



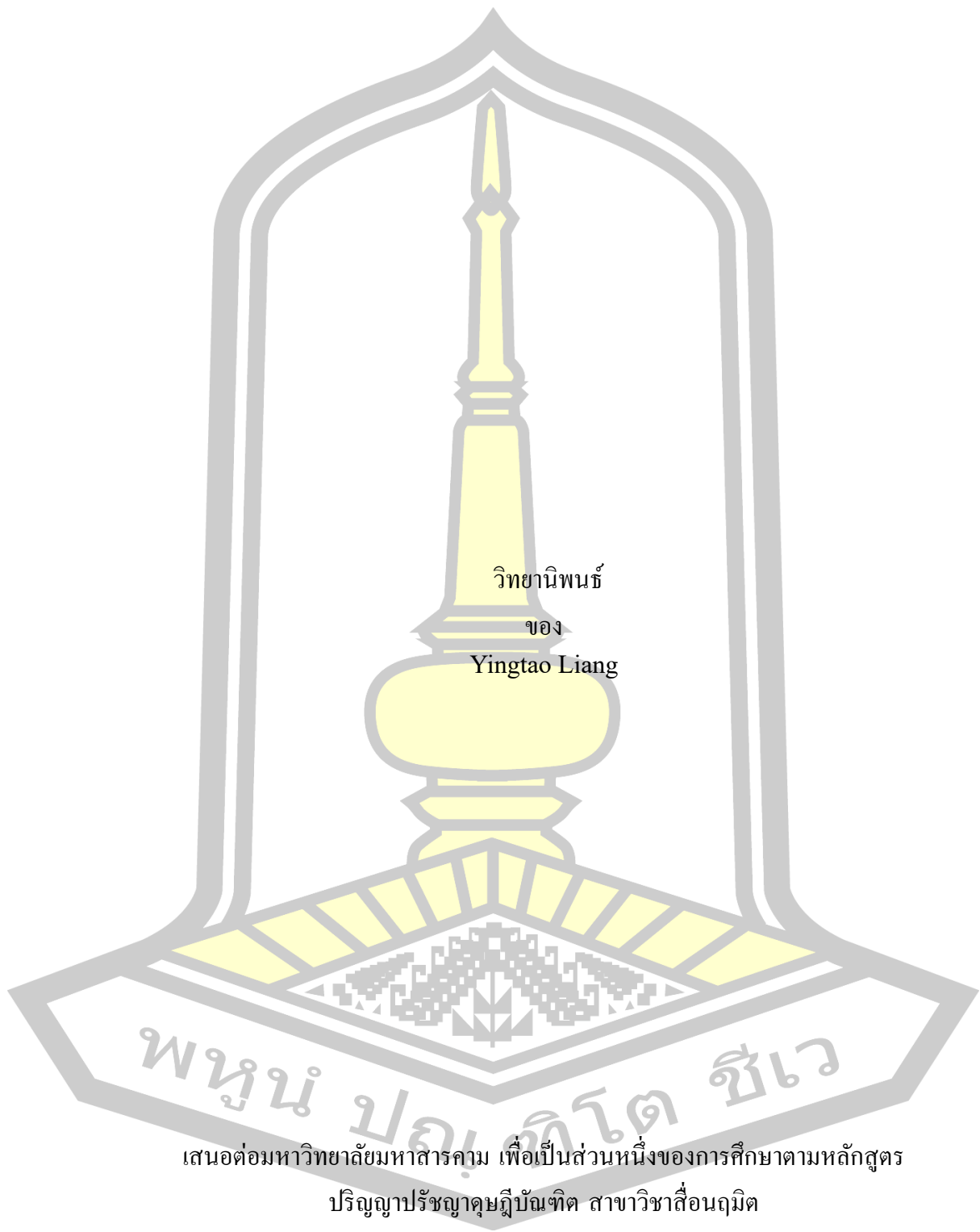
The Model of Thai Television Series Affecting Chinese Tourist Decision to Visit Thailand

Yingtao Liang

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Doctor of Philosophy in Creative Media

May 2025

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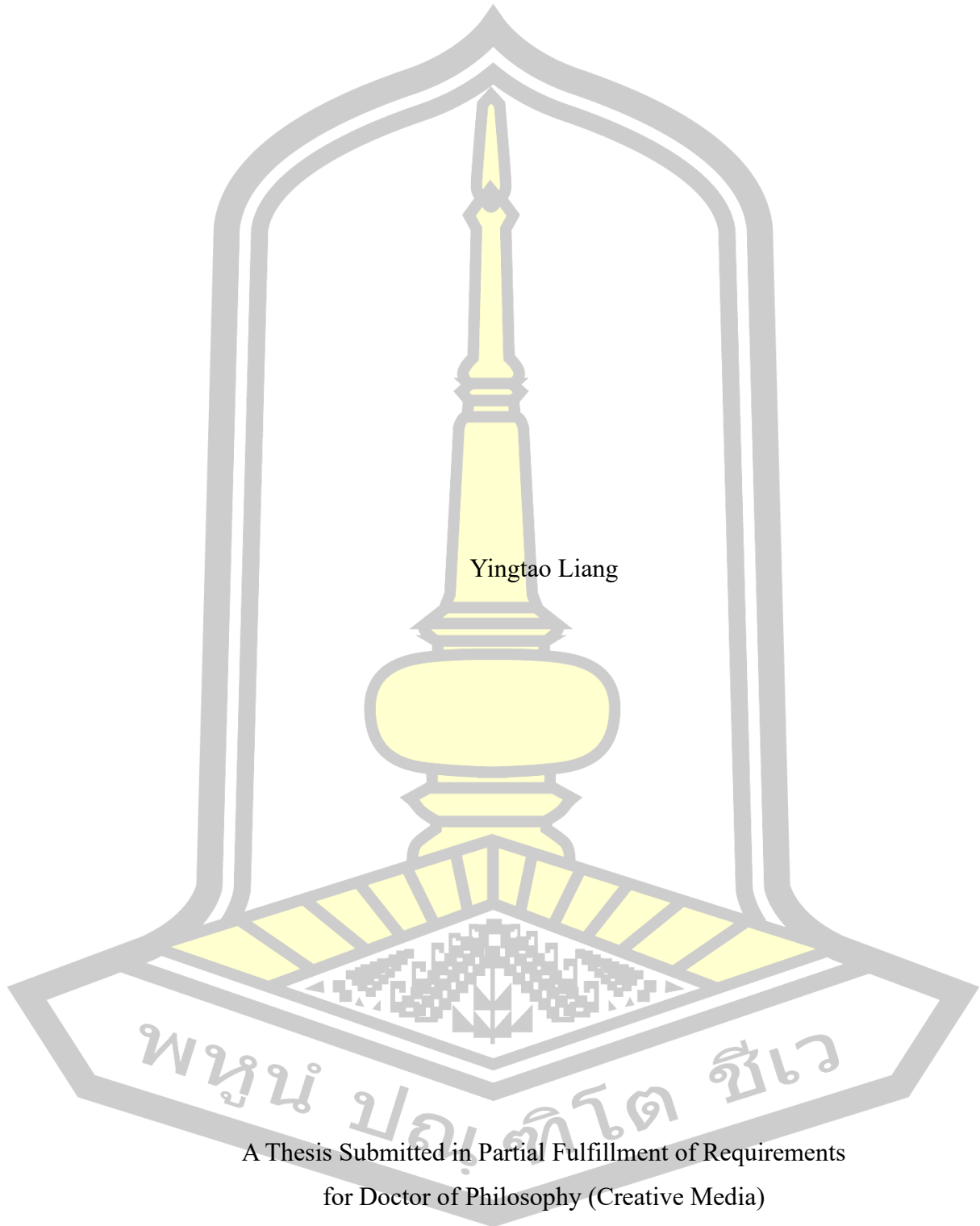


เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
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The Model of Thai Television Series Affecting Chinese Tourist Decision to Visit
Thailand



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May 2025

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TITLE	The Model of Thai Television Series Affecting Chinese Tourist Decision to Visit Thailand		
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ABSTRACT

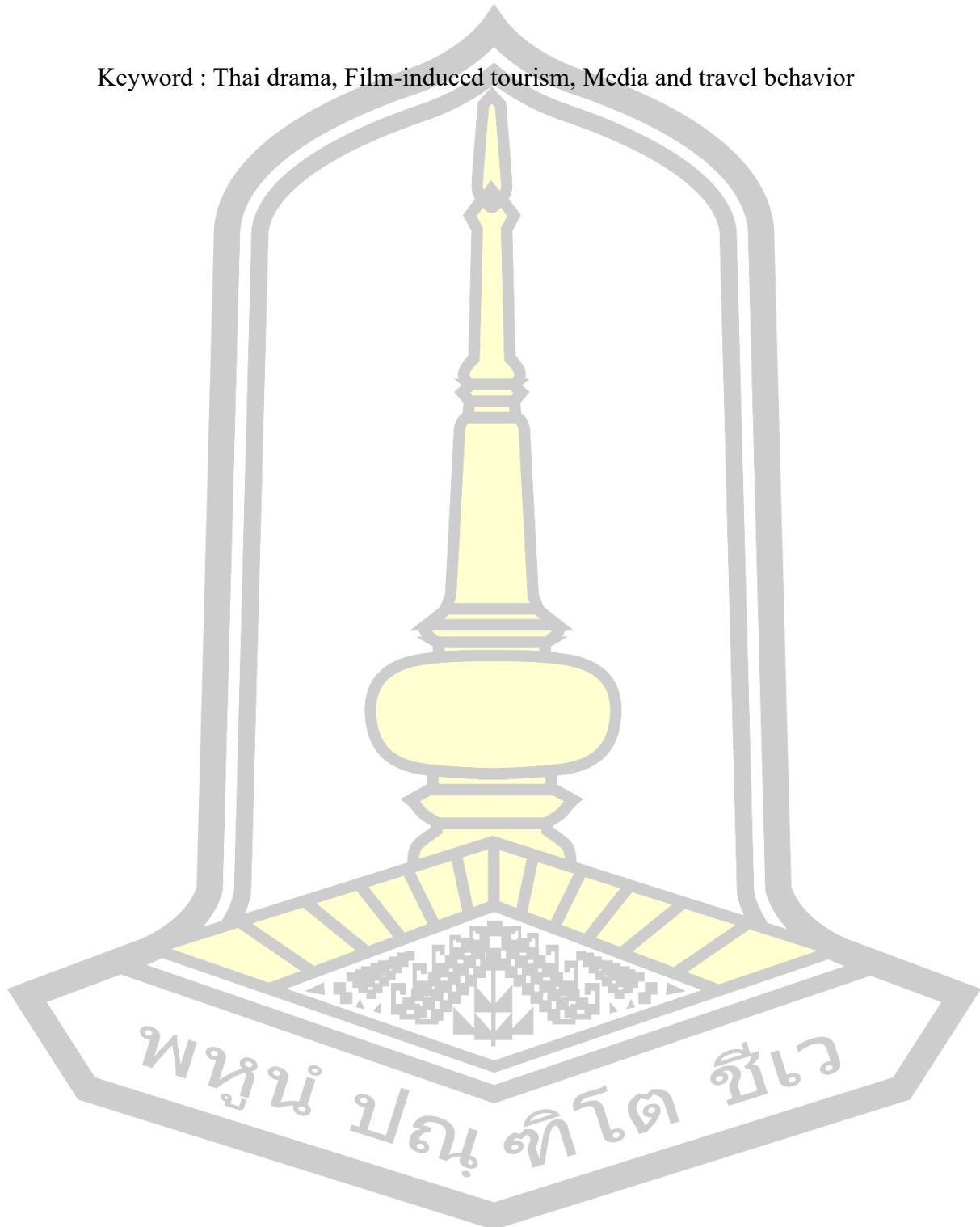
In the field of film-induced tourism research, existing studies have inadequacies in exploring the impact of Thai TV series on Chinese tourists' travel decisions to Thailand, lacking in-depth and systematic analysis. This research aims to fill this gap by deeply analyzing the influence of Thai TV series on Chinese tourists' travel decisions to Thailand, constructing an influence mechanism model, and providing a scientific basis for the Thai tourism industry to develop market strategies. A combined qualitative and quantitative research method was adopted. In-depth interviews were conducted with 10 Chinese tourists who traveled to Thailand after watching Thai TV series, and the data were analyzed using the grounded theory through coding. Meanwhile, 631 questionnaires were distributed to collect data, and the relationships between variables in the theoretical model were verified by means of the Structural Equation Model (SEM).

The research results show that: Firstly, Thai TV series, with their unique cultural elements, natural scenery, and storylines, have shaped a positive image of Thailand in the eyes of Chinese tourists, significantly stimulating their motivation to travel to Thailand. Secondly, tourists with different demographic characteristics are affected by Thai TV series to varying degrees. Female tourists, young people, and those with higher education levels show more attention to Thai TV series, as well as stronger travel and recommendation intentions. Thirdly, the Structural Equation Model indicates that the excellent production quality of Thai TV series has a significant negative impact on tourists' experience, verification psychology, and psychological comfort, while communication effectiveness has a significant positive impact. Psychological comfort is a key factor influencing the intention to recommend.

This study enriches the theory of film-induced tourism. The constructed theoretical model provides a new perspective for understanding the relationship between media and travel behavior, and expands the application of cross-cultural communication theory in the tourism field. In practice, it offers practical market strategy suggestions for the Thai tourism industry, helping to enhance the competitiveness of Thailand's tourism industry and promoting cultural exchanges between China and Thailand. The research results provide strong support for the

development of Thailand's tourism industry and also serve as a reference example for related research on film-induced tourism.

Keyword : Thai drama, Film-induced tourism, Media and travel behavior



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To my familial anchors—my parents whose sacrifices laid the foundation for my academic pursuits, and my life partner who shouldered household responsibilities during intensive writing phases—your emotional sustenance sustained me through moments of self-doubt. My daughter's understanding of abbreviated family time, though never voiced, is profoundly acknowledged.

While this dissertation bears my name, it stands as a mosaic of collective wisdom. As I transition from knowledge consumer to knowledge creator, I carry forward the pedagogical ethos instilled by my mentors, committed to paying forward the academic generosity I have received.

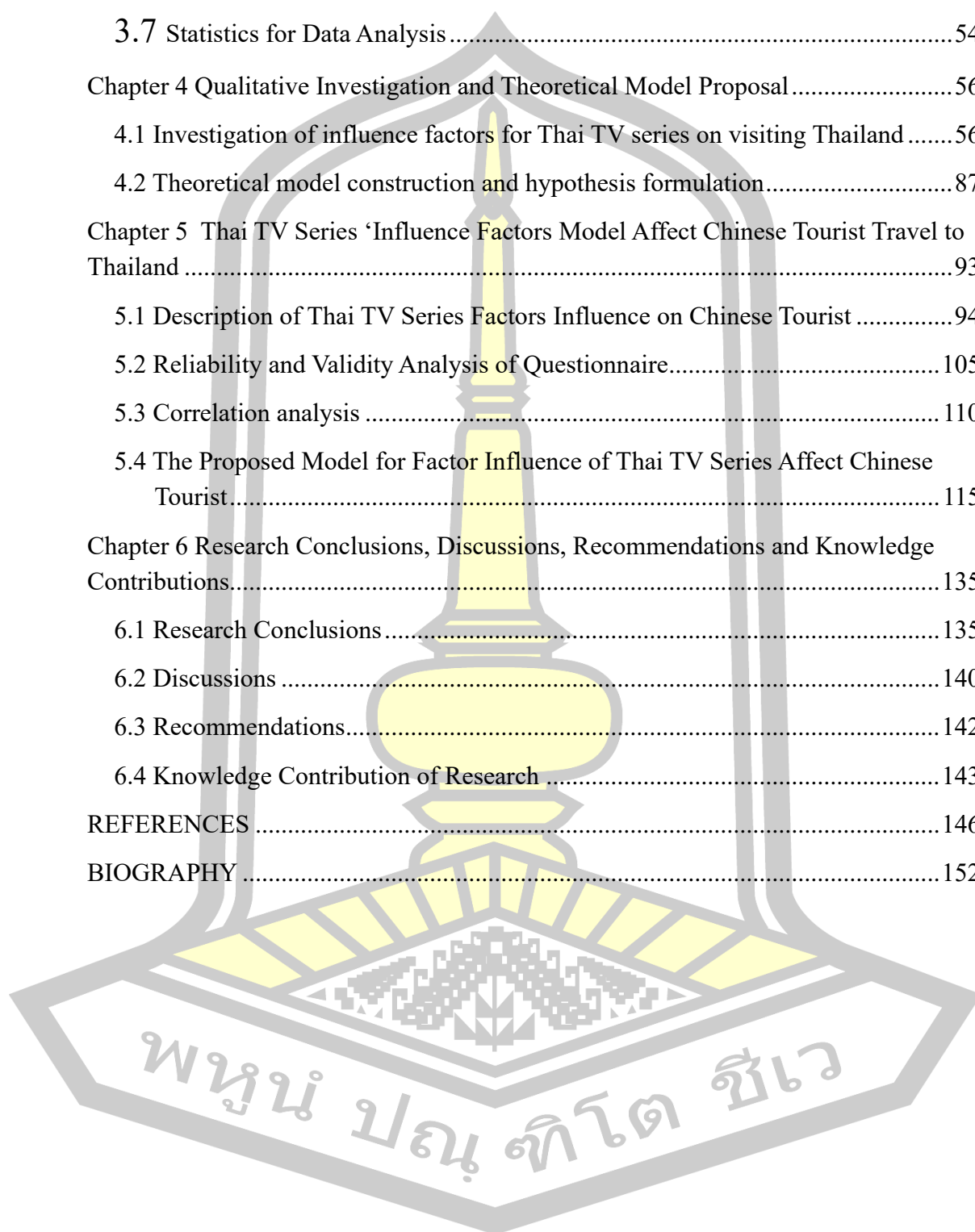
Yingtao Liang

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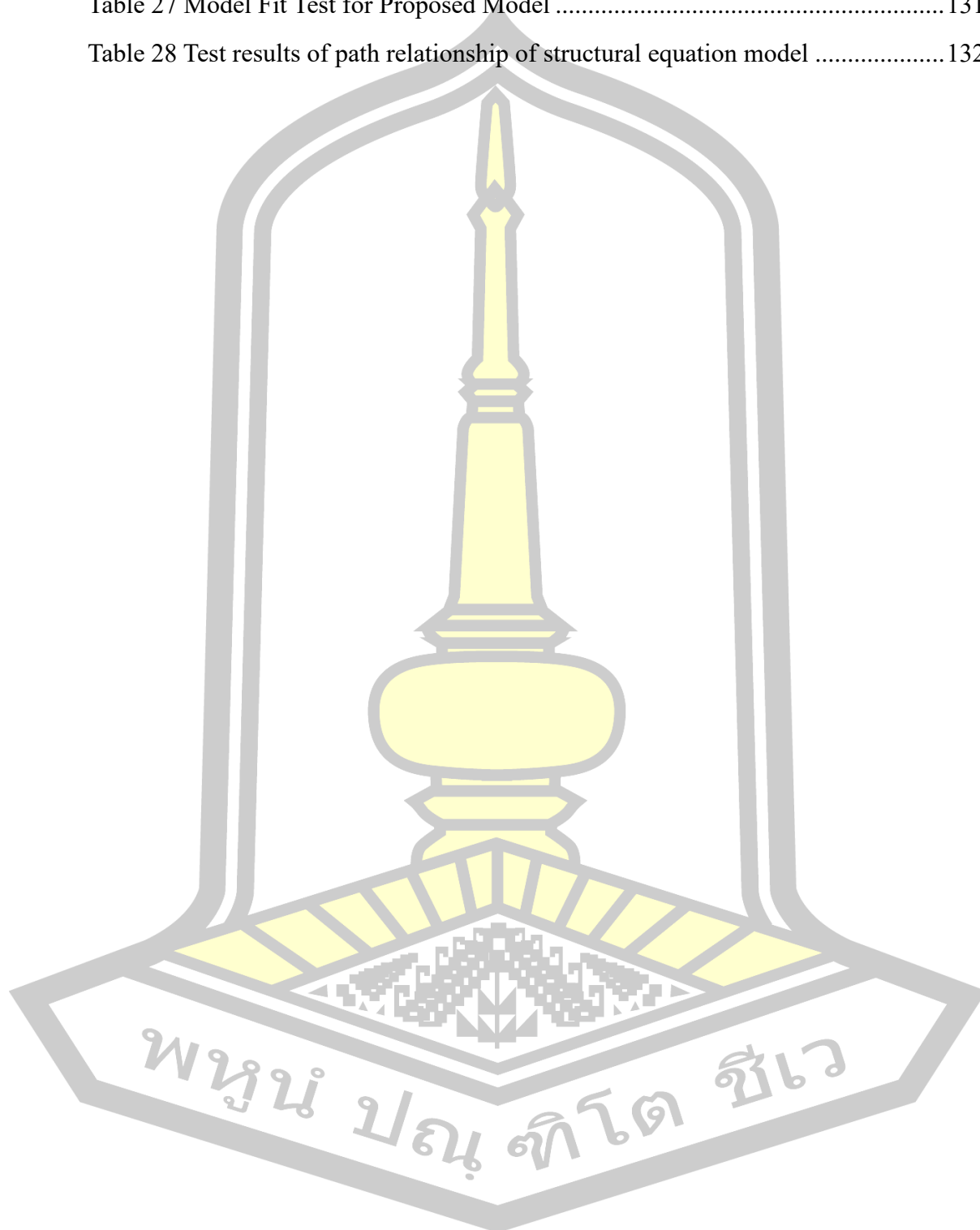
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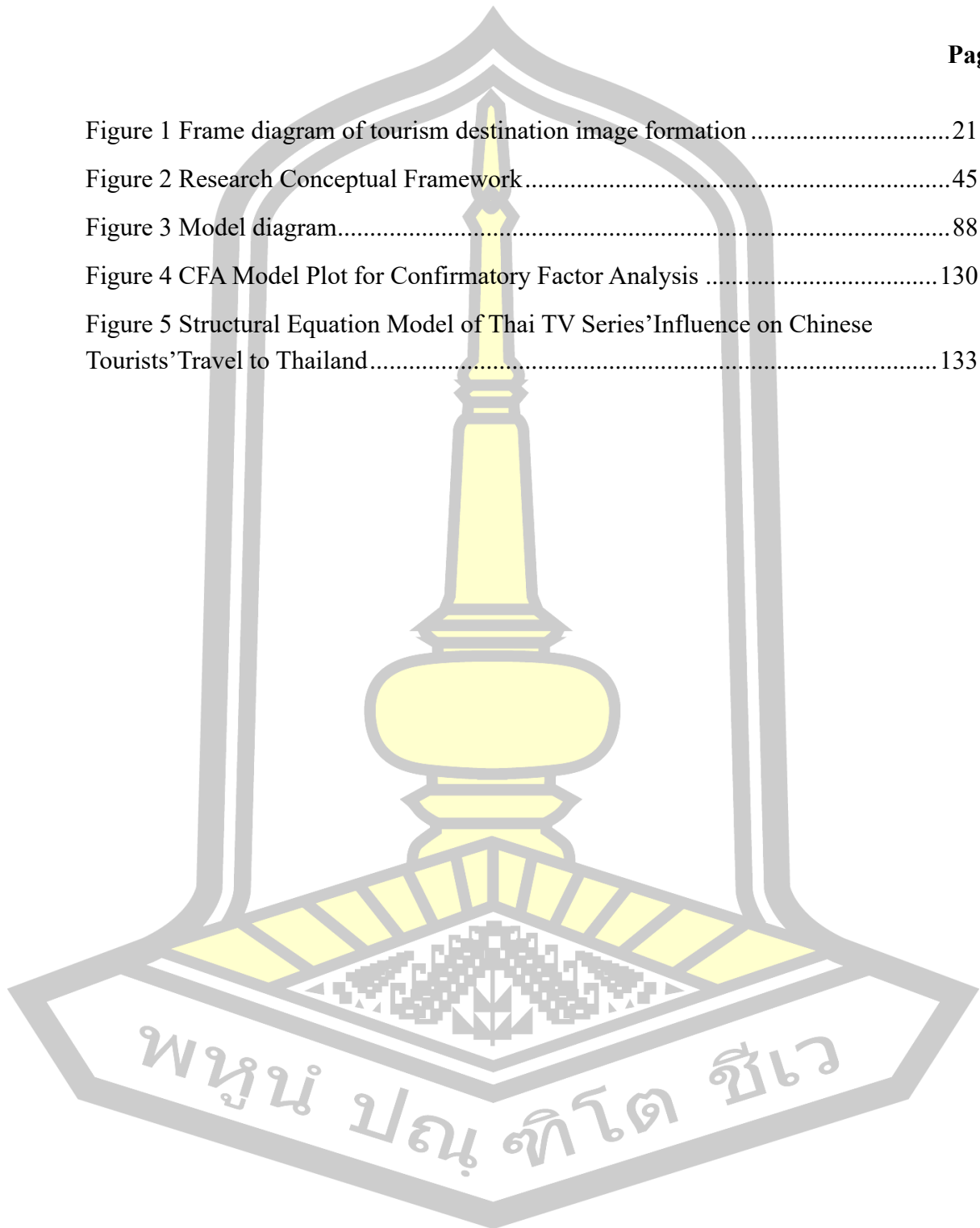
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Chapter 1 Introduction

1.1 Research Background

1.1.1 China's outbound tourism originated in 1988 when the Chinese government approved the first group of citizens to travel to Thailand, marking the beginning of a new era in the country's travel industry. This decision was not arbitrary, as Thailand and China share deep historical and geographical ties. Historically, the two nations have engaged in extensive cultural exchanges, from the spread of Buddhism through Thai temples to the migration of Chinese merchants to Thailand during the Ming and Qing dynasties. These interactions have fostered a sense of familiarity and mutual understanding. Geographically, Thailand's proximity to southern China, particularly regions like Yunnan and Guangxi, has facilitated cross-border exchanges. The similar tropical climates and shared culinary preferences, such as a love for spicy and flavorful dishes, have also contributed to Thailand's appeal. Over the years, outbound tourism has evolved from a niche activity to a mainstream lifestyle in China. By 2019, the China National Tourism Administration reported 170 million outbound tourists, a testament to the country's growing economic power and the increasing desire of its people to explore the world. Thailand has consistently been a top destination, welcoming nearly 40 million foreign visitors in 2019, with Chinese tourists accounting for 28% of the total. This trend is driven by Thailand's rich tourism resources, including its picturesque islands, lush forests, and vibrant cities, as well as the growing influence of Thai TV series in China. These shows, known for their high production values and cultural authenticity, have sparked Chinese viewers' curiosity about Thailand's landscapes and traditions, further boosting tourism demand. The historical and cultural ties between the two countries have laid a solid foundation for the continued growth of outbound tourism.

1.1.2 Thai TV series with its excellent production level, abundant romantic color, as well as unique local ethnic customs, glow with attractive charm. These works bring Thailand's picturesque natural scenery and fascinating national culture to the audience in an unreserved way. First of all, the display of Thai culture is an important feature of Thai TV series. which is mainly reflected in the aspects of Thai religion, festivals, food, clothing and so on. In Thai TV series, the protagonists often go to temples to

pray for blessings, participate in the Songkran Festival, taste Thai food, wear Thai clothes, etc., which all show the cultural characteristics and customs of Thailand. This kind of display has a positive impact on the cognition of Chinese audiences, allowing them to have a deeper understanding and identification with the culture of Thailand, thereby increasing their curiosity and interest in Thailand, and stimulating their motivation to travel to Thailand. Secondly, the display of Thai scenery is another important feature of Thai TV series, which is mainly reflected in Thailand's islands, forests, monuments and other aspects. In the Thai TV series, the main characters often travel to Phuket, Chiang Mai, Bangkok and other places to enjoy the natural and historical scenery of Thailand, which shows the tourism resources and charm of Thailand. This display has had a positive impact on the emotions of the Chinese audience, giving them a broader vision and stronger yearning for the scenery of Thailand, thus increasing their feelings and love for Thailand and inspiring their desire to travel to Thailand. Finally, the display of Thai human feelings is another important feature of Thai TV series, which is mainly reflected in the character, emotion, values and other aspects of Thai people. In the Thai TV series, the protagonists show the character characteristics of the Thai people, such as cheerful, warm, friendly and inclusive, as well as the emotional characteristics of the Thai people, such as romance, sincerity, persistence and dedication, which show the human interest and life attitude of the Thai people. This display has had a positive impact on the behavior of the Chinese audience, giving them more feelings and understanding of the life of the Thai people, thus increasing their trust and respect for the Thai people and inspiring them to travel to Thailand.

1.1.3 The COVID-19 pandemic posed unprecedented challenges to Thailand's tourism industry, with Chinese arrivals plummeting by 80% in 2020. However, the Tourism Authority of Thailand (TAT) has implemented innovative strategies to revive the market. One key initiative is leveraging the popularity of Thai TV series in China. The TAT has invited stars from these shows, such as Weir Sukollawat and Bua Kaeo Pongcharoen, to serve as ambassadors for Thailand's tourism. These celebrities, who have millions of followers on Chinese social media platforms like Weibo, have participated in virtual fan meetings and live-streamed promotional events, maintaining engagement with Chinese audiences during travel restrictions. Additionally, Thailand

has introduced safety certifications and hybrid tourism products, such as live-streamed temple tours and virtual cooking classes, to keep Chinese tourists connected to the country's culture and attractions. Looking ahead, Thailand's tourism market should prioritize stability and innovation. Strengthening Sino-Thai collaboration in film and television could amplify cross-cultural appeal. For instance, co-producing TV series that blend Thai and Chinese cultural elements could attract new audiences and promote tourism. By leveraging the soft power of Thai TV series and embracing digital innovation, both countries can achieve mutual benefits, stabilize tourism flows, and foster cultural exchanges. The future of Sino-Thai tourism lies in creativity, adaptability, and a shared commitment to building bridges between two vibrant cultures. As travel restrictions ease, the combination of Thailand's natural beauty, cultural richness, and the enduring appeal of its TV series will continue to attract Chinese tourists, ensuring a sustainable and prosperous future for both nations.

1.2 Research Objectives

By achieving these objectives, this research will provide valuable insights into the factors driving Chinese outbound tourism to Thailand and the role of Thai TV series in shaping travel decisions. The findings will contribute to the development of effective tourism strategies and strengthen the cultural ties between China and Thailand. This research aims to achieve the following objectives:

- 1) to investigate the influencing factors of Chinese tourists traveling to Thailand
- 2) to analyze the factors that affect Chinese tourists' travel to Thailand in Thai TV series
- 3) to build the influence model of Thai TV series on Chinese people's travel to Thailand

1.3 Research Methodology

1.3.1 Population and Samples

The formal survey of this study adopts cluster sampling method. The sample size is 500 undergraduates and master students of China universities and users of professional online questionnaire platform "Questionnaire Star."

1.3.2 Research Instrument for Data Collection

In this study, a series of tools and instruments will be used to collect and analyze data in order to deeply analyze the influence of Thai TV series on Chinese tourists' travel decisions in Thailand. The following is a list of tools and instruments expected to be used in this study:

Questionnaire platform: Use online questionnaire platform such as Juanxing, Qualtrics or Tencent Questionnaire to design and distribute questionnaires; Questionnaire design for mobile devices and social media platforms to ensure a good user experience across all devices.

Statistical analysis software: SPSS (Statistical Package for the Social Sciences) was used for descriptive statistical analysis, reliability and validity testing, structural equation model and other advanced statistical analysis; Consider using specialized structural equation model analysis software such as AMOS or LISREL for more complex model testing and validation.

Qualitative analysis software: The use of qualitative data analysis tools such as NVivo to assist the coding and thematic analysis of interview recordings and focus group discussions; These tools help to uncover deep patterns, concepts, and relationships that support theoretical construction.

Sampling and screening tools: Use random sampling or stratified sampling methods to select representative samples to ensure the universality and reliability of research results; Screening questionnaires or pre-test questionnaires are used to screen suitable participants to ensure that the sample meets the study requirements.

Literature management tools: Use literature management software such as EndNote, Zotero or Mendeley to organize and manage relevant academic literature, case studies and industry reports; These tools help to maintain the consistency and accuracy of literature citations and improve research efficiency.

1.3.3 Data Collection Methods

Qualitative research methods: first-hand data collection, second-hand data collection, interviews

Quantitative Research Methods: Questionnaire survey, scale measurement.

1.3.4 Data Analysis and Expected Results

This paper uses structural equation method to analyze the influence path of Thai television series on the image of tourist destinations. Structural equation modeling (SEM), also known as structural equation modeling, is a multivariate statistical method that uses covariance matrix of variables to analyze the relationship between variables, and is widely used in sociology, psychology and marketing research. Generally speaking, the structural equation model has the following advantages: (1) It can consider and deal with multiple dependent variables at the same time; (2) Allowable independent variables and dependent variables contain measurement errors; (3) Factor structure and factor relationship can be estimated simultaneously; (4) Measurement model that allows greater flexibility; (5) Estimate the goodness of fit of the whole model.

In this study, spss16.0 statistical software was used to analyze the reliability and validity of the data obtained from the questionnaire. Then the model parameters are estimated by using structural equation modeling technology and LISREL8.70 software.

Expected Results: The Model of Thai Television Series Affecting Chinese Tourist Decision to Visit Thailand

1.4 Scope of Research/Limitations

This study aims to comprehensively explore the influence of Thai TV series on Chinese tourists' travel decisions in Thailand, delving into multiple dimensions and achieving a deep understanding. Grounded in an interdisciplinary theoretical framework that encompasses media psychology, film and television tourism, communication, marketing, and advertising, the research will concentrate on the following core areas:

1) Tourist and Potential Tourist Perspectives

The study will systematically analyze how various elements in Thai TV series shape and disseminate the image of tourist destinations. In this process, we will focus on the diversity of emotional involvement between audiences and TV stars (or their roles), and explore the specific impact of such emotional involvement on the image of tourist destinations and its mechanism. Through this analysis, we aim to

reveal the cognitive and emotional images of tourist destinations formed by viewers when watching Thai TV series, and how these images translate into actual travel motivations and behaviors. For example, we will examine how scenes of Thai festivals, such as Songkran, depicted in TV series influence viewers' perceptions of Thai culture and their desire to experience it firsthand. Additionally, we will investigate the role of romantic storylines and family values in shaping viewers' emotional connections to Thailand as a travel destination.

2) Model Building and Verification

To construct a model of the impact of Thai TV series on the image of tourist destinations, this study will comprehensively apply a variety of research methods. Through in-depth investigation of key variables such as star involvement and tourist destination familiarity, combined with data collected via questionnaire surveys, we will use advanced statistical techniques such as structural equation modeling to verify and refine the impact model. This model will provide a clear theoretical framework to explain how Thai TV series influence the image of tourist destinations through star power and other mechanisms. For instance, we will analyze how the popularity of Thai actors and actresses in China, such as Weir Sukollawat and Bua Kaeo Pongcharoen, affects the perception of Thailand as a travel destination. Furthermore, we will explore how the selection of filming locations in TV series, such as iconic landmarks and hidden gems, contributes to the overall image of Thailand and influences travel decisions.

