Tourism perception to Thailand of the Chinese mainland tourists

——Content analysis on the We Media

Hou Zhiqiang

Associate Prof., College of Tourism, Huaqiao University, PRC

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

侯志强

中国华侨大学旅游学院副教授

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

容分析法分析其对泰国旅游的感知与评价。总体来看，中国大陆游客对泰国旅游感知满意度

较好，主要体现在对旅游消费各要素及其环境方面的满意度。

关键词：旅游感知；自媒体；内容分析法；泰国；中国大陆游客

Thailand is famous with its attractive subtropical scenery, profound Buddhist culture and unique folk custom, attracting visitors from all over the world come to tourism, and has become one of the world's major tourist destinations. The Thailand National Tourism Bureau is continuing to strengthen and promote Thailand tourism brand image with "Amazing Thailand Always Amazes You" as the slogan.

China is the most rapidly growing tourism market in the world, and has become the second largest source country of tourists for both the world and Thailand. The analysis report of Thailand Finance and Trade Institute showed, the tourist number from five countries was more than one million in 2011, of which four seats were occupied by Asian countries. Malaysia was the largest source country and its tourist number reached 2.47 million, followed by China with 1.76 million and then Japan with 1.12 million, Russia and Korea with about 1.01 million. Meanwhile, Thailand is one of the important destinations for mainland China's outbound tourism. Siriporn and Youcheng (2009) put forward that since 1987 Thailand became the first destination country open to Chinese tourists by the Chinese government; Thailand made use of this advantage, coupled with the advantage of geographical relation and their natural and cultural tourism resources and low cost airline to attract a large number of Chinese tourists. In recent years, Chinese mainland tourists to Thailand increased year by year, particularly in the last two years with the high-speed growth (Table 1).

Table 1 Chinese mainland tourists to Thailand tourism statistics

Year	2004	2005	2006	2007	2008	2009	2010	2011
Chinese mainland tourists to Thailand (thousand）	762	711	843	781	827	841	1100	1760

(Data source: compilation based on network data)

With the Chinese mainland tourists to Thailand gradually growing in quantity, the tourism perception of Chinese mainland tourists to Thailand and Thailand tourism is getting more and more deeply. Tourism perception is the most direct route to evaluate a tourism destination, or scenic area and its service for tourists. We Media is a channel which the general public provide and share their true views and their own news through the 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 utilizing the evaluations from the online tourism forums of We Media in mainland China, which are the comments and travel notes written by tourists who have the Thai tourism experiences, using content analysis method to investigate the tourism perception and evaluation of Chinese mainland tourists to Thai tourism.

1. Review

1.1 Tourism perception

Perception change is treated as an intervening variable which can influence the choice

of tourist destinations (Pearce, 1982). Li and Zhao (2000) defines the tourism perception as a psychological process which human obtain information about tourism object and tourism environmental condition through sense organs. Decrop (2000) defines the tourism perception as: a process which transforms the tourism information of the outside world to the inside thinking word of everyone. Hillery *et al* (2001) and Petrosillo *et al* (2006) call the environmental quality of tourism destination experienced by tourists as the tourism perception.

Foreign studies on tourism perception are dominated by empirical researches. Lewis and Meadows (1995), Oppermann (1996) and Kantarci (2007) figure out the views of the tourism operators and investors about the destination tourism can be defined as the perception. Cullingford (1995) and McKercher *et al* (2002) take the tourism destination image and service from potential tourist investigation as the perception. Wong (2000) and Kantarci (2007) treat the evaluation about tourism destination service and shopping experience as the research object to examine the tourism perception.

1.2 We Media

We Media is a channel which the general public provide and share their true views and their own news through the digital technology and the global knowledge system. The typical representative of We Media such as micro-blog, weblog, podcast, BBS, QQ, SNS and E-mail break the dominant "point to face", "instillation to receiving" propagation mode of the traditional media, then make the information propagation activity more civilianization, generalization, equalization, diversification and autonomation.

Searching for "We Media" as the keyword, the relevant foreign studies mostly include the studies on features and functions of a certain type of media (weblog, micro-blog, Facebook, SNS, etc.), the empirical studies on the application of We Media, the studies on collecting technology of network data, the studies on credibility and reliability of We Media, the studies on the new phenomenon raised by a certain type of media, and so on. Bowman and Willis (2003) conduct the strict definition about "We Media" and detailed analysis about its feature and function. Nardi *et al* (2004) analyze the character, function and impact of the blog media. Adamic and Glance (2005) conduct an empirical study on the application of blog in political elections. Rubin and Liddy (2006) propose an analytical framework for blog credibility assessment. Al-Khalifa and Al-Eidan (2011) develop a system to measure the credibility of news content published in the blog. Kim (2008) explores and develops a model for the use of blog in educational contexts by taking into account the socio-technical systems theory. Johnson and Kaye (2004) find that the weblog users judge the blog more credible than traditional sources.

