



universität
wien

MASTERARBEIT

Titel der Masterarbeit

“TOURISM MANAGEMENT STRATEGIES OF TOURISM PLANNING AND POLICIES IN CHINA AND THAILAND”

Verfasserin

Cornelia Kolm, BA

angestrebter akademischer Grad

Master of Arts (MA)

Wien, 2012

Studienkennzahl lt. Studienblatt:

A 066 864

Studienrichtung lt. Studienblatt:

Wirtschaft und Gesellschaft Ostasiens

Betreuerin ODER Betreuer:

Ph. D. Rüdiger Frank

Table of contents

1.	Introduction.....	4
1.1.	Aim of the research.....	4
1.2.	Objectives of the research.....	4
1.3.	Key research question.....	5
2.	Method and Theory.....	5
2.1.	Defining Tourism Management.....	5
2.2.	Defining sustainability and sustainable tourism	9
2.3.	Defining efficiency and effectiveness	11
2.4.	SWOT-Analysis.....	11
2.5.	Tourism impacts and types	13
2.6.	Tourism Area Life Cycle (TALC).....	15
2.7.	Principles of achievement.....	17
3.	Tourism planning.....	18
3.1.	Tourism planning, approaches and strategies	18
3.2.	Conclusion	19
4.	Analysis of tourism planning/management in East Asia and Southeast Asia ..	20
4.1.	Tourism management methods in Thailand – application of the models.....	21
4.1.1.	SWOT-Analysis for Thailand’s tourism management	24
4.1.2.	Tourism impacts and types in Thailand.....	29
4.1.3.	Tourism Area Life Cycle of Thailand	35
4.1.4.	Principles of achievement and tourism strategies.....	37
4.1.5.	Sustainability of tourism in Thailand	40
4.2.	Tourism management methods in China – application of the models.....	44
4.2.1.	SWOT-Analysis of China’s tourism management	46
4.2.2.	Tourism impacts and types in China	52
4.2.3.	Tourism Area Life Cycle of China	57

4.2.4. Principles of achievement and tourism strategies.....	59
4.2.5. Sustainability of tourism in China	61
4.3. Comparison of tourism management strategies between Thailand and China.	66
5. Conclusion and evaluation of the better strategy of tourism planning/management.....	73
6. Literature.....	77
7. Table of figures.....	82
8. Appendix.....	84

1. Introduction

Tourism management strategies in East Asia are partly different from those implemented in Europe. This paper is focusing on answering the following research question: **“Has East Asian tourism been sustainable within the last ten years, including and considering East Asian planning strategies and impacts of tourism, illustrated by the example of Thailand versus China?”**

The author will deal with tourism planning strategies in China and Thailand in order to answer the research question. Furthermore sustainability will be defined and discussed and different methods will be applied.

In addition the author must consider all the important aspects of tourism theory such as the different impacts of tourism, sustainability and the development of the tourism planning process in those two destinations. The author chose China because she has a basic knowledge of Chinese culture, economy and history, as well as Chinese language skills due to her studies. Thailand was chosen due to the interest in southern countries of Asia.

1.1. Aim of the research

This research paper aims to analyze the current situation of tourism management in East Asia. The aim is to investigate strategies of tourism management in Thailand and China. In order to reach the objectives, the author has to consider several impacts of tourism, such as cultural or environmental impacts in East Asia. The author also carried out some interviews with tourists who visited Thailand and China, in order to find out their satisfaction with the destination. In order to answer the research it is necessary to analyze sustainability of tourism in China and Thailand and compare both countries to obtain knowledge of the better method of Tourism Management strategies. It is also necessary to include the data achieved by the implemented interviews.

1.2. Objectives of the research

In order to search the aims mentioned above the author indicated the following objectives:

- Examining the current situation of tourism in both countries (also using data from interviews with tourists who visited Thailand and China)
- Analyzing the cultural impacts of tourism in China and Thailand, as well as economic, technological and environmental impacts
- Defining tourism management, strategies and policies
- Exploring sustainability of tourism in China and Thailand within the last ten years
- Investigating the performance of tourism strategies in China and Thailand in the last ten years
- Analyzing the tourism management methods used in both countries
- Comparing China with Thailand in order to identify the better method
- Analyzing the tourism planning development within the last ten years
- Evaluating sustainability of tourism management and planning in both destinations

1.3. Key research question

“Has East Asian tourism been sustainable within the last ten years, including and considering East Asian planning strategies and impacts of tourism, illustrated by the example of Thailand versus China?”

In order to specialize in one particular area the author added two more questions to analyze, which are as follows:

- Which method of tourism management is more efficient and effective?
- Which factors make tourism planning complex and how can they be implemented in the planning process?

2. Method and Theory

2.1. Defining Tourism Management

This section will briefly discuss tourism management in general, where the author added several definitions of the subject. The root of the term “tourist” is the Greek word “tornos”, which is a simple tool that was used for making a circle (Berger, 2007, p. 6).

This can be explained in terms of a travel route that starts, continues in form of a circle and ends at your home place again.

In general, tourism management covers five groups, which are “*scanning and sense making, planning, implementing, activity and impact assessing, administering*”, according to Woodside and Martin (2008, p. 1).

An important part of tourism management is the people working in tourism. Tourism Management is also concerned with ways to manage the resources for tourism, the interaction of tourists with physical resources and the interaction of tourists with residents of tourist areas (Mason, 2008, p. 105). This part includes in particular the impacts of tourism, which will be discussed later.

Furthermore, tourism management includes managing decisions in terms of the tourism location, people, airlines, accommodations and different actions. According to Woodside and Martin (2008, p. 1) “*tourism management research on scanning and sense making supports the view that crafting explicit formal processes and doing research studies to describe environments and what has happened helps increase the quality of sense making in particular and the intelligence of executives in general*”.

Highly effective tourism management practice includes creating formal scanning and sense-making actions and measures that such actions work to increase the quality of planning and administering of executives (Woodside & Martin, 2008, p. 1).

As mentioned above, planning is an important aspect of tourism management. It includes:

- *“evaluating tourism products,*
- *identifying target customer segments,*
- *designing alternative product experiences,*
- *designing and implementing promotional messages,*
- *advertising and promotional budgets,*
- *media strategies,*
- *pricing decisions by target customer segment and by season,*
- *supply chain decision*
- *and evaluating strategies for examining actions and outcomes”.*

(Woodside & Martin, 2008, p. 1)

Planning is part of tourism management because it is essential for “*achieving goals and increasing effectiveness*”, as stated by Woodside and Martin (2008, p. 1).

Tourism management theory crafts a series of related propositions of how tourism management behavior is likely to occur in practice and how tourism behavior should occur in practice (Woodside & Martin, 2008, p. 3).

Tourism management and planning include the implementation of strategies in order to reach the identified objectives. According to Smith et al. (2002, p. 68) “Henry Mintzberg suggested that strategy is used implicitly in different ways and lists five definitions” which are as follows:

- *“Plan: a unified, comprehensive, integrated plan designed to ensure objectives are achieved*
 - *Ploy: to attack or threaten to attack a competitor... threatening to enter a market, cut prices or launch lower priced fighting brands*
 - *Pattern: the summary of a series of actions*
 - *Position. How the organization wants to be seen in the marketplace*
 - *Perspective: permeates internally – within the organization so that all employees see the strategy and feel part of it... the corporate culture.”*
- (Smith et al., 2002, p. 68).

Tourism strategies are part of tourism planning and important to achieve sustainability. Tourism policies of planning are part and strategies which can be defined as the implementation, method, process and tactic of tourism management.

Scanning and sense making

It is also important to discuss the travelers’ needs and their motivation why they are going on holiday. That is why Maslow’s hierarchy of needs can be used in this section. This theory shows a pyramid of the general needs of a human being.

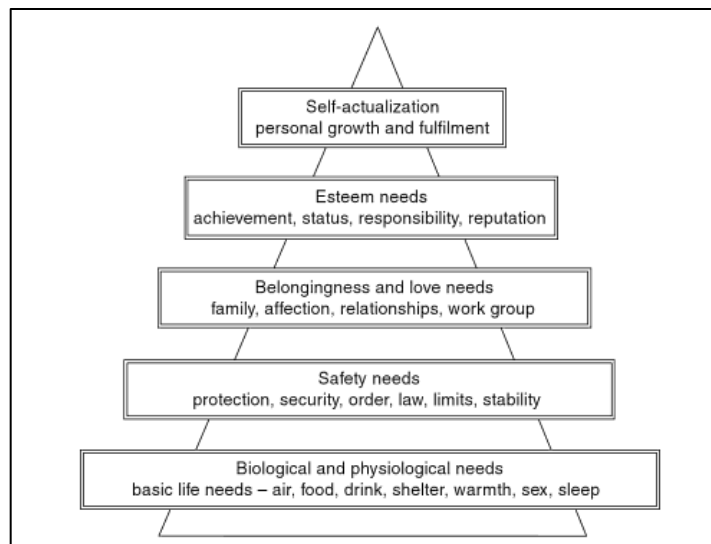


Figure 2.1.1: Maslow's hierarchy pyramid of needs; Source: Woodside & Martin, 2008, p. 15

“According to Maslow (1970) all human needs can be arranged in a hierarchy of five categories, beginning with physiological needs such as hunger, thirst and sex, and ascending stepwise to the needs of safety, belongingness and love, esteem and self-actualization”, according to Woodside and Martin (2008, p. 15). Usually human beings need to satisfy their lower needs first and then move on to the next requirements. Although Maslow's theory originally was developed for clinical psychology, the premise is applicable to other areas, such as industrial and organizational psychology, marketing and tourism (Woodside & Martin, 2008, p. 15), which is important for this project.

Tourists from the U.S., Canada, Europe and Australia were asked in terms of their experience of holiday, the negative and positive aspects. The analysis of the answers showed an order of satisfied needs as quoted: *“physiological (27%), safety (4%), love (33%), self-esteem (1%) and self-actualization (35%)*, as stated by Woodside and Martin (2008, p. 15). With the help of this survey Woodside and Martin (2008, pp. 15, 16) suggested as follows: *“Tourists are attracted to holiday destinations because of the possibility of fulfilling self-actualization, love, belongingness and physiological needs in that order of importance”*. The author will use this model later for analyzing the satisfaction of tourists in terms of Thailand's and China's tourism management strategies. In addition this model will be applied to the data outcome of the interviews with tourists visiting Thailand and China.

2.2. Defining sustainability and sustainable tourism

In order to define sustainability different factors have to be considered. Norton (2005, p. 364) stated that sustainability can be defined “*within a hierarchical structure in which individual choice and landscape trends are seen as playing out on different scales of a complex system*”.

Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population and the environment (Swarbrooke, 1999, p. 13).

Stabler (1997, p. 1) stated “*that in order to attain sustainable tourism there are both conceptual and policy imperatives*” and that “*there is a supposition that sustainability is universally acceptable on ethical grounds*”.

In order to explain a sustainable tourism situation at a location different principles have to be considered, such as “*long-term thinking, environmental, economic, social, cultural, political and managerial concerns, the balancing of costs and benefits, importance of satisfying human needs and the understanding of how market economies operate*”, according to Swarbrooke (1999, p. 14). These are suggestions and possible important facts in order to achieve sustainable tourism.

The figure below shows the important fields of sustainable tourism.

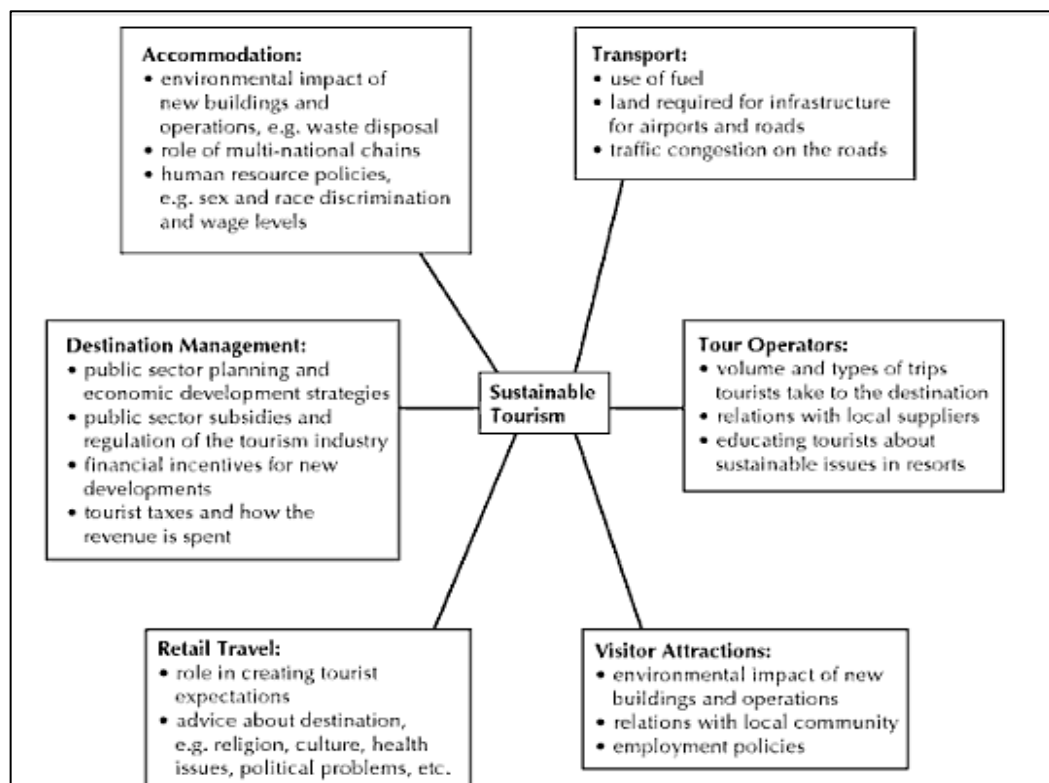


Figure 2.2.1.: Sustainable tourism issues and the different sectors of tourism;

Source: Swarbrooke, 1999, p. 21

Sustainable tourism includes the condition of “*accommodation, transport, the destination management, tour operators and the quality, retail travel and visitor attractions*”, as stated by Swarbrooke (1999, p. 21). Sustainable tourism also requires a suitable marketing method, good human resource management and the aspect of finance needs to be appropriate. Furthermore “*pollution, the industry and the operational practices of tourism organization*” are involved in sustainable tourism, according to Swarbrooke (1999, p. 16).

The political nature of the sustainable tourism debate means that sustainable tourism is about who has the power – host communities, governments, the industry and tourists – and how they use the power (Swarbrooke, 1999, p. 41). This shows a new approach to sustainability and indicates that each destination has to fight with their people’s power in order to gain a sustainable tourism situation.

Another important part of sustainable tourism is the concept of carrying capacity, which includes the following types:

- “**Physical** capacity, the number of tourists a place can physically accommodate
- **Environmental** or ecological capacity, the number of tourists that can be accommodated before damage begins to the environmental or eco-system
- **Economic** capacity, the number of tourists that can be welcomed before the local community start to suffer economic problems
- **Social** capacity, the number of people beyond which social disruption of irrevocable cultural damage will occur
- **Perceptual** capacity, the number of people a place can welcome before the quality of the tourist experience begins to be affected
- **Infrastructure** capacity, the number of tourists that can be accommodated by the destination infrastructure”

(Swarbrooke, 1999, p. 29)

These types are linked to the important issues of sustainable tourism demonstrated in figure 2.2.1. above. Nevertheless it is highly important to know “*how to measure the capacity and how to put it into practice*”, as stated by Swarbrooke (1999, p. 29). The most important capacities still remain the economic, infrastructure, environmental and physical ones.

Sustainable tourism development can be defined as tourism development, which meets the demands of the present in terms of tourism without compromising the ability of

future generations to meet their own demands (Zhang, 2008, p. 53). Furthermore Zhang (2008, p. 53) stated that *“despite of economic growth, the achievements of sustainable tourism development should be evaluated from both social and environmental perspective”*.

Those two definitions can help to understand, explain and identify sustainable tourism in Thailand and China in the following chapters.

2.3. Defining efficiency and effectiveness

The following two citations will help to understand efficiency and effectiveness.

Effectiveness means the capability of producing an effect, and is most frequently used in connection with the degree to which something is capable of producing a specific, desired effect (Wikipedia – Effectiveness, 2011, [online]).

Efficiency in general describes the extent to which time or effort is well used for the intended task or purpose and is often used with the specific purpose of relaying the capability of a specific application of effort to produce a specific outcome effectively with a minimum amount or quantity of waste, expense, or unnecessary effort (Wikipedia – Efficiency, 2011, [online]).

2.4. SWOT-Analysis

A SWOT analysis summarizes the key issues from the business environment and the strategic capability of an organization that are most likely to impact on strategy development (Johnson & Scholes, 2002, p. 134).

A SWOT analysis is an important tool to discover a company's strengths, weaknesses, opportunities and threats. It *“encompasses both the internal and external environments of the firm and addresses a firm's strengths and weaknesses on key dimensions such as financial performance and resources, human resources, production facilities and capacity, market share, product quality, product availability and organizational communication”*, according to Ferrell and Hartline (2008, p. 120). This tool can also be applied to a destination instead of a company. A tourism holiday destination needs to offer special features in order to be a successful place that people would love to visit. Therefore the SWOT analysis can be used to investigate a destination's strengths, weaknesses, opportunities and threats in order to decide about its success or in order to

give possible suggestions on improvement. Ferrell and Hartline (2008, p. 120) stated that *“the assessment of the external environment organizes information on the market (customers and competition), economic conditions, social trends, technology and government regulations”*. According to Ferrell and Hartline (2008, p. 120) *“many consider SWOT Analysis to be one of the most effective tools in the analysis of marketing data and information”*.

Ferrell and Hartline also suggested a few potential strengths, opportunities, weaknesses and threats, which are as follows:

Strengths	Weaknesses
• Low costs • Well-known brand • Abundant financial resources • Proprietary technology • Superior product quality • Better marketing skills • Good distribution skills • Superior management talent	• Lack of strategic direction • Limited financial resources • Weak spending on research and development • Limited distribution • Higher costs • Out-of-date products or technology • Weak market image • Poor marketing and management skills
Opportunities	Threats
• Rapid market growth • Changing customer needs/tastes • Opening of foreign markets • New product discoveries • Economic boom • Government deregulation • New technology • Changing distribution methods	• Entry of foreign competitors • Changing customer needs/tastes • Increased government regulation • Economic downturn • New technology • Foreign trade barriers • Weakening currency exchange rates • Declining consumer confidence

Figure 2.4.1.: SWOT-Analysis; Source: Ferrell & Hartline, 2008, p. 129

The author will analyze the situation in both countries, China and Thailand, in terms of strengths, weaknesses, opportunities and threats of tourism strategies. Within all these parts it is possible to differentiate by economic, political, socio-cultural and environmental strengths, weaknesses, threats and opportunities. With the help of the SWOT-analysis the author will be able to identify the destinations' current situation of tourism and to answer the research question **“Has East Asian tourism been sustainable within the last ten years, including and considering East Asian planning strategies and impacts of tourism, illustrated by the example of Thailand and China?”**.

