



Wedding Needs of Chinese Tourists in Chiang Mai

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Abstract: - *With the decoration stream Such events and honeymoons outside the country make the country more beautiful. especially for Thailand On the way, he came to organize the wedding ceremony. work and some honeymoon already by the location of Thanee Gym, Rami Province, the sea, and the southern islands. Due to the beautiful scenery and Chiang Mai province due to the tradition and culture of the wedding ceremony original work at Exotic and beautiful in the eyes of foreign couples. Even though Thailand has a wealth of tourism, it can be developed to support the pipe industry. However, Thailand still lacks structural management, which requires cooperation. Between the government and the private enterprise in the development of service potential and marketing. Therefore, the country of Thailand should consider the organization of the business structure to can compete sustainably with marketing guidelines. The objectives of wedding organizing potential of Chinese Tourist couples in Chiang Mai. Using the quantitative research method, The target group in the study was 500 Chinese Tourist couples in Chiang Mai. By random the research instruments consisted Structured interview and a questionnaire with a validity value between 0.67 - 1.00 and a confidence value of 0.894 and an interview form. Data were analyzed by frequency, percentage, mean, and standard deviation. It was found that the factors wedding organizing potential of Chinese Tourist couples in Chiang Mai. As follows: Tourist Attractions, Service, Readiness and beauty of the Accommodation, and Readiness of Tour Operators.*

Keywords: Wedding; Needs; Chinese Tourist

Introduction

Thailand's event value market in 2014 is expected to be worth 14,300-14,700 million baht, an increase of 2-5% from the previous year from the information that "Kasikorn Research Center" has estimated which is still expanding well Although the country there will be economic stagnation problems. and political uncertainty including wedding business expanding as well causing a large number of companies in the market But making an event company or a wedding planning company become prominent and recognized in the market not easy But there are elements and importance. at every stage of the event, It can be said that the wedding business is worth billions of baht. growing high Because according to the data from the Kasikorn Research Center, during the past 5-6 years, Thai people have registered an average of more than 300,000 marriages per year. This business will expand even more. Because many lovers in ASEAN including around the world, definitely want to travel to have a lot of weddings in Thailand (Kasikorn, R. 2018).

In the tourism industry, The end of the year will be the season of arranging weddings and honeymoons for foreign clients, especially those that handle the niche tourism sector. common people but instead generates widespread circulating capital until able to support the tourism industry of the country as a whole Because the market value is so enormous that "outsiders" do not expect the Tourism Authority of Thailand (TAT) to produce a total report of 170 pages, pointing out the value of the wedding and honeymoon business of our home that Revenues from Indian tourists alone have reached 45.8 billion baht or 4% of the total tourism revenue (1.15 trillion baht) in 2014. (Tourism, A. 2014).

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This report, produced by the consulting firm Synovate Business Consulting, takes an in-depth look at this field of business. Along with distinguishing 3 main tourist markets, which are: (1) Tourists from the US, Australia, and Europe, considering the money spent on the wedding, including honeymoon trips in Thailand for a while It is a group of tourists that should be given the highest priority. (2) Indian tourists who travel to Thailand to organize an event or attend a wedding especially, this group quietly advanced to second place. with a very high budget. (3) Most tourists from emerging markets such as China or Singapore prefer to organize their honeymoon on a budget.