3) Strategic Marketing and Planning

From the perspective of strategic marketing and planning, the study will offer practical recommendations for the Thai government and relevant tourism management departments. Specifically, we will explore how popular Thai TV series can be utilized as an effective marketing tool to promote and enhance the image of local tourism. In this process, strategic issues such as TV series theme selection, star type matching, and how to create a unique tourist destination image through stars will be considered. For example, we will discuss how selecting themes that highlight Thailand's natural beauty and cultural heritage can attract Chinese tourists. Additionally, we will examine how matching the right stars with the right roles can enhance the appeal of Thailand as a travel destination. The study will also address the challenges and

considerations that may arise when using Thai TV series and stars to shape the image of tourist destinations, with the goal of providing forward-looking and operational guidance and suggestions for relevant departments.

Limitations of the Study

1) **Sample Selection:** This study focuses on a specific group, resulting in relatively homogeneous demographic characteristics. This may limit the universality and generalization of the research findings. To enhance the broad applicability of the study, future research can expand the sample size to include more diverse demographic characteristics, such as different age groups, income levels, and educational backgrounds. This will provide a more comprehensive understanding of how various factors influence travel decisions among different segments of the population.

2) **Data Acquisition and Model Verification:** Based on the availability and convenience of data, this study selected specific Thai TV series for empirical testing. However, this may lead to some limitations in the applicability of the established impact model. Future studies can further test and improve the impact model by adding samples of different types of TV series, including those with varying themes, genres, and production styles. This will help to enhance the accuracy and universality of the model, ensuring that it can be applied to a wider range of scenarios and contexts.

3) **Timeliness of TV Series:** This study does not fully consider the timeliness of TV series. As a form of popular culture expression, the influence and audience attention of TV series will gradually diminish over time. Some respondents may have forgotten the content of a particular Thai TV series, and the audience's emotional attitude toward the stars or their roles may have changed. These factors may impact the validity of the data and the accuracy of the research results. To address this deficiency, future studies can consider introducing a time variable to analyze the dynamic change process of the influence of TV series. This will provide a more comprehensive understanding of how the impact of TV series on travel decisions evolves over time, and how it is affected by factors such as changing cultural trends and audience preferences.

1.5 Importance and Benefits of Research

The significance of this study extends beyond its immediate scope, offering both theoretical and practical insights into the impact of Thai TV series on the image of tourist destinations. By exploring this topic, the research not only contributes to the existing theoretical framework within the fields of film and television tourism, tourism destination marketing, communication, and film and television psychology, but also provides empirical support for celebrity theory and advertising theory.

In terms of theoretical significance, this study fills a gap in the literature by offering a comprehensive analysis of how Thai TV series shape tourist destination images. Previous research in this area has been limited, often focusing on isolated aspects of film and television tourism from a singular perspective. This study, however, takes a multidisciplinary approach, drawing from theories in marketing, psychology, film and television, tourism, communication, and advertising to develop a holistic understanding of the subject.

By systematically reviewing relevant literature and constructing a theoretical model, the research elucidates the influence mechanism of Thai TV series on Chinese tourists' travel decisions to Thailand. The use of statistical software and structural equation modeling technology allows for a deep analysis of the research data, enabling the revision and refinement of the impact model. The result is a clear and coherent theoretical framework that explains how Thai TV series contribute to the formation of destination images.

This theoretical contribution is significant because it not only advances the field of film and television marketing but also enriches our understanding of star theory, film and television tourism, and destination marketing theory. The findings provide a solid foundation for future research in these areas, opening up new avenues for exploration and understanding.

In terms of practical significance, the insights gained from this study offer valuable guidance to tourism destination managers and marketers. An in-depth understanding of how Thai TV series influence tourist destination images enables these professionals to more effectively harness the power of film and television works and stars to enhance the appeal of their destinations and improve marketing effectiveness.

Specifically, the research findings can inform strategies for capitalizing on the popularity of Thai TV series and the celebrity effect to attract tourists. By tapping into the emotional connection between audiences and TV stars, destination managers can create more targeted and compelling marketing campaigns that resonate with potential visitors. This, in turn, can lead to increased tourism activity and revenue, driving positive economic impacts for the destination.

Furthermore, the study highlights the growing importance of video content in shaping tourism destination images. As the film and television culture industry continues to expand rapidly, with numerous films and TV series being produced in China and Thailand every year, the role of this medium in influencing travel decisions is becoming increasingly significant. Tourism destination management departments must therefore stay abreast of popular culture trends and leverage the power of TV series and stars to their advantage.

In conclusion, this study offers a wealth of theoretical and practical insights into the impact of Thai TV series on tourist destination images. Its findings not only advance our understanding of this topic but also provide valuable guidance for tourism professionals seeking to harness the influence of film and television to enhance the appeal and marketability of their destinations.

1.6 Definition of Terms

Cultivation Theory

Cultivation theory, also known as the cultivation hypothesis or cultivation analysis, is a theory originally proposed by George Gerbner and later expanded upon by Gerbner and Gross in their 1976 article "Living with Television: The Violence Profile" published in the *Journal of Communication*. The theory emerged from research conducted in the mid-1960s, which aimed to investigate the effects of media, particularly television, on audiences' perceptions and ideas about everyday life. Cultivation theory posits that individuals who frequently watch television are more susceptible to media messages and are more likely to perceive these messages as real and valid. This theory is significant in the field of media effects research, as it highlights the long-term impact of media consumption on audience cognition and behavior. In the context of this study, cultivation theory is applied to explore how Thai

TV series influence Chinese audiences' understanding of Thailand, thereby affecting their travel decisions. The theory suggests that repeated exposure to Thai TV series can shape Chinese viewers' perceptions of Thai culture, lifestyle, and tourist attractions, ultimately influencing their willingness to visit Thailand.

Feeling Involvement

Feeling involvement refers to an aesthetic psychological phenomenon characterized by the emotional input of the audience in response to performance activities. It represents one aspect of the dual-level emotional response in drama art. The emotional elements contained in dramas are the result of the dramatist's psychological reaction to real life, while the audience's emotional involvement is a response to this reaction. In the realm of drama, the dramatist's task is to devise methods that guide the audience's emotional response into the emotional trajectory embedded within the drama. This study examines the types of emotional involvement that Chinese audiences experience while watching Thai TV series and investigates whether various forms of emotional involvement impact their travel intentions to Thailand. For example, the study will explore how scenes depicting Thai festivals, romantic relationships, or family values in TV series evoke different emotional responses from viewers and how these responses influence their perception of Thailand as a travel destination.

Film-induced Tourism

The concept of "Film-induced Tourism" originated in the United States and gained prominence in the mid-1990s when economic experts in the United States, Britain, and Australia began discussing the relationship between film and television activities and tourism. They coined the term "Movie and TV Induced Tourism" and defined it as "all tourism achievements caused by the development of film and television activities." This includes tourism behaviors related to film and television shooting locations, film and television festivals, and film and television culture. The study of the influence of the film and television industry on tourism can be divided into three main aspects:

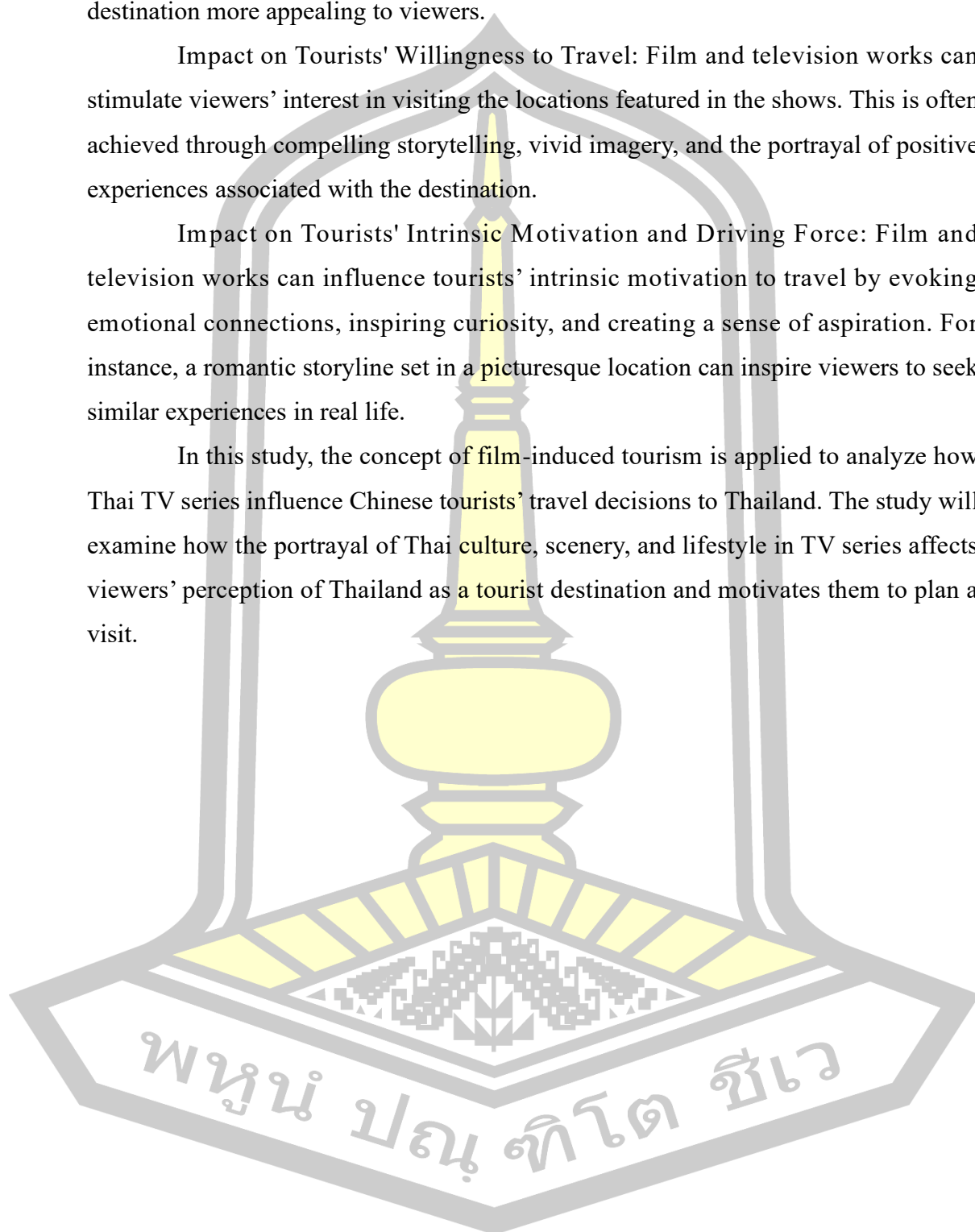
Impact on the Image of Tourist Destinations: Film and television works can shape or enhance the image of a tourist destination by showcasing its natural beauty, cultural heritage, and unique attractions. For example, a TV series set in a particular

city can highlight the city's landmarks, historical sites, and local customs, making the destination more appealing to viewers.

Impact on Tourists' Willingness to Travel: Film and television works can stimulate viewers' interest in visiting the locations featured in the shows. This is often achieved through compelling storytelling, vivid imagery, and the portrayal of positive experiences associated with the destination.

Impact on Tourists' Intrinsic Motivation and Driving Force: Film and television works can influence tourists' intrinsic motivation to travel by evoking emotional connections, inspiring curiosity, and creating a sense of aspiration. For instance, a romantic storyline set in a picturesque location can inspire viewers to seek similar experiences in real life.

In this study, the concept of film-induced tourism is applied to analyze how Thai TV series influence Chinese tourists' travel decisions to Thailand. The study will examine how the portrayal of Thai culture, scenery, and lifestyle in TV series affects viewers' perception of Thailand as a tourist destination and motivates them to plan a visit.



Chapter 2

Review of the Literature

The purpose of this research was to study the factors that influence China consumers' travel motivation in Thai television series. And PR mechanism of relevant institutions in Thailand. To create understanding related to the above objectives. The researcher therefore studied the following contents:

- 1) The theories TV series-induced tourism
- 2) The Influence of Thai and Chinese TV Series
- 3) Tourism and Factors Influence on Tourist Decision
- 4) Research Related
- 5) Research Conceptual Framework

As the following details

2.1 The Theories TV Series-Induced Tourism

Tourism caused by TV series is a form of tourism. Tourists travel to the places appearing in TV series is the product of the combination of tourism and film and television industry when tourism has developed to a certain stage. Researchers usually discuss video products such as movies and TV series together, and people are attracted by the connection between a place and the video content and have the idea of traveling.

Since the 1980s, Western scholars began to dabble in film and television tourism. Film and television tourism is called Movie-induced tourism or Film tourism (Riley, 1992; Tooke, 1996). It refers to the transmission of the image of tourist destination to tourists through movies, television, literary works, magazines, records, videos, etc. In the process, the mind of the recipient is affected and the behavior of traveling to the tourist destination is generated. This series of behaviors is called film and television tourism (Urry, 1990). Based on the broader phenomenon of cultural tourism and literary tourism, Busby&Klug discussed the concept of film-induced tourism and proposed that film tourism is the behavior of attracting tourists to travel in the places shown on TV, video and movie screens (Busby&Klug, 2001) [5]. Hudson believes

that film and television tourism refers to the behavior of visiting the location of shooting or attraction through watching TV, videos and movies (Hudson, 2006). At present, the broad definition of film and television tourism proposed by Evans is widely recognized, that is, film and television tourism is tourism caused by television, radio, film and other descriptive attractions (Evans, 1996).

Chinese scholars do not have a unified explanation for the concept of film and television tourism. Some scholars believe that film and television tourism refers to the phenomenon that people become interested in film and television filming places and then travel there (Wu Liyun & Hou Xiaoli, 2006). This definition limits the attraction of film and television tourism to film and television filming places. Some scholars also take the production process and other related things into consideration and propose that film and television tourism is a tourism activity with the whole process of film and television shooting and production and things related to film and television as attractions (Liu Binyi & Liu Qin, 2006). The above definitions are given from the perspective of tourists. On a broader level, some scholars have proposed the concept of film and television tourism from the perspective of suppliers and tourists: The so-called film and television tourism, from the perspective of supply, refers to the tourism operators to develop and use the film and television production location, environment, process, festival activities, as well as film and television works reflected in the cultural content that can promote tourism, through planning and publicity, to the tourism market, in order to meet the tourism demand and business interests consistent with a new type of tourism product. From the perspective of tourists, it refers to the travel experience in which tourists spend a certain amount of time, expense and energy to meet their psychological needs of seeking novelty, knowledge and novelty through visiting and experiencing the sites, environments and processes of film and television shooting as well as tourism resources derived from film and television (Wang Yuling, 2006).

From the above, it can be seen that film and television tourism has the following characteristics: First, the premise of film and television tourism activities is that the attractions related to film and television programs are perceived by the audience; secondly, the audience becomes interested in the filming location and other attractions related to film and television; finally, the motivation or behavior of visiting the

filming location or attraction location is generated due to their interest. Therefore, I think TV tourism refers to the behavior of tourists to become interested in and visit attractions related to TV programs.

Table 1 Movie -Induced Tourism Concept Table

Author, Time	Movie-induced tourism Concept table concept
Urry (1990)	Through movies, TV, literary works, magazines, records, videos, etc., the image of the tourist destination is spread to tourists, and in this process, the mind of the recipient is affected, resulting in the behavior of traveling to the tourist destination. This series of behaviors is called film and television tourism.
Evans (1996)	Tourism is caused by descriptive attractions such as TV, radio and movies.
Busby&Klug (2001)	The act of showing places on TV, video and movie screens to attract tourists to travel.
Hudson (2006)	Refers to the behavior of visiting the shooting place or the attraction place because of watching TV, video and film.
Liu Binyi & Liu Qin (2006)	Tourism activities that take the whole process of film and television shooting and production and things related to film and television as attractions.
Wu Liyun & Hou Xiaoli (2006)	It refers to the phenomenon that people are interested in the film and television shooting places because of the influence of film and television dramas, and then travel to the places.
Wang Yuling (2006)	From the perspective of supply, it refers to a new type of tourism product that tourism operators develop and utilize the film and television production locations, environment, process, festival activities, as well as the cultural contents reflected in the film and television works that can promote tourism, and promote it to the tourism market through planning and publicity, so as to meet the tourism demand and achieve the same business interests. From the perspective of tourists, it means that tourists spend a certain amount of time, expense and energy to meet their psychological needs such as seeking new knowledge and seeking novelty through the tour and experience of the site, environment, process of film and television shooting as well as the tourism resources cited by the film and television.

2.1.1 The impact of film and television on the reception of tourists in the shooting place

The prosperity of the film and television industry also drives the prosperity of the tourism industry. Various film and television bases attract a large number of tourists to visit them. Besides the film and television bases, other shooting places of film and television programs also attract a large number of tourists to "visit", which makes the tourism of the shooting places develop rapidly with the broadcast of film

and television programs. The impact on the shooting place is mainly manifested in the tourist reception, tourist source structure, tourism marketing and so on.

The influence of the broadcast of film and television programs on the tourist reception in the shooting place. Riley, Baker et al. (1998) collected data of 12 tourist destinations in the United States and conducted a quantitative analysis of tourist reception in the decade before and five years after the movie was played. Studies have found that the broadcast of a film increases the number of visitors to a destination by 40-50% and the number of visitors continues to grow for at least four years after the film's release. Li Pingping (2008) analyzed the conditions, external tourism environment and development status of film and television tourism in Jiaozuo Film and Television City, and predicted the number of tourists in Jiaozuo Film and Television City by using the grey system theory, and obtained the trend of continuous growth of the number of tourists. Tkalec, Ivan (2017) quantitatively analyzed the impact of the Game of Thrones TV series on the number of tourists in Dubrovnik, and the results showed that except for Dubrovnik, the TV series also had a positive impact on the number of tourists in the filming locations of other countries and regions. Im, Chon (2008) discussed the influence of film and film shooting on local tourism on the basis of the study on the behavior characteristics of film and television tourists, and found that film had a positive effect on the production of film and television tourism behavior. Frosta and Lainga (2013) selected three research cases of Agatha Christie's novel set in England, the Irish film "The Door is always Open" and the Scottish film "Local Hero" to explore the impact of novels and films on rural tourism. The study found that these fictional depictions led city dwellers to view villages as ideal places to escape their usual living environment, leading to a significant increase in the number of tourists visiting rural areas. Balli, Ball et al. (2013) analyzed the factors that led to the increase of inbound tourists to Turkey in a period of time. Through the analysis of static panel data and dynamic panel data, it was found that the number of tourists visiting Turkey from the Middle East and Eastern Europe increased significantly after the broadcast of Turkish soap operas. At the same time, it is found that increasing the length of the broadcast in a certain country will increase the number of tourists from that country to travel to Turkey.

The broadcast of film and television programs will change the structure of tourists visiting the destination. Connell and Meyer (2009) studied Mull, a small island in Scotland where the children's program Balamory was filmed, and found that the tourist structure of the island became younger after the broadcast of the program, and the number of children tourists increased. As a result, some children's amusement facilities had to be added to meet the increased demand of children tourists. At the same time, it is found that the satisfaction of adult tourists is inversely proportional to the degree of visit influenced by Balamory, and proportional to the rate of re-visit, and if Balamory is not the only reason for the visit, tourists have a higher willingness to re-visit. Sun Xuemei, Wang Qingsheng (2013) et al. conducted an empirical study on the intention of film and television tourism of Tianjin citizens, and found that female groups, middle-aged and young people, people with high education and people with high income have stronger intention of film and television tourism.

2.1.2 The impact of film and television on the tourism marketing of the shooting place

Raquel, Laurentina et al. (2017) discussed residents' understanding of film tourism and the impact of film production on the development of tourist destinations from the perspective of residents' perception of the filming location. The study found that residents of the filming location generally believed that the shooting of TV series had more positive than negative impacts on local development. It is of positive significance to use film and television for destination marketing. Croy, Walker et al. (2013) propose that film offers a city, province or even country an opportunity to promote itself to millions of viewers, which cannot be accomplished by tourism promotion for specific targets. Destination marketing organizations (DMOS) can use the time before and after the movie to conduct various marketing activities to promote tourism. Scholars have explored various methods of using film and television to carry out tourism marketing. Hudson and Ritchie (2006) put forward four activity ways of using film and television tourism to carry out marketing to shooting places after research: Actively encourage film and television programs to shoot locally, promote films and filming locations, promote filming locations after films are broadcast, and use other marketing activities to increase the development potential of film and television tourism. The study also found that the successful development of local

tourism through film and television drama shooting in a region is closely related to the destination actively seeking cooperation with film and television program producers. Wei Baoxiang and Ouyang Zhengyu (2007) discussed the focus and form of film and television tourism marketing in each stage by combining the two stages of filming and screening of film and television works. Some regions have appointed public relations experts to represent their region in the film. Canada and the Bahamas, for example, use film and television tourism as a means of marketing their regions, hiring Weber Shandwick, the world's largest public relations firm, to maximize their destinations' exposure on television and film. Chicago's film and entertainment industry has also successfully increased the number of films produced in the city by hiring a team of product placement experts. However, there are also areas where the impact on film is not taken seriously, such as many areas in New Zealand are not fully aware of the impact of film and television exposure on the image of the region, and few actions are taken to maximise the impact of film and television.

2.2 The influence of Thai TV series on Thailand's tourism image

In 1971, J.D. Hunter of Colorado State University wrote a paper called "Image: The doctoral thesis of "a factor of tourism" (Image - a Factor in Tourism development) studied the meaning of image in destination tourism development, which is considered to be the earliest work on tourism image research (Telisman Kosuta&Witt, 1989). Foreign Tourism Image is also known as Tourism Destination Image (TDI), and the definition of tourism image is often based on the definition of "image". Image is a complex concept that includes a variety of ideas, ideas, forms and concepts (Alhemoud & Armstrong, 1996). Enis (1967) defines image as the sum of all the sensory perceptions and thoughts of an individual about being. Crompton (1979) believes that image is the sum of people's beliefs, impressions, ideas and opinions about things, behaviors and events. Kosslysn (1983) proposed that image is a manifestation of thought, which makes the eye produce the experience of "seeing" in the absence of stimuli. Hunt (1975) explained tourism image as the perception of potential tourists to a certain area. From the perspective of marketing, Baloglu and Brinberg (1999) defined tourism image as the sum of people's beliefs, feelings, concepts, knowledge, imagination, feelings, thoughts, ideas and impressions about a

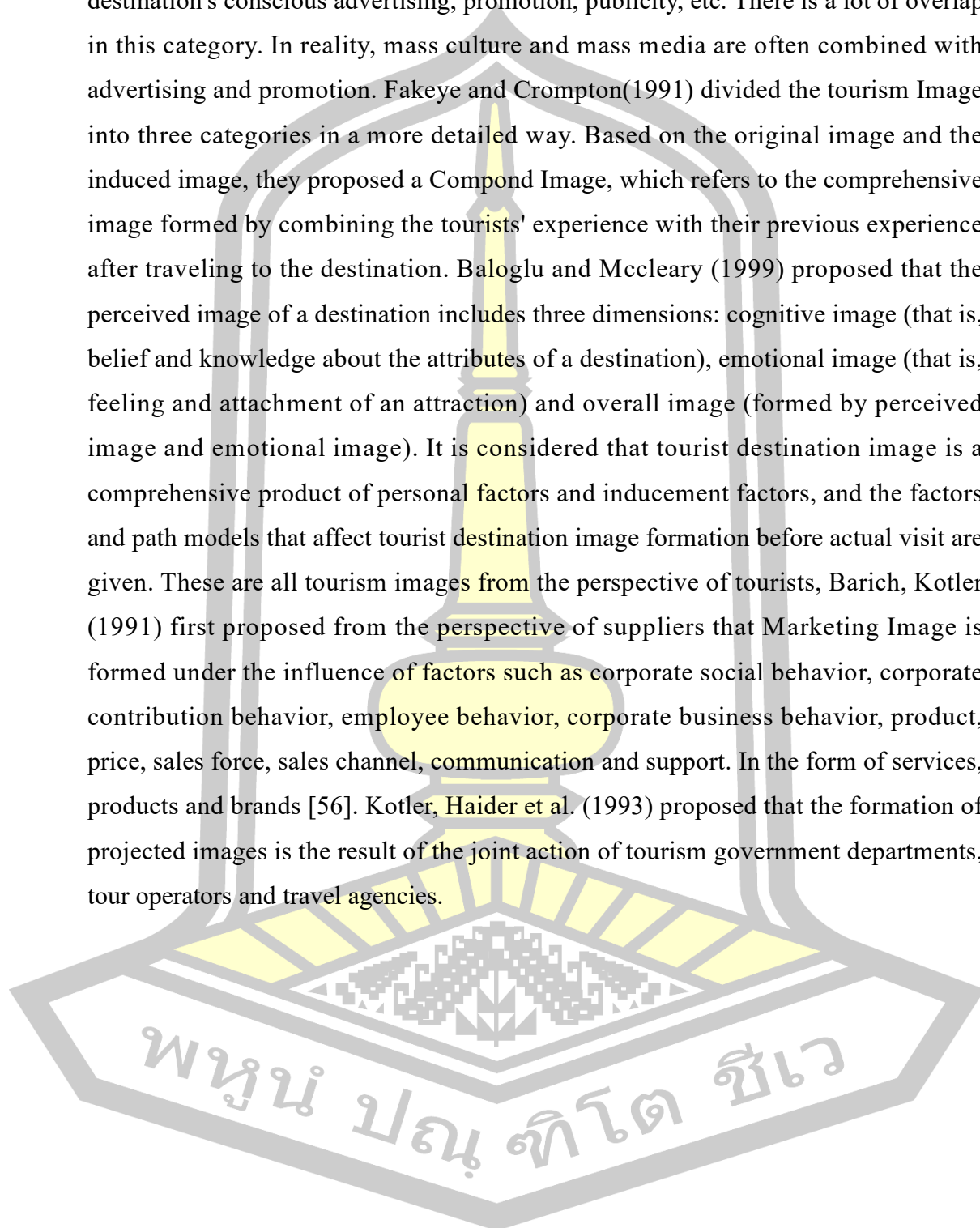
place or destination. Tasci, Gartner et al. (2006) believe that tourism image is an interactive system formed by the destination's thinking, concepts, emotions, perspectives and intentions. Lai, Li (2015) believe that there are many similarities and ambiguities in existing TDI concepts, and the concepts of TDI are mostly related to awareness, attitude and concepts. Based on the analysis of 45 representative TDI concepts obtained after screening, the definition theory of logical research is adopted to define TDI as the spontaneous, multi-sensory, picture-like, arousing, conscious and quasi-perceptual psychological (i.e. private, non-spatial and intentional) feelings held by tourists about a destination. This experience overlaps or is similar to other mental experiences of the visitor, including their feelings, perceptions, mental representations, cognitive maps, awareness, memories, and attitudes about the destination. Echtner and Ritchie (1991) believe that destination image is not only the perception of destination attributes but also the overall impression created by the destination. On this basis, Grosspietsch (2006) proposed the concept of Projected Image and Perceived Image from the perspective of supply and demand, respectively. The former is the awareness and impression of potential tourists and actual tourists on tourism destinations. The latter is the image that tour operators intend to create in the minds of potential tourists. The research on tourism image in China began in the 1990s. Wang Kejian et al. (1991) explained tourism image in the Tourism Dictionary as a tourist's view or evaluation of the overall tourism service of a certain tourist receiving country or region. It can be seen that this concept emphasizes the tourists' impression on the destination formed after the occurrence of tourism activities. Bao Jigang et al. (1993) put forward the concept of "perceived environment" in the book Tourism Geography, which is similar to tourism image. People take into their minds all kinds of information collected when making travel decisions, and form the overall impression of the environment. Contrary to the definition proposed by Wang Kejian, this concept emphasizes the perception of the tourist destination formed before the tourism activity takes place. Deng Zhuren (1998) proposed that tourism image is a rational synthesis of tourists' overall, abstract, historical influence, sense of reality and future information of the destination. Song Zhanghai (2000) put forward that tourism destination image is people's overall, abstract and general understanding and evaluation of tourism destination, and it is a rational comprehensive platform of

historical impression, reality perception and future belief of tourism destination. Deng Mingyan (2004) pointed out that the tourism image is the overall impression of the tourist destination obtained by the tourist after the tourist experience or by the potential tourist through the media such as TV, magazine, advertisement and Internet information. Wang Hongguo and Liu Guohua (2010) believe that the image of a tourist destination refers to the expression of perception, impression, prejudice, imagination and emotional thinking held by an individual or group towards a specific tourist destination, and it is a synthesis of cognition and concepts on the social, political, economic, life, culture and tourism development of the place. It is also the belief, idea and impression of an individual or group on the destination as a whole. Xie Chaowu and Huang Yuanshui (2002) put forward the concept of projected image from the aspect of supply, that is, the tourism destination integrates and refines its own elements and resources and selectively propagates the idea elements to tourists, which is the representative image of the tourism destination for external publicity. Although the above definitions of tourism image are different, we can find that the essence of tourism image is a kind of psychological perception and feeling, which not only exists in the minds of tourists but also in the minds of destination residents. From the perspective of tourists, tourism image is an objective existence that presents its external characteristics and internal attributes in various forms, and is perceived by tourists as recipients in a certain way. Tourists form impressions, understandings, views and evaluations of the perceived objects (tourism attractions, facilities and services, etc.) by combining their own personalities, experiences and values. Namely tourist perception image. From the perspective of suppliers, tourism image refers to various attributes and characteristics of tourism destinations that are presented or shaped by tourism suppliers in various ways and are expected to be perceived and accepted by potential tourists, that is, the projected image of suppliers.

2.2.1 Formation, composition and performance of tourism image

The formation of tourist destination image is the result of many factors. Gunn (1972) divides tourism Image into Original Image and Induced Image according to different information sources on which tourism image formation depends. The former refers to the destination impression formed by individuals through education or non-commercial marketing mass culture, public media, literature and other information

sources, which is endogenous; The latter refers to the image produced by the destination's conscious advertising, promotion, publicity, etc. There is a lot of overlap in this category. In reality, mass culture and mass media are often combined with advertising and promotion. Fakeye and Crompton(1991) divided the tourism Image into three categories in a more detailed way. Based on the original image and the induced image, they proposed a Compound Image, which refers to the comprehensive image formed by combining the tourists' experience with their previous experience after traveling to the destination. Baloglu and McCleary (1999) proposed that the perceived image of a destination includes three dimensions: cognitive image (that is, belief and knowledge about the attributes of a destination), emotional image (that is, feeling and attachment of an attraction) and overall image (formed by perceived image and emotional image). It is considered that tourist destination image is a comprehensive product of personal factors and inducement factors, and the factors and path models that affect tourist destination image formation before actual visit are given. These are all tourism images from the perspective of tourists, Barich, Kotler (1991) first proposed from the perspective of suppliers that Marketing Image is formed under the influence of factors such as corporate social behavior, corporate contribution behavior, employee behavior, corporate business behavior, product, price, sales force, sales channel, communication and support. In the form of services, products and brands [56]. Kotler, Haider et al. (1993) proposed that the formation of projected images is the result of the joint action of tourism government departments, tour operators and travel agencies.



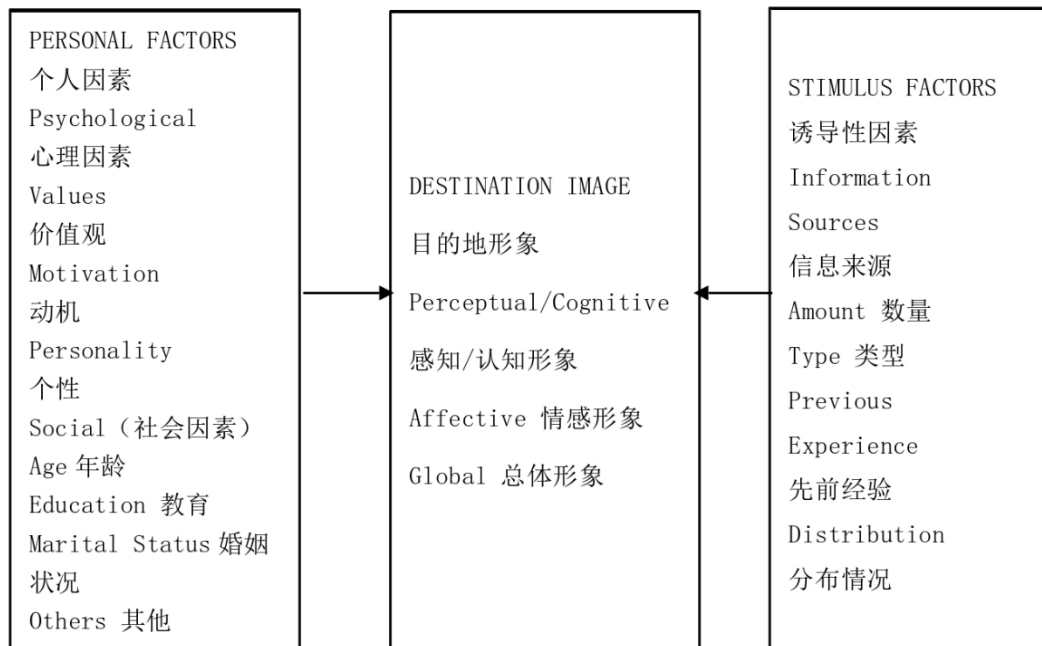


Figure 1 Frame diagram of tourism destination image formation

Tourism destination is a complex geographical space system composed of various elements. The numerous components of tourism destination determine the feasibility of establishing an all-encompassing destination image system or the element system of tourist perception image. Through investigation and empirical research, scholars have analyzed and studied various elements that constitute destination tourism image. Stable (1988) proposed that the main elements of tourism image include weather and climate, natural resources, infrastructure, tourist reception and amusement facilities, cultural elements, as well as economic, political and social factors. Baloglu and McCleary (1999) proposed that destination perception image includes cognitive image, emotional image and overall image. Beerli, Marti'n (2004), through retrospective analysis of previous research results, argued that the image composition of tourist destinations can be summarized as natural resources, public infrastructure, tourism infrastructure, leisure and entertainment facilities, cultural history and art, political and economic factors, natural environment and local atmosphere. Foroudi, Akarsu (2018) et al. believe that the tourism image of a destination mainly includes accessibility, types and quality of accommodation, cultural diversity, cultural and historical attractions, service level and exotic flavor.

Chinese scholars Wang Lei and Liu Hongtao et al. (1999) believe that tourism destination image includes two aspects: PDI and RDI, in which the image of launching destination includes two levels: Involving the tourism sector, relevant government departments, tourism enterprises, supporting enterprises, residents, art groups, The actual launching destination image (RPDI) transmitted to real tourists by five side groups of tourism resources, facilities, product mix, infrastructure and service status, and the tourism marketer (regional marketer or product marketer) who refined the RPDI and transmitted it to the target market want to perceive the ideal destination image accepted by the subject - the dissemination of launching destination image (S PDI, receptive destination image also includes two levels: individual destination image and social destination image. Li Lanlei (1999) divided the elements of tourist destination image into surface, concrete, form and material, and deep, abstract, hidden and cultural.

The expression of tourism image is not imagined by tourists but shaped by tourism image makers. Therefore, the tourism image shown should exist in reality and be perceived, or the image shown is the presentation of destination tourism image. Many scholars have studied the design and expression of tourism image from the perspective of tourism destination marketing. Echtner and Ritchie (1993) propose that tourism image includes functional features, more specific aspects of the destination, and psychological features. Jin Weidong (1995) analyzed the urban tourism image and pointed out that urban hardware factors such as urban architecture, urban gardens, museums and tourism service facilities and urban software factors such as citizen quality, folk customs and service attitude are important factors reflecting the real tourism image of a city. Li Lanlei (1999) proposed that tourist destination visual landscape, tourist destination visual symbol, service behavior and resident image are the manifestations of tourist destination image based on the human-place perception and human-person perception image design of tourist destination. The visual symbols of the tourist destination include the name of the tourist destination, the logo of the tourist destination, the standard font of the tourist destination, the symbolic mascot of the tourist destination, the cultural relic of the tourist destination, the outdoor advertisement of the tourist destination, the souvenir of the tourist destination, and the means of transportation of the tourist destination. Some scholars take propaganda

slogans, brands and festival activities as the means and ways to show the tourism image.