2.5. Tourism impacts and types

The effectiveness of tourism strategies and planning depends on the different impacts of tourism which can be specified as follows:

- economic impacts
- environmental impacts
- socio-cultural impacts

This section examines the different tourism impacts in East Asia in order to analyze the situation in Thailand and China in the following chapters. In addition the author made use of Plog's Model of Psychographic positions of destinations so as to identify the socio-cultural impacts.

Cooper et al. (2008, p. 126) stated that *"in order to understand the economic policy relevance of tourism to a destination it is necessary to turn attention to the economic impacts of tourism and their associated multiplier values"*.

Economic impacts

The generators of economic impacts for a city, a state, a province, a country, or a destination, are visitors, their expenditures and the multiplier effect (Goeldner & Ritchie, 2006, p. 374). There are several economic benefit outcomes of tourism. The author listed a few of them below:

- *"Earning foreign exchange due to spending of overseas visitors*
- *Visitor spending is a source of taxation revenue for the government*
- *Visitor spending generates profit for those businesses in tourism and for tourism industry*
- *Employment is created*
- *Impacts on terms of trade*
- *Tourism is important to small economies as tourism permits the gain of economies of scale"*

(Ryan, 2003, p. 149)

There are also a few *"basic factors in calculating economic impacts, which are: places and events must be attractive to people who do not live there; transport systems must*

make the host region accessible and that region must possess an infrastructure that is able to derive revenue from those visitors”, as stated by Ryan (2003, p. 153).

Environmental impacts

If a destination such as Thailand or China is visited by a huge number of tourists or travellers, this can lead to negative natural environment impacts such as water, air and noise pollution, the risk of fires, loss of biodiversity, the killing of animals and resource consumption. According to Mason (2008, p. 74) *“tourism can lead to the creation of unsightly human structures such as buildings that do not fit in with vernacular architecture and tourism may lead to damage to wildlife habitats”*.

In order to a better understanding of environmental impacts it is suggested to discuss environment itself. According to Hall and Lew (2009, p. 187) *“the US Environmental Protection Agency (EPA) defines environment as the sum of all external conditions affecting the life, development and survival of an organism, which is a very broad definition that could include almost anything”*.

According to Cooper et al. (2005, p. 202) *“there are no generally accepted models for environmental impact assessment (EIA)”*. Therefore, every destination should consider the environmental problems within its systematic planning legislation.

Socio-cultural impacts

The socio-cultural impact of tourism is manifested through an enormous range of aspects from the arts and crafts through to the fundamental behaviour of individuals and collective groups (Cooper et al., 2008, p. 187). The impacts can be positive, such as the case where tourism preserves or even resurrects the craft skills of the population or the enhancement of cultural exchange between two distinct populations (Cooper et al., 2008, p. 187).

Nevertheless some negative aspects of cultural impacts of tourism can be listed as follows:

- *“Tourists do nothing to promote international understanding*
 - *Employment in the tourist industry is often dehumanising*
 - *Tourists have undesirable demonstration effects on residents”*
- (Ryan, 2003, p. 268)

Cooper et al. (2008, p. 187) stated “changes in economic growth and development will always be associated with changes in the socio-cultural characteristics of an area”.

Societal and cultural impacts mean...

.social relations between people who would not normally meet, the behaviour of people released from many of the social and economic constraints of everyday life and the confrontation of different cultures, values and lifestyles, languages and ethnic and religious groups. (Mill & Morrison, 2002, p. 55)

The model of Stanley Plog is a useful study for investigating socio-cultural impacts.

“Plog devised his classification in terms of psychographic analysis, and in this way attempted to explain why resort destinations appear to follow a pattern that causes them to rise through a period of development and then fall into a period of decline”, according to Cooper et al. (2005, 230).

The chart below shows Stanley Plog’s psychographic model in detail:

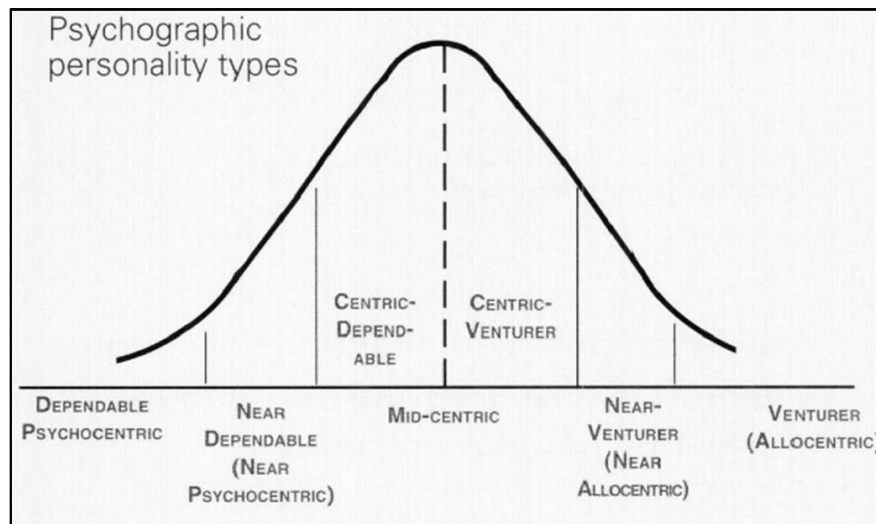


Figure 2.5.1.: Stanley’ Plog’s psychographic model; Source: Tourism Management, 2011, [online]

2.6. Tourism Area Life Cycle (TALC)

In order to examine sustainability in East Asia – especially in China and Thailand – the author made use of the TALC-model, the Tourism Area Life Cycle, which shows six stages of the number of tourists.

Empirical evidence for the tourist area life cycle is increasing (France, 2002, p. 56). To develop sustainability in the destination it is first necessary to analyze the number of

tourists in the destination, which can be clearly analyzed with the help of the Tourism Area Life Cycle.

With this model, developed by Richard Butler, it is easy to understand the implementation of a visitor destination and through it all the different principles of sustainability can be seen. *“The TALC is a useful concept for describing the evolution of tourism development, what stages and/or duration of a stage will be experienced by a tourism destination is largely subject to a number of factors, and therefore no perfect formula can be applied to different areas”*, according to Ryan and Huimin (2009, p. 41).

The chart below shows the TALC model with the different stages:

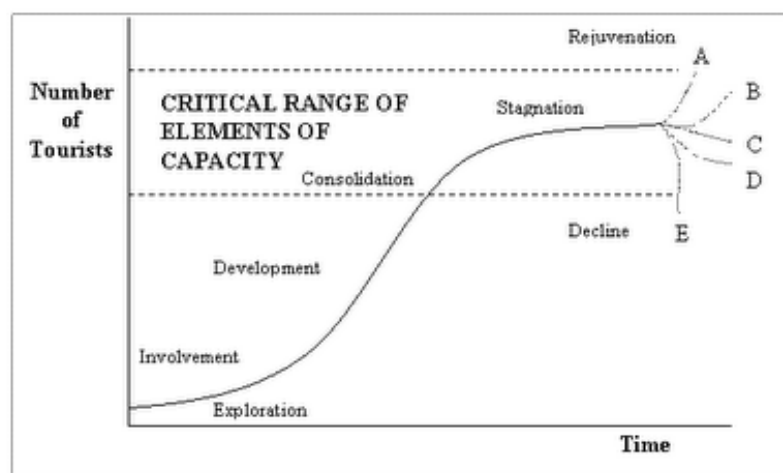


Figure 2.6.1.: Tourism Area Life Cycle; Source: Californian Coastal Commission, 2008, [online]

According to Butler (2006, p. 6) within the **involvement stage** the “*contact between visitors and locals can be expected to remain high and, in fact, increase for those locals involved in catering for visitors*”.

Butler (2006, p. 6) stated that “*the **development stage** reflects a well-defined tourist market area, local involvement and control of development will decline rapidly*”. In this stage you can find an increase in tourists. As the **consolidation stage** is entered the rate of increase in numbers of visitors will decline, although total numbers will still increase, and total visitor numbers exceed the number of permanent residents (Butler, 2006, p. 7). Butler (2006, p. 7) also stated “*as the area enters the **stagnation stage** the peak numbers of visitors will have been reached*”. This means that the destination may not be favoured any more.

According to Butler (2006, p. 7) “*in the **decline stage** the area will not be able to compete with newer attractions and so will face a declining market, both spatially and*

numerically”. It will no longer appeal to vacationer but will be used increasingly for weekend or day trips, if it is accessible to large numbers of people (Butler, 2006, p. 7). “On the other hand **rejuvenation** may occur, although it is almost certain that this stage will never be reached without a complete change in the attractions on which tourism is based”, as stated by Butler (2006, p. 8). This last stage is further characterized by a period of decline, rejuvenation or stabilization (Ryan & Huimin, 2009, p. 41). Furthermore it is possible that the situation keeps **stable**.

2.7. Principles of achievement

The development of new strategies in order to increase a country’s tourism management situation is part of the principles of achievement. Sustainable tourism can be seen “as a goal or vision, as a process of achieving or moving towards that vision, and as the policies, plans and activities of those organizations, whether private, public or third sector, that are involved in sustainable tourism development”, according to Sharpley (2009, p. 59). To achieve sustainability it is important to determine a few of the different principles for sustainable tourism, which are:

- *“Minimizing environmental impacts*
- *Achieving conservation outcomes*
- *Being different*
- *Achieving authenticity*
- *Reflecting community values*
- *Understanding and targeting the market*
- *Enhancing the experience*
- *Adding value*
- *Having good content*
- *Enhancing sense of place through design*
- *Providing mutual benefits to visitors and hosts*
- *Building local capacity”*

(Sharpley, 2009, p. 62)

The first principle refers to the attention to environmental impacts the tourism management should pay. According to Sharpley (2009, p. 62) “*tourism should seek to support the conservation of natural areas, habitats and wildlife and minimize damage to*

them”. Another important aspect is to be different, which means to stand out as the best location and offer differentiation. The fifth principle dealing with community values suggests “*representing the past, present and future aspirations of the local community in a living and dynamic way*”, according to Sharpley (2009, p. 62). It is also important to “*understand broad market trends and the needs and expectations of specific segment*”, as stated by Sharpley (2009, p. 62).

Adding value to existing attributes achieves a richer tourism experience and helps to diversify the local economy (Sharpley, 2009, p. 62). The principle “having good content” stands for “*telling the story provides a more rewarding experience and ultimately helps conserve the destination*”, according to Sharpley (2009, p. 62). The last two principles mentioned by Sharpley (2009, p. 62) mean that “*tourism is an economic and community development tool and must take into account the benefits that the host community and the visitor seek*”. Good tourism businesses get involved with the community and collaborate with other businesses and stakeholders and help to build local capacity (Sharpley, 2009, p. 62).

To investigate whether or not China’s and Thailand’s plan involved all of these important principles the author analyzed the situation of tourism in these countries within the last ten years.

3. Tourism planning

3.1. Tourism planning, approaches and strategies

This chapter discusses the approaches to tourism planning as well as different tourism management strategies operated in China and Thailand.

The approaches to tourism planning have an important influence on a destination. These approaches are identified as follows:

- *“boosterism*
- *an economic, industry-oriented approach*
- *a physical/spatial approach*
- *a community-oriented approach that emphasises the role the host plays in the tourism experience*
- *sustainable tourism approach”*

(Hall, 2008, p. 50)

*“**Boosterism** is the simplistic attitude that tourism development is inherently good and of automatic benefit to the hosts”, according to Hall (2008, p. 55). Hall (2008, p. 55) also stated that “it may be more aptly described as a form of non-planning”.*

The **economic stage** comprises creating jobs and providing economic value and can be explained as follows:

“Under the economic tradition, tourism is seen as an industry that can be used as a tool by governments to achieve certain goals of economic growth and restructuring, employment generation, and regional development through the provision of financial incentives, research, marketing and promotional assistance”, according to Hall (2008, p. 55).

Physical or spatial approaches can be combined with public tourism planning in co-operation with regional planning. Physical or spatial planning refers to planning with a spatial, or geographical, component, in which the general objective is to provide for a spatial structure of activities which in some way is better than the pattern existing without planning (P. Hall, cited in C. M. Hall, 2008, p. 56).

The fourth stage is the **community** which concentrates on the social impacts of tourism planning in relation to locals. Furthermore Hall (2008, p. 59) stated that the destination has to *“optimise visitor satisfaction and establish a development programme that is consistent with the cultural, social and economic philosophy of the government and the people of the host area”.*

Finally **sustainability** is a complex section that has already been defined in chapter 2.2.

3.2. Conclusion

The chapters on the theory and methods, and tourism planning explained how the author will work with the information of China and Thailand and how to investigate their tourist situation of tourism. Sustainability, tourism impacts of both countries, policies and strategic development will be discussed in the following chapters.

4. Analysis of tourism planning/management in East Asia and Southeast Asia

This chapter provides a general introduction to tourism planning in East Asia with focus on the countries of Thailand and China. This section will investigate the development of tourism strategies in East Asia within the last ten years.

Over the last decade, tourist arrivals and receipts in the Asia-Pacific region rose at a rate faster than most parts of the world, almost twice the rates of industrialized countries (Chon, 2000, p. vi). Chon (2000, p. vi) also stated that *“the stage of tourism growth and development “life cycle” varies greatly from one country to another, all countries in Southeast Asia and Indochina are facing similar challenges”*. Those challenges are *“fostering financially and environmentally sustainable tourism, which is a common concern”*, as stated by Chon (2000, p. vi).

Tourism in Southeast Asia has increased within the last ten years. Tourism is a long established economic activity in Southeast Asia, dating back to the turn of the nineteenth and twentieth centuries, though mass tourism is a relatively recent phenomenon that largely began in the 1970s (Hitchcock et al., 2008, p. 8). According to Hitchcock et al. (2008, p. 8) *“the industry grew slowly for decades, but by the 1980s East Asia, Southeast Asia and the Pacific were experiencing the most rapid growth in regional tourism arrivals in the world, averaging 9.2 percent per annum”*. There has also been a Visit Thailand Year campaign. This campaign was about *“combining forces to promote each successive country in turn, culminating in Visit ASEAN in 1992”*, as described by Hitchcock et al. (2008, p. 8). South East Asia is a region most visited by Japanese, Europeans and Australians. Tourism in this region has increased due to *“technological advances from transport to information technology in the twentieth century”*, according to Hitchcock et al. (2008, p. 7).

By the 1990s tourism had become one of Southeast Asia's foremost industries, as in Thailand it was the leading source of foreign exchange (Hitchcock et al., 2008, p.8). China for example can count itself among the *“top ten tourism destinations and if the current trajectory continues China will soon surge past the USA to take the third position behind France and Spain”*, according to Hitchcock et al. (2008, p.2).

Nevertheless there have been several crisis, such as the monetary crisis, the economic turmoil and the Asian financial crisis, which encouraged Asian countries to concentrate more on tourism as a way of income for this region. The Asian financial crisis

reinforced the need to see the region in its own terms since the cost-cutting led to job losses and the phasing out of expatriate employees (Hitchcock et al., 2008, p.8).

In terms of Thailand, the country “*resorted to crisis marketing to persuade visitors to return and to earn foreign currency to help alleviate the crisis*”, as stated by Hitchcock et al. (2008, p.8).

There have been other international catastrophes that affected the continuous process of traveling such as the tsunami in 2004 and the attack on the World Trade Center in 2001. In this context it is also important to mention East Asia’s natural areas such as “*many cold alpine plateaus in the mountains to tropical climates and coral reefs in the south*”, according to Eagles et al. (2001, p. 11). Cultural monuments, traditions and coastal lines are destroyed due to the amount of tourists. Special natural and cultural sites in East Asia have a long history rich in traditions, religious ceremonies and customs that captivate local people and international visitors alike (Eagles et al., 2001, p. 11). Therefore it was important for East Asian countries, especially for China, as it is twice the size of Europe, to protect those areas also in order to achieve sustainable tourism. There has been a plan to protect those natural areas. The creation of modern day legislation and systems of legally protected areas has occurred within the last century (Eagles et al., 2001, p. 12).

“*Tourism can have large impacts on and importance to an area’s well-being, sustainable development is supported by various national and international organizations*”, as discussed by Eagles et al. (2001, p. 18). There is an Asia Pacific Tourism Award, which is “*a program that supports environmentally friendly tourism projects, including some projects that occur in protected areas*”, according to Eagles et al. (2001, p. 18).

The following chapters will explain those protection strategies in East Asian areas, sustainability in Thailand’s and China’s tourism and also the different impacts and amount of tourists per year.

4.1. Tourism management methods in Thailand – application of the models

This section discusses the current situation of tourism in Thailand. In order to explain and identify tourism planning the author applied the models mentioned above to the situation in Thailand.

Thailand is famous for its medical tourism, sex tourism, food tourism, ecotourism and cultural tourism. Tourism is a major economic factor in the Kingdom of Thailand, contributing an estimated 6.7% to Thailand's GDP in 2007 (Wikipedia – Tourism in Thailand, 2011, [online]). The currency of Thailand is the Thai Bhat, which is converted as follows: 1 Thai Bhat are 0,02328 Euros and 1 Euro are 42,958 Thai Bhat according to the exchange rates of November 2011.

Berger (2007, p. 17) stated that *“Thailand is not very far behind Greece's 13.11 million international tourists”*. Nevertheless it has to be said that *“10 million tourists in a third-world country such as Thailand have a much larger influence on Thai culture and society than 50 million tourists in a first-world country such as France – where tourism has been integrated for many decades into the social system of the country”*, according to Berger (2007, p. 17).

Most of Thailand's tourists come from countries such as Malaysia and other neighbor countries. There is a high number of tourists coming from China, which is due to *“business travel”*, stated by Berger (2007, p. 17).

On the list of the most arrivals *“Thailand ranks 18th with 15 million visitors in 2008 and a forecast of 16 million in 2009”*, according to Andrews and Siengthai (2009, p. 92). Although natural disasters, terrorism and economic crises might have short-term impacts, it is expected that the tourism industry of Thailand will expand steadily (Andrews & Siengthai, 2009, p. 92). A reason for this growth in tourists are *“low cost airlines”*, as mentioned by Andrews and Siengthai (2009, p. 92).

