natural landscapes in Phuket, Bangkok, Chiang Mai, Koh Samui, Pattaya, Hua Hin and other places. The tourism industry constructed by the landscapes of these places has always supported Thailand's economy. Thai ladyboys can be said to be full of mystery to Chinese people. According to Thai's 2012 statistics, the number of Thai ladyboys accounted for about 2% of the total number of Thai men, with a number of 640000. Every year, there are beauty contests around the Thai ladyboys, which publicizes Thailand at the same time. Chinese tourists are generally curious about ladyboys because they look extremely beautiful, but they are actually men. This is a major motivation for large numbers of tourists to travel to Thailand. Thailand is a country of Buddhism. More than 90% people in the country believe in Buddhism. Buddhism can be seen everywhere in Thai literature, Thai people's behavior, and Thai art. There are tens of thousands of large and small temples in Thailand. Every year, many Chinese tourists visit Thai temples to pray. Muay Thai has been on the Chinese arena for many times. There are also many martial arts practitioners in China who study Muay Thai. The king of Kung Fu, Bruce Lee, used to fight with the king of Muay Thai. In the recent global top 50 food list, there are four Thai delicacies: Thai Masaman Curry, Thai Tom Yum Goong Soup, Thai Waterfall Pork Tenderloin, Thai Green Papaya Salad. As we all know, Chinese delicacies are all over the world. This can be seen in the Chinese CCTV program "A Bite of China", but on the 50 food ranking, only Beijing roast duck is on the list. Thai Masawan Curry, Thai Tom Yum Goong Soup, and Thai Waterfall Pork Tenderloin are all ranked in the top 20, among which Masawan Curry is ranked first, so

it is not exaggerated to say that Thailand is a great food country. Thailand, as one of the Tiger Cub Economies, has a relatively fast development speed and a relatively high degree of commercialization. The quality of some local brands is very good, and the prices of those international brands that are extremely expensive in China are relatively cheap in Thailand. There are many large shopping centers in Bangkok along the two light rails. Tourists can easily find their favorite products in these places, including cosmetics, handicrafts, clothes, bags, Thai silk, etc., and they are excellent value for money.

Development of Tourism in Chiang Mai

Overview of the development of tourism in Chiang Mai

Chiang Mai is famous for its beauty, romance and simple folk customs, and is known as the rose of northern Thailand. The simplicity of the people and natural charm in Chiang Mai once attracted Teresa Teng. The altitude and latitude of the mountainous areas in northern Thailand are relatively high. The cool climate is suitable to escape the heat. The dense forests make Chiang Mai air fresh and pristine natural features, which can give people a natural affinity. The area of Chiang Mai's ancient city is small. In recent years, Chiang Mai has developed rapidly and gradually developed into Thailand's second largest city. Along with the development of modernization, the original style of Chiang Mai has not been commercialized and urbanized. The original simple folk customs, natural forests, and alleys of the ancient city in Chiang Mai have not changed, but have only become slightly more convenient.

Among all the industries in Chiang Mai, Thailand, the most important is tourism, whose output value has reached one-fifth of the GDP, followed by industries, commerce and agriculture. It is also the development of tourism in Chiang Mai that makes it one of the most suitable cities for living and traveling in the world, and it ranks among the best in the selection process of the world's best tourist destinations.

As the second largest tourist city in Thailand, Chiang Mai has beautiful scenery and good natural environment. Compared with other cities, Chiang Mai's climate is more comfortable, in contrast to the long-term high temperature weather in other provinces each year. Chiang Mai is not as crowded as Bangkok. There are only 100000 million residents here, but agriculture is very developed. Education is also excellent in Northern Thailand. There are famous Chiang Mai University and Maejo University. Thailand believes in Buddhism. This is also very obvious in Chiang Mai. There are more than 100 temples in the city, and these temples are also one of the famous attractions in Chiang Mai.

Chiang Mai has a good reputation as "the hometown of beautiful women". In history, it is famous for its beautiful women. In the annual beauty contest, most of them are from Chiang Mai. According to a survey in Asia, Chiang Mai has become one of the most suitable cities to live in and travel to. The ranking has surpassed Bangkok, the capital of Thailand. Many tourists from all over the world have plans to live in Chiang Mai for a long time. In their opinion, there are not only scenery beautiful, but also cultural atmosphere. It will be a very wonderful thing to live here.

In addition to the beautiful scenery, Chiang Mai was once the capital of the Lanna Thai. There are a large number of cultural monuments preserved there. In the whole of Thailand, it is a concentration of art and buildings. There are ancient buildings everywhere. Among them, Wat Phra That Doi Suthep and Phu Ping Palace are the closest to the urban area and the most valuable.

The Ping River Basin in Chiang Mai is a plain area, where agriculture is the mainstay. Looking ahead, there are green rice fields, fruit trees, countless small villages, where most of the residents are still traditional farming operations mode.

Chiang Mai's modern cultural facilities are also very rich. The dazzling array of hotels, as well as all kinds of restaurants, will make people linger on, and the authentic Thai delicacy is even more difficult to stop. While eating Thai delicacy, while enjoying ethnic performances and traditional music, the enjoyment is unforgettable.

Nightlife is an indispensable part of a modern city. Although Chiang Mai's nightlife is not as good as Bangkok's, it also has its own strengths. In the night market, there are a variety of goods, the prices are attractive and quality is good. There are not only fashionable famous products, but also local handicrafts. Here, handicrafts are a culture that has been passed down for thousands of years, and the cultural atmosphere contained in them will make people amazing. There are many kinds of elaborate handicrafts, including silverware, woodcarving, Qing porcelain and silk weaving. There are only unexpected and no unwanted ones.

Chiang Mai is a well-known tourist destination in Thailand, with great potential for tourism. Due to the natural tourism advantages of Chiang Mai, the beautiful mountains and rivers and ancient cities have attracted many visitors. With the improvement of infrastructure, Chiang Mai won the Best Tourism City Cultural Experience Award in 2013. The transportation in northern Thailand can be connected with neighboring countries, such as Luang Prabang in Laos and southern China. The distance from Chiang Mai to Xishuangbanna is 854 Kilometers, connected by highway R3A, as shown in Figure 1. The tourism industry in Chiang Mai has played a significant role in promoting the economy of the entire Thailand and Chiang Mai province.

According to the Data from the National Bureau of Statistics, more than 33.5% of Chiang Mai's production comes from tourism-related companies. In 2009, Chiang Mai's tourism trend was not good. The political situation and floods caused the cancellation of the Thai tour group's advance booking. However, after the crisis, the Chiang Mai tourism trend gradually improved and returned to the peak of bustling tourism. Taking Chiang Mai as a case study, this paper studies the satisfaction of Chinese tourists traveling to Chiang Mai, and then draws out the influencing factors of tourist satisfaction, and finally puts forward development suggestions for this.

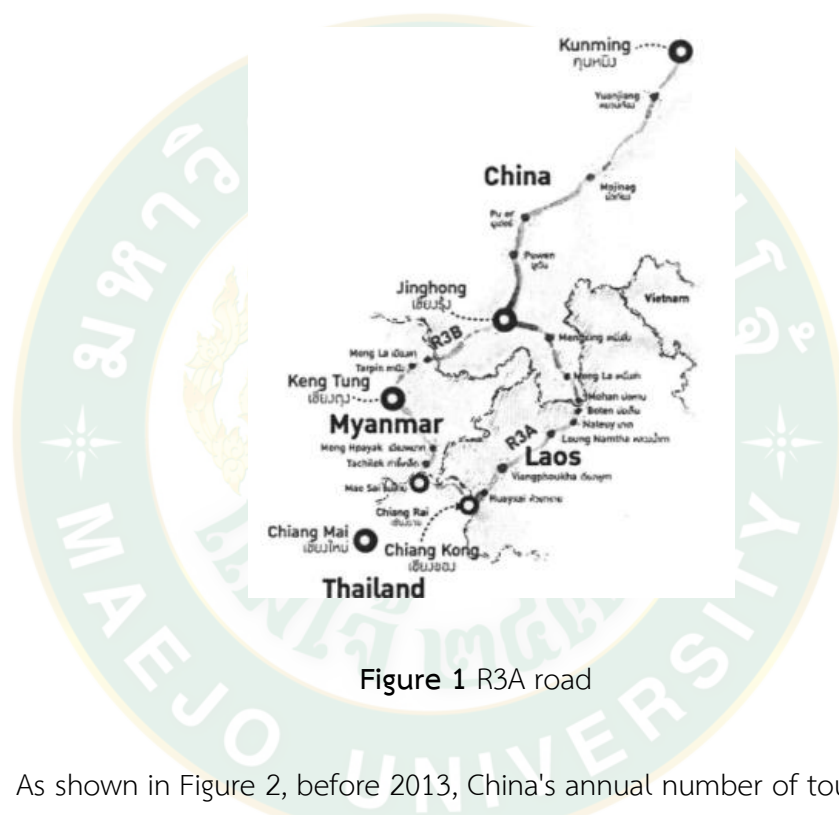


Figure 1 R3A road

As shown in Figure 2, before 2013, China's annual number of tourists to Chiang Mai was relatively small, no more than 100000 per year. This is far less than the number of American tourists to Thailand, and basically the same as those from Japan, France, Germany and other countries with relatively small numbers. This is mainly because Chinese tourists are mostly concentrated in popular tourist areas such as Bangkok and Phuket. However, in 2013, the number of Chinese tourists traveling to Chiang Mai jumped to nearly 300000, making it the country with the largest number of tourists to Chiang Mai. To a certain extent it was brought by the movie "Lost in Thailand". With the increase of Chinese tourists, Chiang Mai's accommodation, catering, tourist facilities, and transportation are also facing greater challenges. As the impact of the film diminishes, this trend may not be able to last for a long time. How can we capture the hearts of tourists, make Chinese tourists remember Chiang Mai, and make Chiang

Mai as popular as Bangkok and Phuket? It is a problem that needs serious consideration and is also the reason why this article takes Chiang Mai as an example for research.

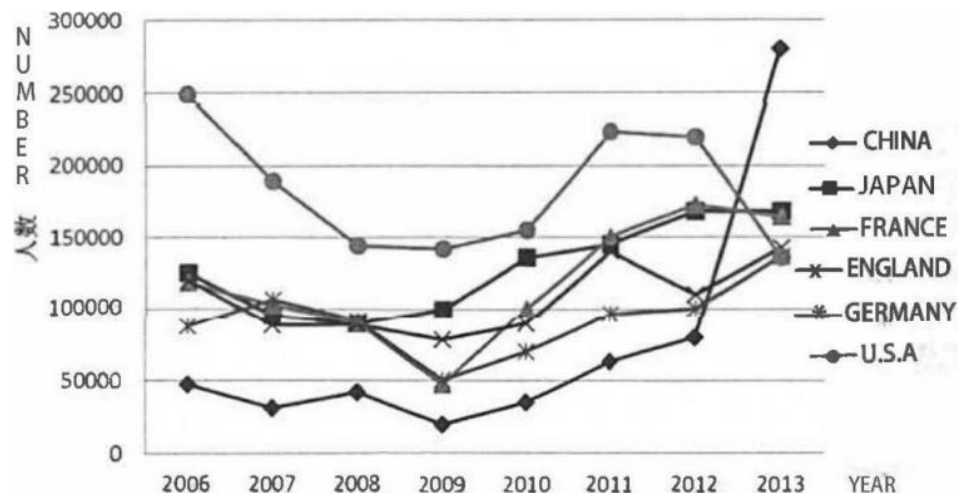


Figure 2 Analysis chart of tourists to Chiang Mai (Thailand)

Advantages of Chiang Mai Tourism Development

Through the tourism culture of Chiang Mai and the historical heritage passed down for thousands of years, it can be felt that the development of Chiang Mai's tourism industry has inherent advantages.

1. Chiang Mai is blessed with unique scenery, and the blessing of nature gives Chiang Mai a fresh and beautiful scenery. Coupled with the heritage of history and culture, it has a profound historical and cultural atmosphere.

2. In the development of Chiang Mai's tourism industry, there are many types, whether the logistics are international brands or hand-made products in Thai, everything is available. The variety of products adds a lot of attractiveness to Chiang Mai's tourism industry.

3. Chiang Mai's geographical location and city planning provide convenience for the development of its tourism industry, which provides many advantages for the development of transportation.

4. The development of leisure and entertainment facilities in Chiang Mai is also very rapid. There are countless leisure and entertainment clubs, and a large number of medical centers and health centers are also constantly developing, providing a solid backing for the tourism industry.

5. Chiang Mai's emphasis on education and other related institutions has also led to the rapid development of the city's cultural heritage, and the improvement of

humanistic quality has made more tourists come here.

Countless bits and pieces have made the city of Chiang Mai constantly changing and moving towards a better and better direction. Although people from all over the world have gathered here, the integration of multiple cultures makes this the city more open, coupled with its mellow climate and peaceful rhythm, attracting a large number of tourists from all over the world.

Objectives of the Study

The purpose of this paper is to find the weak links of Chiang Mai Thailand's tourism industry by analyzing the satisfaction of Chinese tourists to Chiang Mai Thailand, and provide corresponding solutions to provide references for the development of Thailand's tourism industry. The article first constructs a tourist satisfaction evaluation index system, and uses empirical analysis methods to study the expectations and needs of Chinese tourists traveling to Thailand, which provides a certain reference for future research work.

Expected the Results

The research content in this article has both theoretical and practical significance. Enriched and perfected research in the field of tourism. The contribution of this article is to apply the study of tourist satisfaction to Chinese tourists traveling to Thailand, which is not common in the existing literature. At the end of the study, the corresponding measures to improve tourist satisfaction related to tourism in Thailand are also given, which are not many in the existing literature. It can be seen that this research has certain theoretical significance.

According to data analysis, the tourism market in Thailand has been on the rise in the past few years, especially after the release of "Lost in Thailand". Tourism is a pillar industry in Thailand, and there are a large number of Chinese tourists to Thailand, so improving the satisfaction of Chinese tourists to Thailand is of great significance to stabilizing the Thai tourism market.