2.2.2 The shaping of tourism image of Thailand by Thai TV series

Tourism caused by TV series is a form of tourism. Tourists travel to the places appearing in TV series is the product of the combination of tourism and film and television industry when tourism has developed to a certain stage. Researchers usually discuss video products such as movies and TV series together, and people are attracted by the connection between a place and the video content, and have the idea of traveling.

Since the 1980s, Western scholars began to dabble in film and television tourism. Film and television tourism is called Movie-induced tourism or Film tourism (Riley, 1992; Tooke, 1996). It refers to the transmission of the image of tourist destination to tourists through movies, television, literary works, magazines, records, videos, etc. In the process, the mind of the recipient is affected and the behavior of traveling to the tourist destination is generated. This series of behaviors is called film and television tourism (Urry, 1990). Based on the broader phenomenon of cultural tourism and literary tourism, Busby&Klug discussed the concept of film-induced tourism and proposed that film tourism is the behavior of attracting tourists to travel in the places shown on TV, video and movie screens (Busby&Klug, 2001). Hudson believes that film and television tourism refers to the behavior of visiting the location of shooting or attraction through watching TV, videos and movies (Hudson, 2006). At present, the broad definition of film and television tourism proposed by Evans is widely recognized, that is, film and television tourism is tourism caused by television, radio, film and other descriptive attractions (Evans, 1996).

Chinese scholars do not have a unified explanation for the concept of film and television tourism. Some scholars believe that film and television tourism refers to the phenomenon that people become interested in film and television filming places and then travel there (Wu Liyun & Hou Xiaoli, 2006). This definition limits the attraction of film and television tourism to film and television filming places. Some scholars also take the production process and other related things into consideration and propose that film and television tourism is a tourism activity with the whole process of film and television shooting and production and things related to film and

television as attractions (Liu Binyi & Liu Qin, 2006). The above definitions are given from the perspective of tourists. On a broader level, some scholars have proposed the concept of film and television tourism from the perspective of suppliers and tourists: The so-called film and television tourism, from the perspective of supply, refers to the tourism operators to develop and use the film and television production location, environment, process, festival activities, as well as film and television works reflected in the cultural content that can promote tourism, through planning and publicity, to the tourism market, in order to meet the tourism demand and business interests consistent with a new type of tourism product. From the perspective of tourists, it refers to the travel experience in which tourists spend a certain amount of time, expense and energy to meet their psychological needs of seeking novelty, knowledge and novelty through visiting and experiencing the sites, environments and processes of film and television shooting as well as tourism resources derived from film and television (Wang Yuling, 2006).

From the above, it can be seen that film and television tourism has the following characteristics: First, the premise of film and television tourism activities is that the attractions related to film and television programs are perceived by the audience; secondly, the audience becomes interested in the filming location and other attractions related to film and television; finally, the motivation or behavior of visiting the filming location or attraction location is generated due to their interest. Therefore, I think TV tourism refers to the behavior of tourists to become interested in and visit the attractions related to TV programs.

Through the above analysis and combing of previous studies, we can draw the following conclusions:

First, film and television programs can promote the development of tourism, which can increase the number of tourists, change the structure of tourists and provide new ideas for tourism marketing in tourist destinations.

Second, tourism image is a complex concept involving communication, marketing, psychology and other disciplines. Different scholars have given explanations from different aspects, and the definition of tourism image can be roughly divided into two categories: one is defined from the perspective of tourist

perception, and the other is defined from the perspective of tourism supplier marketing.

Third, the formation of tourists' perceived image is the result of multiple factors, including both tourists' self factors (such as age, gender, education level, etc.) and external inducements (such as advertising, promotion, recommendation by relatives and friends, etc.); Tourism image is composed of many factors involving nature, humanity, society and other aspects, the core part is the natural landscape, local customs and other tourism attractions, divided by accommodation, transportation, service and other important parts of the image; From the perspective of tourism suppliers, the expression factors of tourism image mainly refer to some symbols expressed in some form, representing the characteristics of the destination, and hoping to be perceived by potential tourists, mainly including destination logos, tourism propaganda slogans, tourism brands, etc.

It can be seen that there is no unified definition of tourism image, few studies have specifically analyzed the impact of different demographic characteristics on tourism image perception, and there are few studies on the impact of film and television programs on tourism image. Therefore, this paper will focus on these issues. According to the needs of previous studies and this study, this study holds that tourism image can be divided into two categories: tourist perception image and destination projection image according to different subjects. Tourists' perceived image can be divided into original image, induced image and compound image according to different information sources. According to the image composition, it can be divided into cognitive image and emotional image. The projected image of the destination can be divided into the image composition of the destination that will affect the tourism image and the image performance of the tourism image supplier through various ways.

This section thoroughly examines the influence of Thai TV series on Thailand's tourism image, drawing on extensive research findings from both domestic and international scholars. It delves into the definition, formation mechanisms, and influencing factors of tourism image from multiple perspectives. The text highlights that Thai TV series, as a significant medium for cultural dissemination, vividly present Thailand's natural scenery, cultural landscapes, and social ethos to viewers,

thereby shaping their perceptions and impressions of Thailand as a tourist destination. This influence not only enhances viewers' interest in traveling to Thailand but also influences their preferences for Thai tourism products. Furthermore, the section emphasizes the unique role of Thai TV series in shaping Thailand's tourism image through emotional resonance and cultural identification, deepening viewers' goodwill and yearning for Thai tourism.

In my specific research, I will utilize the theoretical framework and analytical methods presented in this section to explore how Thai TV series specifically influence Chinese tourists' perceptions of Thailand's tourism image. Through questionnaires and in-depth interviews, I will collect data on Chinese tourists' viewing experiences, feelings, and subsequent changes in their perceptions of Thailand's tourism image induced by Thai TV series. Concurrently, by analyzing the broadcast patterns, content characteristics of Thai TV series, and the tourism behavior data of Chinese tourists, I will investigate the pathways and mechanisms through which Thai TV series influence Chinese tourists' travel decisions. Ultimately, I will propose strategies for shaping Thailand's tourism image based on the dissemination of Thai TV series, offering targeted marketing advice to Thailand's tourism authorities and related enterprises.

2.3 Tourism and Factors Influence on Tourist Decision

2.3.1 Tourist decision-making behavior research paradigm

The decision-making behavior of tourists is a key component of tourists' behavior. The vast majority of tourism decisions may be due to definition defects, so the results of choosing scenarios may be uncertain. Naturally, the experience of traveling is hard to understand. The decision-making of standardized and descriptive decision-making models is different in concept, and sometimes the possibility of explanation is "How should individuals choose (standardized model) and compare their choices (descriptive model)" (Abelson & Levi, 1985, p.232). The key difference is that normative and descriptive models cover whether tourists are looking for wise decisions or simply accepting a satisfactory decision and coping with a wide range of reasons. The vast majority of human decision-making is not completely rational, because decision-making is influenced by complex factors, which may be constraints

or incentives (Bettman, Luce, & Payne, 1998). The deviation of decision-making usually occurs in the decision-making process because of "heuristic use" or "rules of thumb", which is a shortcut to simplify decision-making (Tversky & Kahneman, 1971, 1973, 1974; Kahneman, 1973). Generally speaking, based on the role of recognizing tourism decision constraints (for example, Um & Crompton, 1990; Woodside & Lysonski 1989), the tourism model regards the decision-maker as a functional (or utilitarian) human (economic man) participation type and the degree of decision-making as two important variables to use and explain the differences in consumer decision-making process. The degree of purchase participation is the degree of interest involved in the consumer's purchase process, which is triggered by considering the special purchase demand, and at the same time, the degree of participation is the result of the interaction of individuals, products and situational characteristics (Hawkins, Best, & Coney, 1995, p.425). The degree of purchase participation is related to the type of decision-making. Extensive problem solving is related to the purchase with high participation, while habitual decision-making is related to the purchase with low participation (Hawkins et al., 1995). The limited decision-making process is between habitual and extensive decision-making. The decision-making process is not complicated, and it is not as high as the participation of extensive decision-making. However, it is not as simple as habitual decision-making. Most tourism service purchases are regarded as highly participatory and widely decision-making purchases. Because of the high consumption involved, decisions include both monetary and non-monetary expenses. For example, planning a pleasant trip abroad, because making wrong decisions is related to high risks, it is obvious that a lot of time and money must be invested in searching for information. The reason is mainly the concept of risk and uncertainty in decision-making. However, when the decision-maker has some experience in a certain service, it may also lead to low participation in decision-making behavior (Teare, 1992). Past experience makes decision-makers make more confident decisions. Although information search costs limited energy and money, it still has less perceived risk (Woodside, MacDonald, & Trappey, 1997). However, these theories still have problems in the "adjustment process to guide decision-making" (Decrop, 2006, p. 2);

For example, tourists' choices, itinerary links and the so-called pull of tourism retailers (Reilly, 1931; Stewart, 1948) undoubtedly weaken the excessive logical processes implied in the prospect theory and regret theory. Choice set theory) (Jafari, 2003, pp.145-146) has always been a popular concern in the study of tourism destination selection. The example in the works of Wahab, Crampon and Rothfield (1976) is about Homo Economicus trying to maximize the utility of purchase and reduce the risk through deeper problem solving and further planning. Um and Crompton (1990,1991) also cited bounded rationality in this way (March & Simon, 1958; Simon, 1955) reveals from a more realistic perspective that due to the constraints of time, cognitive ability and incomplete information, individuals only need to achieve (good enough) (satisfaction) rather than "best" (Simon, 1957).

In connection with this, it is a natural conservatism that gradually assumes the similarity constraint on rationality, which can accommodate most people. It holds that decision-making is only in the sense of substitution, and relatively speaking, it places special emphasis on contradiction, choice and commitment (Janis & Mann, 1977). The most typical research on tourism is the research results of Schmo11(1977), and the rationality of tourists is endowed by travel stimuli, social psychological decisions and environment. Mayo and Jarvis (1981) and Mathieson and Wall (1982) also provide empirical articles to support the understanding that bounded rationality is used in tourists' decision-making. However, even so, it cannot completely solve the whole process of decision-making. Possible and adaptive decision-making (Payne, 1982; Payne, Bettman, & Johnson, 1993) allows natural and dynamic handling of problems. Therefore, the use of various problem-solving strategies by individuals depends on individual characteristics and the relationship between problems and society; Choice is based on economic or cognitive bias (Decrop, 2006, p.4). Moutinho (1987) adapts to the role of society, influences tourism decision-making, and recognizes their inherent complexity and adapts to demand. The arrival of postmodernism has brought the fifth and more pragmatic viewpoint, and there are fewer cognitive constraints in making decisions than the previous paradigm (Edwards & Potter, 1992; Potter & Wetherell, 1987) This view implicitly reflects the research results of Woodside and MacDonald (1994), especially Woodside, MacDonald,

and Burford (2004), who believe in the idea of constructing tourists' decision-making in society.

The paradigm of the sixth decision, liberal decision-making (Klein, 1998; Lipshitz, Klein, & Carroll, 2006) is applied to the research of real-world decision makers, especially in high-risk working environment. This method makes decisions through detailed discussion and analysis of social behavior played by decision makers (Gore, Banks, Millward, & Kyriakidou, 2006), and implicitly accepts the words of the role in making decisions through careful analysis and reading of the data context (Edwards & Potter, 1992; Harre' & Gillett 1994; Moore, 2002) represents the departure of signs from more traditional studies. Woodside et al. (2004) and Decrop (2006) implicitly describe tourism decisions naturally according to this method.

Except for the sixth method, every other paradigm becomes the antecedent of the follow-up work for making tourism decisions (Sirakaya & Woodside, 2005). Generally speaking, this type of research focuses on the choice of tourist destinations, which is generally formed in the "large model" of consumption behavior (Sirakaya & Woodside, 2005). The main variables of these models are related to social psychological process, personal variables and environmental variables. Decrop (2006) shows that although the first five valuable paradigms may tell us which factors are before making decisions, we think there is more to be found in the process itself. The essence of the realist is that when operated, these five paradigms explain significant independent variables by representing the so-called dependent variables of decision-making results and evaluating the statistical variables of decision-making results. The result is that "variance theory" (Mohr, 1982) gives a strong deterministic explanation. At the same time, Poole, Van Dwen, Dooley, and Holmes (2000, p. 29): The research shows that there are two main methods to study tourism decision-making, including variance analysis and process narration. The first one is to explain the difference of entity selection through the variance of independent variables (because, Secondly, through dynamic simulation, the variance of adaptive system based on mechanism model or chaotic complexity is studied. There are also two kinds of process narrative methods. The process of studying tourism decision-making describes a series of events and the repeated decision-making stages of the decision-making designated by

the entity; In addition, it also includes the behavior and action that Van de Ven and Poole (2005) tries to reveal by describing which individual or collective effort.

Given the central stage of the choice process of tourism behavior, a clear understanding of a series of complex and interactive variables is an important factor in the research agenda. This paper reviews and merges the main concepts and empirical documents in tourism literature. This combination helps to identify strengths, weaknesses, and knowledge blind spots in the literature. The results show that this retrospective development of a series of research conclusions is helpful to guide future research. The goal of the study is to improve the theoretical basis for making tourism decisions. The purpose is to explain the past research conclusions responsibly, and more importantly, to understand the decision-making process of potential tourists in this field by using important literature review. Generally speaking, this paper adopts "tourism service" to merge the tangible products and intangible services of the destination. Meta-analysis method is a quantitative analysis method of merger findings (such as estimating the average value of valid samples and giving hypothesis test through the study of some independent variables). Woodside & Dubelaar (2003) is a meta-analysis method related to tourism scientific research. Its purpose is to evaluate the attributes in these variables and draw conclusions (Rosenthal 1987; Doucouliagos, 1995) According to the research of Hunter and Schmidt (1990), the main contribution of meta-analysis method is that it is beneficial to enter a study by thinking about many studies, which is more convenient for digesting a large number of empirical documents. Therefore, simply point out, for example, Woodside and Lysonski (1989), point out a long list of studies, report different models, assumptions, analysis and put forward conclusions. These methods widely use the advanced theory that the destination of meta-concept is to achieve symmetry: this method uses "meta-analysis" as a label, therefore, it creates a series of characteristics based on the attributes contributed by previous research theories, and enriches the understanding and identification of subtle differences of previously unreported disciplines through meta-theory. Therefore, the following discussion can't include the real meta-analysis, which serves to identify the domain understanding of the future meta-analysis, and is also a contribution to the new empirical research to test the hypothesis theory.

2.3.2 Mechanism of tourism decision-making behavior research

Based on realism, researchers have the following discussion on tourism decision-making behavior: Morley(1992) studies whether tourists choose to travel when time and budget allow, and the main variables of choice are destination country and individual characteristics (income, time and individual statistical characteristics). Papatheodorou(2001) studied the fact that consumer heterogeneity is formatted; Demand theory provides a static view that does not allow tourism products to evolve attributes; The emergence of cooperative tour operators began to oppose the classical theory of demand. It is recommended to construct uncorrelated selection models based on utility theory (related to attractors and facilities). Study variables include spending and time constraints, price, consumer preference, quality, information, advertising travel groups, and competition. Eugenio-Martin(2003) models the main variables, consumption behavior, tourism research, decision making, family and family life, and the main conclusions identify the conforming factors for tourism destination selection. Individuals or families, although with the same socioeconomic and individual background choices, may choose destinations that are quite different. The framework of the proposed construction method is used to model the five-step tourism decision process. Sirakaya& Woodside (2005) model main variables, consumption behavior theory, tourism behavior, decision model, behavior and choice domain model, main contribution identification Finding time to further understand tourism decision making: the impact of tourism service characteristics on tourism decision making; Risk reduction strategies and their impact on decision-making policy; The validity of choice domain in travel selection process: decision rules and their effect on choice behavior; Latent variables affecting choice behavior Patterson(2007) Model main variables, the elderly, tourism and travel, information resources, travel brochures and magazines, television, main conclusions, coping strategies for the elderly tourism market. The main variables of Litvin et al (2008) model include word of mouth, online marketing, reference groups, and public opinion orientation. The main conclusion describes the influence between online individuals, or online word of mouth, as an effective means of potential payment for the tourism service industry. Meanwhile, it discusses some emerging technical and ethical events that marketers face. When they look for emerging online word of mouth technology.

There are the following researches on the decision-making behavior based on the decision-making process of tourists. Schmo11(1977) main variables of the model, travel stimuli, individual and social determinants, external variables (e.g., trust of travel agents, destination image), service characteristics; The main contribution has been the development of a series of vacation decision frameworks: motivation (as an inducement to travel); Information search, evaluation of alternative locations, and decision making. Mathieson & Wall (1982) model, the main variables include consciousness, demand and destination image, and its main contribution is to identify decision-making steps, which is conducive to destination selection. The decision-making process is the first step to identify travel needs, the second step to collect and evaluate information, the third step to make travel decisions, and the fourth step to prepare for implementation. The last step is to evaluate satisfaction. Goodall(1991) model, the main variables include motivation, image, expectation, perception, preference, major contribution, discerning the process of vacation selection (through motivation and image formation) level destination selection (through the search process and evaluation of alternative locations), however, the trait is ambiguous is the best. Mansfeld(1993) model, variables include motivation, information evaluation, group decision making; The main contribution leads to less general decision making in destination selection, less information search in the second step, less evaluation options in the third step and final selection in the last step. Gnoth (1997), the main variables Motivation, expectation, value, attitude, emotion, contribution: not only are driving reduced behavioral concepts as well as attitudinal and value cognitive constraints. While internal direct value is satisfied as well as dependent on goals, external direct value goals are specific to goals. The case of the article attempts to reveal the latter, the special parameters that planners need to follow in their product design and resource management, when they express tourism motivation, and with the satisfaction of internal direct value, planners are able to choose from alternative products and product portfolios. Jenkins (1999), the main variable is image; The contribution includes a review of the different techniques for measuring the image of a tourist destination, since the structure of such a destination image is dominant, where the text-based approach is the most important. Middleton & Clarke (2001), the main variables are demand, desire, goal, perception and attitude. Contributions

include the use of a stimulus-response model to distinguish between conventional choices and in-depth problem solving. Moore(2002), the main variables are Discursive psychology and metaphor; The main contribution is to construct the main theory of the unusual tourist, the main component in the operation. Lew & McKercher (2006), the main variables are behavior, spatial movement, trip model, and transportation plan: the contribution is to propose describing tourist spatial movement patterns at destinations. van der Duim (2007), variables include Tourism scapes, behavioral network theory, and command mode; Major contribution: provides behavioral web theory for the development of the concept of "tourist handles" in which people and things are involved and decisions are made through complex translation processes.

To sum up the research mechanism of tourists' decision-making behavior, it is mainly the external stimulus factors and tourists' motivation factors. The exploration of tourist motivation is of great research value to explore the rules of tourist decision-making. Research on Tourism motivation is one of the main contents of tourist behavior research, because tourism motivation is the internal motivation to promote a person to travel activities. Tourism motivation is the driving force to promote people to carry out tourism activities, which has the functions of stimulating, indicating, maintaining and regulating, and is used to motivate tourists to travel activities and make him or her move towards the established goal. In most of the tourism decision-making behavior models, tourism motivation is the main driving force for tourists to choose and make travel destinations. An important topic in the study of tourist behavior is the study of tourist motivation. Obviously, the internal variables that affect tourists' decision-making, that is, the main key among the psychological factors, is the motivation factor. The empirical research experience shows that the study of tourists' motivation is conducive to the protection and development of tourism resources and the expansion of tourism market.

Theoretically speaking, the noun form of motivation "motivation" is different from the verb form of motivation "motivate", that is to say, motivation (verb) refers to the motive force of behavior, and motivation (noun) actually includes the interaction between motivation (motivation) and cognitive attributes. Its meaning is to prompt people to act in a particular way or to arouse interest (Gnoth 1997). Psychology

Hull(1943) believes that motivation is the direct cause of behavior, and both internal drive and external incentives can stimulate motivation, and puts forward the drive theory of motivation. Due to the lack of sense in the body, people's non-selective behavior will be caused, that is, the need to generate driving force. The strength of this driving force is often related to the degree of the body's lack of sense, and the driving force will cause behavior, aiming to meet the need of lack and then reduce the driving force. As a special social behavior, tourism behavior must have its direct motive. On the one hand, as an individual organism, the physiological difference of tourists inevitably leads to the difference of behavioral motivation; On the other hand, tourists are concrete social people in real life, living in different social environments, and the differences in social psychology are also the main reasons leading to their behavioral motivations. These social psychological differences superimposed on individual physiological differences make tourism motivations very complicated. Dann(1981) defined travel motivation as "a meaningful mental state that prompts a person or a group of people to travel, which can be used as an effective explanation for others' travel decisions". Ryan(1991) explained the choice of destination based on psychological needs. It is pointed out that due to the diversity of tourism motives, it is impossible to predict tourists' response to individual situations. However, a range of related factors may in turn affect the travel experience. According to Crompton and McKay (1997), "Tourism motivation can be defined as the dynamic process of internal psychological factors that create tension and imbalance in individuals." Tourists' psychological demand for tourist destination image is related to their hopes of gaining respect and realizing self-value when they carry out tourism behavior, which fully reflects the content of Maslow's hierarchy of needs theory. The purpose of modern people's travel behavior has broken through the simple sightseeing, and has been endowed with the deeper connotation of obtaining social recognition and respect, and realizing self-value. If this drive is successfully reduced by some means, the body will remember all or part of the behavior that led to the success. Gradually the body learns to acquire a habit. The next time the organism encounters a similar situation, the same behavior will appear again, and this nature of travel motivation is called the "push" motivation.

A large number of scholars have shown that tourism motivation is the direct internal driving force that governs the individual's choice of tourism activities. Motivations for different types of travel vary greatly. Tourism motivation is the internal motivation or power that directly promotes a person to carry out tourism activities. In people's tourism activities, tourism motivation is very rich and complicated. Scholars at home and abroad attach great importance to the classification of tourism motivation. Among them, the more representative research models include: push-pull motivation theory (Dann,1977; Crompton,1979; Uysal&Jurowski,1994), "Escape" theory hedonic travel motivation Model, expectation value theory. push-pull theory is widely accepted and applied by the academic community. This theoretical model proposes that tourists' travel activities are produced by the combined action of push and pull. The thrust is generated by internal and psychological factors, which is used to explain the internal reasons for people to travel. The pull comes from the tourism place and is related to the attraction of the tourism place to tourists. According to the relevant theories of tourism motivation, American scholars Robert Mackintosh and Shashkent Gepter, who are more representative in the classification of tourism motivation, regard improving status and prestige as one of the four motivations of tourism (the other three are health motivation, cultural motivation and communicative motivation). Kiichi Tanaka, a Japanese scholar, classifies tourism motivation as emotional motivation, physical motivation, spiritual motivation, and economic motivation. The British Institute of Tourism Research divides the motivations of urban tourists into: visiting relatives and friends, business tourism, conference and exhibition, learning culture, historical tourism, religion based on the concept of tourism motivation and classification of tourism motivation, combined with the theory of push and pull motivation, "flight theory, hedonic tourism motivation model and expectation value theory, foreign empirical research on tourism motivation. Comparative analysis of foreign tourism motivation research focuses on market segmentation and quantitative research, and the most widely involved is push and pull motivation. It not only studies tourism motivation from traditional market segments such as urban tourism and vacation tourism, but also starts to pay attention to emerging tourism markets and special tourism markets, such as film and television tourists, black tourists and female tourists. The research method has also developed

from qualitative research to the combination of qualitative and quantitative research. Statistical methods such as cluster analysis, regression analysis and analysis of variance are used to analyze the formation mechanism and pattern of tourism motivation, which makes the research conclusions more practical.

2.3.3 Decision-making factors of China people's travel to Thailand

Foreign research on China's outbound tourism market mainly focuses on the tourism demand of mainland Chinese residents to a certain region or country, the impact of China's outbound tourism development, and other aspects of market positioning. In terms of the motivation of Chinese mainland residents' outbound tourism behavior, Zhang et al. (2017) analyzed the motivation of Chinese mainland tourists to travel to Hong Kong based on the push-pull theory, and the research results showed that there was a significant relationship between socio-demographic characteristics and tourism motivation: Tak-Kee Hui et al. (2017) also explored the demand and expectation of Chinese tourists to Singapore based on the push-pull theory, and the research showed that different gender, income, age and number of trips have different travel motivations. Using the conceptual model of push and pull factors, Zhen Lu (2017) explores the motivations of Chinese tourists visiting Canada. In addition, Chengting Lai (2017) uses the leisure constraint model as an analytical framework to explore the limiting factors of Chinese tourists' travel to the United States in the past five years. The research shows that personal internal factors and structural constraints are the main reasons, while past travel experience and more attractive alternatives have a negative impact on Chinese tourists' travel to the United States.

In terms of the choice of outbound destinations for Chinese mainland tourists, Samuel (2018) et al. explored various possible influencing factors that potential Chinese outbound tourists would consider when choosing outbound destinations, and finally found that these potential outbound tourists considered safety and beautiful scenery as the most important attributes in choosing outbound destinations. Beverley et al. (2018) conducted a similar study. They used the theory of planned behavior to investigate the destination attributes of potential Chinese outbound tourists, and found that potential Chinese outbound tourists had the highest evaluation on five aspects:

natural scenery, destination ICONS, high-quality infrastructure, autonomous motivation and social self-improvement. TV programs and the Internet are important channels for destination information sources.

Destination satisfaction as proposed by Pizam (2018) refers to the gap between personal expectation of the final destination and actual experience. In addition, the nature judgment and treatment of this result in the early stage can lay a better theoretical foundation and guarantee for the follow-up satisfaction research, and in the process of customer satisfaction research, a specific introduction to the satisfaction factor is proposed.

Msalw (2016) found through research that political security has a relatively large impact on tourism motivation, and tourists will fully consider political security as an external influencing factor when making travel behavior choices. Wolpert J. (2016) established a time series analysis model based on the tourist data of the United States during the decade from 1994 to 2014, and studied the behavioral characteristics of tourists to the United States. The decisive influencing factors of tourist behavior include: local political factors, local culture, tourism products, and American environment.

Hartman (2015) believes that satisfaction consists of three parts: cognition, emotion and system. Ryan (2017) made further model judgment on the framework and research methods of tourism satisfaction, and then introduced and explained the specific measures and means of tourism satisfaction. Bowen (2016) believes that expectations, emotions, characteristics, performance and other aspects can bring positive effects and influences on customers to a certain extent. When Chon (2018) studied the effectiveness of TDI in tourists' satisfaction, he built a theoretical framework of reconciliation - functional reconciliation and image reconciliation - to clarify tourists' satisfaction. Parasuraman et al. (2017) introduced the concept of "expectation and experience gap" and proposed a method for measuring service quality.

Ignacio et al. (2016) used structural equation model (SEM) as a tool to examine the effect of travel expectation on satisfaction. The SERVQUAL model proposed by Zeithaml, Berry and Parasurama (2018) is a good example for evaluating service quality. From the 22 criteria in the model, they extracted five characteristics of service

quality, which have been recognized by the professional field. The research mainly includes tourist behavior intention and actual behavior, and the former includes recommendation degree, loyalty, re-visit or re-purchase intention.

Woodside and Lysonski (2018), based on several hypotheses and research findings in cognitive and behavioral psychology, marketing and tourism, put forward the choice of reason purpose models, representative of which are Wahab model, Schm011 model, Crompton model, Moutinho model, etc. In their view, It is a wise choice and treatment to carry out further marketing behavior planning for the preferences of target market groups, and the overall process of tourists' decision-making is a rational logical thinking.

Amkomah et al. (2016) pointed out that the relationship between the degree of travel preference and travelers' perception is very important. Limdegren(2016) studied the mutual flow of domestic and foreign tourists and found that traveler preferences played a crucial role in the decision-making of traveler behavior.

The development of China's outbound tourism presents stages, which has roughly experienced from strict prohibition to discouragement, not promotion to appropriate development, and the current standardized development. Therefore, the research of Chinese scholars on the development of outbound tourism also shows obvious stage characteristics, experiencing the necessity of developing outbound tourism, moderate development of outbound tourism, and then whether to advance the development of the context.

From the perspective of practical significance, Hou Renhua (2017) believes that the development of China's outbound tourism is inevitable and an inevitable result of modern tourism and economic development: Guo Lufang (2018) believes that it is necessary to discuss the relevant issues of outbound tourism theoretically and analyze it from three aspects: tourism motivation, income level and leisure time. He believes that there is a possible trend of large-scale development of outbound tourism in China. With the rapid development of China's economic level, China's outbound tourism has also developed rapidly. Chinese tourism researchers have gradually shifted their attention from "the necessity of developing outbound tourism" to "the development potential of outbound tourism market". Dai Binchai (2018) believes that China has become a sizable tourist source in Asia and even the world. However, since China's

foreign exchange reserves are not too high, the rapid development of China's outbound tourism leads to the loss of foreign exchange. Therefore, he proposes that the tourism government should guide the "moderate development" of outbound tourism. Otherwise, the unrestricted development of outbound tourism will have a negative impact on tourism.

Chen Jianchang et al. (2018) found that the dominant factors in tourism decision-making are the perceived environment and the principle of maximum benefit. Wang Jiajun (2018) analyzed the choice and decision of tourists on tourist attractions and scenic spots before travel, divided them into two aspects: conventional decision and extension decision, and distinguished the concepts of perceived opportunity, accessible opportunity, realistic opportunity, consideration opportunity, choice opportunity and decision opportunity. Bao Jigang et al. (2018) proposed that the main factors affecting tourism decision-making behavior are perceived environment, maximum benefit principle and tourism preference. Nie Xianzhong et al. (2018) believe that tourism decision making is mainly influenced by destination environmental information, personal motivation, personal satisfaction, personal interests, as well as personal perception, needs and opportunities.

Sun Yuzhen (2019) conducted a survey on China's outbound tourism, and the research results show that tourists' perception of tourist destinations and their preference for tourism resources have a decisive impact on tourists' destination selection. Based on the analysis of previous literatures, Guo Yajun et al. (2017) summarized 14 factors that affect consumers' travel decisions, including society, knowledge and skills. Lu Kun (2017) studied the relationship between tourists' perceived distance and travel decision making, and showed that perceived distance can not only hinder travel behavior, but also induce consumers' travel intention. From the perspective of tourism psychology, Guan Hong (2017) analyzed the influence of regional cultural characteristics of the places where tourists live on tourists' destination decision-making.

Wu Bihu (2019) made a systematic analysis of the intended tourist destinations of Chinese residents, and the research showed that physical distance, tourism landscape attributes and climate are the main factors for tourists to consider when choosing tourist destinations, and the demographic attributes of tourists, such as age,

occupation and education level, have a moderating effect on their travel decisions. Wang Bin et al. (2019) conducted a survey on Chinese consumers' choice of travel destination through questionnaires, and the study showed that the image of travel destination perceived by individuals, tourists' previous travel experiences and tourism preferential information released by external environment are the main factors affecting tourists' decision making. Zhang An et al. (2018) specifically studied the influence of demographic characteristics on consumers' travel decision-making behavior, conducted statistics on the basic personal information of Chinese tourists, and found that age and income had the greatest impact on tourists' travel consumption decision-making. Bai Kai et al. (2016) conducted a survey on foreign backpackers traveling to Xi 'an, and the results show that the choice of destination for foreign backpackers traveling to China is mainly influenced by their previous travel experience. Environmental perception has an important impact on the transmission of tourist destination from the country of origin. The influence of tourist destination perception factors on tourism decision-making behavior is far greater than that of tourist source country environment perception factors.

Sun Huichun (2018) analyzed the meaning of tourism from the perspective of people's natural needs, starting from the era and psychological environment of individuals. Zhang Rongjie et al. (2019) studied the tourism demand and tourism situation of the elderly in Kunming, and the survey results showed that middle-aged and elderly women in Kunming like to travel more than elderly men, travel more frequently and at lower cost, and have more positive attitudes and views on tourism. They also put forward suggestions on developing the tourism market of Kunming for middle-aged and elderly people. Lu Lin (2017) conducted a survey on tourists to Huangshan by means of a questionnaire, analyzed the motivations of tourists taking mountains as a tourist destination, and analyzed and compared the motivations of tourists from different countries such as the United States, Germany, Canada and Nigeria through the collected data. The results show that spirit and curiosity are the main motives of tourist destination selection.

Sun Yuqin (2017) believes that "too fast" development of outbound tourism is not necessarily a good thing, and the convenience brought by China's entry into the WTO requires a clear understanding of whether China's outbound tourism will continue to

develop "appropriately" and how to "appropriately develop" in the future. Under the background of China's accession to WTO, the rapid development of China's economy and the relaxation of China's outbound tourism policy, outbound tourism has been an explosive growth. In this regard, many scholars have discussed whether "outbound tourism is in advance". Dai Xuefeng et al. (2017) believe that the development of China's outbound tourism has advanced characteristics, and that the ultra-fast growth of outbound tourism makes China's tourism industry face the transition from a foreign exchange earning industry to a foreign exchange consuming industry. In view of this view, Yang Jun and Zhang Lingyun raised doubts, arguing that the development of outbound tourism is the result of normal economic development, and there is no fact that outbound tourism develops ahead of schedule. In addition, the author believes that the rapid development of outbound tourism has not caused huge domestic demand leakage, and foreign exchange earning is no longer the main priority goal of national tourism development. Under the current realistic background of China, excessive tourism service trade surplus can balance the international balance of payments and improve the competitiveness of service trade. In addition, Lei Ping, Zhang Lingyun et al. (2017) proved through empirical analysis that China's outbound tourism is far from the stage of explosive growth of outbound tourism.

In addition, Yin Hui et al. (2017) agree with Dai Xuefeng's view. From the practical development of outbound tourism, they believe that China's outbound tourism may have prematurely changed the "cheese" of domestic long-term travel. Finally, Yang Jinsong (2017) believes that Chinese outbound tourism has ushered in a mass era.

Duan Zhaoyang (2011) believes that the popular broadcast of Thai TV dramas on Chinese TV stations has given Chinese tourists a new understanding of their impression and perception of Thailand, and enriched their understanding of Thai culture. There are three aspects that influence the popularity of Thai TV series on Chinese outbound tourism in Thailand: Thai movies and TV set up a good tourism image; Change the potential tourist source structure of Thailand tourism; Change the traditional product, route, destination choice. The development prospect and behavior trend of outbound tourism market are not only related to the adjustment of tourism industry development policies, the formulation of marketing strategies, decision-

making and product development of destination countries and regions, but also have a profound impact on the formulation and implementation of transnational business strategies of Chinese enterprises. Nowadays, the tourism market to Thailand, as a part of the outbound tourism market, should maintain stable development. China and Thailand should also strengthen cooperation in film and television entertainment, use film and television to drive tourism, attract tourists, stabilize Chinese tourism to Thailand, maintain and promote the development of Chinese outbound tourism, and finally achieve a win-win situation.

