



**An Analysis of the Comparative Advantage of Thai Tourism with Chinese
Tourists Compared to Other ASEAN + 6 Countries**

Sauwanee Rodyu

**A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree of
Master of Business Administration in Hospitality and Tourism Management
(International Program)**

Prince of Songkla University

2018

Copyright of Prince of Songkla University

Thesis Title An Analysis of the Comparative Advantage of Thai Tourism with
 Chinese Tourists Compared to Other ASEAN + 6 Countries
Author MissSauwanee Rodyu
Major Program Hospitality and Tourism Management (International Program)

Major Advisor

Examining Committee

.....
(Dr. Prateep Wetprasit)

.....Chairperson
(Asst.Prof.Dr. Charoenchai Agmapisam)

.....Committee
(Asst.Prof.Dr. Kullada Phetvaroon)

.....Committee
(Dr. Prateep Wetprasit)

The Graduate School, Prince of Songkla University, has approved this thesis as partial of the requirements for the Master of Business Administration Degree in Hospitality and Tourism (International Program)

.....
(Prof. Dr. Damrongsak Faroongsam)
Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations.
Due acknowledgement has been made of any assistance received.

.....Signature

(Dr. Prateep Wetprasit)

Major Advisor

.....Signature

(Miss Sauwanee Rodyu)

Candidate

I hereby certify that this work has not been accepted in substance for any degree, and is not being currently submitted in candidature for any degree.

.....Signature

(Miss Sauwanee Rodyu)

Candidate

ชื่อวิทยานิพนธ์ วิเคราะห์ความสามารถในการแข่งขันการท่องเที่ยวของประเทศไทย ในกลุ่ม
 นักท่องเที่ยวชาวจีน เปรียบเทียบกับประเทศอื่น ๆ ในอาเซียน + 6
ผู้เขียน นางสาวเสาวนีย์ รอดหนู
สาขาวิชา การบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา 2560

บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษา 1) ศักยภาพการท่องเที่ยวของประเทศไทย และ 2) วิเคราะห์ความสามารถในการแข่งขันด้านการท่องเที่ยวของประเทศไทยในกลุ่มนักท่องเที่ยวชาวจีน โดยเปรียบเทียบกับประเทศอื่น ๆ ในอาเซียน + 6 ยกเว้นประเทศจีน โดยรวบรวมข้อมูลจากสถิติรายได้ ที่ได้จากนักท่องเที่ยวชาวจีนในประเทศอาเซียน + 6 ยกเว้นประเทศจีน เป็นการเก็บรวบรวมข้อมูลแบบอนุกรมเวลา (Time Series) ตั้งแต่ปีค.ศ. 2000 ถึง 2015 รวมระยะเวลา 16 ปี การวิจัยครั้งนี้ใช้การวิเคราะห์ข้อมูลแบบพรรณนา และใช้ดัชนีความได้เปรียบ โดยเปรียบเทียบที่ปรากฏ (Revealed Comparative Advantage: RCA) เป็นเครื่องมือในการวิเคราะห์

ผลการศึกษาพบว่าประเทศไทยมีศักยภาพในการรองรับนักท่องเที่ยวต่างชาติ และมีความสามารถในการแข่งขันด้านการท่องเที่ยว ในกลุ่มนักท่องเที่ยวชาวจีน ตลอดระยะเวลา การศึกษารวมถึงแนวโน้มของนักท่องเที่ยวชาวจีน ที่จะเดินทางเข้ามาประเทศไทย มีเพิ่มมากขึ้น ด้วยในอนาคต และจากการศึกษา พบว่า ประเทศที่เป็นคู่แข่งด้านการท่องเที่ยวที่สำคัญของประเทศไทยในกลุ่มนักท่องเที่ยวชาวจีน คือ ประเทศลาว ญี่ปุ่น และสิงคโปร์ ส่วนประเทศอื่น ๆ ในอาเซียน + 6 มีความสามารถในการแข่งขัน ด้านการท่องเที่ยวในกลุ่มนักท่องเที่ยวชาวจีน ที่แตกต่างกัน ประเทศเวียดนาม เป็นประเทศที่มีความสามารถในการแข่งขัน ด้านการท่องเที่ยวในกลุ่ม นักท่องเที่ยวชาวจีนดีที่สุดใน รองลงมา ได้แก่ เกาหลีใต้ ลาว ญี่ปุ่น ไทย ออสเตรเลีย สิงคโปร์ กัมพูชา นิวซีแลนด์ ฟิลิปปินส์ พม่า บรูไน มาเลเซีย อินโดนีเซีย และอินเดีย ตามลำดับ โดยสามารถแบ่ง ผลการศึกษาออกเป็น 4 กลุ่ม กลุ่มที่ 1 คือประเทศที่มีความสามารถในการแข่งขันด้านการท่องเที่ยว ตลอดช่วงระยะเวลาการศึกษา 16 ปี ได้แก่ เวียดนาม เกาหลีใต้ ลาวญี่ปุ่น และไทย ตามลำดับ โดยมีค่า ดัชนี ความได้เปรียบโดยเปรียบเทียบที่ปรากฏสูงสุด ของแต่ละประเทศอยู่ที่ 9.68 12.69 6.97 4.35 และ 4.62 ในปีค.ศ. 2000 2013 2001 2012 และ 2013 ตามลำดับ กลุ่มที่สอง คือ ประเทศที่มี ความสามารถในการแข่งขันด้านการท่องเที่ยว สำหรับนักท่องเที่ยวชาวจีน เกือบทุกปี ยกเว้นหนึ่งปี ได้แก่ ออสเตรเลีย สิงคโปร์ และกัมพูชา และกลุ่มที่ 3 คือ ประเทศที่มีความสามารถในการแข่งขัน ด้านการท่องเที่ยว สำหรับกลุ่มนักท่องเที่ยวชาวจีน ในบางช่วงของเวลาการศึกษาเท่านั้น ได้แก่ นิวซีแลนด์ ฟิลิปปินส์ พม่า บรูไน มาเลเซีย และอินโดนีเซีย ตัวอย่างเช่น ฟิลิปปินส์ บรูไน และ

อินโดนีเซีย ไม่มีความสามารถในการแข่งขัน ด้านการท่องเที่ยว สำหรับกลุ่มนักท่องเที่ยวชาวจีน ในช่วงปีแรกๆ ของการศึกษา แต่มีความสามารถในการแข่งขัน ด้านการท่องเที่ยว สำหรับกลุ่มนักท่องเที่ยวชาวจีน ในช่วงปีหลังๆ ของการศึกษา เป็นต้น และสุดท้าย คือ ประเทศอินเดีย เป็นประเทศเดียวในอาเซียน + 6 ที่ไม่มีความสามารถในการแข่งขันด้านการท่องเที่ยว สำหรับกลุ่มนักท่องเที่ยวชาวจีน ตลอดระยะเวลาในการศึกษาตั้งแต่ปีค.ศ. 2000 ถึง 2015

จากการศึกษา พบว่า ประเทศในอาเซียน + 6 มีความสามารถในการแข่งขันด้านการท่องเที่ยวในกลุ่มนักท่องเที่ยวชาวจีน ที่แตกต่างกันขึ้นอยู่กับสถานการณ์และกลยุทธ์ทางการตลาดของแต่ละประเทศ

คำสำคัญ: ความสามารถในการแข่งขัน, การท่องเที่ยวของประเทศไทย, นักท่องเที่ยวชาวจีน, ดัชนี
ความได้เปรียบ โดยเปรียบเทียบที่ปรากฏ

Thesis Title: An Analysis of the Comparative Advantage of Thai Tourism with Chinese Tourists Compared to Other ASEAN+6 Countries

Author: Miss Sauwanee Rodyu

Major Program: Hospitality and Tourism Management

Academic Year: 2017

Abstract

The tourism industry is a very important part of the Thai economy. The purpose of this study was to investigate the potential of Thai tourism and to analyze the competitive advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries except China from 2000 to 2015. The investigation of the competitive advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries except China was analyzed by the Revealed Comparative Advantage a methodology.

The result of the study demonstrated that Vietnam had the greatest RCA with the Chinese tourists followed by Korea, Laos, Japan, Thailand, Australia, Singapore, Cambodia, New Zealand, The Philippines, Myanmar, Brunei, Malaysia, Indonesia, and India. Firstly, Vietnam, Korea, Laos, Japan, and Thailand have tourism competitiveness with Chinese tourists throughout the whole period of study. The largest RCA for Vietnam, Korea, Laos, Japan, and Thailand were 9.68, 12.69, 6.97, 4.35, and 4.62 in 2000, 2013, 2001, 2012, and 2013 respectively. The result of the study found that Laos, Japan, and Singapore were competitors of Thai tourism with Chinese tourists. Secondly, Australia, Singapore and Cambodia had tourism comparative advantage almost every year of study except one year. Thirdly, New Zealand, The Philippines, Myanmar, Brunei, Malaysia, and Indonesia had no tourism competitive advantage with Chinese tourists in the same period. For example, The Philippines, Brunei, and Indonesia had no competitiveness in the first period but they had tourism competitive advantage in the last period. Lastly, India had no tourism competitive advantage with Chinese tourists throughout the whole year of study. It was shown that the RCA index was less than 1 the whole year of study.

In conclusion, Thai tourism had a competitive advantage with the Chinese tourists in 2000 to 2015. It can predict that the trend of Chinese tourists visiting Thailand will increase in the future. Countries in ASEAN +6 had different tourism comparative advantages with Chinese tourists. It depends on the situation, law, and tourism strategies in each country.

Key words: Competitive advantage, Thai tourism, Chinese tourists, and RCA=

ACKNOWLEDGEMENTS

The author would like to thank her supervisor, Dr. Preteep Wetprasit who guided me through the process to complete my thesis. I would like to thank my parents for supporting my study. I wish to thank Mitzie O'Neill for help with English. I would like to thank Asst. Prof Dr. Kullada Phetvaroon for theory exploration and guidance.

Sauwanee Rodyu

CONTENTS

	Page
หน้าอนุมัติ.....	ii
บทคัดย่อ.....	v
ABSTRACT.....	vii
ACKNOWLEDGEMENTS.....	ix
CONTENTS.....	x
LIST OF TABLES.....	xi
LIST OF FIGURES.....	xii
LIST OF PAPER.....	xiii
CHAPTER	
1 Introduction and background	1
1.1 Introduction and background.....	1
1.2 Research objective.....	3
1.3 Significance of the study.....	3
1.4 Scope of Study.....	4
1.4.1 Scope of Time.....	4
1.4.2 Scope of Data.....	4
1.5 Research Methodology.....	4
1.6 Research Questions.....	5
1.7 Conceptual Framework.....	5
2 Related Theories and Literature Reviews.....	6
2.1 Related Theories.....	6
2.2 Literature Reviews.....	7
2.2.1 Revealed Comparative Advantage	7
2.2.2 Tourist Motivation.....	12
2.2.3 Chinese Outbound Tourism Policy for ASEAN + 6 countries.....	13
2.2.4 Behavior and Interests of Chinese Tourists in Thailand.....	14

CONTENTS (Continued)

	Page
3 METHODOLOGY	17
3.1 Data Focus.....	17
3.2 Population and Sampling.....	17
3.3 Data collection.....	17
3.4 Methodology.....	18
3.5 Analysis.....	19
4 RESULTS	20
4.1 The Potential of Thai Tourism.....	20
4.2 Tourism Comparative Advantage of Chinese tourist in ASEAN + 6 countries.....	21
5 CONCLUSIONS AND DISCUSSION	44
5.1 Conclusion and Discussion.....	44
5.2 Suggest and discussion	48
BIBLIOGRAPHY	50
APPENDIX	55
VITAE	74

LIST OF TABLES

	Page
4.1 RCA index with the Chinese tourists of ASEAN + 6 countries except China from 2000 to 2015.....	21

LIST OF FIGURES

	Page
4.1 RCA index with the Chinese tourists of ASEAN + 6 from 2000 to 2015.....	24
4.2 RCA index with the Chinese tourists of Thailand from 2000 to 2015.....	25
4.3 RCA index with the Chinese tourists of Vietnam from 2000 to 2015.....	27
4.4 RCA index with the Chinese tourists of South Korea from 2000 to 2015.....	28
4.5 RCA index with the Chinese tourists of Laos from 2000 to 2015.....	30
4.6 RCA index with the Chinese tourists of Japan from 2000 to 2015.....	31
4.7 RCA index with the Chinese tourists of Australia from 2000 to 2015.....	32
4.8 RCA index with the Chinese tourists of Singapore from 2000 to 2015.....	33
4.9 RCA index with the Chinese tourists of New Zealand from 2000 to 2015.....	34
4.10 RCA index with the Chinese tourists of Cambodia from 2000 to 2015.....	35
4.11 RCA index with the Chinese tourists of The Philippines from 2000 to 2015.....	36
4.12 RCA index with the Chinese tourists of Myanmar from 2000 to 2015.....	37
4.13 RCA index with the Chinese tourists of Brunei from 2000 to 2015.....	38
4.14 RCA index with the Chinese tourists of Malaysia from 2000 to 2015.....	39
4.15 RCA index with the Chinese tourists of Indonesia from 2000 to 2015.....	40
4.16 RCA index with the Chinese tourists of India from 2000 to 2015.....	41

LIST OF PAPER

This thesis is based on the following papers :

Sauwane Rodyu, (2018) An Analysis of the Comparative Advantage of Thai Tourism with Chinese Tourists Compared to Other ASEAN + 6 Countries. *Journal of European Journal of Business and Management*, (August 2018)

Preprints were made with permission from the publishers.

Journal of Journal of European Journal of Business and Management

© The International Institute for Science, Technology and Education (IISTE)
All rights reserved.



Academic Paper Acceptance Letter

Dear Sauwane Rodyu and Dr. Preteep Wetprasit,

It's my pleasure to inform you that, after the peer review, your paper,

An Analysis of the Comparative Advantage of Thai Tourism with Chinese Tourists Compared to Other ASEAN + 6 Countries

has been ACCEPTED with **European Journal of Business and Management**, ISSN (Paper)2222-1905 ISSN (Online)2222-2839.

In order to fit into the publishing and printing schedule, please re-submit your complete publication package by directly replying this acceptance email within 15 days so we can make your article available online/print in the next issue (usually at the end of each month) . If you failed to prepare your complete files on time, the publication of your article might be delayed.

Though the reviewers of the journal already confirmed the quality of your paper's current version, you can still add content to it, such as solidifying the literature review, adding more content in the conclusion, giving more information on your analytical process and giving acknowledgement.

To help the editor of the journal process your final paper quickly, you need to prepare your paper based on the attached "publication_package_instruction.pdf".

Again, thank you for working with IISTE. I believe that our collaboration will help to accelerate the global knowledge creation and sharing one step further. IISTE looks forward to your final publication package. Please do not hesitate to contact me if you have any further questions.

Sincerely,

Alexander Decker,

July 23, 2018

Editor-in-Chief
IISTE-Accelerating Global Knowledge Sharing
The International Institute for Science, Technology and Education

The indexation of the journal



IISTE would like to acknowledge the supports from co-hosting universities worldwide

- University of North Carolina at Charlotte, United States
- California State University, United States
- The City University of New York, United States
- Aristotle University of Thessaloniki, Greece
- Universiteit Leiden, Netherlands

INTERNATIONAL INSTITUTE FOR SCIENCE, TECHNOLOGY AND EDUCATION (IISTE) is a voting member of CrossRef
http://www.crossref.org/01company/17crossref_members.html

CHAPTER 1

Introduction and Background

1.1 Introduction and background

The tourism industry is one of the most rapidly growing in the world economy. As a result of economic crises, many countries around the world focus on tourism, especially developing countries such as Thailand, Malaysia, Vietnam, and the Philippines. The World Travel & Tourism Council (WTTC, 2016) reported that tourism contributed 10.2% of world GDP (US\$7.6 trillion). Tourism is not only creating employment but also increasing more export and import products, accommodations, and transportation to tourist destinations. The United Nations World Tourism Organization expects that the number of international tourists around the world will be more than 1,600 million people in 2020. Europe was the most popular destination followed by Asian Pacific. Furthermore, Europe produced the largest number of outbound tourists, approximately 607 million in 2015. (The Statistic Portal of Hospitality and Tourism, 2017).

Asia is one of the most interesting tourist destinations because of its long history, diversity of natural attractions, and cultural attractions. The number of international tourists visiting Asia was 196.7 million people in 2010. It then increased more than 48% to 292.8 million people in 2016. In addition, countries in South East Asia have focused on the tourism sector of the economy. These countries include Singapore, Malaysia, Thailand, Philippine, Indonesia, Myanmar Vietnam, Laos, Cambodia, and Brunei (ASEAN countries). These countries are rich with cultural resources, natural resources, and historical resources which motivate tourists to visit these countries. International tourists arrived in ASEAN countries was 70.5 million in 2005 and increased by more than 60% to 113.2 in 2016 (The Statistic Portal of Hospitality and Tourism, 2017). The growth of tourists to ASEAN countries created great profit and foreign currency. Tourism is one of the main economic activities of ASEAN countries.

According to a report of the number of tourists who arrived in ASEAN + 6 countries, Chinese tourists were the largest group. There were 18,596 Chinese who arrived in 2015. This was an increase of 12.4% to 13,059 people in 2014 (The Statistic Portal of Hospitality and Tourism, 2017). The increase of Chinese tourists to ASEAN + 6 countries was due to economic growth in China, Chinese's cultural background and open policy on travel to other

countries in 1979. Historically in China, the government did not allow people to travel to other countries except for government trips. In early phase of the Chinese open policy, the Chinese government allowed people to travel to only some countries including Thailand, Malaysia, and Singapore. Moreover, it was only wealthy people who could travel (Walsh & Tachavimon, 2004). It was the success of promoting tourism, and growing technology that allowed more and more Chinese tourists to travel abroad.

Thailand is one of the most popular tourist destinations in the world. The tourism industry is a significant part of the Thai economy. It represented 20% of GDP total contribution in 2016. WTTC predicts that Thai tourism will rise by 31.7% in 2027 (WTTC, 2016). Thailand has many popular tourist destinations such as Bangkok, Phuket, Krabi, and Chiang Mai. Furthermore, the Tourism Authority of Thailand (TAT) had promoted Thai tourism for many decades including many campaigns such as Discover Thinness, Amazing Thailand Always Amazes You and Miracle Thailand. That is one of the reasons why Thailand is so well known around the world. In addition, the number of international tourists who traveled to Thailand was 24.78 million in 2014. The largest among of international tourist were 26.1 million in 2013. It increased by 19.6% from international tourists in 2012. International tourists decreased by 6.66% during 2014 because of political demonstrations in Thailand (Tourism Statistics Thailand, 2014). It impacted the image of Thailand negatively. By region, tourists from East Asia remained the largest contributor of tourists to Thailand at 16.09 million. It represented at 60.18% share of Thailand's tourism market. Europe is the second largest market which included 6.3 million tourists. This was followed by South Asia tourists at 1.34 million. There were 1.17 million tourists from America. (Arunyik, 2014).

