

## **Abstract**

The Fuhua Travel Company Limited is a commercial travel agency that provides services of booking accommodation, flight, restaurants as well as organizing solely Inbound Tours from China. We have provided our services mainly to clients with medium to high income. As our business expanded, we have added more tours and restaurant chains that we own ourselves into the program.

By joining and working in the cooperative education project at the Fuhua Travel Company Limited for the last 4 months, the creator has been assigned to work in the Operation department and in the General department. Through that assignment, the creator was able to learn about the facilitation and interaction with Chinese tourists. The creator also participated in a number of fieldwork tours. The creator acknowledged the importance of studying the behaviors of Chinese tourists, so that the information can be analyzed and be used to find a solution for the issue regarding the behaviors of Chinese tourists that effects the local custom and culture of Thailand. The creator, therefore, suggests a project called "Thailand Travel Tips for Chinese Travelers by the Fuhua Travel Company limited".

The results from the behavior studies of the Chinese tourists, show several inappropriate behavior patterns of Chinese tourists such as talking noisily in public, shouting around, cutting the lines, being disrespectful, pushing and pulling in rude manners as well as crossing the roads with no regards to the traffic lights, or in extreme cases, highly unhygienic toilet activities. The creator's intention is to study the behaviors of Chinese tourists who has visited Thailand before. Information from fieldwork operations as well as from several online media have helped the creator to understand the behaviors of Chinese tourists that go against the local Thai custom and culture, which has led to negative consequences on the tourism activities of Chinese tourists. Through that, Chinese tourists have appeared under negative lights in the eyes of the Thai people and are, therefore, being treated not too nicely by the Thai people.

As a result of that, the creator has created a handbook regarding Thailand travel tip for Chinese travelers that is separated in 4 sections and 30 advices as following.

Section 1 General Manners

Section 2 Manners while visiting temples and palaces

Section 3 Manners in restaurants

Section 4 Manners while using the toilet

With the purpose to let the Chinese tourists understand and be aware of the things they should and should not do in Thailand to ensure a smooth travel experience without any following issues in the future.

Attention: The Behavior studies / Chinese tourists/ Do's and Don'ts