Scope of the Study

Based on the analysis of the form of the Thai tourism industry and the current situation of Chinese tourists to Thailand, combined with the current situation of the

Thai tourism industry, this paper proposes measures to improve the satisfaction of Chinese tourists to Thailand. In fact, the research of the first two questions is for this question, that is, how to improve the satisfaction of Chinese tourists to Thailand. This is the starting point of the article and the end of the article.

Limitations of the Study

This article studies the importance of satisfaction with Chinese tourists, and investigates tourists' entry and exit behavior and tourists' motivational conditions. Because the author's theoretical aspects and realization level are limited, and there are certain difficulties in collecting relevant data and investigation, the research in this article is not deep enough, and there are many aspects that need further research. Reflected in the following aspects:

1. Because the places where the questionnaires are distributed are mainly concentrated in places where people are intensively exchanged, the time for participating in the survey is relatively short and rushed due to the influence of time conditions, which leads to the inaccuracy of the questionnaire.

2. It is not enough to explore the influencing factors that affect tourism satisfaction. The questionnaire analysis can only summarize some of the decisive factors that affect tourist satisfaction. For example, Chinese tourists' perception of climatic conditions, weather conditions, and other undiscovered factors when traveling to Thailand may affect tourism satisfaction. What are the reasons for the low satisfaction of tourists, we still need to investigate further.

Operation Definition of the Terms

Tourist Satisfaction

The concept of tourist satisfaction, academic scholars have different opinions. Here are a few typical points of comparison. Pizam and others compare the expected expectations of tourists' tourist destinations with their actual perceptions. This concept is widely accepted and used by the tourism academic community. Fu Quansheng (2004) gave the definition of tourist satisfaction, which is a psychological feeling, analyzing from multiple aspects, including facilities, services and other aspects. Combining the above-mentioned literature, we can define the concept of Chinese tourists' satisfaction in Thailand as a comprehensive psychological perception that Chinese tourists meet their expectations of Thailand's scenery, transportation, culture,

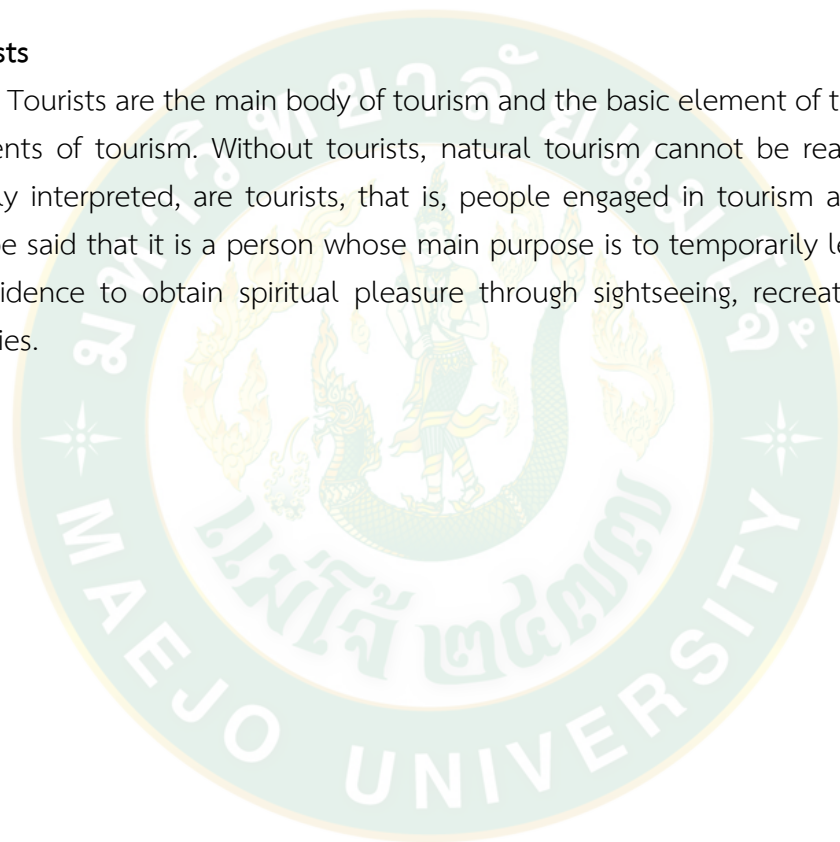
and services during their trip to Thailand.

Tourism Industry

Relying on tourism resources and facilities, it is a comprehensive industry that specializes in attracting and receiving tourists, providing them with transportation, sightseeing, accommodation, catering, shopping, and entertainment. Tourism is an industry that provides travel services to tourists based on tourism resources and tourism facilities as conditions. Also known as smoke-free industry invisible trade.

Tourists

Tourists are the main body of tourism and the basic element of the three major elements of tourism. Without tourists, natural tourism cannot be realized. Tourists, literally interpreted, are tourists, that is, people engaged in tourism activities. It can also be said that it is a person whose main purpose is to temporarily leave the place of residence to obtain spiritual pleasure through sightseeing, recreation and other activities.



CHAPTER II LITERATURE REVIEW AND RELATED RESEARCH

Theory

There has been research on customer satisfaction a long time ago, which is much earlier than the research on tourist satisfaction, and tourist satisfaction is only the extension and application of customer satisfaction in the tourism industry. The theory and methods of tourist satisfaction are mostly derived from customer satisfaction theory, so before formally introducing tourist satisfaction, in order to better understand the concept of tourist satisfaction, it is necessary to introduce customer satisfaction first.

Theory of Tourist Satisfaction

The concept of customer satisfaction (CS) originated consumer psychology research in the early 1st century. In the 1980s, the concept of consumer satisfaction was introduced into the marketing field, and customer satisfaction became one the core of marketing theories. Customer satisfaction theory is a brand-new customer satisfaction marketing orientation. It is a customer-centric value concept that breaks the traditional market share mode of enterprises. For a long time, many scholars have expounded different knowledge and understanding of the concept of customer satisfaction.

In the earliest time, the concept of tourist satisfaction is customer satisfaction. Customer satisfaction is expressed as a psychological feeling of customers after consumption or service. This feeling is buried in the psychology and has never been mentioned as a scientific and conduct scientific research on its formation mechanism. It wasn't until 1986 that American psychologists first proposed the concept of customer satisfaction that customer satisfaction officially appeared and attracted the attention of many researchers. Expectation difference theory is a typical research result of customer satisfaction. This theory believes that customers will form an expectation before they actually enter the store to consume. This expectation may come from friend recommendation, store promotion, past consumption experience etc. After receiving the service or consumption, a perceived performance will be formed. If the expectation before consumption is greater than the perceived performance after consumption, the customer will be a little disappointed and dissatisfied; if the expectation before consumption is less than the perceived performance after

consumption, the customer will be a little surprised and satisfied. This expectation difference theory laid the foundation for customer satisfaction research, and also provided a theoretical foundation for the later Oliver expectation difference model.

Tourism Motivation Theory

Travel motivation is the driving force that encourages people to travel. People will not travel for no reason. There will always be internal or external incentives. Tourism, as a mass social phenomenon, always has its own internal driving force as well as some external incentives. The internal driving force always comes from a certain intention of the tourists, while the external incentives often come from a certain attraction of tourist destinations, such as free visas in Thailand. The internal driving force produces the pushing effect, while the external inducement produces the pulling effect. This push and pull prompts people to start the journey of travel. The subjective factors of tourists, such as age, physical condition, educational background, social status, etc, will have a great impact on the satisfaction of tourist attractions, which makes the same scenic spot have completely different satisfaction evaluations for different people. As the object of tourism, the infrastructure, service quality, and natural scenery of the scenic spot are also an important aspect that determines tourist satisfaction.

Theoretical Framework

In 1989, the famous Fernell Logical Model was proposed by Dr. Cross Fernell of the University of Michigan Business School. This model is currently the most widely used and classic customer satisfaction calculation model, the ASCI is based on the method of this model. The Fernell logic model means that a series of factors such as customer expectations, post-purchase perception, and purchase price must be combined into an econometric model, which can be represented as Figure 3.

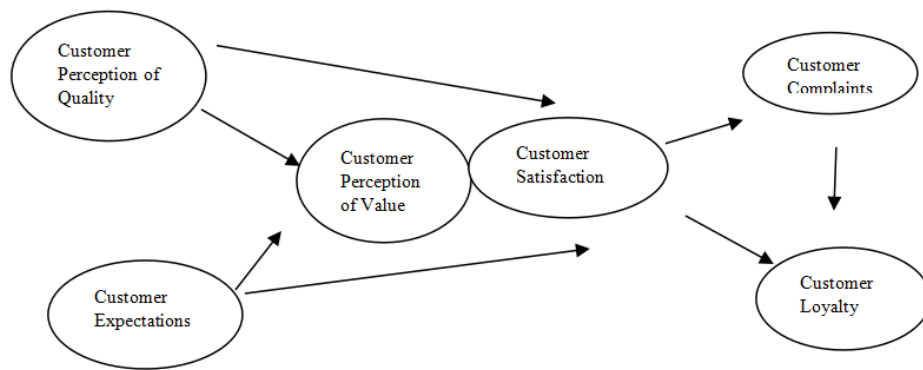


Figure 3 Fees Nile logic model

Related Study

In order to understand the research trend of Chinese tourists' travel satisfaction in Thailand, we use the "academic trend" function on HowNet, and use "visitor satisfaction" as the key word to search and analyze, and we can get the attention graph of academic attention and users on tourist satisfaction. Figure 4 is the academic attention of tourist satisfaction by CNKI.

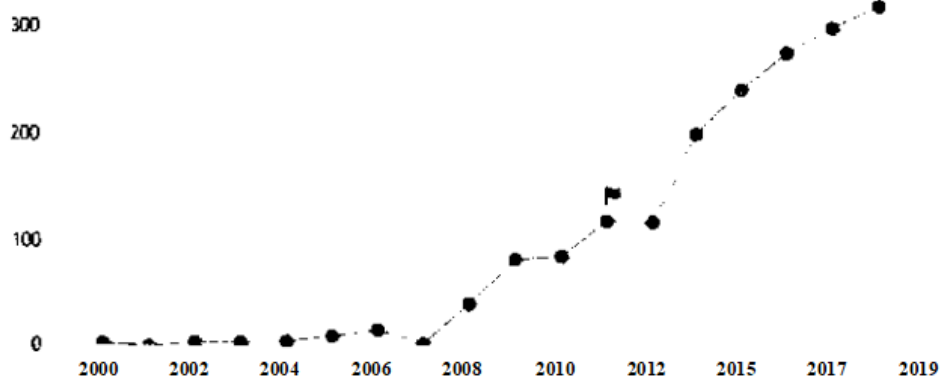


Figure 4 The academic attention of tourist satisfaction by CNKI

As shown in figure 4, in 2000 to 2008, Chinese academic circles paid less attention to tourist satisfaction, which was approximately zero; from 2008 to 2019, Chinese academic circles paid attention to tourist satisfaction sharply. This trend is also

related to actual demand. Before 2008, China's economy was in a period of rapid growth, and very few families were able to travel frequently. After 2008, the level of well-off in China has gradually improved. The people have more than enough money to travel every year. This is one of the main reasons why tourist satisfaction has gradually increased in recent years.

Overview of Domestic and Foreign Research

Tourist satisfaction has become a current research hotspot, and scholars at home and abroad have also achieved rich results in this area. This article is proposed and studied on the basis of these academic results. The following will summarize and analyze the existing literature.

Yao Yuan (2012) uses the X12-ARIMA method to study the seasonal behavior of tourists visiting Thailand. The results show that Chinese tourists to Thailand are largely affected by seasonality. Tourists are mainly concentrated in January, February and April when the temperature is suitable and there are many celebration. The article also discussed the impact of Thailand tourism's crisis on China's travel to Thailand in the past decade.

Chen Muyun (2013) studied the satisfaction of Chinese tourists to Phuket Fantasea and their willingness to revisit. The article refers to the existing literature and proposes a satisfaction evaluation system. Then, according to 407 valid questionnaires, statistical credibility analysis and correlation analysis are used, regression analysis processes the data and finds the key factors that affect tourist satisfaction and willingness to revisit, and gives relevant suggestions for improvement.

Liu Hongying (2015) and others also used the Internet to collect data. The data in the article came from travel websites such as Ctrip and Mafengwo, and used text analysis to compare visitor characteristics, travel time, motivation, preferences, consumption, and post-tour evaluations to Thailand. The satisfaction of Chinese tourists on Koh Samui was studied.

Zhong Biyun (2014) elaborated on the trend of Chinese tourists traveling to Thailand, and pointed out that Chinese tourists have already regarded Thailand as the first choice for traveling abroad. Traveling to Thailand is due to Thailand's high quality and low price, cultural identity, and safety will be placed in a very important position. If Thailand exempts China from visas, it will greatly expand the Chinese market for Thailand's tourism industry.

Pattarawadee (2014) studied the satisfaction of Chinese tourists with Phuket hotels in Thailand. The article collected 336 valid questionnaires, used structural equation modeling and the LISREL method to analyze the data, and found the main factors affecting tourist satisfaction. The results show that the overall satisfaction of tourists is good, but the satisfaction of hotel facilities is not high.

In addition, scholars have also studied the satisfaction of tourists from other countries to Thailand. For example, Boonlert Pereira (2000) studied the satisfaction of British tourists to Chiang Mai, Thailand, and then applied the frequency and average indicators in the data science to compare the 200 questionnaire was analyzed. The results show that the main factors affecting tourist satisfaction are tourist attractions, attractive factors, hotels, infrastructure, travel agencies, restaurants, and nightlife.

Anupach (2012) took the accommodation choice in Chiang Mai, Thailand as an example to study the travel behavior and satisfaction of foreign tourists. The article put forward 5 factors that affect tourist satisfaction such as price, products, market promotion, personnel and hotel distribution, etc. The statistical method in the article analyzed the 400 questionnaires, and the results show that the best influence is the personnel factor, followed by product factors, distribution factors, market promotion factors and price factors.