Chinese tourists have become an important fast-growing target of Thai tourism. The Chinese population was 1.379 billion in 2016. They were 71.1 million Chinese tourists traveling to other countries during a five-year period. The largest number of Chinese tourists were from the eastern region of China, such as Shanghai. There were approximately 6.2 million tourists in 2013. (Investigate Chinese high-value Tourists project, 2016). Another research mentioned that most of the Chinese tourists who traveled to Thailand were from Guangzhou, Beijing, and Shanghai. (Walsh & Tachawimon, 2004). It is because of the development of trade and tourism between Thailand and China, the increase of tourist routes, and the growth of low-cost airlines

that have supported travel between the countries easily. For instance, the direct flights from China to Thailand increased. This included the cities of Beijing, Shanghai, and Kunming to Bangkok, Chiang Mai, Phuket, Krabi and Surat Thani. Currently, Chinese tourists are the largest number of international tourists visiting Thailand. During 2014, the number of Chinese tourists visiting Thailand amounted to 1.5 million people. According to the number of international tourists in Thailand, Chinese tourists ranked number one in Thailand followed by Malaysian and Russian tourists respectively. The revenue from Chinese tourists was more than 70,778.54. billion baht in 2014 (Tourism Economic Review, 2016). The purpose of Chinese tourists visiting Thailand is sightseeing. For example, they like to visit the Grand Palace, the floating market, elephant rides, and shopping as well. Sightseeing and spending holidays in Thailand have become fashionable for Chinese tourists. Moreover, it is because of the influence of the movie “Lost in Thailand” which attracted Chinese tourists to Thailand.

The growth of Chinese tourists to ASEAN + 6 countries has sharply increased. It is a challenge for Thai tourism to take a large share of the Chinese market. However, it is not only Thailand who wants to increase Chinese tourists to the country, but other countries in ASEAN + 6 also want to increase Chinese tourists to their countries as well. Therefore, there is very strong competition within ASEAN + 6 countries (except China) to attract Chinese tourists to their country. The study aims to analyze the comparative advantage of Thai tourism compared to other countries in ASEAN + 6 (except China).

1.2 Research objective

1. To analyze the potential of Thai tourism.
2. To analyze the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries.

1.3 Significance of the study

The significance of the study is to understand the potential of Thai tourism and to analyze the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries (except China). There are not many research studies that deal with the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6

countries by using the Revealed Comparative Advantage (RCA) as a methodology. Moreover, the finding of the study will benefit tourism organizations such as hotels, tour companies, and Tourism Authority of Thailand. It will help them plan their market strategy to compete in the Chinese tourist market. Chinese tourists are the largest market of Thai tourism at this time.

1.4 Scope of Study

This study investigates the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries except. The study was based on the statistics of tourism in Thailand, Singapore, Malaysia, The Philippines, Indonesia, Myanmar, Vietnam, Laos, Cambodia, Brunei, South Korea, Japan, India, New Zealand, Australia, and China.

1.4.1 Scope of Time

The research study was conducted from May 2017 to February 2018.

1.4.2. Scope of Data

The data of this study was secondary data. It was collected from 2000 to 2015. To analyze the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries except China. This is included: Thailand, Singapore, Malaysia, Philippines, Indonesia, Myanmar, Vietnam, Laos, Cambodia, Brunei, South Korea, Japan, India, New Zealand, and Australia. The statistics used for calculating included: Chinese tourist revenue in ASEAN + 6 countries except China, total tourism export of ASEAN + 6 countries except China, total tourism export of China, and total world tourism export.

1.5 Research Methodology

The study aims to analyze the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries. All the data was secondary data. It was collected from tourism statistics which related to the topic including statistics of Thailand, Singapore, Malaysia, The Philippine, Indonesia, Myanmar, Vietnam, Laos, Cambodia, Brunei, South Korea, Japan, India, New Zealand, Australia, and China.

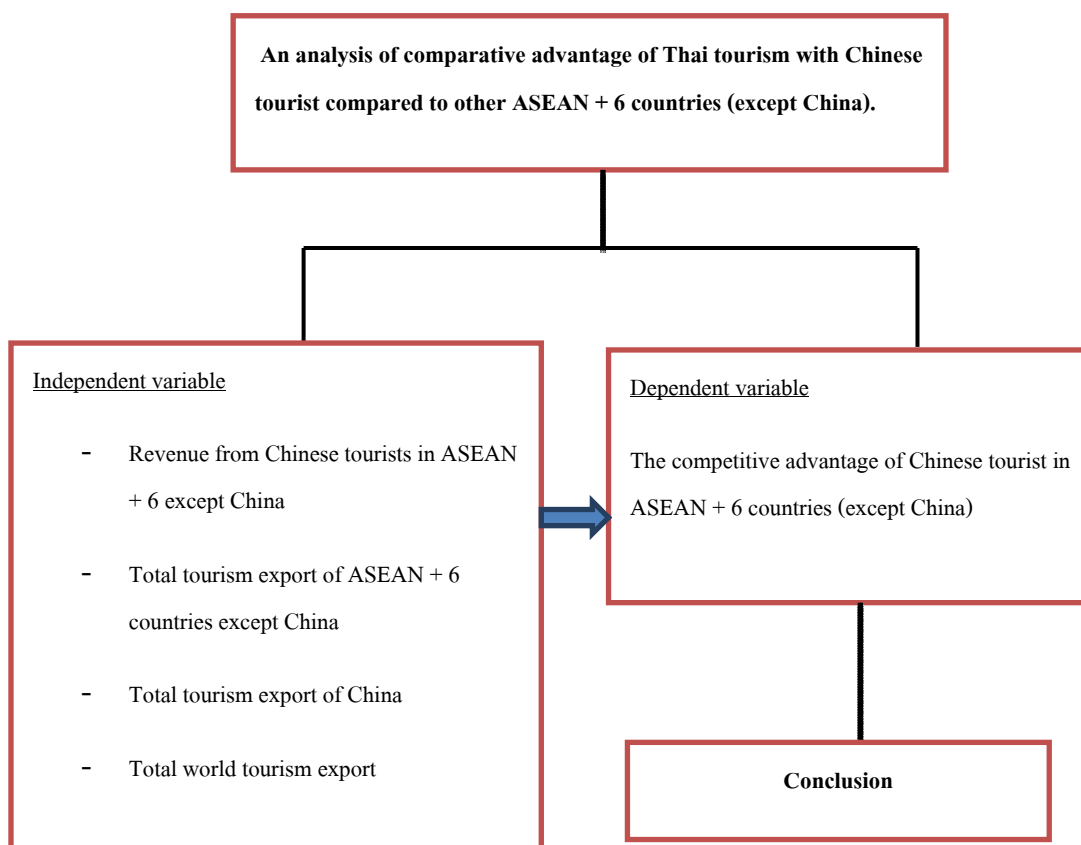
Furthermore, other statistics of individual organizations were used, such as The United Nations Commodity Trade Statistic Database, World Bank database, World Travel Tourism Council, Thai Tourism database, UNWTO, Outlook, and ASEAN statistics.

This study was a quantitative analysis. To analyze the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries, Revealed Comparative Advantage (RCA) was used as a method. The analysis was based on statistics from 2000 to 2015.

1.6 Research Questions

H_1 : Countries in ASEAN + 6 have tourism comparative advantage with Chinese tourists.

1.7 Conceptual Framework



CHAPTER 2

Related Theories and Literature Reviews

This chapter provides related literature, topics, and information taken from books, journals, and the internet which are relevant to the subject of the study. These provide additional knowledge regarding the study. An overview of the literature related to competitive advantage theories, and the factors which affect Thai tourism comparative advantage is presented.

2.1 Related Theories

Absolute Advantage Theory

Absolute Advantage Theory was created by Adam Smith in 1723 as part of his division of labor doctrine. Absolute Advantage is the ability of a country, individual, or company to produce a goods or service at a lower cost per unit than the cost at which any other producer can produce that same goods or service. It explained international trade under a free trade situation. He claimed that the home country could limit its production of the country's goods. It could benefit the country to produce a greater quantity of one goods rather than many other goods.

Heckscher-Ohlin model

David Ricardo (1817) described the benefits of international trade for countries. A country could increase its income by specializing in different firm products and services and selling these on the international market. Businesses also may have a comparative advantage over their competitors resulting from certain assets such as skills or geographical and historical factors. For example, an agricultural business may be situated in an area of rich soil and favorable climate. The benefits of comparative advantage of the country are a potential for worker productivity for producing one product than another country that has a comparative advantage in making that product.

The Heckscher-Ohlin model considered that which can be most efficiently and plentifully manufactured of the country's exports. The country should operate the business when resources are imbalanced throughout the world. This means that resources that are absent in one country are abundant elsewhere, with different countries having different resources in to feed

into the global market. He also mentions that there are two factors that affect production. Those are land and labor-intensive skills. This model is used to evaluate trade and, more specifically, the balance of trade between two countries that have varying specialties. Emphasis is placed on the exportation of goods taking advantage of factors of production that a country has in richness and the importation of goods that the country cannot produce as effectively.

Competitive Advantage theory

Competitive Advantage theory was created by Porter Michael in 1990. It contributes to understanding the competitive advantage of countries in foreign trade and goods. His theory focuses on individual industries which are applied to the principles of competitive advantage. His theory begins from individual industries and builds up to the economy as an overall. In fact, he explained that the key success of the international company is to understanding the firm's work and maintain competitive advantage of the company.

His argument that the significance of home country influences is key to success in the particular industry. Michael Porter considers the competitiveness of a country as a function of five major determinants, including demand conditions, related and supporting industries, firm strategy, structure, and rivalry. Even though these determinants influence the existence of competitive advantage of an entire nation, their nature suggests that they are more specific to a particular industry rather than typical of a country. The reason for this is that in Porter's theory, the basic unit of analysis for understanding competition is the industry. "The industry is the arena in which the competitive advantage is won or lost." "So, seeking to isolate the competitive advantage of a nation means to explain the role played by national attributes such as a nation's economic environment, institutions, and policies for promoting firms' ability to compete in a particular industry."

2.2 Literature Reviews

2.2.1 Revealed Comparative Advantage (RCA)

RCA is one of the methodologies for analyzing international trade. RCA has been used to help evaluate a country's export potential. It was created by Balassa (1965). The RCA indicates whether a country is in the system of exporting the products in which it has a trade potential, as opposed to situations in which the number of products that can be competitively

exported is static. It can also provide useful information about potential trade prospects with new partners. There are differing explanations that if the country exports one product to the world market, it can be that the country has a competitive advantage for exporting that product, at that time. If the numeric value of RCA is higher than 1, it means that the country has a high competitive advantage on exporting that product. Or, the country is said to have a revealed comparative advantage in the product. On the other hand, if a value of RCA is less than 1, it implies that the country has a revealed comparative disadvantage in the product. RCA has been used an important methodology for international trade as performed by Balassa in 1965.

In tourism research, the authors used RCA for analyzing the tourism competitive advantage. Bento (2012) used RCA as a methodology for Evaluating International Competitiveness and Comparative Advantage of European travel services in 2004 to 2012. He found that the comparative advantage of European travel services remained stable over that period. However, it presented that Greece, Portugal, and Italy had not increased their external competitiveness. On the other hand, the countries in the south and the east of Europe had strong comparative advantage in tourism and the countries in the north of Europe had less tourism comparative advantages. It is similar to Jackman, Lorde, Lowe, & Alleyne (2011) study which evaluated the Tourism Competitiveness of Small island, Developing states by using RCA approach. They found that eighteen small island, developing states had a weak tourism competitive advantage in 2000 to 2007. All eighteen small island developing states should improve a standard of tourism product.

Zhang & Jensen (2005) studied comparative advantage of tourism. They aimed to relate the tourism-demand model with the traditional theories that explained international trade flow. They believed that tourism flow was a trade flow. The result of the study presented that the factor which affected the tourism competitive advantage of the country was service activity. The factor which explained international tourism flows were natural endowment and the creation of foreign investment. Dragos (2014) studied Travel & Tourism competitiveness: A study of the World's Top Economically Competitive Countries by the Record of World Economic Forum in 2011 to 2012. These included Switzerland, Singapore, Finland, USA, Germany, Netherland, Denmark, Japan, United Kingdom, Hong Kong, Canada, Taiwan, Qatar, and Belgium. His study used travel and tourism index for methodology. The result of the study indicated that the

competitiveness of 15 countries was not an identity in the same group. There was some index difference; it depended on the internal factor of each country.

Weravess (2016) analyzed Tourism Competitiveness of the City of Pattaya in the World market. The aim of the study was to analyze the tourism competitiveness of Pattaya in the world market by using tourism competitive advantage index (TCA). The result of the study presented that the numerical value of TCA index of Pattaya was higher than 1 in every year of the study time; next were Macau and Ayuttaya respectively. She also compared Kuala Lumpur, Singapore, and Thailand which are countries in ASEAN. It reported that Thailand had a more competitive advantage than Kuala Lumpur, and Singapore. Wei, fang, & Feng (2011) investigated A Potential Impact Upon Chinese tourism Export and E-tourism Service Trade of Five countries including China, Japan, Spain, United Kingdom, and the United States of America. They use RCA as a methodology. They reported that it was very important to develop tourism industry by tourism e-commerce.

Kaosa-ard & Untong, (2008) analyzed Tourism Competitiveness in the Greater Mekong sub-region. It aimed to analyze tourism potential and tourism competitiveness in the greater Mekong sub-region including Cambodia, Laos, Myanmar, and Thailand. The study was conducted 1999 to 2003. The method of their study was Competitive Advantage Ratio (CAR). It was presented that tourism is a very important economic activity of the countries in the greater Mekong sub-region. Thailand had tourism competitive advantage in the greater Mekong sub-region with the international tourists, but there was no competitive advantage with the Singapore's tourists, Indonesia's tourists, and American tourists in 1999 to 2003. They also studied about the competitive advantage in tourism of ASEAN in the Chinese market. The objective was to analyze the competitive advantage in tourism of ASEAN but it did not include Brunei. It was analyzed from 2003 to 2014. CAR was a method as well. They reported that Thailand and Vietnam had competitiveness in tourism in the Chinese market and other ASEAN countries had different a competitive advantage.

Intasong (2009) studied the competitiveness of Thai tourism compared to ASEAN members plus six other countries. The study included the following countries: Brunei, Cambodia, Malaysia, Indonesia, Laos, Vietnam, Myanmar, Thailand, Philippine, Singapore, China, Japan, Korean, Australia, New Zealand, and India. Revealed Comparative Advantage and

Dynamic Revealed Comparative Advantage were the methods of her study. The study was analyzed by secondary data from 1995 to 2007. She found that Thailand had tourism competitiveness compared to the other countries from the period of 1995 to 2007 because Thailand's RCA was larger than 1. Moreover, she indicated that Australia, Cambodia, and Laos were significant competitors of Thai tourism because their RCA were higher than Thailand's RCA. Furthermore, she reported that Malaysia, New Zealand, the Philippines, and Vietnam have RCA close to Thailand's and the trends of the RCA of those countries increased. So those countries are competitive with Thai tourism as well. This is similar to the study of Revealed Competitive Advantage and Competitiveness in travel service a with special emphasis on developing countries. The purpose of the study was to analyze the competitiveness of selected services, business, financial, transport, and travel services in developing countries. RCA was the method of this study. The analysis occurred from 1998 to 2003. The result of the study found that transport and travel services helped developing countries to have strong tourism competitiveness (Belay, 2007). Similarly, the research of Travel Service Export as Comparative Advantage in South Africa aimed to provide a snapshot of South Africa's comparative performance in service. It used Normalized Revealed Comparative Advantage (NRCA) as a method. The finding reported that South Africa had competitive advantage only in the service sector in 2005. Travel services export maintained a positive NRCA since 1985. (Fourie , 2011)

Gao Jing (2011) studied The Competitive Advantage of Tourism Industry in China. He found that to develop competitive advantage of tourism industry in China cannot be separated from the vertical integration. China improved the tourism competitive advantage by using the part vertical integration which makes IT as a main method, the gradual vertical integration which makes development together as target, and the progressive integration which is based on the industrial strength.

Heung-sik kim and Narae Lee studied Specialization Analysis of Global and Korea Tourism Industry. They used RCA as a method. They aimed to identify the competitive advantage of the Korean tourism industry compared to other countries except Japan. The result of the study presented that Korea had no tourism competitiveness with international tourists compared to other countries such as Spain, USA, Italy, and France. To improve tourism

competitive advantage of Korea., they need to develop the standard of tourism infrastructure such transportation, accommodation, and political stability.

Daiva Labanauskaite and Evaldas Gedvilas analyzed Lithuanian Tourism competitive advantage in the context of Baltic countries. RCA was a method of this study. The result of the study found that Lithuania had tourism competitive advantage in 2003 to 2005. It was 1.09, 1.09, and 1.01 respectively. But Lithuania had no tourism competitiveness compared to Baltic countries from 2006 to 2012. The study presented that Estonia had the best tourism comparative advantage in the Baltic countries. Latvia had no tourism competitiveness in the Baltic countries. Moreover, the study concluded that an attraction of tourist destination and safety of the state are important factors which influence tourists.

Johan Fourie evaluated Africa's Comparative Advantage in Travel Service Export. Balass's RCA theories was the methodology. The study indicated that 29 of African countries had tourism competitiveness. These 29 countries were divided into four groups. First, it included Egypt, Morocco, and Tunisia. They had low cost of transportation to Europe. The second group included Cape Verde, Comoros, Mauritius, and the Seychelles. They were an economic island of Africa. The third group included South Africa, Namibia, Botswana, Mozambique, Madagascar, Tanzania, Kenya, Rwanda, and Ethiopia. The fourth group included Gambia, Senegal, Mali, Niger, Chad, Ghana and Sierra Leone. The competitive advantage included natural and cultural resources, tourism price, tourism infrastructure, and prioritization of tourism.