1.3 Content Analysis

Content analysis (CA) develops very fast in the social research field (Neuendorf, 2002). Krippendorf (1980) defines CA as "a research technology which can obtain

reproducibility and effective interference from the context of data". Neuendorf (2002) extends this definition of CA as "the systemic, objective and quantitative analysis of the information character".

CA is extensively used in tourism research field, from the tourism policy to paper published in academic journal. Malloy and Fennell (1998) use this method to investigate the content of a number of codes of ethics from the tourism industry. Swain *et al* (1999) provides a history of the journal "Annals of Tourism Research" since 1973 and its contents. Padgett and Hall (2001) use CA to analysis the important significance of the tourism industry as a political issue during the polls of New Zealand in 1999. Choi *et al* (2007) use CA to identify the image representations of Macau on the Internet by analyzing the content of a variety of web information sources. York and Zhang (2009) use CA to examine the factors that lay behind the development of the Golden Week holiday system in China in 1999 and 2007.

2. Research Design

Based on the tourism development and cooperation background between China and Thailand, this study takes the contents of the blog and forum of We Media as the research object, particularly the contents about the Thai tourism experience, then use content analysis (CA) to conduct the classified and quantitative analysis of these content text, to examine the tourism perception of Chinese mainland tourists after Thai tour. The specific objectives of this study are to:

(1) Investigate the actual perception of Chinese mainland tourists during Thai tour, then propose suggestions for Thai tourism;
(2) Assess the perception of Chinese mainland tourists during Thai tour and analyze the major problems, then enhance the tourist satisfaction degree and promote the sustainable development of tourism from mainland China to Thailand;
(3) Verify the theory value of We Media in the tourism perception research.

The study materials are mainly from the network search, which take "Thailand tourism" as a keyword in the major domestic websites of Internet forums, blogs and spaces. The main web portals include Tencent, Sohu, Netease, Sina, China network; the search engines include Baidu, Google, Yahoo; the professional forums include Tianya community, Tuniu, Mofang, 8264 and 55BBS and so on. The collecting time of the 143 effective network samples focuses on 2007-2012; and the sample contents are mainly the tourism image perception and tourism feedback of domestic netizens. The original samples are the network link and the corresponding network text, including the information, text and picture.

Content analysis is a very important method in medium and propagation research, it makes the objective, synthetic and quantitative description about the propagation content and has many advantages such as objectivity, convenience and economy.

Krippendorf (1980) thinks when CA deal with the dominant content, the information are separated from the propagator and receiver, and maintain a certain distance; therefore, it has the character of non-interference and non-reactivity. The analysis on the sample content in this study includes three parts:

(1) Sample source analysis, which are mainly classified and compiled as: the case number, text title, website name, web site, network type, comment amount, browsing amount, published time, personal character of author, city, and so on;

(2) Sample content analysis, doing the relevant code statistic about Thailand city, scenic spots, reflecting main problems and travel mode, then classifying and conducting the text statistical analysis according to tourism composition: eating, living, moving, travelling, shopping, entertainment;

(3) Author satisfaction degree analysis, scoring and assessing the tourism destination government or policy, public organization, local resident, restaurant, scenic spot, travel agency according to 5-grade evolution standards through the Listeria analysis method. For example, the satisfaction degree gradually decreases with the grade minishing regarding the overall evaluation of author satisfaction degree (i.e. "5" refers to very satisfied, "4" refers to satisfied, "3" refers to broadly satisfied, "2" refers to dissatisfied and "1" refers to very dissatisfied).

3. Research Content Analysis and Evaluation

3.1 Sample Information Analysis

The cases collected in this study are dominated by the tourism forums and personal weblogs, accounting for 56% and 40% respectively, mainly published during 2007-2012. The samples of which browsing amount exceed 1000 account for 41% of the total samples, and of which comment amount exceed 10 account for 31.4%. According to the sex of author, male and female reach 33% and 67%, respectively. The age mainly focuses on 20-60, with 36.7% for 20-29 years old, 51% for 30-50 years old and 13% for 51-60 years old. These authors are mostly from the eastern China, southern China and southwestern region, 38.5% of which from the domestic metropolis such as Beijing, Shanghai, Guangzhou, Shenzhen.