Conceptual Framework

Expectations-Performance Theoretical Model

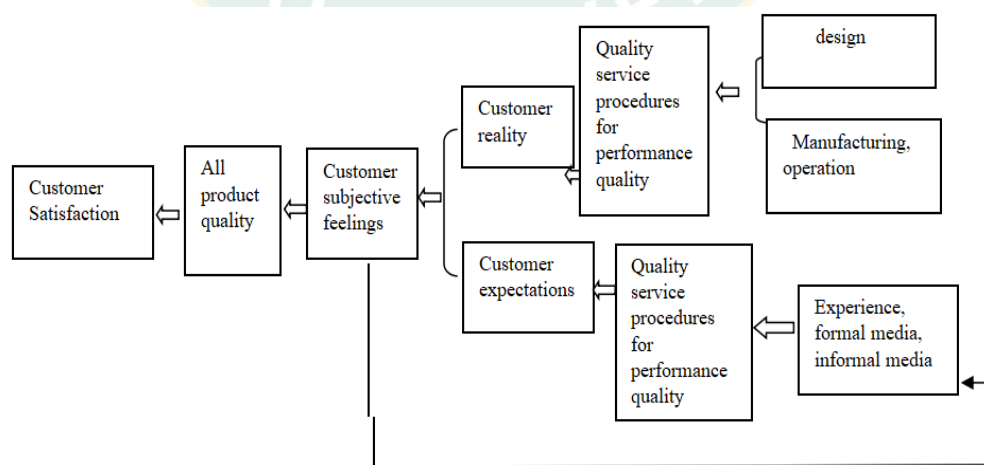


Figure 5 Expectations-Performance theoretical model

The expectation-actual performance theoretical model was proposed by the famous American scholar Richard L. Oliver in 1980. It is the most representative theoretical model reflecting customer satisfaction. This model can be more accurate and describe customer satisfaction more vividly is the most effective research model. The model he proposed is shown in Figure 5.

The criterion of the model is: before purchasing a product, consumers will have an expected expectation value for the product to be purchased, and after purchasing the product, consumers will have a feeling value for the product. Compared the feeling value with the expected expected value of the consumer. If the actual feeling value is relatively large, then the consumer is satisfied with the product, otherwise the expected expected value is relatively small, then the consumer is not satisfied

Fairness Model

With the deepening of customer satisfaction research, some scholars began to add fairness as a causal variable to customer satisfaction. They believe that customers' satisfaction with products depends not only on the comparison of actual performance and customer expectations, but also on customers' satisfaction with the fairness and reasonableness of the transaction. When customers feel that the ratio of profit and investment is the same as the corresponding ratio of product suppliers, customers will feel fair and satisfied. As the degree of fairness is higher, customers will be more satisfied accordingly. Relevant literature includes that under market conditions, customers' perceptions of product input and output are used as the judging factors of the fairness model to judge customer satisfaction and dissatisfaction with the product (Huppertzleta, 1978). Oliver completes the fairness model through empirical research. He pointed out that satisfaction is the result of comparison. Service fairness is used as a comparison standard, comparing the actual service performance with it, customers can easily get their satisfaction with the product.

Research Hypothesis

Based on the previous literature research, this article puts forward the following hypotheses:

1. Assuming that the overall satisfaction of Chinese tourists traveling to Thailand is relatively high, a large number of tourists will choose to revisit.

2. It is assumed that Chinese tourists pay the most attention to the cultural value of tourist destinations in Thailand, which is higher than the level of attention to the tourism project itself.



CHAPTER III RESEARCH METHODOLOGY

Locale of the Study

The specific locations of the questionnaires in this article are as follows:

1. Chiang Mai International Airport, Chiang Mai Railway Station rest area;
2. Wat Phra Singh, Wat Phra That Doi Suthep, Chiang Mai University, Elephant Camp" and other major attractions;
3. Nimmanhaemin Rd, Chiang Mai Gate, Tha Phae Gate and other busy areas.

Population and Sampling Procedures

In order to get closer to Chinese tourists in Chiang Mai and successfully complete the task of the questionnaire survey, questionnaires were randomly distributed to Chinese tourists at airports, stations, scenic spots, and tourist-intensive sections, and they were returned after the tourists completed the questionnaires. The distribution and recovery time of the questionnaire is from October 20, 2020 to June 30, 2021. A total of 500 questionnaires were distributed and 487 were recovered, of which 450 were valid, with an effective rate of 90%.

Variables of Measurement

The index system of this article is based on the literature on tourism satisfaction of domestic and foreign scholars such as Li Ying (2008), Lee and other (2011), combined with Chinese travel behavior abroad and the current situation of Chiang Mai tourism. When analyzing the satisfaction of Chinese tourists to Chiang Mai, we started from the three aspects of resources, products, and services to construct the project layer, and then combined the Chiang Mai tourism characteristics to subdivide the project layer into factor layers.

As shown in the table 1, the target level of the indicator system is the satisfaction of Chinese tourists to Chiang Mai. The target level is subdivided into 7 project layers. The seven project layers are transportation and communication, accommodation, catering, tourist attractions, tourism shopping, tourism environment, tourism management; subdivide each project layer into 43 factor layers.

The innovation of this indicator system lies in the following aspects:

1. Regard communication factors as an indicator and subdivide traffic factors. Generally speaking, the communication factor is not particularly emphasized when traveling in the country, but when traveling abroad, the domestic calling card does not support foreign services, so this is particularly important. Another point is to subdivide traffic into traffic price, comfort, convenience, safety, etc.

2. Emphasize the characteristics of Thai catering and the convenience of catering in catering; increase market order and product abundance in tourism shopping; increase the protection of natural environment and entertainment diversity in tourism environment.

3. Reflect the characteristics of Thailand's tourism, adding tourist characteristic perception items, and the corresponding factors show the characteristics of Chiang Mai such as Muay Thai, Chiang Mai University, Buddhism, elephants, night markets, SPA, and Thai architecture.

4. Add a tourism management perception project. In this project, the problems encountered by Chinese traveling abroad to Chiang Mai are listed, such as public toilets, medical treatment, language support, consultation and complaints, immigration, etc. These problems have great influence on tourism satisfaction, and the evaluation should be done separately.

Table 1 Index system of satisfaction of Chinese tourists to Chiang Mai

Target	Project layer	Factor layer
Satisfaction of Chinese tourists to Chiang Mai	Traffic and communication perception	Communication convenience
		Traffic comfort
		Traffic safety
	Accommodation perception	Accommodation price
		Accommodation sanitation
		Room layout
		Guestroom infrastructure
		Staff service quality
		Dining perception
	Dining perception	Food prices
		Thai Dining Features
		Food hygiene
		Dining convenience
		Staff service quality

Table 1 (Continued)

Target	Project layer	Factor layer
	Tourist characteristic perception	Muay Thai Chiang Mai University Elephant show Buddhist culture Chiang Mai Night Bazaar Thai architecture SPA Experience Traditional festival celebration Hospitality of local residents
	Tourism shopping perception	Commodity price Product quality Market Order Product richness Staff service quality
	Tourism environment perception	Attractions Features Environmental sanitation Entertainment diversity Degree of protection of the natural Consumption environment Temperature The overall atmosphere of the scenic spot
	Tourism environment perception	Local social order Street signs and signs Public toilet convenience Tourist consultation and complaint handling Immigration service Language support service Medical convenience

Research Instrument

In the process of studying the satisfaction of Chinese tourists to Thailand, this paper makes a case study based on the current situation of tourism in Chiang Mai. In this paper, data collection is achieved by issuing questionnaires. Next, a large number of data collected will be pre-analyzed, and the authenticity of the questionnaire data will be discussed. This chapter will combine the relevant theoretical knowledge and analyze the collected data through the data analysis software SPSS 18.0.

The data obtained through the questionnaire cannot be directly used for analysis and calculation. First of all, we need to test the reliability and validity of the data. Only the data that pass the test is objective, otherwise the data may have bias and cannot objectively reflect the real things. Therefore, it is necessary to test the reliability and validity of the questionnaire data. In order to test the validity of the questionnaire, it is necessary to conduct a pre-test before actual use.

Pretesting of the Instrument

In this study, an undeclared pre-test was used, and respondents were not told that it was a pre-test. The investigation is as if it were actually conducted. This type of pre-testing allows the selection of inspection analysis and the standardization of surveys (Converse and Presser, 1986). According to Narins (1999), It's hard to say how many participants are involved in each prediction. A rule of thumb is a sample of 25 to 75 for large-scale research. In "Make the Healthy Communication Program Work, there is a chapter that discusses planning and pre-testing. It mentions that in pre-testing, the sample size should be large enough, but confidence in a series of opinions should be given to the sample. A reasonable and sufficient sample size is a typical target audience of 500 participants. Based on the references in this study, a pre-test process for 500 participants will be obtained.

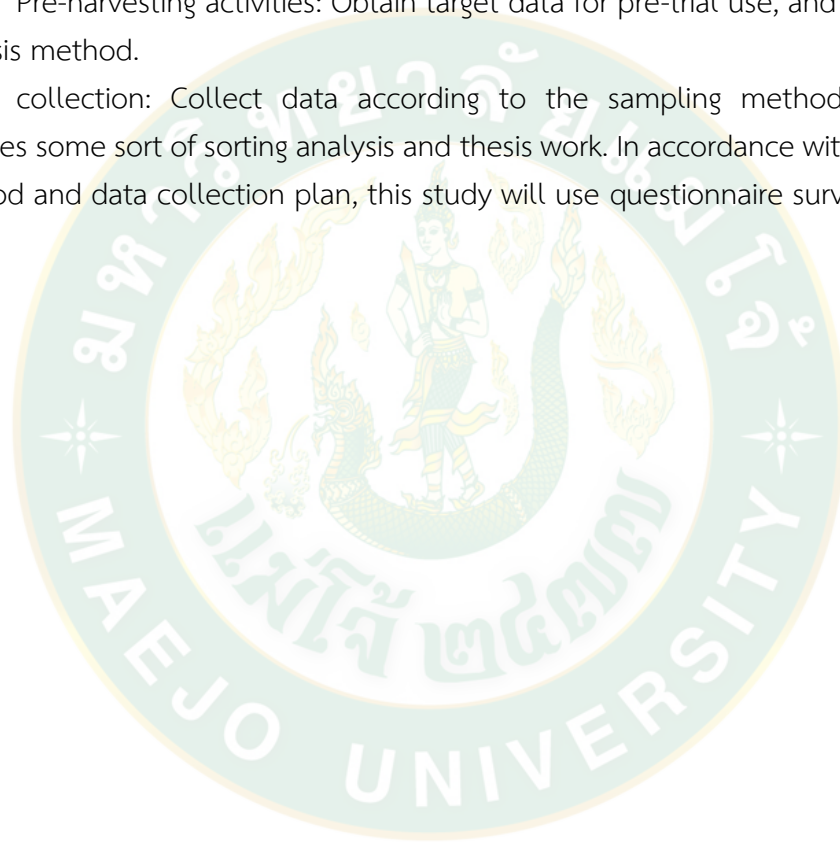
This study will use confirmation factor analysis to test the reliability and validity. In confirmatory factor analysis, Cronbach' salpha is used to measure the reliability of two or more structural indicators. In addition, in confirmatory factor analysis, in order to test the validity of the measurement model, the number of indicators is helpful to us. For example, in confirmatory factor analysis, the factor loading latent variable should be greater than 0.7.

Data Gathering

Data collection is a term used to describe the process of preparing and collecting data. For example, as part of a process improvement or similar project, the purpose of data collection is to obtain information, record it, make decisions on important issues, and pass the information to others (Weller & Romney, 1988). First, the data is collected to provide information on specific topics. The data collection plan in this study will include the following activities:

Pre-harvesting activities: Obtain target data for pre-trial use, and determine the analysis method.

collection: Collect data according to the sampling method. Now found: Involves some sort of sorting analysis and thesis work. In accordance with the sampling method and data collection plan, this study will use questionnaire surveys.



CHAPTER IV EMPIRICAL RESEARCH PROCESS

With the development of tourism in Thailand, China has become the largest tourist source country in Chiang Mai tourism market, but there are still some problems to be solved in the process of tourism development in Chiang Mai, and there is still room for Chinese tourists to improve their satisfaction with Chiang Mai tourism. This chapter analyzes the questionnaire data, and then uses the fuzzy comprehensive evaluation method and IPA method to find out the shortcomings of Chiang Mai tourism, so as to provide reference for the development of tourism to Chiang Mai.

Distribution and Recovery of Questionnaires

The specific distribution places of this questionnaire are as follows:

1. Rest area of Chiang Mai International Airport and Chiang Mai railway station;
2. Wat Phra Singh, Wat Phra That Doi Suthe, Chiang Mai University, Elephant Camp and other major scenic spots;
3. Nimmanhaemin Rd, Chiang Mai Gate, Tha Phae Gate and other busy sections;

In order to shorten the distance with Chinese tourists in Chiang Mai, questionnaires are randomly distributed to Chinese tourists at the airport, stations, scenic spots and tourist concentration sections, and collected after the tourists finish the questionnaire. The distribution and recovery time of the questionnaire is from October 20, 2020 to June 30, 2021. A total of 500 questionnaires were distributed and 487 were recovered, of which the number of effective questionnaires was 450, and the effective rate was 90%.

Basic Information Statistics of the Questionnaire

‘In order to ensure the authenticity of the survey results of the questionnaire, we chose the places where Chinese people gathered in Chiang Mai, that is, famous scenic spots, markets, airports, stations and the Thai Embassy in China. Before the survey, the author will confirm that the respondents have indeed been to Chiang Mai. In order to ensure the smooth progress of the questionnaire survey, the questionnaire will usually be done where tourists rest, and the tourists will receive a

small souvenir who fill in the questionnaire.

A total of 500 questionnaires were distributed and 487 questionnaires were recovered. Because some of the recovered questionnaires were not filled in or unqualified, the number of valid questionnaires was 450. Firstly, the relevant descriptive statistical information of the data is given.

1. Statistics on gender of Chinese tourists to Chiang Mai. Table 2 shows the statistical results of gender of Chinese tourists to Chiang Mai.

Table 2 Statistics on gender of Chinese tourists to Chiang Mai

Gender	Number of people	Percentage (%)
Male	141	31.2
Female	309	68.8

According to table 2, the statistics on gender of Chinese tourists to Chiang Mai can be obtained, as shown in Figure 6.