There are other factors which have effects on Thai tourism. Related research is as follows. Manirochana & Vivanichakal (2015) studied the Competitive Abilities of Medical Tourism. They conducted the study through interviews. The finding of the study found that the most important factors which have effects on Thai medical tourism was cheaper medical fees, experienced medical personnel, medical equipment, service mindedness, medical staff, excellent service, and abundant tourism resources. Similarly, the study of The factors which have effects on Malaysian tourists to travel to Thailand was analyzed using statistics from 1996 to 2010. The factors which have effects on Malaysian tourists traveling to Thailand were GDP per capita of Malaysia, the Malaysian tourist expenditure for a trip to Thailand, and the inflation index. It means that when GDP per capita of Malaysia grew to 1 million baht, the number of Malaysian

tourists traveling to Songkla province in Thailand grew by 109.44 people (Rattanapon, n.d.). Likewise, the research of Determining Factors Affecting Tourism Demand for Malaysia using ARDL Modeling: a Case of Europe Countries. The research proposed to investigate the determining factors affecting tourism demand of Malaysia. The data was analyzed by econometric tests from the period of 1999 to 2014. The result presented that the determining factors affecting tourism demand of Malaysia were international tourists arrived in Malaysia, exchange rate, level of income, tourism price, and substitute tourism price for all country. Moreover, the study also concluded that increasing the tourism product price will not benefit Malaysian tourism and Thailand is a main competitor for Malaysian tourism (Borham & Arsad, 2016)

2.2.2 Tourists Motivation

Tourists motivation is the individual desire of people to travel. People travel because they have internal and external needs and drives to have an experience. Push and pull motivation are factors that motivate people to travel. Push motivation includes the internal inspiration that people have to travel, such as escape from daily life, relaxation, adventure, health care, prestige and social interaction (Crompton, 1979). This is linked with Maslow's theory (hierarchy of needs 1943) explaining that people have five levels of needs, from low to high. There are physiological needs, security needs, social needs, esteem needs, and self-actualization needs, respectively. He reported that the five level of needs have a relationship with each other, the low level needs to be fulfilled before the high-level need will occur. Travelling can be one of fulfilling needs of the people.

On the other hand, pull motivation is an external factor. It includes attractiveness of the tourist destination: such as a promotion from a hotel or flight ticket; cultural, historical areas and beautiful beaches; or anything that meets the expectations of a tourist destination. Cost of the trip is related to the decision of tourists to select a destination (Weaver & Opperman, 2002) and (Lee, Guillet, Law, & Leung, 2012). Baker & Cameron (2008) suggested that tourists were pulled by tourist destination marketing, promotion, and branding which were powerful methods to competitive positioning and responding to the tourists needs and behaviors. That is demonstrated with the paper of Prideaux and Crosswell (2006) who stated that understanding tourist motivation was a very important part of planning a marketing strategy for a tourist

destination. They also suggested that poor information about tourist motivation resulted in weakness of the marketing plan.

There were external and internal factors, such as the push and pull factors, which motivate people to choose a destination and travel (Correia, Oom do, Valle, & Moco, 2007). People travel because they have push motivation and pull motivation (March & Woodside, 2005). Moreover, Cromton (1979) and Kozak (2002) also pointed out that people have many different reasons for selecting tourist destinations, including whether it is domestic travel or an overseas vacation. According to the research, evidence from Phuket indicated that the factors which motivated mainland Chinese tourists to visit southern Thailand were beaches, natural attractions, cultural festivals, events, and good value for their money. Friends, family, and travel agencies were significant in making a decision to travel to Thailand. They also shared their experience with their friends (Amonhaemanon, 2015). That is related to tourist satisfaction. It was the expectation of the tourists before purchasing tours or services. If tourists have a positive experience the first time they travel, they will revisit Thailand. They will have loyalty with the tourism product and share their experience and recommend the tourist destination to their friends by word of mouth (Oppemann, 2000).

2.2.3 Chinese Outbound Tourism Policy for ASEAN + 6 countries

Historically, China has been a closed country. Chinese outbound tourism was started in 1983. This is the beginning of using Approved Destination Status (ADS). ADS is an agreement of Chinese government for controlling Chinese outbound tourism. In the first period of this policy, the Chinese government allowed Chinese citizens to go to Hong Kong and Macao to visit their friends and relatives. Then, the ADS policy allowed Chinese tourists to go to Thailand, Singapore, Malaysia, and The Philippines. However, Chinese tourists needed to go with a tour company or a local agency that was approved by the Chinese government. The Chinese government allowed their citizens to visit friends and relatives in 1988. Thereafter, they allowed them to go to Singapore and Malaysia to visit their friends and relatives in 1990 as well. Then they were allowed to visit The Philippines to see their friends and relatives in 1992. ADS not only allowed Chinese citizens to travel to other countries but also included open borders between China and other countries as well. For example, the border was opened between China and Korea

in 1987. The borders between China with Mongolia, Russia, and Vietnam opened in 1992. The border between Laos and Myanmar opened in 1993.

Australia and New Zealand were approved by ADS policy for Chinese citizens traveling in 1999. Brunei, Cambodia, Japan, Myanmar, and Vietnam were approved by ADS policy in 2000. Indonesia was approved by ADS in 2001. India and Russia were approved by ADS in 2002. Australia was joined by ADS in 2004. It can be stated that the Chinese Open Policy affected the tourism competitive advantage with Chinese tourists around the world. This policy helped Chinese tourists traveling to other countries with tour companies.

The official data of comparative advantage of outbound Chinese tourists was recorded by the China National Tourism Administration (CNTA). CNTA reported that the top destination for Chinese tourists was Thailand, Singapore, Malaysia, France, Italy, and Switzerland. The factors which had affected Chinese tourists making decision for traveling were flight fees, visa convenience, exchange rate, destination safety, and incidents of disaster. Moreover, long holidays in China are very important as well, especially the Spring festival, and the national holiday. Many Chinese tourists travel to neighboring countries for the long holiday. For example, South Korea and Japan are popular. Moreover, countries in Oceania such as New Zealand and Austria were popular destinations as well. Since 2014, The trends of Chinese tourists had changed. It is because of the Millennial market who grew up with computers and other technologies. This market prefers individual travel more than group tours. The Millennial market uses online travel agencies for searching and purchasing flights, hotels, and program tours. They use less cash and make payments using online methods. We chat account is very important in influencing Chinese tourists' decisions. They believe that traveling is a value in one's life experience.

2.2.4 Behavior and Interests of Chinese Tourists in Thailand

The growth of Chinese tourists is rapidly increasing in the world of tourism. Of all the international tourists in Thailand, Chinese tourists were the largest group of international tourists visiting Thailand in 2015. There were 7,298,937 Chinese tourists in 2015. The number of Chinese visitors grew by 12% from 2014. The growth of Chinese tourists to overseas countries has been continually increasing. According to the report of Tourism Economic Review in 2016, Chinese tourists were ranked first of international tourists to Thailand. This was followed by

Malaysian and Russian tourists respectively. Chinese tourists spent 70,778.54 billion baht in the last quarter of 2016 alone. Chinese tourism has swiftly increased because of economic growth in China. People have more income which improves their consumer power. Moreover, China's open country policy helps people obtain a visa more easily for traveling to other countries. That is why Chinese overseas tourism is increasing more and more. The main interests of Chinese tourists in traveling to other countries were sightseeing and shopping respectively. Based on a report of Chinese tourism in Thailand, they found that Chinese tourists traveling to Thailand were interested in the Grand Palace, floating market, and elephant rides (Walsh & Tachavimol, 2004). According to Visa Global Travel Intentions Study (2013), it was reported that Chinese tourists spent an average of \$3,824 for a trip. That was the third most amount spent of world tourist expenditures after Saudi Arabia and Australia respectively. Moreover, it reported that Chinese tourists also spent money on shopping. That is similar to the research of Export-Import Bank of Thailand (2014) which presented that to understand Chinese tourist behavior is very important in order to capture the Chinese tourism market because they are the largest group of tourists currently. They have great consumer power according to the report of Global Blue Analytics in 2012. The report stated that Chinese tourists were the largest market for tax-free shopping in the world in 2012. The study of China Tourism Academy (2011) reported that Chinese tourists spent 26% of their total trip expenditure on shopping.

Chinese tourists who came to Thailand were typically between 25-44 years old. Normally, they travel by tour company because of their limited knowledge of and experience with Thailand. Moreover, most of them traveled abroad as a first-time visitor. They felt more comfortable and safe travelling with a tour company. However, in the future, as Chinese tourists have more experience with Thailand, they will likely travel more by themselves. Amonhaemanon's paper (2015) indicated that most of the Chinese tourists who travelled to Thailand by themselves were female. Their friends and family influenced them in making the decision to choose Thailand as a destination. Currently, more than 9 million Chinese tourists spend a holiday in Thailand. They make up 30% of all international tourists in Thailand. The Thai government supports tourism by canceling a visa fee. This included 21 countries from March to August in 2017 and China was on the list as well. That is one of the reasons why the number of Chinese tourists traveling to Thailand increased in that year. Additionally, there is a problem with

the impact of tour zero-dollar situation. (Thailand Consulate in Shanghai report, 2017). Moreover, there was growth of e-commerce in China. More than 3,840 million Chinese searched online for information about tourism since 2010. (Wei, Fang, & Feng, 2010). It is clear that making online information available about tourism in Thailand is very important to increase the market share of Chinese tourists. Furthermore, it is because of the success of a Chinese movie called “Lost in Thailand” which influenced the flow of Chinese tourists travelling to Thailand and made it fashionable to travel to Thailand.

The push and pull factors affecting the decision of Chinese tourists to choose Thailand as their destination reported that most of Chinese tourists travelling to Thailand were male between the ages of 21 to 30. Their average income was 29,231 yuan. They had traveled to Thailand more than 1 time. Half of Chinese tourists traveled by themselves and half of them traveled with a tour company. Chinese tourists were traveling with friends and family. The objectives of traveling to Thailand were to relax for a holiday and to visit popular tourist destinations east and south in Thailand. The pull motivation which have had effects on Chinese tourists to travel to Thailand were Thai food, Thai culture, beautiful natural resources and tourist advertising (Songbuan, n.d).

CHAPTER 3

Methodology

This chapter describes the methodology, data collection, sampling, and data analysis which related to an analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries.

3.1 Data Focus

Data collection focused only on Chinese tourists who visited ASEAN + 6 countries which included: Thailand, Singapore, Malaysia, The Philippines, Indonesia, Myanmar, Vietnam, Laos, Cambodia, Brunei, South Korea, Japan, India, New Zealand, and Australia. The statistics of Chinese tourism export were included from 2000 to 2015.

3.2 Population and Sampling

According to an analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries, the sample included statistics of Chinese tourists who visited Brunei, Cambodia, Malaysia, Indonesia, Laos, Vietnam, Myanmar, Thailand, The Philippines, Singapore, South Korea, Japan, India, New Zealand, and Australia from 2000 to 2015.

3.3 Data collection

The data of this research was collected from secondary data. An analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries was collected by using statistics of Chinese tourist's revenue in ASEAN + 6 countries, total tourism export of ASEAN + 6 countries except China, total tourism export of China, and total world tourism export. Statistics were gathered from the World Tourism Organization, World Bank national accounts data, and ASEAN statistics, etc. The data was collected from 2000 to 2015.

3.4 Methodology

The study used Revealed Comparative Advantage (RCA) as a methodology for an analysis of the comparative advantage of Thai tourism with Chinese tourists compared to the other ASEAN + 6 countries. RCA is one of the methodologies for analyzing international trade. RCA has been used to help evaluate a country's export potential. It was created by Balassa in 1965. The RCA indicates whether a country is in the system of exporting the products in which it has a trade potential, as opposed to situations in which the number of products that can be competitively exported is static. It can also provide useful information about potential trade prospects with new partners. There are differing explanations that if the country exports one product to the world markets it can be that the country has a comparative advantage for exporting that product at that time. If the number of RCA is higher than 1, it means that the country has a high competitive advantage on exporting that product or the country is said to have a revealed comparative advantage in the product. On the other hand, if a value of RCA is less than 1, it implies that the country has a revealed comparative disadvantage in the product. Revealed Comparative Advantage (RCA) is one of the methodologies for analyzing international trade by using the formula as follows:

$$RCA = \frac{\text{The share of product } i \text{ in country } j \text{ total exports}}{\text{The share of product } i \text{ the world total exports}}$$

$$RCA_{ij} = \frac{(X_{ij}/X_{tj})}{(X_{iw}/X_{tw})}$$

RCA_{ij} = demonstrates the ratio of Revealed Comparative Advantage goods "i"

in country j

X_{ij} = represents that country "j" export of product "i"

X_{tj} = represents that total exports of country "j"

X_{iw} = represents world exports of product "i"

X_{tw} = represents the total world export

i = represents the exporting of products

j = represents the country

Tourism uses RCA for analyzing of tourism competitive advantage. The revenue of tourism export indicates the competitive advantage of tourism in that country. A large revenue of

tourism export in a country indicates the satisfaction of the tourists to that country. (Peterson, 1988), (Fourie, 2011), and (Waravess, 2014). Revealed Comparative Advantage (RCA) is one of the methodologies for analyzing tourism competitive advantage by using the formula as follows:

$$RCA_j = \frac{(X_{ij}/X_j)}{(X_c/X_z)}$$

$$RCA_j = \frac{\text{Chinese tourist receipt of countries } j / \text{Total tourism receipt of countries } j}{\text{Total tourism export of China} / \text{Total world tourism export}}$$

RCA_j = demonstrates that the ratio of Revealed Comparative Advantage of tourism in countries “j”

X_{ij} = represents Chinese tourists revenues in country j

X_j = represents total export tourism of country j

X_c = represents total tourism export of China

X_z = represents total world tourism export

i = represents Chinese tourist receipt

j = countries in ASEAN + 6

3.5 Analysis

An analysis of the comparative advantage of Thai tourism with Chinese tourists compared to the other ASEAN + 6 countries except China was analyzed by quantitative analysis and descriptive analysis. It was calculated by RCA formula of Chinese tourist revenue in ASEAN + 6 countries except China divided by the total tourism revenue in each country divided by total tourism export of China divided by total world tourism export. The results demonstrate the tourism competitive advantage of Chinese tourists of each country.

CHAPTER 4

Results

This chapter describes the results of the study which include: an analysis of the potential of Thai tourism and analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN countries and the identification of the factors which affect Thai tourism competitive advantage with Chinese tourists.

4.1 The Potential of Thai tourism

Tourism industry is rapidly growing in Thailand. Since 2000, international tourists receipt in Thailand was more than 9,935,000,000 US dollars. Fifteen years later, Thai tourism revenue from international tourists was more than 48,527,000,000 US dollars (World Bank, 2017). Thailand is an attractive destination for tourists around the world. Thailand has very strong tourism competitive advantage. This is because of supporting from the Thai government. For example, investing in infrastructure to tourist places, choosing policy to increase visitors. The competitive advantage of Thai tourism includes good air transport infrastructure, prioritization of tourism, business travel, human and labor resources, and business environment. However, Thailand was weak in ground and port infrastructure to connect between downtown and tourism places. Health and hygiene factors need improvement. Moreover, the safety and security image of Thailand has a negative impact on Thai tourism. There is less environmental stability as well. The Thai government invests in many projects to increase the quality and standards of infrastructure to provide for the demands of tourists, such as accommodation, airport, and roads to connect downtown with tourist places. They adjusted visa rules to increase international tourism. For example, they allowed visa-free status for 57 countries and visa on arrival for 21 countries. The Thai government announced issuing 10-year visas for tourists over 50-years old from USA, UK, Australia, Japan, and countries in the EU. This group needs to have income of at least 100,000 baht per month and they need to buy insurance coverage while they are in Thailand. Thailand had a competitive advantage of medical tourism. Thailand is a leader of MICE (Meeting Incentive Convention & Exhibition) tourism which increases the tourism comparative advantage of Thailand. Partnership is one of the most important factors which promoted Thai tourism to be

well-known in the world. Thailand had signed with partners to promote Thai tourism, which includes, the Emirates, Etihad Airway, Qatar Airway, and Michelin. Moreover, it is because of the success of the crack-down on tours zero-dollar: the Chinese buy very cheap tour packages from travel agents. That price is so cheap that the company makes no profit, and then they will push the Chinese tourist to buy or shop in very expensive restaurants or shops. This tour zero-dollar results in a negative image of Thai tourism.

4.2 Tourism Comparative Advantage of Chinese tourist in ASEAN + 6 countries

According to Revealed Comparative Advantage theory of Balassa (1965), reported that the success of resource management is based on competitive advantage of the economic system. In tourism, RCA is used for analysis of competitive advantage index. The concept of analyzing tourism competitive advantage is the numbers of tourists visiting a country and represents the tourism competitive advantage index of that country (Peterson, 1988). Moreover, the research of Wei, Fang, & Feng (2011), Tonompongphandh, Uttama, & Buadapthip (2013), Weravess (2016), and Jindatam (2016) used RCA for analyzing competitive advantage of tourism as well. Revealed Comparative Advantage (RCA) is one of the methodologies for analyzing tourism competitive advantage by using the formula as follows:

$$RCA_j = \frac{(X_{ij}/X_j)}{(X_C/X_Z)}$$

$$RCA_j = \frac{\text{Chinese tourist receipt of countries } j / \text{Total tourism receipt of countries } j}{\text{Total tourism export of China} / \text{Total world tourism export}}$$

RCA_j = demonstrates that the ratio of Revealed Comparative Advantage of tourism in countries “j”

X_{ij} = represents Chinese tourists revenues in country j

X_j = represents total tourism export of country j

X_C = represents total tourism export of China

X_Z = represents total world tourism export

i = represents Chinese tourist receipt

j = countries in ASEAN + 6

If the number of RCA is higher than 1, it means that the country has competitive advantage in tourism industry. On the other hand, if the number of RCA is less than 1, it implies that the country has a revealed comparative disadvantage in tourism industry.

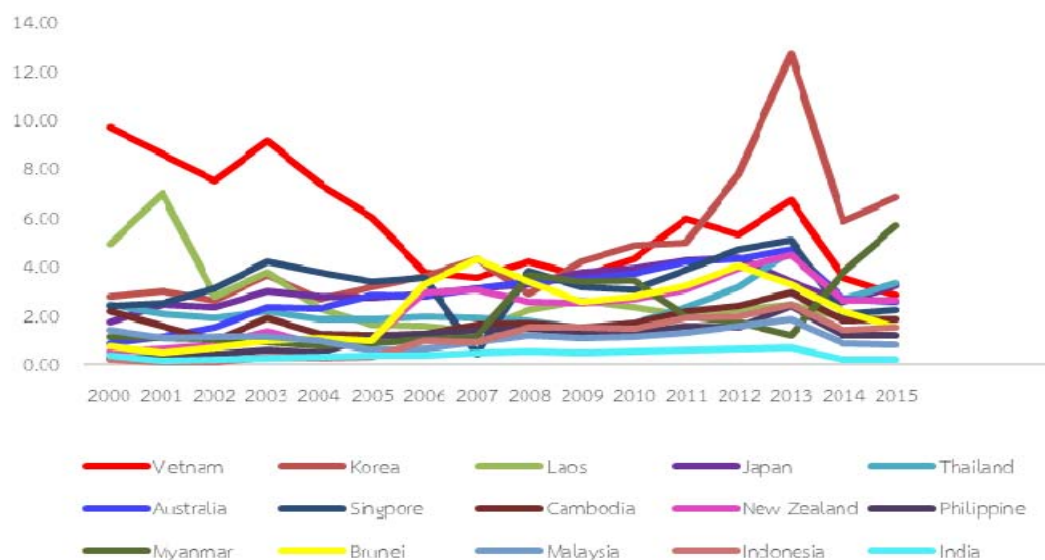
The author used the above formula to analyze the comparative advantage of Thai tourism with Chinese tourists compare to the other ASEAN + 6 countries except China. The data was analyzed from 2000 to 2015. The result is demonstrated by Table 1.