Overall, the samples of Thai tourism network image perception mostly come from the domestic Internet resource such as the tourism forums and weblogs, and spread widely, efficiently. The tourism feedback information mostly comes from the experience perception of the tourists' own. Most of the investigation object are female, dominated by young and middle-aged with better economic condition and personal comprehensive quality, moreover, come from the regions with better socioeconomic

status as well as the major tourist sources of China.

3.2 Tourism Perception Type Analysis

3.2.1 The Choice of Tourism City and Scenic Spot

Thailand is a typical tropical Southeast Asian country and locates in the central of the Indochina Peninsula; it is far away from the mainland China in geographical position. The tourism resources mainly depend on island landscape, religious culture, urban leisure, etc. Among the selected samples, tourists choose to go to the tourism cities mainly include Bangkok, Pattaya, Phuket, Chiang Mai, Ayutthaya and other cities, with the proportion of 42%, 32%, 13%, 6%, 4% and 3% respectively. The three major selected scenic spots are Grand Palace, Phuket Island and "Oriented Princess", of which the tourists account for 31%, 14% and 12%; while the other scenic spots such as Jinsha, Koh Phi Phi, Koh Samui Island totally account for 43%.

Due to the geographical position of Thailand far away from the mainland China, the capital Bangkok become the only international airport, as well as the political, economic and cultural center; in addition, it has rich tourism resources. Therefore, Bangkok is the preferred city for Chinese tourists. Pattaya, Phuket and Chiang Mai represent the most typical tourism resources of Thailand, respectively and correspondingly, the ladyboy artistry, island landscape and beautiful environment. Meanwhile, this selection can be illustrated in Fig.1 and Fig.2.
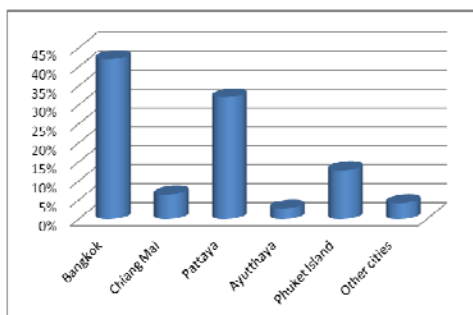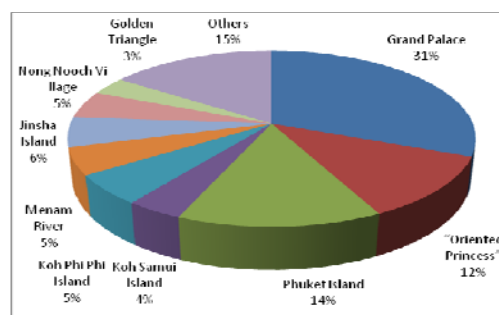

Fig.1 Analysis on tourism city choice   Fig 2 Analysis on tourism attraction choice

3.2.2 Tourism Consumption Factor Analysis

The tourism activity can be divided into six parts according to the tourism consumption factors: eating, living, moving, travelling, shopping and entertainment.

(1) Tourism catering

Thai food has long enjoyed a good reputation in China. Among the samples, about 44% of the Chinese tourists choose to have dinner in the formal restaurant, 28% choose to taste the local characteristic snack, and 16%, 9% choose to taste the delicious tropical fruit and drink. (Fig.3)
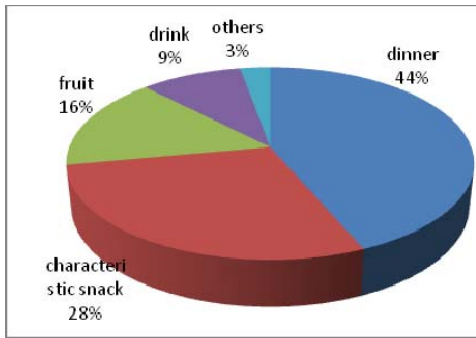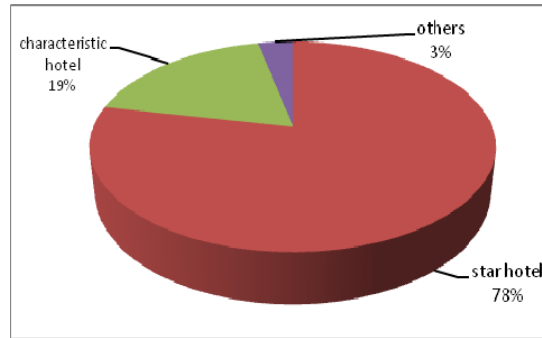
Fig.3 Analysis on tourism catering   Fig.4 Analysis on tourism accommodation

