Research Report

An Analysis of Improper Behavior of Chinese Tourists to Enhance Cross-cultural Understanding

การวิเคราะห์พฤติกรรมที่ไม่เหมาะสมของนักท่องเที่ยวชาวจีน
เพื่อการสร้างความเข้าใจข้ามวัฒนธรรม

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ชื่อเรื่อง:	การวิเคราะห์พฤติกรรมที่ไม่เหมาะสมของนักท่องเที่ยวชาวจีนเพื่อการสร้างความเข้าใจข้ามวัฒนธรรม
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บทคัดย่อ

ปัญหาด้านพฤติกรรมที่ไม่เหมาะสมของนักท่องเที่ยวชาวจีนในขณะเดินทางท่องเที่ยวในต่างประเทศเป็นปัญหาที่ได้รับความสนใจอย่างกว้างขวางในประเทศจีน เนื่องจากเป็นพฤติกรรมที่ส่งผลโดยตรงต่อภาพลักษณ์ของประเทศจีน การศึกษาเรื่องนี้มุ่งศึกษาถึงการรับรู้ของเจ้าบ้านชาวไทย และ นักท่องเที่ยวชาวจีนที่กำลังท่องเที่ยวอยู่ในประเทศไทย ในเรื่องของความบ่อยของพฤติกรรมที่ไม่เหมาะสมต่างๆ และในด้านของความรำคาญที่คนทั้งสองกลุ่มมีต่อพฤติกรรมเหล่านั้น การวิจัยเชิงปริมาณเรื่องนี้ใช้การวิเคราะห์ปัจจัย เพื่อจำแนกกลุ่มพฤติกรรมที่ไม่เหมาะสม ออกเป็นกลุ่มปัจจัยได้ 6 กลุ่มตามความบ่อยของการรับรู้ ได้แก่ (1) การขาดมารยาท โดยการสร้างความรำคาญต่อผู้อื่นด้วยเสียง และการกระทบกระแทก (2) การสูบบุหรี่ พฤติกรรมการใช้ห้องน้ำสาธารณะอย่างไม่เหมาะสม และการกระทำที่ส่งผลเสียต่อสภาพแวดล้อม (3) การแสดงพฤติกรรมตามบรรทัดฐานที่ตนเองเคยชิน โดยไม่ใส่ใจต่อบรรทัดฐานของสังคมที่ไปเยือน และการละเมิดบรรทัดฐานทางสังคมที่เป็นที่ยอมรับของสังคมทั่วไป (4) พฤติกรรมที่หมิ่นเหม่ต่อการผิดกฎหมายของประเทศที่ไปเยือน (5) พฤติกรรมที่ทำตามใจตนเองโดยไม่ใส่ใจต่อความรู้สึกของคนอื่น (6) พฤติกรรมที่เป็นปกติของนักท่องเที่ยวทั่วไป พฤติกรรมทั้ง 6 ด้านถูกนำมาวิเคราะห์ด้วยหลักของการวิเคราะห์ความสำคัญ-ระดับความรับรู้ (Importance-Performance Analysis) โดยพิจารณาจากระดับความบ่อยของการรับรู้และ ระดับความรำคาญเป็นเกณฑ์ พบว่าปัจจัยที่ 1 การขาดมารยาท โดยการสร้างความรำคาญต่อผู้อื่นด้วยเสียง และการกระทบกระแทก เป็นปัจจัยที่พบเห็นได้บ่อยและสร้างความรำคาญมากที่สุด จึงจัดว่าเป็นปัจจัยที่ควรได้รับการแก้ไขโดยด่วน

คำสำคัญ: เจ้าบ้านชาวไทย นักท่องเที่ยวชาวจีน พฤติกรรมที่ไม่เหมาะสม ความบ่อยของพฤติกรรม ระดับความรำคาญ

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Abstract

The problem of Chinese tourist's uncivilized behavior has received much attention in China as it directly affects China's national image. This study aimed to examine how the Thai hosts and the Chinese tourists perceive the uncivilized behaviors of other Chinese tourists in terms of frequency of occurrence and level of annoyance. A quantitative approach using factor analysis was conducted, resulting in six categories of tourist misbehavior: (1) lack of public manner; disturbing others by noise or body contact; failure to observe local customs; (2) smoking habit; improper toilet manner; causing environmental damage; (3) practicing habitual norms in a new environment, violating conventional acceptable norms; (4) marginally illegal behaviors; (5) being casual; (6) normal tourist practice. An action grid was developed to illustrate the behaviors across the perceived frequency and the degree of annoyance. Of the six categories of uncivilized behavior, only the first category, lack of public manner; disturbing others by noise or body contact; failure to observe local customs, was found to be frequent and annoying by both the Thai hosts and the Chinese tourists. The governmental authorities, the tourism industry and the host communities should seriously consider this aspect of uncivilized behavior for the benefits of both the hosts and the Chinese tourists.

Key words: Thai hosts, Chinese tourists, uncivilized behavior, frequency, annoyance

Acknowledgements

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Chapter 1
Introduction

1.1 Research background

As we have already known that the profound socio-economic and political changes in China have created a new wave of outbound tourists. Due to urbanization, higher educational levels, increased high income, and the relaxed visa policy, considerable growth of the Chinese market has been observed in many key destinations in every corner of the globe (Hsu & Song, 2012; Ma, Ooi & Hardy, 2018; Tung, 2019; UNWTO, 2018; Wu, 2016). China is considered to be a representative of the eastern world with over 5,000 years of ancient civilization in Asia and it has been perceived as a country with an advance economy, culture and technological development (Banterng, 2017).

China is now the first tourist generating country for many well-developed destinations in the Asia-Pacific region. Thailand, Japan, Vietnam, South Korea, and Singapore are among the top 10 destinations for Chinese tourists (Chinadaily.com.cn, 2019). During the last two decades, a number of research topics on Chinese travel behavior have been conducted. Gua, Kim & Timothy (2007) summarized 5 subject areas of interest to researchers: the current situation and developing trends in Mainland Chinese travel abroad; developing behavioral models and characteristics of Mainland outbound tourists; industrial policies and economic impacts; management systems and policy practices, and; marketing strategies. However, there appear to be no studies attempting to investigate undesirable tourists from the joint perspectives of both tourists and hosts, which is a desirable research direction because both groups are directly influence by such behaviors (Loi & Pearce, 2015; Moscardo, 1996). In recent years, tensions have been identified between Chinese tourists and the communities they visit. Such tensions are due to increasing perceptions that these new waves of tourists often behave in uncivilized ways (Zhang, Pearce, & Chen, 2019).

With the increasing visibility of the Chinese tourists they are considered to usurp the American tourists, who were once frowned upon by the international community as "ugly Americans" following the title of a popular book and movie of the same title (Wu, 2016). Their individual behavior was exaggerated and reinforced by certain mass media as possibly the world's ugliest tourists, due to to images of them as loud, uncouth and culturally insensitive (Ming, 2018; Wu, 2016). The local hosts in many countries have witnessed the uncivilized behaviors of their Chinese guests. Several posts contain complaints on the annoying behavior of the Chinese tourists. The degree of severity of complaints vary from mild to strong ones. Some local hosts have an impression that the Chinese tourists in their countries disregard for customs and rules (Li, 2013). A Chinese man who was vacationing at a Maldives resort yelled threats and slurs at Chinese staff after he found that the restaurant where he had wanted to eat was fully booked (Li, 2013). Students at Ewha University in Seoul complained about an influx of Chinese tourists who strided into libraries and took photos without the permission of students. Even those territories of Chinese descent in Southeast Asia, Hong Kong and Taiwan are unable to tolerate such behaviors. In Hong Kong, there were instances where Chinese mothers allowed their children to urinate in public which made several Hong Kong residents extremely unhappy. In Taiwan a PRC mother let her children defecate on the floor of Kaohsiung airport, just meters from a toilet (Phneah, 2019).

These cross-cultural phenomena have created increasing tensions between the Chinese and their hosts (Li, 2013). A poll by the Public Opinion Programme of the University of Hong Kong recently found that the number of Hong Kong residents holding negative feelings towards Beijing and mainland Chinese is up by about 40 per cent since November. Following that survey, SCMP.com conducted another online poll, headlined "What makes some Hong Kong residents

dislike mainland China and its people?", more than 50 per cent of the readers blamed the negative feelings on "ill-behaved tourists" (Li, 2013).

The most noticeable dirty habit of many Chinese people is spitting. Chinese men especially have the habit of making loud hawking sounds and spitting on the road, pavement or wherever they happen to be. Women too can be seen participating in this habit. Some people even spit on the bus, and onto the floors of restaurants and public toilets (Tvnewswatch, 2009). Phneah, (2019) explained that such behaviors like littering carelessly, throwing cigarette butts, and spitting in public, which exemplified their lack of environmental consciousness was due to the lack of education.

A Singaporean host in Singapore was also annoyed by the behavior of the female Chinese tourists in Sentosa. She commented that the Chinese tourists would often take a bath or change outside the cubicles. Phneah (2019), a blogger, felt that nudity was very uncomfortable for her. It also annoyed her when Chinese nationals in Singapore spoke loudly on the phone in the MRT.

After Sun (2019), a blogger, watched a Youtube video showing a Thai girl and her boyfriend waiting politely in line when suddenly a swarm of Chinese tourists pushed and shoved their way to the front of the line, she concluded that Chinese tourists have no manners. A writer comments that rudeness and impoliteness are manifested in the behaviour of many Chinese when it comes to queues, saying they either do not understand the concept of a queue, or they do understand but are too rude and selfish to respect queues (Tvnewswatch, 2009).

As the number of Chinese tourists visiting Thailand has been rising, various problems arise as well (Ming, 2018). Another example of uncivilized behavior of the Chinese tourists concerned the use of public toilet. The uncivilized manner of not flushing the toilet after use was mentioned in a local media in Chiang Rai, north of Thailand, which reported an actual incidence taking place at the White Temple in Chiang Rai that the temple staff refused entry to Chinese visitors for half a day due to their frequent incidents of using the toilet without flushing it (Editor Chiang Rai News, 2015).

These comments made by bloggers on the internet media led the author to form such research questions as: What are the uncivilized behaviors or less-than-desirable behaviors of the Chinese tourists?; How often do these behaviors take place?; Who would be affected by these uncivilized behaviors of the Chinese tourists?; Are these behaviors annoying to both the Thai hosts and the Chinese tourists? Should we, as a host, take all the matters into consideration seriously. The objectives of the research are, therefore, to classify the uncivilized behaviors of the Chinese tourists, which were perceived as frequent by both parties, into categories using factor analysis. Also, the degree of annoyance to such behaviors will be examined. The result of the analysis will lead us to developing measures to deal with the behaviors that are considered to be frequent and troublesome.

1.2 Research objectives

This research has the following objectives

1.2.1 To compare the frequency of the improper/uncivilized behaviors perceived by the Thai hosts and the Chinese tourists;

1.2.2 To compare the level of annoyance towards such behaviors between the Thai hosts and the Chinese tourists;

1.2.3 To classify the improper/uncivilized behaviors into categories using Factor Analysis;

1.2.4 To delineate the types of improper/uncivilized behaviors perceived to be frequent and annoying by both the Thai hosts and the Chinese tourists.

1.3 Research hypotheses

Since some of the objectives of this research aim to examine the frequency of the occurrence of improper behavior perceived by the Thai hosts and the Chinese tourists and to examined how both parties are annoyed by those behaviors, this research aims to test the following hypotheses

1.3.1 The perceptions of the frequency of occurrence of each improper/uncivilized behavior of the Thai hosts are different from those of the Chinese tourists.

1.3.2 The level of annoyance towards each improper/uncivilized behavior felt by the Thai hosts is different from that of the Chinese tourists.

1.4 Research scope

1.4.1 Content: This research focuses on the frequency of the occurrence of improper/uncivilized behaviors of Chinese tourists perceived by the Thai hosts and the Chinese tourists themselves. Also it examines how annoying are these improper/uncivilized behaviors to both groups. These behaviors will then be factor analyzed to form categories of improper behavior according to the frequency of occurrence.

1.4.2 Research subjects: The sample representing the Thai hosts are those working in the tourism sectors including hotel personnel, tourist guides, airline staff and those indirectly serving the tourists such as sales personnel and transport operators. The Chinese tourists traveling in Bangkok and else where represent the Chinese tourist group.

1.4.3 Areas of study: Bangkok, Chiang Mai, Nakhon Ratchasima, Phuket, and Samui Island in Suratthani are the places where the primary data from the Thai hosts and the Chinese tourists were collected.

1.5 Research contributions

In terms of theoretical contribution, this research gives an insight into the nature of uncivilized behaviors of Chinese tourists. It attempts to categorize the uncivilized behaviors experienced by the Thai hosts and the Chinese tourists themselves into categories systematically using Factor Analysis. The findings will highlight the broad picture of uncivilized Chinese tourist behavior in Thailand. No other previous research in the area of tourist misbehavior or tourist uncivilized behavior have employed this technique.

The research findings will be helpful for governmental authorities and the tourism industry to have a better understanding of the problem so that they will be able to focus only on the most immediate and critical problems and choose a proper strategy to deal with such problems to enhance the satisfaction level of both the Chinese tourists and other tourists, while the morale of the Thai hosts in the tourism industry will be improved. In conclusion this research area will contribute to the management of visitors as well.

Negative reports on various media may have already formed stereotypes of Chinese tourists among the hosts of destinations. The research result will help bring about better understanding of the situation of Chinese tourist misbehavior in Thailand.

1.6 Definition of key terms

The definitions of key terms in this study are:

1.6.1 Improper behavior refers to the behavior which is against the norm or standard of behavior acceptable in the Thai society. It also includes behaviors considered to be illegal as well. In the tourism context, it is widely known as uncivilized behavior. In the marketing context it is interchangeably termed 'misbehavior', 'dysfunctional behavior', or 'aberrant consumer behavior.'

1.6.2 Frequency refers to the frequency of occurrence of the improper behavior. It is measured by the perception of the host and the tourist. The frequency of the perception varies from rarely seen to oftenly seen.

1.6.3 Annoyance means how annoyed both groups feel towards such behavior. The degree of annoyance ranges from not at all annoyed to very annoyed.

1.6.4 The Thai host means the Thai natives who serve the tourists or the customers while they are holidaying in Thailand. They may have to contact with the tourists directly or indirectly. They include the hotel staff in front and back of the house, tourist guides, tour operators, transport drivers and airline cabin crew. The Thai hosts refer to those who provide services to the tourists; therefore, they are the persons who have witnessed different types of tourist behavior.

1.6.5 The Chinese tourist refers to any Chinese holidaying in Thailand. They must be the tourist sampled in tourism venues such as at tourism sites, department stores and shopping areas. They comprise mainland Chinese nationals, Hong Kong and Taiwan residents.

Chapter 2
Review of Literature

2.1 Tourist-host contact

Contact between culturally different tourists and hosts can lead to enhancement of tourists' and hosts' attitudes toward each other, learning about the others culture, and development of positive attitude (Reisinger, 2009). This research attempt to challenge this notion that the contact between two culturally different like Thai and Chinese culture will not necessarily result in positive attitude, especially the attitude of the Thai hosts towards our Chinese guests. When tourists are friendly, respectful and show an interest in the host society, local residents can develop pride in their local culture, socialize with tourists, and learn their language. Those who have longer contact with each other may develop more favorable attitude toward each other. Tourist-host contact may also result in exchange of correspondence and gifts, the development of personal relationships and even friendships (Bochner, 1982; Boissevain, 1979; Pearce, 1985). The proposition could be proved to be true, development of more favorable attitude, if the host and the tourists have longer contact with each other.