Table 4.1 RCA index with the Chinese tourists of ASEAN + 6 countries except China from 2000 to 2015

Year	Viet nam	Korea	Laos	Japan	Thai land	Aus tralia	Singa pore	Cam bodia	New Zealand	Philip pines	Myan mar	Brunei	Malay sia	Indone sia	India
2000	9.68	2.78	4.89	1.75	2.43	0.84	2.37	2.17	0.50	0.24	1.14	0.72	1.38	0.19	0.34
2001	8.57	2.99	6.97	2.43	2.03	1.14	2.52	1.57	0.61	0.31	1.05	0.47	1.05	0.10	0.16
2002	7.49	2.61	2.74	2.35	1.91	1.49	3.11	0.95	0.80	0.39	0.99	0.68	1.14	0.11	0.18
2003	9.12	3.67	3.75	2.98	2.15	2.34	4.19	1.91	1.33	0.58	0.90	0.94	1.15	0.32	0.27
2004	7.39	2.65	2.26	2.79	1.85	2.30	3.74	1.22	0.77	0.48	0.76	1.05	0.97	0.27	0.27
2005	6.03	3.18	1.62	2.70	1.83	2.83	3.37	1.16	1.00	1.14	0.83	0.98	0.55	0.29	0.35
2006	3.74	3.59	1.55	2.87	1.94	2.75	3.55	1.23	2.92	1.22	1.03	3.27	0.65	0.97	0.36
2007	3.57	4.29	1.32	3.09	1.90	3.08	0.39	1.61	3.06	1.40	1.13	4.32	0.90	0.90	0.48
2008	4.21	2.89	2.24	3.28	1.76	3.35	3.80	1.67	2.56	1.43	3.66	3.35	1.17	1.48	0.51
2009	3.58	4.18	2.63	3.77	1.47	3.46	3.18	1.51	2.48	1.31	3.40	2.56	1.10	1.50	0.49
2010	4.30	4.88	2.32	3.93	1.69	3.70	3.07	1.70	2.67	1.28	3.44	2.75	1.10	1.44	0.50
2011	5.98	4.94	2.02	4.26	2.32	4.21	3.85	2.18	3.05	1.58	1.93	3.21	1.28	1.90	0.57
2012	5.32	7.79	2.22	4.35	3.15	4.30	4.67	2.38	3.94	1.50	1.71	4.01	1.59	1.96	0.66
2013	6.72	12.69	2.42	3.38	4.62	4.71	5.09	2.93	4.49	2.41	1.18	3.26	1.86	2.45	0.67
2014	3.52	5.83	1.90	2.56	2.65	2.66	2.07	1.77	2.63	1.16	3.74	2.16	0.84	1.40	0.20
2015	2.82	6.81	1.82	3.19	3.34	2.56	2.20	1.83	2.62	1.15	5.66	1.53	0.82	1.53	0.20

Source: It was calculated by the author on 1th July 2016.

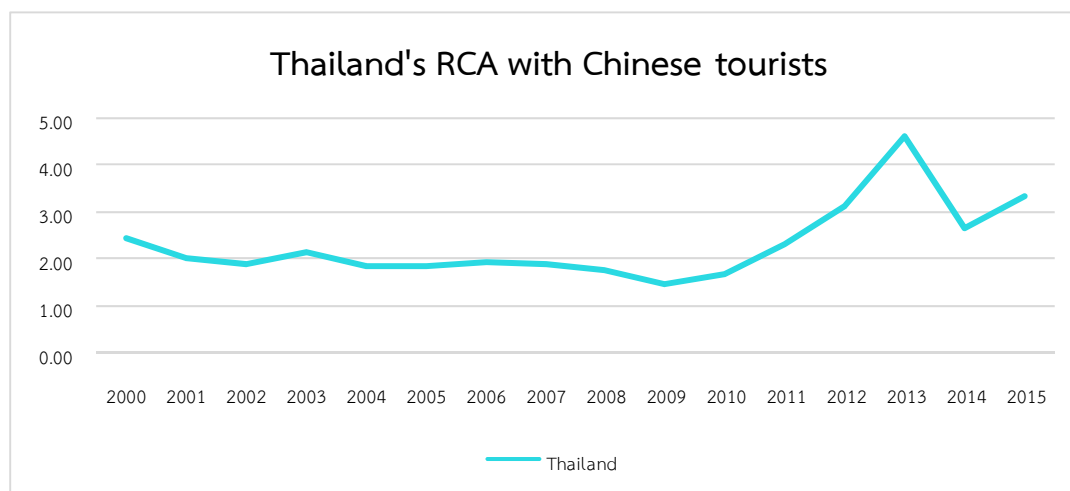
Figure 4.1 The number of tourism competitive advantage index of Chinese tourists in ASEAN + 6 countries except China from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

From the figures presented in the above graphic, an analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries except China, it is observed that Vietnam's RCA was the highest with Chinese tourists compared to other ASEAN + 6 countries except China. This was followed by Korea, Laos, Japan, Thailand, Australia, Singapore, Cambodia, New Zealand, The Philippines, Myanmar, Brunei, Malaysia, Indonesia, and India from the years 2000 to 2015. The result of the study is explained in the next paragraph.

Figure 4.2 The number of tourism competitive advantage index of Chinese tourists in Thailand from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

It is observed that Thailand ranks number 5 after Vietnam, Korea, Laos, and Japan of tourism competitive advantage with Chinese tourists compared to other ASEAN + 6 countries. Thailand's RCA ratio is consistently higher than 1 throughout the whole period of study. Thailand's RCA was quite good from 2000 to 2015. It was 2.43, 2.03, 1.91, 2.15, 1.85, 1.83, 1.94, 1.90, 1.76, 1.47, 1.69, 2.32, 3.15, 4.62, 2.65, and 3.34 respectively. It means that Thailand had tourism competitiveness with Chinese tourists. The largest RCA for Thailand was 4.62 in 2013. It means that Thailand had strong tourism competitive advantage with Chinese tourist in 2013. Although, Thailand had a political coup in this year but it did not affect Thailand's RCA with the Chinese tourist at that time. It is because of the increase in the number of flights from China to Thailand. For example, Juneyao Airlines opened new flights from Shanghai to Bangkok to 7 flights per week. Likewise, China Southern Airlines increased the number of flights from Kwang Zhou to Bangkok from 21 to 35 flights per week. Moreover, it is because of the popularity of a Chinese movie called "Lost in Thailand" that influenced Chinese tourists visiting Thailand in 2013. Furthermore, it is because of China-Japan conflict about the Senkaku islands. This resulted in some Chinese tourists shifting travel from Japan to Thailand in 2013. It can be stated that Chinese tourists are the largest market for Thai tourism in 2013 (TAT Review Journal, 2013).

The second-most predominant figures were 3.34, 3.15, and 2.43 in 2015, 2014, and 2010 respectively. Thailand's RCA started to decrease from 2.15 to 1.58 in 2003 to 2004. It is because of the SARS virus in ASEAN countries. Furthermore, the tsunami disaster in the south of Thailand in 2005 affected Thai tourism overall. In spite of the tsunami, Thailand's RCA quite less compared to other period. It was 1.83, 1.94, 1.90, and 1.78 in 2005 to 2008 respectively. However, Thailand's RCA was higher than 1 at that time. It means that Thailand had tourism competitive advantage with Chinese tourists event it faced the SARS virus in ASEAN countries and the tsunami disaster. The least of Thailand's RCA was 1.47 in 2009. It is because of the political problems in Thailand, the international airport in Bangkok was closed for a while. This had negative effects on the image of Thailand and the income spent by tourists in Thailand. Many flights to Bangkok were canceled and many countries around the world told their population not travel to Thailand during that time. It is not only Chinese tourists that did not come to Thailand in 2009 but also tourists from other countries as well. Thailand's RCA decreased sharply from 4.62 to 2.65 in 2013 to 2014. This is because the political problems, the Thai government declared a state of emergency for the tense capital of Bangkok. Many countries advised their population to take extra care for traveling to Thailand at that time. Most of the tourists arrived in other city of Thailand such as Phuket, Samui island, and Chang Mai respectively in 2014.

On the other hand, Chinese economy was slowing down in 2015. However, the number of Chinese tourists traveling to Thailand was 7,934,791 million in 2015 (Ministry of Tourism & Sports, 2017). Furthermore, the trend of Chinese tourists travelling to Thailand has increased as presented by Kasikron Research Center (2016). It indicated that Thailand is one of the most interesting tourist destinations for Chinese tourists. Firstly, there are beautiful natural resources and cultural resources which attract Chinese tourists. These include beaches, food, festivals, and night life activities. Secondly, the Thai government has been successful in promoting Thai tourism to Chinese tourists. They supported and promoted Thai tourism by using many tools to tap into the Chinese market. For example: they had promoted the application "We Chat" to directly contact Chinese tourists. Thirdly, the Thai government fixed the problem of tour zero-dollars which has negatively affected the number of Chinese tourists visiting Thailand in a short-run. However, it will benefit the revenue of Thai tourism from Chinese tourists in the long-run. Moreover, it will be a positive impact on the quality and standard of Thai tourism in the

long-run as well. Similarly, the study of the International Institute for Trade and Development (2017) reported that the trend of tourism competitive advantage of Thailand, Laos, Vietnam, and Cambodia will increase in the future.

The results of the study found that the main competitors of Thai tourism with Chinese tourists were Laos, Japan, and Singapore. There was a negative relationship between Laos's RCA and Thailand's RCA, when Laos's RCA was large then Thailand's RCA was small. For example, Thailand's RCA was 2.32, 3.15, 4.62, 2.65, and 3.34 while, Laos's RCA was 2.02, 2.22, 2.42, 1.90, and 1.82 in 2011, 2012, 2013, 2014, and 2015 respectively. Likely, Japan's RCA and Thailand's RCA were a negative relationship. For instance, Japan's RCA was 2.43, 2.35, 2.98, 2.79, 2.70, 2.87, 3.07, 3.28, 3.77, 3.39, 4.26, and 4.35 while, Thailand's RCA was 2.03, 1.91, 2.15, 1.85, 1.83, 1.94, 1.90, 1.76, 1.47, 1.69, 2.32, and 3.15 respectively. Similarly, Singapore's RCA and Thailand's RCA were a negative relationship. It means that when Thailand's RCA was higher than 1, the number of Singapore's RCA was lower throughout the whole period of study. Vietnam's RCA was larger than Thailand's RCA almost every year of study, but Thailand's RCA was larger than Vietnam's in last year of the study. Thailand's RCA was 3.19 in 2015 while Vietnam's RCA was 2.82 in 2015. It can be stated that the trend of Thailand's RCA with Chinese tourists will be larger than Vietnam's in the future.

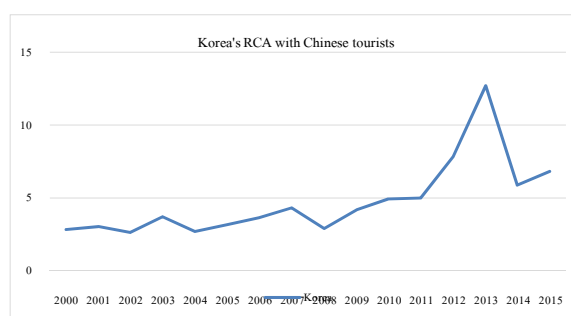
Figure 4.3 The number of tourism competitive advantage index of Chinese tourists in Vietnam from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

Vietnam's RCA ratio is the best compared to other ASEAN + 6 countries with Chinese tourists. This is because of Vietnam and China are neighboring countries. So, Chinese tourists travel to Vietnam easily. This study reported that Vietnam's RCA ratio was higher than 1 throughout the whole period of study. It means that Vietnam had a strong tourism competitive advantage with the Chinese tourists. It peaked at 9.68 in 2000. The second-most predominant figures were 9.12, 8.57, 7.49, and 7.39 in 2003, 2001, 2000, and 2004 respectively. Then, the trend of Vietnam RCA's continually decreased from 2005 to 2012. After that it increased again to 6.72 in 2013. It is because of the success of the Vietnamese government in promoting tourism in the Chinese market. For instance, the Vietnamese government works together with local travel agencies in China to increase more Chinese tourists. Vietnam welcomed Chinese 2.7 million tourists in 2016. It had increased by 51% from 2015 (The Vietnam National Administration of tourist, 2016). Moreover, as stated before, Vietnam has a geographical advantage in that it is very close to China. Short flights from China to Vietnam have increased. The flights from China are low cost and there are many choices. Moreover, Chinese visitors have shifted away from South Korea and are going to Vietnam instead (South China Morning, 2017). However, The RCA of Vietnam sharply decreased by 6.72 to 3.52 in 2013 to 2014. Moreover, they were less at 2.82 in 2015.

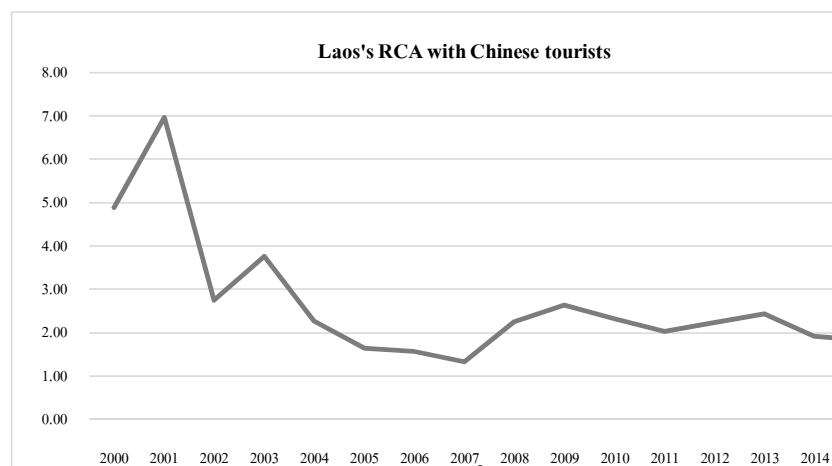
Figure 4.4 The number of tourism competitive advantage index of Chinese tourists in Korea from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

Korea is one of the countries that it success in tourism industry. South Korea is rich with historic places and heritage, and architectural building. Korea is very famous in cultural tourism and their cultural tourism is fast growing in Asia. From the figure presents Korea tourism competitive advantage with Chinese tourist from 2000 to 2015. Korea had tourism competitive advantage with Chinese tourists throughout the whole period of study. This study reported that South Korea's RCA ratio was fluctuated between 2000 to 2004. It was 2.78, 2.99, 2.61, 3.67, and 2.65 respectively. Then, it stated to increase by 3.18, 3.59, and 4.29 in 2005, 2006, and 2007 respectively. After that there was double decreased to 2.89 in 2008. Then, South Korea's RCA continually increased from 2009 to 2011. It was 4.18, 4.88, and 4.94 respectively. South Korea's RCA sharply increased by 7.79 in 2012 and it peaked at 12.69 in 2013. After that it dropped to 5.83 in 2014 and it started to increase a gain by 6.81 in 2015. Chinese tourists were teeming in South Korea in 2013. Chinese ranks number one of international tourists in South Korea. They main objectives were shopping at duty-free stores for skin care and cosmetic, doing plastic surgery, and sightseeing respectively (Incitez, 2015). South Korea has transport system advantage for serving the demands of tourists. It connects from the city to tourist place. Moreover, South Korea is very successful in entertainment industry which attract multitudes of international tourists to South Korea. Furthermore, the increase of Chinese tourists in South Korea was because Chinese tourists were opting from Japan to Korea during the Senkaku Island disputes between China and Japan.

Figure 4. 5 The number of tourism competitive advantage index of Chinese tourists in Laos from 2000 to 2015

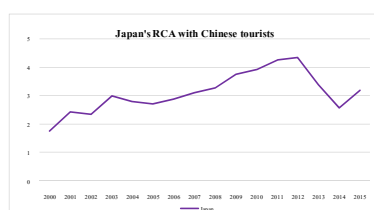


Source: It was calculated by the author on July 1 2016.

Laos is one of the developing countries which focuses on the tourism sector of their economy. Laos has competitiveness with cheap labor more than other countries in ASEAN + 6, which is a main factor in providing tourists services. On the other hand, Laos' laborers have little skill in providing some tourism services such as command of the English and Chinese language in communicating with Chinese tourists. Because their population is smaller, Laos has fewer laborers to provide services. They also have fewer hotels and tour companies to provide services to Chinese tourists. Laos's RCA was higher than 1 every year of the study. It means that Laos had tourism competitiveness with Chinese tourists. The trend of Laos's RCA presented was quite good. It was 4.89, 6.97, 2.74, 3.75, 2.26, 1.62, 1.55, 1.32, 2.24, 2.63, 2.32, 2.02, 2.22, 2.42, 1.90, and 1.82 from 2000 to 2015 respectively. According to result of the study showed that the trend of Laos's RCA has continuously decreased from 2000 to 2015. Laos's RCA peaked to 6.97 in 2001. After that they decreased sharply to 2.74 in 2002. This is because the SARS virus in ASEAN countries. After that it went up to 3.75 in 2003. It fluctuated between 1 to 1.32 to 2.63. However, Laos's RCA was higher than 1. It can be predicted that the trend of Chinese tourists travelling to Laos will increase and Chinese travelers will become the number one group of international tourists in Laos. It is because of Laos developed tourism by improving facilities and tourism products for meeting the demands of tourists. Laos and China are neighboring countries. Laos connects with the south of China. Laos and China border one another, a large number of

Chinese tourists travel to Laos by road trip. Chinese tourists are interested in the beautiful natural resources and cultural resources in Laos, especially Lang Prabang which is a world heritage city. (Wongdara, 2015). That is why Laos has a tourism competitive advantage with Chinese tourists. According to the number of international tourists visiting Laos, it reported that Thai and Chinese tourists were the top international tourists visiting Laos. However, to increase the number of Chinese tourists traveling to Laos, there needs to be improvement in development of infrastructure and facilities to serve the demands of tourists. Moreover, Laos needs to train more employees who will work in the tourism industry to meet the demands of tourists (AEC News, 2015).