(2) Tourism accommodation

In general, Chinese tourists reserve the local star hotel and characteristic hotel through the travel agency or Internet, telephone, etc. The local star hotels of Thailand are with suitable price, good service and environment, combined with the character of security and stability; 78% of the Chinese tourists choose the star hotel. Nevertheless, about 19% of the tourists choose the characteristic hotel, due to its feature of cheap price, quality assurance, convenience and time saving. (Fig.4)

(3) Tourism traffic

Bangkok is the only international airport in Thailand and receives most of the international visitors. Among the samples, about 35% of the samples specifically relate to the air route between the Bangkok airport and Thai tourism attractions. The land way traffic accounts for 33% and mainly refers to the urban taxi and tourist bus; the waterway traffic accounts for 19% due to the natural landscape on the island and sea; the characteristic tourism traffic accounts for 8% dominated by tutu car, elephant, yacht and parachute; the train sleeper accounts for 4% due to its comfort. (Fig.5)
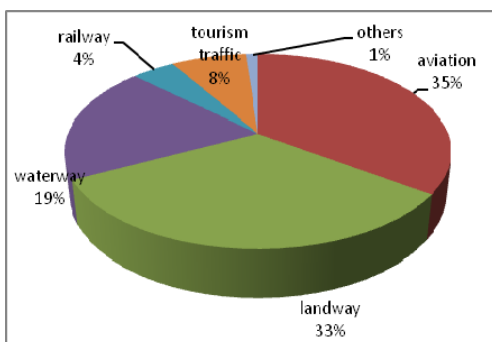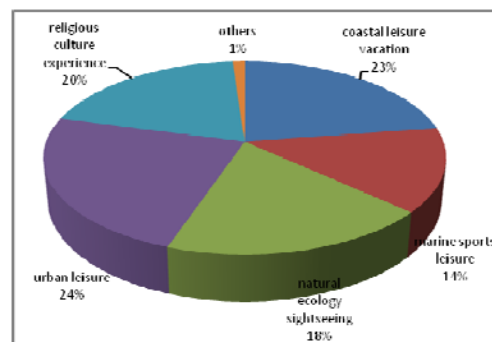

Fig.5 Analysis on tourism traffic   Fig.6 Analysis on tourism activity type

(4) Tourism activity type choice

The tourism resources of Thailand are mainly the island landscape, religious culture, natural ecology, urban leisure, so the coastal leisure vacation tourism of Phuket, Koh Phi Phi and Koh Samui Island accounts for 23% of the total tourism types; the urban leisure activity represented by the city experience, shopping, Thai massage, ladyboy

performance accounts for 24%; the natural ecological sightseeing activity represented by Chiang Mai, Jinsha Island, Menam River accounts for 18%; the cultural religious experience mainly composed of the Grand Palace, Golden Teak Palace, Carriage Museum, Buddhist culture, Monarchy culture accounts for 20%; the sea sport leisure activity composed of surfing, diving, swimming accounts for 14%. (Fig.6)

(5) Tourism shopping

The tourism commodity for Chinese tourists mainly includes the tourist souvenirs, affordable cosmetics and daily necessities of foreign brand, jewelry, furs and other luxury goods, accounting for 39%, 26% and 24%, respectively. (Fig.7)
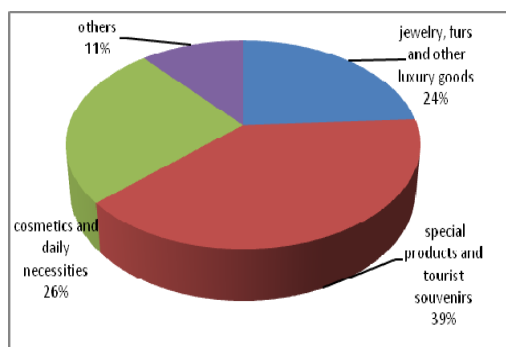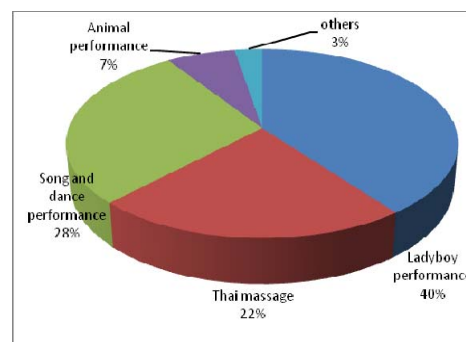

Fig.7 Analysis on tourism shopping   Fig.8 Analysis on tourism entertainment

(6) Tourism entertainment

Entertainment is a very important part of Thai tourism and embodies the most distinctive tourism resources. The ladyboy performance becomes the critical part of Thai tourism image perception from Chinese tourists and accounts for 40% of the total samples, followed by song and dance performance with 28%, then Thai massage with 22% (Fig.8). These entertainment forms can benefit local residents, and promote the employment further on.