In these three main markets, The largest and rapidly growing target audience of Thai wedding and honeymoon businesses is Indians, with statistics showing that 1,049,856 Indian tourists came to Thailand in 2013, an increase of 3.61% from the previous year. About 1,070,000 people and at least 8,000 came to attend the wedding celebrations held that year approximately 40 times, with the ideal "peak" for Hindu auspicious events taking place across the year in November. until the end of March. The TAT estimates the average cost of a wedding in India at an average of 10 million baht and requires about 200-500 guests to be invited, three to five nights, and about 500 rooms to be opened. One job. Key motivator for the thriving Thai wedding business among the Indian wealthy is convenience and cost. The Thai-Indian Business Association confirms that hosting a wedding in Thailand saves a couple of times more money than it does in India, which is amazing. Because organizing a traditional auspicious event outside the country would require a lot of miscellaneous expenses. Whether it's airfare, hotel accommodation, food, transportation, or yacht rental which is a burden that the host has to pay to entertain guests from India It does not include the cost of a priest who performs the ritual. and excellent chefs who fly directly from the mother country In addition, some events may be so great that they will close or cover the entire resort. which must add additional costs that must be paid Operator/Place Owner It is a special case as well why is the cost and work that is enormous, not less? Even cheaper than hosting an event in your own country! Prices for hotels or accommodation in Thailand at the same level as other places are 30-60% cheaper, but the quality of service is no different from the number one in the world. Food and beverages are also 30-60% cheaper overall, with only direct flights from India to Bangkok. Only slightly more expensive than his domestic ticket price. But some ranges are almost the same price. TAT explained that Traveling to Thailand has always been a charm for the bride and groom's families who wish to hold a wedding abroad in a country that has a double advantage. That is, in addition to having a beautiful and exciting atmosphere for foreigners. It is also a source of fair price events as well. which they can take only 4 hours direct flight from Delhi or Mumbai to Thailand. which is the most popular destination country for wedding ceremonies and guaranteed the Best Country Award and Best Wedding Destination Award three years in a row from Travel Leisure The world's leading travel magazine (Ministry, T. 2018).

TAT is aggressively marketing the wedding group, joining hands with the Chinese wedding business giants to invade Chiang Mai. Negotiating related businesses, including hotels, resorts, restaurants, and souvenirs, aiming to draw dragon lovers to organize events in Thailand Aiming for 5,000 pairs this year, Ms. Phakanan Winitchai, Director of the Tourism Office of Thailand (TAT) Chiang Mai said that TAT China has joined with Top One Company (Shanghai Dao Pu Wen Culture Communication Co. Ltd.) to organize a Wedding Industry Workshop & Trade Meet event by inviting 107 members who are wedding planner entrepreneurs as buyers to meet with potential sellers from all over the country such as Phuket, Samui, Chiang Mai and have business negotiations It is expected that the results of this activity There will be at least 5,000 married couples traveling in Thailand. After the success of the wedding market in India, This group has the potential to spend a lot. In addition, we aim to raise the quality of Chinese tourists to higher-income groups. from middle to high It will start from a group of marriages from the land of dragons. In the event, there will be a demonstration of Thai or Lanna marriage to see if you come to have a wedding in Chiang Mai, we can do it like this. To see the potential of Chiang Mai and Thailand, Thailand penetrates the wedding and honeymoon market. (Married group) from China for quite some time. In the past, it has been done in other provinces. But

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this year will focus on Chiang Mai in particular. and will begin to promote continuity in the second half of the year, especially Due to the recent crisis in Chiang Mai, Chinese tourists have greatly decreased. It's time for us to restructure the market. the high-income group has high per capita spending without needing to focus on increasing the number (Tourism, A. 2018).

In 2018, there were more than 2,000 Chinese married couples traveling to Thailand for weddings and honeymoons. TAT has continuously organized activities to promote tourists for couples and married couples from the People's Republic of China. It is expected that this activity will stimulate the market for more than 5,000 couples and guests traveling to the event this year. 10.5 million Chinese tourists came to Thailand last year, with 1 million visiting Chiang Mai. The spending is quite high, about 55,000 baht per person, while the wedding and honeymoon group will spend more. On average, 150,000 baht per pair, because in addition to couples, there are also relatives or friends accompanying them. The ceremony has been held There are ongoing activities such as tourism programs, rafting, side rides, etc. by 5,000 couples who come to organize events in Thailand. It is the proportion of Chiang Mai about 5% or 250 pairs. From the above problem, Therefore, the researcher sees the importance of the Wedding needs of Chinese tourists in Chiang Mai to see the potential of Chiang Mai and Thailand, Thailand penetrating the wedding and honeymoon market. (Married group) from China for quite some time. In the past, it has been done in other provinces. But this year will focus on Chiang Mai in particular. and will begin to promote continuity in the second half of the year, especially Due to the recent crisis in Chiang Mai, Chinese tourists have greatly decreased. It's time for us to restructure the market. the high-income group has high per capita spending without needing to focus on increasing the number.

