

ABSTRACT

Thailand is renowned for its tourism-it's one of the major tourism players in the world and always has been. As one of Thailand's three major economic pillars, tourism industry created billions of dollars in foreign exchange income for Thailand every year. In 2012, China surpassed Malaysia as Thailand's largest source of foreign tourists with more than 2.7 million arrivals, and in 2015, 8 million China tourist arrivals as 27 percentages of total arrivals of Thailand, so it is no difficult to know how important of China tourist market for Thailand. But in real life, China tourists encounter many problems and less satisfaction of China tourists for Thailand's tourism because of the different of culture, language and custom between two countries, it against the marketing and sustainable development of Thailand's tourism in China tourists market. With China's economic take off, Chinese people's income rise, it become more diverse for Chinese outbound travel, that is a very big challenge for Thailand tourism. To promote the healthy and sustainable development of Chinese tourism market in Thailand, it is necessary to carry out an empirical analysis on the current situation and development trend of Chinese tourists to Thailand, in-depth study to explore the issue, to make the constructive recommendations.

The article made the analysis of Chinese tourists' travel to Thailand from the big data perspective and base on 4C marketing mix theory. The current conditions have been analyzed including inbound source and structure in Thailand and the basic information of Chinese tourists. Use the questionnaire survey method to do the research focus on four factors (customer, cost, convenience, communication) of China

tourists in Thailand. Base on the survey found out the issue in Thailand's tourism market and integrated the 4C marketing mix theory, under the big data perspective explored the marketing strategy of Thailand to Chinese tourists market. And find out that the monotonicity and ageing of Thai tourism product, confusion of Thailand tourism market, unreasonable price war, lack of systematic rescue service in Chinese and lack of propaganda of Thailand tourism, and finally propose that Thai tourism should develop High-end custom tourism, optimize Mid-end tourism and standardize Mass tourism, build up a systematic rescue service in Chinese, do more tourism network marketing in Chinese tourists market, manage and control the tourism price, to provide reference for the development of tourism market for Thailand and other countries.

Keyword: Chinese tourists in Thailand, Big data perspective, 4C marketing mix theory, Tourism marketing