3.2.3 Main Problem Type Analysis

A series of problems are arisen from the sample data. The primary negative factor of Thai tourism lies in the overall worrying environmental situation, with 22% reflecting rate over all samples (mainly including political turmoil, floods and other natural disasters, quality problems of public facilities and service), which can significantly influence the choice of tourists. 19% of the samples are reflected with the price fraud phenomenon existing in scenic spots and travel agency arrangement. For the group tourists, the issues of service quality, compulsive shopping and consumption still exist, with 15%, 8% and 12% rate, respectively. In addition, the quality of tourism resource has some problems also. (Fig.9)
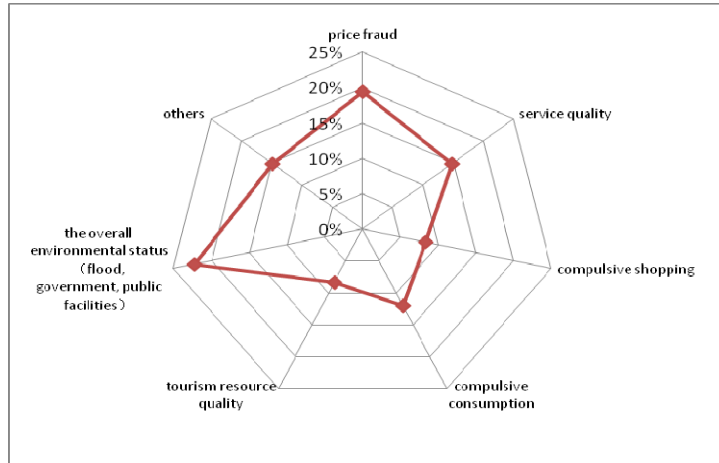
Fig.9 The analysis on major problems of Thai tourism for Chinese tourists

3.2.4 Tourism Organization Form Analysis

From the perspective of mainland China, due to the growing national economy, the RMB appreciation, the promotion of public holiday system, the developing network and the convenient information communication, people go aboard continually for tourism. From the perspective of Thailand, it unceasingly develops the tourism industry through carrying out the preferential tourism policy, improving the infrastructure, exploring the tourism resource; moreover, it is similar with China in some aspects of space, psychology, language, culture and distinctive from China in tourism resource. These above reasons together make either free travel or group travel possible. Among all the samples, 38% of the tourists with strong action force, high adventure spirit, sufficient knowledge storage, and strong free consciousness choose free travel; 62% of the tourists which pay attention to the tourism quality and leisure enjoyment choose group travel. Overall, at present, the group travel is still the main tourism form, although the free travel is increasingly developing.

3.3 Tourism Perception Evaluation Analysis

The evaluation of tourism perception is the satisfaction degree analysis of the tourists on the perceptual contents. The study analyzes the overall satisfaction; environment satisfaction and consumption factor satisfaction three aspects.
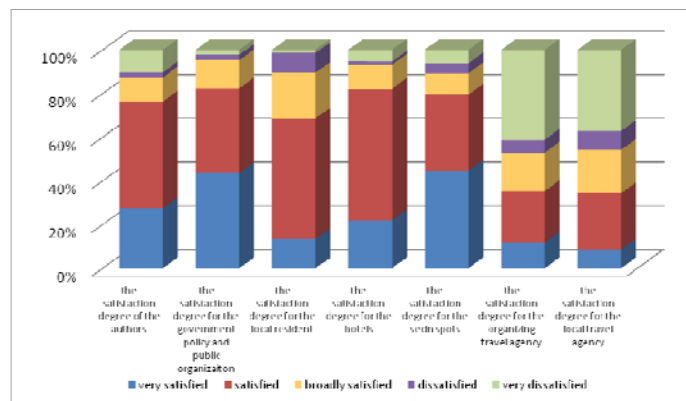

Fig.10 The analysis on the evaluation of Thai tourism perception

3.3.1 Author Satisfaction Degree Analysis

The analysis of author satisfaction degree is based on the overall environmental tone of the text, integrates every indexes such as the overall environment satisfaction, the tourism consumption factor satisfaction to make the evaluation. According to the Listeria analysis method, the satisfaction degree of author for Thai tourism can be divided into 5-grade, as follows: very satisfied, satisfied, broadly satisfied, dissatisfied and very dissatisfied.