Figure 4. 6 The number of tourism competitive advantage index of Chinese tourists in Japan from 2000 to 2015

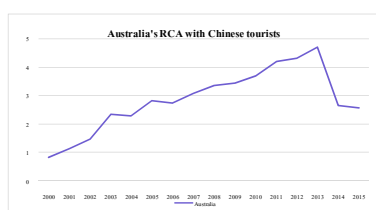


Source: It was calculated by the author on July 1 2016.

The figures presented the tourism competitive advantage of Japan tourism with Chinese tourists compared to other ASEAN + 6 countries from 2000 to 2005. It is observed that Japan's RCA was higher than 1 throughout the whole period of study. The lowest of Japan's RCA was 1.75 in 2000. The trend of Japan's RCA had continually increased in 2001 to 2011. It was 2.43, 2.35, 2.98, 2.79, 2.70, 2.87, 3.09, 3.28, 3.77, 3.93, and 4.29 in 2001 to 2011 respectively. The largest of Japan's RCA with Chinese tourist was 4.35 in 2012. Then, it sharply decreased by 3.38 and 2.56 in 2013 and 2014 respectively. The decreases of Chinese tourists in 2013 and 2014 were because the Senkaku island disputes between China and Japan that made Chinese tourists

shift from Japan to travel to other counties in Asia. However, Japan's RCA with Chinese tourists went up to 3.19 in 2015. One of the reasons is because the relaxation of visa rules by Japan for foreign tourists which helps international tourism increase in Japan (Kyodo, 2016).

Figure 4.7 The number of tourism competitive advantage index of Chinese tourists in Australia from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

The figures in above presented the tourism competitive advantage with Chinese tourists in Australia Chinese tourists were the second of international tourists visiting Australia after tourists from United Kingdom in 2010 and 2012. Chinese tourists grow 12% over the past ten years. Australia was the first Western countries that approved destination state from China policy on traveling to abroad in 1999. The most popular tourist destinations in Australia for Chinese tourist were Sydney and Melbourne respectively (Jundan, Zang, & BricIt, 2015). It is observed that Australia's RCA ratio is consistently higher than 1 throughout the whole of study except in 2000. In that year, the number of Australia's RCA was less than 1. It was 0.84. It means that Australia had no competitiveness with Chinese tourists in 2009. However, the trend of Australia's RCA was quite good from 2001 to 2015. It has continually increased by 1.14, 1.49, 2.34, 2.30, 2.83, 2.75, 3.08, 3.35, 3.46, 3.70, 4.21, 4.30, and, 4.71 in 2001 to 2012 respectively. Australia's RCA peaked at 4.71 in 2013. It means that Australia was very strong tourism competitive advantage with Chinese tourist in 2013. After that it decreased sharply to 2.66 and 2.56 in 2014 and 2015 respectively.

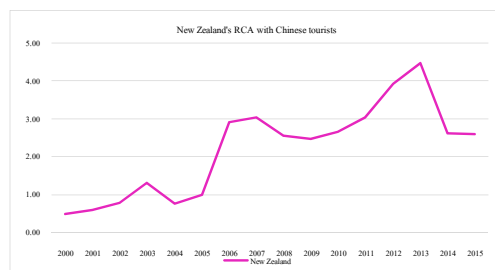
Figure 4.8 The number of tourism competitive advantage index of Chinese tourists in Singapore from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

Singapore is the developed country. However, it also is focused on developing the tourism sector of their economy as well. An analysis of the tourism comparative advantage with Chinese tourists in Singapore found that Singapore's RCA fluctuated in 2000 to 2015. Singapore's RCA ratio was higher than 1 almost the whole period of study except in 2007. An exception was in 2007 when the RCA was lower than 1. It was 0.39. It means that Singapore had no competitiveness with Chinese tourists in 2007. It is not only Chinese tourists decrease but also international tourists decrease in Singapore in 2007 as well. In that year, tourist expenditure in Singapore was lowest for the first time in six years. However, the trend of Singapore's RCA increased from 2000 to 2003. It was 2.37, 2.52, 3.11, and 4.19 respectively. Then, it sharply decreased by 3.74, 3.37, 3.55, and 0.39 in 2004 to 2007 respectively. Though, it was sharp increase to 3.80 in the year. Then, it dropped again by 3.18 and 3.08 in 2009 and 2010 respectively. Singapore's RCA had continually increased to 4.67 in 2013. Then, it double decreased to 2.66 and 2.56 in 2014 and 2015 respectively. However, it can be stated that Singapore has tourism competitive advantage with Chinese tourists. Historically, it is because Singapore was one of five countries which were on the list of permitted travel countries regulated by the Chinese government (Kau & Pei , 2005). Moreover, the rise of China's middle class has resulted in an increase in the number of tourists travelling to Singapore as well.

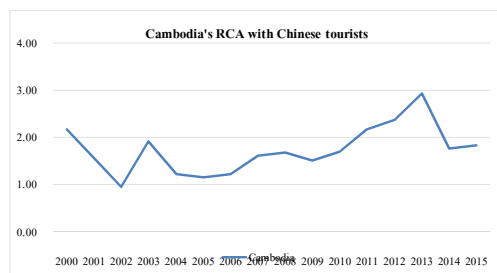
Figure 4.9 The number of tourism competitive advantage index of Chinese tourists in New Zealand from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

An analysis of New Zealand tourism competitive advantage with Chinese tourists from 2000 to 2015 presented that New Zealand had no tourism competitiveness in some year of study. It is because their RCA index was less than 1. It was 0.50, 0.61, 0.80, and 0.77 in 2000, 2001, 2002, and 2004 respectively. However, the largest New Zealand's RCA was 4.49 in 2013. It means that they had strong tourism comparative advantage with Chinese in 2013. It is because of increasing of the number of flight. It is increases to 36 flight per week from China to New Zealand. Moreover, it is because of the Premium Kiwi Partner program between China and New Zealand in 2013. The program increased importance of online travel agency. Most of Chinese tourists traveled to New Zealand on Chinese New Year holiday and they bought tourism product such as airline and hotel by online sale from agency such as Ctrip and Alitrip. It is very success of marketing strategy of New Zealand to tap Chinese tourists in 2013 (New Zealand Tourism, 2017). The trend of New Zealand's RCA was an increase. It was 1.33, 1.00, 2.92, 3.06, 2.56, 2.48, 2.67, 3.05, 3.94, 2.63, and 2.62 in 2003, 2005, 2006, 2007, 2008, 2009, 2010, 2012, 2014, and 2015 respectively. However, the trend of Chinese tourist traveled to New Zealand decreased double from 4.49 to 2.63 and 2.62 in 2013 to 2014 and 2015 respectively. It is because of a new Chinese travel law with New Zealand had signed. This law was control tour operation in New Zealand included; tour price, tour safety, unfair competition, and forced shopping trip. (Courtney, D. 2017).

Figure 4.10 The number of tourism competitive advantage index of Chinese tourists in Cambodia from 2000 to 2015



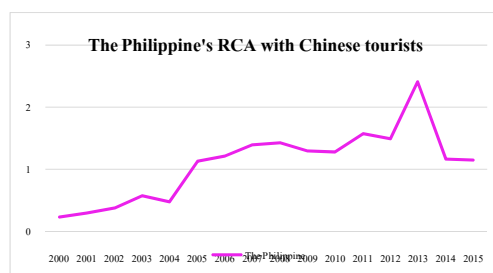
Source: It was calculated by the author on July 1 2016.

Cambodia is an interesting country with a variety of cultural attractions. Cambodia had tourism competitive advantage with Chinese tourist almost every of the study time except in 2002. There had no competitive advantage in 2002 because its RCA was less than 1. It was 0.95. The largest RCA of Cambodia was 2.93 in 2013. It had strong competitive advantage at 2.17 in 2000. Then, it sharp decreased by 1.57 in 2001. However, the trend of Cambodia's RCA increased from 2003 to 2012. It was 1.91, 1.22, 1.16, 1.23, 1.61, 1.67, 1.51, 1.70, 2.18, and 2.38 respectively. Cambodia had tourism competitiveness with Chinese from 2003 to 2015. It is because the Cambodian government used aggressive strategies to influence Chinese tourists traveling to their country. For example, there was an increase of direct flights from China to Cambodia. However, Cambodia's RCA was double decreased from 2.93 in 2013 to 1.77 and 1.83 in 2014 and 2015 respectively. This is related to Post Today News reported in 2017 that many Chinese tourists travel to Thailand or Vietnam before going to Cambodia. While in Thailand and Vietnam they spent money on shopping, hotels, restaurants, spas, recreational activities, night markets, and cultural attractions. Then when they arrive in Cambodia, they do not spend as much money there. It causes the expenditure of Chinese tourists in Cambodia to decrease. Moreover, even when the number of Chinese tourists increased, the income from Chinese tourists did not increase because most of the tourism business in Cambodia is operated by Chinese companies (Ah Keng Kau & Pei, 2017). It is similar to the situation of tour zero dollars in Thailand.

However, Cambodia had a tourism competitive advantage with Chinese almost the whole period of study.

Figure 4.11 The number of tourism competitive advantage index of Chinese tourists in

The Philippines from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

The Philippines is a country in which tourism plays a major role in their economy. International tourists visit the Philippines with huge numbers every year. According to the analysis of the competitiveness of Chinese tourists in the Philippines, the study indicated that the Philippines had no tourism competitive advantage with Chinese tourists from 2000 to 2004. The Philippines RCA was lower than 1 from 2000 to 2004. It was 0.24, 0.31, 0.39, 0.58, and 0.48 respectively. This is because the situation of dispute between the Philippine and China case to economic and tourism of Philippine directly (The voice TV reports, 2012). However, the Philippine had tourism competitive advantage with Chinese tourists from 2005 to 2015. It was 1.14, 1.22, 1.40, 1.43, 1.31, 1.28, 1.58, 1.50, 2.41, 1.16, and 1.15 respectively. The largest of the Philippines was 2.41 in 2013. This is because the growth of international tourists in the Philippines. For example, the success of tourism strategies of the Philippine government. This includes: the development of public transportation; tourism facilities; improvement of the business environment for new investments in tourism; development of a tourism product, such as a tour package; expansion of a new tourism market; development of a standard of tourism and service; support of small and medium businesses in the tourism industry; and improvement of the

standard of employee skills in the tourism sector. Moreover, tourism growth is because of a competitive advantage of labor in Philippines. There are strong labor skills and language skills that are very important in the tourism industry. Furthermore, the Philippines and China have signed a contract to exchange more tourists in both countries (Jirapirom,2017).

Figure 4.12 The number of tourism competitive advantage index of Chinese tourists in Myanmar from 2000 to 2015



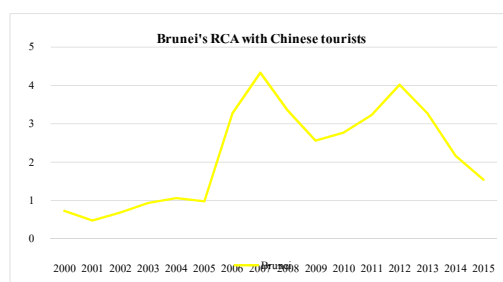
Source: It was calculated by the author on July 1 2016.

Myanmar is a developing country which plays a major role in the tourism industry since they opened their country to tourists in 1987. According to the analysis of tourism comparative advantage with the Chinese tourists in Myanmar, the data indicated that Myanmar had no competitive advantage with Chinese tourists from 2002 to 2005. It reported that Myanmar's RCA was less than 1. It was 0.99, 0.90, 0.69, 0.76, and 0.83 respectively from 2002 to 2005. Factors which affected Myanmar's RCA include poor infrastructure and facilities for serving tourists. However, Myanmar's RCA was larger than 1. It was 1.14, 1.05, 1.03, 1.31, 3.66, 3.40, 3.44, 1.93, 1.71, 1.18, and 3.74 in 2000, 2001, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, and 2014 respectively. Myanmar's largest RCA was 5.66 in 2015. It means Myanmar had tourism competitive advantage with Chinese tourists at that time. Myanmar is one of the countries that has seen a growth of Chinese tourists as reported in 2014. The number of Chinese tourists increased sharply by 5.43% to 9.48% in 2014 to 2015. Chinese tourists were ranked number two after Thai tourists of all international tourists in Myanmar. The increase of tourists in Myanmar is

because of the support and promotion of tourism by the Myanmar government. Moreover, it is because of natural, historical and cultural resources which pull tourists to travel to Myanmar. They have a World Heritage site in Myanmar. Furthermore, Wanderlust magazine of England stated that Myanmar is a top emerging destination. Luxury Travel magazine called Myanmar wide open for tourism in 2014 (Research Department of Export-Import Bank of Thailand, 2014). According to that description by the magazines, the Myanmar government expects that the number of tourists visiting Myanmar will increase, especially Chinese tourists.

Figure 4.13 The number of tourism competitive advantage index of Chinese tourists in

Brunei from 2000 to 2015

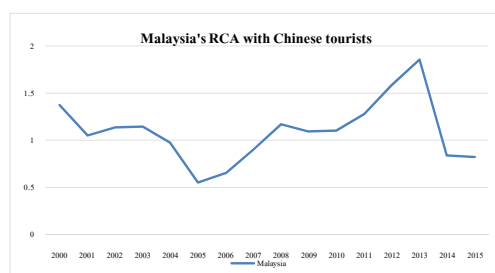


Source: It was calculated by the author on July 1 2016.

Brunei is a country which exports oil as a main economic activity. However, Brunei has focused more and more on the tourism industry to support their economic system so It does not rely only on its oil industry. The number of tourists in Brunei has increased every year, especially Chinese tourists. It is because of natural attractions in the tourist destination. An analysis of tourism competitive advantage of Brunei with Chinese tourists indicated that Brunei had no competitive advantage in the first period of the study. Brunei's RCA with Chinese tourists was lower than 1 in 2000, 2002, 2003 and 2005. It was 0.72, 0.47, 0.68, and 0.94 respectively. However, Brunei did have tourism competitive advantage with Chinese tourists from 2004 to 2015. Brunei's RCA was larger than 1. It was 3.27, 4.32, 3.35, 2.56, 2.75, 3.21, 4.01, 3.26, 2.16 and 1.53 in 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, and 2015 respectively. The

largest of Brunei's RCA was 4.01 in 2012. The result of the study indicated that the trend of Chinese tourists visiting Brunei will increase in the future. This is because there is an increase of Chinese tourists who travels to Brunei by charter flight. Most of the tourists visiting Brunei are from South Korea, China, and Malaysia respectively. Brunei is country which is rich in natural resources such as beautiful beaches and islands. The number of Chinese tourists who travel to Brunei has increased by 7% every year. The main focus of Chinese who visit Brunei is for relaxation for long vacations. Moreover, the Chinese perceive Brunei as a destination for a peaceful holiday. The Brunei government supports the tourism industry in several ways. This includes an increase in the number of flights from Brunei to the Chinese mainland such as in Kunming, for serving the demands of Chinese tourists. It not only benefits the tourism business, but also contributes to international trade between Brunei and China as well (Salleh, 2015).

Figure 4.14 The number of tourism competitive advantage index of Chinese tourists in Malaysia from 2000 to 2015



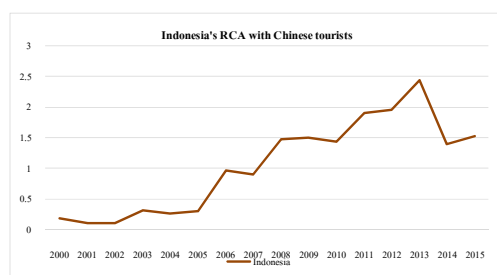
Source: It was calculated by the author on July 1 2016.

Malaysia's RCA indicated that Malaysia had no tourism competitive advantage with Chinese tourists in 2004, 2005, 2006, 2014, and 2015 because Malaysia's RCA was less than 1. It was 0.97, 0.55, 0.65, 0.90, 0.84, and 0.82 respectively. However, Malaysia's RCA was larger than 1 during other years of the study. It was 1.38, 1.05, 1.14, 1.15, 1.17, 1.10, 1.10, 1.28, 1.59, and 1.86 respectively from 2000 to 2003 and 2008 to 2013 respectively. It is related to the cultural experience of Malaysia and China. For example, the cultural background of Malaysia and

China were very similar because of their historical migration between the two countries. However, Chinese tourists desire a different cultural experience. After the loss of a Malaysian airline flight, which was full of Chinese passengers, and have been presumed dead, the Malaysian government did not explain or assist the families of the lost at that time. Even now, they do not know why the plane was lost and the Chinese people continue to be upset about that. It has negatively affected Malaysia's image with the Chinese people. That is presented by Malaysian's RCA in 2014 and 2015. This showed Malaysia had no competitiveness with Chinese tourists in that period. It was 0.84 and 0.82 respectively. However, the Malaysian government is attempting to increase more Chinese tourism in the future. For instance, there is a memorandum of understanding with Alibaba Company in Beijing which is called "The Alitrip Malaysia Tourism Platform". It provides an online database about Malaysian tourism, including promotion of Malaysian tourism, information about flights from China to Malaysia, tour packages, gift vouchers for shopping, dinner, and airline tickets as well. Moreover, there was an increase in new flights connecting China to Malaysia such as flights from Kuala Lumpur to Chongqing, Chengdu, Wuhan, Nanjing, Haikou, and Fuzhou in 2017. Furthermore, Chinese tourists do not need visa to go to travel to Malaysia. It is clear that the trend of Chinese travelling to Malaysia will increase more and more in the future.