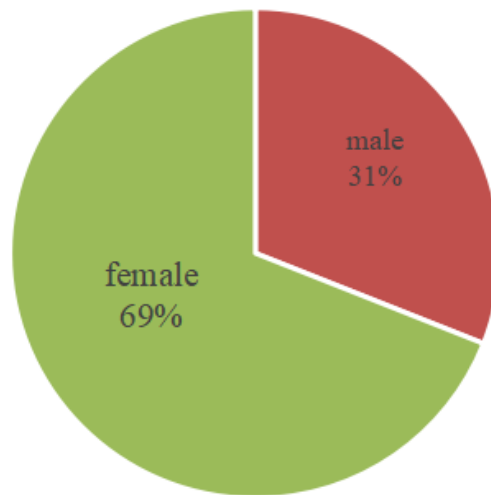


Figure 6 Statistics on gender of Chinese tourists to Chiang Mai

It can be seen from table 2 and figure 6 that female tourists are more than twice as many as male tourists, which shows that the tourists to Chiang Mai are mainly women, and women prefer to travel to Chiang Mai than men.

2. Statistics on age of Chinese tourists to Chiang Mai. Table 3 shows the statistical results of age of Chinese tourists to Chiang Mai.

Table 3 Statistics on age of Chinese tourists to Chiang Mai

Age	Number of people	Percentage (%)	Cumulative frequency (%)
Under 14 years old	4	0.8	0.8
15-24 years old	34	7.6	8.4
25-34 years old	139	30.8	39.2
35-44 years old	81	18.0	57.2
45-60 years old	151	33.6	90.8
Over 60 years old	41	9.2	100.0
Total	450	100	100

According to table 3, the statistics on age of Chinese tourists to Chiang Mai can be obtained, as shown in Figure 7.

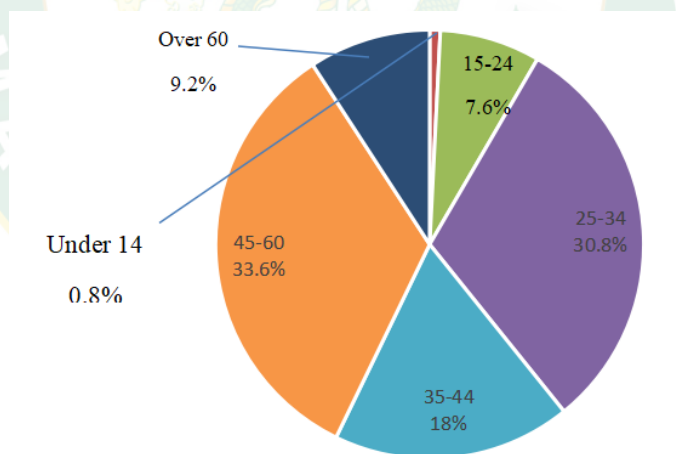


Figure 7 Statistics on age of Chinese tourists to Chiang Mai

From table 3 and Figure 7, tourists to Chiang Mai are of all ages but they are mainly concentrated in the age of 25-60, with a total of 371 people. The number of tourists aged 45-60 is the largest, with a total of 151 people, accounting for one third. This is because that they have a stable income and are more interested in traveling abroad to Chiang Mai, and they are also vulnerable to the influence of the film *Lost in Thailand*.

3. Statistics on educational background of Chinese tourists to Chiang Mai. Table 4 shows the statistical results of educational background of Chinese tourists to Chiang Mai.

Table 4 Statistics on educational background of Chinese tourists to Chiang Mai

Education level	Number of people	Percentage (%)	Cumulative frequency (%)
Junior high school and below	40	8.8	8.8
High school and technical secondary school	97	21.6	30.4
Junior college	166	36.8	67.2
Undergraduate	131	29.2	96.4
Postgraduate and above	16	3.6	100
Total	450	100	100

According to table 4, the statistics of educational background of Chinese tourists to Chiang Mai is obtained, as shown in Figure 8.

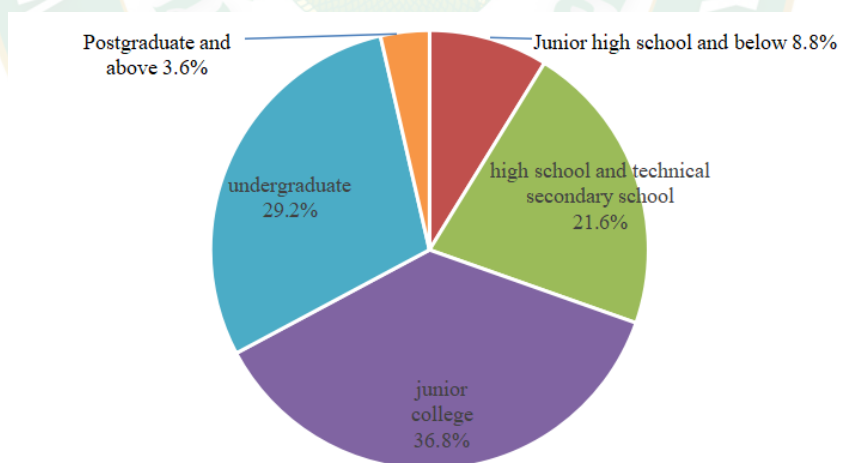


Figure 8 Statistics on educational background of Chinese tourists to Chiang Mai

It can be seen from table 4 and figure 8 that about 70% of tourists have junior college degree or above. The number of tourists with junior college degree is the largest and the number of tourists with undergraduate degree is slightly less, which

can show the characteristics of highly educated tourists to Chiang Mai.

4. Statistics on career of Chinese tourists to Chiang Mai. Table 5 shows the statistical results of Chinese tourists' occupations in Chiang Mai.

Table 5 Statistics on career of Chinese tourists to Chiang Mai

Occupation	Number of people	Percentage (%)	Cumulative frequency (%)
Student	40	8.8	8.8
Teacher/Scientific research workers	14	3.2	12.0
Farmer	58	12.8	24.8
Freelancer	2	0.4	25.2
Retiree	122	27.2	52.4
Civil servant	11	2.4	54.8
Ordinary employees of enterprises	185	41.2	96.0
Enterprise managers	7	1.6	97.6
Professionals	4	0.8	98.4
Others	7	1.6	100.0
Total	450	100	100

According to table 5, the statistics on career of Chinese tourists to Chiang Mai is obtained, as shown in Figure 9.

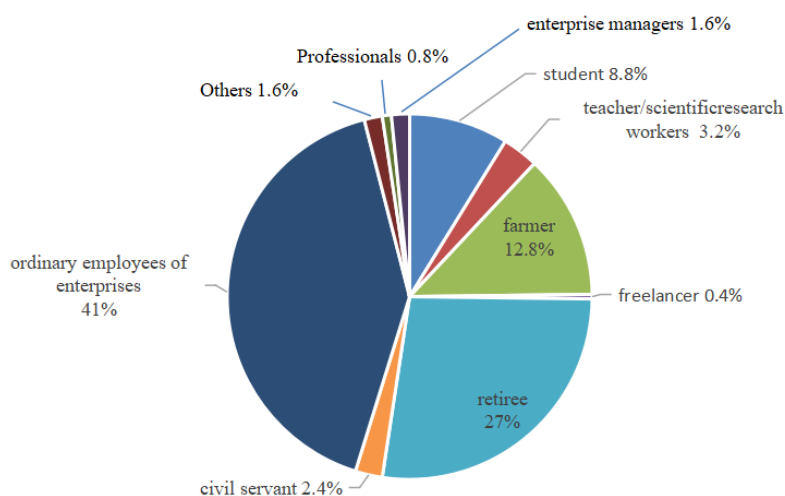


Figure 9 occupation statistics of Chinese tourists to Chiang Mai

It can be seen from table 5 and figure 9 that ordinary employees of enterprises travel to Chiang Mai the most, followed by retirees, farmers and students. This shows that the cost of tourism in Chiang Mai is not expensive. Ordinary employees, farmers and retirees can afford it. These tourists also have more time.

5. Statistics on marital status of Chinese tourists to Chiang Mai. Table 6 shows the statistical results of marital status of Chinese tourists to Chiang Mai.

Table 6 Statistics on marital status of Chinese tourists to Chiang Mai

Marital status	Number of people	Percentage (%)
married	265	58.8
unmarried	185	41.2

According to table 6, the statistics on marital status of Chinese tourists to Chiang Mai is obtained, as shown in Figure 10.

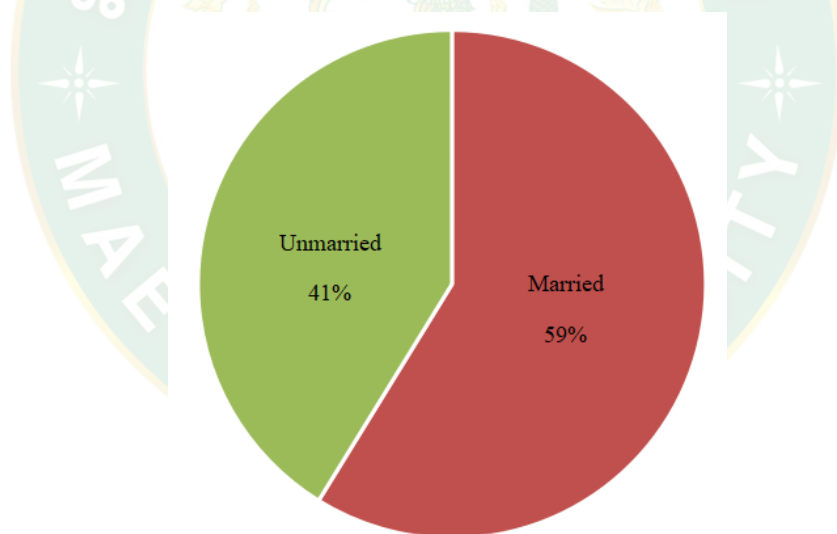


Figure 10 Statistics on marital status of Chinese tourists to Chiang Mai

It can be seen from table 6 and figure 10 that the number of married tourists is more than that of unmarried tourists. This is mainly because the husband and wife are more willing to travel after marriage, and most of the married people are over 25 years old and have their own stable income.

6. Statistics on income of Chinese tourists to Chiang Mai. Table 7 shows the statistical results of monthly salary income of Chinese tourists to Chiang Mai.

Table 7 Statistics on monthly salary income of Chinese tourists to Chiang Mai

Monthly wage income	Number of people	Percentage (%)	Cumulative frequency (%)
Under 1000 yuan	49	10.8	10.8
1000-3000 yuan	72	16.0	26.8
3000-5000 yuan	210	46.8	73.6
5000-7000 yuan	90	20.0	93.6
7000-9000yuan	22	4.8	98.4
Above 9000 yuan	7	1.6	100.0
Total	450	100	100.0

According to table 7, the statistics on monthly salary income of Chinese tourists to Chiang Mai is obtained, as shown in Figure 11.

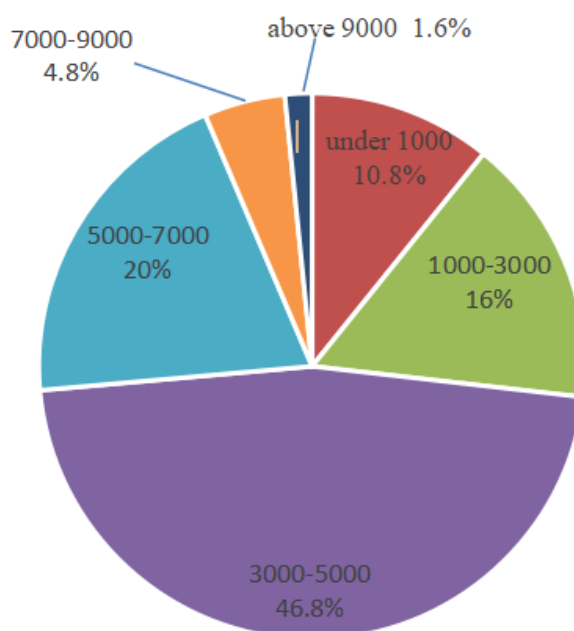


Figure 11 Statistics on monthly salary income of Chinese tourists to Chiang Mai

It can be seen from table 7 and figure 11 that tourists with income of 3000-5000 account for the largest proportion, while tourists with income of 5000-7000 and tourists with income of 1000-3000 account for a little less. This statistical result shows that most tourists to Thailand have medium income, and the consumption of Chiang Mai tourism meets the expectations of such tourists.

7. Statistics on days of stay of Chinese tourists to Chiang Mai. Table 8 shows the statistical results of days of stay of Chinese tourists to Chiang Mai.

Table 8 Statistics on days of stay of Chinese tourists to Chiang Mai

Days of stay	Number of people	Percentage (%)	Cumulative frequency (%)
1 day	132	29.2	29.2
2-3 days	207	46.0	75.2
3-4 days	77	17.2	92.4
4-7 days	27	6.0	98.4
Above 7 days	7	1.6	100.0
Total	450	100.0	100

According to table 8, the statistics on days of stay of Chinese tourists to Chiang Mai is obtained, as shown in Figure 12.

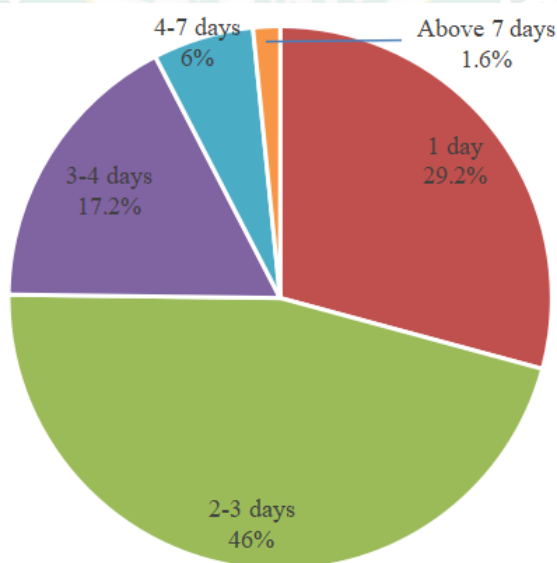


Figure 12 Statistics on days of stay of Chinese tourists to Chiang Mai

It can be seen from table 8 and figure 12 that Chinese tourists stay in Chiang Mai for 1-4 days, of which nearly half are tourists for 2-3 days. Therefore, tourism managers should arrange the best itinerary for tourists according to their stay time and show the best side of Chiang Mai to tourists.