Lin Wanlong (2016) discussed the influence of Thai TV, movies, newspapers, websites and social media on the behavioral intention of Chinese tourists to visit Thailand. After collecting questionnaires, Lin Wanlong concluded that when Chinese people choose destinations to travel, Thai media affect tourists' impression and choice of tourist destinations and may also change or adjust their travel motives. Chinese tourists make their decision to travel to Thailand through the Thai media and through the experience of tourists who have been to Thailand. The channel through which the respondents contacted Thailand's tourism media works ranked first is "film", probably because in recent years, many Chinese films have been shot in Thailand, which has increased the tourists' impression of Thailand and improved the visibility of the host city. Lin Wanlong suggested that the National Tourism Administration of Thailand or tourism-related enterprises or organizations should provide the content model of Thai tourism media works from gender, age, residence or travel mode, such as young people prefer adventure activities tourism, more than 36 years old prefer health tourism, history and culture, and northern people prefer Thailand's beaches and islands.

This section systematically reviews the research paradigms, mechanisms, and factors influencing Chinese tourists' decisions to travel to Thailand. It begins by revisiting classic theories and models of tourist decision-making behavior, such as rational decision-making models and bounded rationality models, and points out the strengths and weaknesses of these theories in explaining tourist decision-making behavior. Subsequently, it focuses on analyzing various factors influencing Chinese tourists' decisions to travel to Thailand, including personal factors (e.g., age, gender, income level), social factors (e.g., family structure, social class), psychological factors

(e.g., travel motivation, perceived value), and external environmental factors (e.g., political security, tourism destination image). These factors interact and collectively influence Chinese tourists' decision-making processes.

In my specific research, I will draw on the research methods and analytical frameworks presented in this section to construct a research model suitable for studying Chinese tourists' decision-making behavior when traveling to Thailand. Firstly, through questionnaires and data analysis, I will identify the key factors influencing Chinese tourists' decisions to travel to Thailand and their mechanisms of action. Secondly, by combining the dissemination effects of Thai TV series with Chinese tourists' travel motivations, I will explore how Thai TV series, as external stimuli, influence Chinese tourists' decision-making processes. Finally, based on the research findings, I will propose targeted marketing strategies and recommendations to assist Thailand's tourism authorities and related enterprises in better utilizing Thai TV series as a cultural medium to attract more Chinese tourists to Thailand. Simultaneously, this research will also provide valuable insights and inspiration for other countries and regions seeking to promote tourism through audiovisual works.

2.4 Research Related

2.4.1 Cultivation Theory

Cultivation theory (aka cultivation hypothesis, cultivation analysis) was a theory composed originally by G. Gerbner and later expanded upon by Gerbner & Gross (1976–Living with television: The violence profile. *Journal of Communication*, 26, 76.), they began research in the mid-1960s endeavoring to study media effects, specifically whether watching television influences the audiences idea and perception of everyday life, and if so, how. Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid. Cultivation research is one that studies media effects.

This study holds that Thai television series will affect China people's understanding of Thailand and then travel.

2.4.2 Feeling involvement

Feeling involvement refers to the aesthetic psychological phenomenon. The emotional input of the audience was caused by the performance activities. It is an

aspect of double-level emotional response in drama art. The emotional factors contained in drama are the product of the dramatist's psychological reaction to real life, and the emotional involvement of the audience is the response to this reaction. In the art of drama, the dramatist's task is to find ways to bring the audience's emotional response into the emotional track contained in the drama.

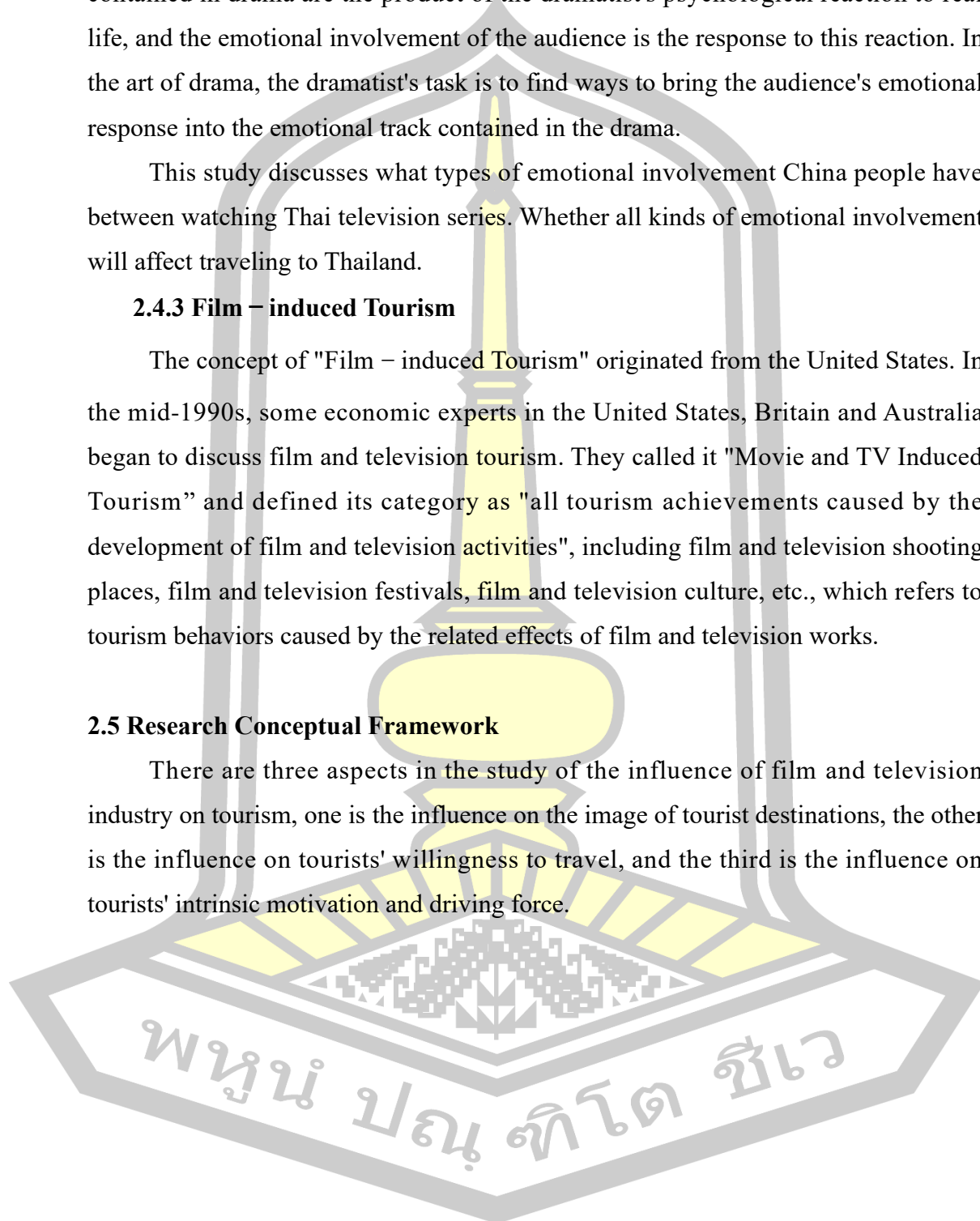
This study discusses what types of emotional involvement China people have between watching Thai television series. Whether all kinds of emotional involvement will affect traveling to Thailand.

2.4.3 Film – induced Tourism

The concept of "Film – induced Tourism" originated from the United States. In the mid-1990s, some economic experts in the United States, Britain and Australia began to discuss film and television tourism. They called it "Movie and TV Induced Tourism" and defined its category as "all tourism achievements caused by the development of film and television activities", including film and television shooting places, film and television festivals, film and television culture, etc., which refers to tourism behaviors caused by the related effects of film and television works.

2.5 Research Conceptual Framework

There are three aspects in the study of the influence of film and television industry on tourism, one is the influence on the image of tourist destinations, the other is the influence on tourists' willingness to travel, and the third is the influence on tourists' intrinsic motivation and driving force.



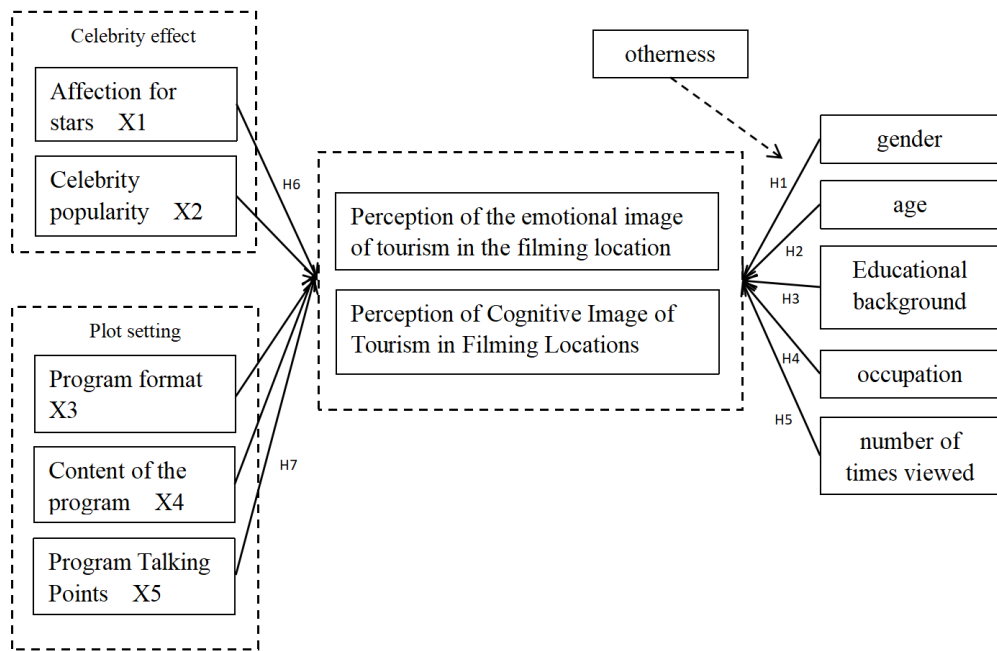
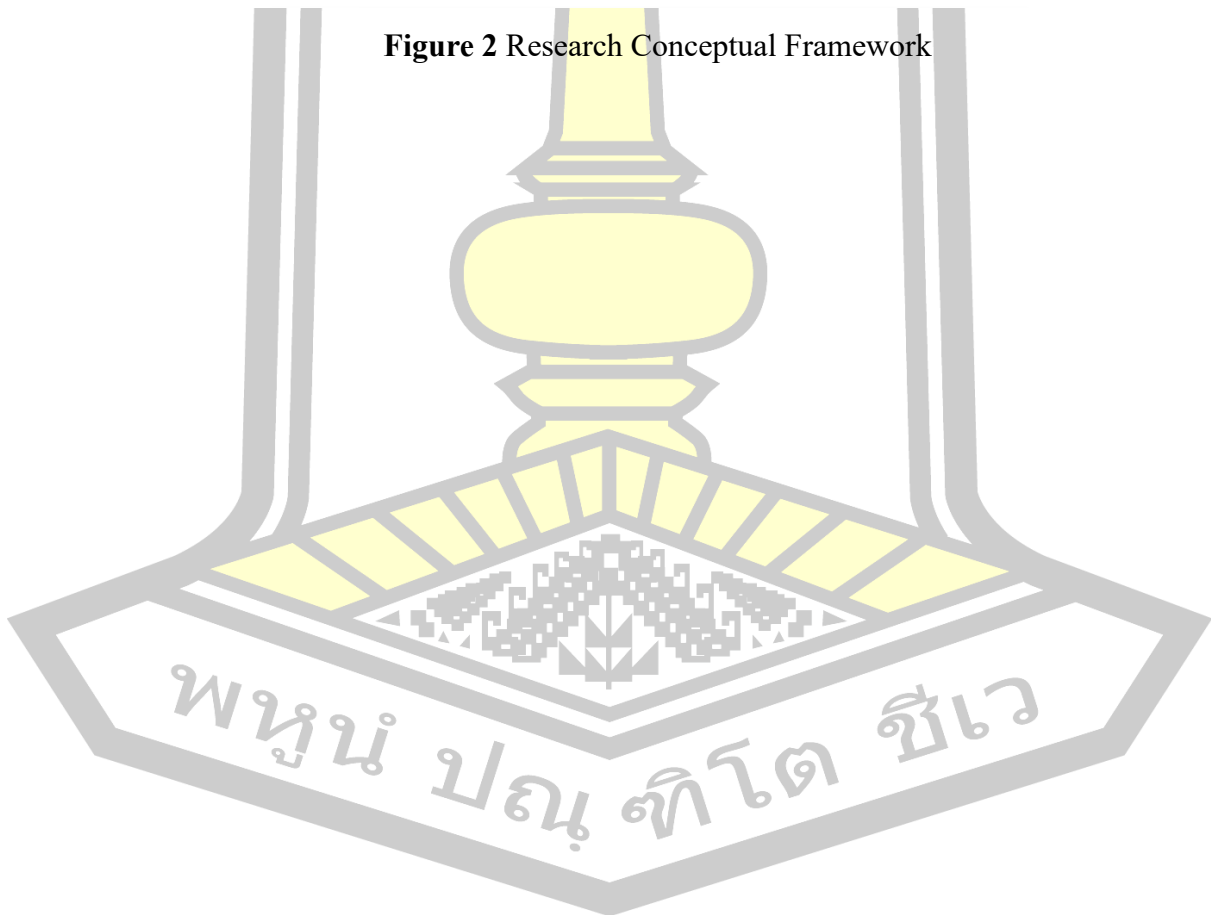


Figure 2 Research Conceptual Framework



Chapter 3

Research Method

In recent years, Thai TV series have gained significant prominence in Chinese television and on the internet, thanks to their attractive actors, compelling storylines, and exotic settings. These elements have resonated strongly with Chinese audiences, leading to widespread popularity. Apart from generating substantial economic benefits for Thailand through the export of cultural products, these series have also played a pivotal role in disseminating Thai culture, noticeably driving a surge in Chinese tourism to Thailand.

This paper aims to systematically investigate the impact of Thai TV series on Chinese tourists' decisions to visit Thailand. Employing a range of scientific research methods, it explores the influence model of these dramas on tourism choices. Specifically, this study strives to construct a comprehensive model that illustrates how Thai TV dramas shape Chinese tourists' travel decisions to Thailand.

The model includes: The audience's overall cognitive state of Thai TV series involves their understanding and evaluation of plot, scene and cultural background; The high level performance of Thai TV series in production quality covers actor performance, plot creation, picture presentation, service design, etc.; The innovation and effectiveness of Thai TV series in publicity and promotion; The audience's actual participation and situational experience in the process of tourism; The process of comparing and verifying TV series scenes with reality in the process of tourism; And the psychological satisfaction and emotional resonance that viewers get during their travels.

This chapter delves into the methodological framework, data collection methodologies, and analytical processes employed in this study. The rigorous approach ensures the accuracy and reliability of the research findings, providing a solid foundation for understanding the influence of Thai TV dramas on Chinese tourists' travel decisions to Thailand.

3.1 Research Design

The research work of this paper mainly focuses on the following core areas:

3.1.1 Influencing factors of China tourists to Thailand. To investigate the influencing factors of China tourists visiting Thailand, we need to consider many aspects, including economy, culture and policy. (1) External factors: the influence of Thai series. Including: ① Plot attraction: The rich plot, wonderful interpretation and high-level production of Thai series have produced strong attraction to China tourists and stimulated their interest in Thai culture, customs and tourist destinations. ② Visual and emotional resonance: Through exquisite pictures, moving music and profound emotional expression, the series has emotional resonance with China tourists, enhancing their yearning and identity to Thailand. Tourism destination promotion: As an effective medium for tourism promotion, series directly promote the choice of Thailand tourism destinations by China tourists by displaying Thailand's natural scenery, cultural landscape and characteristic culture. ④ Specific scene guidance: The specific scenes in the series, such as university campus, beach, characteristic block, etc., become an important reference for tourists to visit on the spot and guide tourists to plan their travel itinerary. (2) Internal factors: personal interests and preferences. Including: ① Cultural exploration desire: China tourists' curiosity and exploration desire for Thai culture prompt them to choose Thailand as a tourist destination to experience and feel the charm of Thai culture for themselves. ② Food experience demand: The unique flavor and rich variety of Thai cuisine attract a large number of China tourists who love food to Thailand to taste authentic cuisine. ③ Leisure and vacation preference: Thailand's beautiful natural scenery and pleasant climate conditions meet the needs of China tourists for leisure and vacation, becoming an ideal choice for them to escape from the hustle and bustle of the city and relax. Personal interests and experiences: Tourists' personal interests, professional background and past travel experience will also affect their choice of tourist destinations and arrangements for tourism activities in Thailand. (3) Accessibility of tourism-related information. Including: ① Information acquisition and evaluation: Before deciding to travel to Thailand, China tourists will obtain relevant information through various channels, such as travel guide, travel sharing, video recommendation, etc., and conduct comprehensive evaluation to make decisions. ② Destination

selection and planning: Under the influence of Thai series, tourists are more inclined to choose popular tourist cities such as Bangkok and plan their travel itinerary according to the scenes in the series and their own interests. ③ Pre-preparation and reservation: Tourists will book air tickets, hotels and tourism projects in advance to ensure the smooth progress of the tour itinerary. At the same time, they also learn about local transportation, language and cultural practices in order to better integrate into local life. (4) Travel experience and feedback. Including: ① Overall satisfaction: China tourists have a high overall satisfaction with Thailand tourism, believing that Thailand provides rich tourism resources and high-quality tourism services. ② Comparison between series and reality: When visitors visit the scenes in the series on the spot, they will compare them with the pictures in the series and feel the difference between reality and fiction. This comparison helps visitors to have a more comprehensive understanding of Thai culture and society. Consumption habits and preferences: The consumption habits of tourists during their stay in Thailand are influenced by many factors, including personal interests, tourism budgets and local price levels. However, influenced by the series, visitors are more willing to pay for souvenirs and special merchandise related to the series. ④ Tourism recommendation: Do China tourists who have been to Thailand think Thailand has unique cultural charm and tourism value, which is worth more people to explore and experience?

3.1.2 The influence model of Thai TV dramas on Chinese tourists to Thailand is the problem that this study wants to solve. The following is the summary of the contents of the model: (1) Scriptwriting story plot: explore the description and presentation of Thai culture, history and scenic spots in the plot. Cultural elements: Analyze the cultural elements contained in the script and their appeal to Chinese audiences. Emotional resonance: Assess whether the story touches on emotions and values that resonate with the target audience. (2) Casting popularity: The popularity of actors and audience base may affect the ratings and popularity of a TV series. Acting: The quality of an actor's performance also affects the overall reception of the series. Market appeal: Whether the cast meets the tastes and preferences of the Chinese market. (3) Location Selection Attraction: which Thai scenic spots are chosen as filming locations, and how these scenic spots are represented in the drama. Geographical diversity: Does it show the diversity of different parts of Thailand,

including cities, villages, beaches, etc. Accessibility and safety: The choice of shooting location is also influenced by accessibility and tourist safety. (4) Authenticity of Set Design: Whether the set design truly reflects the local customs and customs of Thailand. Aesthetics: The visual appeal of the scene has a direct impact on improving the willingness to travel. Brand placement: Analyze whether there is destination marketing or brand placement in the play, and its effect. Dissemination & Marketing (Dissemination & Marketing) Platforms: which platforms the series is to be broadcast on, as well as the coverage and market positioning of these platforms. Promotion strategy: The channels and methods used to promote social media, advertising, public relations campaigns, etc. Word-of-mouth effect: The effect of audience comments and recommendations on other potential viewers. (6) Audience Reception & Feedback: Ratings and popularity measures the popularity and influence of a TV series. Audience research: Gather feedback from Chinese viewers to understand the impact of the series on their travel decisions. Social media Analytics: Monitoring online discussions and engagement on social media. (7) Tourism Decision Impact: How the series changes the audience's perception of Thailand as a tourist destination. Emotional drive: Whether the emotional elements of the series inspire the viewer's desire to travel. Behavioral intention: whether it ultimately affects the actual travel plan and destination choice of the audience. The construction of such a model requires the use of qualitative and quantitative research methods to examine the relationship between various variables. Questionnaires, in-depth interviews, focus groups, and content analysis can be used to collect data. In addition, the verification of the model also needs to compare the data of Chinese tourists visiting Thailand before and after the broadcast of the TV series to assess the actual impact of the TV series.

3.2 Research Participants

3.2.1 Population

The pre-test study adopted the purposeful sampling method and selected 40 college students from N universities in China as the preliminary test samples to test the first draft of the questionnaire. The sample size determination is mainly based on the following considerations: firstly, according to Streiner et al.(2015)'s research suggestions on scale development, the sample size of pre-test should ensure that there

are at least 5-10 samples in each questionnaire dimension, and the 4 theoretical dimensions involved in this questionnaire correspond to a reasonable interval of 20-40 people; Second, following common practice for scale development (DeVellis, 2016), a pretest sample of 30-50 people is effective in both identifying questionnaire structural problems and controlling research costs.

The selection of college students as pre-test subjects has dual relevance: on the one hand, the demographic characteristics of this group (age 18-22 years old, educational level convergence, cultural background similarity) can effectively control the interference of unrelated variables, and more acutely expose the problems of questionnaire logical structure and language expression; on the other hand, the pre-test sample has homology with the core group of subsequent formal research, which can ensure the ecological validity of test feedback.

This pre-test focuses on internal evaluation and modification of the questionnaire to improve the quality and applicability of the questionnaire, rather than formal statistical analysis and results reporting. Therefore, in this phase of the study report, the specific answers of the 40 respondents in the pre-test sample will not be presented in detail. This approach not only clearly conveys the basis and process of questionnaire revision, but also avoids presenting too much raw data to make the report appear lengthy and scattered. In the follow-up formal study, we will collect more extensive and representative data based on the improved questionnaire, and conduct comprehensive and in-depth statistical analysis to draw more convincing conclusions.

The formal investigation of this study adopts the method of cluster sampling, taking undergraduates and master students of China University and users of professional online questionnaire platform "Questionnaires" as samples, with a sample size of 500 people.

พหุ ประถมศึกษา

3.2.2 Sample

Table 2 Samples in the phase of research

Phase of Research	The Objective	Population or Key Informant	Samples and recruiting
Phase 1	To investigate the influence factors of Thai TV series on 18–25-year-old young people's travel to Thailand	Chinese university undergraduate and master students, 300 people	Choose two Chinese universities from the north and south, and the ratio of men and women is 50%
Phase 2	Users of professional online questionnaire platform "Questionnaires"	25-50 years old tourists to Thailand, 200 people	Sizing and sampling or explain how to recruit people in this phase

3.3 Research Instruments

In this study, a series of tools and instruments will be used to collect and analyze data in order to deeply analyze the influence of Thai TV dramas on Chinese tourists' travel decisions in Thailand. The following is a list of tools and instruments expected to be used in this study:

Questionnaire platform: Use online questionnaire platforms such as Juanxing, Qualtrics or Tencent Questionnaire to design and distribute questionnaires; Questionnaire design for mobile devices and social media platforms to ensure a good user experience across all devices.

Statistical analysis software: SPSS (Statistical Package for the Social Sciences) was used for descriptive statistical analysis, reliability and validity testing, structural equation model and other advanced statistical analysis; Consider using specialized structural equation model analysis software such as AMOS or LISREL for more complex model testing and validation.

Qualitative analysis software: The use of qualitative data analysis tools such as NVivo to assist the coding and thematic analysis of interview recordings and focus group discussions; These tools help to uncover deep patterns, concepts, and relationships that support theoretical construction.

Sampling and screening tools: Use random sampling or stratified sampling methods to select representative samples to ensure the universality and reliability of

research results; Screening questionnaires or pre-test questionnaires are used to screen suitable participants to ensure that the sample meets the study requirements.

Literature management tools: Use literature management software such as EndNote, Zotero or Mendeley to organize and manage relevant academic literature, case studies and industry reports; These tools help to maintain the consistency and accuracy of literature citations and improve research efficiency.

3.4 Instrument Development

In the context of the Research Instruments discussed in Section 3.3, Instrument Development is manifested as follows

3.4.1 Questionnaire survey platform development

Choose the right online survey platform, such as Juanxing, Qualtrics or Tencent.

When designing the questionnaire, make sure the questions are clear and concise and avoid leading questions and double negatives.

Consider using techniques such as logical jumps and randomizing the order of questions to improve data quality.

Ensure that the survey is adapted for mobile devices and social media platforms to provide a good user experience across devices.

Ensure that ethical guidelines are followed when distributing questionnaires, such as obtaining informed consent from respondents.

3.4.2 Statistical analysis software development

Learn the basic operation of SPSS, including data import, variable definition, descriptive statistical analysis, etc.

Master reliability and validity testing methods, such as Cronbach's alpha coefficient, exploratory factor analysis, etc.

Learn the fundamentals and procedures of structural equation modeling (SEM) and learn how to use specialized software such as AMOS or LISREL.

To do practical operations, through the actual data set to carry out various statistical analysis, improve their skills level.

3.4.3 Qualitative analysis software development

Learn the basic operations of NVivo and other qualitative data analysis tools, such as importing data, coding, topic analysis, etc.

Familiar with qualitative research methods, such as interviews, focus groups, etc., know how to import data into qualitative analysis software for analysis.

Master topic analysis methods such as open coding, axial coding, selective coding, etc., in order to unearth deep patterns, concepts, and relationships from interview transcripts and focus group discussions.

Combined with practical cases to practice, improve their qualitative analysis ability.

3.4.4 Sampling and screening tool development

Learn the basic principles and procedures of random sampling and stratified sampling methods.

Design appropriate screening or pretest questionnaires to ensure that participants meet study requirements.

In practice, attention should be paid to maintaining the representativeness and reliability of samples to improve the universality of research results.

3.4.5 Literature management tool development:

Learn the basics of literature management software such as EndNote, Zotero or Mendeley, such as importing documents, adding annotations, generating reference lists, etc.

Familiarize yourself with various citation formats such as APA, MLA, Chicago, etc., in order to adjust citation formats as needed.

In actual research, develop good literature management habits, timely collate and update relevant academic literature, case studies and industry reports, and improve research efficiency.

3.5 Data Collection

Qualitative research methods: first-hand data collection, second-hand data collection, interviews;

Quantitative Research Methods: Questionnaire survey, scale measurement

3.6 Data Analysis

This paper uses structural equation method to analyze the influence model of Thai TV dramas on Chinese tourists to Thailand. Structural equation modeling (SEM), also known as structural equation modeling, is a multivariate statistical method that uses covariance matrix of variables to analyze the relationship between variables, and is widely used in sociology, psychology and marketing research. Generally speaking, the structural equation model has the following advantages: (1) It can consider and deal with multiple dependent variables at the same time; (2) Allowable independent variables and dependent variables contain measurement errors; (3) Factor structure and factor relationship can be estimated simultaneously; (4) Measurement model that allows greater flexibility; (5) Estimate the goodness of fit of the whole model.

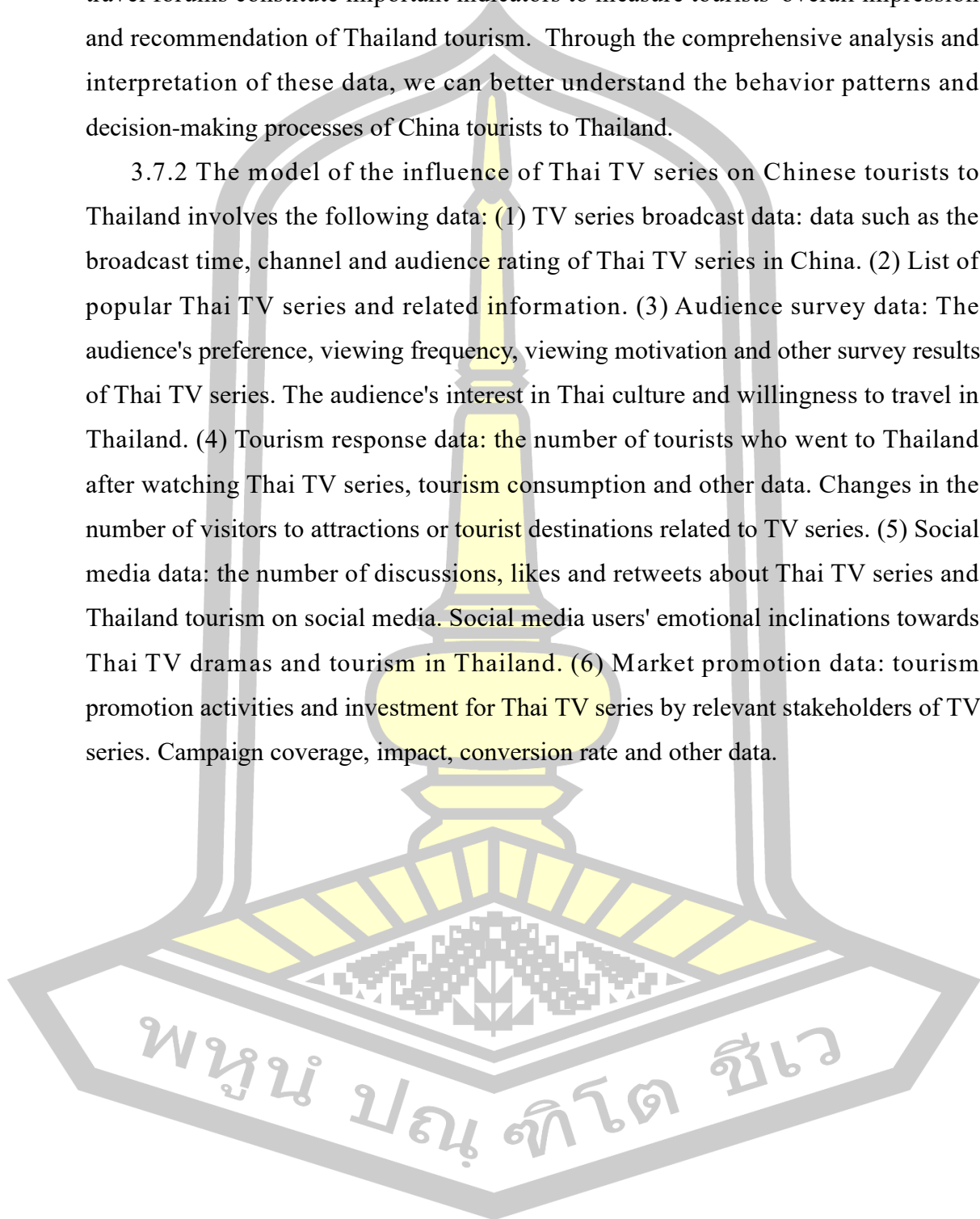
In this study, spss16.0 statistical software was used to analyze the reliability and validity of the data obtained from the questionnaire. Then the model parameters are estimated by using structural equation modeling technology and LISREL8.70 software.

3.7 Statistics for Data Analysis

3.7.1 The influencing factors of China tourists to Thailand involve many aspects of data, including (1) personal interests and preferences can be quantified by data such as cultural exploration activity participation, food experience consumption and leisure vacation choice preference; (2) ratings, social media interaction and travel search volume of Thai TV series, which reflect the pulling effect of plot attraction and visual emotional resonance on tourists; (3) The acquisition and evaluation of tourism information can be reflected in the number of visits to travel guides and travelogues, the visit data of travel websites and video platforms, and the search and booking of booking platforms; (4) Finally, in terms of travel experience and feedback, satisfaction

survey scores, travel consumption records, and discussion heat on social media and travel forums constitute important indicators to measure tourists' overall impression and recommendation of Thailand tourism. Through the comprehensive analysis and interpretation of these data, we can better understand the behavior patterns and decision-making processes of China tourists to Thailand.

3.7.2 The model of the influence of Thai TV series on Chinese tourists to Thailand involves the following data: (1) TV series broadcast data: data such as the broadcast time, channel and audience rating of Thai TV series in China. (2) List of popular Thai TV series and related information. (3) Audience survey data: The audience's preference, viewing frequency, viewing motivation and other survey results of Thai TV series. The audience's interest in Thai culture and willingness to travel in Thailand. (4) Tourism response data: the number of tourists who went to Thailand after watching Thai TV series, tourism consumption and other data. Changes in the number of visitors to attractions or tourist destinations related to TV series. (5) Social media data: the number of discussions, likes and retweets about Thai TV series and Thailand tourism on social media. Social media users' emotional inclinations towards Thai TV dramas and tourism in Thailand. (6) Market promotion data: tourism promotion activities and investment for Thai TV series by relevant stakeholders of TV series. Campaign coverage, impact, conversion rate and other data.



Chapter 4

Qualitative Investigation and Theoretical Model Proposal

Therefore, through in-depth interviews with volunteers, this chapter will explore various influencing factors of China tourists visiting Thailand, focusing on the role of Thai TV series in the decision-making of China tourists visiting Thailand. By analyzing the communication characteristics, audience groups and motivation mechanism of Thai TV series, the paper aims to reveal the unique value of Thai TV series as cultural soft power in promoting tourism exchanges between China and Thailand.

4.1 Investigation of influence factors for Thai TV series on visiting Thailand

4.1.1 The unique influence of Thai TV series case study

In today's era of globalization, tourism has become an important force to promote international economic and cultural exchanges. China, as the most populous country in the world, has a decisive influence on the global tourism market by its tourists' outbound travel choices. Thailand, with its unique cultural charm, rich tourism resources and relatively convenient tourist visa policy, has long been one of the popular outbound tourism destinations for China tourists.

Understanding the factors that influence China tourists' travel decisions is crucial for Thailand's tourism industry. This will not only help the Thai tourism sector to more accurately target the market and formulate effective marketing strategies but also promote cultural exchanges and understanding between China and Thailand. Among many influencing factors, cultural factors, especially popular culture, are increasingly prominent. Thai TV plays, as an important window for China tourists to contact Thai culture, have an important impact on China tourists' tourism decision-making.

Thai TV plays attract a large number of China viewers with their unique plot design, rich cultural connotation and distinct regional characteristics. With the popularity of the Internet and the rise of online video platforms, the spread of Thai drama in China market is expanding day by day, and its influence continues to

increase. After watching Thai TV series, many China audiences have a strong interest in Thailand's local customs, food culture, historical sites, etc., thus stimulating the willingness to travel to Thailand.

On October 19, 2023, China video platform iQiyi and Thailand National Tourism Administration (TAT) signed a letter of intent for strategic cooperation in Beijing. Through this strategic partnership, iQiyi and Thailand's National Tourism Administration aim to promote cultural exchanges between China and Thailand through high-quality content production, enhance the attractiveness of Thailand's tourism industry, meet the diversified needs of China tourists for Thai culture and reshape the confidence of China tourists visiting Thailand. Thailand's National Tourism Administration expects that with the deepening of cooperation, more China tourists will learn about Thai culture through platforms such as iQiyi and then choose to travel to Thailand.

We select the top ten TV series on the iQiyi platform in 2024 for analysis.