Objective

The objectives of wedding organizing potential of Chinese Tourist couples in Chiang Mai.

Research Methodology

Population and sample group: Chinese tourists traveling to Thailand Between January 2019 and December 19, 500 people were obtained by random sampling. By specifying the sample by Convenience Sampling because the true population cannot be known. At a 95% confidence level, the sample size was determined as follows (Thanin, S.2014) using the formula was set as follows.

$$n = \frac{Z^2 P (1-P)}{E^2}$$

Where:

n = sample size

Z = confidence level (In this study, the confidence level was 95%, the value Z = 1.96)

P = proportion of the population in which the study was randomized. (When the proportion of the random population (P) is unknown, the highest P-value is 0.5.)

E = maximum error that can occur (At 95% confidence level, E = 0.05)

The number of questionnaires from the sample to be processed must be at an acceptable level with statistical significance at the 0.05 level, i.e., it must be equal to or greater than the calculated sample number. Therefore, it will be a number that can be processed as a representative of the population.

$$n = \frac{(1.96)^2 (0.5)(1 - 0.5)}{(0.05)^2}$$

$$= 384.16$$

Therefore, in this study, the sample size was 385 samples. A total of 500 questionnaires were designed using a non-probability-based sample selection method. (Non-Probability Sampling)

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Research Instrument

1. Structured interviews, study documents, and related research covering the issues of factors affecting the selection of wedding organizing potential of Chinese Tourist couples in Chiang Mai. Then design an interview form to cover the aforementioned issues. The researcher brought the interview form to the academicians and 3 qualified persons to examine the questions and content of the questionnaire and whether it was applied to the target group or not. Then take the suggestion to improve the interview form appropriately, the experiment was conducted with a non-real sample group of 5 people to check whether the language used in the questioning is correct and easy to understand or not. Tool quality test results are consistent with the study objectives and then used in the real sample.

2. Questionnaires are applied by the researcher based on the review of relevant literature, including the study of scholars in the past in-depth and used as a question in the questionnaire. When the questionnaire has been created The researcher presented the questionnaire to 3 academicians and experts to examine the questions and the content of the questionnaire. To find a reliability value between 0.67 – 1.00 after that the questionnaire was modified and used to experiment with a non-sample population of 30 people. Reliability Analysis of the questionnaire by using the AI coefficient Cronbach's Alpha in estimating the reliability of variable measuring instruments with Rating Scale answers (Suwimol, T. 2003). Cronbach's Alpha of all variable gauges exceeds 0.60 which is an acceptable value Nunnally (1978) indicates that the questionnaire gauge for each factor Reliability and intrinsic consistency of measurements (Reliability)

Data collection collects information by distributing questionnaires The researcher spent 4 months collecting data from the survey using questionnaires, with one research assistant assisting in distributing the questionnaire to assist the researcher in collecting data from the entire sample group.

Data analyses:

1. Qualitative Data Analysis The researcher analyzed the content (Content Analysis) by classifying words, or the message that the informant group has commented on and then interpreted and analyzed with the principle of reason by disaggregating according to research objectives The order of content and content scope in detail Data analysis was performed at the end of each interviewee's interview and the details of the interview were written descriptively.

2. Quantitative data analysis General data of the respondents were analyzed by percentage (Percentage), Arithmetic Mean, and Standard Deviation.