8. Statistics on travel modes of Chinese tourists to Chiang Mai Table 9 shows the statistical results of travel modes of Chinese tourists to Chiang Mai.

Table 9 Statistics on travel modes of Chinese tourists to Chiang Mai

Travel mode	Number of people	Percentage (%)	Cumulative frequency (%)
Travel alone	9	2.0	2.0
Travel with families or friends	148	32.8	34.8
Join a travel agency	293	65.2	100.0
Total	450	100.0	100.0

According to table 9, the statistics on travel modes of Chinese tourists to Chiang Mai is obtained, as shown in Figure 13.

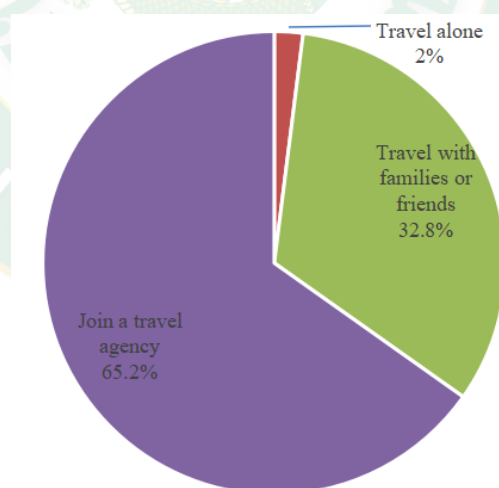


Figure 13 Statistics on travel modes of Chinese tourists to Chiang Mai

It can be seen from table 9 and figure 13 that the number of people participating in travel agencies traveling to Chiang Mai is the largest, accounting for 65.2%, followed by traveling with families or friends, and few tourists travel alone. This is mainly because it is cheaper to travel with a group, and travel agency can help

solve various problems such as visa and language barrier. In view of this feature, tourism managers should strengthen the management of travel agencies, prevent travel agencies from forcing tourists to shop and charging for many times, and improve tourist satisfaction to the greatest extent.

9. Statistics on the main ways for Chinese tourists to obtain information in Chiang Mai. Table 10 shows the statistical results of the main ways for Chinese tourists to obtain information in Chiang Mai.

Table 10 Statistics on the main ways for Chinese tourists to obtain information in Chiang Mai

Ways to obtain information	Number of people	Percentage (%)
Internet	122	27.2
Film/TV	140	31.2
Relatives and friends	59	13.2
Travel agency	85	18.8
Books and magazines	36	8.0
Radio broadcast	6	1.2
Other ways	2	0.4
Total	450	100

According to table 10, the statistics on the main ways for Chinese tourists to obtain information in Chiang Mai is shown in Figure 14.

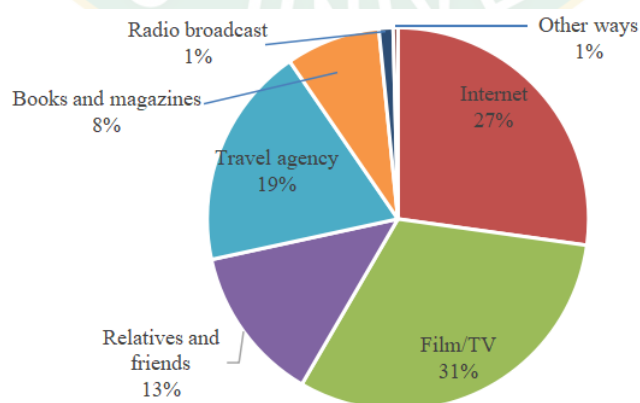


Figure 14 Statistics on the main ways for Chinese tourists to obtain information in Chiang Mai

It can be seen from table 10 and figure 14 that nearly one third of tourists learned about Chiang Mai from movies and television. It also shows that Lost in Thailand has played a great role in promoting Chinese tourists to Chiang Mai. In addition, more information is obtained from the network, travel agencies, relatives and friends, so the management of network information and travel agencies should be strengthened to make it easier for tourists to obtain information on the Internet, and travel agencies should also devote more efforts to propagating.

10. Statistics on main purposes of Chinese tourists to Chiang Mai. Table 11 shows the statistical results of the main purposes of Chinese tourists to Chiang Mai.

Table 11 Statistics on main purposes of Chinese tourists to Chiang Mai

Main purpose	Number of people	Percentage (%)
Recuperation and fitness	4	0.8
Shopping/food	113	25.2
Business trip	7	1.6
Visit relatives and friends	9	2.0
Experience Buddhist culture	74	16.4
Relax	227	50.4
Thai massage	13	2.8
Other purposes	3	0.8
Total	450	100

According to table 11, the statistics on main purposes of Chinese tourists to Chiang Mai is obtained, as shown in Figure 15.

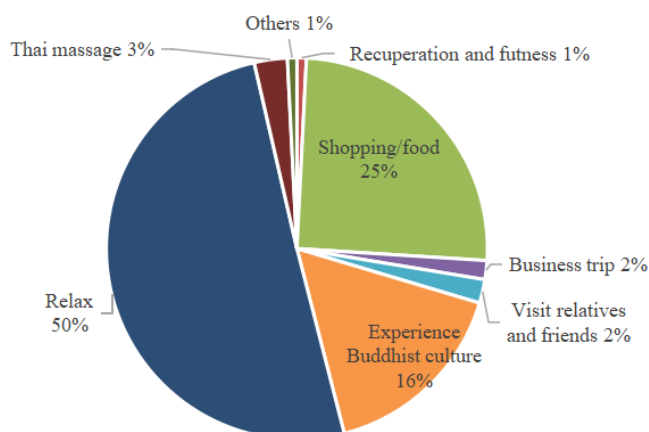


Figure 15 Statistics on main purposes of Chinese tourists to Chiang Mai

It can be seen from table 11 and figure 15 that about half of the tourists come to Chiang Mai for leisure, nearly a quarter of the tourists come for shopping and delicious food, and Buddhism also attracts quite a few tourists, which shows that the main purpose of tourists to Chiang Mai is to eat, drink and have fun, which requires the managers to adjust the tourism management strategy according to the needs of Chinese tourists.

11. Statistics on whether Chinese tourists to Chiang Mai will revisit. Table 12 shows the statistical results of whether Chinese tourists to Chiang Mai will revisit.

Table 12 Statistics on whether Chinese tourists to Chiang Mai will revisit

Revisit or not	Number of people	Percentage (%)
Yes	335	74.4
No	45	10.0
Not sure	70	15.6
Total	450	100

According to table 12, the statistics on whether Chinese tourists to Chiang Mai will revisit is obtained, as shown in Figure 16.

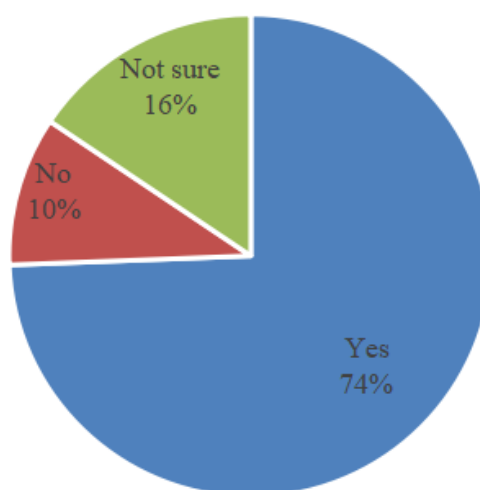


Figure 16 Statistics on whether Chinese tourists to Chiang Mai will revisit

It can be seen from table 12 and figure 16 that most tourists are willing to revisit, which shows that the travel to Chiang Mai has brought them a good

impression, but 10% of tourists will not revisit. These tourists may still be dissatisfied with some aspects of Chiang Mai. It is necessary for tourism managers to understand the real demands of these tourists.

12. Statistics on whether Chinese tourists to Chiang Mai will recommend it to friends or relatives. Table 13 shows the statistical results of whether Chinese tourists to Chiang Mai will recommend it to relatives and friends.

Table 13 Statistics on whether Chinese tourists to Chiang Mai will recommend it to friends or relatives

Recommend it to relatives or not	Number of people	Percentage (%)
Yes	335	74.4
No	27	6.0
Not sure	88	19.6
Total	450	100

According to table 13, the statistics on whether Chinese tourists to Chiang Mai will recommend it to friends or relatives is obtained, as shown in Figure 17.

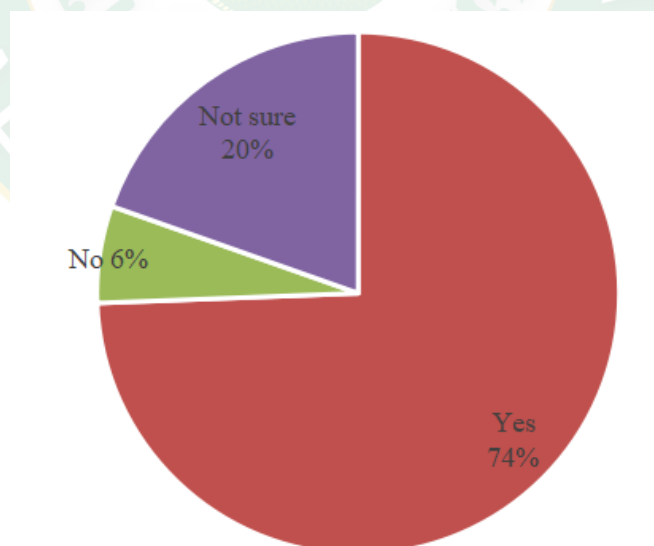


Figure 17 Statistics on whether Chinese tourists to Chiang Mai will recommend it to friends or relatives

It can be seen from table 13 and figure 17 that most tourists still recommend Chiang Mai to their friends, which shows that tourists feel good about Chiang Mai.

13. Statistics on overall satisfaction of Chinese tourists to Chiang Mai, Thailand. Table 14 shows the statistical results of the overall satisfaction of Chinese tourists to Chiang Mai, Thailand.

Table 14 Statistics on overall satisfaction of Chinese tourists to Chiang Mai, Thailand

Overall satisfaction	Number of people	Percentage (%)
Very satisfied	265	58.8
Satisfied	151	33.6
Just so so	23	5.2
Not very satisfied	7	1.6
Very dissatisfied	4	0.8
Total	450	100

According to table 14, the statistics on overall satisfaction of Chinese tourists to Chiang Mai, Thailand is obtained, as shown in Figure 18.

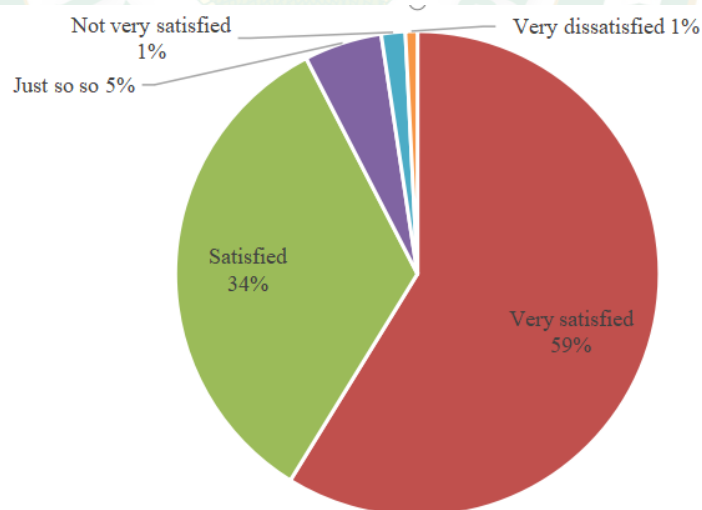


Figure 18 Statistics on overall satisfaction of Chinese tourists to Chiang Mai, Thailand

It can be seen from table 14 and figure 18 that the proportion of tourists satisfied and very satisfied accounts for about 93%, which shows that most tourists

are satisfied with Chiang Mai tourism and Chiang Mai is still doing well in tourism.

14. Statistics on where are the Chinese tourists to Chiang Mai from. Table 15 shows the statistical results of where are the Chinese tourists to Chiang Mai from.

Table 15 Statistics on where are the Chinese tourists to Chiang Mai from

Where are they from	Number of people	Percentage (%)	Cumulative frequency (%)
Inner Mongolia Autonomous region	2	0.40	0.40
Sichuan	65	14.40	14.80
Yunnan	49	10.80	25.60
Guangxi Zhuang Autonomous Region	41	9.20	34.80
Hunan	27	6.00	40.80
Shanxi	5	1.20	42.00
Hebei	11	2.40	44.40
Jilin	4	0.80	45.20
Hubei	20	4.40	49.60
Guangdong	32	7.20	56.80
Guizhou	13	2.80	59.60
Jiangxi	25	5.60	65.20
Henan	23	5.20	70.40
Shanxi	2	0.40	70.80
Shandong	28	6.40	77.20
Liaoning	4	0.80	78.00
Anhui	9	2.00	80.00
Fujian	20	4.40	84.40
Jiangsu	16	3.60	88.00
Zhejiang	25	5.60	93.60
Chongqing	16	3.60	97.20
Beijing	4	0.80	98.00
Tianjin	2	0.40	98.40
Shanghai	7	1.60	100.00

According to table 15, the statistics on where are the Chinese tourists to Chiang Mai from is obtained, as shown in Figure 19.