Table 3 Typical Case Study of Thai TV Series

Title	Plot design	Cultural connotation	Regional characteristics	Local conditions and customs	Delicacy	Historical site
Your Sky	Youth campus background, a group of high school student's friendship, love and growth story.	Conflict and growth of adolescents facing academic pressure, family expectations and self-exploration.	Comparison between Bangkok Modern City and High School Campus	Students' campus life, such as sports meets, art festivals and other school activities.	Thai fried rice noodles, mango glutinous rice and other campus snacks	Skyscrapers in Bangkok with tranquil environment of high school campus
Petrichor	Family conflict and suspense reasoning interweave, family members in power and love between	Complexity of family ethics, multidimensionality of human nature, and moral dilemmas.	Nature and mystery in the mountains of northern Thailand	Traditional festival celebrations, such as the Water Songkran Festival, and folk belief activities.	North Thailand grilled fish, bamboo rice and other local specialties	Buddhist temples and historical sites in Chiang Mai

Title	Plot design	Cultural connotation	Regional characteristics	Local conditions and customs	Delicacy	Historical site
	the choice.					
Fai Nam Kang	A love story that spans class differences, with male and female protagonists challenged from different social classes.	The influence of social class difference on individual destiny, the conflict between love and social reality.	High-end neighborhoods versus ordinary neighborhoods in Bangkok	The contrast between luxury parties and street life shows the lifestyle of different classes.	Thai green curry, coconut ice cream and other desserts	Royal buildings in Bangkok such as Grand Palace and Jade Buddha Temple
The heart killers	A love suspense story intertwined with revenge and redemption, full of twists and surprises.	The power of love and the salvation of humanity, the contest between justice and evil.	Romance and mystery of Thailand's coastal cities	Beach parties, yachts and other high-end lifestyles, nightlife bustling and dangerous.	Seafood dinner, tropical fruit salad and other seaside delicacies	Phuket's ancient temples and beautiful beaches
Sangmin and Dinneaw	The life and sacrifice of Thai royal family members, the blending of history and modernity.	The historical changes of Thai royal family, the conflict between personal feelings of royal family members and national responsibilities.	Gorgeous and solemn of Thai classical court	The solemnity and solemnity of royal ceremonies, the complexity of court etiquette.	Imperial cuisine, traditional pastries and other exquisite dishes	The splendor and vicissitudes of Ayutthaya ruins and royal palaces
Pong Dueat 2024	Set in a sci-fi future, the protagonist explores the boundaries of humanity's future and technology	The influence of scientific and technological progress on human life, philosophical thinking on time and space.	High-tech urban vision of Bangkok in the future	Technology exhibitions, virtual reality experiences and other future lifestyles.	Future foods such as synthetic dishes and nutritional capsules	Innovation and Miracle of Future Museum and Science Park

Title	Plot design	Cultural connotation	Regional characteristics	Local conditions and customs	Delicacy	Historical site
	through time travel.					
KinnPorsche	The love story of the gangster family young master and ordinary woman is full of sweetness and challenge.	The unique charm and risk of gang culture, the test of love and loyalty.	The hustle and bustle of Bangkok nightlife, the mystery of the underground world	Night market culture, street performances and other fun and dangers of market life.	Thai street snacks, night snacks and other authentic food	The gang history and legends of Bangkok's old neighborhoods
Lovesick	The theme of gay love explores the situation and challenges of gay people in Thai society.	Confusion and acceptance of gender identity, social pressure and resistance of homosexual groups.	Multicultural Background of Modern Thai Society	The culture of specific venues such as LGATQ+ community activities and gay bars.	International cuisine and drink specialties in gay bars	Social Significance and Influence of Bangkok Gay Village and Human Rights Memorial Site
Love Destiny	The theme of youth school tells the story of two childhood friends from friendship to love transformation.	Adolescent growth troubles and joy, first love of good and pure.	Tranquility and vitality of Thai campus life	Student club activities, campus competitions and other memories of youth.	Food stalls, fast food trucks, etc. around campus	Campus Scenery and Youth Film Location of Famous Schools in Bangkok
Love Destiny 2	The adolescent school sequel continues to explore adolescent emotional entanglements and	In-depth analysis of adolescent emotional changes, friendship, love and personal growth	Continuation and Change of Campus Life in Thailand	The solemnity of graduation, the joy and sadness of reunion.	Fine cuisine in fine restaurants, gourmet food for celebration parties	New style of campus expansion project

Title	Plot design	Cultural connotation	Regional characteristics	Local conditions and customs	Delicacy	Historical site
	character growth.	balance.				

According to Table 2, these 10 popular Thai TV dramas comprehensively show Thailand's local customs, food culture and historical sites through diversified plots, rich cultural connotations and distinct regional characteristics, bringing diversified drama viewing experiences to viewers.

1) The plot design of Thai TV series covers many types such as complex character relationship, suspense crime, family conflict, romantic love, transnational friendship, future technology, gang background, youth campus and time travel, meeting the preferences of different audiences.

Each Thai TV series has its own unique plot setting, such as emotional entanglement in "Your Sky", human exploration in "Petrichor", etc.

2) Thai TV series show the rich cultural connotation of Thailand's modern culture, youth culture, social class differences, traditional family concept, workplace culture, Sino-Thai cultural exchanges, and Thai history and cultural inheritance. "Petrichor" and "Love Destiny" shows Thai people's belief in fate and destiny. "Fai Nam Kang" explores social issues through class differences. "Love Sick" shows same-sex love and reflects Thailand's tolerance for LG A TQ+ groups. "KinnPorsche" shows Thailand's family culture through the conflict between family honor and personal emotion. Through these cultural connotations, the audience can have a deeper understanding of Thailand's social structure and cultural characteristics.

3) The regional characteristics of Thai TV series are distinct, covering Bangkok's urban landscape, Chiang Mai's ancient city atmosphere, South China coastal style islands, Bangkok's skyscrapers and prosperous blocks, etc. These geographical features not only provide a rich background for the plot, but also allow the audience to feel the unique charm of different parts of Thailand. "Your Sky""Sangmin and Dinneaw" and ""Pong Dueat 2024" show urban life, while "Fai Nam Kang" shows rural nature. "KinnPorsche" shows the urban underground world

of Thailand through the background of gangsters. *Natural Couple* and *Natural Couple 2* present Thai history and culture through an ancient setting.

4) The TV series shows Thai street snacks, night market culture, ethnic customs in northern Thailand, island fishing village life, floating market, Thai massage, Thai craft and Chinese and Thai festival fusion celebration. "Petrichor" and "The Heart Killers" showcase Thailand's legal system through crime investigation and legal scenes: "KinnPorsche" shows Thailand's family culture and underground society through the life of gangster families. These elements give viewers a more intuitive understanding of Thailand's daily life and cultural practices.

5) Thai milk tea, mango glutinous rice, Chiang Mai curry, bamboo rice, seafood barbecue, coconut ice cream, Thai fried rice noodles, green curry and other Thai delicacies are mentioned in the TV series. "Petrichor" and "Sangmin and Dinneaw" showcase Thai street food culture through street snacks such as kebabs, boat noodles, fried bananas, etc. The display of these delicacies not only makes the audience salivate, but also reflects the diversity and uniqueness of Thai food culture.

6) The TV series covers modern buildings around the Grand Palace, beaches and temples in Chiang Mai, Nongman Road, Phuket, Koh Samui, Bangkok Chinatown, Sino-Thai Friendship Bridge and Ayutthaya Historical Park. "Petrichor" and "Sangmin and Dinneaw" showcase Thailand's modern cityscape through modern buildings such as Bangkok's skyscrapers and shopping malls. The display of these historical sites allows viewers to gain a deeper understanding of Thailand's history and culture. At the same time, it also provides rich background and scene selection for the plot.

4.1.2 The influence of audience perception

4.1.2.1 Interviewees

The core focus of this study is on a unique and meaningful group—namely, China tourists who intend to travel to Thailand after watching Thai TV dramas and actually travel. This group belongs to the broader category of film and television tourists, who embark on a journey because of the charm of film and television works, follow the footprints of the plays, and experience exotic customs.

Although the academic circles have not formed a unified definition of the concept of "film and television tourists," combined with the specific background and

purpose of this study, we specifically define the research object as: those China tourists who are deeply attracted by the plot, scene description or cultural elements of Thai TV dramas after watching them, and then have a strong desire to travel to Thailand, and actively participate in various tourism activities related to Thai TV dramas in the actual tourism process. These activities include, but are not limited to, visiting the filming location, personally verifying the traditional Thai customs and culture displayed in the drama, exploring the special places or commodities that have appeared in the drama, etc.

These tourists' motives are diverse and complex, which may stem from their deep love for Thai TV dramas themselves, their infinite yearning for Thailand's unique lifestyle presented in the dramas, or their strong curiosity and desire to explore Thailand's rich and diverse culture. Through the practical action of traveling, they transformed the virtual experience in the play into the personal experience in real life, realizing the leap from screen to reality.

Through a thorough and detailed study and comprehensive analysis of this specific group, this study aims to reveal how Thai TV series specifically affect the decision-making process and travel behavior patterns of China tourists to Thailand. The results of this study will provide a strong empirical basis for understanding the role and influence of film and television works in cross-cultural communication. At the same time, this study will also provide useful reference for Thailand tourism and related industries to formulate market strategies, help them better grasp the market dynamics, meet the needs of tourists, and promote the sustainable development of tourism.

4.1.2.2 Questionnaire Design

This chapter adopts interview method to collect data through direct contact and conversation between researchers and subjects. Interview method can deeply understand the subjective feelings and behavioral motivation of the research subjects. The research object of this paper is China film and television tourists who go to Thailand after watching Thai TV series. The interview adopts semi-structured form, that is, on the basis of pre-designed conversation items, further questioning according to the answers of the interviewees to obtain richer information. During the interview process, after obtaining the consent of the interviewee, the interview content is

recorded to ensure the accuracy and completeness of the data (see Appendix I for the complete interview outline).

The interview outline is designed around six topics, aiming at systematically collecting relevant information of film and television tourists and deeply analyzing the influence of Thai TV series on their tourism decision-making and tourism behavior.

1) The interview starts with understanding the basic information of tourists, including age, gender, occupation, nationality, travel mode and whether they have watched Thai TV dramas. These questions are designed to help respondents enter the interview role and evoke memories related to Thai TV dramas. Through the collection of these basic information, researchers can initially understand the basic background of the respondents and lay a foundation for further exploration of their travel motives and experiences.

2) The interview turned to Thai TV series viewing, asking respondents about the most recent Thai TV series they watched, how they came into contact with the series, their motivation for watching the series, and their overall impression of the series. In addition, it focuses on specific aspects of the show that appeal to respondents and inspire them to travel to Thailand. The purpose of this part is to gain insight into the triggering mechanism of Thai TV series on respondents 'travel intention, and what elements (such as scenes, culture, lifestyle, etc.) have a profound impact on them.

3) Focus on Thailand tourism decision-making process. The interview focused on factors that led respondents to ultimately decide to visit Thailand after watching TV series, including the reasons for choosing Bangkok as a tourist destination, the importance of Thai TV series in travel decisions, and whether there was a particular place in Bangkok that they wanted to visit because of a particular scene or plot in the TV series. Respondents were also asked about the preparations they had made before deciding to visit Bangkok, such as how to find tourist information, book flights and hotels. This part aims to reveal how Thai TV series influence tourists 'specific decision-making behavior and their role in the decision-making process.

4) In-depth discussion of respondents' actual travel experience in Bangkok, including overall experience evaluation, whether they visited the attractions or experienced related activities in the TV series, and the comparison of actual travel experience with TV series content. In addition, the interview also covered unforgettable experiences or challenges encountered during the trip to Bangkok, as well as comments on Bangkok's food, culture, attractions, etc. Through this part, researchers can understand the impact of Thai TV series on tourists' actual travel experience, as well as tourists' perception and satisfaction with Thai tourism products.

5) Analyze the influence of Thai TV series on interviewees' travel behavior in many aspects. The interview focuses on the specific impact of TV series on tourism behavior, including tourism destination selection, tourism activity arrangement, consumption habits and so on. Respondents were also asked whether they had tried new travel styles or activities because of watching TV dramas, whether they would recommend travel to Bangkok because of Thai TV dramas, and their views on the advantages and disadvantages of Thai TV dramas in promoting Thailand tourism. In addition, suggestions or reminders from respondents for potential visitors were collected. This part aims to comprehensively assess the comprehensive impact of Thai TV series on tourist behavior, as well as its role and limitations in tourism promotion.

6) The interview ends with open-ended questions, inviting respondents to share additional content or personal insights about the interview, and exploring expectations and suggestions for combining Thai TV dramas with Thai tourism. This section provides space for respondents to express their personal thoughts and helps researchers discover other important information not covered in the interview.

Through the above design, the interview outline can systematically guide the communication between the researcher and the interviewee, ensure the comprehensiveness and depth of the interview content, and thus provide strong support for revealing the influence of Thai TV series on the decision-making and behavior of China tourists visiting Thailand.

4.1.2.3 Sample Description

The author conducted a three-day field survey from August 27, 2024 to August 29, 2024, from 9 a.m. to 22 p.m. The survey covered a number of locations in Bangkok, including hotels, B & Bs, restaurants, parks and cafes, both during the day

and at night. During the investigation, the author happened to catch up with some special activities in Bangkok, which added rich materials for this investigation. In the process of investigation, the author chooses the tourists who have completed the whole travel experience as the interview object, avoiding those who travel too hastily or have not completed the experience. Among them, the author and some interviewees experienced some tourism activities together, recorded their experience without interference, and asked tourists questions from time to time during the tourism process, and recorded their answers objectively. Finally, a total of 10 interview samples were obtained.

In the sample, there were 6 female respondents, accounting for 60% of the total sample, and 4 male respondents, accounting for 40% of the total sample. The respondents were aged between 24 and 38, mainly concentrated in the age group of 20 to 30, accounting for 70% of the total sample. The film and television tourists were younger than the general tourists. Interviewees' occupations mainly include Internet company operation specialists, financial industry practitioners, graphic designers, architectural designers, e-commerce operations, marketing specialists, enterprise managers, photographers, teachers and civil servants, with high education level and relatively high economic income. In terms of tourism mode, 40% travel with friends, 30% travel with family, 30% travel alone, film and television tourism has a certain collective nature, but many tourists choose to travel alone.

Table 4 Basic Information of Interviewees

Respondent ID	Interview time	Interview location	Gender	Age	Occupation	Travel methods
THA-Interview01	2024/8/27	X Hotel Cafe Bangkok	Woman	25	Internet Company Operations Specialist	Traveling with friends
THA-Interview02	2024/8/27	Bangkok Y Guest House Living Room	Man	32	Financial industry practitioners	traveling alone
THA-Interview03	2024/8/27	Bangkok Z Restaurant Private	Woman	28	graphic designer	Traveling with

Respondent ID	Interview time	Interview location	Gender	Age	Occupation	Travel methods
		Room				friends
THA-Interview04	2024/8/27	Bangkok A Guest House Living Room	Man	35	architect and designer	Travel with family
THA-Interview05	2024/8/28	H Hotel Bangkok Lobby	Woman	24	electronic commerce operation	Traveling with friends
THA-Interview06	2024/8/28	Bangkok C Park Bench	Woman	26	Marketing Specialist	traveling alone
THA-Interview07	2024/8/28	Bangkok D Restaurant	Man	38	enterprise managers	Travel with family
THA-Interview08	2024/8/28	Bangkok E Homestay	Man	30	cameraman	traveling alone
THA-Interview09	2024/8/29	Cafe F Bangkok	Woman	29	teacher	Traveling with friends
THA-Interview10	2024/8/29	Bangkok G Restaurant	Man	27	civil servant	Traveling with friends

The following table summarizes the factors that influenced the 10 individuals interviewed during the in-depth interviews, distinguishing between common and varying factors.

Table 5 Common and Varying Factors

Factor Category	Specific Influencing Factors	Description	Common Factor?
Tourism Motivation	Interest and Curiosity	Increased interest and curiosity about Thai culture, food, and campus atmosphere.	Yes
	Plot Attraction	Attraction to the plot, characters, or scenes in Thai TV series, leading to	Yes

Factor Category	Specific Influencing Factors	Description	Common Factor?
		a desire to travel to filming locations.	
	Celebrity Effect	Fondness for actors or characters in Thai TV series, inspiring a desire to travel closer to them or experience the settings in the series.	No (mentioned by some)
Exposure Channels	Video Platform Recommendations	Learning about Thai TV series through recommendations on domestic video platforms.	Yes
	Social Media Dissemination	Seeing clips or discussions about Thai TV series on social media, sparking interest.	Yes
Characteristics of Thai TV Series	Cultural Display	The display of Thai culture, history, and natural scenery in Thai TV series.	Yes
	Well-Produced	High-quality production of Thai TV series, including actor performances, plot creation, screen presentation, etc.	Yes
	Emotional Resonance	Emotional stories in Thai TV series that resonate with viewers, inspiring a desire to experience the emotions in person.	Yes
Travel Decision-Making	Destination Selection	Choosing Thailand as a travel destination because of Thai TV series.	Yes
	Attraction Preferences	Preferring to visit attractions or filming locations featured in Thai TV series.	Yes
	Travel Preparations	Searching for travel information online, such as attractions, routes,	Yes

Factor Category	Specific Influencing Factors	Description	Common Factor?
		and transportation, before deciding to travel.	
Travel Experience	On-Site Verification	Desiring to personally experience the scenes in Thai TV series and verify the descriptions in the series.	Yes
	Emotional Satisfaction	Gaining psychological satisfaction and emotional resonance during the travel process.	Yes
	Participation in Activities	Participating in tourism activities related to Thai TV series, such as campus tours or fashion tours.	No (mentioned by some)
Individual Differences	Age and Occupation	Differences in age and occupation leading to variations in interests and travel motivations related to Thai TV series.	No
	Travel Style	Differences in travel styles chosen by different viewers (e.g., traveling alone, with friends, or family).	No
	Consumption Habits	Differences in consumption habits and preferences during travel among different viewers.	No

This table summarizes the factors that influenced the 10 individuals interviewed during the in-depth interviews, distinguishing between common and varying factors, to provide a clearer understanding of how these factors impact viewers' travel decisions.

4.1.3 Analysis of in-depth interviews

4.1.3.1 open coding

Open coding is the process of data collection and analysis, identifying data content by discovering concepts and categories and naming them. This study analyzed 10 interviews about the impact of Thai TV series on China tourists visiting Thailand word by word to find out the words and sentences that can reflect or represent the content of tourists' experience and form preliminary concepts. The main steps of open coding are as follows:

Conceptualization: Read 10 interviews in detail to extract key information related to the visitor experience and form preliminary concepts.

Concept classification: Analyze the internal relationship of initial concepts, and summarize the initial concepts of the same category together to form concept sets.

Categorization: The refinement and naming of the contents reflected by different concept sets, and finally the formation of preliminary categories.

After twice encoding and multiple comparisons, 84 preliminary concepts were finally extracted from the text. The concepts with association and inclusion are combined, and the concepts with juxtaposition are abstractly classified into 22 preliminary categories. The preliminary categories are: tourism motivation, contact approach, viewing motivation, series impression, tourism attraction factors, decision trigger, destination selection reasons, series effect, specific scene attraction, preliminary preparation, tourism experience, similarities and differences between series and reality, unforgettable experience, Thailand characteristic evaluation, tourism behavior influence, recommendation intention, tourism promotion advantages, disadvantages, suggestions, psychological expectation, viewing depth, comprehensive comparison and others. These preliminary categories have a certain linear relationship in time and are in different stages of film and television tourism experience. Examples of open coding are shown in the table below

Table 6 Open-Ended Codes

Serial number	Original text of information	Conceptualization	Categorization
A1	Because of the interest in Bangkok culture and food, coupled with the recent viewing of some Thai TV series, there is a strong desire to travel.	Start thinking.	tourist motive
A2	Through the domestic video platform recommendation to know "born a pair".	Platform push drama	route of exposure
A3	Attracted by the synopsis of the plot, I want to know about the campus love story; the actor's face and performance are very good.	Good story.	Plot attraction
A4	The overall visual effect is very good, colorful and full of youthful vitality.	Excellent visual effects	Desire to participate
A5	The Thai campus culture, the lifestyle of the students and some of Thailand's specialties are impressive.	Cognitive Thai	Desire to participate
A6	During the series, the yearning for Bangkok's culture, food and campus atmosphere grew stronger.	Observe the increase in thoughts	tourist motive
A7	Bangkok, the capital of Thailand, is a city of	Capital charm	tourist motive

Serial number	Original text of information	Conceptualization	Categorization
	culture, history, cuisine and modern urban charm.		
A8	TV serials play a key role in travel decisions.	dramatic decision	communicating effect
A9	I was impressed by the scene where the male and female protagonists participated in activities on the campus of Chulalongkorn University.	Looking forward to the school scenery	Desire to participate
A10	Inquire a lot of tourist information about Bangkok on the Internet, including scenic spots, sightseeing routes, transportation guides, etc.	Web Search	pre-departure preparation
A11	The architectural style of the campus combines modern and traditional elements, which is impressive.	Feel the building wind	embodied situation
A12	The series may embellish or exaggerate some scenes for the needs of the plot.	scene difference	Similarities and Differences between Series and Reality
A13	While tasting local cuisine at Bangkok's night market, I met a group of enthusiastic Thai students.	Enthusiasm of citizens	physical and mental pleasure

Serial number	Original text of information	Conceptualization	Categorization
A14	I prefer to visit sites that appear in serials, such as college campuses and neighborhoods with specialty food.	scene selection	field engagement
A15	Joined a guided tour organized by local university students, led by student volunteers to tour the campus and surrounding attractions.	School tours	field engagement
A16	Cupid's Order revolves around the story of love and fate, showing Thailand's social style and traditional culture.	Thailand Story	Plot attraction
A17	The plot is tight, and the actors' performances are very good.	acting is superb	Excellent actor.
A18	The pictures in the play are also very beautiful, showing Thailand's natural scenery and urban landscape very delicately.	Picture exhibition	Desire to participate
A19	Some scenes in the play show Thailand's natural scenery, such as sunrise and sunset by the sea, dense forests, etc.	Looking forward to enjoying the scenery	Desire to participate

Serial number	Original text of information	Conceptualization	Categorization
A20	I also specially prepared some sun protection products and outdoor sports equipment.	Outdoor supplies	pre-departure preparation
A21	We met some tourists from different countries on the beach and we took part in some water activities together.	Beach Social	field engagement
A22	Bangkok's food culture is very rich, with many unique seafood dishes.	Taste Bangkok	rich cognition
A23	The series had a great impact on my travel decisions and strengthened my determination to come to Thailand.	Dramatic hard heart	communicating effect
A24	I was impressed by the scene where the hero and heroine were on vacation by the sea.	Beautiful scene	Plot attraction
A25	I went on a local seafood tour.	Seafood Tour Experience	field engagement
A26	"Chi Love Game" adapted from classic Korean drama, tells the love story of rich children and ordinary girls.	story interesting	Plot attraction
A27	The tone and composition	ambience	Plot attraction

Serial number	Original text of information	Conceptualization	Categorization
	of the picture are beautiful, creating a romantic and fashionable atmosphere.		
A28	There are many fashionable scenes in the play, such as prosperous commercial streets, elegant restaurants and so on.	Looking forward to shopping in fashion	Desire to participate
A29	I went to Siam Circle, one of Bangkok's busiest business centers.	Siam shopping district	embodied situation
A30	In a niche fashion store, I met a very enthusiastic owner.	The owner is enthusiastic.	physical and mental pleasure
A31	The serial plays a decisive role in my travel decision.	steeply fixed swimming direction	communicating effect
A32	I was impressed by the scene of the hero and heroine shopping in Siam business circle.	Looking forward to Siam shopping	Desire to participate
A33	I attended a fashion tour organized by a local fashion blogger.	Join Fashion Guide	field engagement
A34	Love in Siam is set in Thailand in 1999 and tells the story of a boy's love affair with a gay man.	Touching story	Plot attraction
A35	The story was very moving and the actors	Excellent acting.	Excellent actor.

Serial number	Original text of information	Conceptualization	Categorization
	performed very well.		
A36	The pictures and music in the play are very good, creating a unique atmosphere.	The sound and picture are first-class	Plot attraction
A37	The drama shows some of Thailand's social history and culture, such as temples, street culture, etc.	presentation culture	Plot attraction
A38	I went to many temples, such as the Grand Palace, Jade Buddha Temple and so on.	Temple View Tour	embodied situation
A39	While visiting the Grand Palace, I met a local guide.	Meet a guide to explain	field engagement
A40	TV series have a great influence on my travel decisions.	Dramatic urge to swim	communicating effect
A41	I was impressed by the temple scenes and street culture in the play.	Panyousi Street	Desire to participate
A42	I took part in a local cultural experience and learned to make traditional handicrafts with local craftsmen.	learn traditional crafts	field engagement
A43	"Loving Superstar" tells the story of an ordinary girl pursuing her dreams in	Dream Story	Plot attraction

Serial number	Original text of information	Conceptualization	Categorization
	the entertainment industry.		
A44	The costumes, make-up and setting are all beautifully arranged.	Service Jingmei	Plot attraction
A45	The series features several entertainment venues, art exhibitions and fashion events in Bangkok.	Looking forward to participating in artistic activities	Desire to participate
A46	I participated in some fashion events and cultural performances and enjoyed Thailand's unique fashion style and cultural performances.	feel the cultural	physical and mental pleasure
A47	The series played a key role in my travel decisions.	Watching Drama Promotes Travel	communicating effect
A48	I was impressed by the scene where the hero and heroine participate in a grand fashion event.	Looking forward to the fashion fair	Desire to participate
A49	I joined a fashion culture group.	Fashion Group Tour	field engagement
A50	Chain of Hearts revolves around the growth and love stories of several young people.	Know the story of youth	rich cognition
A51	The plot is rich and diverse, the characters are vivid, and the pictures are	Plot diversity	Plot attraction

Serial number	Original text of information	Conceptualization	Categorization
	colorful.		
A52	Bangkok's characteristic blocks, which appear many times in the play, are full of life flavor.	Panyoute Street	Desire to participate
A53	I went to Khao San Road, where it was really bustling.	Kaoshan Street	embodied situation
A54	The serial plays an important role in promoting my travel decision.	Play Push Tour Selection	communicating effect
A55	I was impressed by the scene where the male and female protagonists went shopping and tasted delicious food near Khao San Road.	Looking forward to eating mountain food	Desire to participate
A56	I took a guided tour of a local night market.	Night Market Tour	embodied situation
A57	I Love You 2 continues the romantic love story of the first book.	Know Love Continuation	rich cognition
A58	The pictures in the play are also very beautiful, showing Thailand's natural scenery and urban landscape.	Picture exhibition	rich cognition
A59	Traditional Thai festivals	Looking forward to	Desire to participate

Serial number	Original text of information	Conceptualization	Categorization
	and celebrations appear many times in the play, as well as beautiful natural scenery.	the festival	
A60	I attended some of Bangkok's traditional festivals, such as Songkran.	Experience Festival Events	physical and mental pleasure
A61	The series played a key role in my travel decisions.	Dramatic key to promote action	communicating effect
A62	I was impressed by the scene where the hero and heroine participated in the Songkran Festival in Phuket.	Looking forward to Phuket	Desire to participate
A63	I took part in a local cultural experience and learned about traditional Thai dance and craft making.	learn traditional skills	field engagement
A64	A Hundred Liars in Love with You tells a story of love, lies and revenge.	Love, lie, hate.	rich cognition
A65	The delicate portrayal of the characters 'hearts in the play allows the audience to enter the plot well.	Empathy	empathy substitution
A66	The play showcases some of Thailand's unique	Looking forward to the beautiful scenery	Desire to participate

Serial number	Original text of information	Conceptualization	Categorization
	natural landscapes and ancient buildings.		
A67	I went to Chiang Mai Old Town and took lots of photos of old temples and traditional buildings.	Take photos of ancient city buildings	embodied situation
A68	The series played a big role in my travel decisions.	Dramatic Promotion	communicating effect
A69	I was impressed by the scene where the hero and heroine meet in front of an ancient temple in Chiang Mai.	Panyuji Maejo	Desire to participate
A70	I joined a local photography group.	Photo tour	field engagement
A71	My Love 2 continues the story of the first part.	Know the plot sequel	rich cognition
A72	The plot is light and humorous, and the actors' performances are very natural.	is top-notch	Excellent actor.
A73	Many scenes of Bangkok University and surrounding campus life appear in the play.	Panyou University	Desire to participate
A74	I went to Bangkok University and visited every corner of the campus.	Visit Bangkok Campus	field engagement

Serial number	Original text of information	Conceptualization	Categorization
A75	The serial plays an important role in promoting my travel decision.	Play Push Selection	communicating effect
A76	I was impressed by the scene where the male and female characters dated at the library and campus activities of Bangkok University.	Looking forward to campus.	Desire to participate

This study systematically analyzed 10 interviews about the impact of Thai TV series on China tourists visiting Thailand through open coding, aiming to extract key concepts and categories from the original texts and reveal the core dimensions of tourists 'experience. The specific process is as follows:

1) Coding steps

Conceptualization: Reading interview data word for word, extracting keywords or sentences directly related to the visitor experience, forming preliminary concepts. For example, respondents mentioned "strong desire to travel because of interest in Bangkok's culture and cuisine, coupled with recent viewing of some Thai TV series." It was refined into "mind stirring."

Concept classification: Classify concepts according to their intrinsic relevance, and form concept sets. For example, after watching Thai TV series, concepts such as "looking forward to visiting fashionable places", "looking forward to visiting Siam Shopping Center" and "looking forward to participating in art activities" all point to tourists 'yearning for participation and are classified into the same category.

Categorization: abstract naming of concept sets to form preliminary categories. For example, "tourist enthusiasm" and "shopkeeper enthusiasm" related to mood evaluation are classified as "physical and mental pleasure."

2) Category characteristics

Time linear relationship: category covers the whole process from decision-making to experience, for example: early stage, including tourism motivation, contact route, viewing motivation, series impression; decision-making stage, including series function, decision trigger, destination selection reason; experience stage, including tourism experience, Thailand characteristic evaluation, new tourism mode, etc.

Content diversity: The category includes both visitors' perception of the series (e.g., "actor excellence" and "plot attraction") and actual travel behavior (e.g., "physical situation" and "on-site participation").

3) Coding results

After twice encoding and many comparisons, 76 preliminary concepts were finally extracted, merged and classified into 13 preliminary categories. These categories cover many aspects, such as tourism motivation, contact way, viewing motivation, tourism experience, similarities and differences between series and reality, etc.

4.1.3.2 Principal axis coding

Principal axis coding is the process of classifying initial categories into main categories. This study brings 22 initial categories and related concepts formed in the open coding stage back to the data, and repeatedly combs the logical relationships among these concepts and categories, such as inclusion, juxtaposition, causality, etc., to explore their internal relationships. By further classifying and clustering the independent categories in open-ended coding, six main categories are finally formed: cognitive evaluation, well-made, communication validity, experience, verification and psychological comfort. These main categories are interrelated and constitute the core structure of film and television tourism experience.

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Table 7 Principal axis coding table

Principal category	Categorization	Conceptualization (including original code)
Cognitive Appraisal (CA)	tourist motive	Inspiration (A1), Observation (A6), Capital Charm (A7)
	Desire to participate	Excellent visual effect (A4), recognition of Thai (A5), expectation of school scenery (A9), expectation of scenery (A19), picture exhibition (A18), expectation of fashion (A28), expectation of Siam shopping (A32), expectation of art and cultural activities (A45), expectation of fashion meeting (A48), expectation of characteristic street (A52), expectation of mountain food (A55), expectation of festival scenery (A59), expectation of Phuket (A62), expectation of beautiful scenery (A66), expectation of temple front appointment (A69), Panyou University (A73), Panyou Campus Middle (A76)

Principal category	Categorization	Conceptualization (including original code)
	pre-departure preparation	Online search information (A10), outdoor equipment (A20)
Crafted Excellence TV Series (CE)	Excellent actor.	Excellent acting (A17), excellent acting (A35), excellent performance (A72)
	Plot attraction	Good story (A3), Thai story (A16), looking forward to traveling to the sea (A24), interesting story (A26), atmosphere feeling (A27), touching story (A34), first-class sound painting (A36), culture presentation (A37), dream-chasing story (A43), beautiful scenery (A44), diverse plot (A51)
Communication Validity (CV)	route of exposure	Platform push drama (A2)
	communicating effect	Dramatic Guide Decision (A8), Dramatic Strong Travel Heart (A23), Dramatic Promotion Decision (A40), Dramatic View Promotion (A47), Dramatic Key Promotion (A61), Dramatic Promotion Selection

Principal category	Categorization	Conceptualization (including original code)
		(A68), Dramatic Promotion Selection (A54), Dramatic Promotion Selection (A75)
Experience (EX)	embodied situation	Feeling architectural style (A11), visiting Siam business district (A29), visiting temple scenery (A38), visiting Khao Shan block (A53), participating in night market tour (A56), photographing ancient city buildings (A67),
	field engagement	Select drama scene (A14), school tour (A15), beach social (A21), seafood tour experience (A25), participate in fashion guide (A33), meet guide (A39), learn traditional crafts (A42), fashion tour (A49), visit Bangkok campus (A74), photography tour (A70)
Test (TE)	Similarities and Differences between Series and Reality	Scene Difference (A12)
	rich cognition	Taste Bangkok (A22), Know Youth Story (A50)
Psychological	empathy substitution	Empathy (A65)

Principal category	Categorization	Conceptualization (including original code)
Comfort (PC)	physical and mental pleasure	Citizen enthusiasm (A13), shopkeeper enthusiasm (A30), feeling culture (A46), experiencing festival activities (A60)

Main Category Explanation:

Cognitive Appraisal: tourists 'cognition and evaluation of tourism destinations, including tourism motivation, pre-trip preparation and personal perception.

Crafted Excellence TV Series: Whether the TV series is well-produced can affect the image of the tourist destination in the audience.

Communication Validity: The transmission route and effect of a serial, including exposure route and transmission effect.

Experience: tourists 'embodied participation and situational experience in the process of tourism, including embodied participation, embodied situation and emotional experience of mixed sadness and joy.

Test: Visitors to the series and reality scene comparison and verification, including the series and reality similarities and differences and comprehensive comparison.

Psychological comfort: the psychological satisfaction and emotional resonance obtained by tourists during the travel process, including physical and mental pleasure, empathy substitution and overall emotional experience.

Through the encoding of principal axes, this study systematically integrates the key information in the interview data and provides a clear framework for the subsequent theoretical construction.

4.1.3.3 Selective Coding

The core of selective coding is developing story lines and discovering core categories. Based on six main categories (cognitive appraisal, crafted excellence TV series, communication validity experience, test, psychological comfort), the story

line of this paper revolves around the generation of film and television tourism experience, emphasizing the process of tourists' embodied generation in film and television tourism experience. Through analysis, there is a clear logical relationship between the six main categories, forming a complete film and television tourism experience generation chain.

In this chain, Cognitive appraisal is the starting point of film and television tourism experience generation. Tourists are motivated by perceptions of tourist destinations, such as Bangkok's attractiveness as Thailand's capital and interest in watching Thai TV series. After the tourist motivation is generated, the tourists will prepare before the trip and lay the foundation for the follow-up tourism action.

Crafted excellence TV series are an important factor in arousing tourists' interest. With excellent actor performance and attractive plot, the series attracts audiences from multiple dimensions, enhances the image of tourist destinations in the hearts of audiences, and further promotes tourists' willingness to travel.

Communication validity a bridge role in the process of film and television tourism experience generation. On the one hand, tourists are exposed to Thai series through contact channels such as platform drama; on the other hand, series have an impact on tourists' travel decisions, prompting tourists to decide to travel to Thailand.

When visitors start their travel itinerary, they enter the "experience" link. In the process of tourism, tourists can experience the charm of tourism destination and obtain rich tourism experience through physical situation and on-site participation.