As it is obviously shown in Fig.10, the proportion of "very satisfied", "satisfied" and "broadly satisfied" is 28%, 49% and 11%, respectively, and accounts for 88% of the whole satisfaction degree. Thus, the overall evaluation of the tourists in the sample to Thai tourism is under a satisfactory condition.

3.3.2 Tourism Environment Satisfaction Degree Analysis

The tourism environment includes, on one hand, the tourism public "hard" environment consists of the destination government or policy, public organization and infrastructure, on the other hand, as well as the tourism cultural "soft" environment consists of the national quality, cultural cultivation.

The analysis of the samples finds that the satisfaction degree of Chinese tourists to the tourism destination government or policy, public organization in Thailand is generally higher, with 44% "very satisfied" and 39% "satisfied". This can be attributed to the policy for devoting major efforts to developing the Thai tourism industry. Nevertheless, there are still some problems, for example, the low work efficiency of part of the government organization and the quality question of the public infrastructure such as airport (Fig.10). The Thai national belief in Buddhist, have relatively high quality and are hospitable to visitors. The whole nation is filled with the flavor of freedom. In our investigation for the satisfaction degree of tourism environment, "very satisfied", "satisfied" and "broadly satisfied" accounts for up to 89%. In individual sample cases, there is some price fraud phenomenon related to the local tourism practitioners.

3.3.3 Tourism Consumption Factor Satisfaction Degree Analysis

The satisfaction degree of the tourism consumption factors can be divided into the satisfaction degrees of hotels, scenic spots, travel organizing agency and local travel agency. From the evaluation of samples, (i) the overall satisfaction degree of Thai hotels is higher ("very satisfied" and "satisfied" accounts for 22% and 60%, respectively), which can be attributed to the convenient hotel booking, high accessibility, complete facilities and equipments, good environment (Fig.10). (ii) The satisfaction degree of the manure scenic spots is generally higher, such as the Grand Palace, Phuket Island, Chiang Mai; while "satisfied" and "dissatisfied" degree of the song and dance performance, Thai massage basically offset each other; the satisfaction degree of the ladyboy performance are complex because, on one hand, the ladyboy art is attractive to Chinese tourists, on the other hand, the problems such as the moral transgression, price fraud, sex crime and human nature are obvious. (iii)

The evaluation of travel agency (either the organizing agency or the local agency) is relatively lower; the reasons include: the low tour expense, the zero salary for tour guide, the low ability of crisis handling, the violation of tour contract and the worse entire environment of the Thailand travel agency. For the evaluation of the organizing agency, the proportions of "very satisfied", "satisfied", "broadly satisfied", "dissatisfied" and "very dissatisfied" are 12%, 23%, 18%, 6% and 41%, respectively; the main problems can be represented as: the violation of the tour contract, the unguaranteed tourism quality, the low ability of crisis handling, etc. For the evaluation of the local agency, the proportions of "very satisfied", "satisfied", "broadly satisfied", "dissatisfied" and "very dissatisfied" are 8%, 26%, 20%, 9% and 37%, respectively; the main problems can be represented as: the price fraud, compulsive shopping, compulsive consumption, threatening tourists, etc.

3.3.4 Tourism Satisfaction Perception Evaluation

The evaluation of the Thai tourism satisfaction perception is mainly the analysis on "very satisfied" and "satisfied" ，these two components based on the evaluation result of all elements. From the preliminary classification evaluation of all samples, it is found that the factor order of "very satisfied" for Chinese tourists to Thai tourism is the overall satisfaction of the author, the scenic spot, the tourism destination government or policy, the public organization, the hotel, the local residents, the local travel agency, the organizing travel agency. Therefore, the entire Thailand tourism environment gives the Chinese tourists a good impression, and the perception evaluation of the tourism factors such as the scenic spot and hotel is higher. However, the factor order of "very dissatisfied" for Chinese tourists to Thai tourism is the overall satisfaction of the author, the local travel agency, the organizing travel agency, the scenic spot, the hotel, the tourism destination government, the local residents. Comparing the satisfaction degree of all factors, the evaluation of the tourism destination, local residents, hotel and scenic spot is relatively higher, but the evaluation of the organizing agency and local agency is generally lower. (Fig.11)
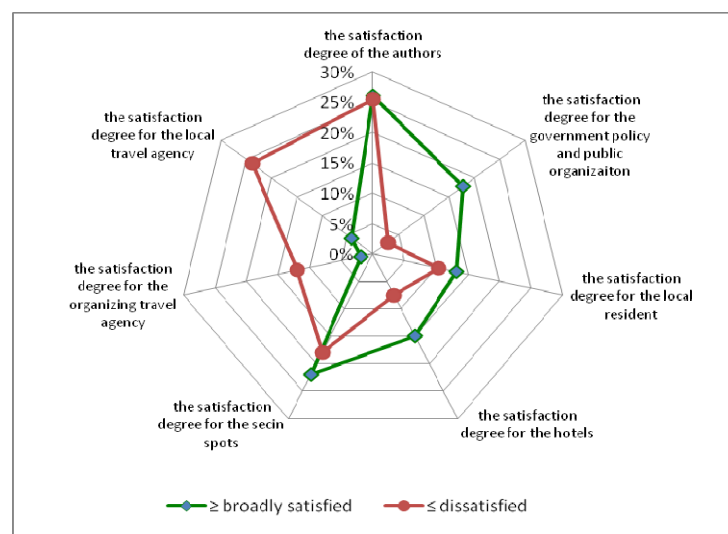