Results

The results of interview wedding organizing potential of Chinese Tourist couples in Chiang Mai: the results of the interview on the wedding organizing potential of Chinese Tourist couples in Chiang Mai. It can be concluded that due to the increasing number of Chinese tourists visiting Thailand every year, Therefore, tourism-related agencies should develop a marketing strategy by presenting a tourism model that meets the needs of each target group, to adjust the marketing strategy to suit the needs of Chinese tourists and develop the competitiveness of Thailand's tourism in occupying official shares Chinese tourist market Should add more public relations and cultural tourism activities, for the benefit of improving the efficiency of marketing and tourism This increases the competitiveness of the decision to come to travel, as well as being a way to lead Thailand to become the center of tourism in Southeast Asia. Recognition of travel information of Chinese tourists Tour guides for Chinese tourists or tour companies for Chinese tourists in Thailand and relevant agencies have the same consensus Public relations through influential people in tourism Public relations through people and the media influence the mental level of tourists who encourage them to visit more. Public relations through all intermediaries, TAT, or major distributors of China itself and all supported Thai products and prefer to be interested in receiving information on travel to Thailand from personal media Choosing to recognize and interpret the meaning of news as it is now a digital world. Searching for travel information Staying informed is very

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easy for tourists. As a result, Chinese tourists choose to receive specific news from their media. Therefore, the selection of tourism information is quite limited. But the publicity of tourism in Thailand can also be in online media or Chinese public relations media. will choose to perceive and consume information from mainstream media and social media.

The results of wedding organizing potential of Chinese Tourist couples in Chiang Mai: It was found that the factors wedding organizing potential of Chinese Tourist couples in Chiang Mai. As follows: Tourist Attractions ($\bar{x} = 4.81, S.D. = 3.77$) Service ($\bar{x} = 4.70, S.D. = 0.77$) Tourist Readiness and beauty of the Accommodation ($\bar{x} = 4.68, S.D. = 0.57$) Readiness of Tour Operators ($\bar{x} = 4.70, S.D. = 0.77$)

Table 1 factors wedding organizing potential of Chinese Tourist couples in Chiang Mai.

Wedding Organizing Potential	\bar{X}	S.D.	Comment level
Tourist Attractions	4.81	0.90	very good
Service	4.70	0.77	good
Readiness and beauty of the Accommodation	4.68	0.57	good
Readiness of Tour Operators	4.70	0.77	good
Total	4.75	0.46	very good