An emerging segment is religious tourism, with Thailand as the nucleus for Buddhism, offering meditation courses, staying in sanctuaries and even forest retreats (Andrews & Siengthai, 2009, p. 109).

Thailand is famous for a destination visited during the winter period, to escape the cold weather and enjoy the country's breathtaking beaches and also its interesting culture. *“The warm climate and inexpensive high-quality medical care makes it a perfect destination”*, according to Andrews and Siengthai (2009, p. 109). The country has high-end potential as it has *“the best spas and wellness centers in the world”*, as stated by Andrews and Siengthai (2009, p. 109).

It should be mentioned as well that Thailand is famous for its sex tourism. A lot of tourists enjoy the beauty of the country as well as spending time with prostitutes. But *“Thailand's image has changed from a go-go bar place to a family-oriented beach destination”*, according to Andrews and Siengthai (2009, p. 109).

Andrews and Siengthai (2009, p. 109) suggested that for Thailand *“being located in an area where natural disasters can strike, it has the necessary early warning systems in place”*. This means that Thailand’s tourism plan should include strategies for security, tourist’s safety and rapid alert systems.

Thailand offers many possibilities, goods and services, of which some examples will be mentioned in the following:

One of Thailand’s main selling points as a tourist destination is that it is a beautiful country, with gorgeous islands and pristine paradisiacal beaches and other spectacular natural areas;

- *“Thailand is generally thought of as “exotic” and thus a country that will provide new sensations to people and give them new insights into the human condition;*
- *Travel literature describes the Thai people as warm and friendly and this sense that tourists will be well received and can get to know some Thais is a strong motivation;*
- *Thailand is a country where there is easy access to sex, of all kinds, and where the people do not have the same repressed attitudes towards sex that you find in many countries;”*

(Berger, 2007, p. 14).

Nevertheless it has to be stated that Thailand *“is still relatively underdeveloped, as compared to Western European countries such as France, Spain, and Italy, and other third-world countries, such as Mexico”*, as mentioned by Berger (2007, p. 17), which means that more work towards the development of tourism strategies and policies needs to be done.

In this context mass tourism in Thailand also has to be discussed. Unfortunately, mass tourism provides little contribution to the local economy (Environmental Research Institute of Chulalongkorn University & the Bumi Kita Foundation, 2007, p. 1, [online]). Furthermore, *“it creates low-paid employment, and 80% of the profits are made outside the tourism area by foreign tour-operators, hotel owners and suppliers of imported goods for tourists”*, according to the Environmental Research Institute of Chulalongkorn University and the Bumi Kita Foundation (2007, p. 1, [online]). As a

matter of fact mass tourism displays a problem for the environment and can affect the prices of a location.

In addition it has to be stated that “*in terms of results, in Thailand the practice of tourism management has been satisfactory within the constraints of the political and administrative system*”, as described by Elliott (1997, p. 134). This quotation shows that the country’s commitment and activities in tourism have already been of great value up to now. On the other hand, Elliott (1997, p. 134) stated that in Thailand there “*was efficient formal planning but ineffective implementation, leading to the degradation of several tourist resorts and the environment*”.

4.1.1. SWOT-Analysis for Thailand’s tourism management

This chapter will investigate Thailand’s strengths, weaknesses, opportunities and threats in terms of tourism management and compared to other countries.

The table below shows Thailand’s SWOT-Analysis:

Strengths	Weaknesses
• Medical tourism • Low costs • Low cost airline Nok Air • Agritourism • Religious tourism • Numerous travel programs for tourists • Famous Thai cuisine • Worldwide-known slogan • Variety of attractions	• Natural catastrophes like floods • “Air and water pollution: ○ deforestation, ○ declining wildlife population, ○ soil erosion, ○ water scarcity, ○ hazardous waste issues.” (Wikipedia - Environmental Issues in Thailand, 2011, [online]) • Mass tourism • Diseases such as dengue fever
Opportunities	Threats
• Neighbor countries’ (GMS countries) • Rapid market growth • Medical and religious tourism • Development of new tourism strategies • Ecotourism • Good English knowledge of local people	• Neighbor countries, for example Vietnam and Myanmar • Social and political disturbances • Economic downturn, recession • Possible terrorist attacks • Weakening currency exchange rates

Figure 4.1.1.: SWOT-Analysis of Thailand

A possible threat for Thailand's tourism could be neighbor countries like Vietnam and Myanmar. Vietnam has a far longer coast line and is investing heavily in the tourism sector, as 10 % of Vietnam's foreign direct investment goes into tourism infrastructure (Andrews & Siengthai, 2009, p. 110). Myanmar has more biodiversity and scenic landscapes than Thailand but is held back by the incompetence of its government (Andrews & Siengthai, 2009, p. 110). This shows that Myanmar is a threat but also an opportunity for Thailand to gloat, as its government situation has improved. The opportunity or chance could look like that: *"If Thailand can convince its neighbors to cooperate in a Greater Mekong alliance in tourism, it will make the whole region more attractive by offering diversity, such as a single tourist visa for all GMS countries"*, according to Andrews and Siengthai (2009, p. 110). The Greater Mekong region, which lies around the Mekong River basin, includes countries such as Thailand, Vietnam, Laos, Yunnan Province of China, Myanmar and Cambodia (Wikipedia – Greater Mekong Subregion, 2011, [online]).

According to Wikipedia (Greater Mekong Subregion, 2011, [online]) *"the region's geographic variety and consequent variety of climatic zones supports significant biodiversity"*, which is another big opportunity to use for Thailand in order to attract tourists and increase its tourism situation.

The biggest threats might come from homemade political and social unrests and external terrorist attacks (Andrews & Siengthai, p. 110). Such disturbances could harm Thailand's tourism management, which could conclude in fewer tourists per year. Strengths of Thailand are agritourism and medical tourism. One example mentioned by Andrews and Siengthai (2009, p. 109) is that *"some politicians suggested a special tax on medical tourism because highly trained doctors prefer to work in private hospitals at the expense of the care provided in public hospitals for the general public"*. The concentration of Thailand's tourism strategy lies more on medical tourism and *"Bumrungrad Hospital and Centara have pioneered the fields of medical tourism in important ways"*, as mentioned by Andrews and Siengthai (2009, p. 109). According to the interviews (16/11/2011, see appendix) there are also excellent hospitals where people are treated sometimes even better than in European hospitals. On top of that, the doctors are well educated, as some studied in America or Europe and came to Thailand to support medical care. Nevertheless tourists receive the better service in Bangkok that might not be found outside the city. (Interviews, 16/11/2011, see appendix)

These facts mentioned above show a satisfaction of the basic needs, which are biological and physiological needs, and also safety needs appear, according to Maslow's hierarchy of needs, which was discussed in chapter 2.1.

Religious tourism should be indicated as strength but also as opportunity. Buddhism is the believed religion in Thailand, which offers "*Meditation courses, staying in sanctuaries and even forest retreats*", according to Andrews and Siengthai (2009, p. 109). "*With some of the best spas and wellness centers in the world, Thailand might become the ultimate one-stop healthcare destination in Southeast Asia*", according to Andrews and Siengthai (2009, p. 109).

In terms of low cost, Thailand's advantages are low cost airlines that land on the country's airports, and also paying for vacation in general is cheaper there compared to other places. Whereas backpackers might stay for baht 120 (US \$4) in cheap areas, such as Bangkok's Khao San Road, well-off tourists might prefer a four-star hotel (Andrews & Siengthai, 2009, p. 96). You can get a night in those hotels also to reasonable and low prices. The so-called Nok Air, situated in Bangkok, is one of the low cost airlines. Nok Air was launched in 2004 as a response to Air Asia, an Asian low cost carrier (Andrews & Siengthai, 2009, p. 93). "*It is operating domestic and international services out of Bangkok Don Mueang Airport and is the budget airline of Thai Airways International*", according to Wikipedia (Nok Air, 2011, [online]). With the launch of this airline, the number of tourists increased continuously.

Thailand provides a wide range of attractions for tourists. These include diving sites, sandy beaches, hundreds of tropical islands, varied night-life, museums, palaces, a huge amount of Buddhist temples and exceptional flora and bird life (Wikipedia – Tourism in Thailand, 2011, [online]). The cuisine has become a world-wide famous brand, which attracts a lot of tourists as well. Popular are classes in Thai cooking, Buddhism and traditional Thai massage (Wikipedia – Tourism in Thailand, 2011, [online]). According to the interviews (21/11/2011, see appendix) it is also the perfect "*destination for rock climbing*", which indicates the part "esteem needs" of Maslow's hierarchy of needs.

One possible threat for Thailand could be an economic downturn due to the global economic situation and crisis or a possible reappearance of the monetary crisis. The main marketing slogan for promoting Thailand internationally was "**Amazing Thailand**", but in reaction to the 2009 tourism crisis, it was relaunched as "**Amazing Thailand, Amazing Value**" (Wikipedia – Tourism in Thailand, 2011, [online]). This is a world-wide known slogan that is used in order to attract more tourists every year. The

development of new strategies is also a major part of the country's opportunities in order to increase the tourism situation. The Tourism Authority of Thailand (TAT) announced its promotional strategy for 2011 along with several initiatives designed for specific market segments (ETN staff Writer, 2010, [online]). According to the article of ETN (2010, [online]) the *"TAT will still use the highly-successful **Amazing Thailand** theme, which will be enhanced with the new tag line **Always Amazing You**"*. The Amazing Thailand theme has gained worldwide recognition, as it built up the country's strong brand and positioning as a destination that offers tremendous value-for-money, a unique culture, and a wide variety of experiences to visitors (ETN staff Writer, 2010, [online]). Some 15.5 million international tourist Thai Baht (US\$ 18.5 billion), an increase of 9% from last year, and the domestic tourism sector expects to have 91 million trips with a revenue of 432 billion Thai Baht (US\$ 13.3 billion), a rise of 3 percent from last year (ETN staff Writer, 2010, [online]). With the slogan mentioned above Thailand's management is trying to attract more tourists in future. According to the interviews (21/11/2011, see appendix), there are also two famous brands recognizable of Thailand which are the *"Chiang Beer"* and the *"massages"* in general. One outstanding opportunity for Thailand is its idea of ecotourism. Ecotourism was first adopted in Thailand in the early 1990s, only a few years after its emergence in Western countries (Connell & Rugendyke, 2008, p. 217). According to Connell and Rugendyke (2008, p. 217) ecotourism is *"one such alternative and is promoted by many stakeholders as a new and workable form of tourism and component of sustainable development"*.

This quotation should help in order to understand the importance of ecotourism:

"The new development paradigm and the political reforms introduced in Thailand in the 1990s, both of which recognize and accept the necessity for environmental conservation and the rights and responsibilities of local people in the management of cultural and natural resources support the adoption of ecotourism", according to Connell and Rugendyke (2008, p. 217).

The tsunami in 2004, a natural catastrophe, showed a decrease of tourists in the following years. That event was a remarkable weakness of the country for its tourism situation. Nevertheless *"during the high season of 2006-07, tourism to Thailand recovered remarkably from the decline in arrivals, provoked by the tsunami disaster"*, as stated by Cohen (2008, p. 4).

Some other opportunities for the country are the good knowledge of the English language among local people, according to the interviews (16/11/2011, see appendix). Travelling through Thailand is easy due to the convenience of communication with local people. (Interview, 16/11/2011, see appendix)

The good communication skills of local people share the aspect of basic needs of Maslow's hierarchy of needs as tourists are able to travel easily and without inconvenience.

A weakness is the high occurrence of diseases in Thailand which are a big problem. According to the interviews (16/11/2011, see appendix) the dengue fever is one of the most emerged fevers that *"is an infectious tropical disease caused by the dengue virus"*, as stated on Wikipedia (Dengue fever, 2011, [online]). *"Dengue is transmitted by several species of mosquito"* and contains *"symptoms such as fever, headache, muscle and joint pains"*, according to Wikipedia (Dengue fever, 2011, [online]). Nevertheless, every country has its own diseases and before starting a trip each tourist should get injected in order to prevent getting such fevers.

Threats for every country dealing with high tourism outcomes are possible terrorist attacks as well as the decline of the currency rates. In terms of weaknesses *"the country presently faces problems with air and water pollution, declining wildlife populations, deforestation, soil erosion, water scarcity, and hazardous waste issues"*, according to Wikipedia (Environmental Issues in Thailand, 2011, [online]). According to the interview with Ursula Pregernig (16/11/2011, see appendix) - who spent her holidays in Thailand -, *"in the cities there was a lot of smog"*, and she also stated that *"compared to European standards, separating waste does not exist in Thailand"*. According to the 2004 indicator, cost of air and water pollution for the country climbed up to approximately 1.6% - 2.6% of its GDP per year (Wikipedia – Environmental Issues in Thailand, 2011, [online]).

There are several reasons for the high amount of air pollution, which are as follows:

- *"Vehicles — motorcycles make up around 75% of the vehicles on the road in Thailand;*
- *industry — Bangkok and the rest of the Central Region contribute between 60 and 70 percent of the country's industrial emissions;*
- *power plants — most energy production relies on the burning of fossil fuels;*
- *agricultural burning,*
- *garbage burning,*

- *open cooking,*
- *forest fires“.*

(Wikipedia – Environmental Issues in Thailand, 2011, [online])

According to the interviews with Ursula Pregernig and Jakob Müllner (16/11/2011, see appendix), mass tourism is also a problem in Thailand. It is easy to travel around but you always have a lot of tourists at each touristic place. Jakob Müllner also stated that *“Bangkok is more polluted than the countryside due to the high emergence of air pollution in the city”*.

Nevertheless *“the most critical environmental problem that Thailand is facing presently, is water pollution, despite the annual southwest monsoon, Thailand is subject to drought, particularly the northeastern region”*, according to Wikipedia (Environmental Issues in Thailand, 2011, [online]). There is not enough clean water for the population. Inconsumable water was also a result of increasing untreated domestic sewage, industrial wastewater and solid hazardous wastes (Wikipedia – Environmental Issues in Thailand, 2011, [online]). And all this pollution affects the people’s health. According to Wikipedia (Environmental Issues in Thailand, 2011, [online]), *“water pollution results in typhoid, dysentery, hepatitis, trachoma, hookworm infection and diarrhea”*. In order to solve those problems Thailand introduced some strategies which will be explained in chapter 4.1.4.

4.1.2. Tourism impacts and types in Thailand

There are three tourism impacts that can influence the effectiveness and sustainability of tourism and tourism management.

Economic impacts

In terms of economic impacts it has to be mentioned that Thailand has a lower income out of tourism compared to China. The chart below shows that Thailand (US\$ 7.9 billion) is on the 14th place, while China receives more than US\$ 20 billion.

Country	Receipts (in billions)	Market share (percent)	Population (in millions)	Per capita receipts (in millions)
1. United States	66.5	14.0	288	231
2. Spain	33.6	7.1	40	837
3. France	32.3	6.8	60	539
4. Italy	26.9	5.7	58	465
5. China	20.4	4.3	1,279	16
6. United Kingdom	17.6	3.7	60	294
7. Austria	11.2	2.4	8	1,375
8. Hong Kong	10.1	2.1	7	1,385
9. Greece	9.7	2.1	11	915
10. Canada	9.7	2.0	32	304
11. Turkey	9.0	1.9	67	134
12. Mexico	8.9	1.9	103	86
13. Australia	8.1	1.7	20	414
14. Thailand	7.9	1.7	64	124
15. Netherlands	7.7	1.6	16	480
16. Switzerland	7.6	1.6	7	1,045
17. Belgium	6.9	1.5	10	671
18. Malaysia	6.8	1.4	23	299
19. Portugal	5.9	1.2	10	587
20. Denmark	5.8	1.2	5	1,078

Figure 4.1.2.: Countries earning the most from tourism; Source: Berger, 2007, p. 19

Nevertheless Thailand's economy is improving in terms of services: according to Wikipedia (Economy of Thailand, 2011, [online]) *"in 2007 the services sector, which ranges from tourism to banking and finance, contributed 44.7% of gross domestic product and employed 37 percent of the workforce"*. Tourism is one of the biggest inputs of the country, which also creates a lot of jobs for local people. A sharp increase in tourism from other Asian countries has contributed largely to Thailand's economy even though the Baht has gained strength compared to most other currencies in the past two years (Wikipedia - Economy of Thailand, 2011, [online]).

Furthermore *"Thailand's labor force was estimated at 36.9 million in 2007, about 49% were employed in agriculture, 37% in services, and 14% in industry"*, according to Wikipedia (Economy of Thailand, 2011, [online]). This shows a sustainable situation of the labor force in Thailand.

In terms of trade Thailand is also on an effective basis as the country is member of the *"ASEAN Free Trade Area and the World Trade Organization and the Cairns Group of agricultural exporters"*, according to Wikipedia (Economy of Thailand, 2011, [online]). Thailand started free trade negotiations with Japan in February 2004, and an in-principle agreement was agreed in September 2005 (Wikipedia - Economy of Thailand, 2011, [online]). All these aspects state that Thailand's economy is increasing although it had to suffer from the financial crisis. Bangkok is one of the most prosperous parts of Thailand, and heavily dominates the national economy, with the infertile northeast being the poorest (Wikipedia - Economy of Thailand, 2011, [online]). As stated on Wikipedia (Economy of Thailand, 2011, [online]) *"although little economic investment*

reaches other parts of the country except for tourist zones, the government has been successful in stimulating provincial economic growth in the Eastern Seaboard of Thailand, and the Chiang Mai area". Nevertheless the country has to deal with its future prospective. Thailand's growing shortage of engineers and skilled technical personnel may limit its future technological creativity and productivity (Wikipedia - Economy of Thailand, 2011, [online]). Furthermore some other areas "*may pose a future challenge such as telecommunications, roadways, electricity generation, and ports that showed increasing strain during the period of sustained economic growth*", according to Wikipedia (Economy of Thailand, 2011, [online]).

Another problem is the amount of money the country is spending in order to improve the situation of pollution. The total environmental costs of unbalanced development are in the range of THB 20 billion or US\$ 500 million per year (World Bank, 2006, [online]).