The "test" segment follows. In the process of experience, tourists will compare the scenes in the series with reality, enrich their cognition of tourism destinations in this process, and further deepen their understanding of tourism destinations.

Finally, "psychological comfort" runs through the whole travel process. Tourists interact with local people during tourism, feel the enthusiasm of citizens, the enthusiasm of shopkeepers, participate in cultural activities, experience festivals, and empathize with each other when watching series, which can make tourists obtain psychological satisfaction and emotional resonance, and draw a successful end to the film and television tourism experience.

After analyzing the relationship between the main categories, it is found that "experience" is at the core of the whole chain of film and television tourism experience. "cognitive appraisal", "crafted excellence TV series" and "communication validity" are the premise and driving factors of "experience", while "verification" and "psychological comfort" are the extension and deepening of "experience". Tourists transform their previous knowledge of Thai series and tourist destinations into actual feelings through "experience", while constantly enriching and refining this experience in the process of "test" and "psychological comfort". Therefore, "experience" is identified as the core category.

Through selective coding, the story line and core category of film and television tourism experience generation are clarified, and the internal mechanism of Thai series 'influence on China tourists visiting Thailand is further revealed, which provides strong support for in-depth understanding of film and television tourism phenomenon and lays a solid foundation for subsequent theoretical construction and practical application.

4.2 Theoretical model construction and hypothesis formulation

4.2.1 Theoretical models

Based on the above analysis, this study constructs a model of Thai TV series influencing China tourism to Thailand (as shown in the figure), which shows six main categories of film and television tourism (cognitive evaluation, well-produced, communication validity, experience, verification, psychological comfort) and different perception factors throughout the whole process. There is a linear relationship between each stage, and they influence each other and progress layer by layer. Based on this, this study puts forward a model of Thai TV series 'impact on China tourists visiting Thailand:

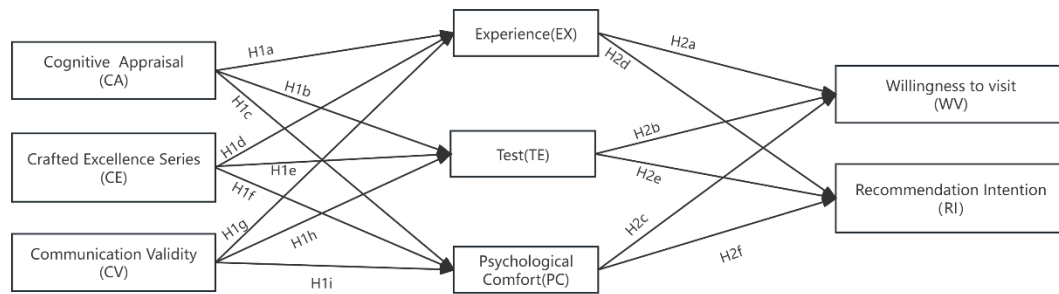


Figure 3 Model diagram

4.2.2 Model assumptions

4.2.2.1 Relationship between Thai TV Series and Motive of Film and Television Tourism

According to the results of the previous in-depth interview analysis, combined with the characteristics of Thai TV series, the factors of Thai TV series are divided into three dimensions: Cognitive Appraisal (CA), Crafted Excellence TV Series (CE) and Communication Validity (CV), and how these factors affect the audience's film and television tourism motivation is discussed.

Cognitive Appraisal (CA) refers to the overall cognitive status of viewers on Thai TV series, including understanding and evaluation of plot, scene, cultural background and other aspects. Thai TV series usually attract viewers with unique cultural elements, beautiful natural scenery and touching story lines, which together constitute the audience's overall perception of the series. For example, temples, beaches, traditional festivals and other scenes common in Thai TV dramas often make viewers interested in Thailand's cultural and natural landscapes.

Crafted Excellence TV Series (CE) refers to the high level of production quality of Thai TV series in terms of actor performance, plot creation, picture presentation, service design, etc. In the actor performance dimension, the actor vividly shapes the character with exquisite acting skills, so that the audience can deeply substitute into the plot; In terms of plot creation, the story theme is rich and diverse, covering many themes such as love, growth, history and culture, etc., and the plot rhythm is accurately controlled and fascinating; On the screen presentation, TV series pays attention to color matching, composition design, delicate display of Thailand's

natural scenery, urban landscape and characteristic buildings, etc., and the overall visual effect is excellent; The service road design closely fits the plot background and character setting, and the details are exquisite. These elements together create a high-quality audio-visual experience, enhance the image of the tourist destination in the audience's mind, and then influence the audience's film and television tourism motivation.

Communication Validity (CV) refers to the innovation and effectiveness of Thai TV series in publicity and promotion. With the popularity of social media, Thai TV series spread through multiple channels online and offline, rapidly expanding its influence. The spread of classic scenes, lines and music through social media platforms has further stimulated the audience's interest in travel. For example, classic scenes from some Thai TV series are widely shared on social media and become popular tourist punch cards.

Based on the above classification of Thai TV drama elements, this study assumes that each element of Thai TV drama positively affects the audience's film and television tourism motivation. Specific assumptions are as follows:

H1: Thai TV series positively affect the motivation of film and television tourism.

H1a: Cognitive evaluation of Thai TV series positively affects tourists' experience motivation.

The cultural, historical and natural landscapes presented in Thai TV dramas inspire viewers to yearn for Thailand and encourage them to travel to Thailand to verify the scenes and cultural experiences in the dramas.

H1b: Cognitive evaluation of Thai TV series positively affects tourists' verification motivation.

Viewers have developed a strong interest in the scenes and culture of Thai TV dramas by watching them, hoping to verify the plots and scenes of the dramas through field trips.

H1c: Cognitive evaluation of Thai TV series positively affects tourists' psychological comfort motivation.

The beautiful scenery and touching stories presented in Thai TV dramas provide viewers with a way of psychological comfort and inspire their desire to travel to Thailand.

H1d: Well-produced Thai TV series positively affect tourists 'experience motivation.

The well-produced Thai TV series has aroused strong interest in the filming place of the drama, hoping to find Thailand related to stars through tourism.

H1e: The well-produced Thai TV series positively affect tourists 'verification motivation.

Audiences hope to meet their verification motivation by traveling on the spot and witnessing the scenes shot by the stars in the play.

H1f: Well-produced Thai TV series positively affect psychological comfort motivation.

The stars and characters in Thai TV series provide an emotional sustenance for viewers and inspire them to pursue a better life through travel.

H1g: Communication validity of Thai TV series positively affects tourists 'experience motivation.

The wide spread of Thai TV series through social media and other channels has made the scenes and plots in the series deeply rooted in the hearts of the people and inspired the audience to go to Thailand to find Thailand.

H1h: Communication validity of Thai TV series positively affects tourists 'verification motivation.

Through the spread of social media, viewers have a strong interest in the scenes and plots in Thai TV dramas, hoping to verify the content of the drama through travel.

H1i: The communication validity of Thai TV series positively affects psychological comfort motivation.

Thai TV plays transmit the beautiful scenes and plots to the audience through communication validity, which inspires the audience's motivation to pursue the ideal life through tourism.

4.2.2.2 The Relationship between Tourism Motivation and Travel Willingness

Travel intention (WV) refers to the tendency of tourists to visit or recommend specific tourist destinations. In this study, intention to travel refers to the willingness of viewers to visit or recommend others to visit the filming place after watching Thai TV series. This willingness is usually influenced by the scene, plot, cultural background and emotional resonance of the film and television drama. The research shows that potential film and television tourists will have emotional resonance and empathy to the shooting place after watching the film and television drama, and then form emotional association and identification to the shooting place. This kind of emotional association impels tourists to produce film and television tourism motivation, and finally transforms into actual tourism behavior.

Based on the previous in-depth interview results, this paper hypothesizes that Thai film and television tourism motivation positively affects tourists' willingness to travel. Specific assumptions are as follows:

H2: Film and television tourism motivation positively affects tourists' willingness to travel.

H2a: Experience motivation positively affects tourists' willingness to travel.

The cultural, historical and natural landscapes displayed in Thai TV dramas inspire viewers' yearning for Thailand and encourage them to travel to Thai film and television shooting places.

H2b: Verification motivation positively affects tourists' willingness to travel.

By watching Thai TV series, the audience has a strong interest in the scenes and plots in the play, hoping to verify the contents of the play through field travel, thus enhancing their willingness to travel.

H2c: Psychological comfort motivation positively affects tourists' willingness to travel.

The beautiful scenery and touching stories presented in Thai TV series provide a way for viewers to comfort themselves psychologically, inspire them to pursue their ideal life through travel, and thus enhance their willingness to travel.

H2d: Experience motivation positively affects tourists' intention to recommend travel.

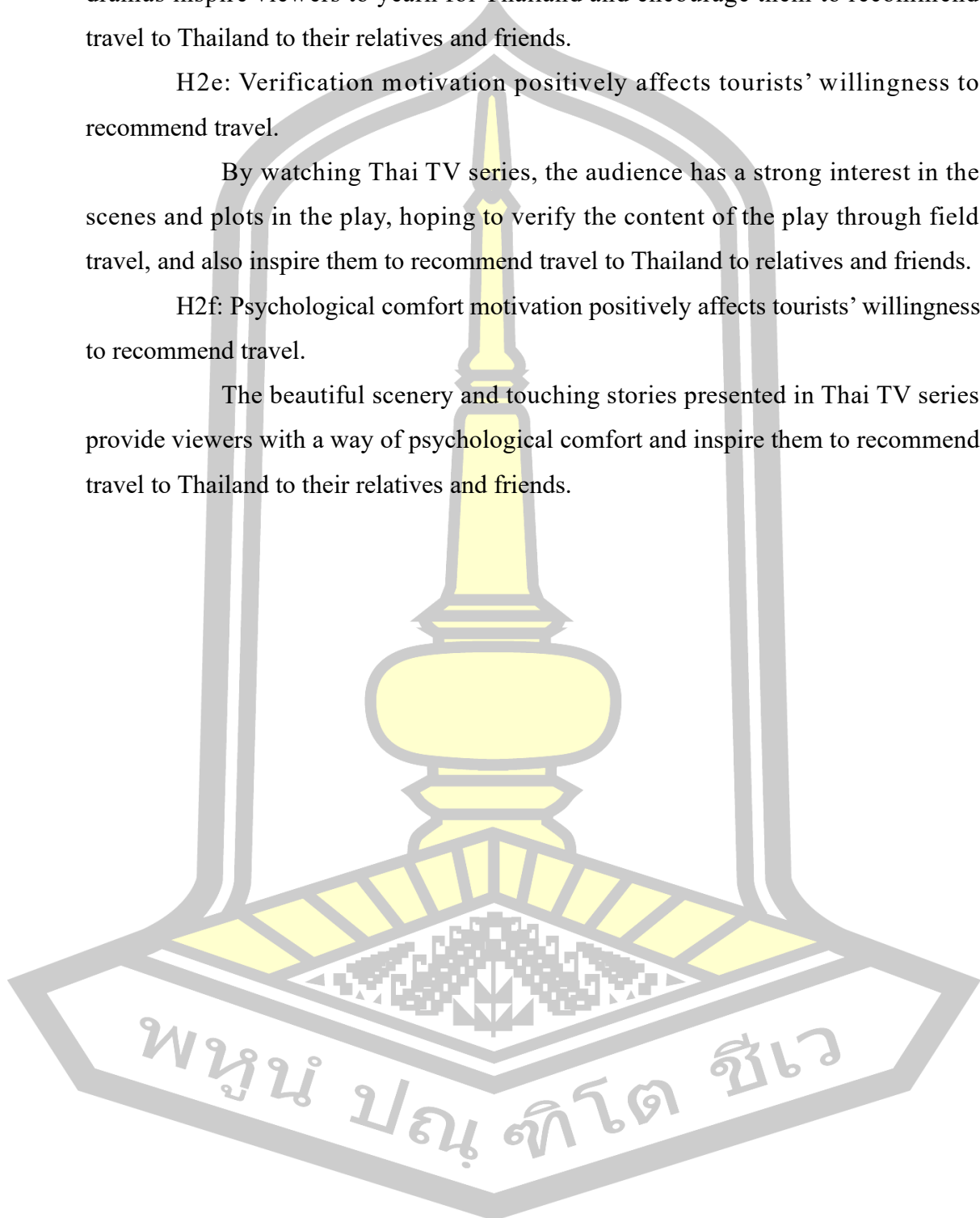
The cultural, historical and natural landscapes presented in Thai TV dramas inspire viewers to yearn for Thailand and encourage them to recommend travel to Thailand to their relatives and friends.

H2e: Verification motivation positively affects tourists' willingness to recommend travel.

By watching Thai TV series, the audience has a strong interest in the scenes and plots in the play, hoping to verify the content of the play through field travel, and also inspire them to recommend travel to Thailand to relatives and friends.

H2f: Psychological comfort motivation positively affects tourists' willingness to recommend travel.

The beautiful scenery and touching stories presented in Thai TV series provide viewers with a way of psychological comfort and inspire them to recommend travel to Thailand to their relatives and friends.



Chapter 5

Thai TV Series 'Influence Factors Model Affect Chinese Tourist Travel to Thailand

In that last chapter, we constructed a model of the impact of Thai TV play on China tourists visiting Thailand through qualitative research. This chapter will focus on the analysis of the impact of Thai TV series on China tourists visiting Thailand, aiming to test and verify this specific theoretical model through empirical research.

Specifically, this chapter will first carefully design the initial scale for each variable in the model based on extensive literature research and valuable information obtained from previous in-depth interviews. This scale will serve as the basis for subsequent data collection and analysis to ensure that we can accurately capture the potential impact of Thai TV dramas on travel decisions and behaviors of China tourists.

Subsequently, we will carefully select representative research subjects and design a scientific and reasonable questionnaire to collect relevant data comprehensively and systematically. This questionnaire will cover many dimensions such as the viewing situation of Thai TV series, tourists' tourism motivation, tourism behavior changes, etc., and strive to comprehensively reflect the actual impact of Thai TV series on China tourists visiting Thailand.

Finally, we will perform a series of rigorous analytical processes on the collected data, including descriptive analysis to characterize the basic characteristics of the data, reliability and validity analysis to ensure the reliability and validity of the data, correlation analysis to explore the internal relationship between variables, and structural equation model testing to verify the overall framework of the research hypothesis and theoretical model. Through these analyses, we hope to reveal the deep-seated mechanism of Thai TV series' influence on China tourists visiting Thailand and provide strong support for theoretical research and practical application in related fields.

5.1 Description of Thai TV Series Factors Influence on Chinese Tourist

5.1.1 Dimensions and factors for exploring

According to previous studies, typical case studies and in-depth interviews, this study divides the actual impact of Thai TV series on China tourists to Thailand into six main categories (cognitive evaluation, well-produced, communication validity, experience, verification, psychological comfort). Combining these dimensions, the study developed the following scales:

Table 8 Measurement table

Dimensionality	Measurement item	Encoding name
Cognitive Appraisal (CA)	I think Thailand TV series Thailand's beautiful scenery and characteristic architecture are perfectly presented	CA1
	I think Thai TV series are a vivid display window of Thai culture and folk customs	CA2
	I think Thai TV dramas have exciting plots and natural and realistic performances	CA3
	I think the music and soundtrack of Thai TV series are beautiful	CA4
	I think Thai TV series help build Thai tourism brand	CA5
	I love Thai TV and watch it over and over again.	CA6
Crafted Excellence TV Series (CE)	I will actively follow and search the social updates of my favorite Thai stars	CE1
	I want to follow my favorite Thai star.	CE2
	I enjoyed watching Thai TV series stars.	CE3
Communication Validity (CV)	Follow and watch Thai drama due to social media recommendations	CV1
	The online clips about Thai TV series attracted my attention to the series	CV2

Dimensionality	Measurement item	Encoding name
Experience (EX)	I was attracted to the cultural landscape and wanted to experience different cultures.	EX1
	I was attracted to the natural scenery in the play and wanted to find a beautiful environment	EX2
	I was attracted by the customs and folkways of the play and wanted to experience them for myself.	EX3
	I hope to gain knowledge and share travel experiences with others	EX4
	I want to experience a new style of travel.	EX5
	I think Thailand is very famous, I want to punch in	EX6
Test (TE)	I want to find familiar scenes and images from the show and relive the film and television works	TE1
	I was fascinated by the story and wanted to film it and experience it for myself.	TE2
	I want to buy the unique classic items that appear in the show and taste the food that appears in the show	TE3
Psychological Comfort (PC)	I hope to relieve my stress and calm my body and mind through traveling	PC1
	Watch Thai TV series I am active	PC2
	I am happy to watch Thai TV series	PC3
	Watching Thai TV series is touching.	PC4
	Watch Thai TV series I am empathetic	PC5
Willingness to Visit (WV)	I must travel to Thailand	WV1
Recommendatio	I will recommend Thailand as a tourist	RI1

Dimensionality	Measurement item	Encoding name
n intention (RI)	destination to others	
	I will encourage friends and relatives to go to Thailand	RI2

5.1.2 The results of data collection

In the questionnaire survey stage of this study, the questionnaire star platform was selected as the main carrier of questionnaire distribution. Through a systematic data collection process, we received a total of 631 questionnaires. However, in an initial screening of these questionnaires, we found that 92 respondents had not watched Thai TV dramas, which was excluded according to the core objectives of this study, and the final number of valid questionnaires was 539. These valid questionnaires will serve as solid building blocks for subsequent data analysis.

The questionnaire is designed with five core sections, details of which are shown in the appendix. This questionnaire aims to explore in depth the impact of China watching Thai TV dramas on their willingness to travel to Thailand. The key dimensions covered are extensive and in-depth, including but not limited to the basic demographic characteristics of respondents, the details of watching Thai TV dramas, various factors affecting Thai TV dramas on their willingness to travel, the tourism motivation stimulated by watching Thai TV dramas, and the tourism decisions formed therefrom.

In the whole process of questionnaire design, this study always adheres to the scientific and rigorous principles and attaches great importance to the clarity and understandability of the questions. In order to avoid the use of technical terms and complex sentences that may cause difficulties for respondents, we try to express them in plain language to ensure that respondents can easily understand the questions and give accurate answers. In order to enhance the attractiveness of the questionnaire and the participation of the respondents, we explained the purpose and significance of this study in a concise and clear way at the beginning of the questionnaire. In addition, in order to ensure the privacy rights of respondents and the security of data, we have placed special emphasis on the anonymity of the survey and the confidentiality of

data. In addition, a series of incentive measures, such as participating in the lottery or giving exquisite gifts, were designed to stimulate the respondents' enthusiasm for participation and improve the questionnaire recovery rate and data quality.

In the aspect of data collection, this study selects Questionnaire Star as a powerful online questionnaire survey platform after comprehensive consideration. With its wide applicability and convenience, this platform allows us to easily share questionnaire links through various channels such as social media, achieving rapid dissemination and collection of questionnaires. To ensure the quality and validity of data collection, we have implemented a series of stringent safeguards. On the one hand, we regularly monitor the collection of questionnaires and pay close attention to the number and progress of questionnaires collected; on the other hand, we conduct strict preliminary screening on the collected questionnaires and eliminate invalid questionnaires that do not meet the requirements or have obvious errors according to preset criteria. In addition, we also set a scientific and reasonable questionnaire deadline according to the actual situation of the study and the feasibility needs of data processing. This cut-off time can ensure that a sufficient number of valid questionnaires can be collected in sufficient time for analysis and can avoid the questionnaire data being outdated or invalid due to too long time, thus ensuring the accuracy and reliability of the final analysis results.

5.1.3 The sample description

Firstly, for the selected effective audience samples, we conducted descriptive statistical analysis on their viewing and cognition of a Thai TV series, as well as 8 basic demographic characteristics including gender, age group, education level, professional identity, monthly salary income, marriage and family status, and information acquisition channels. The specific analysis results have been compiled as shown in the table below.

Table 9 Demographic Characteristics Statistics

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
1. Frequency for watch and understand Thai TV series	I haven't seen Thai TV.	92	14.58	14.58
	I have only watched some Thai TV series.	293	46.43	61.01
	I watched a few Thai TV shows.	190	30.11	91.13
	A loyal viewer of Thai TV series	56	8.87	100.00
2. Gender	man	170	31.54	31.54
	girl	369	68.46	100.00
3. Age	20 years and under	61	11.32	11.32
	21-30 years of age	258	47.87	59.18
	31-40 years of age	123	22.82	82.00
	41-50 years of age	70	12.99	94.99
	over the age of 50	27	5.01	100.00
4. Education level	Junior college or below	119	22.08	22.08
	College and undergraduate	312	57.88	79.96
	graduate students and above	108	20.04	100.00
5. Occupation	government departments and public institutions	90	16.70	16.70
	employees of the enterprises	207	38.40	55.10
	self-employed	51	9.46	64.56
	student	174	32.28	96.85
	else	17	3.15	100.00
6. Monthly income level	\$2000 and below	155	28.76	28.76
	2001-3000 element	46	8.53	37.29
	3001-5000 element	132	24.49	61.78
	5001-8000 element	145	26.90	88.68
	more than 8000 Yuan	61	11.32	100.00
7. Marriage and family situation	unmarried	212	39.33	39.33
	Married, childless.	66	12.24	51.58
	married and educated	261	48.42	100.00
8. knowing about the channel of Thai TV series	Recommendation by friends	106	19.67	19.67
	TV propaganda	132	24.49	44.16
	Weibo, chatter, beeping, small red book, WeChat and other social media	296	54.92	99.07
	else	5	0.93	100.00
total		631	100.0	100.0

Among the Thai TV drama audiences who participated in this survey, female viewers dominated with a significant proportion of 68.46%, while male viewers only accounted for 31.54%. This disparity may reflect not only the higher enthusiasm of female viewers for questionnaires, but also their wide interest in TV dramas and the unique charm of Thai TV series content for female viewers.

In terms of age distribution, young respondents aged 21-30 topped the list with 47.87%(258), followed by 31-40 age group with 22.82%(123). This data clearly shows that the main audience group of Thai TV dramas is concentrated in the young adults aged 21 to 40. In contrast, only 11.32% and 5.01% of the population aged 20 and under and 50 and over respectively are closely related to the academic pressure of young students and the relatively low interest of middle-aged and elderly groups in such topics.

In terms of education level, respondents with college and undergraduate education topped the list with 57.88%(312), 22.08%(119) with college education or below, and 20.04%(108) with graduate education or above. Overall, respondents with bachelor degree or below constitute the main force of Thai TV series audience.

In terms of occupation type, the proportion of enterprise employees and students is 38.40% and 32.28%, which jointly support half of the audience of Thai TV series. The proportion of personnel in government agencies and institutions is 16.70%, while that of self-employed persons is 9.46%. This data undoubtedly highlights the strong interest and high attention of corporate employees and student groups to Thai TV dramas.

In terms of monthly income level, respondents in the income range of 3001-5000 yuan led by 24.49%, followed by those in the income range of 5001-8000 yuan, accounting for 26.90%. This data shows that the audience of Thai TV series is mainly concentrated in the middle-income group. At the same time, the proportion of income group below 2000 yuan is also as high as 28.76%, which may be closely related to the large proportion of middle school students in this age group.

In terms of marriage and family status, unmarried respondents ranked first with 39.33%, followed by married and childbearing groups with 48.42%. This data clearly reveals that the audience of Thai TV series is mainly concentrated in the two core groups of unmarried and married children.

When exploring channels for understanding Thai TV dramas, social media platforms (such as Weibo, Douyin, Beiping, Little Red Book, WeChat, etc.) stood out with 54.92% and became the main source of information. This data highlights the importance of online social platforms in Thai TV series promotion. At the same time, the proportion recommended by friends also reached 19.67%, which indicates that Thai TV series have certain social topic and communication power. In addition, TV publicity also accounts for a certain proportion, 24.49%, demonstrating the indispensable role of traditional media in the promotion of Thai TV dramas.

Table 10 Mean and Standard Deviation analysis.

Dimensionality	Items	Mean	S.D.	Meaning
CA	Cognitive Assessment	2.92	0.89	Neutral
	CA1: I think Thailand TV series Thailand's beautiful scenery and characteristic architecture are perfectly presented	3.04	0.93	Neutral
	CA2: I think Thai TV series are a vivid display window of Thai culture and folk customs	2.96	0.91	Neutral
	CA3: I think Thai TV dramas have exciting plots and natural and realistic performances	2.90	0.90	Neutral
	CA4: I think the music and soundtrack of Thai TV series are beautiful	2.94	0.92	Neutral
	CA5: I think Thai TV series help build Thai tourism brand	2.88	0.94	Neutral
	CA6: I love Thai TV and watch it over and over again.	2.89	0.92	Neutral
CE	Crafted Excellence TV Series	2.57	0.95	Neutral
	CE1: I will actively follow and	2.55	0.96	Neutral

Dimensionality	Items	Mean	S.D.	Meaning
	search the social updates of my favorite Thai stars			
	CE2: I want to follow my favorite Thai star.	2.53	0.95	Neutral
	CE3: I enjoyed watching Thai TV series stars.	2.62	0.94	Neutral
CV	Communication Validity	2.74	0.88	Neutral
	CV1: Follow and watch Thai drama due to social media recommendations	2.7	0.90	Neutral
	CV2: The online clips about Thai TV series attracted my attention to the series	2.78	0.86	Neutral
EX	Experience	3.03	0.90	Neutral
	EX1: I was attracted to the cultural landscape and wanted to experience different cultures.	3.07	0.92	Neutral
	EX2: I was attracted to the natural scenery in the play and wanted to find a beautiful environment	3.02	0.91	Neutral
	EX3: I was attracted by the customs and folkways of the play and wanted to experience them for myself.	3.00	0.90	Neutral
	EX4: I hope to gain knowledge and share travel experiences with others	3.01	0.91	Neutral
	EX5: I want to experience a new style of travel.	3.04	0.90	Neutral
	EX6: I think Thailand is very famous, I want to punch in	3.04	0.90	Neutral
TE	Test	2.79	0.93	Neutral

Dimensionality	Items	Mean	S.D.	Meaning
	TE1: I want to find familiar scenes and images from the show and relive the film and television works	2.75	0.94	Neutral
	TE2: I was fascinated by the story and wanted to film it and experience it for myself.	2.73	0.95	Neutral
	TE3: I want to buy the unique classic items that appear in the show and taste the food that appears in the show	2.9	0.91	Neutral
PC	Psychological Comfort	2.84	0.89	Neutral
	PC1: I hope to relieve my stress and calm my body and mind through traveling	2.86	0.90	Neutral
	PC2: Watch Thai TV series I am active	2.82	0.88	Neutral
	PC3: I am happy to watch Thai TV series	2.85	0.89	Neutral
	PC4: Watching Thai TV series is touching.	2.80	0.90	Neutral
	PC5: Watch Thai TV series I am empathetic	2.82	0.89	Neutral
WV	Willingness to Visit	3.37	0.82	Neutral
	WV1: I must travel to Thailand	3.37	0.82	Neutral
RI	Willingness to recommend	3.32	0.84	Neutral
	RI1: I will recommend Thailand as a tourist destination to others	3.30	0.85	Neutral
	RI2: I will encourage friends and relatives to go to Thailand	3.34	0.83	Neutral

The table investigates and analyzes the influence of Thai TV dramas on the audience's willingness to travel to Thailand, covering multiple dimensions such as cognitive evaluation, production sophistication and communication validity, and presents the audience's views on different projects in each dimension through mean and standard deviation. The specific analysis is as follows:

1) The overall attitude reflected by the average value of each dimension

Positive willingness to travel: the average values of "Willingness to visit (WV)" (3.37) and "Willingness to recommend (RI)" (3.32) are high, which shows that the audience has a strong willingness to travel to Thailand and is willing to recommend Thailand to others as a tourist destination. Thai TV dramas have achieved remarkable results in stimulating the audience's interest in tourism and promoting Thailand's tourism.

The dimension of experience is favored: the average value of "Experience (EX)" is 3.03. The audience is attracted by the cultural landscape, natural scenery and folk customs in Thai TV dramas, and they are eager to experience different cultures and new tourism styles, which reflects that the content presented in TV dramas can effectively stimulate the audience's yearning for Thailand's tourism experience.

The cognitive evaluation is positive: the average value of "Cognitive Assessment (CA)" is 2.92. The audience recognizes the performance of Thai TV dramas in presenting Thailand's beautiful scenery, culture, plot performance, music and helping to build tourism brands, but the score is not over 3.0, which shows that although there are positive comments, there is still room for improvement.

Other dimensions need to be improved: the average values of "Crafted Excellence TV Series (CE)" (2.57), "Communication Validity (CV)" (2.74), "Test (TE)" (2.79) and "Psychological Comfort (PC)" (2.84) are relatively low. Among them, the low "CE" dimension shows that the audience pays low attention to Thai TV dramas in terms of star-related aspects; The low "CV" shows that social media and online clips have limited effect on attracting viewers to watch Thai TV dramas. The low "TE" indicates that the audience is not willing to have a shooting experience and find familiar scenes because of the plot; The low level of "PC" reflects that Thai TV

plays have an average effect in relieving the pressure of the audience and bringing psychological comfort.

2) Attitude differences reflected by standard deviation of each dimension

There is little difference in attitudes in each dimension: the overall standard deviation is between 0.82 and 0.96, which shows that although the audience's views on different projects in each dimension are different, the fluctuation range is small and relatively concentrated. For example, the standard deviation of "Willingness to Visit(WV)" is 0.82, which shows that the audience has little difference in their willingness to travel to Thailand, and most people have higher willingness; The standard deviation of each item under "Cognitive Assessment(CA)" is between 0.90 and 0.94, which reflects that the audience has a high consistency in evaluating the performance of Thai TV dramas in all aspects.

3) Intra-dimensional item analysis

Cognitive assessment (CA): "I think Thailand TV series Thailand's beautiful scenery and characteristic architecture are perfectly presented" has an average value of 3.04, which is the highest in this dimension, indicating that the audience has a high recognition of the scenery and architecture presented by Thai TV dramas; The average value of "I think Thai TV series help build Thai tourism brand" is 2.88, which means that the role of TV series in helping tourism brand building has not reached the audience's expectations.

Crafted Excellence TV Series (CE): "I enjoyed watching Thai TV series stars." The average value of 2.62 is relatively high, and the audience's love for watching Thai TV stars is slightly higher than other star-related projects; The average value of "I want to follow my favorite Thai star." is 2.53, which shows that the audience's willingness to actively follow Thai stars is weak.

Communication Validity (CV): the average value of "The online clips about Thai TV series attracted my attention to the series" is 2.78 higher than that of "Follow and watch that drama due to social media recommendations", which shows that online clips can attract viewers to pay more attention to Thai TV dramas than social media recommendations.

Experience (EX): The average of each item is between 3.00 and 3.07, and the gap is very small, which shows that the audience is attracted by Thai TV dramas and has a strong desire to experience different cultures, appreciate natural scenery and feel folk customs.

Test (TE): "I want to buy the unique classic items that appear in the show and taste the food that appears in the show" has the highest average value of 2.90, and the audience is more interested in buying items and tasting delicious food in the play. "I was fashionable by the story and wanted to film it and experience it for myself." The average value of 2.73 is the lowest, indicating that the willingness to produce shooting experience due to the plot is low.

Psychological comfort (PC): the average value of "I hope to relieve my stress and calmmy body and mind through traveling" is 2.86, and the audience's desire to relieve stress through tourism is slightly stronger; The average value of "Watching Thai TV series is touching." is 2.80, which reflects the poor effect of Thai TV series in touching the audience's emotions.

Willingness to Visit (WV) and Willingness to recommend(RI): The average values of each item are 3.37, 3.30 and 3.34, respectively, which are very close, indicating that the attitude of the audience in traveling to Thailand and recommending Thailand is highly consistent, and they all show positive will.

5.2 Reliability and Validity Analysis of Questionnaire

5.2.1 Reliability analysis

In this section, we will further use Cronbach's Alpha coefficient, a classic reliability assessment tool, to analyze the internal consistency of the questionnaire in depth and evaluate the multi-dimensional. Through systematic data analysis and detailed statistical testing, we found that the overall Cronbach's Alpha reliability coefficient of the sample data reached a high level of 0.919. This value fully demonstrates the high degree of consistency and stability among the indicators within the questionnaire.

Specifically, the high value of Cronbach's Alpha coefficient reflects the close correlation between items in the questionnaire, indicating that the questionnaire shows strong internal consistency in measuring the same construct. This result not only

verifies the scientificity and rationality of the questionnaire design, but also further proves the reliability and validity of the questionnaire in the process of data collection. In addition, the high reliability coefficient also indicates that the questionnaire can effectively reduce the interference of random errors, thus ensuring the accuracy and stability of the measurement results.

From the practical point of view, this high reliability level has laid a solid foundation for the subsequent data analysis and the deduction of research conclusions. It not only enhances the credibility of research results, but also provides powerful data support for theoretical construction and practical application in related fields. To sum up, the design and implementation of the questionnaire has achieved remarkable success at the reliability level, which can accurately and efficiently measure the core content we want to explore and provide reliable guarantee for the in-depth development of the study.

Table 11 Reliability Analysis

Items	Correction Term Total Correlation (CITC)	Alpha coefficient with term deleted	Cronbach α coefficient
CA1	0.508	0.917	0.919
CA2	0.510	0.917	
CA3	0.563	0.916	
CA4	0.542	0.916	
CA5	0.541	0.916	
CA6	0.632	0.915	
CE1	0.607	0.915	
CE2	0.568	0.916	
CE3	0.632	0.915	
CV1	0.599	0.916	
CV2	0.598	0.916	
EX1	0.651	0.915	
EX2	0.629	0.915	

Items	Correction Term Total Correlation (CITC)	Alpha coefficient with term deleted	Cronbach α coefficient
EX3	0.687	0.914	
EX4	0.649	0.915	
EX5	0.601	0.916	
EX6	0.674	0.915	
TE1	0.665	0.915	
TE2	0.649	0.915	
TE3	0.647	0.915	
PC1	0.594	0.916	
PC2	0.586	0.916	
PC3	0.559	0.916	
PC4	0.556	0.916	
PC5	0.621	0.915	
WV1	0.608	0.915	
RI1	0.607	0.915	
RI2	0.601	0.915	
Note: Normalized Cronbach α coefficient = 0.913			

5.2.2 Validity analysis

In order to ensure the scientific and validity of the questionnaire, we systematically tested the structural validity of the formal questionnaire to evaluate its measurement validity. Construct validity is an important index to measure whether the questionnaire can accurately reflect the theoretical construct, so we used a variety of statistical methods to verify the validity of the questionnaire. Specifically, AMOS 24.0 software was used to accurately test the fitting indicators of the model, and confirmatory factor analysis (CFA) was used to comprehensively evaluate the convergence validity and discrimination validity of the scale to ensure that the measurement quality of the questionnaire met the research requirements.

At the beginning of the analysis, we first performed the KMO (Kaiser-Meyer-Olkin) test and Bartlett sphere test on the scale to determine whether the data were suitable for factor analysis. The results of the KMO test showed values as high as 0.949, well above the threshold criterion of 0.8, indicating a strong correlation between variables and that the data were well suited for factor analysis. At the same time, Bartlett's sphere test had a significance level less than 0.001, further confirming that the correlation between variables was statistically significant. The significance and consistency of these two test results provide a solid statistical basis for subsequent factor analysis and ensure the scientific and reliability of the study.