The tourist-host contact occurs when there are opportunities for contact, which allow participants to interact, get to know each other and understand one another. If no opportunity exists, no contact occurs (Reisinger, 2009). Furthermore, the personal characteristics of tourists and hosts, such as tolerance, enthusiasm, interest, generosity, welcoming attitudes, willingness to listen and understand each other's need, and mutual respect increase the chances for mutual interaction. On the other hand, resentment, disrespect, lack of appreciation for each other's cultural background, arrogance, and sense of superiority decrease the chances for interaction. Therefore, without a closer, longer, and deeper interaction, a positive attitude is not likely to be developed. Social interactions between tourists and hosts are governed by rules of social behavior. These rules concern introductions, greetings and farewells, names and titles, behavior in public places, and so forth. In this research, the aspects of behavior of the Chinese guest in public places that affect the host negatively will be examined. Negative attitudes create reservation, suspicion, dissatisfaction and lack of understanding and thus discourage from the development of interaction. The more a person is prejudiced, the less likely the person is involved in interaction. Some Thai people have negative feelings about all Chinese people because they dislike some Chinese tourists' behavior such as speaking loudly in public. The awareness of the others' cultural background does not lessen the dislike of loud speaking. When prejudice replaces communication, we see overt and covert avoidance and withdrawal when cross-cultural communication is expected (Ming, 2018). However, prejudice does not mean avoidance of contact; even highly prejudiced people seek contact with others (Reisinger, 2009). The prejudice of hosts towards tourists is hard to detect in the exchange setting since people who engage in rendering service seem so tolerant of outgroup members (Ming, 2018).

2.2 Theoretical approaches to understand misbehavior

Misbehavior refers to behavior contravening various proper norms (Fullerton & Punj, 1997). It also refers to behavior that violates conventions, rules, regulation, laws, or social mores (Moschis & Cox, 1989). Many of the past studies on misbehavior have interpreted the inappropriate behavior and attitudes of consumers based on neutralization theory, labeling theory and strain theory (Tsaur, Cheng, & Hong, 2019).

From the perspective of neutralization theory, Sykes and Matza (1957) state that people are always aware of their moral obligation to abide by the law, and that they have the same moral obligation within themselves to avoid illegitimate acts. Thus, they reasoned, when a person did commit illegitimate acts, they must employ some sort of mechanism to silence the urge to follow these moral obligations. They believed, delinquents justified their illegitimate actions by referring to one of these techniques including denial of responsibility, denial of harm, denial of the victim, condemnation of the condemners, and appeals to higher loyalties. When individuals engage in misbehavior, they may use these various techniques to excuse their misbehavior and attempt to lighten an inner sense of guilt arising from the deviant behavior (Tsaur, Cheng, & Hong, 2019).

Labeling theory, a theory stemming out of a sociological perspective known as "symbolic interactionism," a school of thought based on the ideas of George Herbert Mead, John Dewey, W. I. Thomas, Charles Horton Cooley, and Herbert Blumer, among others. The labeling theorists shaped their argument around the notion that, even though some criminological efforts to reduce crime are meant to help the offender (such as rehabilitation efforts), they may move offenders closer to lives of crime because of the label they assign the individuals engaging in the behavior. As members in society begin to treat these individuals on the basis of their labels, the individual begins to accept this label him- or herself. In other words, an individual engages in a behavior that is deemed by others as inappropriate, others label that person to be deviant, and eventually the individual internalizes and accepts this label (Rogers, ND).

Strain theory, in sociology, proposes that pressure derived from social factors, such as lack of income or lack of quality education, drives individuals to commit crime (Merton, 1968). Individuals whose incomes placed them below the poverty threshold were unable to realize common, socially accepted ambitions through legal means, and thus they were forced down a path of criminal behavior to achieve their goals.

2.3 Consumer misbehavior

There is an implicit assumption in tourism consumer behavior models that consumers will behave properly, despite the recognition that consumer dissatisfaction and negative emotions, attitudes and perceptions exist that contribute to misbehavior (Cohen, Prayag & Moital, 2014). The darker side of consumer behavior has attracted increasing attention in marketing and management more widely.

Several earlier studies have investigated various customer behaviours that have a negative impact on service production. They are conceptualized as "aberrant behaviour" (Fullerton & Punj, 1993); "dysfunctional behaviour" (Harris and Reynolds 2003; Reynolds and Harris 2006; Daunt and Harris 2011; Yi and Gong 2008; Hibbert et al. 2012), but also "misbehaviour" (Fullerton and Punj 2004), "unruly behaviour" (Cheng-Hua and Hsin-Li 2012), and "deviant behaviour" (Reynolds and Harris 2006; Suquet 2010). While there are many concepts about behaviour that has negative impact on service production, these concepts can be interchangeable (Harris and Daunt 2013). A review of existing literature reveals no single generally accepted label, definition, or classification of customer misbehavior.

Fullerton & Punj (1993) defined aberrant consumer behaviour as behavior in exchange settings which violates the generally accepted norms of conduct in such situations and which is held in disrepute by marketers and by most consumers. The three major outcomes of aberrant consumer behavior are: 1) destruction of marketer property (vandalism); 2) abuse, intimidation, and physical and psychological victimization of other consumers and marketer personnel; and 3) material loss through various forms of theft including insurance, credit card, and check fraud, and shoplifting. It can result in serious financial, physical, and/or psychological harm to marketing institutions and their employees, and to other consumers.

Dysfunctional customer behavior that have a negative impact on production in service settings are a social problem and a problem for companies in Japan (Uémoto, 2018). A number of

researchers view customers as 'partial employees' because of their participation in the creation of service values (Boven, 1986; Mills et al., 1983). For example, smooth boarding on planes may contribute to on-time flights and reduce passengers' frustration, and eating quietly at restaurants may enhance guests' overall satisfaction. Modification of dysfunctional customer behaviors can be considered as a means of managing customers to become excellent partial employees (Uémoto, 2018).

Consumer misbehavior on tourism market may be divided into four main groups (Solomon, 2010). Consumer terrorism occurs in the case of consumers who set out to destroy the image of a particular brand. Such behavior occurs as a response to poor consumer service or dissatisfaction. Another form of consumer misbehavior is addiction, which is a physiological or psychological dependency on products or services. The addictions of consumers can have a significant impact on service providers, for example alcohol-related aggression and assaults occur regularly in bars and restaurants (Haines & Graham, 2009). Compulsive consumption is a kind of addiction, in terms of an addiction to shopping. This term refers to repetitive shopping, often excessive, as an antidote for tension, anxiety, depression, or boredom (Solomon, 2010). An addict to shopping behavior appears frequently because of low self-esteem, where consumers treat shopping as a way of reaching some social level and respect. Another misbehavior under this category is excessive consumption of food and beverages during all-inclusive holidays (Grybś-Kabocik & Marie, 2016). The third group of consumer misbehavior is the consumed consumers. They are consumers who are treated as commodities and who become subjects of businesses. In the tourism market, prostitution can take a form of sexual tourism, which involves a large segment of the world market (Grybś-Kabocik & Marie, 2016). Those who participate in sex tourism are considered consumed consumers. The last category is the consumer fraud. A consumer who steals a product instead of purchasing it is an example of consumer fraud. Shoplifters may be rich people seeking some excitement. Teenagers may become thieves in order to obtain the respect of their peers.

Berry & Seider (2008) classified 'unfair' customers into 5 forms. First 'verbal abusers' refer to consumers who behave in an offensive and disrespectful manner towards organizational employees. Second, 'blamers' denote individuals who always position any fault with the firm. Third, 'rule breakers' represent consumers who knowingly overlook organizational policies and procedures that they consider to be undesirable. Fourth, 'opportunists' signify shoppers who are constantly on the lookout for situations in which they may gain. Fifth, 'returnaholics' are consumers who purchase and use products with the intention of returning them in an illegitimate manner at a later date. These categorizations offer insights into the varied forms of misbehaviors performed by consumers, research in this area generally lacks empirical validation (Harris & Daunt, 2011).

Applying these concepts of consumer misbehavior to Chinese tourists, their uncivilized behaviors may adversely affect the hosts and host community by lowering the morale of the service providers (marketer personnel). Their vandalism activities may affect the environment of the destination. The overall satisfaction toward tourism experience of other tourists may be reduced.

2.4 Impacts of tourism on the hosts

Doxey (1975) states that negative impacts of tourism gradually increase especially in maturation stage. In his irritation index, Doxey suggested that local people who had positive perspective of tourism in the beginning started to have negative perspective of tourism activities due to rapid development of tourism industry and negative aspects of tourism. Doxey proposes this process in four basic stages. In the first stage, euphoria, local people tend to accept tourism and tourists and have a sense of extreme happiness.. In the second stage, apathy, local people perceive tourism activities that begin turning into an economic activity as a routine activity and develop an apathy towards tourism. In the third stage, irritation, with the increasing concentration of tourism, the local people who are exposed to negative social, cultural, economic and environmental impacts of tourism begin to feel uncomfortable and suspicious about tourism sector. In the final stage local

people develop an antagonism towards tourism activities and tourists (Akdu & Ödemiş, 2018 ; Faulkner & Tideswell, 1997). Modern Thai tourism had taken root during the fifties and was off and running.

At the beginning of this decade, a fundamental technology change took place-jet aircraft-and Thailand was fully prepared to make the most of it. The 60's was a time of branding Thailand around the world. The 70's was a decade of more infrastructure and further branding (Jeff, 2018). Tourism in Thailand certainly has a positive economic impact on the country and those who live here. There were about 5,383,000 jobs in the tourism industry in Thailand as of 2014 (Iverson, 2017). Tourist numbers have grown from 336,000 foreign visitors in 1967 to 32.59 million foreign guests visiting Thailand in 2016. With its long history of tourism, undoubtedly tourism development in Thailand now is already at the development stage according to Butler's (1980) "Tourism Area Cycle of Evolution." In this stage, marketing activities are intensified and the number of visitors in the destination is increasing (Akdu & Ödemiş,2018). Tourism in Thailand has gone beyond "exploration", when the touristic destination is discovered by the visitors, and "involvement stage" when the local people in destination have increased their support and participation in the tourism. But it has not reached "consolidation" stage in which the number of visitors decreases, and the "stagnation" stage, when the number of visitors has reached its peak, and not even "decline" stage in which the attractiveness of the destination and the number of visitors starts to decrease.

Some authors state when Doxey Irritation Index and Butler's Tourism Area Cycle of Evolution are compared, it can be expressed that Butler's 'exploration' and 'involvement' stage correspond to Doxey's 'euphoria' stage, 'development' stage corresponds to 'apathy' stage, Butler's 'consolidation' and 'stagnation' correspond to Doxey's 'irritation' stage, and Butler's 'decline' and 'rejuvenation' stages correspond to Doxey's 'antagonism' stage (Akdu & Ödemiş,2018). One of the objectives of this research projects is to examine whether the uncivilized behaviors of the Chinese guests affect the Thai hosts, and what kind of behavior tourism entrepreneurs, tourism planners and local and national authorities have to pay attention to.

2.5 Hosts' attitudes towards tourism impacts

Although researchers still lacked theories explaining relationships between residents' attitudes and tourism impacts (Wang, Pfister, & Morais, 2006), social exchange theory (SET) is one of the most popular theoretical framework adopted by resident attitude studies (Chen, Hsu & Li, 2018). SET assumes that local residents who perceive more benefits than costs from tourism are more likely to support tourism development, thereby becoming actively involved in social exchange with tourists.

Exchange would initiate when asymmetrical inaction forms (Wang, Pfister, & Morais, 2006). Residents evaluate tourism in terms of social exchange, that is, evaluate it in terms of expected benefits or costs obtained in return for the service they supply (Ap, 1992). He concludes that when exchange of resources is high for the host actor in either the balanced or unbalanced exchange relation, tourism impacts are viewed positively, while tourism impacts are viewed negatively if exchange of resources is low (Ap, 1992). SET simplifies the host-tourist interaction as a form of transaction, in which tourists and hosts undergo a process of negotiation or exchange (Sharpley, 2014). This theory will help explain why hosts can tolerate uncivilized behaviors of their guests.

2.6 Uncivilized behavior of Chinese tourists

Tourism has been discussed as a predominantly hedonistic and liminal experience which reveals hidden values and deviant behaviors that are repressed in the usual place of residence. Tourists are more likely to exhibit unethical and deviant behavior during travel than at home and also likely to employ various neutralization tactics to justify such behavior (Tolkach, Pratt, & Zeng, 2017).

Very few studies on perceptions of misbehavior of Chinese tourists, which were published in English, have been done except for those studies done by Chen, Hsu, & Li (2018) ; Loi & Pearce (2015); Lai (2016) and ; Phichaiwongphakdee (2018). Also few studies on uncivilized behaviors of Chinese tourists were conducted by Chinese scholars and they were in Chinese (Chen,2016; Liu, 2007; Wu & Zhou, 2016; Xu & Pan, 2016; Yang, Tian, & Chang, 2015). The term 'uncivilized', 'inappropriate', 'annoying', and 'misbehavior' have been used interchangeably to describe the less-than-desirable behaviors of the Chinese tourists on holiday.

Wu (2016) analyzed the media representations of Chinese outbound tourist behavior in his research, which involved an analysis of 137 media reports about Chinese tourist behaviors. Wu summarized four groups of attitudes toward Chinese tourists. Slightly more than half of the media reports (51.8 percent) revealed complex attitudes toward Chinese tourists, or the attitudes that Chinese tourists bring both benefits and costs. 32.1 percent had negative attitudes toward Chinese tourists as annoying. This group felt that Chinese tourists were annoying and upset the hosts with specific acts. Nearly 11 percent had positive attitudes, hoping that a new generation will become savvy tourists. A small percentage, 5 percent, held the view that Chinese tourists 'bad behavior hurts China's national image.

Loi & Pearce (2015) studied the perceptions of 363 residents of Macao and 365 tourists there regarding the annoying behavior of the tourists, and found that the four most frequently encountered behaviors were, in order from high to low: smoking anywhere without considering those around them; littering/ spitting in public; breaking into a line of waiting people, and; driving a car or crossing road unsafely/ not observing local traffic rules and regulations. With regard to the attitudes towards annoying behaviors of the tourists in Macao, the researchers found that the most annoying behaviors were: not flushing the toilet after use; littering/ spitting in public ;verbally or physically abusing service personnel in hotels and other service operations; and, smoking anywhere without considering those around them. Out of the 40 perceived annoying behaviors, the authors have developed 3 new integrative categories: 1. Behavior directly relating to others; 2.Isolated individual acts, which are bodily functions or presentation/appearance issues, and verbal or sound acts, and; 3. Marginally illegal or scam behaviors.

In the package tour settings, Tsaur, Cheng & Hong (2019) applied the concept of consumer misbehavior (Fullerton & Punj, 1997; Harris & Daunt, 2013) and adopted a qualitative approach to interview 24 tour leaders. They categorized package tour member misbehavior into 5 categories; 1) misbehavior detrimental to group operation, 2) misbehavior toward the tour leader, 3) misbehavior toward tour members, 4) misbehavior toward the tourism environment, 5) misbehavior toward tourism organization.

Lai (2016) investigated the impact of Chinese tourists' misbehavior on Thailand tourism by interviewing 76 respondents consisting of 56 tourists Malaysia, Netherlands, Hong Kong, Australia, Japan, Singapore and Iran, and 20 locals. Lai concluded that the majority of the respondents were aware of the issue of Chinese tourists' misbehavior in Thailand. However, almost half of the respondents had not encountered with the incidences themselves. Their awareness of the issues were mainly from the broadcasted news or word of mouth. Nearly half of the tourist respondents were aware of the issue but had not witnessed the incidence of the Chinese tourist misbehavior. There were 36 percent of Thai local residents had direct experience with the misbehaved Chinese tourists. Those tourists who had experienced with such behavior gave examples like speaking loudly, being impolite, cutting queue and spitting. In terms of image of Thailand's tourism, majority of the tourist respondents thought that Chinese tourists' misbehavior would not tarnish the image of Thailand's tourism. Over 90 percent of the tourist respondents said they would still revisit Thailand and recommend it to others, which signified the destination loyalty of the tourists towards Thailand. Lai (2016) concluded that Chinese tourists' misbehavior would not affect the tourism image of Thailand

and would not decrease the loyalty towards Thailand. However, Lai (2016) commented that the Thai government's current measures are not sufficient and effective to combat the issue of Chinese tourists' misbehavior, and that incidents of Chinese tourists misbehavior still continue in Thailand. Lai (2016) further commented that this issue caused dissatisfaction of some locals towards Chinese tourists, but the local community is still showing support and commitment in hosting more Chinese tourists for the sake of the country's economy.