In this section also the tsunami of 2004 has to be mentioned. This natural disaster had a considerable impact on the country's economy. The economic impact of the tsunami on Thailand was considerable, though not as great as in poorer countries such as Indonesia or Sri Lanka (Wikipedia – Effect of the 2004 Indian Ocean earthquake on Thailand, 2011, [online]). Nevertheless according to Wikipedia (Effect of the 2004 Indian Ocean earthquake on Thailand, 2011, [online]) "*Thailand has a liberalised, flexible and robust economy, which has shown powers of rapid recuperation after previous setbacks*". Still, the situation and development of tourism have been affected. Several coastal areas have been spoilt if not destroyed and therefore "*the Thai government provided large amounts of capital to enable the recovery of the private sector*", according to Wikipedia (Effect of the 2004 Indian Ocean earthquake on Thailand, 2011, [online]). Several marketing and promotion strategies have been developed in order to increase the amount of tourists in this region again.

Environmental impacts

The environmental impacts of tourism are an important part in order to achieve sustainability. Thailand is working on a community-based ecotourism in order to "*spread the benefits of tourism more widely and to practice tourism development in a more environmentally sustainable manner*", according to Connell and Rugendyke (2008, p. 214).

As already mentioned above “*ecotourism was first adopted in Thailand in the early 1990s, only a few years after its emergence in Western countries*”, according to Connell and Rugendyke (2008, p. 217). For every country that has a huge amount of tourists each year, it is important to consider the tourism consequences such as air and water pollution and accumulation of garbage. Connell and Rugendyke (2008, p. 217) stated that “*ecotourism is defined in the Thai National Ecotourism Policy as... ”*

.responsible travel in areas containing natural resources that possess endemic characteristics and cultural or historical resources that are integrated into the area’s ecological system; its purpose is to create awareness among all concerned parties of the need for and the measures used to conserve ecosystems and as such is oriented towards community participation as well as the provision of a joint learning experience in sustainable tourism and environmental management.
(Connell & Rugendyke, 2008, p. 217)

The amount of air, water and waste pollution in Thailand is high, as already mentioned above. This affects the tourism situation of the country as well. Therefore the government of Thailand introduced several strategies in order to improve the environmental situation of the country, which will be illustrated in chapter 4.1.4.

This quotation shows that all the waste created by tourism has to be taken care of in order to maintain a sustainable tourism situation within the country. Thailand sees it as a good opportunity to combine the people involved in tourism with ecotourism in order to achieve sustainability.

Overfishing is also part of the environmental issues in Thailand. “*Excessive fishing has reduced fish catches by as much as 90% and fishermen have had to spend more time at sea to catch the same amount of fish as before, while the amount of “trash fish”—commercially unimportant fish, including juveniles—per catch is also increasing*”, according to the WWF (2006, [online]). This needs an input of the government in order to reduce fishing in general. According to the World Bank (2006, [online]) “*other important natural resources in the coastal and marine provinces are surface and ground water; freshwater is limited and over-exploitation of ground water is a major cause of land subsidence*”. In addition, this includes a high amount of pollution and as the coastal area of the country is one of the major attractions for tourists, this problem affects the development of tourism as well.

While the environmental impacts from unsustainable resource management are considerable, the losses and degradation of ecosystems and habitats also represent an economic loss (World Bank, 2006, [online]). According to the World Bank (2006, [online]) for example “*the economic value of mangrove loss alone is estimated to be around THB 12,000 million or US\$ 300 million per year*”, which is an alarming number. Thus, huge amount of monetary funds and other resources are necessary to work against. “*The increasing pressures from industrial and urban development, tourism, fisheries, and marine transportation are linked to rapid population and economic growth in the coastal provinces*”, according to the World Bank (2006, [online]), which is also connected to the economic impacts of tourism. It is stated on the World Bank (2006, [online]) that “*this overall growth brings short-term benefits to the people of Thailand, it must be combined with sustainable management of the natural resources in the coastal areas to preserve those resources and its values for current and future uses and generations*”. The government is trying to solve the problems of pollution with the help of policies. Even though “*national and sector policies and regulations for protecting and preserving resources are in place, their effective implementation is hindered by overlapping and outdated laws, a lack of coordination among agencies, and limited resources*”, according to the World Bank (2006, [online]).

Socio-cultural impacts

In terms of socio-cultural impacts of tourism the movement and actions between tourists and local people are concerned as well as there is a “*cultural exchange between two distinct populations*”, according to Cooper et al. (2008, p. 187). In Thailand sex tourism is part of socio-cultural problems. “*Prostitution has been illegal in Thailand since 1960, when a law was passed under pressure from the United Nations*”, as stated on Wikipedia (Prostitution in Thailand, 2011, [online]). Nowadays it is not illegal anymore. The government has instituted a system of monitoring sex workers in order to prevent their mistreatment and to control the spread of sexually transmitted diseases (Wikipedia – Prostitution in Thailand, 2011, [online]). Many tourists visit Thailand and make use of the various sex tourism offers. According to Wikipedia (Prostitution in Thailand, 2011, [online]) “*at least 10% of tourist dollars may be spent on the sex trade*” and it is estimated that “*there are between 150,000 and 200,000 sex workers*”.

Nevertheless prostitution is not an illegal abuse or exceptional behavior in Thailand because “*many Thai women, for example, believe the existence of prostitution actively reduces the incidence of rape*”, according to Wikipedia (Prostitution in Thailand, 2011, [online]). It is a legal action in Thailand in form of massage, in bars or clubs and there is also male prostitution.

In terms of socio-cultural impacts also the participation in tourism activities of local people is an important part of sustainable tourism. The World Bank (2006, [online]) stated as follows:

“Active and meaningful public participation can be supported by increasing capacity through environmental education, examining and strengthening the role of local governments in coastal management, recognizing and respecting traditional community rules and regulations, and exploring financial options to support active participation of local communities”.

Policies for establishing a better and more successful management strategy are trying to include Thailand’s public in the process. For example concerning the coastal and marine problems an approach is “*enacting the draft Marine and Coastal Resources Management Act which will set the framework for communities to have the right to manage their own resources and access to information and funding*”, according to the World Bank (2006, [online]).

Besides, local people have to be more integrated in the management and in tourism employment.

Another aspect of social impacts of tourism is the behavior of local people towards tourists. According to the Environmental Research Institute of Chulalongkorn University and the Bumi Kita Foundation (2007, p. 10, [online]) “*the most important thing appreciated by all travelers is friendliness, even if the staff have difficulties understanding and meeting the demand of an international visitor, it will be accepted as long as they show a friendly, welcoming and helping attitude*”. There are also two important practices which are as follows:

- “*Friendly and attentive: the staff should respect the guests’ tranquility and privacy by displaying discretion and*
- *Operators should provide channels for guests to express their feedback*”.

(Environmental Research Institute of Chulalongkorn University & the Bumi Kita Foundation, 2007, p. 10, [online])

This fact shows that there is a high focus on the well-being of Thailand's tourists, and tourists also show an understanding towards local people. The different cultures, languages, and a possible not understanding of each other is also being accepted by both sides.

4.1.3. Tourism Area Life Cycle of Thailand

The tourism area life cycle is used to evaluate the number of tourists and to indicate it in the appropriate chart. The figure below shows the increase of tourists between 1994 and 2008.

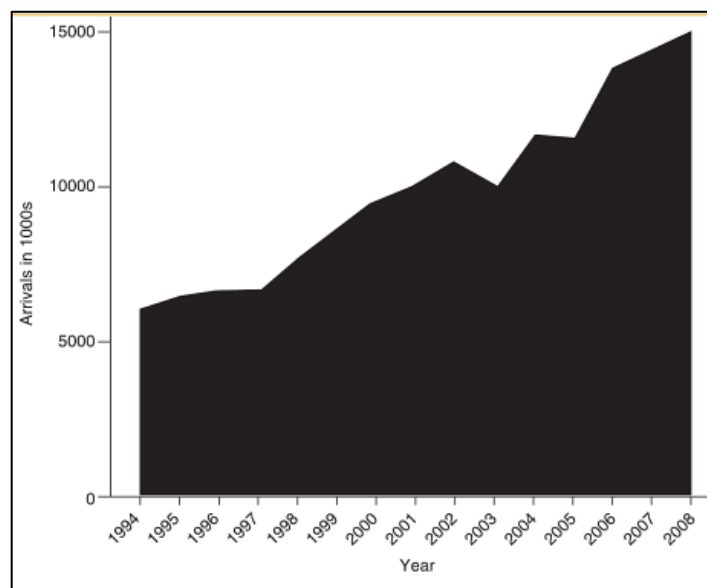


Figure 4.1.3.: Foreign arrivals in Thailand; Source: Andrews & Siengthai, 2009, p. 93

As already mentioned above, this chart shows the number of foreign tourists in Thailand. From 1997 to 2002 there was a significant increase in the number of tourists due to the variety of amazing beaches, which decreased a little in 2003 but then rose again. A reason for this decline was probably the global economic situation and terrorist attacks. The decrease after 2004 can be traced back to the tsunami in that year. Tourist numbers grew from 336,000 foreign visitors and 54,000 R&R soldiers in 1967 to over 14 million international guests visiting Thailand in 2007 (Wikipedia – Tourism in Thailand, 2011, [online]).

The growth of strength of Thailand's currency, the Baht, also contributed to the increase in tourism in Thailand. Elderly people regard Thailand as a perfect spot to get away from cold winters and enjoy their retirement income which, goes further in Thailand than at home (Andrews & Siengthai, 2009, p. 109).

In order to indicate the situation of tourist arrivals in Thailand, the author applied the tourism area life cycle. Thailand finds itself in the place of the consolidation until stagnation phase, demonstrated in the graphic below. As the **consolidation stage** is entered the rate of increase in numbers of visitors will decline, although total numbers will still increase, and total visitor numbers exceed the number of permanent residents (Butler, 2006, p. 7). Butler (2006, p. 7) stated that “*as the area enters the **stagnation stage** the peak numbers of visitors will have been reached*”, as already mentioned above.

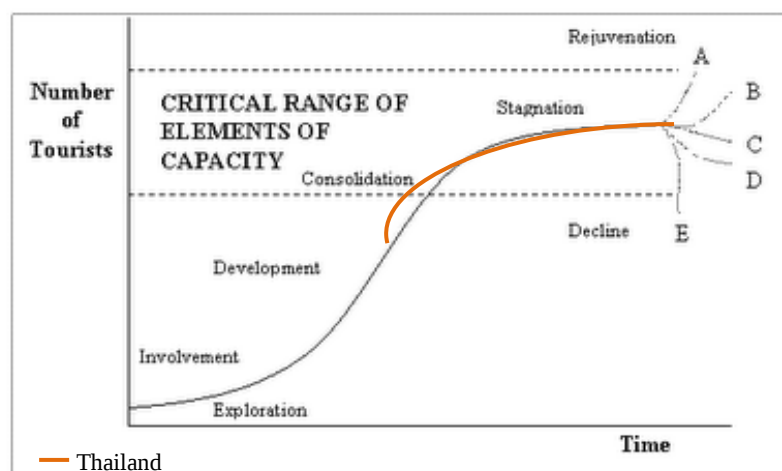


Figure 4.1.4.: TALC of Thailand; Source: Californian Coastal Commission, 2008, [online]

The easing of the monetary crisis, the renewed vigorous growth of Chinese economy, the relatively stable internal political situation following the 2008-2009 Thai political crisis, and the 2009 flu pandemic having less of an impact as initially feared, have changed the tourism outlook for 2010 (Wikipedia – Economy of Thailand, 2011, [online]). This fact also had an impact on Thailand’s number of tourists which “*decreased of 4% from 2008 to 2009*”, according to Wikipedia (Economy of Thailand, 2011, [online]).

Nevertheless, as “*tourism makes a larger contribution to Thailand’s economy – most tourists come to Thailand for various reasons, mostly for the beaches and relaxation – Bangkok has seen a large increase in tourism over the past years*”, according to Wikipedia (Economy of Thailand, 2011, [online]).

Countries like China and Malaysia are the main countries of origin of tourist arrivals in Thailand. (Berger, 2007)

Thailand is a place of mass tourism that reaches a high amount of tourist arrivals each year and this situation will stay like that, as the country will always be attractive to tourists and therefore it will remain between the consolidation and stagnation phase and keep stable.

4.1.4. Principles of achievement and tourism strategies

This section refers to the principles of achievement which include dealing with environmental impacts, *“being different, achieving authenticity, enhancing the experience, adding value, enhancing sense of place through design, providing mutual benefits to visitors and hosts and building local capacity”*, as stated by Sharpley (2009, p. 62).

The government of Thailand has been focusing on the social and economic development of the country for the past 35 years (Wikipedia – Environmental Issues in Thailand, 2011, [online]). A **strategy** is that the government introduced a *“Seventh Economic and Social development plan”* which contained *“protecting the environment”*, according to Wikipedia (Environmental Issues in Thailand, 2011, [online]). The Seventh Economic and Social development plan seeks to maintain economic growth and achieve sustainable growth and stability, especially in the petrochemical, engineering, electronics and basic industries (Wikipedia – Environmental Issues in Thailand, 2011, [online]). Due to the increase in tourism and economy of Thailand the country also has to face more environmental problems. *“The country presently faces problems with air and water pollution, declining wildlife populations, deforestation, soil erosion, water scarcity, and hazardous waste issues”*, according to Wikipedia (Environmental Issues in Thailand, 2011, [online]), as already mentioned above. Therefore the government needed to introduce some strategies in order to reduce this extent of pollution.

In 2003 Thailand ratified the ASEAN Agreement on Transboundary Haze Pollution to reduce the haze from forest fires (Wikipedia – Environmental Issues in Thailand, 2011, [online]).

Another **strategy** of Thailand is that according to Wikipedia (Environmental Issues in Thailand, 2011, [online]) there is a Pollution Control Department and other associations that *“have developed standards such as focus shifting to lower-emission vehicle engines, improving public transport and requiring factories and power plants to reduce emissions, and reduced air pollution from most sources”*. The situation is improving and Thailand’s government is working on changing it constantly as they have a high population, which makes it important to control air pollution. Thailand is also facing big problems due to the high amount of water pollution. In order to improve this situation, *“the government passed several pieces of legislation:*

- *Enhancement and Conservation of National Environment Quality Act (NEQA) of 1992*
 - *Factories Act of 1992*
 - *Navigation in Thai Waterways Act (Volume 14) as amended in 1992*
 - *Public Health Act of 1992*
 - *Cleanliness and Tidiness of the Country Act of 1992*
- (Wikipedia – Environmental Issues in Thailand, 2011, [online])

Still the government of Thailand is trying to put more efforts in the reduction of waste, air and water pollution. The Ministry of Natural Resources and Environment (MNRE) arranged activities for the World Environment Day in order to educate and stimulate people to realize the importance and value of biodiversity on world ecosystem and economy (Wikipedia – Environmental Issues in Thailand, 2011, [online]).

A further **strategy** of Thailand in order to improve the environmental situation is “Green Tourism”. According to Elmore (2011, [online]) “*Thailand has made significant gains in alternative energy use with the government subsidizing solar, wind, small hydro, biogas and other clean energies*”. Thailand’s government is trying to achieve a “greener” tourism. Cities have made great strides cleaning up their air, streets and water with official incentives for doing right, and penalties for doing wrong (Elmore, 2011, [online]). According to Elmore (2011, [online]) “*government agencies have become more involved and private industry more active, for example, after the government decided to subsidize solar power, Thai companies have started building some of the largest solar power plants in the world*”. The government in Thailand and several companies are participating in the process of advancing the environmental impacts of tourism. Furthermore “*the Federation of Thai Industries’ Thailand Institute of Packaging and Recycling Management for a Sustainable Environment launched a campaign to increase recycling in November 2010*”, according to Elmore (2011, [online]). Other initiatives include a waste-separation campaign by Sansiri called Siri Green Community at three of their Bangkok property developments that will raise awareness of what can be recycled and how to dispose of toxic waste (Elmore, 2011, [online]).

A **strategy** is to work on the existing problems of pollution, over fishing and the high amount of costs, which is part of the country’s plans and concepts. Concerning the overfishing occurrence “*establishing healthy fish populations that could support the*

fisheries sector is a strategy that requires a stepped-up approach to managing this resource”, according to the World Bank (2006, [online]). The methods of management have to be changed and “other measures include rehabilitating fish stocks and habitats by increasing seed bed areas and providing conflict management between small and commercial fishers”, according to the World Bank (2006, [online]).

Strategies concerning the development of tourism and industrial and coastal activities are as follows:

- *“stepping up the oversight and management of area development, including monitoring pollution loads;*
- *controlling shrimp farming through a third-party audit system;*
- *increasing capacity of local governments and other agencies responsible for the implementation and monitoring of the Environmental Impact Assessment process and environmental Protection Areas;*
- *monitoring the experiences of the Designated Area for Sustainable Tourism Administration (DASTA) with an integrated approach to resources management and tourism;*
- *monitoring water quality and ecosystems in target areas;*
- *and increasing coordination among agencies to manage freshwater resources”*
(World Bank, 2006, [online])

In addition the country needs to increase the participation of the public. Community participation is crucial to successful management of marine and coastal resources (World Bank, 2006, [online]). There are several policies in order to establish an active interest of local people, which are as follows:

- *“increasing capacity through environmental education,*
- *examining and strengthening the role of local governments in coastal management*
- *recognizing and respecting traditional community rules and regulations, and*
- *exploring financial options to support active participation of local communities”.*
(World Bank, 2006, [online])

Those strategies have already been mentioned above in chapter 4.1.2. Another **strategy** is *“establishing integrated management”*, according to the World Bank (2006, [online]).

A strengthening of the institutional framework and reviews and improvements of existing legislation are needed to address the previous challenges (World Bank, 2006, [online]). Several management policies and regulations have to be adapted. *“Moreover, greater authority needs to be extended to local governments working closely with key stakeholders, combined with policy guidance and law and regulation support from central government agencies”*, according to the World Bank (2006, [online]).

4.1.5. Sustainability of tourism in Thailand

Sustainability of Thailand’s tourism development will be examined in this section. There is another path: the way towards “sustainable tourism” through “responsible travel” (Environmental Research Institute of Chulalongkorn University & the Bumi Kita Foundation, 2007, p. 2, [online]).

“Protecting and enhancing Thailand’s considerable wealth in coastal and marine resources, however, will require strong leadership at the national level to promote policy reforms, as well as local champions and active local communities to implement the action agenda associated with these policy reforms”.

(World Bank, 2006, [online])

One important tourism policy and approach of Thailand’s tourism planning strategy is sustainable ecotourism. Ecotourism is a growing economic sector that can contribute to rural development, increase the welfare of local communities and provide incentives for environmental conservation (Environmental Research Institute of Chulalongkorn University & the Bumi Kita Foundation, 2007, p. 2, [online]). Furthermore *“Thailand could become one of the world leaders in ecotourism with its exceptional wealth of natural sites and myriad of cultures”*, according to the Environmental Research Institute of Chulalongkorn University and the Bumi Kita Foundation (2007, p. 2, [online]).

