

Tourism perception to Thailand of the Chinese mainland tourists

——Content analysis on the We Media

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Abstract:

Thailand is one of the important tourist destinations in the world. China is the most rapidly growing tourism market in the world, and has become the world's second largest source country, but also the second-highest source country to the international tourism market in Thailand. Tourism perceptions are the most direct route to evaluate a tourist destination, or scenic area and its services for tourists. We Media is a channel which the general public provide and share their true views and their own news through digital technology and the global knowledge system. Also it's the most direct and effective investigation way in the Internet age. In this study, through collecting the online tourism forums, one of the We Media, in which the Chinese mainland tourists discuss the travel experience in Thailand, using content analysis to analyze the perception and evaluation of the Thai tourism. Overall, tourism perceptions of the Chinese mainland tourists to Thailand is better, in response to various elements of the tourism consumption and its environment.

Key words: Tourism perception; We Media; Content analysis; Thailand; Chinese mainland tourists

中国大陆游客对泰国旅游感知研究

——基于网络自媒体的内容分析

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中文提要:

泰国是全球重要的旅游目的地之一。中国是全球增长最为迅速的旅游市场，已成为世界第二大客源输出国，也是泰国国际旅游市场中位居第二的客源地。旅游感知是旅游者对旅游目的地或者景区及其服务评价的最直接途径。自媒体是普通大众通过数字科技与全球知识体系相连，提供并分享他们真实看法、自身新闻的途径，是网络时代最为直接有效的调查途径。本研究通过收集中国大陆地区游客在自媒体之一的网络论坛中对泰国旅游经历的讨论，利用内