Zhang, Pearce, & Chen (2019) suggested that educated Chinese tourists are aware of the need to behave well in the eyes of the hosts. Guidelines for proper behaviors addressing the cultural differences at key points in the journey, which include departing for, arriving at, and on-site visiting an outbound destination would be helpful to many Chinese tourists These guidelines may decrease their anxiety about behaving inappropriately. Their study focused on the newer waves of educated Chinese outbound visitors, hoping that they would become agents of positive changes and management among their fellow travelers. They hoped that knowledgeable individuals should guide or give instructions to those with less knowledge on proper behavior abroad. The researchers conclude that attempts to shape Chinese behavior should take the concept of face into consideration. Tourism management authorities should promote the idea that individuals are the face of a country and that behaving properly should prevent losing such face.

2.7 Impacts of customer misbehavior on service providers

Customer-contact employees claimed that deliberate customer misbehavior was a considerable cause of stress in their working lives. It eroded their emotional strength and negatively affected their mood during work episodes and their temperament afterwards (Harris & Daunt, 2013).Employees felt that customer misbehavior was a key source of frustration, anger, guilt, irritation, anxiety, sadness and even depression (Harris & Daunt, 2013). Thus suitable behavior of customers in service settings is a very important issue for creating high quality service performing (Uémoto, 2018). Misbehavior can also lead to service disruption and imbalance from the perspective of the service supplier, the customer, and even other customers. This behavior includes verbal or physical abuse, theft, causing cost of business losses, vandalism, and defiling the environment, as well as talking loudly in public places, cutting in line and smoking (Tsaur, Cheng, & Hong, 2019).

This study attempts to investigate the more micro aspect of the Thai hosts in relation to less-than-desirable Chinese tourist behavior in general. The study adapts the term of 'consumer misbehavior' as behavioral acts by tourists, who are tourism consumers, that violate the generally accepted norms of conduct in consumption situations and the order expected in such situations (Fullerton & Punj, 1997; Tsaur, Cheng, & Hong, 2019). In this study hosts refer to service providers and people in the tourism trade, as well as those who involved both directly and indirectly in tourism. The hosts in this study included both employers and employees in tourism sectors. The other party concerned is the Chinese tourists visiting Thailand. This study does not intend to classify types of negative impacts on the hosts as has been done front-line customer service settings. However, it seeks to assess the perceived frequency of uncivilized behaviors and the levels of annoyance towards uncivilized behaviors which were perceived by both the hosts and the tourists themselves. The sources of the uncivilized behaviors to be studied will be derived from the comments posted by bloggers in websites, as well as from the previous literature. This work builds from the identification of problematic Chinese tourist behaviors which appeared in the internet media and academic papers to a more detailed study of the perceptions of the desirability of those behaviors.

Chapter 3
Research Method

This chapter will discuss how this research is conducted starting from the population to be studied, the sample selection, the research tool construction to the statistical analysis techniques.

3.1 The population and the sample

The first population group is the Thai hosts, who are those working in the tourism industry. This group is chosen because they are supposed to serve the tourists, who are their guests. Therefore, they are in the position to provide information regarding their perceptions of their guests, who, in this study, are the Chinese tourists. The other population group is the Chinese tourist group. They are the tourists who are holidaying in Thailand for a certain period of time. They are not the Chinese who visit Thailand to study or do business. They must be the people who do not have long exposure with the Thai culture.

The sample of Thai host consisted of local people who work in tourism industry, who were mostly hotel staff in various departments, tourist guides, shop assistants, bus and/or boat drivers, and domestic airline flight attendants. The questionnaires were mailed to the hotels and tour companies which had been contacted and agreed to participate in the research project and allowed their personnel to complete the questionnaire. Therefore, the convenient sampling method was employed. However, the researcher tried to make sure that the Thai host sample represented the Thai host population by mailing the questionnaires to hotels and tour companies both in Bangkok and upcountry. Outside Bangkok, the questionnaires were distributed to hotels and tour companies in Chiang Mai, Nakhon Ratchasima, Phuket, Krabi and Samui Island in Surat Thani.

Another target population of this study was the Chinese tourists, who visited Thailand for a holiday purpose. A convenience sampling technique was used to select individuals. A verbal assessment was carried out to confirm that the person was a Chinese tourist visiting Thailand for pleasure before the questionnaire form was provided to him/her.

3.2 Research instrument

The research tool was a self-administered questionnaire, which consisted of two parts. Part 1 comprised closed-ended questions on demographic profile of the respondents. The variables included country of origin, which was to identify whether the respondent is a Thai host or a tourist, gender, age, level of education, occupation, and satisfaction with the income. Part 2 concerned the frequency of the perception of 42 behaviors, and the degree of annoyance toward each of the 42 behaviors. The questionnaire in Thai was designed for the Thai sample, and it was translated into Chinese by a Thai-Chinese translator. The questionnaire in Chinese was proof-read by a Chinese lecturer in the department of Chinese at Dhurakij Pundit University.

The content of each of the 42 constructs or attributes were obtained from the reviews of literature, which comprised the research work done by Chen, N., Hsu, C. H., & Li, X. R. (2018); Loi & Pearce (2015); Ming, H. (2018); Tolkach, D., Pratt, S., & Zeng, C.Y.H. (2017), and Wu, M. (2016). Other sources included comments made by bloggers in online media. The content of the 42 attributes is shown in Table 3.1.

Table 3.1

42 attributes representing improper/uncivilized behavior of Chinese tourists in Thailand

Item	Attribute
01	Spitting in public places
02	Smoking in public places
03	Throwing cigarette butts
04	Writing graffiti on public walls
05	Littering carelessly
06	Urinating/defecating outside toilet bowl
07	Smoking/throwing cigarette butts in the toilet
08	Squatting on the toilet bowl seat
09	Not flushing the toilet after use
10	Talking loudly/making a loud noise in public
11	Being rude/showing a bad manner to service personnel
12	Smoking while eating in a restaurant
13	Making noise while eating in a restaurant
14	Spilling food around dishes on a dining table
15	Smoking while browsing/shopping in a shop
16	Shoplifting
17	Bargaining when going shopping
18	Trying on shopping item like clothes/food item and decide not to buy
19	Rinsing feet in a public wash basin
20	Not caring to observe or learn local customs
21	Rushing into a place/vehicle in a chaotic manner
22	Bumping into/shoving others in a crowd
23	Cutting a queue
24	Getting drunk in public
25	Failure to observe/breaking local traffic rules
26	Dress oneself improperly/not observing local dress codes
27	Lying/sleeping in a public place in a casual way
28	Leaving or sneaking out of a restaurant without paying
29	Getting into an elevator or a vehicle before others get out
30	Being too affectionate in public
31	Walking obstructing others in the footpath
32	Allowing children to defecate in the street or public places
33	Taking photos where it is forbidden
34	Eating strong-smelled food in public transport
35	Allowing children to run around disturbing others
36	Insulting local people who cannot speak Chinese
37	Asking for too much service from officials or service providers
38	Expecting to be served before local people
39	Knocking on/shaking a public toilet door seeing it is closed
40	Shouting/calling others in a hotel corridor or public place
41	Knocking on every room door in a hotel to look for friends
42	Standing on airplane passenger seats/climbing on prohibited place to take photos

Evaluation on the frequency of occurrence and degree of annoyance was made based on an ordinal 4-scale: 1 (never encountered before/not at all annoying), 2 (not very frequently/mildly annoying), 3 (rather frequently/rather annoying) and 4 (very frequently/very annoying).

3.3 Data collection

The data collection period took place during March and July 2018. A convenience sampling method was employed to collect the data from Chinese tourists in Bangkok, Chiang Mai, and Phuket due to the indefinite nature of the tourist population. The tourist would be conveniently approached and asked if he/she would be willing to participate in the survey. If they agreed, they would be given a copy of questionnaire to complete. A small token, a Thai designed key-ring, was given as a sign of appreciation for their co-operation.

With regards to the Thai host group, a purposive sampling method was used. The researcher contacted the hotel general managers in Bangkok, Chiang Mai, Nakhon Ratchasima, Phuket, Krabi, and Samui Island in Surat Thani province to ask for their co-operation in distributing the self-administered questionnaires to their staff to complete. A few tour companies in Phuket agreed to distribute the questionnaires to their tour staff. A budget-airline company also participated in the research by allowing the crew members to complete the questionnaire forms.

before 899 completed questionnaires were selected, over a thousand copies of questionnaire had been distributed. Many copies of the questionnaire had to be discarded due to the incompletion. There are many reasons for the incompleteness of the questionnaire. Some respondents did not answer any questions concerning the degree of annoyance. Some respondents chose to indicate the same level of opinion throughout the 42 attributes, indicating their unwillingness to consider the content of each item carefully. Consequently over a hundred copies had to be discarded

3.4 Data analysis

The data was registered into the statistical program for further analysis. First the demographic profiles of the Thai hosts and the Chinese tourists were described in terms of frequencies and percentages. The frequency of the experience with the improper/uncivilized behavior and the degree of annoyance toward those behavior were first described in frequencies and percentage as well.

Then the Likert-type categories from the 42 items of frequency of experience and 42 items of degree of annoyance were analyzed as internal-level measure and presented by mean values and standard deviations according to the rank of mean. It was a common practice for the researchers to regard the Likert-type data as interval-level data (Blaikie, 2006).

An exploratory factor analysis was performed using principal component with varimax rotation in order to identify the underlying dimensions (factors) of the perceptions of the frequency of uncivilized behaviors. According to Hair et al (1995), the general purpose of factor analysis is to find a way to summarize the information contained in a number of original variables into a smaller set of new, composite dimensions or factors with a minimum loss of information. More specifically speaking, factor analysis serves for either of two objectives: identifying structure through data summarization and data reduction (Hair et al., 1995). For this research the primary objectives of using factor analysis were (1) to create correlated variable composites from the original 42 improper/uncivilized attributes so as to identify a smaller set of dimensions, or factors that explained most of the variances among the attributes; and (2) to apply the derived factors in the subsequent hypothesis testing, and in the Frequency-Annoyance grid.

The determination of including a variable or attribute in a factor was based on the factor loadings, eigenvalues and the percentage of variance explained (Hair et al, 1995). First, the factor loadings represented the correlation between an original variable and its respective factor, and only factor loadings equal to or greater than 0.50 were included in a factor. Second, only factors with eigenvalues equal to or greater than 1 were considered significant. The reason for this was that an

individual factor should account at least the variance of a simple variable. Finally, the result of the factor analysis should explain at least 60 percent of the total variance. To assess the reliability of the measures, Cronbach's Alpha was calculated to test the stability of variables retained in each factor, and only those variables having coefficients greater than or equal to 0.50 were considered acceptable and a good indication of construct reliability (Nunnally, 1967).

Paired sample t-test of independent samples was applied with the aim of comparing the perceived frequency of improper/uncivilized behaviors of the two groups of respondents (the hosts and the Chinese tourists) to find out whether any significant difference existed between the hosts and tourists' perceived frequency of improper behaviors. Another paired sample t-test was applied to compare the level of annoyance felt by the two groups. The paired sample t-tests were used for hypothesis testing.

The use of a frequency-annoyance action grid similar to the importance-performance (IPA) matrix was also employed in order to illustrate the relationship between frequency and annoyance ratings of the behaviors in a neat manner. This technique was previously employed by Loi & Pearce (2012). In this study the factor means of each category of improper/uncivilized behavior based on the frequency and the factor means of improper/uncivilized behavior based on the degree of annoyance were calculated and plotted into a graphical grid.

Cross-hairs (vertical and horizontal lines), using the mean values of the Frequency and Annoyance perceived by both respondent groups were calculated to separate the derived factors into four identifiable quadrants. The data was then presented on a grid where each factor was plotted according to its perceived frequency and degree of annoyance. The two-dimensional grid displayed the frequency of attributes on the horizontal axis from not frequently seen (left) to very frequently seen (right) and the degree of annoyance of attributes on the vertical axis from high annoyance (top) to low annoyance.

Positioning the horizontal and vertical axes on the grid is matter of judgement (Bacon, 2003;De Nisco et al., 2015; Martilla & James, 1977). In some applications, the cross-point was placed in the middle of the scale, which is known as scale-centered approach. In other studies the cross-point was located at the center of data, known as data-centered approach (Bacon, 2003). In this study the researcher adopted the data-centered approach. The cross-point in this study was set at mean frequency and mean annoyance values.

Chapter 4
Research Findings

4.1 The Thai host demographic profile

The sample of the Thai hosts comprised 401 respondents, slightly more than half (55 percent) were drawn in Bangkok. The remainder were drawn from other regions in the north, the northeast and the south of Thailand, The percentage of female respondents is slightly higher than that of the male respondents, which mirrored the Thai population as a whole with slightly more females than males. Most of the respondents were aged between 20 and 39. Over two-thirds of the respondents held a bachelor degree. About 27 percent finished either high school or vocational school. A small percentage received a higher degree. The host sample comprised mostly hotel personnel, which included department managers (11.1 percent), front office staff (27.1 percent), bell captain and security (5 percent), housekeeping staff (11.9 percent), F&B staff (10.8 percent). The rest were from the tourism and transport sector, which included tourist guides (18 percent), tour operators (2.8 percent), airline flight attendants (8.5 percent). With reference to income, the respondents were asked to self-estimate their income from not satisfactory to very good. About 41 percent reported that their income was satisfactory, and about 35 percent reported that their income was good. 13 percent were not satisfied with their income, while 11 percent reported that they had very good income. The details are displayed in Table 4.1.

Table 4.1
Demographic Profile of the Thai Hosts

Area of Residence	Number	Percentage	Gender	Number	Percentage
Bangkok	221	55.1	Male	184	47.5
Chiang Mai	66	16.5	Female	203	52.5
Nakhon Ratchasima	27	6.7	Total	387	100.0
Krabi	4	1.0	Age	Number	Percentage
Nonthaburi	20	5.0	Under 20	5	1.3
Phuket	39	9.7	20-29	143	35.8
Koh Samui, Surat Thani	24	6.0	30-39	120	30.1
Total	401	100.0	40-49	69	17.3
Occupation	Number	Percentage	50-59	47	11.8
Tourist guide	70	18.0	60 and over	15	3.8
Department manager	43	11.1	Total	399	100.0
Hotel front office staff	105	27.1	Highest Education	Number	Percentage
Bell captain/bell boy/security	19	4.9	High school	106	26.9
Hotel housekeeping/engineer	46	11.9	Bachelor degree	266	67.5
Hotel F&B staff	42	10.8	Higher degree	22	5.6
Bus/boat driver	7	1.8	Total	394	100.0
Tour business entrepreneur/owner	11	2.8	Self-estimate Income	Number	Percentage
Airline flight attendant	33	8.5	Not satisfactory	50	13.2
Hotel sales and marketing	12	3.1	Satisfactory	155	40.9
Total	388	100.0	Good	132	34.8
			Very good	42	11.1
			Total	379	100.0

Note Total sample: *N* = 401. Totals differ due to missing data

4.2 The Chinese tourist demographic profile

The Chinese tourist sample came from 30 regions in China including Taiwan and Hong Kong. Some of the major sources of the Chinese tourists were Guangdong (8.9%), Sichuan and Zhejiang (7.4% each), Jiangsu (6.1%), Shandong (5.9%), Shanxi (5.5%), Beijing and Yunnan (5.3% each), and Shanghai (4.9%). The percentage of female is slightly higher than that of male. Fifty-seven percent of the respondents were in the age group of 20-29, and 20.9 percent were aged between 30 and 39. Those under 20 accounted for 13.5 percent. Half of the respondents received a bachelor degree. 17.3 % obtained a higher degree, and 31.2 % completed high school; consequently 35 % reported that they were students. Nearly one-fourth were white-collar workers, and almost 13 % were professional. Half of the respondents were satisfied with their income. Details are shown in Table 4.2.