Figure 4.15 The number of tourism competitive advantage index of Chinese tourists in

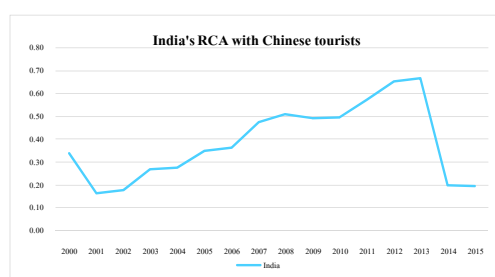
Indonesia from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

An analysis of Indonesian tourism competitive advantage with the Chinese tourists demonstrated that Indonesia had no tourism competitive advantage with Chinese tourists from 2000 to 2007 because Indonesia had a ratio of RCA lower than 1. It was 0.19, 0.10, 0.11, 0.32, 0.27, 0.29, 0.97, and 0.90 from 2000 to 2007 respectively. It is because Indonesia was not successful in promoting tourism. However, Indonesia had a tourism competitive advantage from 2008 to 2015. Its RCA was larger than 1 as presented at 1.48, 1.50, 1.44, 1.90, 1.96, 2.45, 1.40 and 1.53 respectively. The largest Indonesia's RCA was 2.45 in 2013. Currently, the Indonesian government is promoting tourism very strongly to increase their share of the Chinese tourism market. They promoted Indonesian tourism by signing the agreement with Alibaba Enterprise to promote e-tourism with Chinese tourists. According to that agreement, Indonesia expects that Chinese tourists will increase by 10 million in 2019. Moreover, the Indonesian government developed 10 other tourist destinations to attract tourists. Although Bali is the primary destination, the Indonesian government wanted to increase tourist travel to other areas in Indonesia (Indonesia's Investment Coordinating Board, 2016). Furthermore, the Indonesian government has liberalized visa requirements for international tourists. It resulted in the increase of Chinese tourists as the number one group of international tourists to visit Indonesia (South China Morning Post, 2017)

Figure 4.16 The number of tourism competitive advantage index of Chinese tourists in India from 2000 to 2015



Source: It was calculated by the author on July 1 2016.

An analysis of India tourism comparative advantage with Chinese tourists presented that India had no tourism competitiveness with Chinese tourists all year of study. This was presented by RCA ratio index. It was less than 1 throughout the whole period. It was 0.34, 0.16, 0.18, 0.27, 0.27, 0.35, 0.36, 0.48, 0.51, 0.49, 0.50, 0.57, 0.66, 0.67, 0.20, and 0.20 in 2000 to 2015 respectively. Disadvantage of India tourism was the tourism infrastructure, transport system, information dissemination, and security system. For example, the quality of accommodation needs more improvement. India still has poor transportation, India had only air and rail to connect with tourist destination. They had no other transport such as metro to connect between airport and rail. Moreover, India tourism had less information dissemination. For example, they had no website that provides all document about India tourism for visitor. Furthermore, India had negative image about security system for foreign tourists especially for women tourists. They need more extra care when traveling to India (Ministry of tourism Government India, n.d.)

In conclusion, an analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries in the period from 2000 to 2015 showed that Vietnam had the best tourism competitive advantage with Chinese tourists compared to other ASEAN + 6 countries followed by Korea, Laos, Japan, Thailand, Australia, Singapore, Cambodia, New Zealand, The Philippine, Myanmar, Brunei, Malaysia, Indonesia, and India. According to an analysis, it can divide the result of the study by four group. Firstly, Vietnam, Korea, Laos, Japan, and Thailand have a ratio of RCA higher than 1 throughout the whole period of study. The largest RCA for Vietnam, Korea, Laos, Japan, and Thailand were 9.68, 12.69, 6.97, 4.35, and 4.62 in 2000, 2013, 2001, 2012, and 2013 respectively. The lowest RCA for Vietnam, Korea, Laos, Japan, and Thailand were 2.82, 2.61, 1.32, 1.75, and 1.47 in 2015, 2002, 2007, 2000, and 2009 respectively.

Thailand had tourism competitive advantage with the Chinese tourists compared to other ASEAN + 6 countries. The largest RCA for Thailand was 4.46 in 2013. The second-most predominant figures were 3.34 and 3.15 in 2015 and 2012 respectively. According to the result of the study found that Laos, Japan, and Singapore were competitors of Thai tourism with Chinese tourists. There was a negative relationship between RCA of Laos, Japan, and Singapore with Thailand's RCA. It means that when Thailand's RCA was large, then Singapore's RCA and Japan's RCA were lower. On the other hand, Vietnam's RCA was larger than Thailand's RCA for

almost a whole year of study. However, Thailand's RCA was larger than Vietnam's in the last year of the study. Thailand's RCA was 3.34 in 2015 while Vietnam's RCA was 2.82 in 2015. It can be stated that the trend of Thailand's RCA with Chinese tourists will be larger than Vietnam in the future.

Secondly, Australia, Singapore and Cambodia had tourism competitive advantage almost every year of study except, one year. Australia had no tourism competitive advantage with Chinese tourists in 2000. It was 0.84. Similarly, Singapore had no tourism comparativeness with Chinese tourists in 2007. It was 0.39. Similarly, Cambodia had no tourism competitiveness with Chinese tourists in 2002. It was 0.95. The largest RCA for Cambodia was 2.93 in 2013. The result of the analysis supports the report of the International Institute for Trade and Development (2017) which performed a study of the total tourism competitive advantage of countries in ASEAN from 2005 to 2014. It indicated that the trend of RCA of in tourism of Laos, Cambodia, Thailand, and Vietnam will increase. It means Thailand will have more tourism competitiveness as well.

Thirdly, New Zealand, the Philippines, Myanmar, Brunei, Malaysia, and Indonesia had no tourism competitive advantage with Chinese tourists in the same period. For example, New Zealand's RCA was less than 1 in 2000 to 2002 and 2004. It was 0.50, 0.61, 0.80, and 0.77 respectively. Similarly, Myanmar's RCA less than 1 in 2002 to 2005. It was 0.99, 0.90, 0.76, and 0.83 respectively. While The Philippines, Brunei, and Indonesia had no competitiveness in the first period of the study because their RCA was less than 1. However, the largest RCA's for The Philippines, Brunei, and Indonesia were 2.41, 4.32, and 2.45, in 2013, 2007, and 2013 respectively. It can be stated that those countries had tourism competitive advantage in the last period of the study.

Lastly, India had no tourism competitive advantage with Chinese tourists throughout the whole year of study. It was presented by RCA index less than 1 the whole year of study. The largest India's RCA was 0.67 in 2013 and the lowest was 0.16 in 2001. It can be state that India had no tourism competitiveness with Chinese tourist. This is because India had poor tourism facility, transportation and quality of service for servicing tourists. Moreover, it is because of the tourism image of India is not safety.

CHAPTER 5

Conclusions and Discussion

This chapter contains the summary and discussion of the research findings based on the objectives of the study. The discussion part specifically covers the explanation of the key findings and interesting results; the discussion of the research methodology used; and the discussion of the new knowledge obtained in relation to the analysis of the competitive advantage theory. The research limitations and recommendations for future related studies were also incorporated, as they were considered integral parts of this research.

This study has two objectives. Firstly, to investigate the potential of Thai tourism with Chinese tourists; secondly, an analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN countries. The author researched the background and the current situation regarding Thai tourism, especially with Chinese tourists. The author reviewed the research that related to the topic and presented it in the literature review. The research methodology and data analysis were retrieved from statistics which related to the topic. The summary of the study will be explained more in the following sections.

5.1 Conclusion and discussion

An analysis of the comparative advantage of Thai tourism with Chinese tourists compared to other ASEAN + 6 countries except China include Brunei, Cambodia, Indonesia, Malaysia, Myanmar, Laos, Singapore, the Philippines, Thailand, Vietnam, South Korea, Japan, India, New Zealand, and Australia. The analysis used as a methodology was the RCA. The data was collected by secondary sources, such as statistics from the World Tourism Organization, World Bank National Accounts data, and ASEAN statistics. The data was collected from 2000 to 2015. The results of the study concluded that only some ASEAN + 6 countries had a tourism competitive advantage with Chinese tourists.

Firstly, Vietnam showed the best tourism competitive advantage with Chinese tourists. Vietnam's RCA was higher than 1 throughout the whole period of study. The largest RCA for Vietnam was 9.68 in 2000. After that, Vietnam's RCA fluctuated. However, it was higher than 1. Similarly, to the paper of the competitive advantage in tourism of ASEAN in the Chinese tourists' Market reported that Thailand and Vietnam had tourism competitive advantage

with the Chinese market of ASEAN in 2003. It claimed that Vietnam was a leader of tourism competitive advantage with the Chinese tourist since decades. Nevertheless, it indicated that trend of Chinese tourists traveling to Vietnam will decrease in the future (Kaosa-ard & Unong, 2015). That is consistent with the finding of this paper which indicated that the trend of Vietnam's RCA with the Chinese tourists will decrease in the future. It presented by Vietnam's RCA decrease by treble between 2013 and 2015. It was 6.72, 3.52, and 2.82 respectively. South Korea, Laos, Japan and Thailand had very good tourism comparative with Chinese tourist after Vietnam respectively. South Korea had the highest RCA during 2013. It was 12.69. This is because shifting of Chinese tourist from Japan to South Korea, the trend of surgery in South Korea, and the success of entertainment industry in South Korea that pull Chinese tourists visiting South Korea in 2013. Lao, Japan, Thailand had tourism competitive advantage with Chinese tourists all study time. The RCA of Chinese tourists in Thailand peaked in 2013.

Secondly, countries that had tourism competitiveness almost every year of the study included Australia, Singapore, and Cambodia. They had tourism competitive advantage with Chinese tourists almost every year of the study except in 2000, 2007, 2002 respectively. In that year, Australia, Singapore, and Cambodia's RCA was 0.84, 0.39, and 0.95 respectively. Singapore's RCA and Thailand's RCA were similar. The largest RCA for Singapore was 5.09 in 2013. However, Singapore's RCA was larger than Thailand's RCA except for four years. It was smaller than Thailand's RCA in 2000, 2007, 2014, and 2015 respectively. It can be stated that Singapore had tourism competitive advantage with Chinese tourists from the period of 2000 to 2015. Singapore is a competitor of Thai tourism with Chinese tourists except in 2007. The finding of this study was opposite of the research of *The Competitive Advantage in Tourism of ASEAN in the Chinese Tourists' Market*. They reported that Singapore had competitive advantage of tourism with the Chinese market in 2007 (Kaosa-ard & Unong, 2015).

The largest RCA for Thailand was 4.62 in 2013. It can be stated that Thailand had tourism competitive advantage with Chinese tourists from 2000 to 2015. Similarly, *An Analysis of Tourism Competitive advantage of Thai Tourism with International Tourists Compared to countries in Asia Including; Malaysia, Indonesia, Vietnam, China, South Korea, Japan, Hong Kong, and Macau* concluded that Thailand was ranked number three after Macau and Indonesia, respectively, in the period of 2003 to 2015. This study, *An Analysis of the*

Comparative Advantage of Thai Tourism with Chinese Tourists Compare to Other ASEAN + 6 Countries found that Thai tourism with Chinese tourists was ranked number fifth after Vietnam, South Korea, Lao, and Japan. Likewise, Tourism Competitiveness of Pattaya City in the World Market reported that Pattaya city in Thailand has the largest tourism competitiveness, followed by Macau and Antalya respectively. Pattaya was ranked number one compared to other ASEAN countries followed by Kuala Lumpur in Malaysia and Singapore, respectively (Weravess, 2016). Similarly, The Competitiveness of Thai Tourism Compared to ASEAN indicated that Thailand had tourism competitive advantage in the world market from 1995 to 2007. It reported that Australia, Cambodia, and Laos were significant competitors of Thai tourism because their RCA was higher than Thailand's RCA. Furthermore, it was reported that Malaysia, New Zealand, the Philippines, and Vietnam have RCA very close to Thailand's RCA and the RCA trends of those countries will increase. So those countries are considered to be competitors of Thai tourism as well. (Intasong, 2009)

The results of the study found that the trend of Thailand's RCA with Chinese tourists will increase in the future. Likewise, the research of The Competitive Advantage in Tourism of ASEAN in the Chinese Tourists' Market concluded that Thailand will be a leader of tourist destinations in ASEAN which attracts Chinese tourists. (Kaosa-ard & Unong, 2015). Similarly, Tourism Competitiveness in the Greater Mekong Sub-region showed that Thailand had tourism competitive advantage of the greater Mekong sub-region with international tourists. (Kaosa-ard & Unong, 2008). However, The Competitive Advantage in Tourism of ASEAN in the Chinese Tourists' Market indicated that Thailand had no tourism competitive advantage with Chinese tourists in 2003, 2007, and 2008 because Thailand's RCA was smaller than 1. It was -0.095, -0.2189, and -0.1811 respectively (Kaosa-ard & Unong, 2015). This is different with the findings of An Analysis of the Comparative Advantage of Thai Tourism with Chinese Tourists Compared to ASEAN + 6 Countries from 2000 to 2015 This study showed that Thailand had tourism competitive advantage with Chinese tourists from 2000 to 2015. Moreover, the finding also reported that the lowest of Thailand tourism competitive advantage was 1.47 in 2009. It is because there were political demonstrations in Thailand which affected Thai tourism in that year. For example, the international airport in Bangkok was closed for a while which negatively impacted the image of Thailand and thus, Thai tourism, for a whole year. On the other hand, the

Travel and Tourism Competitiveness Report in 2015 stated that Singapore had the best tourism competitive advantage of ASEAN countries in 2015 followed by Malaysia, Thailand, Indonesia, the Philippines, Vietnam, Laos, Cambodia, and Myanmar respectively. Thailand was ranked number three because there were security fears for tourists during that year. Safety and security are very important for tourists in choosing tourist destinations.

Cambodia is one of the countries that demonstrated growth with Chinese tourist during the last period of this study. Cambodia's RCA was higher than 1 all study time except in 2002. It was 0.95. It conflicts with the presentation of *The Competitive Advantage in Tourism of ASEAN in the Chinese Tourists Market*, the authors found that Cambodia had no competitiveness in 2003, 2007, 2008, and 2014 (Kaosa-ard & Unong, 2015). It was in agreement with the research of *Tourism Competitiveness in the Greater Mekong Sub-region* which found that Cambodia had no tourism competitiveness from 1999 to 2003 as well (Kaosa-ard & Unong, 2008).

Thirdly, there are some countries that had tourism competitive advantage with Chinese tourists in some years of the study and then had no tourism competitive advantage with Chinese tourists in some years as well. For example, New Zealand, the Philippine, Myanmar, Brunei, Malaysia, and Indonesia had no tourism competitive advantage with Chinese tourists in some years of the study. For example, New Zealand's RCA less than 1 in 2000 to 2002 and 2004. It was 0.50, 0.61, 0.80, and 0.77 respectively. The Philippine, Brunei, and Indonesia had no competitiveness in the first period of the study because their RCA was less than 1. but then, they had tourism competitive advantage with Chinese tourists in the later period of the study. For example, Indonesia had no tourism competitive advantage with Chinese tourists from 2000 to 2007. Indonesia's RCA was 0.19, 0.10, 0.11, 0.32, 0.27, 0.29, 0.97, and 0.90 respectively. However, then Indonesia had tourism competitive advantage in 2008 to 2015 and 2015. Their RCA was 1.48, 1.50, 1.44, 1.90, 1.96, 2.45, 1.40 and 1.53 respectively. This agreed with the research of *The Competitive Advantage in Tourism of ASEAN in the Chinese Tourist's Market* which concluded that Indonesia had less tourism competitiveness with the Chinese market because Indonesia is a Muslim country which is very different from Chinese culture. (Kaosa-ard & Unong, 2015). However, this study found that the trend of Indonesia's RCA will increase in the future because the Indonesian government uses aggressive strategies to promote Indonesian tourism to Chinese tourists. Myanmar is a country that had no tourism competitiveness in the

early years of the study as well, but during the later years of the study, Myanmar's RCA consistently increased and it peaked in 2015 at 5.66. It was the largest RCA of ASEAN + 6 countries in 2015. It can be stated that Myanmar is the highest RCA with Chinese tourists in 2015. Similarly, The Competitive Advantage in Tourism of ASEAN in the Chinese Tourists Market concluded that Myanmar had tourism competitiveness with Chinese tourists and Myanmar did not need to change its strategy to attract the Chinese market. (Kaosa-ard & Unong, 2015)

Lastly, India had no tourism competitive advantage with Chinese tourist throughout the whole year of study. It was presented by RCA index less than 1 the whole year of study. The largest India's RCA was 0.67 in 2013 and the lowest was 0.16 in 2001. It can be stated that India had no tourism competitiveness with Chinese tourist. This is because India had poor tourism facility, transportation and quality of service for servicing tourists. Moreover, it is because of the tourism image of India is not safe.

5.2 Suggestion and Discussion

Compared to other ASEAN + 6 Countries suggests that Thailand has to potential to improve Chinese tourism and has the potential to earn more revenue. However, Thailand needs to fix some problems and obstacles. The research has provided suggestions as follows.

This study found that only some countries in ASEAN + 6 had tourism competitive advantage with Chinese tourists from 2000 to 2015. However, every country attempts to improve Chinese tourist to their country. The growth of the Chinese economy has resulted in an increase of Chinese tourists with power to consume tourism products and services. The growth of middle-class Chinese tourists has increased Chinese tourism in the world market. Thailand is one of the most beautiful tourist destinations in the world with a variety of natural resources, culture, festivals, and food which attract Chinese tourists. To attract its share of the Chinese market, it is very important to understand potential tourism and tourism competitiveness with the Chinese tourist market.

Thai tourism needs to improve more facilities to service the demand of Chinese tourists, provide training in language skills for the employees who work in the tourism industry, improve the security system, improve transportation related to China, and resolve political

problems which impact the image of Thailand. Moreover, Thai tourism should provide more aggressive strategies to capture a large share of the Chinese market.

Moreover, to improve tourism competitiveness within ASEAN + 6 countries, Thailand should cooperate, like the European Union, in issuing one visa. For instance, the European Union issues a visa which allows travel to 26 countries. That may help tourism competitiveness within ASEAN + 6 countries.

This paper analyzed the tourism competitive advantage by using RCA as a methodology. Another suggestion for future research should add SWOT (Strength Weakness Opportunity Threat) analysis of Thai tourism with Chinese tourists as well. Moreover, there are limitations in obtaining data for analysis because it is not easy to get statistics from other organizations that are related to the topic over a long period of time.