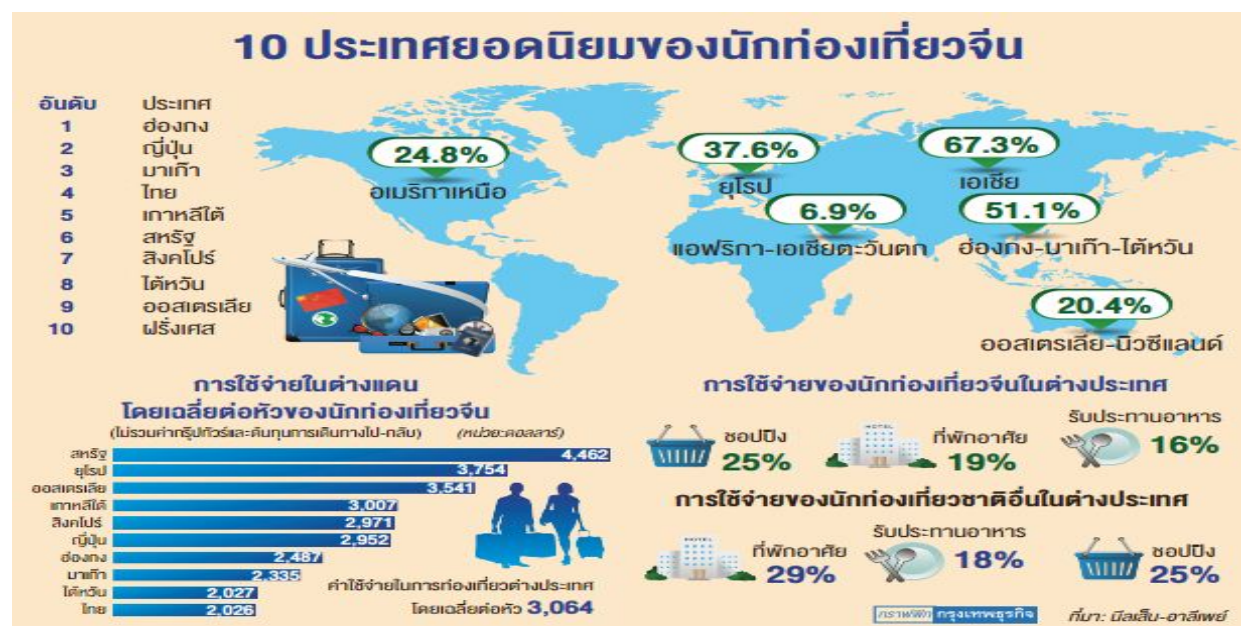


Figure 1 Tourism and consumption trends of Chinese tourists



Figure 2 Krungthai compass the situation of Chinese tourists in 10 years.

Discussion

From the results study to wedding organizing potential of Chinese Tourist couples in Chiang Mai. Tourist Attractions ($\bar{x} = 4.81, S.D. = 3.77$), which is consistent with the research of Rungkan (2008) said that feelings and receiving support for tourism information and Activities that promote tourism able to attract Tourists by tourist attractions must-have comfortable and easy to travel depending on the Purpose of visiting travel expenses visit time Finding and Joining Events traveling party and the trend to promote tourism service ($\bar{x} = 4.70, S.D. = 0.77$) Srithammasak (2017) said that the behavior of tourists Nowadays, there are more complex demands in terms of consumption, resulting in Tourism behavior-changing all the time. Therefore, it is necessary to study the behavior of tourists continuously. To understand the difference between tourists and be able to meet the needs of tourists that are constantly changing. Uthayan (2008) defines the behavior of tourists as doing whatever the tourists do, whether they know it or not. to respond to something in a particular situation external behavior of Tourists (Tourist's Overt Behaviors) can be observed by relying on Sensory, internal behavior of tourists (Tourist's Covert) Behaviors) are the functions of the internal organs of the body, including feelings. In line with Chanakhun (2017) said that consumers also need products or services to solve problems or meet the needs of consumers themselves where income determines the purchasing power of consumers, if they have a lot of income, they want something to facilitate more and if Low-income Consumers only need what is essential for their livelihood. This is consistent with Mac's (1976) concept of visual tourism incentives. that the motivation for tourism is culture, i.e., desire to get to know others such as stories about music, art, dance, religion, etc.

Attractions of interest ($\bar{x} = 4.68, S.D. = 0.57$) Processing for weddings and honeymoons in Thailand starts with Contact for weddings and honeymoons in Thailand. Wedding planners and organizers in Thailand will proceed for the wedding About the hotel Venue, food, ceremony wedding celebration travel after marriage shopping honeymoon place Wedding performance Indian tourists are satisfied with Organized by adhering to the correct form according to tradition Strictly Indian religion which can be arranged and decorated great as expected This is in line with Philip (2003) concept of

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consumer behavior that indicates that the factors for important factors that influence consumer behavior Buyer characteristics are influenced by factors such as Culture. Culture is the fundamental and the most profound part that affects consumer behavior. The market must understand the role and culture of the buyer. basic culture subculture and class of society.

Readiness of Tour Operators ($\bar{x} = 4.70$, S.D. = 0.77) consistent with the results of the study Madhyamapurush (2009) found that tourists who long-term offices in Chiang Mai Most of them are of average age.63 years, popular to rent condominiums with complete facilities such as the system High-speed internet, cable TV, kitchen equipment, and easy access to golf courses, restaurants, and hospitals. for goods and services Both the hotel food and drink including in terms of travel patterns within the Khanom, tourist attractions are higher as well Because income determines the purchasing power of consumers. If there is a high income, there will be a need for more complete facilities as well. This is consistent with the research results of Panida (2006) on the Satisfaction of tourists in Chiang Mai found that Japanese tourists pay more attention to attractions and pay attention to safety, utilities, accommodation, and restaurants.