Table 12 KMO and Bartlett's Test

KMO value		0.949
Bartlett's sphericity test	approximate chi-square	9630.615
	<i>df</i>	378
	p-value	0.000

Table 13 Validity analysis results

Name	Factor loading coefficient			Common Degree (Common Factor Variance)
	Factor 1	Factor 2	Factor 3	
EX1	0.753	0.239	0.146	0.645
EX2	0.754	0.235	0.125	0.639
EX3	0.727	0.301	0.173	0.649
EX4	0.781	0.209	0.143	0.674
EX5	0.754	0.162	0.141	0.614
EX6	0.713	0.293	0.183	0.628
TE1	0.680	0.316	0.171	0.591
TE2	0.659	0.362	0.105	0.575
TE3	0.774	0.229	0.130	0.669
PC1	0.739	0.127	0.201	0.603

Name	Factor loading coefficient			Common Degree (Common Factor Variance)
	Factor 1	Factor 2	Factor 3	
CE1	0.140	0.764	0.138	0.622
CE2	0.127	0.746	0.104	0.583
CE3	0.279	0.668	0.133	0.542
CV1	0.212	0.661	0.163	0.508
CV2	0.301	0.533	0.233	0.429
PC2	0.208	0.691	0.117	0.534
PC3	0.212	0.573	0.223	0.423
PC4	0.208	0.616	0.155	0.447
PC5	0.269	0.624	0.197	0.501
WV1	0.298	0.590	0.204	0.478
RI1	0.231	0.653	0.194	0.517
RI2	0.216	0.649	0.214	0.513
CA1	0.220	0.110	0.760	0.638
CA2	0.185	0.148	0.771	0.651
CA3	0.157	0.250	0.772	0.683
CA4	0.119	0.285	0.745	0.651
CA5	0.174	0.199	0.780	0.677
CA6	0.173	0.435	0.643	0.632
Eigenroot (before rotation)	11.615	2.611	2.090	-
Variance explanation %(before rotation)	41.482%	9.326%	7.465%	-
Cumulative variance interpretation rate %(before rotation)	41.482%	50.808%	58.273%	-
Eigenvalues (after rotation)	6.216	6.139	3.962	-
Variance explanation %(after rotation)	22.200%	21.923%	14.150%	-

Name	Factor loading coefficient			Common Degree (Common Factor Variance)
	Factor 1	Factor 2	Factor 3	
rotation)				
Cumulative variance interpretation rate %(after rotation)	22.200%	44.123%	58.273%	-
KMO value	0.949			-
Barth spherical value	9630.615			-
<i>df</i>	378			-
p-value	0.000			-
Note: If the numbers in the table are colored: blue indicates that the absolute value of the load coefficient is greater than 0.4, and red indicates that the commonality (variance of common factors) is less than 0.4.				

5.3 Correlation analysis

Correlation analysis is an important method to study the correlation between quantitative variables, aiming at revealing whether there is significant correlation between data, the direction of action (positive/negative correlation) and measuring the strength of correlation-by-correlation coefficient. The analysis process is usually divided into three stages: first, test the pairwise significance of each dependent variable Y and independent variable X to confirm the existence of statistical association; second, analyze the direction of action of significantly correlated variables and evaluate the strength of linear association based on the absolute value of correlation coefficient (such as Pearson r)(the larger the value, the closer the association); finally, integrate the test results of all variable pairs to extract the correlation law in the data.

The following is the correlation analysis of "cognitive assessment (CA)," "crafted excellence TV series (CE)," "transmission validity (CV)" and "experience (EX)," "test (TE)," "psychological comfort (PC)."

Table 14 Correlation analysis

Pearson correlation-standard format											
	CA1	CA2	CA3	CA4	CA5	CA6	CE1	CE2	CE3	CV1	CV2
EX1	0.294	0.255	0.295	0.279	0.290	0.366	0.328	0.285	0.376	0.358	0.372
EX2	0.272	0.268	0.277	0.227	0.312	0.339	0.303	0.304	0.388	0.329	0.367
EX3	0.336	0.298	0.306	0.329	0.309	0.377	0.383	0.356	0.420	0.399	0.408
EX4	0.271	0.272	0.301	0.261	0.319	0.325	0.290	0.290	0.395	0.330	0.390
EX5	0.281	0.277	0.296	0.217	0.282	0.260	0.258	0.223	0.348	0.338	0.394
EX6	0.324	0.324	0.332	0.311	0.310	0.362	0.336	0.332	0.401	0.357	0.375
TE1	0.319	0.299	0.310	0.336	0.288	0.389	0.402	0.384	0.392	0.330	0.347
TE2	0.306	0.265	0.279	0.272	0.243	0.369	0.435	0.412	0.415	0.333	0.363
TE3	0.311	0.285	0.255	0.284	0.274	0.304	0.281	0.286	0.385	0.299	0.377
PC1	0.291	0.303	0.318	0.260	0.304	0.306	0.228	0.186	0.346	0.330	0.386
PC2	0.215	0.232	0.289	0.318	0.260	0.423	0.423	0.409	0.437	0.422	0.327
PC3	0.260	0.270	0.335	0.337	0.358	0.391	0.346	0.318	0.412	0.346	0.385
PC4	0.221	0.280	0.302	0.298	0.268	0.375	0.354	0.326	0.363	0.374	0.333
PC5	0.245	0.303	0.379	0.325	0.331	0.411	0.381	0.372	0.409	0.400	0.405

* $p < 0.05$ $p < 0.01$

In this study, Pearson correlation analysis system was used to investigate the correlation between 11 variables (CA1 -6, CE1 -3, CV1-2) and 14 variables (EX1 -6, TE1 -3, PC1 -5)(total sample size needs to be supplemented). The results showed statistically significant positive linear correlations ($p < 0.01$) for all pairs of variables, and the distribution of correlation coefficients exhibited the following characteristics:

1. Correlation strength between variable groups:

The correlation coefficients between CA series (CA1 -6) and dependent variables ranged from 0.215 to 0.411, and CA6 had the strongest correlation with PC2 ($r=0.423$).

CE series (CE1 -3) correlation coefficient span 0.223-0.437, CE3 and PC2 showed the highest correlation ($r=0.437$)

CV series (CV1-2) correlation coefficient is stable in 0.327-0.422, CV1 and PC2 correlation degree is the highest ($r=0.422$)

2. Cross-dimensional association features:

The correlation coefficient between PC2 and CE3 reached the maximum ($r=0.437$). EX3 had the strongest correlation with CE3 in EX group ($r=0.420$), TE2 had the strongest correlation with CE1 in TE group ($r=0.435$).

3. Intensity grade distribution:

Strong correlation ($r \geq 0.4$): mainly appeared in CE3-PC2 (0.437), CE3-PC5 (0.409) and other combinations Moderate correlation ($0.3 \leq r < 0.4$): accounts for the main distribution interval (approximately 83% of variable pairs) Weak correlation ($r < 0.3$): only individual combinations such as CA2-PC2 (0.232), PC1-CE2 (0.186)

The following is the correlation analysis of "experience (EX)," "Test (TE)," "psychological comfort (PC)" and "visit intention (WV)," "recommendation intention (RI)."

Table 15 Pearson Standard Format

Pearson correlation-standard format														
	EX1	EX2	EX3	EX4	EX5	EX6	TE1	TE2	TE3	PC1	PC2	PC3	PC4	PC5
WV1	0.419**	0.354**	0.447**	0.383**	0.300**	0.463**	0.446**	0.410**	0.400**	0.282**	0.440**	0.336**	0.404**	0.407**
RI1	0.369**	0.362**	0.394**	0.319**	0.284**	0.413**	0.389**	0.376**	0.376**	0.289**	0.443**	0.386**	0.392**	0.433**
RI2	0.340**	0.368**	0.432**	0.309**	0.249**	0.410**	0.402**	0.395**	0.350**	0.255**	0.469**	0.364**	0.404**	0.438**

* $p < 0.05$ ** $p < 0.01$

In this study, Pearson correlation analysis system was used to investigate the correlation between 14 independent variables (EX1 -6, TE1 -3, PC1 -5) and three dependent variables (WV1, RI1, RI2). The results showed statistically significant positive linear correlations ($p < 0.01$) for all 147 pairs of variables, and the distribution of correlation coefficients exhibited the following characteristics:

1. intensity gradient distribution

Strong correlation ($r \geq 0.4$): mainly concentrated in PC group (PC2 vs RI2: $r=0.469$; PC5 vs RI2: $r=0.438$) and EX6 (vs WV1: $r=0.463$) Moderate correlation ($0.3 \leq r < 0.4$): dominant (about 72% of variable pairs), e.g. TE1 and WV1 ($r=0.446$) Weak correlation ($r < 0.3$): only PC1 vs RI2 ($r=0.255$), EX5 vs RI2 ($r=0.249$)

2. Variable group performance differences

EX group: EX6 performed best (average $r=0.429$), EX5 performed weakest (average $r=0.278$) TE group: strongest association for TE1 (mean $r=0.412$) and weaker association for TE3 (mean $r=0.375$) PC group: PC2/PC5 was prominent (PC5 and RI2 $r=0.438$), PC1 was significantly weaker than the same group (average $r=0.275$)

3. Cross-dimensional correlation model

W V 1 showed the strongest correlation with EX6 and PC 2 ($r=0.463$; $r=0.440$).

RI1 had the highest correlation coefficient with PC2 ($r=0.443$).

RI2 was most closely associated with PC5 ($r=0.438$)

Table 16 Pearson triangle format

Pearson Correlation-Triangle Line Format																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
EX1(1)	1																
EX2(2)	0.626 **	1															
EX3(3)	0.665 **	0.632 **	1														
EX4(4)	0.590 **	0.637 **	0.564 **	1													
EX5(5)	0.585 **	0.539 **	0.574 **	0.647 **	1												
EX6(6)	0.608 **	0.613 **	0.613 **	0.583 **	0.543 **	1											
TE1(7)	0.540 **	0.563 **	0.601 **	0.574 **	0.485 **	0.593 **	1										
TE2(8)	0.536 **	0.563 **	0.583 **	0.563 **	0.472 **	0.607 **	0.680 **	1									
TE3(9)	0.593 **	0.590 **	0.576 **	0.653 **	0.602 **	0.619 **	0.581 **	0.593 **	1								
PC1(10)	0.585 **	0.540 **	0.571 **	0.612 **	0.630 **	0.497 **	0.527 **	0.418 **	0.602 **	1							
PC2(11)	0.321 **	0.328 **	0.352 **	0.331 **	0.312 **	0.351 **	0.368 **	0.373 **	0.360 **	0.293 **	1						
PC3(12)	0.327 **	0.312 **	0.290 **	0.363 **	0.316 **	0.341 **	0.308 **	0.329 **	0.318 **	0.335 **	0.611 **	1					
PC4(13)	0.326 **	0.297 **	0.311 **	0.331 **	0.354 **	0.315 **	0.307 **	0.323 **	0.341 **	0.302 **	0.632 **	0.586 **	1				

Pearson Correlation-Triangle Line Format																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
3)	**	**	**	**	**	**	**	**	**	**	**	**					
PC5(1	0.351	0.370	0.384	0.343	0.353	0.412	0.382	0.405	0.400	0.336	0.597	0.611	0.681				
4)	**	**	**	**	**	**	**	**	**	**	**	**	**	1			
WV1(0.419	0.354	0.447	0.383	0.300	0.463	0.446	0.410	0.400	0.282	0.440	0.336	0.404	0.407			
15)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1		
RI1(1	0.369	0.362	0.394	0.319	0.284	0.413	0.389	0.376	0.376	0.289	0.443	0.386	0.392	0.433	0.685		
6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	
RI2(1	0.340	0.368	0.432	0.309	0.249	0.410	0.402	0.395	0.350	0.255	0.469	0.364	0.404	0.438	0.681	0.727	
7)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1

* $p < 0.05$ ** $p < 0.01$

This table presents Pearson correlation coefficient matrix, which is used to show the correlation between multiple variables. The numbers in the matrix represent the Pearson correlation coefficient between two variables, and the numerical range is between -1 and 1. The closer the absolute value is to 1, the stronger the correlation is. The sign indicates positive or negative correlation. In addition, whether the correlation is significant is judged by labeling " $** p < 0.05$ " and " $*** p < 0.01$ ".

Strong positive correlation variable pair: There are many groups of variables with strong correlation among many variable relationships. For example, the correlation coefficient between EX2 and EX3 is 0.632^{**} , and the correlation coefficient between EX4 and EX5 is 0.647^{**} . These two groups of variables show a significant strong positive correlation. It means that when the value of EX2 increases, the value of EX3 will increase with great probability; Similarly, as the value of EX4 rises, the value of EX5 will also rise. In practical research, if these variables represent different experimental indicators, we can infer that there may be common influencing factors or mechanisms behind them based on this strong correlation.

Correlation difference between different variable groups: from the perspective of variable groups, the internal correlation of EXperimental variable groups starting with ex is generally high. For example, the correlation coefficients between EX1 and EX6 are mostly above 0.5 and significant, which shows that these experimental variables are internally related to some extent. In contrast, the correlation between variables starting with PC and other variable groups is relatively low, such as the correlation coefficient between PC1 and TE1 is only 0.527^{**} , which may imply that the

properties or influencing factors represented by variables in PC group are quite different from those in other variable groups, and its role may need to be considered separately in the study.

Universality of significant correlation: most of the correlation coefficients in the table are marked with "*" or "** **", which indicates that under the test level set by this study, the correlation between variables is mostly significant. This shows that these variables studied are not independent of each other, and there are various correlations between them. This universal significant correlation provides a basis for further mining the complex relationship network behind variables. Later, more complex models, such as structural equation model, can be constructed to explore the causal relationship and action path between these variables.

5.4 The Proposed Model for Factor Influence of Thai TV Series Affect Chinese Tourist

5.4.1 Demographic variables on Thai Opera on China travel intention to Thailand SPSS.27 software was used to analyze whether the demographic variables such as gender, age and monthly income of the audience had significant differences in the scores of TV program elements, film and television tourism motivation and travel willingness. There are only two questions about gender and viewing time, so independent sample T test is used to analyze the influence of gender and viewing time on each research variable. There were more than three questions about age, education, occupation and income, so one-way ANOVA was used to analyze them

5.4.1.1 An Analysis of Gender Impact

Table 17 Gender Impact Analysis

Independent variable	Dependent variable	Group	Mean	S.D.	T value	Significance
Gender	CA	Man	2.36	1.00	0.17	0.87
		Woman	2.35	0.79		
	CE	Man	2.57	1.08	-1.80	0.07
		Woman	2.74	1.02		
	CV	Man	2.50	1.09	0.67	0.50
		Woman	2.43	0.98		

Independent variable	Dependent variable	Group	Mean	S.D.	T value	Significance
	EX	Man	2.43	0.99	0.61	0.54
		Woman	2.38	0.82		
	TE	Man	2.49	1.05	-0.32	0.75
		Woman	2.52	0.91		
	PC	Man	2.40	0.89	0.00	1.00
		Woman	2.40	0.76		
	WV	Man	2.39	1.22	-1.93	0.06
		Woman	2.60	1.09		
	RI	Man	2.51	1.09	-2.00	0.05
		Woman	2.71	1.06		

Summary of results: Gender had no significant effect on most of the variables studied (e.g. CA, CV, EX, TE, PC), but there were differences in CE, WV, and RI, although these differences did not always reach statistical significance ($p < 0.05$).

Detailed interpretation: For CA (Cognitive Assessment), gender difference was not significant ($p=0.87$), indicating that male and female cognitive assessment of Thai drama is equivalent. For CE (Crafted Excellence TV Series), the gender difference was nearly significant ($p=0.07$), with women scoring slightly higher than men, possibly indicating that women were more critical or sensitive to the quality of Thai drama production.

Gender differences were also nearly significant ($p=0.06$ and $p=0.05$) on WV (willingness to visit) and RI (willingness to recommend), with women showing higher willingness to visit and recommend, which may be related to women's higher interest in traveling and sharing experiences.

5.4.1.2 Age Impact Analysis

Table 18 Age Impact Analysis

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
Age	CA	20 years and under	2.27	0.61	2.70	0.03*
		21-30 years of age	2.47	0.89		
		31-40 years of age	2.21	0.84		
		41-50 years of age	2.20	0.87		
		over the age of 50	2.44	1.10		
	CE	20 years and under	2.78	1.00	2.97	0.02*
		21-30 years of age	2.82	1.02		
		31-40 years of age	2.50	1.02		
		41-50 years of age	2.50	1.09		
		over the age of 50	2.51	1.15		
	CV	20 years and under	2.43	0.99	0.59	0.67
		21-30 years of age	2.52	1.01		
		31-40 years of age	2.35	0.97		
		41-50 years of age	2.45	1.10		
		over the age of 50	2.41	1.10		
	EX	20 years and under	2.35	0.77	1.40	0.23
		21-30 years of age	2.41	0.84		
		31-40 years of age	2.40	0.94		
		41-50 years of age	2.24	0.85		
		over the age of 50	2.69	1.10		
	TE	20 years and under	2.58	0.95	1.97	0.10
		21-30 years of age	2.58	0.90		
		31-40 years of age	2.42	1.05		
		41-50 years of age	2.27	0.88		
		over the age of 50	2.68	1.21		
PC	20 years and under	2.45	0.80	0.49	0.74	
	21-30 years of age	2.44	0.78			
	31-40 years of age	2.35	0.82			
	41-50 years of age	2.33	0.83			
	over the age of 50	2.41	0.90			
WV	20 years and under	2.62	1.20	6.18	0.00*	
	21-30 years of age	2.75	1.12			

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
		31-40 years of age	2.23	1.08		
		41-50 years of age	2.29	1.13		
		over the age of 50	2.26	0.98		
	RI	20 years and under	2.84	1.07	7.06	0.00*
		21-30 years of age	2.84	1.04		
		31-40 years of age	2.34	1.02		
		41-50 years of age	2.35	1.03		
		over the age of 50	2.44	1.20		

Summary of Results: Age had significant effects on several study variables, particularly on WV and RI.

Detailed interpretation: There were significant differences in CA (program attraction), CE (Test), WV (viewing intention) and RI (travel intention) among different age groups (significance <0.05). People aged 20 - 30 had higher scores in CA and CE dimensions; people aged 20 and under and 21 - 30 had higher scores in WV and RI dimensions, and people aged 31 - 50 had lower scores, indicating that young people were more active in Thai opera related dimensions and willingness to travel to Thailand.

5.4.1.3 An Analysis of the Influence of Educational Attainment

Table 19 Educational Impact Analysis

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
Degree of education	CA	Junior college or below	2.32	1.00	0.22	0.80
		College and undergraduate	2.37	0.82		
		graduate students and above	2.33	0.84		
	CE	Junior college or below	2.45	1.08	4.15	0.02
		College and undergraduate	2.77	1.03		

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
	CV	graduate students and above	2.70	1.00	2.03	0.13
		Junior college or below	2.50	1.12		
		College and undergraduate	2.50	1.00		
	EX	graduate students and above	2.28	0.92	6.65	0.00*
		Junior college or below	2.34	0.94		
		College and undergraduate	2.49	0.87		
	TE	graduate students and above	2.15	0.74	6.55	0.00*
		Junior college or below	2.31	0.97		
		College and undergraduate	2.63	0.98		
	PC	graduate students and above	2.37	0.84	2.50	0.08
		Junior college or below	2.32	0.84		
		College and undergraduate	2.47	0.78		
	WV	graduate students and above	2.31	0.80	6.15	0.00*
		Junior college or below	2.22	1.19		
		College and undergraduate	2.64	1.11		
		graduate students and above	2.56	1.10		

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
	RI	Junior college or below	2.33	1.08	7.12	0.00*
		College and undergraduate	2.76	1.08		
		graduate students and above	2.67	0.97		

Summary of Results: Education had significant effects on several study variables, particularly EX, TE, WV, and RI.

Detailed interpretation: Education levels differ significantly ($p < 0.05$ or $p < 0.001$) in EX (experience), TE (Test), WV (willingness to visit) and RI (willingness to recommend), and are generally reflected in lower scores in graduate and higher education groups, which may reflect higher expectations and requirements for travel experiences and destinations in highly educated groups.

5.4.1.4 Career Impact Analysis

Table 20 Occupational Impact Analysis

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
Occupation	CA	government departments and public institutions	2.41	0.87	2.96	0.02*
		employees of the enterprises	2.21	0.88		
		self-employed	2.30	0.93		
		student	2.47	0.80		
		else	2.66	0.85		
	CE	government departments and public institutions	2.72	1.02	3.71	0.01*
		employees of the enterprises	2.51	1.02		
		self-employed	2.63	1.18		
		student	2.84	1.00		

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
	CV	else	3.24	1.04	3.45	0.01*
		government departments and public institutions	2.40	0.93		
		employees of the enterprises	2.34	1.04		
		self-employed	2.76	1.21		
		student	2.46	0.93		
		else	3.06	1.00		
	EX	government departments and public institutions	2.25	0.86	2.59	0.04*
		employees of the enterprises	2.32	0.86		
		self-employed	2.53	1.02		
		student	2.47	0.82		
		else	2.81	0.99		
	TE	government departments and public institutions	2.50	0.92	4.31	0.00*
		employees of the enterprises	2.39	0.93		
		self-employed	2.45	1.09		
		student	2.59	0.93		
		else	3.31	1.00		
	PC	government departments and public institutions	2.31	0.75	6.01	0.00*
		employees of the enterprises	2.24	0.76		
		self-employed	2.55	0.94		
		student	2.56	0.80		
else		2.87	0.81			
WV	government departments and public	2.53	1.12	7.74	0.00*	

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
		institutions			7.28	0.00*
		employees of the enterprises	2.29	1.12		
		self-employed	2.31	1.17		
		student	2.81	1.06		
		else	3.29	1.05		
	RI	government departments and public institutions	2.54	1.02		
		employees of the enterprises	2.45	1.05		
		self-employed	2.52	1.18		
		student	2.89	1.02		
		else	3.47	0.87		

Summary of Results: Occupation had significant effects on several study variables, particularly CE, TE, WV, and RI.

Detailed interpretation: There were significant occupational differences ($p < 0.05$ or $p < 0.001$) in CE (Crafted Excellence TV Series), TE (Test), WV (willingness to visit) and RI (willingness to recommend), and the scoring patterns varied among occupational groups. For example, student groups score higher on CE and WV, probably because they are more attracted to novel and high-quality films and television, and have a stronger willingness to travel.

5.4.1.5 Income Level Impact Analysis

Table 21 Income Impact Analysis

Independent variable	Dependent variable	Group	Mean	S.D.	F value	significance
Income level	CA	\$2000 and below	2.49	0.80	1.69	0.15
		2001-3000 element	2.32	0.77		
		3001-5000 element	2.28	0.79		
		5001-8000 element	2.35	0.96		
		more than 8000 Yuan	2.20	0.98		

Independent variable	Dependent variable	Group	Mean	S.D.	F value	significance
	CE	\$2000 and below	2.86	0.99	2.10	0.08
		2001-3000 element	2.84	1.07		
		3001-5000 element	2.60	1.06		
		5001-8000 element	2.58	1.04		
		more than 8000 Yuan	2.58	1.07		
	CV	\$2000 and below	2.50	0.94	0.91	0.46
		2001-3000 element	2.53	1.00		
		3001-5000 element	2.53	1.12		
		5001-8000 element	2.34	1.05		
		more than 8000 Yuan	2.38	0.87		
	EX	\$2000 and below	2.50	0.81	1.50	0.20
		2001-3000 element	2.45	0.89		
		3001-5000 element	2.42	0.86		
		5001-8000 element	2.29	0.93		
		more than 8000 Yuan	2.26	0.89		
	TE	\$2000 and below	2.63	0.94	1.39	0.24
		2001-3000 element	2.56	0.95		
		3001-5000 element	2.50	0.95		
		5001-8000 element	2.45	0.97		
		more than 8000 Yuan	2.31	0.99		
PC	\$2000 and below	2.59	0.78	3.99	0.00*	
	2001-3000 element	2.35	0.68			
	3001-5000 element	2.43	0.81			
	5001-8000 element	2.26	0.76			
	more than 8000 Yuan	2.25	0.94			
WV	\$2000 and below	2.83	1.06	5.50	0.00*	
	2001-3000 element	2.50	1.17			
	3001-5000 element	2.58	1.16			
	5001-8000 element	2.32	1.14			
	more than 8000	2.20	1.08			

Independent variable	Dependent variable	Group	Mean	S.D.	F value	significance
		Yuan				
	RI	\$2000 and below	2.91	1.02	4.12	0.00*
		2001-3000 element	2.66	1.07		
		3001-5000 element	2.61	1.06		
		5001-8000 element	2.45	1.07		
		more than 8000 Yuan	2.49	1.10		

Summary of Results: Income levels had significant effects on some of the variables studied, particularly PC, WV, and RI.

Detailed interpretation: In PC (psychological comfort), income level difference is significant (p 0.001), but the specific trend is not clear, may need to further analyze the psychological needs of different income groups. Income level differences were also significant (p 0.001) for WV (willingness to visit) and RI (willingness to recommend), and were generally reflected in lower willingness to visit and recommend for higher-income groups, which may be related to more travel choices and stricter travel decision criteria.

5.4.1.6 Impact analysis of family status

Table 22 Analysis of the impact of family conditions

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
Family background	CA	Unmarried	2.41	0.70	1.59	0.21
		Married, childless.	2.43	1.08		
		Married and educated	2.28	0.92		
	CE	Unmarried	3.03	0.98	20.54	0.00*
		Married, childless.	2.53	1.02		
		Married and educated	2.45	1.02		
	CV	Unmarried	2.51	0.95	0.75	0.47
		Married, childless.	2.49	1.08		

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Significance
	EX	Married and educated	2.40	1.05	0.43	0.65
		Unmarried	2.43	0.77		
		Married, childless.	2.40	1.02		
	TE	Married and educated	2.36	0.91	5.88	0.00*
		Unmarried	2.67	0.87		
		Married, childless.	2.53	1.02		
	PC	Married and educated	2.37	0.99	2.17	0.12
		Unmarried	2.49	0.76		
		Married, childless.	2.37	0.91		
	WV	Married and educated	2.34	0.81	20.87	0.00*
		Unmarried	2.90	1.03		
		Married, childless.	2.47	1.30		
RI	Married and educated	2.25	1.09	30.39	0.00*	
	Unmarried	3.06	0.95			
	Married, childless.	2.52	1.14			
		Married and educated	2.34	1.03		

Summary of Results: Family status had significant effects on several study variables, particularly CE, TE, WV, and RI.

Detailed interpretation:

Family status differed significantly ($p < 0.05$ or $p < 0.001$) on CE (Crafted Excellence TV Series), TE (Test), WV (willingness to visit), and RI (willingness to

recommend), and unmarried groups scored higher on multiple variables. This may be related to unmarried groups having more leisure time and a stronger desire to explore.

5.4.1.7 Learn about channel impact analysis

Table 23 Understanding Channel Impact Analysis

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Sig.
Understanding channels	CA	Recommended by friends	2.31	0.99	0.50	0.68
		TV propaganda	2.42	0.96		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.33	0.78		
		else	2.53	0.36		
	CE	Recommended by friends	2.38	1.02	4.90	0.00*
		TV propaganda	2.64	1.11		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.81	1.00		
		else	3.00	0.62		
	CV	Recommended by friends	2.33	1.04	3.72	0.01*
		TV propaganda	2.69	1.13		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.39	0.94		
		else	2.90	0.89		
EX	Recommended by friends	2.30	0.92	1.72	0.16	
	TV propaganda	2.53	0.96			
	Weibo, chatter, beeping, small red book, WeChat and other social media	2.36	0.82			
	else					

Independent variable	Dependent variable	Group	Mean	S.D.	F value	Sig.
	TE	else	2.30	0.42	1.55	0.20
		Recommended by friends	2.35	1.02		
		TV propaganda	2.56	1.05		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.53	0.89		
		else	2.93	0.64		
	PC	Recommended by friends	2.38	0.89	0.13	0.94
		TV propaganda	2.40	0.84		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.41	0.75		
		else	2.60	0.63		
	WV	Recommended by friends	2.32	1.20	1.74	0.16
		TV propaganda	2.53	1.19		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.61	1.09		
		else	2.40	0.55		
	RI	Recommended by friends	2.47	1.06	1.65	0.18
		TV propaganda	2.59	1.19		
		Weibo, chatter, beeping, small red book, WeChat and other social media	2.73	1.02		
else		2.80	0.57			

Summary of Results: Understanding channels had significant effects on some of the variables studied, especially CE and CV.

Detailed interpretation: On CE (Crafted Excellence TV Series) and CV (Communication Validity), there was a significant difference in understanding channels ($p < 0.05$ or $p < 0.001$), and the group who knew Thai dramas through social media scored higher on CE, probably because they were more likely to access and evaluate high-quality films and television works.

5.4.2 SEM validation and analysis of structural equation models

5.4.2.1 Confirmatory Factor Analysis

Table 24 Model Fit Test

Test rating	Critical value		Model fit	Fitting results
	Excellent	Good		
CMIN/DF	<3	<5	5.00	good
SRMR	<0.05	<0.08	0.06	good
GFI	>0.9	>0.8	0.93	excellent
AGFI	>0.9	>0.8	0.89	good
RFI	>0.9	>0.8	0.91	excellent
IFI	>0.9	>0.8	0.95	excellent
TLI	>0.9	>0.8	0.93	excellent
CFI	>0.9	>0.8	0.95	excellent
RMSEA	<0.05	<0.08	0.08	good

According to the results of the model fit test, CMIN/DF = 5.00, in the range of 3-5, RMSEA = 0.08, also in the good range. In addition, the test results of RFI, IFI, TLI and CFI reached the excellent level above 0.9. Therefore, the CFA model has a good fit degree.

Table 25 Convergence Validity and Combination Reliability Tests for Each Dimension

Latent variables	Measured variable	Estimate	Std.Estimate	AVE	CR
CA	CA1	1	0.717	0.572	0.889
	CA2	1.025	0.729		

Latent variables	Measured variable	Estimate	Std.Estimate	AVE	CR
	CA3	1.172	0.798		
	CA4	1.117	0.768		
	CA5	1.131	0.775		
	CA6	1.091	0.751		
CE	CE1	1	0.852	0.668	0.857
	CE2	0.954	0.828		
	CE3	0.751	0.77		
CV	CV1	1	0.813	0.613	0.760
	CV2	0.925	0.753		

On the premise that CFA model has good fit, convergence validity (AVE) and combination reliability (CR) of each dimension of the scale will be further tested. The CFA model was used to calculate the standardized factor loads of each item in the corresponding dimension. Then convergence values and combined reliability values of each dimension are calculated by calculating formulas of AVE and CR. According to the criteria, the minimum requirement of AVE value is 0.5, CR value is 0.7, in order to indicate good convergence validity and combination reliability.

According to the analysis results, in the validity test of this health literacy scale, the AVE value of each dimension is above 0.5, and the CR value is above 0.7, which can comprehensively explain the convergence validity and combination reliability of each dimension. All these tests have good convergent validity and combinatorial reliability.

Table 26 Results of discriminant validity test for each dimension

Variable	CA	CE	CV
CA	0.572		
CE	0.497	0.668	
CV	0.548	0.816	0.613
Square root of AVE value	0.756	0.817	0.783

According to the analysis results, it can be seen that in this discrimination validity test, the standardized correlation coefficient between each dimension is less than the square root of the AVE value corresponding to the dimension, so it indicates that each dimension has good discrimination validity.

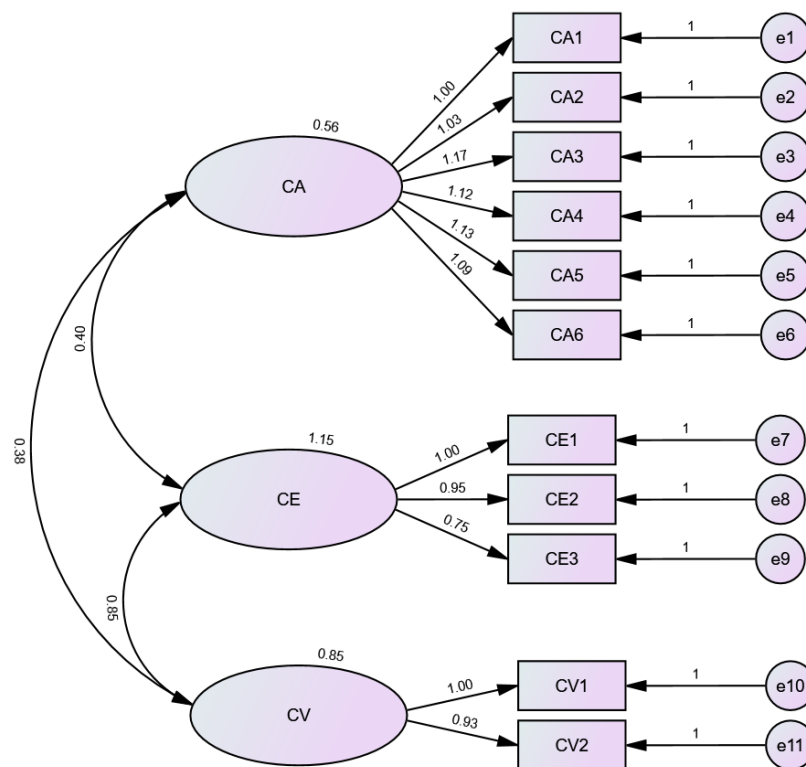


Figure 4 CFA Model Plot for Confirmatory Factor Analysis

According to the analysis results, All factor loads are greater than 1, indicating that observed variables have strong explanatory power for latent variables. For example, CA1-CA6 have high factor loads, indicating that these observed variables can well reflect the latent variable of cognitive evaluation. CE1-CE3 also had higher factor loads, especially CE1 and CE2, indicating that these observed variables could reflect the latent variable of well-made TV series well. CV1 and CV2 also have higher factor loads, especially CV1, indicating that these observed variables can better reflect the latent variable of propagation effectiveness.

Covariance between latent variables: The covariance between CA and CE was 0.56, indicating a moderately positive correlation between cognitive ratings and well-produced TV series. The covariance between CA and CV was 0.40, indicating a moderate positive correlation between cognitive evaluation and communication effectiveness. The covariance between CE and CV was 0.85, indicating a strong positive correlation between well-produced TV series and transmission effectiveness.

Conclusion CFA model diagram in Figure 5.2 shows that the relationship between the three latent variables (CA, CE, CV) and their corresponding observed variables is reasonable, and the factor loads are high, which indicates that the observed variables can better reflect the latent variables. The covariance paths between the latent variables also show that there is some correlation between them, which provides a basis for the subsequent structural equation model analysis.

5.4.2.2 SEM for proposed model

Table 27 Model Fit Test for Proposed Model

Test rating	Critical value		Model fit	Fitting results
	Excellent	Good		
CMIN/DF	<3	<5	3.449	good
SRMR	<0.05	<0.08	0.080	good
GFI	>0.9	>0.8	0.086	good
AGFI	>0.9	>0.8	0.830	good
RFI	>0.9	>0.8	0.867	good
IFI	>0.9	>0.8	0.916	excellent
TLI	>0.9	>0.8	0.902	excellent
CFI	>0.9	>0.8	0.915	excellent
RMSEA	<0.05	<0.08	0.067	good

According to the analysis results, CMIN/DF is 3.449, lower than 5, belonging to a good range, indicating that the model fits well. SRMR is 0.080, which just meets the good standard of less than 0.08, and the fit is good. GFI is 0.086, RFI is 0.867, AGFI is 0.830, IFI is 0.916, TLI is 0.902, CFI is 0.915, all close to or in the range of 0.9 or better, indicating that the model fits well. RMSEA is 0.067, which

belongs to a good range (lower than 0.08), indicating that the fitness of the model is high.