Table 4.2
Demographic Profile of the Chinese Tourists

Province of residence	Number	Percentage	Gender	Number	Percentage
Anhui	11	2.3	Male	242	49.2
Beijing	25	5.3	Female	250	50.8
chongqing	7	1.5	Total	492	100.0
fujian	11	2.3	Age	Number	Percentage
Gansu	4	0.8	Under 20	67	13.5
Guangdong	42	8.9	20-29	284	57.0
Guangxi	21	4.4	30-39	104	20.9
Guizhou	8	1.7	40-49	22	4.4
Hainan	2	0.4	50-59	16	3.2
Hebei	11	2.3	60 and over	5	1.0
Heilongjiang	4	0.8	Total	498	100.0
Henan	19	4.0	Highest Education	Number	Percentage
Hong Kong	7	1.5	High school	155	31.2
Hubei	16	3.4	Bachelor degree	256	51.5
Hunan	10	2.1	Higher degree	86	17.3
Jiangsu	29	6.1	Total	497	100.0
Jiangxi	4	0.8	Occupation	Number	Percentage
Jilin	12	2.5	Student	175	35.1
Liaoning	11	2.3	Skilled worker	27	5.4
Neimongol	4	0.8	Agriculture	8	1.6
Qinghai	1	0.2	White-collar worker	124	24.9
Shaanxi	8	1.7	Manager/entrepreneur	47	9.4
Shandong	28	5.9	Professional	64	12.9
Shanghai	23	4.9	Not working	14	2.8
Shanxi	26	5.5	Total	498	100.0
Sichuan	35	7.4	Self-estimate Income	Number	Percentage
Tianjin	3	0.6	Not satisfactory	95	19.1
Yunnan	25	5.3	Satisfactory	250	50.2
Zhejiang	35	7.4	Good	128	25.7
Taiwan	18	3.8	Very good	25	5.0
Other places	14	3.0	Total	498	100.0
Total	474	100.0			

Note : Total sample: N = 498. Totals differ due to missing data

4.3 Frequency of improper/uncivilized behavior perceived by Thai hosts and Chinese tourists

Of the 42 types of improper or uncivilized behavior of the Chinese tourists, more than half of the behaviors are more experienced by the Thai hosts than by the tourists. The percentages of the Thai hosts who have ever experienced the uncivilized behavior of the Chinese tourists rather frequently are significantly higher than those of the Chinese tourists. The behaviors that are very frequently seen are the tourists talking loudly or making a loud noise in public, and the problem of the tourists making noise while eating in a restaurant.

Other behaviors that are more rather frequently seen include 'rushing into a place or a vehicle in a chaotic manner'; 'bumping into/shoving others in a crowd'; 'shouting/calling others in a hotel corridor or public places'; ''cutting a queue'; 'spilling food around dishes on a dining table'; 'smoking in a public place';'allowing children to run around disturbing other people'. Details are displayed in Table 4.3.

Table 4.3
Frequency of Occurrence of Improper Behavior Perceived by Hosts and Tourists
(Percentages)

behavior	Host vs tourist	Rarely seen	Not very frequently seen	Rather frequently seen	Very frequently seen	Sig.
Spitting in public places	Host	5.3	37.6	39.3	17.8	.000
	Tourist	44.0	37.8	13.7	4.6	
Smoking in public places	Host	5.3	32.1	36.9	25.8	.000
	Tourist	39.4	36.9	15.3	8.4	
Throwing cigarette butts	Host	8.1	35.9	34.1	22.0	.000
	Tourist	41.1	34.3	16.9	7.8	
Writing graffiti on public walls	Host	67.7	23.6	6.5	2.3	.005
	Tourist	56.0	30.7	10.0	3.2	
Littering carelessly	Host	7.8	33.6	38.3	20.3	.000
	Tourist	30.3	41.4	20.9	7.4	
Urinating/defecating outside toilet bowl	Host	26.9	31.2	23.2	18.7	.000
	Tourist	45.6	38.3	12.5	3.6	
Smoking/throwing cigarette butts in the toilet	Host	25.9	31.4	27.9	14.7	.000
	Tourist	50.2	33.7	11.2	4.8	
Squatting on the toilet bowl seat	Host	30.2	21.9	29.1	18.8	.000
	Tourist	53.3	31.8	9.1	5.8	
Not flushing the toilet after use	Host	15.8	31.1	28.8	24.2	.000
	Tourist	38.8	39.2	14.5	7.4	
Talking loudly/making a loud noise in public	Host	0.5	5.0	23.1	71.4	.000
	Tourist	24.6	41.2	20.4	13.7	
Being rude/showing a bad manner to service personnel	Host	10.3	35.3	35.3	19.0	.000
	Tourist	53.5	28.8	13.5	4.2	
Smoking while eating in a restaurant	Host	31.9	39.9	20.7	7.5	.000
	Tourist	48.6	33.5	13.7	4.2	
Making noise while eating in a restaurant	Host	1.3	12.5	28.6	57.7	.000
	Tourist	24.7	46.5	18.7	10.1	
Spilling food around dishes on a dining table	Host	4.0	20.3	37.8	37.8	.000
	Tourist	23.7	46.4	19.5	10.4	

behavior	Host vs tourist	Rarely seen	Not very frequently seen	Rather frequently seen	Very frequently seen	Sig.
Smoking while browsing/shopping in a shop	Host	33.3	37.8	20.3	8.8	.000
	Tourist	55.8	30.7	11.8	1.6	
Shoplifting	Host	78.3	12.7	5.7	3.2	.000
	Tourist	65.7	21.1	9.6	3.6	
Bargaining when going shopping	Host	8.8	33.0	36.3	22.0	.000
	Tourist	35.2	39.4	16.3	9.1	
Trying on clothes/food item and decide not to buy	Host	14.2	40.6	35.7	9.5	.000
	Tourist	38.6	41.0	12.7	7.8	
Rinsing feet in a public wash basin	Host	37.1	32.6	21.1	9.3	.000
	Tourist	62.2	25.9	9.3	2.6	
Not caring to observe or learn local customs	Host	9.0	33.2	32.4	25.4	.000
	Tourist	27.4	43.1	18.5	11.1	
Rushing into a place/vehicle in a chaotic manner	Host	3.2	16.7	34.9	45.1	.000
	Tourist	28.5	47.6	16.3	7.6	
Bumping into/shoving others in a crowd	Host	3.5	19.5	31.6	45.3	.000
	Tourist	27.3	44.4	20.5	7.8	
Cutting a queue	Host	5.2	23.2	30.4	41.1	.000
	Tourist	26.5	46.8	16.5	10.2	
Getting drunk in public	Host	24.7	47.9	20.2	7.2	.000
	Tourist	44.8	37.1	13.7	4.4	
Failure to observe/breaking local traffic rules	Host	14.7	36.4	27.9	20.9	.000
	Tourist	32.3	41.8	17.9	8.0	
Dress oneself improperly/not observing local dress codes	Host	6.5	44.5	37.0	12.0	.000
	Tourist	33.0	41.9	18.1	7.0	
Lying/sleeping in a public place in a casual way	Host	41.0	36.5	16.0	6.5	.272
	Tourist	37.8	42.9	13.9	5.4	
Leaving or sneaking out of a restaurant without paying	Host	64.1	23.4	8.5	4.0	.560
	Tourist	67.3	21.3	8.8	2.6	
Getting into an elevator or a vehicle before others get out	Host	9.7	27.2	34.2	28.9	.000
	Tourist	34.0	43.3	15.7	7.0	
Being too affectionate in public	Host	20.2	50.9	22.4	6.5	.000
	Tourist	28.7	38.0	21.1	12.2	
Walking obstructing others in the footpath	Host	8.0	30.2	39.4	22.4	.000
	Tourist	30.3	45.8	16.3	7.6	
Allowing children to defecate in the street or public places	Host	24.9	41.1	21.4	12.5	.000
	Tourist	49.8	33.3	13.3	3.6	
Taking photos where it is forbidden	Host	14.8	43.6	26.8	14.8	.000
	Tourist	30.9	47.2	15.1	6.8	
Eating strong-smelled food in public transport	Host	28.9	35.2	23.7	12.2	.000
	Tourist	36.0	46.7	12.3	5.0	
Allowing children to run around disturbing others	Host	6.2	27.7	34.2	31.9	.000
	Tourist	30.7	45.8	16.7	6.8	
Insulting local people who cannot speak Chinese	Host	43.7	33.4	15.6	7.3	.064
	Tourist	51.0	31.5	13.3	4.2	
Asking for too much service from	Host	21.8	43.3	25.5	9.5	.000

behavior	Host vs tourist	Rarely seen	Not very frequently seen	Rather frequently seen	Very frequently seen	Sig.
officials or service providers	Tourist	54.2	28.5	14.7	2.6	
Expecting to be served before local people	Host	12.3	39.5	33.3	15.0	.000
	Tourist	51.2	33.8	11.3	3.6	
Knocking on/shaking a public toilet door seeing it is closed	Host	29.3	31.3	24.1	15.3	.000
	Tourist	55.4	29.5	12.0	3.0	
Shouting/calling others in a hotel corridor or public place	Host	4.8	18.5	36.0	40.8	.000
	Tourist	34.0	42.7	16.5	6.8	
Knocking on every room door in a hotel to look for friends	Host	35.3	32.3	20.0	12.5	.000
	Tourist	61.8	25.3	9.6	3.2	
Standing on airplane passenger seats/climbing on prohibited place to take photos	Host	31.5	37.0	19.0	12.5	.000
	Tourist	51.2	31.1	14.3	3.4	

4.4 Comparison of Perceived Frequencies of Improper Behavior between Hosts and Tourists: Hypothesis Testing (1)

One of the objectives of this research is to examine whether the Thai hosts and the Chinese tourists consider the occurrence of each type of improper behavior of other Chinese tourists to be equally frequent. A paired sample t-test was used to test Hypothesis 1.

The null hypothesis is that there is no difference in the perception of frequency of improper behavior of Chinese tourists of both respondent groups. In other words the frequency of improper behavior of Chinese tourists perceived by the Thai hosts is not different from that perceived by the Chinese tourists. On the contrary, the alternative hypothesis is that both groups perceive the frequency of occurrence of improper behavior differently.

The data displayed in table 4.4 reveal that there is no significant difference in the perception concerning three incidences. Both groups consider that the incidence of tourists' leaving or sneaking out of a restaurant without paying is rarely seen. Both groups of respondents deem that tourists' lying or sleeping in a public place in a casual way is not very frequently seen, in the same way as tourists showing too much affection in a public place. We, therefore, accept the null hypothesis for these three incidences. We have accept the alternative hypothesis for the other 39 incidences. The Thai hosts perceived other 39 improper behavior types to occur significantly more often than the Chinese tourist group. The top two uncivilized behaviors which the Thai hosts consider to be very frequently seen are tourists' talking loudly or making a loud noise in public, and tourists' making noise while eating in a restaurant. However, the Chinese tourist group consider that these two incidences are not very frequently seen.

Other uncivilized behaviors rather frequently seen by the Thai hosts, but not very frequently seen by the Chinese tourist group include 'rushing into a place/vehicle in a chaotic manner'; 'bumping into/shoving others in a crowd'; 'shouting/calling others in a hotel corridor or public place'; 'spill food around dishes on a dining table'; 'cutting a queue'; 'allowing children to run around disturbing others'; 'smoking in public places'; 'getting into an elevator before others get out', and 'walking obstructing others in the footpath.' The Thai hosts experienced these types of behavior rather very frequently, while the Chinese tourist groups experienced the same behaviors not very frequently. In conclusion there are significantly differences in the perception of most improper or uncivilized behavior types. The Thai hosts have witnessed the uncivilized behaviors of Chinese tourists more often than the tourists.

Table 4.4
Comparison of Perceived Frequencies of Improper Behavior between Hosts and Tourists (Mean)

Behavior	Tourist	Host	Total	Sig.
Spitting in public places	1.82	2.69	2.19	.000
Smoking in public places	1.96	2.83	2.32	.000
Throwing cigarette butts	1.94	2.69	2.26	.000
Writing graffiti on public walls	1.63	1.43	1.55	.000
Littering carelessly	2.06	2.71	2.34	.000
Urinating/defecating outside toilet bowl	1.75	2.33	2.00	.000
Smoking/throwing cigarette butts in the toilet	1.74	2.31	1.98	.000
Squatting on the toilet bowl seat	1.70	2.36	1.98	.000
Not flushing the toilet after use	1.93	2.61	2.21	.000
Talking loudly/making a loud noise in public	2.23	3.65	2.84	.000
Being rude/showing a bad manner to service personnel	1.71	2.63	2.10	.000
Smoking while eating in a restaurant	1.74	2.03	1.87	.000
Making noise while eating in a restaurant	2.15	3.42	2.68	.000
Spilling food around dishes on a dining table	2.17	3.09	2.56	.000
Smoking while browsing/shopping in a shop	1.61	2.04	1.79	.000
Shoplifting	1.55	1.33	1.46	.000
Bargaining when going shopping	2.00	2.71	2.30	.000
Trying on shopping item like clothes/food item and decide not to buy	1.91	2.40	2.12	.000
Rinsing feet in a public wash basin	1.55	2.02	1.75	.000
Not caring to observe or learn local customs	2.14	2.74	2.40	.000
Rushing into a place/vehicle in a chaotic manner	2.04	3.21	2.54	.000
Bumping into/shoving others in a crowd	2.10	3.18	2.56	.000
Cutting a queue	2.11	3.07	2.52	.000
Getting drunk in public	1.80	2.09	1.92	.000
Failure to observe/breaking local traffic rules	2.02	2.55	2.24	.000
Dress oneself improperly/not observing local dress codes	2.00	2.54	2.23	.000
Lying/sleeping in a public place in a casual way	1.88	1.88	1.88	.882
Leaving or sneaking out of a restaurant without paying	1.50	1.52	1.51	.709
Getting into an elevator or a vehicle before others get out	1.98	2.82	2.34	.000
Being too affectionate in public	2.17	2.15	2.16	.671
Walking obstructing others in the footpath	2.02	2.76	2.33	.000
Allowing children to defecate in the street or public places	1.74	2.21	1.94	.000
Taking photos where it is forbidden	1.99	2.41	2.17	.000
Eating strong-smelled food in public transport	1.88	2.19	2.01	.000
Allowing children to run around disturbing others	2.01	2.91	2.40	.000
Insulting local people who cannot speak Chinese	1.73	1.86	1.79	.031
Asking for too much service from officials or service providers	1.68	2.22	1.91	.000
Expecting to be served before local people	1.70	2.51	2.04	.000
Knocking on/shaking a public toilet door seeing it is closed	1.67	2.25	1.92	.000
Shouting/calling others in a hotel corridor or public place	1.98	3.12	2.47	.000
Knocking on every room door in a hotel to look for friends	1.57	2.09	1.80	.000
Standing on airplane passenger seats/climbing on prohibited place to take photos	1.73	2.12	1.90	.000

Mean range interpretation: 1.00 – 1.75 = Rarely seen ; 1.76 – 2.50 = Not very frequently seen / ; 2.51 – 3.25 = Rather frequently seen ; 3.26 – 4.00 = Very frequently seen

4.5 Degree of annoyance of Thai hosts and Chinese tourists toward improper /uncivilized behaviors

Table 4.5 displays the frequency distribution of degree of annoyance toward 42 behavioral types of Chinese tourists. The cross-tabulation table shows the relationship between the race of respondents (Thai host and Chinese tourist) and the degree of annoyance of both groups of respondent towards 42 behavior types. There is no significant relationship between the independent variable, race and the dependent variable, degree of annoyance Both groups are rather annoyed or very annoyed by such behaviors as 'smoking in public places', 'writing graffiti on public walls', 'urinating/defecating outside toilet bowl', 'smoking/throwing cigarette butts in the toilet', 'squatting on the toilet bowl seat', 'spilling food around dishes on a dining table', 'cutting a queue', 'getting into an elevator or a vehicle before others get out', 'eating strong-smelled food in public transport', 'allowing children to run around disturbing others', and 'expecting to be served before local people.' There is a significant relationship between race and degree of annoyance toward other 31 behavior types with the significant level lower than .05.