Conclusion

Thailand has a wide variety of tourist attractions. And there are many activities to choose from. From the study, it was found that Thailand's strength was traveling to one country. But can experience a variety of cultures and experiences, which makes it suitable for both tourists who are on vacation only and tourists who like to travel to many places another aim From the results of the study, it was found that the wedding and honeymoon periods were quite long, and most of the time, Remi would look for Specialized service that satisfies the problem They want privacy, but in reality, most tourists choose not to do very special activities, such as sightseeing, spending time. in the hotel sunbathing if Tourists wanting to find other activities to do. Therefore, Thailand should be able to answer questions about how to keep couples happy. Mostly, during the time spent in Thailand, for example, presenting activities that will impress the couples.

By reciting honey many groups and getting married is number one in this market that has received attention from Thai tourism operators and saw that there was a growing trend in Future Although the current tourism market situation is affected by the economy, the group travel Honeymoons and weddings are also popular. Because this type of tourism has The importance of capturing the memories of the couple, especially among the earners, the main market in the group is the United States, United Kingdom, Germany, Italy, France, and Scandinavia. by which country is The major destinations that are cheesy, expensive and a great gym in this market are Hawaii, Caribbean, Mexico. Sri Lanka and Maldives Thailand are considered a tourist attraction. competitiveness in the honeymoon market and Made this event by getting the gymnastics from many tourists in the Munn Mi Nu nations from both Europe and Asia. In addition, traveling to It is also popular for Thai people to attend wedding ceremonies.

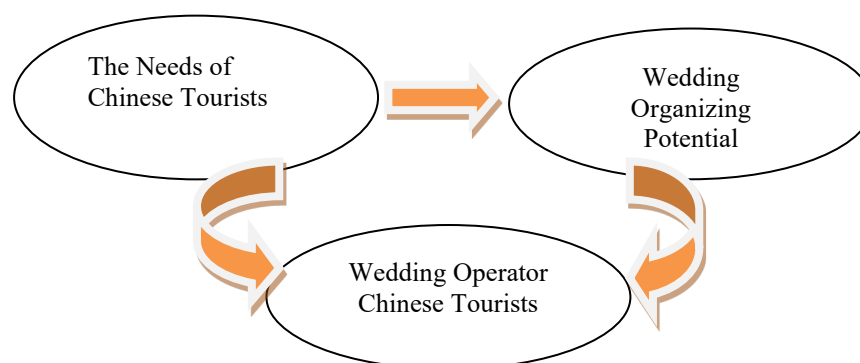


Figure 3 Model Wedding Organizing Potential of Chinese Tourists

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Recommendation

A. Recommendations for Practices: Thailand still lacks wedding planners and Romantic Tour operators that focus on attracting foreign tourists, thus allowing them to provide detailed services. of the wedding, which hotel operators tend to It is a business to manage such as wedding dress, registration. The demand's tourists have increased, both the wedding market and the honeymoon market, which will be the starting point for a variety of packages or services. to compete amongst themselves within the country It was found that wedding organizing potential of Chinese Tourist couples in Chiang Mai. Readiness of Tour Operators ($\bar{x} = 4.70$, S.D. = 0.77), thus, its is should be done as follow; (1) Promotion of wedding planning or romantic tour operators in Chiang Mai and provinces that have the potential to support the job market group that are foreign tourists after the Covid -19 situation is normal. And (2) Collaboration between entrepreneurs involved in organizing events and events Because today it is still a different way of doing it.

B. Recommendations for Further Research: Thailand will have tourist attractions that can be developed to support This niche tourism market, but Thailand still lacks structural management that requires cooperation. between the public and private sectors To develop the potential of service and marketing so Thailand should consider the organization of the business structure to can compete It was found that wedding organizing potential of Chinese Tourist couples in Chiang Mai. As follows: Service ($\bar{x} = 4.70$, S.D. = 0.77). thus, further research should be; (1) Promotion of the honeymoon and wedding market. And (2) There should be more research on how the credibility of social media influences decision-making. Wedding in Thailand.

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