One part of sustainable tourism is its creativity of establishing cultural and natural offers such as services for tourists. Within this creativity you have to consider the following three main duties:

- *“Outdoor or sport activities*
- *Discovery of nature*
- *Discovery of local culture and interaction with local people”*

(Environmental Research Institute of Chulalongkorn University & the Bumi Kita Foundation, 2007, p. 11, [online])

Another policy towards sustainable tourism is to employ local people. In order *“to boost local economy and welfare, the operator must give priority to locals, i.e. hire employees from the village or the neighboring areas”*, according to the Environmental Research Institute of Chulalongkorn University and the Bumi Kita Foundation (2007, p. 43, [online]). This fact is part of the socio-cultural impacts of tourism and an improvement of policies in order to increase tourism in Thailand. The utilization of domestic products as well as the participation of local people in tourism activities are also policies for sustainable tourism. According to Konisranukul and Tuaycharoen ([n.d]. p. 3, [online]) *“sustainable tourism planning requires a strategic planning approach, which seeks an optimal fit between the system and its environment through the creation of a development plan for the allocation of resources”*. In this section the example of the island Koh Mudsum, which has its own established plan, can explain the sustainable strategies of Thailand. This plan contains the following parts:

- *“Setting goals, objectives and priorities*
- *Situation and sustainability analysis (potential and limitation)*
- *Plan design (Development proposal)*
- *Implementation (action policies)”*

(Konisranukul & Tuaycharoen, [n.d]. p. 4, [online])

In order to ensure that the methodological process leads to appropriate answers, public participation was included from the start of the planning process and accompanied through all states of development either by providing information or by evaluating the plan (Konisranukul & Tuaycharoen,[n.d]. p. 4, [online]). *“The plan of Koh Mudsum is created by providing the mechanic and process that support the participation of people and involving agencies in development and planning actions”*, as stated by Konisranukul and Tuaycharoen ([n.d]. p. 4, [online]).

Konisranukul and Tuaycharoen stated some key measures in order to develop tourism planning and sustainability in the region, which are as follows:

- *“Land use and zoning*
- *Building code*
- *Public facilities and amenities location*
- *Infrastructure plan*
- *Road and circulation requirement and design*
- *Landscape improvement*
- *Environmental and sustainable issues (Coastal management, energy, water, beaches, green area)”*

(Konisranukul & Tuaycharoen, [n.d]. p. 5, [online])

Within the plan it is important to implement those strategies and changes mentioned above.

Environmental protection should constitute an integral part of tourism development and public participation is both a means and an end when it comes to sustainability of island and tourism planning (Konisranukul & Tuaycharoen, [n.d]. p. 7, [online]).

At the top of the strategies to reach sustainability within Thailand there is environmental protection and improvement. The country implemented several policies and initiatives to work on the environmental situation of the country. *“Initiatives include a waste-separation campaign by Sansiri called Siri Green Community at three of their Bangkok property developments”*, according to Elmore (2011, [online]). In addition, initiatives such as *“green Corporate Social Responsibility (CSR) strategies, the Ministry of Energy’s national strategy to promote alternative energy that focuses on converting motorists to ethanol, biodiesel and biogas and funds to research existing global technologies such as solar”* are being included, according to Elmore (2011, [online]). Penalizing polluters is another option, and the cabinet has recently approved draft legislation for a green tax on polluting industries, products and services (Elmore, 2011, [online]). And one major strategy to achieve environmental sustainability is the participation of locals, *“from practicing reduce, reuse, recycle as a way of life to buying clean energy or volunteering for one of the many habitat-rebuilding projects”*, according to Elmore (2011, [online]). This statement shows the current initiatives to improve the environmental situation of Thailand.

As already mentioned above Thailand is facing strong environmental problems. Therefore there is a growing concern in Thailand for the sustainable management of protected areas, and growing media attention is given to failures to manage these areas effectively (Hitchcock et al., 2008, pp. 249, 250). Protecting such natural areas like in Thailand should be one of the major goals within sustainable development for each country. *“This exploitation-conservation dilemma lies at the heart of the current challenges facing sustainable tourism development”*, according to Hitchcock et al. (2008, p. 250).

Another strategy of sustainability in Thailand, *“which epitomizes the progress that has been made towards sustainable tourism development in recent years, concerns a pilot community-based ecotourism programme”*, as stated by Hitchcock et al. (2008, p. 151). This programme includes measures such as *“sustainable nature and culture based tourism industry, which is one of eight priority areas”* of this programme, according to Hitchcock et al. (2008, p. 151).

It is also being used as a national demonstration project in order to build capacity for both mobilizing resources for ecotourism development and simultaneously conserving what has been described as the most intact natural environment in Southeast Asia (Hitchcock et al., 2008, p. 151). In order to improve the environmental situation locals are also involved in the process as *“strong community participation is encouraged in decision-making and the subsequent development, management, regulation and monitoring of tourism development”*, as discussed by Hitchcock et al. (2008, p. 152). To achieve sustainable tourism development, environmental, social and economic impacts need to be attended to. The main parts of Thailand’s tourism policy are *“the area of sustainable human development and alleviation of poverty, that provides a strong illustration of the innovative forms of tourism development that have recently emerged in Southeast Asia from the operationalization of the sustainability concept”*, according to Hitchcock et al. (2008, p. 152).

Within this program or plan the main tasks are as follows:

- *“Community participation*
- *Poverty amelioration*
- *Environmental mitigation*
- *Stakeholder collaboration*
- *Cultural preservation*

- *Ecological conservation*
- *Integrated planning.*”

(Hitchcock et al., 2008, p. 152)

Hitchcock et al. (2008, p. 152) also stated that “*Government’s regulatory emphasis appears to be shifting and the private sector seems increasingly receptive to adopting ethical principles in its local tourism business practices*”. Tourists also need to accept the ethical rules of new tourism policies in order to reach sustainable tourism development.

4.2. Tourism management methods in China – application of the models

This section examines the current situation of tourism in China. The author applied the different models to the position of tourism in China. Tourism in China has increased over the past decades. Modernization, urbanization and communication have been attached to nearly every tourism destination around China, which is sometimes a problem with the tourism industry (Eagles et al., 2001, p. 11). China is the most populated nation in the world, which makes tourism even more interesting in this region.

“*The Chinese industry has been going through four stages, an embryonic stage, a startup stage, a rapid growth stage, and a steady growth stage*”, as stated by Zhang (2008, p. 5). In 1986, the central government began to integrate the development of the tourism industry into the five-year national social economic development plan, which assured the importance of tourism industry for the first time, and further pushed the development of the tourism industry to a new stage (Zhang, 2008, p. 6).

The currency of China is the Chinese Yuan, also called Renminbi, that can be converted as followed: 1 RMB are 0,11376 euros and 1 euro are 8,79065 RMB according to the exchange rates of November 2011.

By the end of 2006, the total incomes of the industry exceeded 893 billion RMB, which increased more than four times in comparison with 1995 (Zhang, 2008, p. 8).

Furthermore domestic tourism is a big source of income for China. Zhang (2008, p. 9) also states that “*with the largest domestic tourism market, the domestic tourists reached 1.2 billion person-times in 2005, which increased 10% than 2004*”.

Travel and tourism has become a strategic industry in China's development toward a socialist market economy (Lew et al., p. 3). *“Two decades of development have yielded both positive experiences and hard lessons and is still developing a strong travel and tourism industry that can compete successfully in regional and global markets”*, as discussed by Lew et al. (2003, p. 3).

The industry in China has grown faster and faster within the last 20 years. A good example is the Pudong area in Shanghai. On the east side of the Huangpu River there were rice fields 20 years ago. Within those 20 years the Pudong district, which includes financial buildings as well as hotels and touristic sights, has been built. This aspect shows the high commitment of the country to increase its economy and also tourism management. China's economy grew at an average rate of 10% per year during the period 1990-2004, the highest growth rate in the world (Wikipedia – Economy of the People's Republic of China, 2011, [online]). *“China's GDP grew 10.0% in 2003, 10.1 % in 2004, and even faster 10.4 % in 2005, and China's total trade in 2010 surpassed 2.97 trillion dollars, making China the world's second-largest trading nation after the U.S.”*, according to Wikipedia (Economy of the People's Republic of China, 2011, [online]). This increase also includes the fact that Chinese tourism also has still grown within the last years, which will be investigated and explained in the chapters below.

A part of the Chinese principles of culture is also caused by its religion Confucianism. Holtbrügge and Puck (2008, p. 29) stated that *“der Konfuzianismus stellt die bedeutendste Philosophie in der Geschichte Chinas dar und übt seit Jahrhunderten einen sehr starken Einfluss auf die chinesische Denkweise, das Verhalten und das gesellschaftliche Leben aus“*. This quotation says that Confucianism is a philosophy that affects the Chinese people's way of thinking and behavior every day. There are also other official religions in China such as Taoism, Buddhism and Christianity. Those religions have influenced the development of China tremendously.

Many Chinese communities in the jurisdictions of East Asia have ethnic ties with China (Eagles et al., 2001, p. 20). Travelling to China and within was not that easy before the 1970s, the time when China opened for tourism. According to Eagles et al. (2001, p. 20) *“the growth in ethnic Chinese tourism to China has been rapid, to over 10 million arrivals in 1992, plus 21 million excursionists from Hong Kong, Macau and Taiwan”*. The majority of tourists in China appear on the east coast, places such as the capital Beijing, then Shanghai or the south of the country, including Hong Kong and Macau.

“Tourism in the western two-thirds of China is limited as the climate is more arid and the landscape is less suited for occupation”, as stated by Eagles et al. (2001, p. 20). *“The majority markets for China were Japan, Russia, South Korea and the United States”*, according to Eagles et al. (2001, p. 20) and still are. Furthermore Eagles et al. (2001, p. 20) suggested that *“China has been the most popular tourism destination in East Asia and the Pacific region”*. There has also been a rapid increase of the GDP, the gross domestic product, that is why the WTO forecasted that *“China is expected to be the top tourism destination in the world by the year 2020”*, according to Eagles et al. (2001, p. 12).

In addition *“the state approved plans to build 11 national holiday resorts with incentives to attract foreign investors, which is part of the policy to transfer China’s tourism from traditional sightseeing to the combination of sightseeing and holiday resort tourism”*, as suggested by Eagles et al. (2001, p. 12).

China faces many opportunities and challenges in developing its tourism in this new century (Lew et al., 2003, p. 3). Those opportunities and threats will be discussed in the following chapter.

4.2.1. SWOT-Analysis of China’s tourism management

This part of the thesis will discuss the strengths, weaknesses, opportunities and threats in order to investigate China’s tourism strategies and policies. The author created a SWOT-Analysis for China as well, which is stated as follows:

Strengths	Weaknesses
• Rich in tourism resources • Variety of landscape • Variety of entertainment activities • Many cultural offers • Economic growth • World-wide known brand -> Chinese cuisine • Higher expenditure on tourism • Traditional Chinese Medicine • Eco-Tourism	• Pollution of the environment -> biggest problem: air pollution • Public health problems • Poor English language skills of local people • Different hygienic standards • <i>“Lack of management skills”</i> (Ryan & Huimin, 2009, p. 247) • <i>“Lack of community involvement”</i> (Ryan & Huimin, 2009, p. 251)
Opportunities	Threats
• Growing ecotourism • <i>“Positive government policies”</i> (Lew et al., 2003, p. 4) • Participation of China in the WTO • Opening for international market	• Possible decrease of the currency exchange rate • Climate change • Poverty among population • Increase of population

• Appropriate price and service relation	• Problems due to government
--	--

Figure 4.2.1.: SWOT-Analysis of China

China is rich in tourism resources (Lew et al., 2003, p. 3) and offers a variety of different landscapes and pictures. *“Every type of tourist will find something: densely crowded cities with modern skylines and old traditional structures, UNESCO-recognized natural and cultural heritage sites, agricultural villages, tropical vegetation, open grasslands and deserts, snow- and ice covered mountains, quality resorts with entertainment activities”*, according to Lew et al. (2003, pp. 3, 4). Therefore China can count the variety of landscape and activities for tourists as well as the several cultural offers among its strengths. The growing market in ecotourism in the developed world will find considerable opportunities in China (Lew et al., 2003, p. 4). The most important sights of the country are the Great Wall and the city of Xian with the Terracotta Warriors, which is crowded by tourists every day of the year, according to the interviews (16/11/2011, see appendix). The high variety of sights in the country can be applied to the “belongingness and love needs” of Maslow’s pyramid as people show a liking for the high amount of tourist attractions.

The opening for foreign markets offers a big opportunity for the country. Lew et al. (2003, p. 4) stated that *“further deepening of the recent economic reforms and increasing openness to the outside world have helped China’s economy grow quickly”*. *“The country’s per capita gross domestic product (GDP) was 7,544 dollars in 2010”* (Wikipedia – Economy of the People’s Republic of China, 2011, [online]), which continuously increased from 1990 to 2010. As China’s economic importance has grown, so has attention to the structure and health of that economy (Wikipedia – Economy of the People’s Republic of China, 2011, [online]).

Another important opportunity for China are the *“positive government policies that advance tourism”*, as discussed by Lew et al. (2003, p. 4). The Chinese government first made clear that tourism was an important part of the tertiary industry in the 1980s and was further designated as a growth point of the national economy in the late 1990s (Lew et al., 2003, p. 4). Strategic changes of the government can improve the situation of tourism in a country. In terms of China *“over two-thirds of the provincial governments have committed to making tourism one of their pillar industries”*, according to Lew et al. (2003, p. 4), which means that tourism manners such as planning and strategies are the major aspect for more than a half of the Chinese governments.

Lew et al. (2003, p. 4) also mentioned that *“more preferential government policies have been, or will be, worked out to support tourism development at both central and local levels”*. Lew mentioned one example for the change of government strategies: *“the central government has increased public holidays, and purposely made three weeklong holidays per year to give residents more leisure time”*, according to Lew et al. (2003, p. 4).

This change stimulates the tourism situation in China. This practice has proved that domestic tourism can be a driving force for increasing domestic consumption, and further stimulating production (Lew et al., 2003, p. 4).

“China joined the World Trade Organization in November 2001”, according to Lew et al. (2003, p. 5), which led to an increase in tourism in this country. This participation demonstrates several possibilities for the progress of tourism in China, which are as follows:

- *“fewer formalities and barriers for cross-border travelers,*
 - *reductions in traveling costs as a result of global competition,*
 - *removal of some protectionist policies, and*
 - *upgrade of communication, financial and information facilities”*
- (Lew et al., 2003, p. 5).

China will also *“open to the outside world, and more international management practices will be introduced”*, according to Lew et al. (2003, p. 5). The removal of barriers to trade and travel will enhance China’s position as a country for financial investment, international business and business and leisure travel (Lew et al., 2003, p. 5). The WTO published a table showing the international arrivals of tourists. The figure below shows that China is already in the third place with a number of 50.9 Mio tourists in 2009 and an increase of 55.7 Mio tourists to the year 2010.

International Tourist Arrivals						
Rank	Series	million		Change (%)		
		2009	2010*	09/08	10*/09	
1	France	TF	76.8	76.8	-3.0	0.0
2	United States	TF	55.0	59.7	-5.1	8.7
3	China	TF	50.9	55.7	-4.1	9.4
4	Spain	TF	52.2	52.7	-8.8	1.0
5	Italy	TF	43.2	43.6	1.2	0.9
6	United Kingdom	TF	28.2	28.1	-6.4	-0.2
7	Turkey	TF	25.5	27.0	2.0	5.9
8	Germany	TCE	24.2	26.9	-2.7	10.9
9	Malaysia	TF	23.6	24.6	7.2	3.9
10	Mexico	TF	21.5	22.4	-5.2	4.4

Figure 4.2.2.: International Tourist Arrivals; Source: WTO, 2011, [online]

According to the WTO (Tourism Highlights, 2011, p. 5, [online]) “*the most significant change among the top ten by international arrivals in 2010 was the rise of China to third position, outstanding Spain, having overtaken both the United Kingdom and Italy during the past few years*”. This argument shows that China is constantly increasing in terms of tourism. China has shown by far the fastest growth with regard to expenditure on international tourism in the last decade, multiplying expenditure four times since 2000 (WTO Tourism Highlights, 2011, p. 10, [online]).

China is facing environmental pollution and health problems such as infant mortality that occur due to the high amount of air pollution. “*China receives pollution from both ends of the supply chain: during production process and by allowing electronic waste to be recycled and dumped in the country*”, according to Wikipedia (Environment in the People’s Republic of China, [online]). Furthermore all this pollution is a reason for the increasing appearance of cancer diseases. One reason for this pollution is the Chinese factories. Chinese industry scores very poorly in energy efficiency, as steel factories use one-fifth more energy per ton than the international average (Wikipedia, People’s Republic of China, [online]). The more tourists are arriving in China the higher is the amount of waste and therefore pollution. According to the interviews (16/11/2011, see appendix) air pollution is the biggest weakness of the country. Big cities are polluted a lot and there is no possibility to see a blue sky. Nevertheless China is working on improving the situation of pollution. According to Wikipedia (People’s Republic of China, [online]) “*China has achieved some improvements in environmental protection during the recent years*”. China is one of a few countries in the world that have been rapidly increasing their forest cover and it is managing to reduce air and water pollution (Wikipedia, People’s Republic of China, [online]).

In addition the country is famous for its traditional medicine which is used to cure all the different health problems occurring within the country.