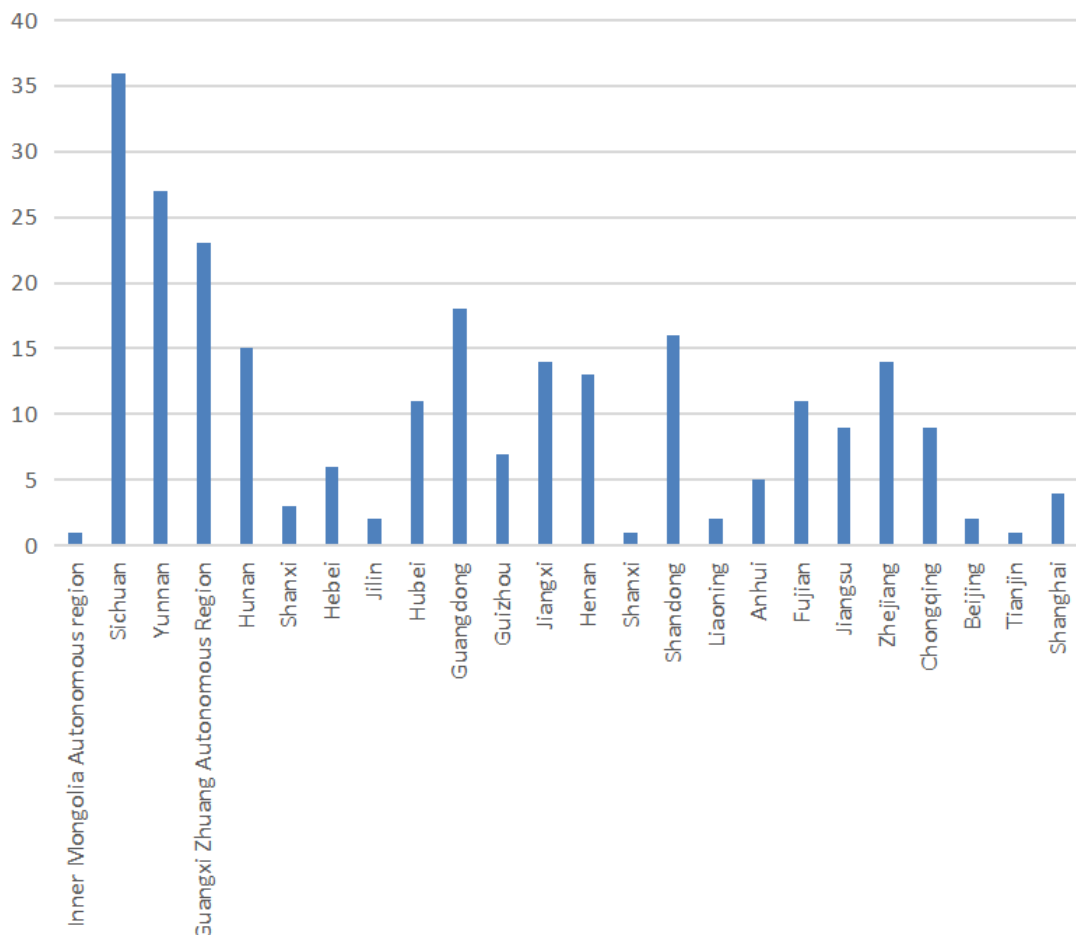


Figure 19 Statistics on where are the Chinese tourists to Chiang Mai from

It can be seen from table 15 and figure 19 that there are more tourists in Sichuan, Yunnan, Guangxi, Guangdong and Jiangxi. This is because these places are relatively close to Chiang Mai, which makes it convenient to travel and understand Chiang Mai. Jiangsu and Zhejiang are rich, with convenient transportation and a large number of people. The number of people in Inner Mongolia, the three northeastern provinces and Tianjin in northern China is few, which is due to the distance and the publicity may not be enough. In addition, there are relatively more tourists to Chiang Mai from provinces and cities with Thai Embassy in China, such as Shandong, Shaanxi, Yunnan, Guangzhou and Beijing. This is because it is convenient for tourists to apply for visas.

Reliability and Validity Test of the Questionnaire

In the process of studying the satisfaction of Chinese tourists to Thailand, this paper makes a case analysis combined with the current situation of tourism in Chiang Mai. This paper realizes data collection by issuing questionnaires. Next, a large amount of data collected will be pre analyzed and the authenticity of the questionnaire data will be discussed. This chapter will analyze the collected data in combination with relevant theoretical knowledge and through the data analysis software SPSS 18.0.

The data obtained through the questionnaire cannot be directly used for analysis and calculation. First, the reliability and validity of the data need to be tested. Only the tested data is objective, otherwise the data may have deviation and cannot objectively reflect the real things. Therefore, it is necessary to test the reliability and validity of the questionnaire data.

Reliability refers to the consistency or stability level of measurement results. Cronbach's coefficient is generally used for reliability test. The closer the α coefficient is to 1, the higher the reliability value. If the α coefficient is greater than or equal to 0.7, it belongs to high reliability. The α coefficient between 0.35-0.7 is general. If the α coefficient is less than 0.35, it belongs to low reliability. Moreover, if the CITC (corrected item total correlation) value of the item is less than 0.5, the item will be deleted.

Validity means that the measurement tool can correctly measure the problem to be studied. Validity generally includes content validity, criterion validity and construct validity. Among them, construct validity is used more. Construct validity refers to the degree to which the measurement tools can measure the concept or characteristics of the theory. For the validity test, this paper mainly uses test construct validity.

Reliability Test of Questionnaire

The reliability or consistency of the data obtained from the questionnaire, that is, the reliability here. The level of reliability is closely related to the design of questionnaire and the way of data collection. If the setting of questionnaire items is unreasonable and more questions are easy to get higher scores, so the reliability coefficient will become relatively low. There are many methods to check reliability, such as test-retest reliability method, half reliability method, α coefficient method, where α coefficient method is the most common method to check the reliability of

questionnaire.

We use α coefficient method to check the consistency of the questionnaire data. The full name of α coefficient method is Cronbach consistency coefficient. It overcomes the shortcomings of existing methods and is the most widely used reliability check method in statistics. Generally, when α is 0.8, the reliability of the questionnaire is the best, and 0.7-0.8 is an acceptable range. Even general exploratory research must be guaranteed that α is bigger than 0.6.

Table 16 reliability corresponding to Cronbach's α

Cronbach's α	reliability
$\alpha > 0.9$	Excellent (High-Stakes testing)
$0.7 < \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 < \alpha < 0.7$	Acceptable
$0.5 < \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

The calculation formula of α coefficient method can be expressed as:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k \sigma_i^2}{\sigma^2} \right)$$

K: number of questions in the questionnaire;

σ_i^2 : the variance of the survey data in question i;

σ^2 : variance of all survey data;

The following is the reliability analysis of the data collected by the questionnaire using SPSS 18.0 Chinese version, and the reliability analysis results in table 17 and table 18 are obtained:

Table 17 Summary of observations processed

		N	%
Observed value	Effective	250	100.0
	Excluded	0	0
	Total	250	100.0

Table 18 Factor layer Cronbach consistency check

Factor	Cronbach's Alpha	Number of terms
Traffic and communication perception	0.783	5
Accommodation perception	0.548	5
Catering perception	0.563	5
Tourists' perception of tourism characteristics	0.636	9
Tourism shopping perception	0.497	5
Tourism environment perception	0.457	7
Tourism management perception	0.478	7
Total	0.826	43

It can be seen from table 18 that six of the seven dimensions α value is lower than 0.7, but the overall dimension is greater than 0.8. Therefore, starting from the Cronbach consistency coefficient, it can be considered that the statistical data can be further tested by factor analysis, and the original classification can be adjusted.

Comprehensive Evaluation of Tourist Satisfaction

Because there are many indicators to be considered in the process of tourism satisfaction evaluation, in order to evaluate the satisfaction more objectively and accurately, it is necessary to establish a mathematical model that can reflect the problem from many aspects and angles. According to the fuzzy comprehensive evaluation method mentioned in this paper, it can be simple, convenient, multi-level and multi angle evaluation.

Through the analysis in Section 4.3, we reclassify 43 problems into 5 categories, including primary indicators of transportation, culture, service, environment and facilities. The secondary indicators are shown in table 19.

Table 19 Primary indicators and secondary indicators

Factor	Primary indicators	Secondary indicators
	Transportation	Communication convenience Traffic comfort Traffic safety Traffic convenience Ride / flight price
	Service	Room service quality Catering hygiene Catering convenience Catering service quality Commodity abundance Service quality of shopping malls Street signs and signs Convenience of public toilets Tourist consultation and complaint handling Immigration Services Language support services Medical convenience
	Facilities	Guest room infrastructure Local social order Market order Accommodation price Accommodation sanitation Guest room layout Catering price Thai catering features Commodity price Commodity quality

Table 19 (Continued)

Factor	Primary indicators	Secondary indicators
	Environment	Scenic spot features Environmental Health Entertainment diversity Degree of protection of natural environment Consumption environment Air temperature Overall atmosphere of the scenic spot
	Culture	Thai boxing ChiangMai University Elephant Show Buddhist culture Chiang Mai night market Thai architecture Spa experience Traditional festival celebrations Hospitality of local residents

According to the categories in the above table, five factors of transportation, service, facilities, environment and culture are selected as the factor evaluation set $u = (u_1, u_2, u_3, u_4, u_5) = (\text{environmental culture of transportation service facilities})$. According to the branches fed back in the statistical questionnaire, it can be used to represent the proportion of each index. The subjective evaluation set in this paper is $v = (v_1, v_2, v_3, v_4, v_5) = (1, 2, 3, 4, 5)$.

Firstly, the primary factors are evaluated and analyzed. According to the data fed back in the questionnaire, the score of each factor can be obtained after sorting. After normalization, it can be transformed into membership. Taking traffic factors as an example, it includes five secondary indicators, such as communication convenience, traffic comfort, traffic safety, traffic convenience and ride /opportunity price, which can be obtained after statistics. According to the questionnaire, the number of people with each score is counted to obtain tables 4.21-4.25, and then these tables are normalized to obtain tables 4.26-4.30, and then the membership matrix R_1-R_2 is extracted. The scoring of secondary indicators in traffic factors is shown in table 20.

Table 20 Scores of the traffic situation in the secondary indicators factors

Index	Score				
	Score 1	Score 2	Score 3	Score 4	Score 5
Communication convenience	0	2	72	101	75
Traffic comfort	0	8	87	121	34
Traffic safety	2	27	106	86	29
Traffic convenience	1	28	85	91	45
Ride / Flight price	1	14	107	82	46

The scoring of secondary indicators in service factors is shown in table 21.

Table 21 Scores of the service factor in the secondary indicators Factors

Index	Score				
	Score 1	Score 2	Score 3	Score 4	Score 5
Room service quality	0	15	98	97	40
Catering hygiene	0	15	88	111	36
Catering convenience	0	13	75	122	40
Catering service quality	0	4	76	117	53
Commodity abundance	0	13	80	116	41
Service quality of shopping malls	0	14	88	115	33
Street signs and signs	1	14	100	99	36
Convenience of public toilets	3	15	81	106	45
Tourist consultation and complaint handling	0	15	112	92	31
Immigration Services	0	23	88	103	36
Language support services	1	39	126	69	15
Medical convenience	0	12	67	127	44

The scoring of secondary indicators in facility factors is shown in table 22.

Table 22 Scores of the facility factor in the secondary indicators

Index	Score				
	Score 1	Score 2	Score 3	Score 4	Score 5
Guest room infrastructure	0	15	77	116	42
Local social order	0	11	98	99	42
Market order	3	15	111	96	25
Accommodation price	1	9	85	107	48
Accommodation sanitation	1	9	84	110	46
Guest room layout	1	15	78	102	54
Catering price	0	10	92	100	48
Thai catering features	1	8	52	113	76
Commodity price	2	8	97	104	39
Commodity quality	0	16	85	111	38

The scoring of secondary indicators in environmental factors is shown in table 23.

Table 23 Scores of the environmental factor in the secondary indicators

Index	Score				
	Score 1	Score 2	Score 3	Score 4	Score 5
Scenic spot features	0	4	58	92	96
Environmental Health	0	16	82	97	55
Entertainment diversity	3	16	87	97	47
Degree of protection of natural environment	0	16	83	97	54
Consumption environment	1	7	83	112	47
Air temperature	6	19	105	78	42
Overall atmosphere of the scenic spot	0	8	60	121	61

The scoring of secondary indicators in cultural factors is shown in table 24.

Table 24 Scores of the cultural factor in the secondary indicators

Index	Score				
	Score 1	Score 2	Score 3	Score 4	Score 5
Thai boxing	3	25	113	69	40
ChiangMai University	0	2	97	82	69
Elephant Show	0	9	56	108	77
Buddhist culture	0	10	57	92	91
Chiang Mai night market	0	5	71	119	55
Thai architecture	0	9	68	100	73
Spa experience	0	4	72	91	83
Traditional festival celebrations	0	8	69	102	71
Hospitality of local residents	0	4	65	120	61

IPA Analysis of Tourism Satisfaction

This paper further analyzes the satisfaction of Chinese tourists to Thailand through IPA analysis. After comparing the expectation of tourists with the perceived performance, tourists will feel satisfied and dissatisfied with the tourism destination. If the perceived performance meets or exceeds the expectation, customers will be satisfied, on the contrary, customers will be dissatisfied. IPA method is widely used in many research fields. This analysis method mainly compares the differences between importance and performance, so as to obtain the degree of satisfaction.

As shown in Figure 20, the factors falling into each quadrant represent the following meanings:

1. Quadrant I: Improvement area, concentrate here. Obviously, quadrant I is of high importance and low satisfaction. The indicators in this region are the main factors affecting the overall satisfaction, and they are also the places that tourists care about most. Therefore, managers should focus on this area, which is also the key to be solved in the last part of the article.

2. Quadrant II: Advantageous area, keep up with. Obviously, the indicators in quadrant II are of high importance and high satisfaction. These indicators are more important to tourists, and the current situation is that tourists also have high satisfaction. Therefore, the indicators in quadrant II are the advantages of the scenic spot. Managers should not relax, but should continue to improve and maintain their advantages.

3. Quadrant III: Opportunity area, low priority. Obviously, quadrant III is of low importance and low satisfaction. Tourists are not sensitive to these indicators. Even if they are in low satisfaction, it will not have a great impact on the overall satisfaction. Therefore, the priority of improvement is relatively low and can be placed in a less important position.

4. Quadrant IV: Maintenance area, possible overkill. Obviously, the indicators in quadrant IV are of high satisfaction and low importance. Although tourists are very satisfied, these indicators are of little importance to the whole. Therefore, it is not necessary to deliberately improve their satisfaction, just maintain the status quo.

