

Examining the Pain Points Experienced by Chinese Tourists in Thailand

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Abstract:

The research objectives were to 1) analyze the pain points of Chinese tourists traveling to Thailand, and 2) compare the pain point level among tourists with different genders, educational backgrounds, occupations, and incomes. The study collected pain point data of Chinese tourists through a questionnaire. Data analysis was then conducted using t-tests, One-way ANOVA, and LSD to analyze the collected data and determine the differences in pain points among Chinese tourists with different tourist characteristics. The research showed that there were significant differences in the level of pain points of Chinese tourists by gender, occupation, and income before, during, and after the journey. There was no significant difference in the level of pain points between tourists with different educational backgrounds before and during the journey, but there was a significant difference after the journey.

Keywords:

Tourism, pain point, Chinese tourists, Thailand.