For each country trading internationally and having strong tourism incomes, a possible change of the currency exchange rate is a threat. If the Chinese Renminbi, also called Yuan, is too high compared to other currencies, tourists may carefully think about visiting this country, as the prices will be higher than usual. In addition, “*China is an active participant in the climate change talks*”, as stated on Wikipedia (People’s Republic of China, [online]). Due to this change some environmental problems appeared: There has been an increased occurrence of climate-related disasters such as drought and flood and the amplitude is growing (Wikipedia, People’s Republic of China, [online]). This means that those climate change incidences could increase. According to Wikipedia (People’s Republic of China, [online]) “*they have grave consequences for productivity when they occur, and also create serious repercussions for natural environment and infrastructure*”. This argument demonstrates the degree of danger also for tourism and therefore a decrease in tourist arrivals. Besides, the water support for the Chinese population would be affected.
(Wikipedia, People’s Republic of China, [online])

According to the Interviews with Jakob Müllner, Stefan Heidenreich and Jonas Puck (16/11/2011, see appendix), which spent holidays or a job-related stay in China, it is difficult to communicate in China if you are not able to speak the Chinese language. Local people do not speak English very well, which makes it difficult for tourists to travel around, e.g. by cab, as cab drivers only speak Chinese. The part “basic needs” of Maslow’s pyramid is not fully given in China due to the difficulties in English communication. In addition the author discovered due to the interviews (16/11/2011, see appendix) that China has hygienic standards different from European ones. This refers to the standards in cooking food, in restaurants, at public places, at toilets and bathrooms. European tourists need to accept the different standards, otherwise it is difficult to be able to enjoy traveling within China. (Interviews, 16/11/2011, see appendix)

Due to the interviews the author also found out that the tourists’ overall satisfaction concerning the price is appropriate for the service received in China. Therefore the country provides “biological and physiological needs” of Maslow’s pyramid as the price and service relation is appropriate. Furthermore one threat for the country’s tourism

situation is poverty among the population. According to the interviews (16/11/2011, see appendix) the country is *“so poor and difficult, which makes you feel bad”*, according to Jakob Müllner, who spent holidays in China.

On the other hand, ecotourism in China is one of the country's biggest strengths. The development of Chinese ecotourism relies largely on natural protection regions, forest parks and scenic and historic interest areas (Zhang, 2008, p. 118). One famous national park called *“Zhangjiajie was founded in 1982, which is generally regarded as a milestone for the start-up of modern ecotourism”*, according to Zhang (2008, p. 118). Zhang (2008, p. 118) also stated that *“since then, the forest based ecotourism experiences rapid development as a result of the fast construction of forest parks”*, and more national parks have been established. In addition the country set up more than 932 natural protection areas which include 124 national protection areas (Zhang, 2008, p. 118).

Two important weaknesses of the country to be mentioned are its absence of management skills and community involvement in tourism manners. Management problems include the accommodation and catering facilities. Such activities are generally within the skill base of farmers, but issues arise when such a business seeks to grow (Ryan & Huimin, 2009, p. 247). According to Ryan and Huimin (2009, p. 247) *“there is also the danger of successful ventures being copied by other local people, thereby possibly generating oversupply of a given form of product and a threat to financial viability of existing businesses”*. Thus country needs to work on its management knowledge.

In terms of the relationship between the community and tourists *“it appears community involvement is generally missing in the initiation of tourism projects”* in China, as stated by Ryan and Huimin (2009, p. 252). Tourism development in China is planned and manipulated by local government that supports the developer because of the investment being attracted (Ryan & Huimin, 2009, p. 252). The integration of local residents into tourism manners needs to become a new policy for Chinese tourism planning.

Furthermore *“due to limited experience and lack of education local residents (villagers) are often unaware of tourism impacts and this too causes some apathy towards participation in tourism”*, according to Ryan and Huimin (2009, p. 252). This fact shows that the tourism management of China needs to focus on its local residents in order to demonstrate the importance of tourism and how to achieve success in tourism.

A possible threat could be the increase of the population. Nevertheless the national park Zhangjiajie offers new job possibilities for inhabitants. This growth in total population is a direct consequence of people migrating from the rest of the country to the park seeking better jobs and higher incomes (Ryan & Huimin, 2009, p. 56). Ryan and Huimin (2009, p. 56) stated that *“this drastic increase of a non-agricultural population signifies the transition of the area from being agriculturally oriented to tourism oriented”*. Therefore the government introduced a new law, the so-called one-child policy, which will be explained later in chapter 4.2.4.

Due to the government a few problems appeared in China which will be mentioned in the following paragraph. From the economic perspective, government as a business runner instead of a political institution will lead to negative impacts on the sustainable development of the Chinese tourism industry (Zhang, 2008, p. 43). An example is *“the overcoming of political interferences in planning and the evaluation of tourism projects is a big challenge for the country”*, according to Zhang (2008, p. 43). Zhang (2008, p. 44) also stated that *“driven by seeking more economic benefits to obtaining more financial supports from higher-level government, many officials from local governments regard developing tourism only as a tool to speed up economic development and achieve a better performance in order to be promoted to a higher position”*. This shows an occurrence of governmental problem which China has to face in future.

4.2.2. Tourism impacts and types in China

This section will discuss China's types of tourism and their impacts. The author used the method explained in chapter 2.5. in order to demonstrate them on the example of China.

Economic impacts

As already mentioned above economic impacts are a consequence of enabling sustainable tourism. China is member of the WTO, which shows advantages for possibilities in tourism such as more open trade barriers in order to improve the trade situation to import more products useful for tourists or also financial advantages such as beneficial agreements. China is the largest country in the Asia Pacific region and an active member of the Pacific Asia Travel Association (PATA) and enjoyed the fastest growth in arrivals in the region in the last decade in terms of international tourism (Lew

et al., 2003, p. 5). There has also been an increase in the countries where the main visitors of China come from such as “*Japan, the Republic of Korea, United States, the Russian Federation, Mongolia, Singapore, Malaysia, the Philippines, the United Kingdom and Germany*”, according to Lew et al. (2003, p. 5). Due to China’s participation in different associations and the resulting increase of the economy, the Chinese tourism situation is constantly improving. China has been dealing with tourism planning for a long time already and concentrates on different new strategies in order to increase international and sustainable tourism.

China was able to change its market strategies and “*the success of its market-oriented reforms has drawn attention worldwide, from politicians to business circles and the general public*”, according to Lew et al. (2003, p. 6).

The change of government policies is another part of China’s economic impacts. The possibilities for regional tourists were expanded as “*the central government has increased public holidays, and purposely made three weeklong holidays per year to give residents more leisure time*”, as stated by Lew et al. (2003, p. 4, as already mentioned above. The stronger economy will afford further improvement in infrastructure for tourism development and, at the same time, will foster more Chinese tourists, both domestic and outbound (Lew et al., 2003, p. 4). As tourism manners are one of the major topics of the industrial sectors in China now as well, “*more efforts should be given to the service industries directly related to resident consumption such as real estate, community service, travel and tourism, catering, entertainment and recreation and health*”, according to Lew et al. (2003, p. 4).

All these facts show that China is concentrating on its future, on increasing the economic situation further and on improving the tourism strategies and planning.

According to Holtbrügge and Puck (2008, p. 25) there has been a change in the developing strategies of China. “*Durch sie erhofft man sich eine weitere Unterstützung der Entwicklung des privaten Sektors sowie die Schaffung neuer Arbeitsplätze für die steigende Zahl an in Staatsbetrieben freigesetzten Mitarbeitern*”, according to Holtbrügge and Puck (2008, p. 25). This means that China is focusing on new strategies in order to create more work places and to support the development of the private sector. Due to the participation of China in the WTO domestic companies will be supported in terms of opening up to now protected sectors. (Holtbrügge & Puck, 2008, p. 25).

Furthermore some foreign direct investments will be made in the form of “*Umstrukturierung des Staatssektors*”, as discussed by Holtbrügge and Puck (2008, p. 27), which means the restructuring of the state sector.

Another part of the economic impacts is that China offers so many sights worth visiting, which are different from each other. There are high-developed cities such as Shanghai and Shenzhen, but also cities like the capital Beijing, that offer both, new designed buildings but also the traditional Chinese houses and environment of its culture. In addition, tourists will find a fantastic variation of landscape, mountains with snow but also green hills and fields, the Great Wall, the Mount Everest and also small villages, where you will be able to see the origins of the Chinese culture. These facts can be counted among the “belongingness and love needs” of Maslow’s pyramid as people show a liking to the high amount of tourist attractions as much as in Thailand. Furthermore “self-actualization” can be applied in this case due to the possibility for tourists of cultural sights in order to learn more about the country.

Environmental impacts

In terms of environmental impacts of tourism China is concentrating on protecting natural areas. Several protection plans have been developed in order to maintain the health of nature in China and to gain sustainable tourism. Those protections are part of China’s tourism planning strategies. As China is the biggest country of East Asia and Southeast Asia, it has to look after its landscape and natural parks. A part of sustainable development is learning to integrate environmental protection into policies for all industries, including tourism (Eagles et al., 2001, p. 19).

The first nature reserves in China were declared in 1956 and since then the area of protected land and the number of reserves have grown steadily (Eagles et al., 2001, p. 12). Eagles et al. (2001, p. 12) also stated that those natural areas “*can be managed by the local governments, autonomous regions or municipalities directly under the central government*”. China and effective visitor management techniques significantly contribute to reducing threats associated with improper human use to protected areas (Eagles et al., 2001, p. 12).

Another measure against environmental impacts is the Chinese ecotourism, as already mentioned above. According to Zhang (2008, p. 119) “*a series of eco-tourism areas, e.g. sea-oriented areas, mountain-oriented areas, desert-oriented areas, plain-oriented areas, and tropic plants oriented areas, ice and snow oriented areas, wide an rural*

landscape oriented areas, are developed by the Chinese Tourism Administration and associated sectors". This quotation shows that China is trying to increase its tourism with the help of creating more touristic places such as natural areas.

According to the interviews (16/11/2011, see appendix) the air pollution in China is one of the biggest problems. Chasing the political gains of economic development, local officials in China often overlook environmental pollution, worker safety and public health problems (Wikipedia - People's Republic of China, 2011, [online]). In order to improve the pollution problem of the country the government of China is trying to introduce control of the pollution and put more efforts in recycling waste. These solution strategies will be illustrated in chapter 4.2.4.

According to the interview with Benjamin Hubner (21/12/2011, see appendix) who spent two weeks in Shanghai, there are some diseases in China that you should be aware of before traveling to this country such as the "avian flu panic", which is a type of the influenza A virus that releases diseases in humans and also animals. Owing to that fact there have been safety controls at the airport before entering the country like *"temperature screening points and disinfection mats"*, according to Hubner (Interview, 21/12/2011).

According to the interviews (16/11/2011, see appendix) the biggest problem in China is air pollution, but the Chinese government is trying to improve this situation in terms of reducing the amount of cars in big cities, as already mentioned above.

Despite a recent interest in environmental reform, pollution has made cancer the leading cause of death in 30 cities and 78 counties, the Ministry of Health says (Wikipedia - Environment in the People's Republic of China, 2011, [online]). One of the major producers of air pollution is the Chinese factories, the details thereof have already been discussed in chapter 4.2.1.

According to Wikipedia (Environment in the People's Republic of China, 2011, [online]) *"China has achieved some improvements in environmental protection during the recent years"*. Wikipedia (Environment in the People's Republic of China, 2011, [online]) also stated that *"according to the World Bank, 'China is one of a few countries in the world that have been rapidly increasing their forest cover'"*. This quotation shows that China is working on its environmental problems.

Socio-cultural impacts

In terms of socio-cultural impacts there are “*variables that can be included*”, according to Cooper et al. (2005, p. 208):

- “*the number of contacts between hosts and guests for transactions,*
- *the number of contacts between hosts and guests while sharing facilities,*
- *the number of contacts between hosts and guests for socio-cultural purposes*
- *percentage of local population coming into contact with tourists,*
- *percentage of population working in tourism-related industries*”.

With reference to China there is a lack of community involvement in tourism. Ryan and Huimin (2009, pp. 251, 252) also stated that “*the concept of community involvement in tourism development is mainly from the government and developers’ perspectives, that is, tourism needs community support and therefore developers should seek the co-operation of the community to accomplish projects*”. Tourism development in China is planned and manipulated by local government that supports the developer because of the investment being attracted (Ryan & Huimin, 2009, p. 252). The Chinese community is not connected enough with tourists. Currently in rural China, local residents generally lack democratic awareness and monitoring systems, and do not possess sufficient capabilities to participate in the tourism planning process (Ryan & Huimin, 2009, p. 252). This lack of connection between tourism and local people needs to be improved in the country of China in order to increase sustainable tourism.

This problem exists due to the relation to rural environments. Local residents complain about “*traffic congestion, noise and polluted air*”, according to Ryan and Huimin (2009, p. 253). Therefore Chinese locals are not satisfied a lot with the negative effects of tourism. Nevertheless there is an opposing example, which is the city of Harbin.

Generally it was found that tourism made Harbin a more exciting place, and that it enriched the local culture, but generally the potentially negative impacts of tourism were not regarded as a problem and there was little evidence that tourism added significantly to the urban problems (Ryan & Huimin, 2009, p. 253). In order to increase the relationship between tourists and locals, places are being changed into more attractive tourism sites to create working places for local residents.

However, there are other socio-culture impacts of tourism in China. Changes in the growth of population can cause consequences such as “*people migrating from the rest of*

the country to the park seeking better jobs and higher incomes”, as stated by Ryan and Huimin (2009, p. 56), as already mentioned above.

Furthermore according to the interview with Hubner (21/12/2011, see appendix) local people are incorporated in tourism as *“every building, hotel and apartment is being protected by soldiers and guards”*, Hubner stated (21/12/2011). In addition Chinese people treat tourists in a friendly way in order to increase tourism in general, as it is only a method of business. Local people are trying to sell local products to raise income. In order to increase the participation of local people in tourism, the English language is necessary among the Chinese population as tourists are complaining about the lack of knowledge in languages.

(Interview, 21/12/2011, see appendix)

4.2.3. Tourism Area Life Cycle of China

To develop sustainability in the destination at first it is necessary to analyse the number of tourists in the destination, which can be clearly determined with the help of the Tourism Area Life Cycle. *“The TALC proposed by Butler involves a six-stage evolution of tourism, namely exploration, involvement, development, consolidation, stagnation and post-stagnation”*, according to Ryan and Huimin (2009, pp. 40, 41). The applicability of the model to a given area has been assessed and judged in previous studies by looking at how well the evolution of a tourist destination’s development matched the six phases conceptually described by Butler (Ryan & Huimin, 2009, p. 41). In order to find out the annual amount of tourists each year in China, the author made use of figure 4.2.2. International Tourist Arrivals demonstrated in chapter 4.2.1. The graphic below shows the TALC model of China:

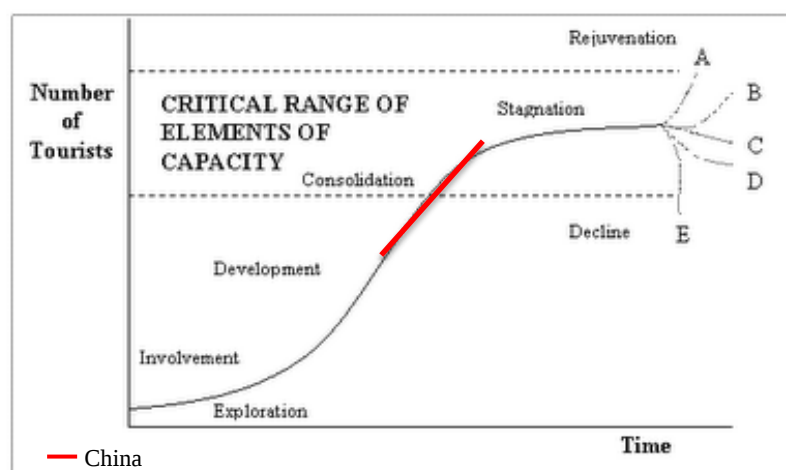


Figure 4.2.3.: TALC of China; Source: Californian Coastal Commission, 2008, [online]

China passed the exploration stage from 1978 to 1981, when the national forest park of Zhangjiajie became famous due to the magazine “Travel in Zhangjiajie”. During that period, there was no road construction or facilities developed for tourists although painters, photographers, journalists, scientists and other adventurers and explorers often came to visit the area (Zhang, 2008, p. 47). China has tried a lot to promote this forest park to establish a unique tourist attraction. Therefore the *“local government quickly realized that developing tourism could generate huge economic gains both locally and regionally”*, according to Zhang (2008, p. 47). Later China entered the involvement stage from 1982 to 1988. Facilities began to be built to accommodate increasing visitors, like in 1982 the first hotel, Golden Whip Hotel, with 260 beds was opened (Zhang, 2008, p. 48). *“In the same year, a railway was constructed to connect the city to other parts of the country through the national railway network”*, as stated by Zhang (2008, p. 48). The government tried a lot to improve the tourism situation and *“still played an essential role in the development of the park during this stage”*, according to Zhang (2008, p. 49). That period was the time for the construction and development of the park in Zhangjiajie. The construction of the park in that stage was primarily funded by the central and provincial governments with a total amount of 12 million RMB being invested in the construction of the park (Zhang, 2008, p. 50).

After that time China found itself in the development stage between 1989 and 1999.

“This period marked yet another rapid increase in visitor numbers as the park accommodated 381,500 visitors in 1989”, according to Zhang (2008, p. 50). Ten years later, this number jumped to 1,187,400 in 1999 (Zhang, 2008, p. 50). There were festivals in order to promote the area and *“the first tour train in the province from Zhangjiajie to Guangzhou, named Zhangjiajie, was operated”*, as discussed by Zhang (2008, pp. 51, 52). From 2000 till present China has remained within the consolidation stage. During this stage, a total of 7,498,800 tourists visited the park with an annual average of 1,124,947 tourists, about 1.7 times as many as that for the development stage (Zhang, 2008, p. 52).

More streets have been built and an improvement of the ground transportation has been made. Since 2001, continuous efforts have been made by governments at various levels to market and advertise the park to international audiences with South Korea being the principal target (Zhang, 2008, p. 52). According to Zhang (2008, p. 53) *“a recent first ever publication of an article about the area by Winchester in the New York Times*

marks the potential beginning of a new wave of international marketing or even a new wave of tourist arrivals for the park”.

(Zhang, 2008)

According to figure 4.2.2. International Tourist Arrivals, the amount of tourists in China is increasing every year. From 2009 to 2010 there was an increase of 4.8 million tourists. China finds itself in the place of the consolidation stage at present. The economy of the country is increasing continuously, which might result from an increase of tourist arrivals.

4.2.4. Principles of achievement and tourism strategies

This chapter will focus on the important principles of tourism in China and on its strategies implemented in order to increase tourism.

Until the mid-1980s, domestic tourism hardly existed, and pleasure travel was considered a taboo among the Chinese people (Lew et al., 2003, p. 26). Nevertheless, the Chinese government started to concentrate more on the implementation of strategies for its tourism planning.

The first **strategy** contained an enhancement of holidays for the Chinese population in order to stimulate tourism. *“Weeklong holidays were first introduced in 1992 and a five-day work week was introduced in 1995”*, according to Lew et al. (2003, pp. 26, 27). The stated purpose of these weeks was to encourage people to travel and vacation (Lew et al., 2003, p. 27). There have been several holidays where people could travel around which ended up in an *“increase of 59.8 billion of spending”*, as stated by Lew et al. (2003, p. 27).