Fig.11 The integrated analysis on the satisfaction degree of Thai tourism perception

4. Conclusion and Prospect

4.1 The Proposal of Promoting the Tourism Perception Quality to Thailand of the Mainland Chinese Tourists

Although Chinese tourists have a good impression on the entire Thailand tourism environment, and higher perception evaluation of the tourism factors such as the scenic spot and hotel, there are still a lot of problems.

Tourists have certain doubts and worries about the overall environmental situation of Thailand. About 22% of all samples present many problems such as the political turmoil, natural disasters, public facilities and service quality problems, which greatly influence the tourists' choice. In allusion to this phenomenon, on one hand, Thailand needs to strengthen the forecast and notification of the tourism information to promote the acquaintance of the Thai tourism environment; on the other hand, Thailand needs to strengthen the cooperation and relationship between China and Thailand. In April 2012, during the prime minister of Thailand visiting China, both China and Thailand decided to upgrade the bilateral relation from the strategic and cooperative level to the comprehensive strategic partnership level. According to the published joint statement, the two sides agree to take appropriate and necessary measures in 13 aspects such as security, trade, transportation, tourism, culture[1], which will greatly promote the attention and credit of China's tourism market to Thai tourism, further to set off a new round of the upsurge in tourism.

In addition, 19% of the samples present the price fraud phenomenon of the scenic spot and the tourism agency arrangement. For the group visitors, the issues of the service quality, compulsive shopping and consumption still exist, with 15%, 8% and 12% rate. In response to this phenomenon, the Thailand tourism authorities still need to intensify the management of the tourism market and handle the tourism complaints in time to avoid the further discussion, pervasion and fermentation of these problems in We Media taken by tourists back to their source country. Meanwhile, the Thailand tourism authorities need to promote the self-discipline management of the tourism industry, assess the demand expect objectively, and provide the standardized, personalized tourism service.

4.2 The Protection Effect of the Intercultural Communication on the Tourism Cooperation

The Chinese tourists have long misunderstood the perception of Thai tourism image to a certain extend. For example, the problems resulting from the ladyboy performance are obvious. There are both the positive and negative evaluations due to its attraction for Chinese tourists but the problems such as the moral transgression, price fraud, sex crime and human nature. This is closely linked to the propaganda of

---

[1]Liu H *et al.* Focus on the visiting of the Thailand Prime Minister to China [EB/OL].
http://gongyi.ifeng.com/gundong/detail_2012_04/19/14015492_0.shtml. (2012-04-19)

the Thailand tourism practitioners and the cultural discrepancy between China and Thailand.

In view of the new tourism slogan "Amazing Thailand Always Amazes You" given by the Thailand National Tourism Bureau, Thailand will promote the products of leisure sightseeing and holiday experience, and then re-build up the Thai tourism image based on the rich natural tourism resources and the deep cultural tourism resources. Strengthening the intercultural communication, promoting the Thailand tourism image to Chinese tourists, understanding the Thailand culture will be beneficial to establish the reasonable and effective travel expectation for the Chinese mainland tourists, and fundamentally promote the tourism cooperation between China and Thailand.

4.3 Discussion on the Practicality and Applicability of the Research Method

At present, the research method of the tourism perception analysis through the network forum and weblog paper is not very mature. The samples in the study are mostly from the involuntary expressions of the tourists who have the Thai tourism experience in recent 6 years. When selecting the samples, the original words of the blog or forum are preferable to avoid the information distortion phenomenon after transferring. In particular, the authenticity and pertinence of We Media's information make itself a good research material and research object to analysis the tourist perception.

However, since the samples are finished completely under the control of the authors, the normalization and completeness of the information has a great defect. During the information processing, although using the corresponding dimension to conduct the classified and quantitative analysis, some information loss still exist. So it need the future improvement and research through improving the data processing method, tracking We Media information channel, and using a variety of social investigation methods.