Table 4.5
Degree of Annoyance of Hosts and Tourists toward Improper/Uncivilized Behaviors (Percentages)

behavior	Host vs tourist	Not annoying	Mildly annoying	Rather annoying	Very annoying	Sig.
Spitting in public places	Host	6.5	21.4	36.7	35.4	.000
	Tourist	3.4	8.3	25.9	62.4	
Smoking in public places	Host	5.5	18.6	29.2	46.6	.213
	Tourist	4.8	13.7	30.5	50.9	
Throwing cigarette butts	Host	4.3	22.5	32.3	40.9	.011
	Tourist	3.8	14.1	34.7	47.3	
Writing graffiti on public walls	Host	10.6	22.0	29.7	37.7	.052
	Tourist	8.1	17.4	28.3	46.3	
Littering carelessly	Host	2.8	17.3	40.4	39.6	.017
	Tourist	3.6	11.2	37.3	47.8	
Urinating/defecating outside toilet bowl	Host	5.6	12.5	23.7	58.3	.663
	Tourist	4.0	11.6	23.3	61.0	
Smoking/throwing cigarette butts in the toilet	Host	5.3	17.8	32.7	44.2	.845
	Tourist	6.6	16.7	33.3	43.4	
Squatting on the toilet bowl seat	Host	7.3	14.4	30.4	47.8	.767
	Tourist	5.8	15.1	29.2	49.9	
Not flushing the toilet after use	Host	5.4	9.2	22.0	63.4	.032
	Tourist	4.6	11.3	21.5	62.6	
Talking loudly/making a loud noise in public	Host	5.8	12.5	26.0	55.8	.032
	Tourist	5.0	16.7	31.6	46.7	
Being rude/showing a bad manner to service personnel	Host	7.8	17.1	36.8	38.3	.000
	Tourist	5.6	14.9	26.4	53.0	
Smoking while eating in a restaurant	Host	9.0	16.5	34.8	39.7	.000
	Tourist	4.0	15.3	26.8	53.8	
Making noise while eating in a restaurant	Host	11.4	13.1	23.5	52.0	.000
	Tourist	5.0	18.3	39.8	36.9	

Spilling food around dishes on a dining table	Host	11.0	21.3	28.6	39.1	.058
	Tourist	6.2	21.1	33.0	39.6	
behavior	Host vs tourist	Not annoying	Mildly annoying	Rather annoying	Very annoying	Sig.
Smoking while browsing/shopping in a shop	Host	8.0	24.3	33.1	34.6	.000
	Tourist	5.6	14.5	27.3	52.6	
Shoplifting	Host	11.5	19.8	20.9	47.9	.000
	Tourist	5.0	8.9	21.3	64.8	
Bargaining when going shopping	Host	37.3	26.1	24.9	11.7	.000
	Tourist	11.9	23.5	40.6	23.9	
Trying on clothes/food item and decide not to buy	Host	21.3	36.3	27.9	14.5	.000
	Tourist	10.5	24.5	36.4	28.6	
Rinsing feet in a public wash basin	Host	7.0	17.0	36.1	39.9	.013
	Tourist	5.9	15.6	27.9	50.7	
Not caring to observe or learn local customs	Host	11.1	30.1	28.8	30.1	.000
	Tourist	14.7	24.5	39.2	21.5	
Rushing into a place/vehicle in a chaotic manner	Host	7.3	15.3	27.9	49.5	.000
	Tourist	2.8	13.5	32.7	51.0	
Bumping into/shoving others in a crowd	Host	8.9	13.7	26.3	51.1	.004
	Tourist	4.2	13.1	34.8	47.8	
Cutting a queue	Host	3.8	16.8	29.6	49.9	.140
	Tourist	4.6	12.9	26.1	56.4	
Getting drunk in public	Host	12.5	29.8	31.6	26.0	.000
	Tourist	7.9	16.3	36.9	38.9	
Failure to observe/breaking local traffic rules	Host	8.7	24.2	31.6	35.5	.016
	Tourist	6.0	17.5	33.7	42.8	
Dress oneself improperly/not observing local dress codes	Host	15.1	30.7	29.0	25.2	.025
	Tourist	14.3	25.5	38.6	21.7	
Lying/sleeping in a public place in a casual way	Host	20.3	38.8	25.5	15.4	.000
	Tourist	14.7	27.0	33.8	24.5	
Leaving or sneaking out of a restaurant without paying	Host	10.5	24.0	28.2	37.3	.000
	Tourist	7.2	13.1	23.3	56.3	
Getting into an elevator or a vehicle before others get out	Host	4.5	18.3	36.4	40.7	.996
	Tourist	4.4	17.9	37.1	40.6	
Being too affectionate in public	Host	39.8	29.0	20.1	11.1	.000
	Tourist	20.9	19.9	31.4	27.8	
Walking obstructing others in the footpath	Host	7.6	26.2	34.3	32.0	.003
	Tourist	5.7	18.4	33.3	42.6	
Allowing children to defecate in the street or public places	Host	5.9	19.5	34.6	40.0	.013
	Tourist	5.2	16.1	27.7	51.0	
Taking photos where it is forbidden	Host	9.9	29.6	30.9	29.6	.001
	Tourist	5.0	22.3	35.7	36.9	
Eating strong-smelled food in public transport	Host	8.5	23.2	34.3	34.0	.073
	Tourist	7.0	18.1	33.0	41.9	
Allowing children to run around disturbing others	Host	4.8	20.4	30.2	44.6	.075
	Tourist	4.2	14.1	31.9	49.8	
Insulting local people who cannot speak Chinese	Host	11.8	23.4	33.4	31.3	.000
	Tourist	7.0	13.7	30.7	48.6	

Asking for too much service from officials or service providers	Host	7.7	22.7	36.1	33.5	.000
	Tourist	5.0	10.6	32.3	52.0	
behavior	Host vs tourist	Not annoying	Mildly annoying	Rather annoying	Very annoying	Sig.
Expecting to be served before local people	Host	8.9	26.3	33.7	31.1	.129
	Tourist	8.5	19.9	38.6	33.0	
Knocking on/shaking a public toilet door seeing it is closed	Host	8.7	23.7	30.6	37.0	.000
	Tourist	5.6	13.9	29.5	51.0	
Shouting/calling others in a hotel corridor or public place	Host	3.0	20.6	29.9	46.5	.009
	Tourist	5.6	15.9	37.6	41.0	
Knocking on every room door in a hotel to look for friends	Host	7.2	25.7	29.8	37.3	.000
	Tourist	8.0	13.3	30.9	47.8	
Standing on airplane passenger seats/climbing on prohibited place to take photos	Host	7.9	21.9	31.8	38.4	.017
	Tourist	6.0	15.5	31.1	47.4	

4.6 Comparison of degree of annoyance toward improper behavior between the Thai hosts and the Chinese tourists: Hypothesis testing (2)

The other objective of this research is to compare whether the Thai hosts and the Chinese tourists are equally annoyed by 42 types of improper behavior. The null hypothesis deems that there is no difference in the degree of annoyance towards the 42 behavior types of Chinese tourists between the Thai host group and the Chinese tourist group. The research results displayed in table 4.6 shows that the null hypothesis is acceptable for 11 behavior types. The alternative hypothesis has to be accepted for the other 31 behavior types.

Table 4.6
Comparison of Degree of Annoyance towards Improper Behavior between Hosts and Tourists
(Mean)

Behavior	Tourist	Host	Total	Sig.
Spitting in public places	3.49	3.01	3.28	.000
Smoking in public places	3.31	3.16	3.25	.016
Throwing cigarette butts	3.29	3.09	3.21	.001
Writing graffiti on public walls	3.17	2.94	3.08	.000
Littering carelessly	3.33	3.16	3.26	.002
Urinating/defecating outside toilet bowl	3.44	3.34	3.40	.094
Smoking/throwing cigarette butts in the toilet	3.18	3.15	3.17	.645
Squatting on the toilet bowl seat	3.27	3.18	3.23	.153
Not flushing the toilet after use	3.44	3.43	3.44	.804
Talking loudly/making a loud noise in public	3.24	3.31	3.27	.231
Being rude/showing a bad manner to service personnel	3.31	3.05	3.20	.000
Smoking while eating in a restaurant	3.34	3.05	3.22	.000
Making noise while eating in a restaurant	3.13	3.16	3.14	.695
Spilling food around dishes on a dining table	3.11	2.95	3.04	.014
Smoking while browsing/shopping in a shop	3.30	2.94	3.15	.000
Shoplifting	3.48	3.05	3.30	.000
Bargaining when going shopping	2.84	2.10	2.53	.000
Trying on clothes/food item and decide not to buy	2.89	2.35	2.66	.000
Rinsing feet in a public wash basin	3.27	3.09	3.19	.002

Behavior	Tourist	Host	Total	Sig.
Not caring to observe or learn local customs	2.75	2.77	2.76	.774
Rushing into a place/vehicle in a chaotic manner	3.35	3.19	3.28	.006
Behavior	Tourist	Host	Total	Sig.
Bumping into/shoving others in a crowd	3.30	3.19	3.25	.081
Cutting a queue	3.37	3.25	3.32	.036
Getting drunk in public	3.12	2.71	2.95	.000
Failure to observe/breaking local traffic rules	3.18	2.93	3.07	.000
Dress oneself improperly/not observing local dress codes	2.75	2.64	2.70	.084
Lying/sleeping in a public place in a casual way	2.76	2.35	2.59	.000
Leaving or sneaking out of a restaurant without paying	3.32	2.92	3.16	.000
Getting into an elevator or a vehicle before others get out	3.18	3.13	3.16	.346
Being too affectionate in public	2.74	2.02	2.44	.000
Walking obstructing others in the footpath	3.17	2.90	3.06	.000
Allowing children to defecate in the street or public places	3.28	3.08	3.20	.001
Taking photos where it is forbidden	3.10	2.80	2.97	.000
Eating strong-smelled food in public transport	3.14	2.93	3.06	.001
Allowing children to run around disturbing others	3.30	3.14	3.24	.005
Insulting local people who cannot speak Chinese	3.25	2.84	3.08	.000
Asking for too much service from officials or service providers	3.35	2.95	3.18	.000
Expecting to be served before local people	3.02	2.86	2.95	.014
Knocking on/shaking a public toilet door seeing it is closed	3.29	2.95	3.15	.000
Shouting/calling others in a hotel corridor or public place	3.18	3.19	3.19	.818
Knocking on every room door in a hotel to look for friends	3.22	2.97	3.12	.000
Standing on airplane passenger seats/climbing on prohibited place to take photos	3.24	3.00	3.14	.000

Mean range interpretation: 1.00 – 1.75 = Not at all annoying ; 1.76 – 2.50 = Mildly annoying ; 2.51 – 3.25 =Rather annoying ; 3.26 – 4.00 =Very annoying

The null hypothesis is accepted for the uncivilized behavior 'urinating/defecating outside toilet bowl' and 'not flushing the toilet after use.' Both the hosts and the Chinese tourists are very annoyed by these two types of behavior. Both groups are also rather annoyed by other Chinese tourists' squatting on the toilet bowl seat. The problem of other Chinese tourists smoking throwing cigarette butts in the toilet, the problem of talking loudly or making a loud noise is a rather annoying problem for both groups. In the same way as other problems like making noise while eating, not caring to observe or learn local customs, bumping into others or shoving others in a crowd, dressing oneself improperly, getting into an elevator or a vehicle before others get out and the problem of noise caused by shouting or calling others in a hotel corridor or public place.

The alternative hypothesis has to be accepted for other 31 behaviors. There are significant differences in degree of annoyance between the hosts and the tourists concerning such behaviors as 'spitting in public places', 'smoking in public places', 'throwing cigarette butts', 'littering carelessly', 'being rude or showing a bad manner to service personnel', 'shoplifting', 'rinsing feet in a public wash basin', 'cutting a queue', 'leaving or sneaking out of a restaurant without paying', 'allowing children to defecate in the street or public places', 'allowing children to run around disturbing others', 'asking for too much service from service personnel', and 'knocking on or shaking closed toilet doors.'

4.7 Factor analysis of perceived frequency of uncivilized behaviors

In order to identify the underlying dimensions (factors) of the perceived frequency of uncivilized behavior types, an exploratory factor analysis was performed using principal component with varimax rotation. For the purpose of interpretation of factors, a loading cut-off 0.40 was adopted in this study. The results of the factor analysis, which suggested a six-factor solution, included 42 uncivilized or less-than-desirable behavior types and explained 58.39% of the variance. The Kaiser-Meyer-Olkin (KMO) overall measure of sampling adequacy was 0.968, which suggested that the variables were interrelated and they shared common factors. Bartlett's test of sphericity was significant (p = .000). All the factor loadings were > 0.4 with at least four variables loading on a factor, except for Factor 6, which has two variables loading on the factor. The results showed that the alpha coefficients of the six factors ranged from 0.652 to 0.935. This demonstrates that the scales of the formal questionnaire have considerable reliability (Nunnally, 1978). Table 4.7 shows the results of the factor analysis.

Table 4.7

Factor analysis results with varimax rotation of frequency of uncivilized behaviors perceived by Thai hosts and Chinese tourists

	Factor loading						
	F1	F2	F3	F4	F5	F6	Communality
Factor 1. Lack of public manner; disturbing others by noise or body contact; failure to observe local customs							
Bumping into / shoving others in a crowd	.774						.692
Rushing into a place in a chaotic manner	.773						.686
Talking/making a loud noise in public	.767						.696
Cutting a queue/not queuing for service	.762						.672
Making noise while eating in restaurants	.708						.633
Getting in elevator or vehicle before others get off	.675						.563
Allowing children to run around disturbing others	.664						.600
Shouting calling others in hotel corridors/public places	.653						.648
Being rude/ showing bad manner to service personnel	.626						.605
Walking obstructing others in the footpath	.595						.542
Spilling food around dishes on dining table	.589						.566
Not observing/breaking local traffic rules/crossing the road unsafely	.534						.503
Expecting to be served before locals	.479						.570
Not caring to observe or learn local customs	.456						.443
Factor 2. Smoking habit and improper toilet manner							
Smoking/throwing cigarette butts in toilet		.630					.604
Throwing cigarette buts		.592					.637
Smoking in the non-smoking area		.585					.652
Urinating/defecating outside toilet bowl		.580					.616
Littering carelessly		.573					.615
Squatting on toilet bowl seat		.522					.617
Writing on public walls		.521					.483
Spitting in public		.503					.565

		Factor loading					
	F1	F2	F3	F4	F5	F6	Communality
Factor 3. Practising habitual norms in a new environment violating conventional acceptable norms							
Knocking/shaking public toilet doors when they are closed			.651				.632
Knocking on every hotel door to look for friends			.569				.543
Rinsing foot in public wash basin			.519				.582
Allowing children to go to toilet in the street / public places			.508				.551
Standing on passenger seats to pick up things/climbing on prohibited places to take photos			.499				.494
Not flushing toilet after use			.465				.584
Taking photos where it is forbidden			.423				.532
Factor 4.Marginal illegal behaviors							
Leaving/sneaking out of restaurant without paying				.688			.568
Shop lifting				.666			.602
Smoking while browsing / shopping in stores				.550			.539
Insulting local people who cannot speak Chinese				.544			.509
Asking for too much service from officials or service providers				.514			.656
Smoking while eating in restaurant				.454			.486
Getting drunk in public				.451			.537
Factor 5. Being casual							
Being too affectionate in public					.694		.542
Lying / sleeping in public places in a casual way					.608		.492
Dress improperly in public / not observing local dress codes					.512		.569
Eating strong-smell food in public transport					.434		.493
Factor 6. Normal tourist practice							
Bargaining when going shopping						.757	.785
Trying on clothes or food items and not buy						.680	.721
Eigenvalues	16.568	2.874	1.748	1.188	1.084	1.063	
Percentage of variance	20.692	9.137	9.133	8.901	6.238	4.296	
Cumulative variance	20.692	29.829	38.962	47.863	54.101	58.398	
Cronbach's alpha	.935	.868	.848	.814	.652	.779	
Number of items (total = 42)	14	8	7	7	4	2	
KMO = 0.968 ; Bartlett's Test of Shpericity (p = .001)							

The first factor was labelled 'Lack of public manner; disturbing others by noise or body contact; failure to observe local customs'. This factor explained 20.69 % of the total variance with an eigenvalue of 16.568 and a reliability coefficient of 0.935. It carried items related to the frequency of behaviors directly relating to others, such as bumping into others or shoving others in a crowd; rushing into a place in a chaotic manner; getting in elevator before others get off; cutting a queue or not queuing for service; walking obstructing others in the footpath; and allowing children to run around disturbing others. This factor also carried items related to the problem of noise made by the tourists, such as talking loudly or making a loud noise in public or making noise while eating

in a restaurant; shouting, or calling others in public places. These behaviors are considered to be disturbing and directly relating to others. This factor also included behaviors showing lack of public manners, such as being rude; spilling food around dishes on dining table; breaking local traffic rules; expecting to be served before locals; and not caring to observe or learn local customs.

