

Abstract

Title: Research on Willingness and Satisfaction of
Chinese Tourists Travel to Thailand
----Taken security as an example

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as a world famous tourist destination, Thailand boasts beautiful and rich tourism resources, extensive Buddhist culture and unique folk customs, which attract sightseeing visitors from all over the world. As China provides Thailand with the largest source of inbound tourists, satisfaction of Chinese tourists directly affects growth of tourism industry as well as economic income of Thailand. Along with vigorous development of tourism, tourist security also becomes increasingly serious, and therefore tourist security is an important task faced by Thailand tourism industry.

This paper studies causes, willingness and satisfaction of Chinese tourists, discusses influencing factors of Chinese tourists travel to Thailand and puts forward corresponding rectification opinions. It is suggested that Thai government and related departments should take innovative and suitable measures to tackle problems faced by foreign tourists and tourism industry, protect personal and property security of Chinese tourists in Thailand to the maximum extend, and improve the number of satisfied and pleasantly surprised Chinese tourists. Researchers also hope that study result could facilitate better development, prosperity and stability of Thailand's tourism industry.

Key words: Chinese tourists, Thailand tourism, satisfaction, security