Another **strategy** was to develop *“incoming and domestic tourism, and the control of outbound travel has been relaxed, and some southeast and East Asian countries have become popular destinations for Chinese visitors”*, as discussed by Lew et al. (2003, p. 27). This strategy contributed to an increasing interest in traveling to and within China and to other countries in Asia as well as worldwide. Equal attention is paid to both international and domestic tourism in terms of their contribution to local and regional social and economic development within China (Lew et al., 2003, p. 27).

The next **strategy** of China was to introduce travel services, located in different regions. Travel services in China are businesses that are operated independently from any direct government organizations even though many are still state owned (Lew et al., 2003, p. 28). There was “*the Regulation of Travel Service Management in 1997, which has served as a milestone for standardization of the business management*”, according to Lew et al. (2003, p. 28). With the help of this regulation “*China’s travel services have been classified into two categories, indicating that more legalistic mechanisms have replaced the older administrative structure of the travel industry*”, stated by Lew et al. (2003, p. 28).

A further **step** has been taken within the hotel and transport business. Among all of China’s registered hotels in 1999, 61% of the rooms were state owned while those that were owned, partly and wholly, by overseas investors accounted for 15.8 percent (Lew et al., 2003, p. 28). In addition there have been reconstructions within the airline industry in order to increase the tourism situation of the country.

To reduce the extent of environmental pollution China has implemented several **strategies** such as the control of pollution and the decrease of using plastic bags. “*Protection of forests and control of desertification*” are strategies of China, as stated on Wikipedia (People’s Republic of China, 2011, [online]). “*The Central Government invested more than 40 billion Yuan between 1998 and 2001 on protection of vegetation, farm subsidies and conversion of farm to forests*”, according to Wikipedia (People’s Republic of China, 2011, [online]), as China is one of the countries with the highest amount of forests. There have also been new regulations for the decrease of using plastic bags. Beginning on June 1, 2008, for the entire country of China, all supermarkets, department stores and shops are prohibited from giving out free plastic bags (Wikipedia, People’s Republic of China, 2011, [online]). Plastic bags are now available for money. “*Since the ban, there has been ten percent fewer plastic bags thrown away*”, according to Wikipedia (People’s Republic of China, [online]).

Another **strategy** has been implemented in order to improve the situation of the health problem in China. “*China is undertaking reform of its health-care system, the New Rural Co-operative Medical Care System (NRCMCS) is a 2005 initiative to overhaul the healthcare system, particularly intended to make it more affordable for the rural poor*”, according to Wikipedia (Public health-care in China, 2011, [online]). If patients

go to a small hospital or clinic in their local town, the system will cover roughly 70-80% of their bill, if the patient visits a county clinic, the percentage of the cost being covered falls to about 60 % (Wikipedia, Public health-care in China, 2011, [online]). China is also famous for its traditional medicine which has already existed over a long period of time and is still developed and practiced in different parts of the world. As stated on Wikipedia (Public health-care in China, 2011, [online]) the “*traditional medicine depends on herbal treatments, acupuncture, acupressure and "cupping" of skin with heated bamboo*”.

A **strategy** to solve the problem of population growth is the introduction of the one-child policy. The one-child policy refers to the one-child limitation applying to a minority of families in the population control policy of the People's Republic of China (PRC) (Wikipedia – One-child policy, 2011, [online]). According to Wikipedia (One-child policy, 2011, [online]) “*it was created in 1978 by the Chinese government to alleviate social, economic, and environmental problems in China, and authorities claim that the policy has prevented between 250 and 300 million births from its implementation until 2000, and 400 million births from 1979 to 2011*”. The policy is enforced at the provincial level through fines that are imposed based on the income of the family and other factors (Wikipedia – One-child policy, 2011, [online]). This fact shows the commitment of the Chinese government to improve the socio-cultural situation of the country.

Another **step** towards sustainable tourism is that “*the Chinese Tourism Administration and associated sectors develop a series of eco-tourism areas, such as sea-oriented areas, mountain-oriented areas, desert-oriented areas and more*”, as stated by Zhang (2008, p. 58). Facilitating tourism exploration in western China is becoming a key issue to increase investment and consumption, and further raise the overall economic development level of the regions (Zhang, 2008, pp. 58, 59).

Those policies and strategies for tourism development in China have been implemented to increase sustainability.

4.2.5. Sustainability of tourism in China

This chapter focuses on the sustainability of tourism in China. As already mentioned above “*sustainable tourism is tourism which develops as quickly as possible, taking*

account of current accommodation capacity, the local population and the environment”, according to Swarbrooke (1999, p. 13). In order to explain the sustainability of Chinese tourism it is important to investigate its tourism planning methods as *“sustainable tourism development relies largely on proper planning”*, as stated by Zhang (2008, p. 44). China did not spend a lot of time with tourism planning, in fact the country started in 1980. This implies that the Chinese tourism was developed without theoretical guidelines or unified principles (Zhang, 2008, p. 44). The reason behind the beginning of Chinese tourism planning initiatives was to build foreign exchange. At the end of 1985, the central government announced that tourism is an industry that should be expanded in the interests of national economy (Zhang, 2008, p. 44). That was an economic and industry-oriented method. Thereupon followed a *“7th Five-Year National Tourism Development Master Plan, a 8th Five-Year Plan and a 9th Five-Year Plan, which were formulated by the China National Tourism Administration in 1986, 1991 and 1996 respectively with an emphasis on the analysis and forecasting of tourism markets, and diversifying tourist products”*, as mentioned by Zhang (2008, pp. 44, 45). The actual promotion of tourism planning in China started in 2000. Negative aspects of tourism such as environmental problems are often ignored by the Chinese Tourism Development Planning Regulation. Since the 1980s, tourism planning in China has mainly focused on economic priorities and is driven by the market with little concern for environmental and socio-cultural impacts (Zhang, 2008, p. 45). An example is that *“many places rush to take advantage of rapidly expanding tourism demand, while many tourism projects are undertaken without a thorough analysis of tourism markets or of the full costs and benefits of tourism activities”*, according to Zhang (2008, p. 45). This demonstrates that tourism planning strategies are not well established in China. Problems with costs for tourism facilities, the requirements of tourists or market-oriented strategies need to be constructed more efficiently. Most tourism projects started without the detailed and sound planning, which is the prerequisite of managing the risks and impacts of tourism (Zhang, 2008, p. 45). According to Zhang (2008, p. 46) *“tourism enterprises concentrate only on seeking benefits from tourism, such as the generation of income for local people, government revenues, while largely ignore their social and environmental responsibility, e.g. creating jobs and protecting ecological environment”*. This shows that sustainability within Chinese tourism is only trying to be reached but is still staying in the background.

Academic critiques of defects in tourism planning, such as the absence of proper legislation and regulation, resource over-consumption and weak implementation, become a main subject addressed in Chinese academic tourism literature (Zhang, 2008, p. 46). China has to work on market research and efficient tourism planning.

Nevertheless according to Zhang (2008, p. 46) “*the central government started to control tourism planning through managing planning teams and formulating regulations*”. Several books on tourism planning principles and practices were introduced which should help to improve the situation of China.

A problem in terms of changing methods of planning is connected with the Chinese culture. As already mentioned above there is a lack of participation of local people in China. Public involvement is unnecessary, troublesome or unrealistic in most Chinese regions, which implies that it needs a long time and financial commitment to change the traditional practices that preclude public involvement (Zhang, 2008, p. 47). A variety of strategies have been introduced for example the “*Tourism Development Master Plan for Yangshuo Yulong River Tourist Zone in 2002*”, according to Zhang (2008, p. 47). “The plan contains the strategy of “attracting local community’s participation in the planning through educating residents and providing opportunities for them to participate in decision-making”, as discussed by Zhang (2008, p. 47).

According to Zhang (2008, p. 53) “*the main characteristics of sustainable tourism development include environment and ecological friendly, social responsible, economic profitable, and culture sensible*”. Being environmental and ecological friendly means that tourism development should pay attention to protect, conserve, and retrieve nature environment, so as to ensure the health of ecological systems in the long run (Zhang, 2008, p. 53). This shows the importance of paying attention to environmental regulations and of gently handling them, which China still needs to work on in order to achieve those environmental goals. Zhang also mentioned social and cultural responsibility, which means the following:

“Being social responsible refers to the fact that the development of tourism should not be at the costs of social system destruction, e.g. making sweat money, using child workers or with racial discrimination; being culture sensible is to say tourism development must respect and appreciate local cultures and contribute to ensure cultural diversity in tourism destinations.”

(Zhang, 2008, p. 53)

This quotation shows the importance of the different impacts of sustainable tourism each country has to consider and pay attention to in order to be successful. As the tourism situation in China is increasing steadily, *“more attention has been attracted on the studies towards sustainable Chinese tourism development”*, as discussed by Zhang (2008, p. 54).

Sustainable tourism development in China can be divided into three important parts:

- *“Promoting the C&E Sector,*
 - *facilitating sustainable corporate management of tourism enterprises, and*
 - *other suggestions”*
- (Zhang, 2008, p. 54)

To start with the first aspect it has more to do with tourism industry. According to Zhang (2008, p. 54) the Chinese C&E sector can be explained as follows:

- *“C&E economic belt newly came into shape and the problems of unbalanced regional development;*
 - *Diversification of C&E organizer with clear government-dominating characteristics*
 - *On the road towards internationalization specialization and branding”*
- (Zhang, 2008, p. 54)

The C&E sector therefore has been established to improve the situation of sustainability of development of the country.

“The achievements of sustainable C&E development rely firstly on adjusting functions of government from the traditional functions in planned economy and that the government should strengthen macro-control by setting up sufficient and effective policies and laws in regulating market behaviors of the sector and providing political and economic supports for its sustainable development”.

(Zhang, 2008, pp. 54, 55).

Those are the main responsibilities the C&E sector contains, which the government has to fulfill.

The second aspect, sustainable corporate management, contains Corporate Social Responsibility, shortly called CSR. *“CSR and business ethics through strengthening corporate governance play an important role for Chinese tourism enterprises to set up*

good corporate reputation and harmonious business environment, to reduce negative impacts and sustain a steady and healthy development”, according to Zhang (2008, p. 56). Nevertheless many companies in China do not focus sufficiently on social or environmental charges. Zhang (2008, p. 56) also stated that “*some enterprises even try to make more profits at the costs against laws and regulations and with limited consideration of norms and morality, while some of them seek benefits from environmental pollution and materials over-consumption*”. This explains the serious environmental problems in China. The government introduced laws and regulations that contain environmental protection but there are still companies that do not pay attention to these rules. Still existing problems within CSR – such as “*deficiencies of career morality and social responsibility with weak corporate governance that destroy reputation and corporate image of many Chinese tourism enterprises*”, as mentioned by Zhang (2008, p. 56) – have to be solved in order to improve sustainable tourism development.

In terms of other suggestions eco-tourism development and tourism development in the western part of China are mentioned. “*The Chinese Tourism Administration and associated sectors develop a series of eco-tourism areas, such as sea-oriented areas, mountain-oriented areas, desert-oriented areas and more*”, according to Zhang (2008, p. 58), as already mentioned in chapter 4.2.2. Facilitating tourism exploration in western China is becoming a key issue to increase investment and consumption, and further raise the overall economic development level of the regions (Zhang, 2008, pp. 58, 59). Those are strategies towards sustainable tourism.

4.3. Comparison of tourism management strategies between Thailand and China

In order to explain the differences between tourism planning and strategies in Thailand and China, the author still mention the research question in this section again, which was as follows:

“Has East Asian tourism been sustainable within the last ten years, including and considering East Asian planning strategies and impacts of tourism, illustrated by the example of Thailand versus China?”

This section will summarize and compare the identified data and methods in order to achieve a valuable conclusion. This chapter will also be used to investigate the answers of both questions mentioned in chapter 1.3. which are as follows:

- Which method of tourism management is more efficient and effective?
- Which factors make tourism planning complex and how can they be implemented in the planning process?

Tourism management includes managing decisions in terms of the tourism location, people, airlines, accommodations and different actions as already mentioned above. Tourism management planning is significant for “*achieving goals and increasing effectiveness*”, according to Woodside and Martin (2008, p. 1).

The author mentioned Maslow’s hierarchy pyramid of needs at the beginning of this piece of work, which was applied to the data identified by the interviews. In terms of satisfaction among tourists Thailand and China are almost equal as Thailand offers its visitors safety needs, biological and physiological needs and esteem needs. Whereas China provides biological and physiological needs in more aspects and also self-actualization needs due to cultural growth.

The author also concentrated on the other theories described above such as the SWOT-Analysis, tourism impacts, tourism area life cycle, principles of achievement and tourism strategies until reaching the conclusion of sustainability in both countries. Tourism in Southeast Asia has constantly risen within the last years, which also resulted in mass tourism as in Thailand. To begin with the first demonstrative characters of tourism Thailand is famous for medical tourism, sex tourism, food tourism, ecotourism and cultural tourism whereas China is famous for eco-tourism, food tourism but also for

its Traditional Chinese Medicine. For the first time tourism in Thailand increased intensively in the 1960s in contrast to China where the first serious tourism plan began in 1986 as mentioned in chapter 4.2. Due to the fact that more importance was given to tourism after all, planning started early in Thailand. Nevertheless tourism has increased to the same degree in both countries within the last ten years.

The first theory applied in this research paper was the SWOT-Analysis in order to achieve information about the destinations' strengths, weaknesses, opportunities and threats in terms of tourism management and planning. Thailand shows several strengths such as medical tourism, low costs to the point of low cost airlines, agritourism, religious tourism and food tourism, followed by a variety of attractions and numerous travel programs for tourists. Thailand also provides a special Thailand brand such as the world famous slogan "**Amazing Thailand, Amazing Value**", according to Wikipedia (Tourism in Thailand, 2011, [online]). China also provides a variety of entertainment activities, many cultural offers, eco-tourism and food tourism. In addition the author discovered a variety of tourism resources, landscapes, traditional Chinese Medicine and a strong economic growth in general, which shows a better development of the economy of China compared to Thailand. Each destination has its special strengths within tourism management and planning. They are equal in cheap tourism, famous food tourism, the variety of attractions and a huge amount of touristic attractions.

When it comes to weaknesses, the author again identified similar conclusions.

Environmental pollution is a major problem which both countries suffer from and have to deal with daily. Governments deal with air and water pollution as well as hygienic problems in order to achieve sustainable tourism. A more distinctive problem of China is the bad knowledge of English among its inhabitants. Tourists in China suffer from communication barriers whereas Thailand visitors have constant possibilities to communicate in English with local people. Analysts claim that China suffers from a lack of management skills in terms of tourism planning, which needs to be improved. On the other hand Thailand has to deal with mass tourism problems as the big amount of tourists destroys the nature of the country.

Opportunities offered by Thailand are mainly a rapid market growth, the importance of medical and religious tourism, ecotourism and the constant development of new tourism strategies as well as the good English knowledge of locals as already mentioned above. China provides growing ecotourism as well, but in addition an opening to international

markets, good price and service affairs and new government policies occur. This identified information shows a better development of opportunities with reference to tourism development strategies in Thailand than in China.

In terms of threats both countries have similar possible fears to deal with in future such as a big change of currency exchange rates. China is working on its threat of population increase with the implementation of the one-child policy. Another threat is the poverty among local people, which has to be considered in future strategic plans. Thailand has to focus on its neighbor countries as they give possible threats because their tourism has more biodiversity and a long coast with an impressive beauty of landscape. Therefore Thailand's economy needs to improve its attractiveness.

In terms of international arrivals China is on the third place with a number of 50.9 Mio in 2009 as already mentioned in chapter 4.2.1.

The next theory was to identify the tourism impacts which are economic, social and environmental effects. Economic impacts include a destination's amount of visitors, investment and output. China had a higher income of tourism than Thailand. In addition China is member of the WTO, which opened several international ways for its economy to succeed. Furthermore *“China is the largest country in the Asia Pacific region and an active member of the Pacific Asia Travel Association (PATA) and enjoyed the fastest growth in arrivals in the region in the last decade in terms of international tourism”*, according to Lew et al. (2003, p. 5). Nevertheless tourism in Thailand is one of the most important business aspects which created a lot of jobs for local people. Besides the increase of the currency Bhat showed a successful development of economic impacts in Thailand. In comparison, China lives from other incomes apart from tourism as well such as technical and textile industry.

The government of China has concentrated on the enhancement of the development of infrastructure in the last years in order to gain a high capacity of sustainable tourism. But also Thailand is part of the WTO and the ASEAN Free Trade Area, which enables the country to focus on and improve its tourism development, exports and imports. Thailand suffered from the financial crisis but still its economy and tourism situation have increased within the past years. However Thailand is suffering from its pollution problem as much as China. Both countries need to concentrate on new strategies in order to improve the environmental situation. Nevertheless Thailand demonstrates better strategies and policies to improve and save the environment.

The environmental impacts of tourism in China and Thailand include the pollution problem in both regions as already mentioned above. Thailand is trying to include local people in the implementation of tourism strategies and to control overfishing problems in order to improve the environmental problems and to further increase sustainable tourism. The economy of China focused on the development of natural protection plans in order to solve the environmental problem of the country. Furthermore “*ecotourism areas opened to tourists are mainly natural protection regions, forest parks and scenic and historic interest areas*”, as stated by Zhang (2008, p. 119). The country’s government concentrates on its natural areas and on the variety of landscape to attract tourists. Nevertheless due to the high amount of air pollution created by factories, Chinese inhabitants suffer from diseases such as cancer.

The last impacts combine the socio-cultural factors of tourism that concentrated on the countries’ relations between tourists and inhabitants and their participation in tourism management activities. Communities in Thailand are integrated in the management strategies and receive the possibility to take decisions as well. China shows a lack of participation of local people in tourism decision as inhabitants have to deal with problems such as traffic noise and pollution. Therefore the country is trying to establish a strategy to also integrate the Chinese population. One method for doing so is to show the world the benefits of tourism such as the increase of incomes in certain regions and the augmentation of job possibilities.

The next theory, the TALC model, concentrated on the amount of tourists each year, which is also part of an efficient sustainable tourism development. Within the last ten years Thailand has demonstrated an increase in tourist arrivals with some minor declines in between due to the monetary crisis. A reason for the constant increase has been the progression of the currency Bhat and in addition Thailand is a destination for mass tourism which demonstrates a constant increase in tourists.

In China, however, the process of tourism development and passing through all the stages of the TALC-model covered more time than in Thailand. Thailand passed from one stage to the other continuously. After restructuring and improving the park Zhangjiajie, China entered the development stage and could demonstrate an increase in tourist arrivals. Within the last ten years Thailand has risen from the consolidation to the stagnation stage, and it stays between those two stages, whereas China passed from the development stage to the consolidation stage.