Factor 2, which is loaded with 8 items, was labelled 'smoking habit and improper toilet manner'. This factor explained 9.13 % of the total variance with an eigenvalue of 2.874 and a reliability coefficient of 0.868. This factor contained attributes relating to smoking behavior, which are "Smoking/throwing cigarette butts in toilet", "Throwing cigarette butts", "Smoking in non-smoking area" toilet manner, which are "Urinating/defecating outside toilet bowl", and "Squatting on toilet bowl seat". Littering, spitting, and writing on public walls were included in this factor as well.

Factor 3 is labelled "Practicing habitual norms in a new environment violating conventional acceptable norms", Seven attributes were included in this factor, which are "Knocking/shaking public toilet doors when they are closed", "Knocking on every hotel door to look for friends", "Rinsing foot in public toilet wash basin", "Allowing children to go to toilet in the street or public places", "Standing on a passenger seats to pick up things on board the airplane or climbing on prohibited places to take photos", "Not flushing toilet after use" and "Taking photos where it is forbidden". This factor had an eigenvalue of 1.748 and represented 9.13% of variance. The seven items had a reliability coefficient of 0.848.

Factor 4, labelled "Marginally illegal behaviors" explained 8.90% of variance with an eigenvalue of 1.188, and a reliability coefficient of 0.814. This factor consists of 7 attributes relating marginal illegal acts, which are "Leaving or sneaking out of a restaurant without paying", "Shop lifting", "Smoking while browsing or shopping in stores", "Smoking while eating in a restaurant", "Insulting local people who cannot speak Chinese", "Asking for too much service from officials or service providers", and "Getting drunk in public".

Factor 5, which is labelled "Being casual", is loaded with four items and explained 6.23% of variance with an eigenvalue of 1.084 and a reliability coefficient of 0.652. This factor included the following items : "Being too affectionate in public", "Lying or sleeping in public places in a casual way", "Dress improperly in public or not observing local dress codes", and "Eating strong-smell food in public transport".

Factor 6 is labelled "Normal tourist practice". This factor explained 4.29% of variance with an eigenvalue of 1.063 and a reliability coefficient of 0.779. There were only two items in this factor, "Bargaining when going shopping" and "Trying on clothes or food items and not buy".

4.8 Frequency and Annoyance Evaluation

Table 4.8 shows that the mean frequency scores given by the Thai host group were all higher than those of the Chinese tourist group for all 6 behavior types (factors) and the differences were significant for all of the 6 behavior types. These results are not surprising as the hosts, who were mainly working in the tourism industry, presumably had more frequent contact with the tourists than the tourists themselves. Hosts, who usually have a longer contact time with tourists experience or encounter both positive and less-than-desirable tourist behaviors and are affected by them more than by tourists, who are only sightseers and whose stays are brief (Loi & Pearce, 2015).

Even though the host group allocated significantly higher frequency scores to all of the behavior types than the Chinese tourists did, opinions regarding the level of annoyance were contrary, except for the opinion towards Factor 1, which were closely aligned. The mean annoyance scores were generally higher for Chinese tourists. The Chinese tourists were more annoyed with all of the 6 behavior types than the Thai hosts. They expressed very high annoyance on the smoking habit, toilet manner, and marginal illegal acts of their fellow people. Both the Thai hosts and the tourists were equally annoyed by the Chinese tourists' lacking public manner and disturbing others by noise or bodily functions. Why these 6 types of behavior affected the Chinese tourists more than

the Thai hosts is understandable. Since the hosts had more experience with these uncivilized behavior than the Chinese tourists, they can tolerate and put up with these behaviors more than the Chinese tourists.

Table 4.8
Mean Scores and Intergroup Comparison of Frequency and Level of Annoyance of Tourist Behavior Types

Behavior types	Frequency			Level of annoyance		
	Hosts (n=401)	Tourists (n=498)	Sig.	Hosts (n=401)	Tourists (n=498)	Sig.
Factor 1- Lack of public manner; disturbing others by noise or body contact; failure to observe local customs	2.979	2.014	.000	3.077	3.142	.124
Factor 2- Smoking habit, improper toilet manner, causing environmental damage	2.424	1.801	.000	3.130	3.274	.001
Factor 3- Practicing habitual norms in a new environment violating conventional acceptable norms	2.249	1.712	.000	3.045	3.226	.000
Factor 4-Marginally illegal behaviors	1.876	1.635	.000	2.904	3.273	.000
Factor 5- Being casual	2.192	1.972	.000	2.488	2.779	.000
Factor 6- Normal tourist practices	2.558	1.946	.000	2.225	2.798	.000

Mean range interpretation: 1.00 – 1.75 = Rarely seen / Not at all annoying ; 1.76 – 2.50 = Not very frequently seen / Mildly annoying ; 2.51 – 3.25 = Rather frequently seen / Rather annoying ; 3.26 – 4.00 = Very frequently seen / Very annoying

4.9 Frequency-Annoyance Grid of the Entire Sample

The mean scores of the six factors relating to the perceived frequency of the 6 behavior types which were derived from the factor analysis were calculated. After that the mean scores of another six factors relating to degree of annoyance towards these behavior types were calculated. Table 4.8 shows the mean scores of the six behavior types perceived by the Thai hosts and the Chinese tourists, as well as the mean scores of the level of annoyance towards these six types of behavior. The mean scores of the attributes underlying each factor (behavior type) are also displayed. The data were then transferred to the Frequency-Annoyance grid presentation.

The idea of constructing the grid was borrowed from the importance-performance analysis (IPA) grid which were often used in the tourism and literature (Blesic et al ,2014; Choibamroong ,2017; Obonyo, Ayieko & Kambona,2013; Parasakul,2019). The use of this IPA-like grid as one of the ways to present findings is essential to the ready interpretation and readability of the findings. Loi & Pearce (2015) were the first authors who introduced the idea of using the IPA-like grid in their study. The grid suggested here resembles IPA in format only because it is considered to a neat way of presenting results across the frequency and annoyance dimensions. This work adopted the technique invented by Loi & Pearce (2015).

The Frequency-Annoyance grid was constructed using the frequency and level of annoyance measurement scale ranging from 1 to 4 for X-axis and Y-axis, respectively. Cross-hairs (horizontal and vertical lines), were placed on the grid using mean values of the four-point scale for both perceived frequency and level of annoyance. In Figure 1, the X-axis represents the perceived frequency of the uncivilized behavior performed by the Chinese tourists. The Y-axis represents the relative annoyance that all the respondents (the hosts and the tourists) felt towards the six types of uncivilized behavior. The mean Frequency rating for the pooled data was 2.084 while the mean Annoyance rating was 2.961. The four quadrants were constructed based on the mean scores of the Frequency and Annoyance ratings. These quadrants identified here are as follows:

Quadrant I (concentrate here) – behaviors are perceived to be highly annoying and frequently encountered by both Thai hosts and Chinese tourists. These behaviors should be focused on because they will directly affect the emotions of the hosts and other Chinese tourists.

๏ Quadrant II (watch out) - behaviors are perceived with high annoyance level but not as frequently seen. Policy makers should continuously watch and observe the trend of these behaviors in order that these behaviors will not become more prominent and thus cross over into Quadrant I.

Table 4.9
Mean ratings of frequency factors and annoyance factors and frequency-annoyance attributes

Factors and frequency-annoyance attributes	Frequency		Annoyance	
	Mean	Std Dev	Mean	Std Dev
Factor 1- Lack of public manner; disturbing others by noise or body contact; failure to observe local customs	*2.444*	*.742*	*3.113*	*.624*
Bumping into / shoving others in a crowd	2.574	1.034	3.233	.907
Rushing into a place / vehicle in a chaotic manner	2.558	1.038	3.264	.876
Talking loudly / making a loud noise in public	2.866	1.088	3.254	.897
Cutting a queue/ not queuing for service	2.537	1.033	3.304	.871
Making noise while eating in a restaurant	2.706	1.056	3.116	.944
Getting in elevator or vehicle before others get off	2.345	1.011	3.135	.864
Allowing children to run around disturbing others	2.407	.997	3.216	.881
Shouting calling others in hotel corridors/public places	2.481	1.052	3.165	.875
Being rude/ showing bad manner to service personnel	2.110	.998	3.176	.924
Walking obstructing others in the footpath	2.353	.958	3.030	.926
Spilling food around dishes on dining table	2.579	.996	3.015	.970
Not observing / breaking local traffic rules / crossing the road unsafely	2.266	.975	3.047	.941
Expecting to be served before locals	2.054	.946	2.918	.943
Not caring to observe or learn local customs	2.404	.985	2.721	.985
Factor 2-Smoking habit, improper toilet manner, causing environmental damage	*2.079*	*.692*	*3.210*	*.656*
Smoking/throwing cigarette butts in toilet	1.982	.975	3.144	.911
Throwing cigarette buts	2.265	1.004	3.185	.866
Smoking in the non-smoking area	2.331	1.014	3.228	.896
Urinating/defecating outside toilet bowl	2.016	.979	3.383	.872
Littering carelessly	2.347	.947	3.236	.809
Squatting on toilet bowl seat	1.990	1.033	3.214	.925
Writing on public walls	1.542	.771	3.048	.992
Spitting in public	3.194	.949	3.266	.876
Factor 3- Practicing habitual norms in a new environment violating conventional acceptable norms	*1.953*	*.685*	*3.146*	*.671*
Knocking/shaking public toilet doors when they are closed	1.914	.971	3.128	.945
Knocking on every hotel door to look for friends	1.795	.947	3.091	.958
Rinsing foot in public wash basin	1.757	.906	3.174	.918
Allowing children to go to toilet in the street / public places	1.941	.925	3.175	.910
Standing on passenger seats to pick up things/climbing on prohibited places to take photos	1.892	.935	3.114	.937
Not flushing toilet after use	2.226	1.018	3.429	.863
Taking photos where it is forbidden	2.175	.908	2.938	.935

| Factors and frequency-annoyance attributes	Frequency		Annoyance	
	Mean	Std Dev	Mean	Std Dev
Factor 4-Marginally illegal behaviors	*1.742*	*.583*	*3.108*	*.719*
Leaving/sneaking out of restaurant without paying	1.506	.792	3.139	.992
shop lifting	1.448	.790	3.283	.971
Smoking while browsing / shopping in stores	1.803	.876	3.126	.942
Insulting local people who cannot speak Chinese	1.790	.894	3.050	.976
Asking for too much service from officials or service providers	1.922	.901	3.155	.907
Smoking while eating in restaurant	1.876	.888	3.193	.920
Getting drunk in public	1.925	.863	2.912	.972
Factor 5- Being casual	*2.071*	*.627*	*2.649*	*.741*
Being too affectionate in public	2.172	.904	2.380	1.109
Lying / sleeping in public places in a casual way	1.888	.873	2.541	1.001
Dress improperly in public / not observing local dress codes	2.239	.891	2.658	.990
Eating strong-smell food in public transport	2.018	.909	3.027	.946
Factor 6- Normal tourist practice	*2.222*	*.862*	*2.544*	*.936*
Bargaining when going shopping	2.317	.991	2.475	1.041
Trying on clothes or food items and not buy	2.129	.911	2.620	.994

๏ Quadrant III (let it be) – behaviors are deemed neither annoying nor frequent by the respondents. Policy makers should not preoccupy themselves with these behaviors.

๏ Quadrant IV (low priority) – behaviors are considered to be frequently seen but not very annoying to the host respondents. Such behaviors are of no immediate concern or threat to the policy makers and thus limited resources should be extended to this low priority cell (Loi & Pearce, 2015).

Figure 4.1 shows that only Factor 1 "Lack of public manner; disturbing others by noise or body contact; failure to observe local customs" was identified in the 'Concentrate here' quadrant. Three factors were identified in the 'Watch out' quadrant, which were 'Factor 2- Smoking habit and toilet manner'; 'Factor 3- Practicing habitual norms in a new environment violating conventional acceptable norms' and 'Factor 4-Marginally illegal behaviors'. The 'Let it be' quadrant contained 'Factor 5- Being casual', while 'Factor 6- Normal tourist practice' fell in quadrant 'Low priority'.

The results shown in Figure 4.1 suggest that special attention should be directed to the problem of the Chinese tourist lacking public manner, the problem of their disturbing others by noise and body contact, and their failure in observing the Thai local customs. These problems need to be addressed to immediately.

Figure 4.1. Frequency-Annoyance Grid
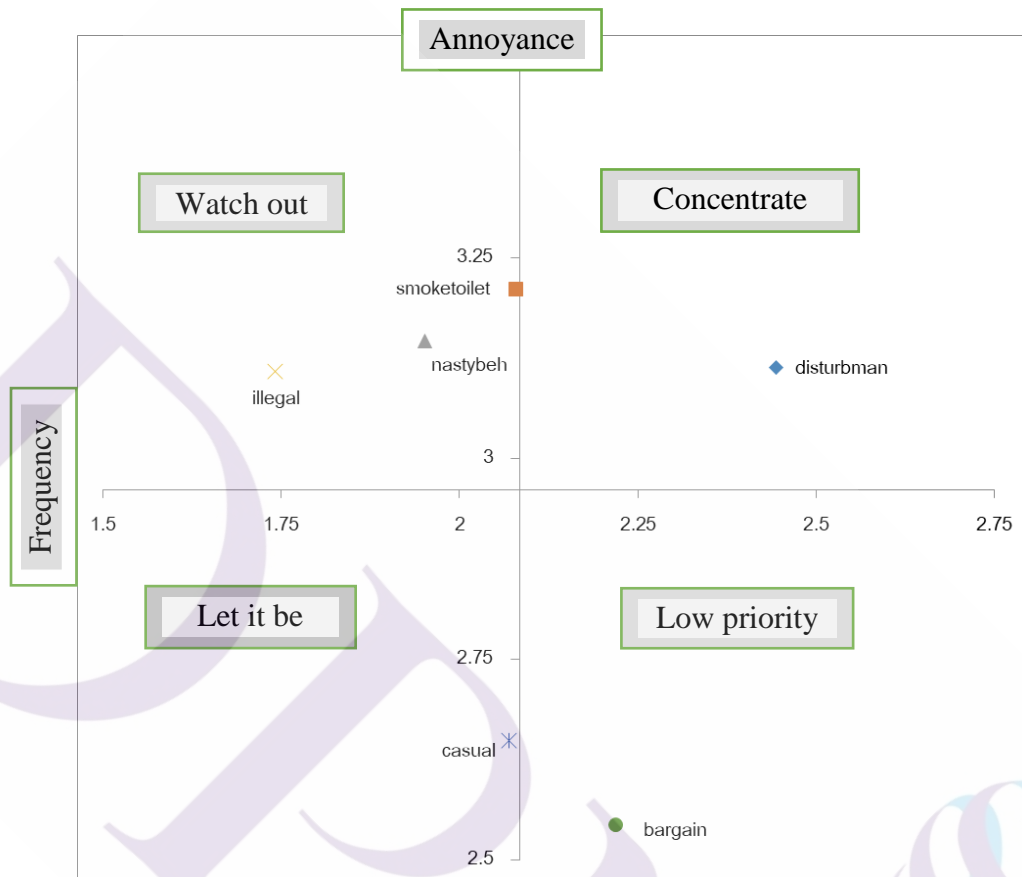
Note : ***disturbman*** = Factor 1- Lack of public manner; disturbing others by noise or body contact; failure to observe local customs ; ***smoketoilet*** = Factor 2- Smoking habit and improper toilet manner ; ***nastybeh*** = Factor 3- Practicing habitual norms in a new environment violating conventional acceptable norms ; ***illegal*** = Factor 4-Marginally illegal behaviors ; ***casual*** = Factor 5-Being casual; ***bargain*** = Factor 6- Normal tourist practice

Chapter 5
Discussions and Recommendations

This study has categorized the 42 uncivilized behavior according to the perceived frequency into six factors or behavior types: the most often perceived behavior – "Lack of public manner; disturbing others by noise or body contact, including failure to observe local customs". Other categories are smoking habit, improper toilet manner, causing environmental damage; practicing habitual norms in a new environment violating conventional acceptable norms; marginally illegal behaviors; being casual; and normal tourist practice.