References

Adamic LA, Glance N (2005) The political blogosphere and the 2004 U.S. election: divided they blog. Proceedings of the 3rd international workshop on Link discovery: 36-43.

Al-Khalifa HS, Al-Eidan RM (2011) An experimental system for measuring the credibility of news content in

Twitter. International Journal of Web Information Systems 7(2): 130-151.

Bowman S, Willis C (2003) We Media-How Audiences Are Shaping the Future of News and Information. The Media Center, The American Press Institute.

Choi S, Lehto XY, Morrison AM (2007) Destination image representation on the web: Content analysis of Macau travel related websites. Tourism Management 28(1): 118-129.

Cullingford C (1995) Children's attitudes to holidays overseas. Tourism Management 16(2): 121-127.

Hillery M, Nancarrow B, Gritfin G, Syme G (2001) Tourist perception of environmental impact. Annals of Tourism Research 28(4): 853-867.

Johnson TJ, Kaye BK (2004). Wag the Blog: How reliance on traditional media and the Internet influence credibility perceptions of weblogs among blog users. Journalism & Mass Communication 81(3): 622-642.

Kantarci K (2007) Perceptions of foreign investors on the tourism market in central Asia including Kyrgyzstan, Kazakhstan, Uzbekistan, Turkmenistan. Tourism Management 28(3): 820–829.

Kim HN (2008) The phenomenon of blogs and theoretical model of blog use in educational contexts. Computers & Education 51(3): 1342–1352.

Krippendorf K (1980) Content analysis: an introduction to its methodology. Sage, Thousand Oaks, California.

Lewis PG, Meadows AJ (1995) Canadian tourist information and the UK: plans and perceptions. Tourism Management 16(1): 67-72.

Li J, Zhao XP (2000). Tourism perception to Xi'an City from American tourists. Journal Beijing second foreign language institute 1:51-55.

Malloy DC, Fennell DA (1998) Codes of ethics and tourism: An exploratory content analysis. Tourism Management 19(5): 453-461.

McDowall S, Wang YC (2009) An Analysis of International Tourism Development in Thailand: 1994–2007. Asia Pacific Journal of Tourism Research 14(4): 351-370.

McKercher B, Packer T, Yau MK, Lam (2003) Travel agents as facilitators or inhibitors of travel: perceptions of people with disabilities. Tourism Management 24(4): 465-474.

Nardi BA, Schiano DJ, Gumbrecht M, Swartz (2004) Why We Blog. Communications of the ACM - The Blogosphere 47(12): 41-46.

Neuendorf KA (2002) The content analysis guidebook. Sage, Thousand Oaks, California.

Oppermann M (1996) Convention destination images: Analysis of association meeting planners' perceptions. Tourism Management 17(3): 175-182.

Padgett M, Hall CM (2001) Case study 4.3: tourism at the polls. In: Hall CM, Kearsley GW (eds) Tourism in New Zealand: an Introduction. Oxford University Press, Sydney.

Pearce P (1982) Perceived changes in holiday destinations. Annuals of Tourism Research 9: 145–164.

Petrosillo I, Zurlini G, Corlianb ME, Zaccarelli N, Dadamo M (2007) Tourist perception of recreational environment and management in a marine protected area. Landscape and Urban Planning 79(1): 29-37.

Pizam A, Mansfeld Y (2000). Consumer behavior in travel and tourism. The Haworth Hospitality Press.

Rubin V, Liddy E (2006) Assessing credibility of weblogs. In Proceedings of the AAAI Spring Symposium: Computational Approaches to Analyzing Weblogs (CAAW).

Swain MB, Brent M, Long VH (1998) Annals and tourism evolving: Indexing 25 years of publication. Annals of tourism research 25 (supplement): 991–1014.

Wong Chak Keung S (2000) Tourists' perceptions of hotel frontline employees' questionable job-related behavior. Tourism Management 21(2): 121-134.

York QY, Zhang HQ (2010) The determinants of the 1999 and 2007 Chinese Golden Holiday System: A content analysis of official documentation. Tourism Management 31(6): 881-890.

Yüksel A, Yüksel F (2007) Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. Tourism Management 28(3): 703-713.

Title: Tourism perception to Thailand from Chinese mainland tourists - Content analysis on the We Media

Author: Hou Zhiqiang, male, Ph. D, associate professor, College of Tourism，Huaqiao University

Contact: College of Tourism，Huaqiao University，Quanzhou, Fujian, China

Postal code: 362021

Tel: 13905060794

E-mail: houzhiqiang1@sina.com