The factors most in need of improvement can be found from figure 20.

Quadrant I Concentrate Here High importance and poor performance	Quadrant II Keep up with High importance and good performance
Quadrant III Low Priority Low importance and poor performance	Quadrant IV Possible Overkill Low importance and good performance

Figure 20 The factors most in need of improvement

Table 25 Corresponding importance and performance of each index

Primary indicators	Number	Secondary indicators	importance	Expressiveness
Traffic	1	Communication convenience	4.50	4.00
	2	Traffic comfort	3.87	3.72
	3	Traffic safety	3.46	3.45
	4	Traffic convenience	4.29	3.60
	5	Ride / Flight price	4.09	3.63
Service	6	Room service quality	3.43	3.65
	7	Catering hygiene	4.50	3,67
	8	Catering convenience	4.45	3.76
	9	Catering service quality	3.92	3.88

Table 25 (Continued)

Primary indicators	Number	Secondary indicators	importance	Expressiveness
	10	Commodity abundance	4.05	3.74
	11	Service quality of shopping malls	3.99	3.67
	12	Street signs and signs	3.68	3.62
	13	Convenience of public toilets	4.15	3.70
	14	Tourist consultation and complaint handling	3.79	3.56
	15	Immigration Services	4.16	3.61
	16	Language support services	3.60	3.23
	17	Medical convenience	4.06	3.81
Facilities	18	Guest room infrastructure	4.02	3.74
	19	Local social order	4.23	3.69
	20	Market order		
		Accommodation price	4.15	3.50
	21	Accommodation sanitation	3.83	3.77
	22	Guest room layout	4.20	3.76
	23	Catering price	3.91	3.77
	24	Thai catering features	3.80	3.74
	25	Thai catering features		
		Commodity price	4.02	4,02
	26	Commodity price	4.08	3.68
	27	Commodity quality	3.93	3.68
Environment	28	Scenic spot features	3.53	4.12
	29	Environmental Health	4.12	3.76
	30	Entertainment diversity	3.59	3.68

Table 25 (Continued)

Primary indicators	Number	Secondary indicators	importance	Expressiveness
	31	Degree of protection of natural environment	4.10	3.76
	32	Consumption environment	4.22	3.79
	33	Air temperature	4.42	3.52
	34	Overall atmosphere of the scenic spot	4.21	3.94
Culture	35	Thai boxing	4.23	3.47
	36	ChiangMai University	4.00	3.87
	37	Elephant Show	3.67	4.01
	38	Buddhist culture	3.70	4.06
	39	Chiang Mai night market	4.29	3.90
	40	Thai architecture	4.06	3.95
	41	Spa experience	4.31	4.01
	42	Traditional festival celebrations	4.10	3.94
	43	Hospitality of local residents	3.96	3.95
		Mean value	4.02	3.75

According to table 25, the mean value of importance in the overall sample is 4.02 and the mean value of expressiveness is 3.75.

It can be seen that elephant performance, Buddhist culture and Chiang Mai night market are very representative programs with good performance, which should be maintained and further developed in the future. Thai architecture and spa experience are highly expressive and important elements, which should be developed with the greatest emphasis in the future. It can be seen that each classification needs to be improved and should continue to be maintained. When selecting more satisfactory factors, there is still much room for improvement in traffic convenience and ride /flight price, which should be paid attention to, such as traffic convenience. Other classifications are similar, and the weaker factors can be seen. Such as

accommodation environment, catering price, service, environmental atmosphere, etc. Content should continue to work to enhance their satisfaction. The division of other factors is vague, but generally has a certain room for improvement.

Analysis of Research Results

In this section, the fuzzy comprehensive evaluation method is used to study the tourism satisfaction of Chinese tourists to Chiang Mai. The problem is analyzed from different angles through the fuzzy comprehensive evaluation method and IPA analysis method. The fuzzy comprehensive evaluation method analyzes the larger classification from the whole, and the IPA analysis method can be specific to the secondary factors.

The conclusions obtained by the two methods are basically the same. Through revision analysis, the spa experience, elephant performance, Muay Thai performance and other items in the dominant area in the IPA analysis method include more items in the maintenance area, such as Thai catering, natural environment, commodity richness, commodity price and so on. The content in the improved area includes tourist information and complaint handling, street signs, catering prices, entertainment diversity and other items, while the vulnerable area includes some traffic contents, such as traffic convenience, ride price, medical convenience and so on.

Thailand's special programs are very attractive, and these also attract tourists. However, there are some deficiencies in Thailand's transportation and indication signs. These aspects may lack certain strength in infrastructure construction, which should be continuously strengthened in the future.

CHAPTER V CONCLUSION

In this paper, the fuzzy comprehensive evaluation method is used to study the tourism satisfaction of Chinese tourists to Chiang Mai. The data of the questionnaire are fuzzy evaluated from the five primary factors of transportation, service, facilities, environment and culture. The corresponding evaluation scores are 3.6782, 3.5324, 3.8064, 3.8456 and 3.9211 respectively. In the process of traveling to Chiang Mai, the evaluation of cultural factors is the highest, that is, in terms of culture, people feel the heritage of Thai culture. Secondly, they are relatively satisfied with the environment and facilities, but people are not very satisfied with transportation and services. From the results, it can be concluded that Chiang Mai, Thailand should continue to explore its own cultural heritage in the process of tourism development, develop environment and infrastructure, and continuously improve services and transportation, so as to attract more international tourists.

Explore the Cultural Connotation of Tourism Resources

Among the five significant primary influencing factors, "cultural value" ranks first. First of all, we want to explain that in our questionnaire survey, it can be seen from figure 8 "statistics on education background of Chinese tourists to Chiang Mai" and Figure 7 "age statistics of Chinese tourists to Chiang Mai" that most of the respondents are aged 25-34 and 45-60, reaching 30.8% and 33.6% respectively. Moreover, 77.6% of tourists have junior college education or above. Tourists are generally young and highly educated. The main factor to attract highly educated tourists must be the cultural heritage of the tourist destination. At the same time, more and more tourists hold the view that cultural heritage and profound cultural connotation are one of the main reasons why scenic spots attract a large number of tourists. Cultural connotation is the core attraction of a scenic spot, the best embodiment of the characteristics of the scenic spot, and an important support for the vitality, brand strength and personalization of the scenic spot.

The Chiang Mai government of Thailand should strengthen the development of tourism resources and create some tourist attractions and cultural relics restoration attractions with national characteristics and customs to attract tourists from all countries. Therefore, in the process of developing tourism projects and developing tourism, the Chiang Mai government of Thailand should pay attention to excavating its

own cultural connotation and focus on the cultural excavation with national tradition and historical charm. Systematic and scientific planning will greatly improve the satisfaction of tourists and promote the vigorous development of tourism in Chiang Mai, Thailand.

Strengthen the Construction of Tourism Facilities and Create Characteristics

The construction of tourism facilities is the basis for the rapid development of tourism. According to the results of the questionnaire, the score of satisfaction with tourism facilities is 3.8064, which is relatively high. Tourists are relatively satisfied with the guest room infrastructure, local social order, accommodation sanitation and room layout, which should be maintained and further improved. The Chinese tourists are quite satisfied with accommodation and catering in Chiang Mai, Thailand during the travel. Most Chinese tourists prefer characteristic food of Chiang Mai, Thailand. And they are also quite satisfied with the price and quality of goods. In order to attract more tourists, it is necessary to strive to innovate characteristic tourism facilities and increase the participation of tourists.

Improve the Tourism Environment

According to the results of the questionnaire, the score of satisfaction with tourism facilities is 3.8456, the evaluation is relatively high, and tourists are satisfied with the tourism environment. Environmental factors mainly include the natural environment and man-made environment of the tourist destination. As we all know, Chiang Mai, Thailand is famous for its unique tourist scenery and it is a natural tourist city. The improvement of tourism environment in Chiang Mai, Thailand is mainly to improve the man-made environment, including environmental sanitation, consumption environment, entertainment diversity, the overall atmosphere of the scenic spot, environmental protection of the scenic spot and the hospitality of local residents and so on.

Protect the environment of tourist attractions and realize the sustainable development of tourism. The Chiang Mai government of Thailand strongly should encourage local residents to warmly receive tourists. The smile of local residents will undoubtedly attract more international tourists.

Improve Service Quality

According to the results of the questionnaire, the score of service factor satisfaction is 3.5324, and the evaluation value is relatively low. Most tourists are relatively satisfied with housing services, catering services, medical conditions and commodity mall services. Generally speaking, the service satisfaction is relatively low. According to the service IPA analysis chart, the language support service and the convenience of tourist information and complaints are relatively poor and need to be improved. Among the Chinese tourists to Chiang Mai, 65.2% will choose to participate in travel agencies. The main reason is that language is a great obstacle. In this regard, Chiang Mai Tourism Bureau, Thailand should pay attention to strengthening it.

In order to provide better service, some Chinese menus can be provided in the restaurant to facilitate tourists to order. It is suggested to provide Chinese training for waiters to facilitate communication with Chinese tourists. Setting up some Chinese prompt signs in public places can better solve the language barrier and attract more Chinese tourists. Through the above measures, the quality of tourism service can be improved, so as to better improve the satisfaction of tourism to Chiang Mai, Thailand.

Improve Traffic

In our questionnaire survey, among the five significant primary impact factors, the evaluation value of traffic is 3.6782. Chinese tourists to Chiang Mai generally reflect that the transportation is not particularly convenient. In terms of communication convenience, traffic comfort, safety and convenience, the travel of tourists is limited, and the traffic problem has become an obstacle to the development of tourism in Chiang Mai. Some Chinese tourists traveling to Chiang Mai expressed dissatisfaction with the traffic conditions and means of transportation. The main factor is that the streets in Thailand are relatively narrow and the traffic congestion is relatively serious. It is suggested that the Chiang Mai government of Thailand can improve urban traffic conditions, not only in major tourism cities, but also in cities across the country in order to receive more tourists. At the same time, in order to bring convenience to tourists, tourists and folk houses should be encouraged to use public transport. Without good public transport, it is extremely inconvenient for tourists traveling alone.

The Chiang Mai government of Thailand should pay attention to "foundation first and development synchronization" in developing tourism. In order to realize the rapid development of tourism, the Thai government should give priority to tourism

traffic construction, increase investment, conduct in-depth investigation and implementation of traffic construction, and strive to create safe and convenient traffic conditions. Create good basic conditions for vigorously developing the tourism industry and attract tourists from all over the world to Chiang Mai, Thailand.

Strengthen Regional Cooperation between China and Thailand and Strengthen Publicity

Since China and Thailand have carried out international cross-border tourism cooperation in economy and tourism, both countries attach great importance to this important strategic choice. More and more Chinese tourists choose to travel abroad to Thailand. As a popular Thailand's tourist city for Chinese tourists, Chiang Mai, Thailand attracts a large number of Chinese tourists every year. This is undoubtedly the cornerstone of further China Thailand cooperation, promoting the economic development of the two countries and mutual benefit. In order to further develop the long-term cooperation between the two sides, China and Thai should vigorously promote the two sides to carry out professional management and operation exchanges and learn from each other, mutual benefit and seek common development. Accordingly, both countries should actively promote cross-border tourism and encourage their nationals to travel to each other's countries. The two countries should actively carry out some publicity activities to show each other the characteristics of tourist attractions and cultures of China and Thailand in the coming year, so as to attract more tourists. After calculation, the evaluation of tourism shopping is relatively low, so the two countries should support each other to develop tourism products with reasonable prices and high quality, so as to promote the win-win development of tourism between the two countries.

Main Conclusions of this Paper

Based on the relevant theories of tourist satisfaction at home and abroad, taking Chiang Mai as an example, combined with the current situation of tourism in Thailand and the current situation of Chinese tourists traveling to Thailand, this paper designs a questionnaire on the satisfaction of Chinese tourists traveling to Chiang Mai, Thailand, and then investigates, analyzes and studies the satisfaction of Chinese tourists traveling to Thailand mainly through the fuzzy comprehensive evaluation method, The effectiveness of fuzzy comprehensive evaluation method is verified by IPA method

and the main problems existing in Chiang Mai, Thailand's tourism industry are found out, and relevant suggestions are put forward. The main conclusions are as follows:

1. The overall satisfaction of Chinese tourists to Chiang Mai, Thailand is relatively high, and a large number of tourists will choose to revisit. Chiang Mai tourism in Thailand has a good reputation in China.

2. Chinese tourists pay more attention to the humanistic value of Chiang Mai, Thailand's tourist destination than the tourism project itself. In addition, the rationality of tourism shopping price, the convenience of transportation and the infrastructure of scenic spots also significantly affect the overall satisfaction of Chinese tourists to Chiang Mai, Thailand.

3. The advantages of tourism development in Chiang Mai, Thailand lie in rich natural resources, beautiful scenic spots, simple folk customs and delicious Thai food. The disadvantage is that the transportation is not convenient and the service needs to be improved.

4. This paper puts forward some suggestions on the strategies to improve the satisfaction of Chinese tourists to Chiang Mai, Thailand. It includes mainly excavating the cultural connotation of tourism resources, enhancing the richness of tourism projects and tourist participation, standardizing the tourism shopping market, improving the price mechanism, strengthening infrastructure construction, improving urban transportation, improving service quality and advocating local residents' hospitality and so on.

Research Limitations and Research Prospects

Research Limitations

This paper studies the characteristics of the importance of satisfaction with Chinese tourists for investigating tourists' entry-exit behavior and tourists' motivation conditions. Because the author's theoretical and implementation level are limited, and it is difficult to collect relevant data and research, the research of this paper is not deep enough, and there are many aspects that need further research, which are reflected in the following aspects:

1. The survey questionnaire is mainly distributed in places with dense personnel exchanges. Due to the influence of time conditions, the time to participate in the survey is short and in a hurry, which leads to the inaccuracy of the survey questionnaire.

2. The exploring of influencing factors affecting tourism satisfaction are not enough, and the questionnaire survey and analysis can only summarize some decisive factors affecting tourists' satisfaction. For example, Chinese tourists' perception of climate conditions, weather conditions and other undetected factors may affect tourism satisfaction. We still need to further investigate and study what causes the low satisfaction of tourists.