This study of uncivilized tourist behavior contributes to current knowledge of consumer misbehavior by expanding the understanding of uncivilized Chinese traveling in Thailand. The results identify forms of uncivilized behavior actually experienced by both the Thai hosts and the Chinese tourists. A theoretical implication is that the six themes of uncivilized behavior are labeled differently from the customer misbehavior, aberrant consumer behavior, and dysfunctional customer behavior, all of which take place in exchange settings. In the Thai tourism context, uncivilized tourist behavior is characterized by: 1) the expressive acts of the tourist that affect others physically in public as a result of their ignorance of or ignoring social norms or cultural rules. Examples in this subcategories are disturbing others by bumping into others, shoving others while trying to get into a place. Other forms of disturbance are caused by noise and such behavior as cutting queues; 2) personal habits detrimental to others' health and general well-being of others and environment. Such practices include smoking in prohibited areas, spitting, littering carelessly, and urinating or defecating outside toilet bowl; 3) practicing habitual norms, violating acceptable conventional norms. Shaking a toilet door when it is closed may be a normal practice in China, but it is not proper elsewhere. Rinsing foot in a public toilet wash-basin may be done at home, but Thais consider it rude. Not flushing toilet after use is obscene, showing no honor to others who uses the toilet afterwards; 4) marginally illegal behaviors includes sneaking out of a restaurant without paying and shop lifting. This category is similar to one of the three categories of aberrant behavior, the material losses caused by various thefts, cheque fraud, and shoplifting (Fullerton & Punj, 1993), insulting local people who cannot speak Chinese is another category of aberrant behavior: caused abusive, threatening, physical or mental harm to other customers and employees (Fullerton & Punj, 1993; Wu, 2015): 5) being casual refers such behaviors as showing too much affection in public, dressing oneself in a casual manner, lying or sleeping in a public place casually. These behaviors are almost normal practice of tourists in general while on holiday as tourists are more likely to exhibit unethical and deviant behavior during travel than at home (Tolkach, Pratt, & Zeng, 2017); The sixth category is not likely to considered uncivilized behavior, so it is labeled as 'normal tourist practice' as it includes such behavior like bargaining, and trying on a food item and not buying it. It is a common practice to bargain when shopping is done in a bazaar or market, not in a department store. Vendors often offer a few pieces of fruit or snack for tourists to try before they decide to buy it or not. These categories of uncivilized behavior of Chinese tourists are experienced by the hosts and the tourists.

The mean frequency scores given by the host group were significantly higher than those of the tourist group for all of the 6 uncivilized behavior types. The Thai host considered the problem of Chinese tourists' lacking public manner, disturbing others by noise or body contact and failure to observe local customs to be rather frequently seen. However, the tourist group considered the same problem to be not very frequently seen. With regards to other four behavior groups, from smoking habits, improper toilet manners, causing environmental damage; practicing habitual norms in a new environment; marginally illegal behavior to behaving oneself in a casual manner, even though both groups perceived these behavior types to be not very frequently seen, the mean scores of the Thai host were found significantly higher than those of the tourist group.

With regards to the behavior type labeled "Normal tourist practices", which includes bargaining and trying on clothes or tasting food items but not buy, the Thai host group reported that they saw these behaviors rather frequently. On the contrary, the Chinese tourist group did not witness this behavior type frequently.

The difference in the perception of frequency of these 6 behavior types resulted from the difference in the contact time with each other. The hosts have a longer contact time with tourist experience. The hosts contact with many different tourist groups in each working day. They serve hundreds of different guests each day and week. Consequently, they experience or encounter both desirable and undesirable tourist behaviors more often than the tourists, who just stay briefly at one place. The tourist group, on the contrary, experiences the six types of uncivilized behavior to a lesser degree than the host group. This piece of finding answered a research question posted "How often do these behaviors take place?". The answer to the question should bring a relief to the parties concerned because none of the six behavior types was perceived to be very frequently seen by the tourists. The other party or the Thai host experienced only the problem of the tourists' lacking public manner; disturbing others by noise and body contact rather frequently, as well as the problem of tourists' bargaining and trying on clothe and food items rather frequently. But other types are not very frequently seen. In conclusion most of uncivilized behavior types are not widespread in Thailand. This might be resulted from the improvement in the behaviors of their compatriots. This is because by 2006, Chinese government had recognized the projected negative images of Chinese tourists and became concerned about the wider impact on the image of the country (Zhang, Pearce, & Chen, 2019). Consequently, in 2013, the Central Civilization Office and the National Tourism Administration jointly issued the "Guidelines for the Civilization of Chinese Citizens to Travel Abroad" and the Chinese Government's promulgation of the "interim Measures for the Management of Uncivilized behavior of Tourists" in 2015 (Tung, 2019). This piece of finding confirms that the measures introduced by the Chinese government has a dramatical effect on the improvement of Chinese tourist behavior. Now we will discuss the level of annoyance to these 6 types of behavior.

With regards to the level of annoyance, the mean scores given by the tourist group were higher than those given by the host group. The uncivilized behaviors of the tourists affect the tourists themselves than the hosts. The Chinese tourists were very annoyed with the problems of other tourists' bad smoking habit and lacking toilet manner. These annoying behaviors included smoking and throwing cigarette butts in the toilet; smoking in non-smoking areas; urinating or defecating outside a toilet bowl; littering and spitting in public places. This evidence indicating that the Chinese tourists were more annoyed with all the 6 behavior types than the hosts reflected their negative attitudes towards the so-called uncivilized behaviors. They feel that these behaviors are either rather annoying or very annoying. This indicates signs of converging attitudes of the Chinese tourist group in this study to the normative global standards of behavior. If they had been accustomed to those behaviors, the level of annoyance would neither have been very high nor rather high. This piece of findings supports the notion that misbehavior affects the mood of other customers and service personnel (Tsaur, Cheng, & Hong, 2019; Yi & Gong, 2006). The uncivilized behavior of a tourist has a negative effect on other tourists in the same way as that of customer misconduct behavior having a negative effect on service providers and other customers in an exchange setting (Harris & Reynolds, 2003).

The fact that the annoyance mean scores given by the Thai hosts were lower than those given by the Chinese tourists indicates the positive attitude of the hosts towards the Chinese tourists. In spite of the higher frequency of exposure to all behavior types, the host group can tolerate those behavior more than the tourist group. This phenomenon can be explained on the ground of social exchange theory. According to the theory, exchange would initiate when asymmetrical inaction forms. residents evaluate tourism in terms of social exchange, that is, evaluate it in terms of expected benefits or costs obtained in return for the services they supply. From a tourism perspective, the social exchange

theory means that hosts examine costs and benefits as a result of tourism and, if their assessment is positive, also their attitude towards their guests will be positive. Therefore, hosts perceiving more positive (benefits) than negative (costs) effects arising from having the Chinese tourists are likely to support the exchange (King et al.1993) and are likely to be inclined to be involved in the exchange. The hosts acknowledge the fact that they are here because of the presence of the Chinese guests.

The higher degree of tolerance to the uncivilized behaviors could be resulted from the nature of Thai people, who acquire the Thai cultural values showing humility, kindness and generosity to others. These values have molded Thai people to restrain showing unpleasant feelings to others. Possessing these personality traits, Thais have been perceived by international visitors as friendly and helpful hosts (Amonhaemanon & Amornhaymanon,2015; Henkel et al.,2006; Kaosa-ard,1994; Rittichainuwat & Chakraborty, 2012; Saechau et al, 2015).

Using the Frequency-Annoyance grid, which was a technique adapted from IPA, this study has compared the frequency of the uncivilized behaviors and the level of annoyance as perceived by the Thai hosts and the Chinese tourists themselves. The Frequency-Annoyance grids have illustrated that the factor "Lack of public manner; disturbing others by noise or body contact, including failure to observe local customs" fell into the Concentrate here quadrant; "Smoking habit and toilet manner", "Practicing habitual norms in a new environment violating conventional acceptable norms", and "Marginal illegal acts" in the Watch out quadrant; "Being casual" in the Let it be quadrant; and "Normal tourist practice" in the Low priority quadrant.

The research results shown in the grid suggested that immediate attention should be paid to the problem of the tourists' lacking public manner, as well as the problem of their disturbing others by noise or bodily functions and their failure to observe local customs. The problems of the tourists making a loud noise in public places, their bumping into others or shoving into others in a crowd, and their jumping a queue are problems which are related to others directly. Therefore, they are the problems that are frequently seen and perceived as annoying by both the hosts and other tourists themselves. Cutting queues is a breach of social contract established by the consumers, who make an unwritten agreement on how the queue is to proceed (Fullerton & Punj, 1997; Tolkach, Pratt, & Zeng, 2017). Cutting queues is deemed as unethical behavior due to the low social consensus and immediacy of effect (Jones, 1991). For tourists, a few more minutes in a queue can become even more important since they may have spent a lot on their holidays and have limited time in the destination (Tolkach, Pratt, & Zeng, 2017). Loi & Pearce (2015) classified similar behaviors such as breaking into a line of waiting people, getting in elevators before others get off, bumping into others in a crowd, as well as being rude to service personnel in hotels and other service operations as behaviors directly relating to others. Other immediate problems are problems of the tourists not observing or breaking the traffic rules, and crossing the road unsafely. This problem is in line with the problem of their not caring to observe or learn local customs. In spite of the Guide to Civilized Tourism issued by China National Tourism Administration (Gwynn Guilford and Quartz, 2013), the problems of these uncivilized behaviors of the Chinese tourists still appear in media reports (Wu, 2016). Now it is left to the site management to consider the issue of cutting queues seriously. Measures to manage the visitors to queue up for service is urgently needed. Authorities providing services to tourists have to realize that they have to play a role of cultural educator as well.

Some behaviors which fell in the Watch out quadrant should not be overlooked. Even though these behaviors do not appear frequently, they are considered annoying by the hosts and the tourists. The problems may be scattered, but if the number of tourists increase in the future the problems may be cumulative and move into to the Concentrate here quadrant. The most important problem in the Watch out quadrant is the problem relating to cigarettes and smoking habits of the tourists, spitting and littering carelessly. Although these problems are isolated individual acts (Loi & Pearce, 2015), they indirectly affect the health and hygiene of other people.

Now it is the task for researchers, governments, and professionals to identify or implement the tools which can modify these undesirable behaviors in a short time frame. Although the Chinese government has tried to encourage their citizens to behave in a civilized manner while travelling overseas, as a host we should support the effort of the Chinese government by raising their awareness of being a civilized tourist. At least they should be aware that their uncivilized behavior could hurt China's national image. Experience tells us that formal consumer education campaigns tend to have limited impacts (Swarbrooke, 1999). Therefore, all we can do is to raise awareness of the issues and leave tourists to decide for themselves what they should do in terms of their behavior as tourists and becoming involved in pressure groups. To raise their awareness, the hosts including the governmental agencies, travel agencies, and the local communities, have to provide clear instructions, especially guideline for proper behaviors addressing the cultural differences at key points in the journey (i.e., on board airline flight departing for a destination, arriving at a destination, and on-site visiting an outbound destination). Providing them with such guidelines and instructions would be helpful to many Chinese tourists, especially those with little travel experience, and those who are less educated. Such clear messages and guidelines may potentially decrease their anxiety about behaving inappropriately and make it easier for them to preserve their faces. The educated Chinese tourists should be involved in pressure groups. In the contemporary world, educated Chinese tourists are aware of the need to behave well in the eyes of the hosts (Zhang, Pearce, & Chen, 2019); therefore, they may become agents of positive changes and management among their fellow travelers. It is culturally accepted that knowledgeable individuals should guide or give instructions to those with less knowledge on proper behavior abroad. In conclusion this study has developed typologies of uncivilized behavior of Chinese tourists in Thailand, and has pointed out the problematic behavior types which need improvement, with a positive outlook that the emerging waves of Chinese tourists will be more globally responsible and acceptable tourists.

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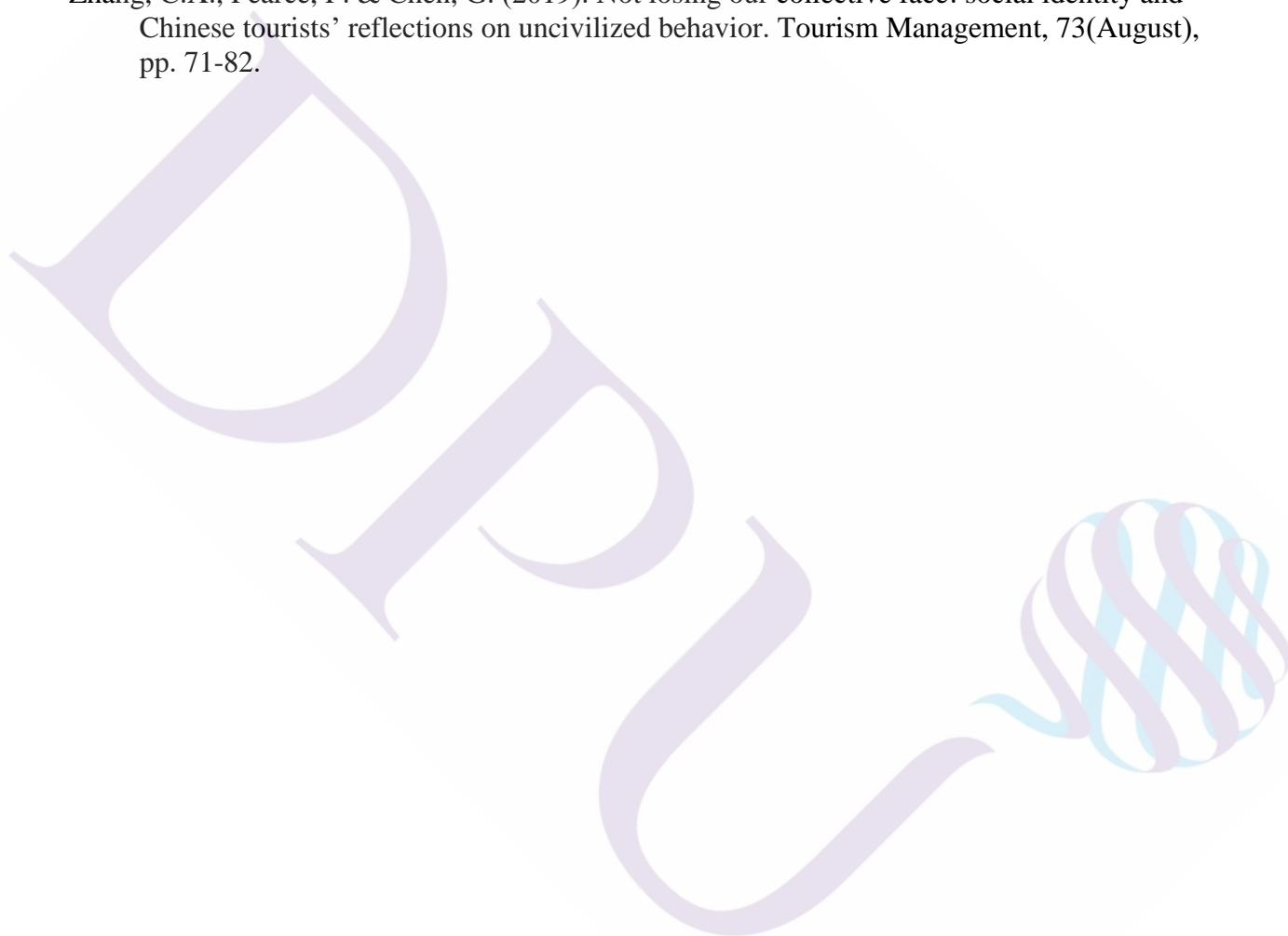
แบบสอบถาม