BIBLIOGRAPHY

- Amonhaemanon, D., & Amornhaymanon, L. (2015). Mainland Chinese tourist behavior and motivations: Evidence from two destinations in Southern Thailand. *International Thai Tourism Journal*, 11(1), 18-36.
- Balassa, B. (1965). Trade liberalisation and “revealed” comparative advantage *The manchester school*, 33(2), 99-123.
- Bento, J. P. C. (2014). Evaluating international competitiveness and comparative advantage of European travel services. *Tourism and Hospitality International Journal*, 2(1), 194-212.
- Biagioli, A., Ortolani, G. G., & Alivernini, A. (2003). International Tourism Revenues. *Tourism statistics: international perspectives and current issues*, 217.
- Borhan, N., & Arsad, Z. (2016, October). Determining factors affecting tourism demand for Malaysia using ARDL modeling: A case of Europe countries. *In AIP Conference Proceedings* , 1782(1), p. 050005.
- Chinese tourist (2017). *South China morning*. Retrieved July 1, 2016, from <http://www.scmp.com/frontpage/international>
- Chinese tourist revenue in Australia. (2016). *Organization for Economic Co-Operation and Development*. Retrieved July 1, 2016 from https://stats.oecd.org/Index.aspx?DataSetCode=TISP_EBOPS2010
- Chinese tourist revenue in Brunei. (2016). *Yearbook of Tourism Statistics, Data 2012 – 2016*, Retrieved July 1, 2016 from <https://www.e-unwto.org/doi/abs/10.18111/9789284419531>
- Chinese tourist revenue in India. (2015). *India Tourism Statistics*. Retrieved July 1, 2016 from <http://tourism.gov.in/sites/default/files/Other/India%20Tourism%20Book%20English.pdf>
- Chinese tourist revenue in Japan. (2016). *Japan-bound Statistics*. Retrieved July 1, 2016 from <https://www.tourism.jp/en/tourism-database/stats/inbound/>
- Chinese tourist revenue in Japan. (2016). *Organization for Economic Co-Operation and Development*. Retrieved July 1, 2016 from https://stats.oecd.org/Index.aspx?DataSetCode=TISP_EBOPS2010

- Chinese tourist revenue in Korea. (2016). *Organization for Economic Co-Operation and Development*. Retrieved July 1, 2016 from [https://stats.oecd.org/Index.aspx?DataSetCode= TISP_EBOPS2010](https://stats.oecd.org/Index.aspx?DataSetCode=TISP_EBOPS2010)
- Chinese tourist revenue in Laos. (2014). *Statistical Report on Tourism in Laos*. Retrieved July 1, 2016 from <http://www.tourismlaos.org/files/files/2014%20Statistical%20Report%20on%20Tourism%20in%20English%20Version.pdf>
- Chinese tourist revenue in Myanmar. (2016). *Ministry of Hotels Tourism*. Retrieved July 1, 2016 from http://tourism.gov.mm/en_US/publications/myanmar-tourism-statistics/
- Chinese tourist revenue in New Zealand. (2016). *Organization for Economic Co- Operation and Development*. Retrieved July 1, 2016 from https://stats.oecd.org/Index.aspx?DataSetCode=TISP_EBOPS2010
- Chinese tourist revenue in Singapore. (n.d). *Singapore Tourism Board*. Retrieved July 1, 2016 from <https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Annual-Tourism-Statistics.aspx>
- Chinese tourist revenue in Thailand. (2016). *Ministry of Tourism & Sports, Department of Tourism*. Retrieved July 1, 2016 from https://www.mots.go.th/mots_en57/main.php?filename=Tourist_arrival
- Chinese tourist revenue in Vietnam. (n.d). *National Administration of Tourism*. Retrieved July 1, 2016 from https://stats.oecd.org/Index.aspx?DataSetCode=TISP_EBOPS2010
- Chinese tourist statistics*. (2017) Retrieved July 1, 2016, from <http://www.aseanstats.org>.
- Chon, K. S., Guangrui, Z., Lew, A. A., Ap, J., & Yu, L. (2013). China's tourism since 1978: Policies, experiences, and lessons learned. *In Tourism in China*, 33-54.
- Cîrstea, Ş. D. (2014). Travel & Tourism Competitiveness: A Study of World's Top Economic Competitive Countries. *Procedia Economics and Finance*, 15, 1273-1280.
- Craigwell, R. (2007). *Tourism competitiveness in small island developing states* (No. 2007/19). Research paper, UNU-WIDER, United Nations University (UNU).
- Faria, J. R., Mollick, A. V., Albuquerque, P. H., & León-Ledesma, M. A. (2008). China's exports and the oil price (No. 08, 12). *School of Economics discussion papers*.
- Fourie, J. (2011). Travel service exports as comparative advantage in South Africa. *South African Journal of Economic and Management Sciences*, 14(2), 210-228.

- Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *The Journal of Marketing*, 5-23.
- Genc, E. G., & Artar, O. K. (2014). The effect of exchange rates on exports and imports of emerging countries. *European Scientific Journal*, ESJ, 10(13).
- Growing of Chinese tourist in Brunei. (n.d). *ASEAN News*. Retrieved July 1, 2016 from <http://www.aec10news.com>
- Guha, S. (2009). *Motivational push factors for visiting reenactment sites*. Master thesis 3704, San Jose State University.
- Haberler, G. (1988). *International trade and economic development* (No. 1). Ics Pr.
- Hunt, S. D., & Morgan, R. M. (1995). The comparative advantage theory of competition. *The Journal of Marketing*, 1-15.
- International Tourist in Vietnam. (2016). *Vietnam National Administration of Tourism*. Retrieved December 15, 2017, from <http://vietnamtourism.gov.vn/english/index.php/cat/1501>.
- International Tourism Revenues. (2016). *World Bank*. Retrieved June 1, 2016, from <https://data.worldbank.org/indicator/ST.INT.RCPT.CD?view=chart>.
- Kaosa-ard, M., & Unthong, A. (2005). Tourism Competitiveness in the Greater Mekong Sub-region. *In Proceeding in the EuroCHRIE Conference*.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of travel research*, 38(3), 260-269.
- Lum, T. G., Morrison, W. M., & Vaughn, B. (2008). *China's "soft Power" in Southeast Asia*. Congressional Research Service, Library of Congress.
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of travel research*, 39(1), 78-84.
- Scowsil, D. (2017). *Travel and Tourism Economic impact 2017 Thailand*. World travel and tourism Council.
- Semone, P. (2012). A case study: Enhancing Laos' tourism sector performance through destination human resource development. *Asia Pacific Journal of Tourism Research*, 17(2), 164-176.
- Seyoum, B. (2007). Revealed comparative advantage and competitiveness in services: A study with special emphasis on developing countries. *Journal of Economic Studies*, 34(5), 376-388.

- Thaothampitak, W., & Weerakit, N. (2012). Tourist motivation and satisfaction: The case study of Trang Province, Thailand. *A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree of Master of Business Administration in Hospitality and Tourism Management (International Program)* Prince of Songkla University. Phuket : Prince of Songkla University
- Thitthongkam, T., & Walsh, J. (2011). An analysis of factors influencing the competitiveness of the Thai tourism industry. *In Proceedings of the International Conference on Business and Economics Research*, 1, 138-141.
- Truong, T. H., & King, B. (2009). An evaluation of satisfaction levels among Chinese tourists in Vietnam. *International Journal of Tourism Research*, 11(6), 521-535.
- Untong, A. (2015). ASEAN Long-Run Tourism Elasticity Demand in Thailand. *Applied Economics Journal*, 22(2), 77-101.
- Untong, A., & Kaosa-Ard, M. (2014). The competitive advantage in tourism of ASEAN countries in Chinese tourists market. *In 3rd Thai-Chinese Strategic Research Seminar*, 7-9.
- Untong, A., & Kaosa-Ard, M. (2018). The competitive advantage in tourism of ASEAN countries in Chinese tourists market. *In 3rd Thai-Chinese Strategic Research Seminar*, 2(2), 65-79.
- Walsh, J. (2007). Chinese tourism in Thailand: experiences and satisfaction. *ASEAN Journal on Hospitality and Tourism*, 6(2), 105-113.
- Wang, K. L., & Wu, C. S. (2003). A study of competitiveness of international tourism in the Southeast Asian Region. *In Trade in Services in the Asia Pacific Region, NBER East Asia Seminar on Economics (EASE)*, 11, 315-346.
- Wei, Y., Fang, R., & Feng, Y. (2011). The RCA index comparison of five countries: The analysis of potential impact upon Chinese tourism export and e-tourism services' trade. Retrieved October 5, 2017 <https://ieeexplore.ieee.org/document/6011162>
- Weravess, R. (2016). Tourism competitiveness of Pattaya City in the world Market: comparative Advantage Index Analysis, The University of the Thai Chamber of Commerce. *Dusit Thani College Journal* 10(1) January-June.

- Wongdara, P. (2015). *Chinese trip road to ASEAN*. Retrieved October 5, 2017 from <https://edition.cnn.com/specials/asia/road-to-asean>.
- Yang, C. H., Lin, H. L., & Han, C. C. (2010). Analysis of international tourist arrivals in China: The role of World Heritage Sites. *Tourism management*, 31(6), 827-837.
- Zhang, J., & Jensen, C. (2005). Comparative Advantage in Tourism-A Supply Side Analysis of Tourism Flows.
- Zhang, Y., & Vásquez, C. (2014). Hotels' responses to online reviews: Managing consumer dissatisfaction. *Discourse, Context & Media*, 6, 54-64.

Appendix A

Tables 1 Calculated the RCA index of Chinese tourists in Vietnam from 2000 to 2015

Year	Chinese tourist Revenue in Vietnam	Total tourism Revenue in Vietnam	Total Chinese tourism export	World tourism Revenue	Viet's RCA
2000	359,534,492	1,228,145,712	17,318,000,000	572,778,115,028.98	9.68
2001	402,029,861	1,392,190,153	19,006,000,000	563,885,234,880.71	8.57
2002	577,258,999	2,094,240,838	21,742,000,000	590,415,688,146.30	7.49
2003	368,543,516	1,400,000,000	18,707,000,000	648,348,002,690.18	9.12
2004	451,957,889	1,700,000,000	27,755,000,000	771,938,021,500.79	7.39
2005	497,821,340	2,300,000,000	29,296,000,000	815,845,966,810.52	6.03
2006	410,665,671	2,850,000,000	33,949,000,000	881,868,401,176.44	3.74
2007	488,112,734	3,750,000,000	37,233,000,000	1,020,175,518,676.96	3.57
2008	603,096,353	3,930,000,000	40,843,000,000	1,119,777,219,631.09	4.21
2009	429,466,373	3,050,000,000	39,675,000,000	1,008,681,064,767.65	3.58
2010	797,792,475	4,450,000,000	45,814,000,000	1,098,730,148,333.16	4.30
2011	1,345,186,372	5,710,000,000	48,464,000,000	1,229,761,177,988.22	5.98
2012	1,429,110,258	6,850,000,000	50,028,000,000	1,275,978,633,677.60	5.32
2013	1,826,664,884	7,250,000,000	51,664,000,000	1,377,366,048,462.65	6.72
2014	1,832,489,047	7,410,000,000	105,380,000,000	1,500,030,380,067.02	3.52
2015	1,647,752,681	7,350,000,000	114,109,000,000	1,436,983,969,929.84	2.82

Tables 2 Calculated the RCA index of Chinese tourists in South Korea from 2000 to 2015

Year	Chinese tourist Revenue in Korea	Total tourism Revenue in Korea	Total Chinese tourism export	World tourism Revenue	Korea 's RCA
2000	717,000,000	8,527,000,000	17,318,000,000	572,778,115,029	2.78
2001	798,400,000	7,919,000,000	19,006,000,000	563,885,234,881	2.99
2002	731,700,000	7,621,000,000	21,742,000,000	590,415,688,146	2.61
2003	742,500,000	7,005,000,000	18,707,000,000	648,348,002,690	3.67
2004	782,500,000	8,226,000,000	27,755,000,000	771,938,021,501	2.65
2005	945,500,000	8,290,000,000	29,296,000,000	815,845,966,811	3.18
2006	1,168,700,000	8,445,000,000	33,949,000,000	881,868,401,176	3.59
2007	1,451,200,000	9,266,000,000	37,233,000,000	1,020,175,518,677	4.29
2008	1,419,000,000	13,456,000,000	40,843,000,000	1,119,777,219,631	2.89
2009	2,184,800,000	13,289,000,000	39,675,000,000	1,008,681,064,768	4.18
2010	2,925,700,000	14,367,000,000	45,814,000,000	1,098,730,148,333	4.88
2011	3,393,600,000	17,418,000,000	48,464,000,000	1,229,761,177,988	4.94
2012	5,754,500,000	18,851,000,000	50,028,000,000	1,275,978,633,678	7.79
2013	9,348,600,000	19,644,000,000	51,664,000,000	1,377,366,048,463	12.69
2014	9,302,100,000	22,704,000,000	105,380,000,000	1,500,030,380,067	5.83
2015	10,335,500,000	19,126,000,000	114,109,000,000	1,436,983,969,930	6.81

Tables 3 Calculated the RCA index of Chinese tourists in Laos from 2000 to 2015

Year	Chinese tourist Revenue in Laos	Total tourism Revenue in Laos	Total Chinese tourism export	World tourism Revenue	Laos's RCA
2000	16,840,366	114,000,000	17,318,000,000	572,778,115,029	4.89
2001	25,373,133	108,000,000	19,006,000,000	563,885,234,881	6.97
2002	11,114,605	110,000,000	21,742,000,000	590,415,688,146	2.74
2003	8,341,143	77,000,000	18,707,000,000	648,348,002,690	3.75
2004	9,897,587	122,000,000	27,755,000,000	771,938,021,501	2.26
2005	8,343,795	143,000,000	29,296,000,000	815,845,966,811	1.62
2006	9,561,425	160,000,000	33,949,000,000	881,868,401,176	1.55
2007	9,137,303	190,000,000	37,233,000,000	1,020,175,518,677	1.32
2008	22,887,784	280,000,000	40,843,000,000	1,119,777,219,631	2.24
2009	28,046,203	271,000,000	39,675,000,000	1,008,681,064,768	2.63
2010	37,313,647	385,000,000	45,814,000,000	1,098,730,148,333	2.32
2011	2,881,036	413,000,000	48,464,000,000	1,229,761,177,988	2.02
2012	40,215,660	461,000,000	50,028,000,000	1,275,978,633,678	2.22
2013	55,631,566	613,000,000	51,664,000,000	1,377,366,048,463	2.42
2014	85,769,740	642,400,000	105,380,000,000	1,500,030,380,067	1.90
2015	98,158,758	680,000,000	114,109,000,000	1,436,983,969,930	1.82

Tables 4 Calculated the RCA index of Chinese tourists Japan from 2000 to 2015

Year	Chinese tourist Revenue in Japan	Total tourism Revenue in Japan	Total Chinese tourism export	World tourism Revenue	Japan's RCA
2000	315,992,087	5,970,000,000	17,318,000,000	572,778,115,029	1.75
2001	471,596,396	5,750,000,000	19,006,000,000	563,885,234,881	2.43
2002	524,095,625	6,069,000,000	21,742,000,000	590,415,688,146	2.35
2003	988,060,908	11,475,000,000	18,707,000,000	648,348,002,690	2.98
2004	1,439,461,891	14,343,000,000	27,755,000,000	771,938,021,501	2.79
2005	1,509,209,614	15,554,000,000	29,296,000,000	815,845,966,811	2.70
2006	1,271,631,545	11,490,000,000	33,949,000,000	881,868,401,176	2.87
2007	1,402,537,110	12,422,000,000	37,233,000,000	1,020,175,518,677	3.09
2008	1,650,908,023	13,781,000,000	40,843,000,000	1,119,777,219,631	3.28
2009	1,857,627,046	12,537,000,000	39,675,000,000	1,008,681,064,768	3.77
2010	2,519,580,595	15,356,000,000	45,814,000,000	1,098,730,148,333	3.93
2011	2,102,428,384	12,533,000,000	48,464,000,000	1,229,761,177,988	4.26
2012	2,761,706,712	16,197,000,000	50,028,000,000	1,275,978,633,678	4.35
2013	2,138,940,564	16,865,000,000	51,664,000,000	1,377,366,048,463	3.38
2014	3,734,167,958	20,790,000,000	105,380,000,000	1,500,030,380,067	2.56
2015	6,903,420,194	27,285,000,000	114,109,000,000	1,436,983,969,930	3.19

Tables 5 Calculated the RCA index of Chinese tourists Thailand from 2000 to 2015

Year	Chinese tourist Revenue in Thailand	Total tourism Revenue in Thailand	Total Chinese tourism export	World tourism Revenue	Thai's RCA
2000	730,246,873	9,935,000,000	17,318,000,000	572,778,115,029	2.43
2001	643,110,718	9,378,000,000	19,006,000,000	563,885,234,881	2.03
2002	729,098,495	10,388,000,000	21,742,000,000	590,415,688,146	1.91
2003	648,105,028	10,456,000,000	18,707,000,000	648,348,002,690	2.15
2004	867,578,828	13,054,000,000	27,755,000,000	71,938,021,501	1.85
2005	797,209,658	12,103,000,000	29,296,000,000	815,845,966,811	1.83
2006	1,242,776,901	16,624,000,000	33,949,000,000	881,868,401,176	1.94
2007	1,430,433,015	20,625,000,000	37,233,000,000	1,020,175,518,677	1.90
2008	1,446,786,107	22,510,000,000	40,843,000,000	1,119,777,219,631	1.76
2009	1,142,048,847	9,811,000,000	39,675,000,000	1,008,681,064,768	1.47
2010	1,675,723,100	23,796,000,000	45,814,000,000	1,098,730,148,333	1.69
2011	2,831,184,666	30,924,000,000	48,464,000,000	1,229,761,177,988	2.32
2012	4,664,935,589	37,766,000,000	50,028,000,000	1,275,978,633,678	3.15
2013	7,931,774,142	45,738,000,000	51,664,000,000	1,377,366,048,463	4.62
2014	7,836,242,277	42,047,000,000	105,380,000,000	1,500,030,380,067	2.65
2015	12,868,081,504	48,527,000,000	114,109,000,000	1,436,983,969,930	3.34

Tables 6 Calculated the RCA index of Chinese tourists in Australia from 2000 to 2015

Year	Chinese tourist Revenue in Australia	Total tourism Revenue in Australia	Total Chinese tourism export	World tourism Revenue	Austra lia's RCA
2000	329,900,000	13,016,000,000	17,318,000,000	572,778,115,029	0.84
2001	493,400,000	12,804,000,000	19,006,000,000	563,885,234,881	1.14
2002	747,600,000	13,624,000,000	21,742,000,000	590,415,688,146	1.49
2003	1,123,900,000	16,647,000,000	18,707,000,000	648,348,002,690	2.34
2004	1,690,000,000	20,453,000,000	27,755,000,000	771,938,021,501	2.30
2005	2,002,300,000	19,719,000,000	29,296,000,000	815,845,966,811	2.83
2006	2,158,200,000	20,408,000,000	33,949,000,000	881,868,401,176	2.75
2007	2,817,400,000	25,024,000,000	37,233,000,000	1,020,175,518,677	3.08
2008	3,321,700,000	27,189,000,000	40,843,000,000	1,119,777,219,631	3.35
2009	3,662,500,000	26,909,000,000	39,675,000,000	1,008,681,064,768	3.46
2010	4,790,100,000	31,064,000,000	45,814,000,000	1,098,730,148,333	3.70
2011	5,691,800,000	34,315,000,000	48,464,000,000	1,229,761,177,988	4.21
2012	5,826,300,000	34,537,000,000	50,028,000,000	1,275,978,633,678	4.30
2013	5,930,400,000	33,576,000,000	51,664,000,000	1,377,366,048,463	4.71
2014	6,382,900,000	34,115,000,000	105,380,000,000	1,500,030,380,067	2.66
2015	6,368,500,000	31,283,000,000	114,109,000,000	1,436,983,969,930	2.56