As I am a Chinese student, my English expression ability and written language application ability need to be improved. Therefore, there are some unclear problems in the collection of the survey questionnaire. For example, the oral expression for the questions in the questionnaire is not comprehensive enough, resulting in the incomprehension or even misunderstanding of the investigated objects, which affects the accuracy of the survey and research. In addition, in the data collection of the returned questionnaire, due to the language barrier, the survey data can not be accurately and timely summarized, which has a certain impact on the quality of completing the questionnaire and the effect of the survey and research.

Research Prospects

Future research can be considered from the following aspects:

1. Improve the index system so that the index system can better convey the real satisfaction of tourists. Because there are too many factors affecting Chinese tourists' tourism satisfaction in Thailand, it is difficult to include them in this paper. Therefore, future research can add more useful indicators on the basis of fully understanding the tourism behavior of Chinese tourists.

2. Use more scientific and objective methods to determine the authority of indicators. In this paper, the expert scoring method is used to determine the authority. Although the authoritative experts select to score, it is still difficult to ensure objectivity. Future research can use factor analysis, AHP and other methods to determine the authority.

3. Increase the number of samples to make the samples more representative. Due to the limitation of personal ability, only 300 questionnaires were distributed, and they were distributed in a short time. Future research can increase the number of questionnaires. In the distribution of questionnaires, they should not be distributed in a short time, but in various seasons or even in a variety of ways.



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APPENDIX

Questionnaire on tourism satisfaction of Chinese tourists to Chiang Mai, Thailand

Dear friends, Hello!

The purpose of this questionnaire is to understand your satisfaction with tourism in Chiang Mai, Thailand. It is to find out the shortcomings of Chiang Mai tourism service industry and provide reference for the better development of Chiang Mai tourism industry. When filling in the questionnaire, please fill in according to your true feelings when traveling in Chiang Mai, and mark "yes" on the items you think are correct. This questionnaire is only for academic research and will be kept strictly confidential. Thank you for your help and wish you work easily!

1. Personal information

- Gender: Male Female
- Age: Under 14 15-24
 25-34 35-44
 45-60 Over 60
- Education level: Junior high school and below
 High school and technical secondary school,
 Junior college
 Undergraduate
 Graduate student and above
- Occupation: Retiree
 Ordinary employees of enterprises
 Enterprise managers
 Civil servant
 Student
 Teacher/Scientific research workers
 Farmer
 Liberal professions
 Professionals (doctors, engineers, lawyers)
 Others
- Marital status: Unmarried
 Married

- Monthly wage income: Under 1000 yuan,
 1000-3000 yuan,
 3000-7000 yuan,
 7000-9000 yuan,
 Above 9000
- Days of stay in Chiang Mai: 1 day,
 1-2 days,
 2-3 days,
 3-4 days,
 4-7 days,
 Above 7 days
- Go to Chiang Mai with: Alone,
 Families or friends,
 Join a travel agency,
 Others
- Ways to obtain tourism information in Chiang Mai: Internet,
 TV,
 Relatives and friends,
 Travel agency,
 Books and magazines,
 Radio broadcast,
 Others
- Why come to Chiang Mai: Recuperation and fitness,
 Shop/Delicious food,
 Business trip,
 Visit relatives or friends,
 Experience Buddhist culture,
 Relax,
 Thai massage,
 Others
- Will you revisit Chiang Mai: Yes,
 No,
 Not sure

Will you recommend your friends or relatives to visit Chiang Mai:

- Yes,
- No,
- Not sure

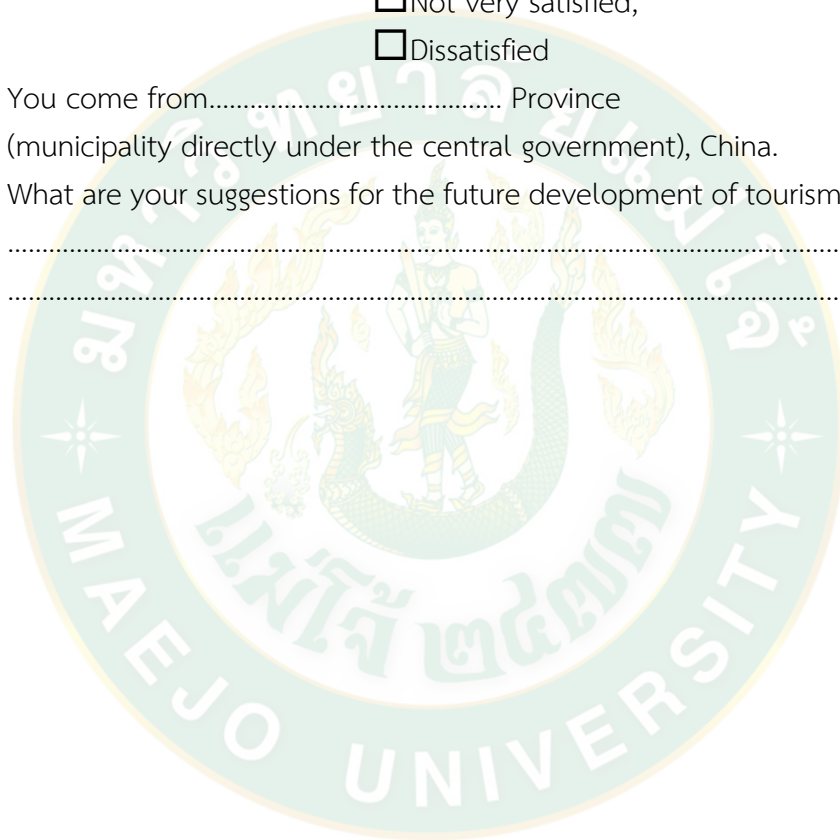
Overall satisfaction with your trip to Chiang Mai, Thailand:

- Very satisfied,
- Satisfied,
- Just so so,
- Not very satisfied,
- Dissatisfied

You come from..... Province
(municipality directly under the central government), China.

What are your suggestions for the future development of tourism in Chiang Mai?

.....
.....



2. Travel satisfaction survey to Chiang Mai, Thailand (Tick the box that you think is correct)

Project	Index	Very satisfied	Fairly satisfied	Satisfied	Dissatisfied	Very dissatisfied
Traffic and communication perception	Communication convenience					
	Traffic comfort					
	Traffic safety					
	Traffic convenience					
Accommodation perception	Ride / flight price					
	Accommodation price					
	Accommodation sanitation					
	Guest room layout					
	Guest room infrastructure					
Catering perception	Staff service quality					
	Catering price					
	Thai catering features					
	Catering hygiene					
	Catering convenience					
	Staff service quality					

2. (Continued)

Project	Index	Very satisfied	Fairly satisfied	Satisfied	Dissatisfied	Very dissatisfied
Tourists' perception of tourism characteristics	Thai boxing					
	ChiangMai University					
	Elephant Show					
	Buddhist culture					
	Chiang Mai night market					
	Thai architecture					
	Spa experience					
	Traditional festival celebrations					
	Hospitality of local residents					
	Commodity price					
Tourism shopping perception	Commodity quality					
	Market order					
	Commodity abundance					
	Staff service quality					



2. (Continued)

Project	Index	Very satisfied	Fairly satisfied	Satisfied	Dissatisfied	Very dissatisfied
Tourism environment perception	Scenic spot features					
	Environmental Health					
	Entertainment diversity					
	Degree of protection of natural environment					
	Consumption environment					
	Air temperature					
	Overall atmosphere of the scenic spot					
	Local social order					
	Street signs and signs					
	Convenience of public toilets					
Tourism management perception	Consultation and handling of tourist complaints					
	Immigration Services					
	Language support services					
	Medical convenience					

3. Survey on the importance of tourism to Chiang Mai, Thailand(Tick the box that you think is correct)

Project	Index	Very important	Fairly important	Important	Unimportant	Very unimportant
Traffic and communication perception	Communication convenience					
	Traffic comfort					
	Traffic safety					
	Traffic convenience					
	Ride / flight price					
Accommodation perception	Accommodation price					
	Accommodation sanitation					
	Guest room layout					
	Guest room infrastructure					
	Staff service quality					
Catering perception	Catering price					
	Thai catering features					
	Catering hygiene					
	Catering convenience					
	Staff service quality					
Tourists' perception of tourism characteristics	Thai boxing					
	ChiangMai University					
	Elephant Show					

3. (Continued)

Project	Index	Very important	Fairly important	Important	Unimportant	Very unimportant
	Buddhist culture					
	Chiang Mai night market					
	Thai architecture					
	Spa experience					
	Traditional festival celebrations					
	Hospitality of local residents					
	Commodity price					
Tourism shopping perception	Commodity quality					
	Market order					
	Commodity abundance					
	Staff service quality					
	Scenic spot features					
Tourism environment perception	Environmental Health					
	Entertainment diversity					
	Degree of protection of natural environment					
	Consumption environment					

3. (Continued)

Project	Index	Very important	Fairly important	Important	Unimportant	Very unimportant
	Air temperature					
	Overall atmosphere of the scenic spot					
Tourism management perception	Local social order					
	Street signs and signs					
	Convenience of public toilets					
	Consultation and handling of tourist complaints					
	Immigration Services					
	Language support services					
	Medical convenience					



4. Performance survey of tourism to Chiang Mai, Thailand (Tick the box that you think is correct)

Project	Index	Unique	Quite good	Having advantages	Just so so	Nothing new
Traffic and communication perception	Communication convenience					
	Traffic comfort					
	Traffic safety					
	Traffic convenience					
	Ride / flight price					
Accommodation perception	Accommodation price					
	Accommodation sanitation					
	Guest room layout					
	Guest room infrastructure					
	Staff service quality					
Catering perception	Catering price					
	Thai catering features					
	Catering hygiene					
	Catering convenience					
	Staff service quality					
Tourists' perception of tourism characteristics	Thai boxing					
	ChiangMai University					
	Elephant Show					
	Buddhist culture					

4. (Continued)

Project	Index	Unique	Quite good	Having advantages	Just so so	Nothing new
Tourism shopping perception	Chiang Mai night market					
	Thai architecture					
	Spa experience					
	Traditional festival celebrations					
	Hospitality of local residents					
	Commodity price					
Tourism shopping perception	Commodity quality					
	Market order					
	Commodity abundance					
	Staff service quality					
	Scenic spot features					
	Environmental Health					
Tourism environment perception	Entertainment diversity					
	Degree of protection of natural environment					
	Consumption environment					
	Air temperature					
	Overall atmosphere of the scenic spot					

4. (Continued)

Project	Index	Unique	Quite good	Having advantages	Just so so	Nothing new
Tourism management perception	Local social order					
	Street signs and signs					
	Convenience of public toilets					
	Consultation and handling of tourist complaints					
	Immigration Services					
	Language support services					
	Medical convenience					



Expert score table of tourism shopping perception tourism environment perception

Factor	Commodity price	Commodity quality	Market order	Commodity abundance	Staff service quality
Score					

Expert score table of tourism environment perception

Factor	Scenic spot features	Environmental Health	Entertainment diversity	Degree of protection of natural environment	Consumption environment	Air temperature	Overall atmosphere of the scenic spot
Score							

Expert score table of tourism management perception

Factor	Local social order	Street signs and signs	Convenience of public toilets	Consultation and handling of tourist complaints	Immigration Services	Language support services	Medical convenience
Score							

component	Initial characteristics			Extract sum of squares load		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
37	.441	.655	96.842			
38	.415	.615	97.458			
39	.382	.566	98.024			
40	.363	.539	98.563			
41	.340	.505	99.068			
42	.325	.482	99.550			
43	304	.450	100.000			

6. Rotating component matrix

	Component				
	1	2	3	4	5
Communication convenience	.889	.042	-.013	.059	-.054
Traffic comfort	.855	.015	-.014	.075	-.038
Traffic safety	.851	.046	.165	.100	.103
Traffic convenience	.831	.034	.278	.134	.155
Ride / flight price	.728	.050	.083	.074	.524
Room service quality	.034	.889	-.071	.231	.054
Catering hygiene	.036	.882	.030	.027	-.003
Catering convenience	.080	.851	.212	.052	.123
Catering service quality	.009	.604	-.049	.593	.057
Commodity abundance	.020	.598	.295	.068	.134
Service quality of shopping malls	.053	.700	.411	.043	.039
Street signs and signs	-.008	.680	.365	.045	.079
Convenience of public toilets	.211	.554	.414	.024	.160
Consultation and handling of tourist complaints	.221	.678	.402	.033	-.014
Immigration Services	.016	.553	.469	.100	.291
Language support services	.051	.658	.458	.070	.300
Medical convenience	-.022	.735	-.151	.362	.062
Guest room infrastructure	.031	.066	.837	.461	.033
Local social order	.414	.026	.727	.686	.129

Market order	.355	.018	.904	.484	-.008
Accommodation price	.386	.123	.799	.425	.220
Accommodation sanitation	.128	.113	.597	.028	.366
Guest room layout	.130	.020	.779	.072	.363
Catering price	.008	.027	.820	.041	-.117
Thai catering features	.016	.084	.753	.064	.153
Commodity price	.011	.044	.912	.051	.047
Commodity quality	.041	-.040	.880	.059	-.017
Scenic spot features	.055	.000	.192	.878	.136
Environmental Health	.055	.322	-.096	.709	.019
Entertainment diversity	-.007	.085	.016	.732	-.080
Degree of protection of natural environment	.013	.101	.275	.708	.145
Consumption environment	-.063	.007	-.032	.829	.124
air temperature	-.123	.002	-.302	.878	-.113
Overall atmosphere of the scenic spot	-.072	.070	.415	.631	-.013
Thai boxing	.025	.002	-.129	-.037	.700
ChiangMai University	.015	.020	.059	-.002	.664
Elephant Show	.032	.080	.203	-.026	.819
Buddhist culture	-.071	-.012	.027	-.006	.704
Chiang Mai night market	-.081	.056	.000	.299	.721
Thai architecture	-.132	.008	-.002	-.299	.814
Spa experience	.035	-.018	-.041	-.127	.645
Traditional festival celebration	-.044	.074	-.040	.095	.600
Hospitality of local residents	.024	-.002	-.008	.049	.551

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