การวิจัยเรื่องนี้ต้องการศึกษา ความรู้สึก และการรับรู้ของท่านที่มีต่อพฤติกรรม ที่**ไม่เหมาะสมนักท่องเที่ยวชาวจีน** การศึกษาเรื่องนี้ได้รับทุนอุดหนุนการวิจัยจาก มหาวิทยาลัยธุรกิจบัณฑิตย์. ข้อมูลที่ท่านให้จะใช้ประโยชน์ทางการศึกษาเท่านั้น ขอขอบคุณที่ท่านสละเวลาในการตอบแบบสอบถามฉบับนี้

I. ข้อมูลส่วนบุคคล (ทำเครื่องหมายวงกลมรอบตัวเลขหน้าคำตอบที่ท่านเลือก)

1. ชื่อสถานที่ที่ไปแจกแบบสอบถามของผู้ตอบท่านนี้ _____

2. ท่านมีภูมิลำเนาอยู่ในจังหวัดใดของประเทศไทย_____

3. โปรดระบุเพศของท่าน

1	ชาย	2	หญิง

4. ท่านอยู่ในกลุ่มอายุช่วงใด

1	ต่ำกว่า 20	2	20-29	3	30- 39
4	40-49	5	50-59	6	60 ปีขึ้นไป

5. ระดับการศึกษาสูงสุดที่ท่านได้รับคือ

1	มัธยมศึกษาตอนปลาย/ อาชีวศึกษา/ กำลังศึกษาปริญญาตรี	2	ปริญญาตรี
3	ปริญญาโท หรือ สูงกว่า		

6. ปัจจุบัน อาชีพ/ตำแหน่งงานของท่านของท่าน คือ

1	มัคคุเทศก์/ หัวหน้าทัวร์	6	พนักงานแผนกอาหารและเครื่องดื่ม
2	ผู้จัดการ โรงแรม/บริษัททัวร์	7	พนักงานขับรถ/ยานพาหนะของโรงแรม บริษัททัวร์
3	พนักงานส่วนหน้าของโรงแรม/บริษัททัวร์	8	ผู้ดำเนินธุรกิจท่องเที่ยว
4	พักงานยกกระเป๋า/เปิดประตู/รักษาความปลอดภัย	9	พนักงานบริการผู้โดยสารสายการบิน
5	พนักงานแผนกแม่บ้าน/แผนกช่าง วิศวกร	10	พนักงานฝ่ายขายหรือการตลาดโรงแรม บริษัททัวร์

7. รายได้ในปัจจุบันของท่านดีมากน้อยแค่ไหน

4	ดีมาก	3	ดี	2	น่าพอใจ	1	ไม่ค่อยน่าพอใจ

II. ประสบการณ์ที่ท่านเคยประสบ เกี่ยวกับพฤติกรรมที่น่ารำคาญของนักท่องเทียวชาวจีน

กรุณาทำเครื่องหมาย √ หรือเครื่องหมาย o ลงในช่องที่ตรงกับ ระดับ '**ความบ่อยของการพบเห็น**' และ ระดับ '**ความรำคาญ**' ต่อพฤติกรรมต่อไปนี้

	ท่านพบเห็นพฤติกรรมนี้ **บ่อยแค่ไหน**				พฤติกรรมของนักท่องเที่ยว	ท่านจะรู้สึก **รำคาญต่อพฤติกรรมนี้มากน้อยแค่ไหน**				
	บ่อยมาก 4	ค่อนข้างบ่อย 3	นานๆครั้ง 2	ไม่เคยเห็น 1		น่ารำคาญ อย่างยิ่ง 4	รำคาญ เล็กน้อย 3	ค่อนข้าง รำคาญ 2	เฉยๆ/เป็น เรื่องปกติ 1	
F1					1 .นักท่องเที่ยวถ่มน้ำลายลงบนพื้นที่สาธารณะ					A1
F2					2. นักท่องเที่ยวสูบบุหรี่ในที่ห้ามสูบ/ที่สาธารณะ					A2
F3					3. นักท่องเที่ยวทิ้งบุหรี่ในจุดที่ไม่สมควรทิ้ง					A3
F4					4. นักท่องเที่ยวมีการขีดเขียนตามกำแพงหรือในที่สาธารณะอื่นๆ					A4
F5					5. นักท่องเที่ยวทิ้งเศษขยะในจุดที่ไม่สมควรทิ้ง					A5
F6					6. นักท่องเที่ยวปัสสาวะหรืออุจจาระนอกโถ					A6
F7					7. นักท่องเที่ยวสูบบุหรี่และทิ้งบุหรี่ในห้องน้ำ					A7
F8					8. นักท่องเที่ยวขึ้นนั่งยอง เหยียบขอบชักโคก					A8
F9					9. นักท่องเที่ยวไม่กดชักโครกเมื่อเสร็จกิจ					A9
F10					10. นักท่องเที่ยวส่งเสียงดังโวยวายในที่สาธารณะ					A10
F11					11. แสดงพฤติกรรมไม่มีมารยาทกับพนักงานบริการ ร้านค้า ร้านอาหาร					A11
F12					12. สูบบุหรี่ระหว่างรับประทานอาหาร					A12
F13					13. รับประทานอาหารเสียงดัง					A13
F14					14. นักท่องเที่ยวทิ้งเศษอาหารบริเวณโต๊ะอาหาร					A14
F15					15. สูบบุหรี่ระหว่างเลือกซื้อสินค้า					A15
F16					16. แอบขโมยสินค้าเวลาคนขายเผลอ					A16
F17					17. นักท่องเที่ยวพยายามต่อรองราคาสินค้า					A17
F18					18. ทดลองสินค้าเป็นจำนวนมากแต่ไม่ซื้อ/ชิมผลไม้/อาหาร แล้วไม่ซื้อ					A18

	ท่านพบเห็นพฤติกรรมนี้ **บ่อยแค่ไหน**				พฤติกรรมของนักท่องเที่ยว	ท่านจะรู้สึก **รำคาญต่อพฤติกรรมนี้มากน้อยแค่ไหน**				
	บ่อยมาก 4	ค่อนข้างบ่อย 3	นานๆครั้ง 2	ไม่เคยเห็น 1		น่ารำคาญ อย่างยิ่ง 4	รำคาญ เล็กน้อย 3	ค่อนข้าง รำคาญ 2	เฉยๆ/เป็น เรื่องปกติ 1	
F19					19. ยกเท้าขึ้นล้างเท้าที่ อ่างล้างมือ ล้างหน้า					A19
F20					20. นักท่องเที่ยวไม่เข้าใจ/ไม่พยายามเรียนรู้วัฒนธรรม จารีต ประเพณีของประชาชนท้องถิ่น					A20
F21					21. แย่งกันเข้าสถานที่ท่องเที่ยวหรือขึ้นยานพาหนะอย่างไม่เป็นระเบียบ					A21
F22					22. เดินเบียด กระแทก ชน ผู้อื่นในที่สาธารณะ					A22
F23					23. ไม่ต่อคิวเวลาซื้อสินค้าหรือเวลารับบริการต่างๆ					A23
F24					24. นักท่องเที่ยวดื่มสุรามึนเมา ในที่สาธารณะ					A24
F25					25. ไม่ปฏิบัติตามกฎจราจรหรือข้ามถนนโดยไม่ดูสัญญาณไฟจราจรหรือไม่ขึ้นสะพานลอย					A25
F26					26.นักท่องเที่ยวแต่งกายไม่เคารพสถานที่ หรือไม่ถูกต้องตามกาลเทศะ					A23
F27					27.นักท่องเที่ยวนอนเหยียดยาวในที่สาธารณะ					A27
F28					28.รับประทานอาหารแล้วไม่จ่ายค่าอาหารหรือเดินหนีออกไปเพื่อไม่จ่ายเงิน					A28
F29					29.แซงเข้าลิฟท์หรือรถสาธารณะ โดยที่ผู้อื่นยังไม่ออกมาหรือยังลงไม่หมด					A29
F30					30.นักท่องเที่ยวแสดงความรักต่อกันในที่สาธารณะ					A30
F31					31.เดินเต็มทางเท้าจนผู้คนอื่นไม่สามารถเดินขึ้นหน้าหรือสวนมาได้					A31
F32					32.นักท่องเที่ยวปล่อยให้เด็กเล็กปัสสาวะ อุจจาระในที่สาธารณะ					A32
F33					33.นักท่องเที่ยวถ่ายรูปในสถานที่ห้ามถ่ายรูป					A33
F34					34.รับประทานอาหารที่มีกลิ่นรุนแรงในสถานที่ห้ามรับประทานอาหาร เช่น รถไฟฟ้า					A34
F35					35.ปล่อยปละลูกหลานให้ทำอะไรตามอำเภอใจ โดยไม่คำนึงถึงบุคคลอื่น					A35
F36					36.นักท่องเที่ยวพูดจาดูถูกผู้คนท้องถิ่นที่ไม่สามารถพูดภาษาของนักท่องเที่ยวได้					A36

	ท่านพบเห็นพฤติกรรมนี้ **บ่อยแค่ไหน**				พฤติกรรมของนักท่องเที่ยว	ท่านจะรู้สึก **รำคาญต่อพฤติกรรมนี้มากน้อยแค่ไหน**				
	บ่อยมาก 4	ค่อนข้างบ่อย 3	นานๆครั้ง 2	ไม่เคยเห็น 1		น่ารำคาญ อย่างยิ่ง 4	รำคาญ เล็กน้อย 3	ค่อนข้าง รำคาญ 2	เฉยๆ/เป็น เรื่องปกติ 1	
F37					37.เรียกร้องการบริการอย่างเกินสมควรจากเจ้าหน้าที่ ผู้ให้บริการสถานประกอบการ หรือไม่ให้เกียรติ					A37
F38					38.นักท่องเที่ยวต้องการ ได้รับการบริการก่อนคนท้องถิ่น					A38
F39					39.นักท่องเที่ยวเขย่าหรือเคาะประตูห้องน้ำสาธารณะ ทั้งๆที่ประตูปิดอยู่					A39
F40					40.นักท่องเที่ยวส่งเสียงตะโกน เรียกหากันบนระเบียงชั้นที่พักในโรงแรม หรือในที่สาธารณะ					A40
F41					41.จำเลขที่ห้องพักไม่ได้ และเดินเคาะประตูห้องพักในโรงแรมทุกห้องเพื่อหาห้องพักของตนเอง หรือ ของเพื่อนฝูง					A41
F42					42.ลุกขึ้นปีนที่นั่งบนเครื่องบินขณะเครื่องบินขึ้นหรือลงเพื่อหยิบสิ่งของ หรือปีนสถานที่เพื่อถ่ายรูป ในที่ห้ามปีน					A42

博仁大学调查问卷

　　此次研究的目标是评估游客在曼谷购物体验的满意度，本次研究是博仁大学酒店与旅游学院硕士跨文化旅游行为课程的一部分，收集的信息只限于学术使用，您的合作（完成调查问卷）将会得到高度赞赏。

一. 我购物的区域...

二. 个人信息

　　1. 您来自哪个省/市？..............................

　　2. 您的性别？　 1. 男　　　 2. 女

　　3. 您的年龄？

1	17 - 19	3	30-39	5	50-59
2	20- 29	4	40-49	6	60 以上

　　4. 您的最高学历？

1	高中/本科在读/职业院校	3	硕士或更高学历
2	本科		

　　5. 您现在的职业？

1	学生	5	经理和企业家 例如：主管，大中型企业老板
2	技工/半熟练技工 例如:电工，木匠，建筑工	6	专业人员 例如：老师，医生，律师，工程师，教授，科学家
3	农民，农场主，稻农，畜牧民等等	7	家庭主妇/无业/退休
4	白领，办公室和销售人员 例如：会计，银行职员，销售职员	8	其他...

6. 您的收入水平.

4	非常好	3	好	2	满意	1	不满意

7. 您的旅游方式是什么？

1	跟团游	2	自由行

8. 您是第几次到泰国？

1	第一次	2	第二次/更多

9. 您的旅行同伴？

1	独自旅行	3	和我的朋友，男/女朋友
2	和我的家人（丈夫&妻子带/不带小孩）	4	和亲戚（兄弟，姐妹）旅行

10. 到目前为止，您在曼谷的购物体验？

5	非常满意	4	满意	3	中等满意	2	不是很满意	1	一点也不满意/差

第二部分 了解其他游客的行为

发生频率				游客的厌恶行为	厌恶程度			
很常见 4	一般 3	有时候 2	没见过 1		非常厌恶 4	一般厌恶 3	一点厌恶 2	不厌恶 1
				1.在公共场合吐痰				
				2.在非吸烟区吸烟				
				3.随地扔烟头				
				4.在墙上或者其他地方乱涂乱画				
				5.随地扔垃圾				
				6.小便没进小便池				
				7.在厕所吸烟				
				8.站在马桶上				
				9.不冲马桶				
				10.公共场合大声吵闹				
				11.对服务员做出不礼貌行为				
				12.在餐厅吸烟				
				13.吃饭时声音大				
				14.扔垃圾在桌上				
				15.挑选商品时吸烟				
				16.偷东西				

发生频率				游客的厌恶行为	厌恶程度			
很常见 4	一般 3	有时候 2	没见过 1		非常厌恶	一般厌恶	一点厌恶	不厌恶
				17. 讲价后又不买东西				
				18. 试穿很多商品后不买				
				19. 把脚放到洗手池里				
				20. 不了解当地文化				
				21. 不守秩序的进入景点				
				22. 公共场合影响打扰他人				
				23. 买东西不排队				
				24. 在公共场合喝醉				
				25. 不遵守交通规则，过马路不看红绿灯				
				26. 着装不规范				
				27. 在公共场合睡觉				
				28. 吃饭后不结账				
				29. 进电梯或者公交车时没有等里面的人先出来				
				30. 公共场合秀恩爱				
				31. 挤满人行道，其他人走不了				

发生频率				游客的厌恶行为	厌恶程度			
很常见 4	一般 3	有时候 2	没见过 1		非常厌恶	一般厌恶	一点厌恶	不厌恶
				32.小孩在公共场合大小便				
				33.在禁止拍照的地方拍照				
				34.在公共场合吃味道大的食品				
				35.让小孩随心所欲，不在意其他人				
				36.看不起当地不会说游客国家语言的人				
				37.对服务员提出无理的要求				
				38.在当地人之前享受服务				
				39.摇晃或敲打公厕的门				
				40.在酒店大声说话				
				41.记不住自己房间号，敲所有房间的门为了找到自己的房间或者朋友的房间				
				42.小孩在飞机起飞时或降落时站在自己座位上				