Tables 7 Calculated the RCA index of Chinese tourists in Singapore from 2000 to 2015

Year	Chinese tourist Revenue in Singapore	Total tourism Revenue in Singapore	Total Chinese tourism export	World tourism Revenue	Singapore's RCA
2000	368,418,108	5,142,000,000	17,318,000,000	572,778,115,029	2.37
2001	394,116,541	4,641,000,000	19,006,000,000	563,885,234,881	2.52
2002	510,212,961	4,458,000,000	21,742,000,000	590,415,688,146	3.11
2003	464,419,620	3,842,000,000	18,707,000,000	648,348,002,690	4.19
2004	715,513,731	5,327,000,000	27,755,000,000	771,938,021,501	3.74
2005	752,370,466	6,209,000,000	29,296,000,000	815,845,966,811	3.37
2006	1,030,087,180	7,536,000,000	33,949,000,000	881,868,401,176	3.55
2007	129,838,519	9,066,000,000	37,233,000,000	1,020,175,518,677	0.39
2008	1,472,209,608	10,615,000,000	40,843,000,000	1,119,777,219,631	3.80
2009	1,154,020,643	9,225,000,000	39,675,000,000	1,008,681,064,768	3.18
2010	1,812,816,940	14,178,000,000	45,814,000,000	1,098,730,148,333	3.07
2011	2,722,326,223	17,930,000,000	48,464,000,000	1,229,761,177,988	3.85
2012	3,443,824,189	18,796,000,000	50,028,000,000	1,275,978,633,678	4.67
2013	3,664,340,739	19,209,000,000	51,664,000,000	1,377,366,048,463	5.09
2014	2,777,816,834	19,134,000,000	105,380,000,000	1,500,030,380,067	2.07
2015	2,926,189,018	16,743,000,000	114,109,000,000	1,436,983,969,930	2.20

Tables 8 Calculated the RCA index of Chinese tourists in Cambodia 2000 to 2015

Year	Chinese tourist Revenue in Cambodia	Total tourism Revenue in Cambodia	Total Chinese tourism export	World tourism Revenue	Cambodia's RCA
2000	22,644,142	345,000,000	17,318,000,000	572,778,115,029	2.17
2001	22,692,327	429,000,000	19,006,000,000	563,885,234,881	1.57
2002	17,864,801	509,000,000	21,742,000,000	590,415,688,146	0.95
2003	24,323,572	441,000,000	18,707,000,000	648,348,002,690	1.91
2004	29,551,398	673,000,000	27,755,000,000	771,938,021,501	1.22
2005	38,644,963	929,000,000	29,296,000,000	815,845,966,811	1.16
2006	52,540,506	1,109,000,000	33,949,000,000	881,868,401,176	1.23
2007	68,699,490	1,169,000,000	37,233,000,000	1,020,175,518,677	1.61
2008	78,080,602	1,280,000,000	40,843,000,000	1,119,777,219,631	1.67
2009	86,758,201	1,463,000,000	39,675,000,000	1,008,681,064,768	1.51
2010	118,353,172	1,671,000,000	45,814,000,000	1,098,730,148,333	1.70
2011	193,674,818	2,258,000,000	48,464,000,000	1,229,761,177,988	2.18
2012	248,091,440	2,663,000,000	50,028,000,000	1,275,978,633,678	2.38
2013	318,465,816	2,895,000,000	51,664,000,000	1,377,366,048,463	2.93
2014	400,683,700	3,220,000,000	105,380,000,000	1,500,030,380,067	1.77
2015	496,264,426	3,411,000,000	114,109,000,000	1,436,983,969,930	1.83
2014	400,683,700	3,220,000,000	105,380,000,000	1,500,030,380,067	1.77
2015	496,264,426	3,411,000,000	114,109,000,000	1,436,983,969,930	1.83

**Tables 9 Calculated the RCA index of Chinese tourists in New Zealand from
2000 to 2015**

Year	Chinese tourist Revenue in New Zealand	Total tourism Revenue in New Zealand	Total Chinese tourism export	World tourism Revenue	New Z's RCA
2000	34,210,193	2,272,000,000	17,318,000,000	572,778,115,029	0.50
2001	48,212,621	2,340,000,000	19,006,000,000	563,885,234,881	0.61
2002	93,160,875	3,159,000,000	21,742,000,000	590,415,688,146	0.80
2003	161,826,324	4,232,000,000	18,707,000,000	648,348,002,690	1.33
2004	141,213,504	5,098,000,000	27,755,000,000	771,938,021,501	0.77
2005	232,167,376	6,486,000,000	29,296,000,000	815,845,966,811	1.00
2006	690,000,000	6,148,000,000	33,949,000,000	881,868,401,176	2.92
2007	802,500,000	7,190,000,000	37,233,000,000	1,020,175,518,677	3.06
2008	650,900,000	6,961,000,000	40,843,000,000	1,119,777,219,631	2.56
2009	583,400,000	5,979,000,000	39,675,000,000	1,008,681,064,768	2.48
2010	726,300,000	6,523,000,000	45,814,000,000	1,098,730,148,333	2.67
2011	876,900,000	7,295,000,000	48,464,000,000	1,229,761,177,988	3.05
2012	1,101,900,000	7,142,000,000	50,028,000,000	1,275,978,633,678	3.94
2013	1,248,100,000	7,419,000,000	51,664,000,000	1,377,366,048,463	4.49
2014	1,550,500,000	8,402,000,000	105,380,000,000	1,500,030,380,067	2.63
2015	1,899,600,000	9,140,000,000	114,109,000,000	1,436,983,969,930	2.62

**Tables 10 Calculated the RCA index of Chinese tourists in The Philippines from
2000 to 2015**

Year	Chinese tourist Revenue in Philippine	Total tourism Revenue in Philippine	Total Chinese tourism export	World tourism Revenue	Philip pine's RCA
2000	17,251,916	2,334,000,000	17,318,000,000	572,778,115,029	0.24
2001	21,192,157	2,011,000,000	19,006,000,000	563,885,234,881	0.31
2002	29,025,584	2,018,000,000	21,742,000,000	590,415,688,146	0.39
2003	30,594,137	1,821,000,000	18,707,000,000	648,348,002,690	0.58
2004	41,291,397	2,390,000,000	27,755,000,000	771,938,021,501	0.48
2005	117,288,040	2,863,000,000	29,296,000,000	815,845,966,811	1.14
2006	190,345,703	4,051,000,000	33,949,000,000	881,868,401,176	1.22
2007	281,510,454	5,523,000,000	37,233,000,000	1,020,175,518,677	1.40
2008	171,719,617	3,293,000,000	40,843,000,000	1,119,777,219,631	1.43
2009	149,829,435	2,916,000,000	39,675,000,000	1,008,681,064,768	1.31
2010	183,239,115	3,441,000,000	45,814,000,000	1,098,730,148,333	1.28
2011	251,578,826	4,053,000,000	48,464,000,000	1,229,761,177,988	1.58
2012	291,395,350	4,963,000,000	50,028,000,000	1,275,978,633,678	1.50
2013	505,180,271	5,599,000,000	51,664,000,000	1,377,366,048,463	2.41
2014	495,139,274	6,059,000,000	105,380,000,000	1,500,030,380,067	1.16
2015	587,617,522	6,418,000,000	114,109,000,000	1,436,983,969,930	1.15

Tables 11 Calculated the RCA index of Chinese tourists in Myanmar from 2000 to 2015

Year	Chinese tourist Revenue in Myanmar	Total tourism Revenue in Myanmar	Total Chinese tourism export	World tourism Revenue	Myanmar's RCA
2000	6,720,000	195,000,000	17,318,000,000	572,778,115,029	1.14
2001	4,665,297	132,000,000	19,006,000,000	563,885,234,881	1.05
2002	4,951,852	136,000,000	21,742,000,000	590,415,688,146	0.99
2003	1,824,925	70,000,000	18,707,000,000	648,348,002,690	0.90
2004	2,641,294	97,000,000	27,755,000,000	771,938,021,501	0.76
2005	2,464,345	83,000,000	29,296,000,000	815,845,966,811	0.83
2006	2,331,249	59,000,000	33,949,000,000	881,868,401,176	1.03
2007	4,003,418	97,000,000	37,233,000,000	1,020,175,518,677	1.13
2008	10,686,731	80,000,000	40,843,000,000	1,119,777,219,631	3.66
2009	10,019,528	75,000,000	39,675,000,000	1,008,681,064,768	3.40
2010	13,060,798	91,000,000	45,814,000,000	1,098,730,148,333	3.44
2011	25,384,819	334,000,000	48,464,000,000	1,229,761,177,988	1.93
2012	36,773,135	550,000,000	50,028,000,000	1,275,978,633,678	1.71
2013	42,705,577	964,000,000	51,664,000,000	1,377,366,048,463	1.18
2014	443,186,015	1,687,000,000	105,380,000,000	1,500,030,380,067	3.74
2015	1,017,873,549	2,266,000,000	114,109,000,000	1,436,983,969,930	5.66

Tables 12 Calculated the RCA index of Chinese tourists in Brunei from 2000 to 2015

Year	Chinese tourist Revenue in Brunei	Total tourism Revenue in Brunei	Total Chinese tourism export	World tourism Revenue	Brunei's RCA
2000	20,300	927,277	17,318,000,000	572,778,115,029	0.72
2001	2,446,434	155,000,000	19,006,000,000	563,885,234,881	0.47
2002	2,845,177	113,000,000	21,742,000,000	590,415,688,146	0.68
2003	3,346,889	124,000,000	18,707,000,000	648,348,002,690	0.94
2004	6,852,143	181,000,000	27,755,000,000	771,938,021,501	1.05
2005	6,692,579	191,000,000	29,296,000,000	815,845,966,811	0.98
2006	28,205,570	224,000,000	33,949,000,000	881,868,401,176	3.27
2007	36,774,950	233,000,000	37,233,000,000	1,020,175,518,677	4.32
2008	29,609,664	242,000,000	40,843,000,000	1,119,777,219,631	3.35
2009	25,561,783	254,000,000	39,675,000,000	1,008,681,064,768	2.56
2010	24,579,000	214,000,000	45,814,000,000	1,098,730,148,333	2.75
2011	30,610,000	242,000,000	48,464,000,000	1,229,761,177,988	3.21
2012	14,461,608	92,000,000	50,028,000,000	1,275,978,633,678	4.01
2013	11,729,067	96,000,000	51,664,000,000	1,377,366,048,463	3.26
2014	11,980,095	79,000,000	105,380,000,000	1,500,030,380,067	2.16
2015	17,001,009	140,000,000	114,109,000,000	1,436,983,969,930	1.53

Tables 13 Calculated the RCA index of Chinese tourists in Malaysia from 2000 to 2015

Year	Chinese tourist Revenue in Malaysia	Total tourism Revenue in Malaysia	Total Chinese tourism export	World tourism Revenue	Malaysia's RCA
2000	244,323,005	5,873,000,000	17,318,000,000	572,778,115,029	1.38
2001	270,599,393	7,627,000,000	19,006,000,000	563,885,234,881	1.05
2002	339,152,750	8,084,000,000	21,742,000,000	590,415,688,146	1.14
2003	225,367,212	6,799,000,000	18,707,000,000	648,348,002,690	1.15
2004	321,776,928	9,183,000,000	27,755,000,000	771,938,021,501	0.97
2005	205,547,418	10,389,000,000	29,296,000,000	815,845,966,811	0.55
2006	307,433,198	12,280,000,000	33,949,000,000	881,868,401,176	0.65
2007	589,874,160	17,948,000,000	37,233,000,000	1,020,175,518,677	0.90
2008	794,035,925	18,553,000,000	40,843,000,000	1,119,777,219,631	1.17
2009	743,103,089	17,231,000,000	39,675,000,000	1,008,681,064,768	1.10
2010	834,784,460	18,152,000,000	45,814,000,000	1,098,730,148,333	1.10
2011	994,245,442	19,649,000,000	48,464,000,000	1,229,761,177,988	1.28
2012	1,261,013,663	20,251,000,000	50,028,000,000	1,275,978,633,678	1.59
2013	1,497,787,070	21,500,000,000	51,664,000,000	1,377,366,048,463	1.86
2014	1,328,928,928	22,600,000,000	105,380,000,000	1,500,030,380,067	0.84
2015	1,148,538,124	17,614,000,000	114,109,000,000	1,436,983,969,930	0.82

Tables 14 Calculated the RCA index of Chinese tourists in Indonesia from 2000 to 2015

Year	Chinese tourist Revenue in Indonesia	Total tourism Revenue in Indonesia	Total Chinese tourism export	World tourism Revenue	Indonesia's RCA
2000	27,831,117	4,975,000,000	17,318,000,000	572,778,115,029	0.19
2001	18,461,820	5,277,000,000	19,006,000,000	563,885,234,881	0.10
2002	22,851,675	5,797,000,000	21,742,000,000	590,415,688,146	0.11
2003	40,815,104	4,461,000,000	18,707,000,000	648,348,002,690	0.32
2004	49,948,028	5,226,000,000	27,755,000,000	771,938,021,501	0.27
2005	53,767,058	5,094,000,000	29,296,000,000	815,845,966,811	0.29
2006	183,052,246	4,890,000,000	33,949,000,000	881,868,401,176	0.97
2007	191,471,994	5,831,000,000	37,233,000,000	1,020,175,518,677	0.90
2008	440,683,077	8,150,000,000	40,843,000,000	1,119,777,219,631	1.48
2009	356,774,770	6,053,000,000	39,675,000,000	1,008,681,064,768	1.50
2010	458,535,502	7,618,000,000	45,814,000,000	1,098,730,148,333	1.44
2011	678,356,837	9,038,000,000	48,464,000,000	1,229,761,177,988	1.90
2012	726,104,084	9,463,000,000	50,028,000,000	1,275,978,633,678	1.96
2013	945,027,671	10,302,000,000	51,664,000,000	1,377,366,048,463	2.45
2014	1,136,165,050	11,567,000,000	105,380,000,000	1,500,030,380,067	1.40
2015	1,460,216,950	12,054,000,000	114,109,000,000	1,436,983,969,930	1.53

Tables 15 Calculated the RCA index of Chinese tourists in India from 2000 to 2015

Year	Chinese tourist Revenue in India	Total tourism Revenue in India	Total Chinese tourism export	World tourism Revenue	India's RCA
2000	36,736,544	3,598,000,000	17,318,000,000	572,778,115,029	0.34
2001	18,311,842	3,342,000,000	19,006,000,000	563,885,234,881	0.16
2002	21,347,567	3,300,000,000	21,742,000,000	590,415,688,146	0.18
2003	35,382,656	4,560,000,000	18,707,000,000	648,348,002,690	0.27
2004	62,212,525	6,307,000,000	27,755,000,000	771,938,021,501	0.27
2005	95,560,634	7,659,000,000	29,296,000,000	815,845,966,811	0.35
2006	124,954,340	8,915,000,000	33,949,000,000	881,868,401,176	0.36
2007	94,755,825	11,234,000,000	37,233,000,000	1,020,175,518,677	0.48
2008	231,390,302	12,462,000,000	40,843,000,000	1,119,777,219,631	0.51
2009	215,930,229	11,136,000,000	39,675,000,000	1,008,681,064,768	0.49
2010	299,859,713	14,490,000,000	45,814,000,000	1,098,730,148,333	0.50
2011	399,175,201	17,708,000,000	48,464,000,000	1,229,761,177,988	0.57
2012	471,051,943	18,340,000,000	50,028,000,000	1,275,978,633,678	0.66
2013	477,449,183	19,042,000,000	51,664,000,000	1,377,366,048,463	0.67
2014	286,659,886	20,756,000,000	105,380,000,000	1,500,030,380,067	0.20
2015	333,494,880	21,472,000,000	114,109,000,000	1,436,983,969,930	0.20

Table 16 Chinese traveled tourist to Singapore

Year	Chinese tourist traveled to Singapore
2000	434,335.00
2001	497,380.00
2002	670,098.00
2003	568,497.00
2004	880,188.00
2005	857,792.00
2006	1,037,195.00
2007	113,956.00
2008	1,078,742.00
2009	936,727.00
2010	1,171,337.00
2011	1,577,522.00
2012	2,033,388.00
2013	2,269,873.00
2014	1,722,380.00
2015	2,106,164.00

Table 17 Chinese tourist traveled to Vietnam

Year	Chinese tourist traveled to Vietnam
2000	626,676.00
2001	672,846.00
2002	724,385.00
2003	639,423.00
2004	778,431.00
2005	752,576.00
2006	516,286.00
2007	550,461.00
2008	650,055.00
2009	527,610.00
2010	905,360.00
2011	1,416,804.00
2012	1,428,693.00
2013	1,907,794.00
2014	1,947,236.00
2015	1,780,918.00

Table 18 Chinese GDP growth rate

Year	Chinese GDP Growth rate
2000	8.50%
2001	8.30%
2002	9.10%
2003	10%
2004	10.10%
2005	11.40%
2006	12.70%
2007	14.20%
2008	9.70%
2009	9.40%
2010	10.60%
2011	9.50%
2012	7.90%
2013	7.80%
2014	7.30%
2015	6.90%

Appendix B

Certificate

Certificate

This certificate is awarded to
Sauwanee Rodyu & Prateep Wetprasit

for paper entitled
*An Analysis of the Comparative Advantage of Thai Tourism
with Chinese Tourists Compared to Other ASEAN + 6 Countries*

presented in
4th National and International Conference on Philosophy, Politics and Economics
27-28 September 2018, Command and General Staff College, Thailand

Organized by



In Cooperate with



Boonton Dockthaisong

Professor Dr.Boonton Dockthaisong
Conference Chair

Dr.Kittisak Jermsittiparsert
Conference Program Chair

VITAE

Name Miss Sauwanee Rodyu

Student ID 5730120013

Education Attainment

Degree	Name of Institute	Year of Graduation
B.B.A., in Tourism Management	Prince of Songkla University	2013
Master of International Trade	Shanghai University, China	2017

Work – Position and Address

Lecturer Faculty of Economics Prince of Songkla University Hat Yai 90112

List of Publication and Processing

Rodyu, S. and Wetprasit, P. (2018) An Analysis of the Comparative Advantage of Thai Tourism with Chinese Tourists Compared to Other ASEAN + 6 Countries. Journal of Journal of European Journal of Business and Management, ISSN (Paper)2222-1905 ISSN (Online)2222-2839 (August 2018)