Table 28 Test results of path relationship of structural equation model

	Path		Estimate	S.E.	C.R.	P
EX	<---	CA	-0.902	0.567	-1.592	0.111
TE	<---	CA	-0.788	0.485	-1.623	0.105
PC	<---	CA	-0.031	0.105	-0.293	0.769
EX	<---	CE	-7.054	2.746	-2.568	0.01
TE	<---	CE	-6.063	2.315	-2.619	0.009
PC	<---	CE	-1.061	0.508	-2.092	0.036
EX	<---	CV	8.408	3.062	2.746	0.006
TE	<---	CV	7.358	2.581	2.85	0.004
PC	<---	CV	1.509	0.572	2.636	0.008
RI	<---	EX	-8.882	12.565	-0.707	0.48
RI	<---	TE	9.881	12.889	0.767	0.443
RI	<---	PC	1.005	0.342	2.941	0.003
RI	<---	CA	0.689	0.469	1.467	0.142
RI	<---	CE	2.402	3.429	0.701	0.484
RI	<---	CV	-3.514	3.227	-1.089	0.276

According to the analysis results, The path coefficient of CA to EX was -0.902, which was not significant ($p=0.111$), indicating that there was no significant direct causal relationship between cognitive evaluation and experience. The path coefficient of CA to TE was -0.788, which was not significant ($p=0.105$), indicating that cognitive evaluation had no significant effect on validation.

The path coefficient of CA to PC was -0.031, which was not significant ($p=0.769$), indicating that cognitive evaluation had no significant direct effect on psychological comfort. The path coefficient of CE to EX is -7.054, significantly ($p=0.01$), indicating that well-produced Thai TV series have a significant negative

impact on the experience, i.e. well-produced Thai TV series may make the audience experience lower, probably because high expectations lead to disappointment.

CE has a significant negative effect on TE with a path coefficient of -6.063 ($p=0.009$), and well-produced TV shows may make it harder for viewers to find authentic experiences. The path coefficient of CE to PC was -1.061, significantly ($p=0.036$), suggesting that well-produced TV series may reduce psychological comfort.

CV has a significant positive effect on EX ($p=0.006$), with a path coefficient of 8.408. The more effective the communication, the better the audience experience. CV has a significant positive effect on TE with a path coefficient of 7.358 ($p=0.004$). Propagation validity also has a positive effect on validation. CV has a path coefficient of 1.509 for PC, which is significant ($p=0.008$), and transmission effectiveness significantly improves psychological comfort.

RI was mainly affected by PC, path coefficient was 1.005, significant ($p=0.003$), indicating that psychological comfort was an important factor affecting recommendation intention, the more comfortable tourists were psychologically, the more likely they were to recommend Thailand as a tourist destination.

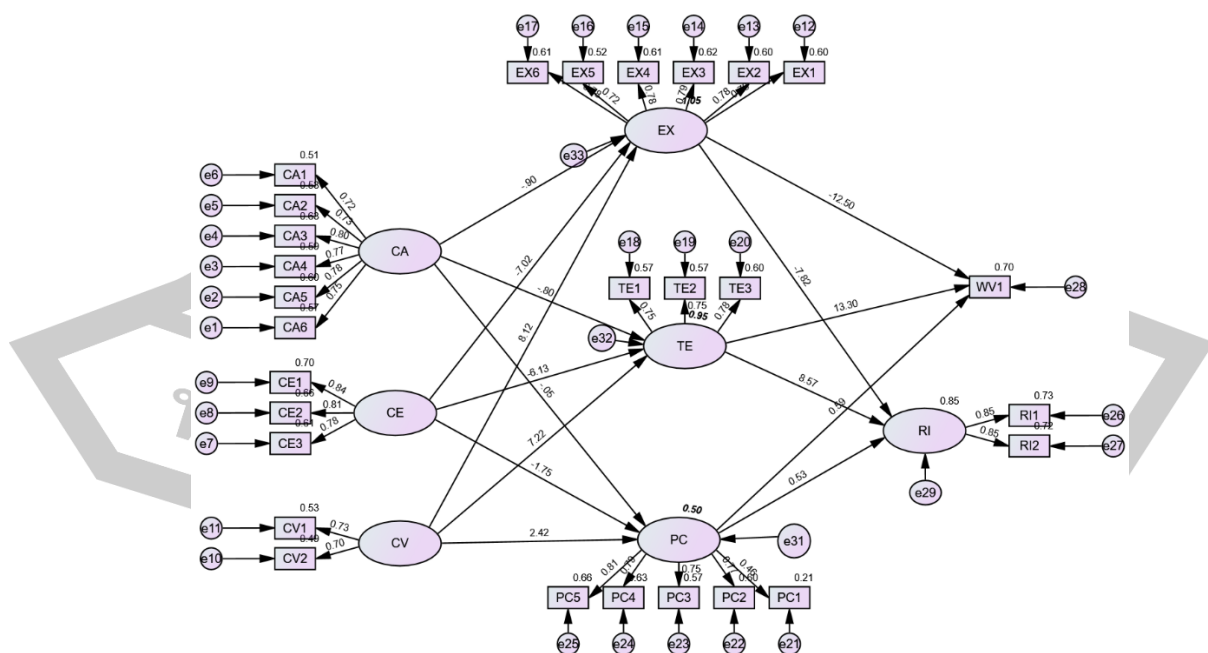


Figure 5 Structural Equation Model of Thai TV Series'Influence on Chinese Tourists' Travel to Thailand

Above figure shown as follow

1) Effects of CE on experience EX, TE, and PC:

CE had significant negative effects on EX, TE and PC. This suggests that although good production is an important factor in attracting viewers, it does not necessarily have a positive effect on audience experience, verification needs and psychological comfort. It may be because the well-made Thai TV series enhance the audience's expectation for tourism. When there is a gap between the actual tourism experience and the ideal picture in the play, it is easy to cause psychological gap, resulting in poor experience and reduced psychological comfort.

2) CV on EX, TE, and PC:

CV had significant positive effects on EX, TE and PC. It shows that the dissemination of effective plays will enhance the audience's interest in Thailand tourism, make the audience look forward to experiencing the culture, scenes and other elements of the play, so as to actively seek opportunities to verify the relevant elements of the play in the travel, and in the actual travel process, psychological comfort is also stronger.

3) Relationship between PC and RI:

PC had a significant positive effect on RI. Tourists with high psychological comfort are more likely to recommend Thailand to others after the trip. For example, tourists relax and enjoy themselves on the road, and they will recommend them to friends or family.

Summary Figure 5-3 reveals the deep mechanism of Thai TV series influencing China tourists to Thailand through multi-dimensional factors. Positive factors such as well-made and effective communication can improve the visitor experience and psychological comfort, but high expectations may lead to adverse effects. Psychological comfort is a key factor in recommending travel. It is suggested that practitioners pay more attention to tourist experience, psychological comfort and the effectiveness of tourism publicity.

Chapter 6

Research Conclusions, Discussions, Recommendations and Knowledge Contributions

In the above study, we deeply explore the influence mechanism of Thai TV series on China tourists to Thailand and obtain rich and valuable research results through rigorous model construction, data collection and analysis. From analyzing typical cases of Thai TV series, to mining audience perception and experience through in-depth interviews, to verifying theoretical models with various statistical methods, we gradually reveal the key factors and action paths of Thai TV series in the decision-making process of China tourists visiting Thailand.

These research results not only provide a solid theoretical basis for us to understand the relationship between Thai TV series and China tourists visiting Thailand, but also provide strong support for subsequent discussions and suggestions. Next, based on these achievements, we will further explore the conclusions of the study, analyze its theoretical and practical significance, put forward targeted development suggestions, and elaborate the contribution of this study in the field of knowledge, in order to provide more in-depth thinking and more constructive solutions for promoting the in-depth exchange and integration of Sino-Thai tourism culture.

6.1 Research Conclusions

This study focuses on the impact of Thai TV series on China tourists traveling to Thailand, constructs a theoretical model by comprehensive qualitative research, and verifies it through empirical research, and draws a series of important conclusions.

6.1.1 Research Methods

This study adopts a mixed-methods approach, integrating qualitative and quantitative analyses to explore the impact of Thai TV series on Chinese tourists' travel decisions to Thailand. The research is grounded in three theoretical frameworks: Cultivation Theory, Feeling Involvement, and Film-induced Tourism.

1. Cultivation Theory (Gerbner et al., 1986) was employed to analyze how prolonged exposure to Thai TV series shapes Chinese audiences' perceptions of

Thailand's cultural and natural landscapes. This theory explains how repeated media consumption cultivates a shared understanding of reality, which aligns with the study's focus on how Thai TV series construct an idealized image of Thailand, influencing viewers' travel motivations.

2. Feeling Involvement (Havitz & Mannell, 2005) was applied to assess the emotional engagement of audiences with Thai TV series. This framework helped identify how viewers' affective connections to characters, plots, and settings translate into psychological comfort and travel intentions. For example, romantic narratives and visually appealing scenes in Thai dramas were found to enhance emotional resonance, driving the desire for firsthand experiences in Thailand.

3. Film-induced Tourism Theory (Riley, 1992) guided the investigation of how specific Thai TV series (e.g., *Born a Pair*, *Interpreting My Love with Your Heart*) act as catalysts for tourism. This theory underscores the role of media in promoting destinations through storytelling and visual representation, which aligns with the study's empirical findings on how filming locations become popular tourist attractions.

Data collection included in-depth interviews with 10 Chinese viewers and a survey of 500 potential tourists. Structural equation modeling (SEM) was used to validate the hypothesized relationships between variables such as cognitive evaluation, communication validity, and travel intention.

6.1.2 Research Results

1) Multi-factors influence tourism decision-making

The influence of Thai TV series on China tourists' tourism decision-making in Thailand is multi-dimensional and in-depth.

1.1) Thai TV series has a profound impact on China tourists' travel decision-making, which is not limited to one aspect, but involves many dimensions. First of all, from the cognitive evaluation level, Thai TV series outlines a charming Thai image for the audience with unique cultural elements, charming natural scenery and moving story plots. The frequent scenes of temples, beaches, traditional festivals, etc. not only make the audience interested in Thailand's cultural and natural landscape but also stimulate their travel motivation. For example, in the popular Thai TV series

"Born a Pair," by showing the ancient Thai court culture and traditional etiquette, the audience's curiosity about Thai history and culture was greatly stimulated, and then the desire to experience it for themselves was generated.

1.2) The excellent production of Thai TV series is also an important factor to attract audiences. The high-level production of Thai TV series in actor performance, plot creation, picture presentation and kimono design greatly enhanced Thailand's image in the audience's mind. By watching these well-produced Thai TV series, the audience can gain a deeper understanding of Thailand's culture and social life, thus generating more yearning for Thailand. Take "Gangster Young Master Fall in Love with Me" as an example. Through wonderful action scenes, fashionable clothing modeling and vivid display of Bangkok urban life, the play successfully attracted a large audience and promoted their willingness to travel to Thailand.

1.3) The transmission validity of Thai TV series is also an important factor. With the popularity of social media, Thai TV series spreads online and offline through multiple channels, and its influence expands rapidly. Classic scenes, lines and music from the show spread widely on social media and became a hot topic, attracting viewers to Thailand to punch cards. For example, Phuket, a location in "Interpreting My Love with Your Heart," quickly became a popular tourist destination after the series hit. This tourism effect through social media has not only increased Thailand's popularity but also promoted the development of tourism.

2) There are differences among different groups

Groups with different demographic characteristics show significant differences in the degree of influence of Thai TV series

2.1) In terms of gender, females scored slightly higher on the well-made dimension of Thai TV series than males and showed more positive on the willingness to visit and recommend. This may be related to women paying more attention to details of TV series and having a higher interest in traveling and sharing experiences. Female viewers are usually more attracted to romantic plots, beautiful pictures and delicate emotions in Thai TV series, which makes it easier to generate travel motivation.

2.2) In terms of age, people aged 20-30 are more active in Thai TV series related dimensions and willingness to travel to Thailand. People in this age group are

more susceptible to pop culture and have more leisure time and travel intentions. They often learn about Thai TV series through social media and have strong travel incentives after watching them. In contrast, the 31-50 age group scored relatively low, which may be related to their more cautious travel decisions and higher requirements for travel experiences. People in this age group often consider more factors when choosing a tourist destination, such as travel costs, transportation convenience, safety conditions, etc.

Moreover, education level also has a significant impact on the audience's exposure to Thai TV series. College and undergraduate education groups are the main audience of Thai TV series, but graduate students and above have higher expectations in experience, verification and other dimensions, and their scores are relatively low. This reflects that highly educated groups have deeper thinking and higher requirements for tourism experiences and destinations. They tend to pay more attention to the cultural connotation and in-depth experience of tourism, rather than just staying on the surface of sightseeing and shopping.

2.3) Occupation, income level and family status also affect the audience's influence to different degrees. Student groups and enterprise employees are the main audience of Thai TV series. Because students are more easily attracted by novel film and television works and have strong willingness to travel, they score higher in well-made Thai TV series and willingness to travel to Thailand; enterprise employees hope to relax through Thai TV series and tourism due to high work pressure. In terms of income level, the higher income groups have lower willingness to visit and recommend tourism to Thailand due to more tourism choices; while among the income groups below 2000 yuan, students account for a large proportion, and they are influenced by Thai TV series and show higher enthusiasm for tourism to Thailand. In terms of family status, unmarried group scored higher on Thai TV series related variables and stronger willingness to travel than married group, which was related to unmarried group having more leisure time and exploration desire.

3) The model significance

Structural equation model verification found that there is a partial significant direct causal relationship between the study variables

3.1) This study verifies part of the path relationship in the model of Thai TV series 'impact on China tourists' travel to Thailand by structural equation model. Well-produced Thai TV series has significant negative effects on audience experience, validation and psychological comfort. This may be due to the audience's high expectations of well-made Thai TV series, which lead to a decline in experience, validation and psychological comfort. For example, some Thai TV series have beautified the filming sites, and visitors may be disappointed when they visit them. This gap between expectations and reality may affect viewers' overall impression of Thailand, thereby reducing their travel satisfaction.

3.2) On the contrary, communication validity has significant positive effects on audience experience, validation and psychological comfort. The wider the spread of Thai TV series, the deeper the audience's understanding of Thailand, the better the experience, verification and psychological feeling in the process of tourism. For example, Thai TV series, which is widely disseminated through social media, allows viewers to know Thailand's tourist attractions and cultural characteristics in advance, increasing their sense of harvest in tourism. This kind of advanced understanding and expectation helps to improve the satisfaction and happiness of the audience during the travel process.

3.3) Psychological comfort is an important factor affecting recommendation intention. The psychological satisfaction, such as emotional resonance, physical and mental pleasure, obtained by the audience during watching Thai TV series or traveling will prompt them to recommend Thailand tourism to others. When viewers feel warm emotional stories in Thai TV series and experience Thai hospitality during travel, they are more willing to recommend Thailand to relatives and friends. This recommendation effect not only helps to enhance Thailand's tourism visibility but also promotes the sustainable development of tourism.

6.2 Discussions

1) Theoretical significance

This study constructs and verifies the model of Thai TV series' impact on China tourists' travel to Thailand, which enriches the theoretical research in film and television tourism. While previous studies primarily focused on the general impact of media on tourism (Kim & Richardson, 2003), this research specifically analyzes Thai TV series as a cultural product, refining influencing factors and paths (e.g., destination image and emotional engagement) that align with the media cultivation theory (Gerbner et al., 2002). The model clarifies the relationship between media elements and tourism motivation, providing a theoretical basis for cross-cultural tourism studies.

The results also contribute to intercultural communication theory. Similar to the "Korean Wave" effect observed in East Asian tourism (Lee & Lee, 2019), Thai TV series' dissemination in China demonstrates how cultural products bridge cross-cultural gaps. By analyzing how these series influence travel decisions, this study extends the framework of cultural proximity theory (Straubhaar, 1991), revealing how audiences perceive cultural authenticity through media consumption. For instance, the 2024 Thai drama "I Told Sunset About You" triggered a surge in Chinese tourists visiting Phuket's filming locations, with related Weibo hashtags exceeding 280 million views, demonstrating the symbiotic relationship between media narratives and tourism behavior.

2) Practical significance

For Thailand's tourism sector, the findings support targeted marketing strategies. Consistent with market segmentation principles proposed by Kotler et al. (2017), differentiated strategies (e.g., youth-themed routes vs. high-end customized tours) can enhance competitiveness, as evidenced by Japan's anime tourism success (Okamoto, 2015). Post-pandemic data shows that Chinese free independent travelers (FITs) now account for 82% of Thailand-bound tourists, with daily spending rising from 6,100 THB (2019) to 10,000 THB (2023). To capitalize on this trend, Thailand could replicate New Zealand's Lord of the Rings campaigns (Beeton, 2005) by

integrating TV series IP into tourism infrastructure, such as themed hotels or interactive AR experiences at filming sites.

For TV producers, the study highlights the need for authenticity. Contrary to the "entertainment-education" paradigm (Singhal & Rogers, 2004), excessive dramatization may distort cultural narratives, as seen in critiques of Bollywood's tourism portrayals (Singh, 2020). Collaboration between producers and tourism departments could replicate the synergy observed in New Zealand's Lord of the Rings campaigns (Beeton, 2005). For example, "Love Destiny" sparked interest in Ayutthaya's historical sites, increasing visitor numbers by 30% in 2024, proving that culturally resonant storytelling drives tourism growth.

3) Study limitations

The sample collection via "Questionnaire Star" may introduce bias. As noted by Bryman (2016), online platforms often underrepresent older and rural populations—a limitation also reported in similar media-tourism studies (Hudson & Ritchie, 2006). Recent events like the 2025 "Wang Xing incident", where safety concerns led to a 20% drop in Chinese tourist bookings, further highlight the need for longitudinal studies to capture dynamic risk perceptions.

The exclusion of other countries' cultural products (e.g., K-dramas) limits cross-cultural comparisons. Future research could adopt the comparative framework used in European film tourism studies (Månsson, 2011) to assess competitive dynamics. For instance, while Thai dramas attract Chinese Gen-Z tourists, Japanese anime tourism dominates among older demographics, suggesting divergent market segmentation strategies.

Additionally, Thailand's post-pandemic tourism recovery remains fragile, with 2024 Chinese tourist numbers (7.3 million) still 34% below 2019 levels. Factors like rising prices and safety concerns over cannabis legalization necessitate integrating macroeconomic indicators into future models.

6.3 Recommendations

Based on the validated model, the following recommendations are proposed to optimize the synergy between Thai TV series and tourism development:

1) Leverage Communication Validity (CV) for Precision Marketing

Social Media Co-Creation: Partner with Chinese influencers to create "behind-the-scenes" content and user-generated challenges (e.g., TikTok reenactments of iconic scenes) to deepen audience engagement.

Geotagged Content Promotion: Utilize location-based services (e.g., WeChat Mini Programs) to push TV series-related tourism information when users search for Thailand-related keywords.

2) Mitigate Crafted Excellence (CE) Expectation Gaps

Authenticity Campaigns: Develop marketing campaigns emphasizing "Beyond the Screen" experiences, such as "Unscripted Thailand" vlogs contrasting TV series fantasy with real-world adventures.

Quality Control Standards: Establish a "Thai TV Series Tourism Certification" for attractions, ensuring consistency between on-screen portrayals and in-person experiences.

3) Enhance Psychological Comfort (PC) Through Emotional Design

Thematic Accommodation: Launch "TV Series Character Suites" in hotels, featuring decor and amenities inspired by popular dramas (e.g., Love Destiny-themed rooms).

Mindfulness Tourism: Integrate wellness activities (e.g., Thai massage workshops, meditation retreats) into tourism packages to align with viewers' desire for stress relief.

4) Experiential Validation (TE) Activation

Scene Replication Experiences: Create immersive installations at filming locations (e.g., Bad Romance: The Heiress market replica) with QR codes linking to original clips.

Nostalgia Commerce: Sell "TV Series Memory Boxes" containing props, local snacks, and exclusive access to virtual fan meetings.

5) Cognitive Appraisal (CA) Enhancement Strategy

Cultural Ambassador Program: Train tourism staff as "Thai Culture Interpreters" to provide contextual explanations of TV series settings (e.g., historical significance of Ayutthaya in *The Crown Princess*).

Bilingual Signage: Implement standardized Chinese Thai signage at key locations to reduce cognitive load for Chinese tourists.

6.4 Knowledge Contribution of Research

1) Expand the Perspective of Film and Television Tourism Research

This study opens up a new horizon for the field of film and television tourism research. Firstly, the thesis analyzes the influence of Thai TV series on China tourists traveling to Thailand, which enriches the case study of film and television tourism. Previous studies focused on Hollywood movies, Korean dramas and other tourism impact; Thai TV series research is relatively small. This study fills in the gap of the research by analyzing the characteristics of Thai TV series, audience groups and its motivation to tourism, and provides a new perspective and ideas for the study of film and television tourism.

Secondly, through the study of the influence of Thai TV series on China tourists 'travel to Thailand, it is helpful to improve the theoretical system of film and television tourism. The mechanism of Thai TV series factors influencing tourism motivation and travel intention can provide new theoretical viewpoints and research ideas for film and television tourism theory. For example, this study found that well-produced Thai TV series have significant negative effects on audience experience, validation, and psychological comfort, challenging the commonly held hypothesis that high-quality films and television works can enhance travel willingness. This new discovery helps us to understand the relationship between film and television works and tourism more comprehensively and promotes the development of film and television tourism theory.

2) Reveal impact mechanisms

This study elaborates on the internal mechanism of Thai TV series influencing China tourists to Thailand and provides a deeper understanding of the role of cultural products in tourism decision-making. Firstly, the paper clarifies the influence paths of cognitive evaluation, well-made and communication validity on

travel motivation and travel intention. Cognitive evaluation affects tourist motivation by stimulating tourists' interest in Thai culture and landscape; well-produced by enhancing Thailand's image in the audience's mind, promoting tourism intention; and communication validity by expanding the influence of Thai TV series, attracting tourists to Thailand.

Secondly, this study also reveals the impact mechanism of Thai TV series elements on tourists' travel experience, validation and psychological comfort. For example, well-produced Thai TV series have a significant negative impact on visitor experience, which may be related to high expectations leading to disappointment, while communication validity has a significant positive impact on visitor experience, because wide dissemination can increase visitors' understanding and expectations of Thailand. These findings help tourism practitioners and cultural product creators to better grasp the relationship between cultural products and tourism and provide theoretical basis for formulating relevant strategies.

In addition, this study also explored the differences in the influence of Thai TV series among groups with different demographic characteristics. For example, women scored higher in the well-made dimension of Thai TV series and were more positive in their willingness to visit and recommend; young people were more positive in the dimensions related to Thai TV series and their willingness to travel to Thailand. These findings help the tourism sector and cultural product creators to target markets more accurately and develop differentiated marketing strategies.

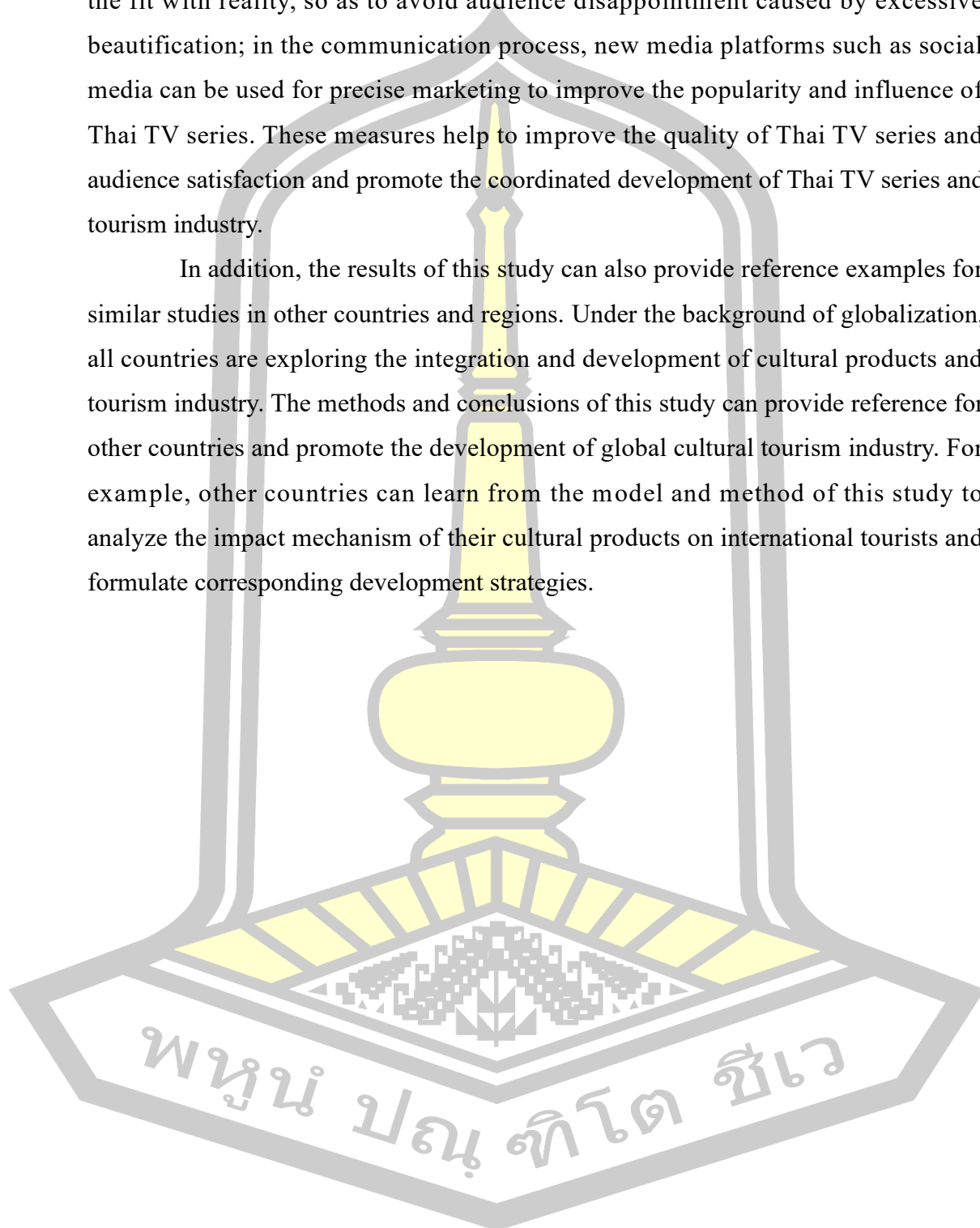
3) Provide decision-making basis

The conclusion of this study provides an empirical basis for Thai tourism sector and Thai TV series industry to formulate development strategies. First of all, Thailand's tourism department can formulate precise marketing strategies according to the differences between different groups affected by Thai TV series. For example, youth tourism routes with the theme of Thai TV series shooting can be launched for young groups; high-end customized tourism products can be designed for high-income groups. These strategies will help boost the competitiveness and market share of Thailand's tourism industry.

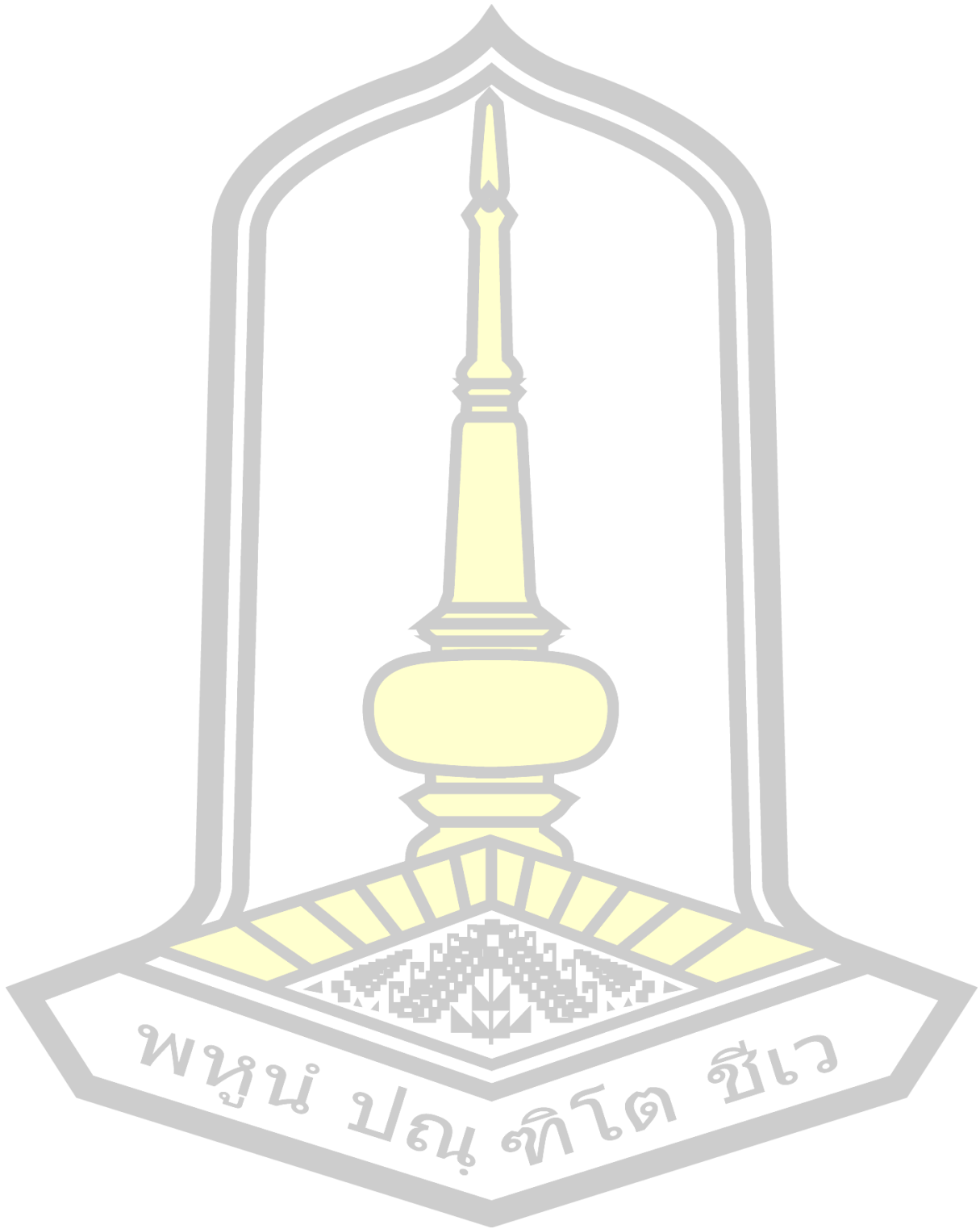
Secondly, Thai TV series producers can optimize TV series production content and dissemination methods according to the research results. For example, in

the production process, more attention can be paid to the authenticity of the plot and the fit with reality, so as to avoid audience disappointment caused by excessive beautification; in the communication process, new media platforms such as social media can be used for precise marketing to improve the popularity and influence of Thai TV series. These measures help to improve the quality of Thai TV series and audience satisfaction and promote the coordinated development of Thai TV series and tourism industry.

In addition, the results of this study can also provide reference examples for similar studies in other countries and regions. Under the background of globalization, all countries are exploring the integration and development of cultural products and tourism industry. The methods and conclusions of this study can provide reference for other countries and promote the development of global cultural tourism industry. For example, other countries can learn from the model and method of this study to analyze the impact mechanism of their cultural products on international tourists and formulate corresponding development strategies.



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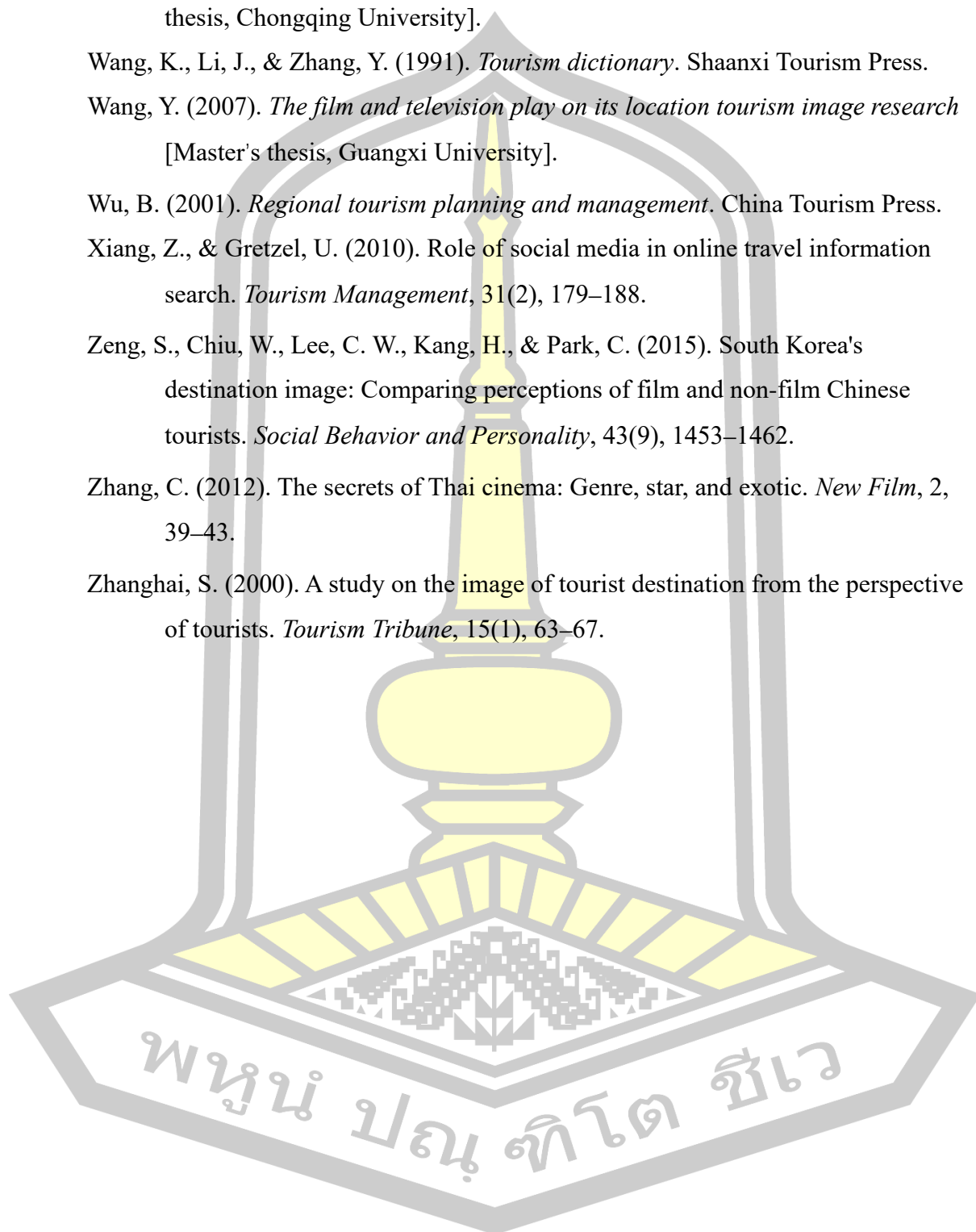
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