In order to compare the sustainability of tourism the author investigated the strategies of tourism management and planning of both countries, which was one of the main objectives of this piece of work. Each country developed strategies in order to improve the tourism situation. Thailand demonstrates strategies such as the “*Seventh economic and social development plan to protect the environment*”, according to Wikipedia (Environmental Issues in Thailand, 2011, [online]). Furthermore there are several pollution controls in Thailand as environmental pollution is the biggest problem the country has to suffer from. Therefore, Green Tourism is an aspect of Thailand’s new policies and ambition. Measures such as cleaning streets and water purification and assigning penalties have been accomplished in order to improve the environmental situation. Moreover there will be a control of fishing and shrimp farming as well as managing the area development.

China also implemented strategies such as reducing the usage of plastic bags and controlling pollution in order to solve the serious pollution problem of the country and therefore to change the environment in China. Due to pollution issues the Chinese population suffers from health problems. Therefore strategies to avoid diseases such as cancer and general health problems have been introduced.

In addition Thailand developed strategies to increase the participation of local people in tourism activities whereas China’s government introduced more holidays for the Chinese population to increase the amount of domestic tourism. Thailand’s economy focused also on “*establishing integrated management*”, according to the World Bank (2006, [online]). New law enforcement and a change of policy guidance are Thailand’s goals to achieve in future. Another strategy of China is introducing more travel services such as “*businesses that are operated independently from any direct government organizations even though many are still state owned*”, as stated by Lew et al. (2003, p. 28). Furthermore China’s government implemented a strategy to regulate the fast population growth with the help of the one-child policy.

The goal of this research paper was to evaluate the best method of tourism management strategies and sustainability of tourism management comparing Thailand and China. Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population and the environment (Swarbrooke, 1999, p. 13). All the above mentioned methods and parts of tourism planning are major

characteristics of sustainability. The author will first explain the concrete data on sustainability of both countries, and then the conclusion of the better planning strategy will follow.

Sustainability in Thailand refers to ecotourism which is part of its implementation of sustainable development. This strategy for sustainability helps to increase the common welfare of local people and to improve environmental problems. Some journals suggest that Thailand has one of the best accomplishments of ecotourism and that it could increase steadily.

Environmental impacts are also part of sustainable tourism in China. Nevertheless the country is still trying to improve pollution problems, but for this purpose it is important to find methods and to develop more strategies towards environmental health. China's history of tourism planning – which is a major characteristic of sustainable development – does not date back a lot in the past, therefore working towards sustainability is a recent important aspect for China. It all started with an economic and industry-oriented method, the so-called “7th Five-Year National Tourism Development Master Plan”, according to Zhang (2008, pp. 44, 45). The policies of sustainability concentrate more on economic than on environmental impacts which shows a negative aspect of China's tourism strategies and planning. The author's investigated data shows that the Chinese government still needs to work on its strategies for tourism planning and for its environmental problems in order to improve the situation. Sustainability is still on a setting basis.

Another part of Thailand's sustainability methods is establishing cultural and natural offers for tourists like China with its measure of promoting culture and economy of the country. Both countries share the same strategy, the participation of local people as an important method of tourism planning and thus sustainability in these regions. Therefore there is a high concentration on socio-cultural impacts in Thailand and China.

Furthermore Thailand's government concentrates on a specific plan in terms of tourism planning that included several parts such as having goals and objectives to achieve and deconstructing the sustainability situation in order to gain a maximum outcome of tourism. The author discovered that the highest priority of tourism planning in Thailand is to improve the environmental situation. Several strategies such as penalties for polluters and participation of local people have been implemented to reach this important objective. Nevertheless there have also been concerns about Thailand's

measures with reference to the country's protected natural areas. To solve this existing problem the local public is being incorporated in areas such as decision-making. In addition economic impacts are being concentrated on such as "*community participation, poverty amelioration, environmental mitigation, stakeholder collaboration, ecological conservation, integrated planning and cultural preservation*", according to Hitchcock et al., 2008, p. 152).

In China, social and environmental charges are not being taken care of effectively. Some companies still do not pay taxes for environmental issues or other material consumption. In this aspect China's government needs to establish more strategies, regulations and introduce more penalties in order to improve the situation.

5. Conclusion and evaluation of the better strategy of tourism planning/management

This section attempts to give the answer to the research question after summarizing and comparing the discovered data. With the help of the method used in this piece of work and the outcomes of the research the author was able to answer the research question **“Has East Asian tourism been sustainable within the last ten years, including and considering East Asian planning strategies and impacts of tourism, illustrated by the example of Thailand versus China?”**.

The author discovered that East Asian tourism was in the past and still is performing towards sustainability. The author chose two examples of countries in order to answer the research question. It has been figured out that Thailand's economy as well as China's economy are trying to achieve a maximum sustainable development in tourism management and planning. After investigating and comparing tourism strategies, impacts and planning of both countries the author was able to answer the research question.

Due to the fact that **Thailand** has a longer history in tourism existence its strategies are better developed than in China and therefore the outcome as well. Thailand offers its tourists a better knowledge of English among local people, an increase in the local currency, dealing with and solving environmental problems, a constant increase in tourists each year, more strategies in tourism development and improvement, a high focus on socio-cultural impacts, a specific plan on tourism planning and local companies that try to stick to rules and regulations against environmental pollution. Nevertheless the country still needs to work on its problem of mass tourism.

On the other hand, China has to face an increasing amount of environmental pollution and needs to deal with problems such as waste and material disposal. Furthermore a low degree of English knowledge among Chinese inhabitants and a higher amount of weaknesses can be shown due to the investigated data. Nevertheless, China has to deal with fewer threats and can demonstrate a general economic growth, which also affects tourism. Apart from the improvement of infrastructure and the focus on natural areas and introducing protecting plans, the country presents a slower development of tourism

and amount of tourists each year. Locals still need to be integrated into tourism activities whereas Thailand's population is already incorporated in strategic planning. Some Chinese companies do not respect the problem of environmental pollution and still need to learn how important the issue of waste and material over-consumption is. China has to deal with its high amount of environmental pollution in order to increase in tourism management, strategies and planning, which is already an important part of Chinese governmental discussions. Nevertheless the country demonstrates an increasing focus on socio-cultural impacts by involving local people into tourism planning and producing a tourism plan, the so-called "*7th Five-Year National Tourism Development Master Plan*", according to Zhang (2008, pp. 44, 45). Thailand has specific plans of tourism management and can show to be one of the best implementers of the focus on ecotourism.

In order to answer the third significant question "*Which factors make tourism planning complex and how can they be implemented in the planning process?*" the author made use of the theory mentioned in chapter 3.1. Tourism planning is a complex implementation of tourism management as it has several parts that have to be fulfilled which have already been mentioned and explained in chapter 3.1. and are as follows:

- *"boosterism*
 - *an economic, industry-oriented approach*
 - *a physical/spatial approach*
 - *a community-oriented approach that emphasises the role the host plays in the tourism experience*
 - *sustainable tourism approach*"
- (Hall, 2008, p. 50)

Working through all these parts requires a high amount of concentration and effort, which is why tourism planning is a complex manner. To answer how to implement those strategies in the planning process the author suggests as follows:

Thailand for example is trying to achieve the most outcome and all created objectives with the help of fulfilling all these facts. Boosterism is demonstrated by the effort of local people in order to gain money and achieve self-satisfaction within the job. The economic stage is provided due to the creation of jobs for Thailand's inhabitants and an economic growth and increase in tourist arrivals due to effective tourism planning

strategies. And social impacts of tourism planning are being provided to local people as they are getting involved in the tourism planning process.

China also demonstrates a smooth planning process as all stages from boosterism to sustainable tourism approach exist. Nevertheless due to a brief history in tourism planning Thailand is on a higher basis of sustainable tourism development and implementation of complex strategies.

In order to answer the question of the more effective and efficient tourism management strategy the author needs to cite again the definitions of efficiency and effectiveness. Effectiveness means the capability of producing an effect, and is most frequently used in connection with the degree to which something is capable of producing a specific, desired effect (Wikipedia – Effectiveness, 2011, [online]).

“Efficiency in general describes the extent to which time or effort is well used for the intended task or purpose and is often used with the specific purpose of relaying the capability of a specific application of effort to produce a specific outcome effectively with a minimum amount or quantity of waste, expense, or unnecessary effort”, as stated on Wikipedia (Efficiency, 2011, [online]). Effectiveness means producing something, such as goods and services, with a high outcome. However efficiency indicates the best outcome with the help of the best but lowest input. With the given quotations the author summarized already the most important data in chapter 4.3. in order to achieve the goal of answering the paper’s questions.

Therefore the question of which method of tourism management and planning is more efficient and effective can be answered as follows: Considering all facts discussed above, China’s tourism management is more efficient as in terms of tourism management and planning there is less input but an outcome of tourism of 20 billion U.S. dollars as already mentioned above.

Nevertheless it is necessary to mention that Thailand is constantly working on an effective basis in order to increase sustainable tourism. However China proved the better methods of efficiency compared to Thailand.

Tourism management in East Asia is on its way to sustainable development. With the help of the above identified data the required answer to the stated research question is that considering East Asian planning strategies and impacts of tourism East Asian Tourism has been sustainable within the last ten years and is constantly increasing.

Thailand performs a better tourism management planning compared to China. However the strategies of Chinese tourism planning are improving each year.

6. Literature

Books

ANDREWS, T. and SIENGTHAI, S., 2009. *The Changing Face of Management in Thailand*. New York: Routledge

BERGER, A. A., 2007. *Thailand tourism*. Binghamton, NY: Haworth Press

BUTLER, R. W., 2006. *The Tourism Area Life Cycle – Applications and Modifications*. Vol. 1. Bristol: Channel View Publications

CHON, K. S., 2000. *Tourism in Southeast Asia: a new direction*. Birmingham: The Haworth Press

COHEN, E., 2008. *Explorations in Thai tourism: collected case studies*. Vol. 11. Bingley (UK): Emerald Group, Publishing Limited

CONNELL, J. and RUGENDYKE, B., 2008. *Tourism at the grassroots: villagers and visitors in the Asia-Pacific*. New York: Routledge

COOPER, C., Fletcher J., Fyall, A., Gilbert, D., Wanhill, S., 2005. *Tourism – Principles and Practice*. 3rd ed. Harlow: Pearson Education, Prentice Hall

COOPER, C., Fletcher, F., Wanhill, S., Gilbert, D., 2008. *Tourism – Principles and Practice*. 4th ed. Harlow: Pearson Education

EAGLES, P. F. J., BOWMAN, M. E. and TAO, T. Ch., 2001. *Guidelines for Tourism in Parks and Protected Areas of East Asia*. Ontario: University of Waterloo

ELLIOTT, J., 1997. *Tourism: Politics and public sector management*. New York: Routledge

FERRELL, O. C. and HARTLINE, M., 2008. *Marketing Strategy*. 5th ed. USA: South-Western Cengage Learning

FRANCE, L., 2002. *Sustainable Tourism*. London: Earthscan

GOELDNER, C. R. and RITCHIE, J. R., 2006. *Tourism – Principles, Practices, Philosophies*. 10th ed. New Jersey: John Wiley & Sons, Inc.

HALL, C. M. and LEW, A. A., 2009. *Understanding and managing tourism impacts: an integrated approach*. New York: Routledge

HALL, C. M., 2008. *Tourism Planning – Policies, Processes and Relationships*. 2nd ed. Harlow: Pearson Education, Prentice Hall

- HITCHCOCK, M., KING, V. T. and PARNWELL, M., 2008. *Tourism in Southeast Asia: challenges and new directions*. Denmark: Nordic Institute of Asian Studies (NIAS)
- HOLTBRÜGGE, D. and PUCK, J. F., 2008. *Geschäftserfolg in China*. 2. Auflage. Berlin, Heidelberg: Springer
- JOHNSON, G., SCHOLLES, K., 2002. *Exploring Corporate Strategy*. 6th ed. Harlow: Pearson Education, Prentice Hall
- LEW, A. A., YU, L., AP, J., GUANGRUI, Z., 2003. *Tourism in China*. New York: Haworth Press, Inc.
- MASON, P., 2008. *Tourism impacts, planning and management*. 2nd ed. Oxford: Butterworth-Heinemann
- MILL, R. C. and MORRISON, A. M., 1998. *The Tourism System*. 4th ed. Iowa: Kendal/Hunt Publishing Company
- NORTON, B.G., 2005. *Sustainability: A Philosophy of Adaptive Ecosystem Management*. Chicago: University of Chicago Press
- RYAN, C. and HUIMIN, G., 2009. *Tourism in China: Destination, Cultures and Communities*. New York: Routledge
- RYAN, C., 2003. *Recreational tourism: demand and impacts*. UK: Channel View Publications
- SHARPLEY, R., 2009. *Tourism development and the environment: beyond sustainability?* London: Earthscan
- SMITH, P. R., BERRY, C. and PULFORD, A., 2002. *Strategic marketing communications: New ways to build and integrate communications*. London: Kogan Page
- STABLER, M. J., 1997. *Tourism Sustainability – Principles to Practice*. New York: Cab International
- SWARBROOKE, J., 1999. *Sustainable Tourism Management*. London: CAB International
- WOODSIDE, A. and MARTIN, D., 2008. *Tourism Management: Analysis, Behaviour and Strategy*. London: CAB International
- ZHANG, Y., 2008. *Towards Sustainable Chinese Tourism: Industry, Corporate Management and Eco-tourism*. Berlin: Wissenschaftlicher Verlag Berlin

Webpages

WIKIPEDIA, 2011. Effectiveness [online]
<http://en.wikipedia.org/wiki/Effectiveness>
Accessed on: 15/8/2011

WIKIPEDIA, 2011. Efficiency [online]
<http://en.wikipedia.org/wiki/Efficiency>
Accessed on: 15/8/2011

WIKIPEDIA, 2011. Greater Mekong Subregion [online]
http://en.wikipedia.org/wiki/Greater_Mekong_Subregion
Accessed on: 18/10/2011

WIKIPEDIA, 2011. Tourism in Thailand [online]
http://en.wikipedia.org/wiki/Tourism_in_Thailand
Accessed on: 19/10/2011

Tourism Intelligence Network, June 2008. *Is your destination in decline?* Canadian Tourism Commission [online]
http://www.corporate.canada.travel/corp/media/app/en/ca/magazine/article.do?path=templatedata%5Cctx%5CmagArticle%5Cdata%5Cen%5C2007%5Cissue01%5Cindustry%5Cdestination_in_decline
Accessed on: 16/8/2011

Californian Coastal Commission, May 2008. *Surfers come in all ages, shapes, and sizes.* [online]
http://surfeconomics.blogspot.com/2008_05_01_archive.html
Accessed on: 16/8/2011

WIKIPEDIA, 2011. Nok Air [online]
http://en.wikipedia.org/wiki/Nok_Air
Accessed on: 7/11/2011

WIKIPEDIA, 2011. Economy of the People's Republic of China [online]
http://en.wikipedia.org/wiki/Economy_of_the_People%27s_Republic_of_China
Accessed on: 7/11/2011

WIKIPEDIA, 2011. Economy of Thailand [online]
http://en.wikipedia.org/wiki/Economy_of_thailand#Tourism
Accessed on: 7/11/2011

WIKIPEDIA, 2011. Environment in the People's Republic of China [online]
[http://en.wikipedia.org/wiki/Environment in the People%27s Republic of China](http://en.wikipedia.org/wiki/Environment_in_the_People%27s_Republic_of_China)
Accessed on: 15/11/2011

WIKIPEDIA, 2011. Environmental Issues in Thailand [online]
[http://en.wikipedia.org/wiki/Environmental issues in Thailand](http://en.wikipedia.org/wiki/Environmental_issues_in_Thailand)
Accessed on: 17/11/2011

WIKIPEDIA, 2011. Dengue Fever [online]
[http://en.wikipedia.org/wiki/Dengue fever7](http://en.wikipedia.org/wiki/Dengue_fever7)
Accessed on: 19/11/2011

WIKIPEDIA, 2011. Public health-care in China [online]
[http://en.wikipedia.org/wiki/Public health-care in China](http://en.wikipedia.org/wiki/Public_health-care_in_China)
Accessed on: 19/11/2011

WIKIPEDIA, 2011. One-child policy [online]
[http://en.wikipedia.org/wiki/One-child policy](http://en.wikipedia.org/wiki/One-child_policy)
Accessed on: 24/11/2011

WIKIPEDIA, 2011. Prostitution in Thailand [online]
[http://en.wikipedia.org/wiki/Prostitution in Thailand](http://en.wikipedia.org/wiki/Prostitution_in_Thailand)
Accessed on: 6/12/2011

WWF, 2006. Environmental problems in Thailand: the avoidable cost of progress [online]
[http://www.wwf.or.th/en/environmental problems in thailand/](http://www.wwf.or.th/en/environmental_problems_in_thailand/)
Accessed on: 10/12/2011

WIKIPEDIA, 2011. Effect of the 2004 Indian Ocean earthquake on Thailand [online]
[http://en.wikipedia.org/wiki/Effect of the 2004 Indian Ocean earthquake on Thailand](http://en.wikipedia.org/wiki/Effect_of_the_2004_Indian_Ocean_earthquake_on_Thailand)
Accessed on: 10/12/2011

Online Articles

eTurboNews (ETN) Staff Writer, July 07, 2010. Thailand Tourism Promotion Strategy for 2011. Amazing Thailand always amazes you. Source: Tourism Authority of Thailand

<http://www.eturbonews.com/17139/amazing-thailand-always-amazes-you>

Accessed on: 7/11/2011

UNWTO – World Tourism Organization, 2011 Edition. UNWTO Tourism Highlights

http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights11enlr_1.pdf

Accessed on: 14/11/2011

ELMORE, M., 2011. Towards a greener Thailand – Achieving Environmental Sustainability

<http://www.tatnews.org/Green-Tourism/5295.asp>

Accessed on: 6/12/2011

World Bank, 2006. Thailand Environment Monitor: Marine and Coastal resources

<http://siteresources.worldbank.org/INTTHAILAND/Resources/Environment-Monitor/2006term-executive-summary.pdf>

Accessed on: 10/12/2011

KONISRANUKUL, W. and TUAYCHAROEN, N., [n.d] Public Participation in Sustainable Island and Tourism Planning: Experiences in Southern Thailand

http://www.kadinst.hku.hk/sdconf10/Papers_PDF/p566.pdf

Accessed on: 10/12/2011

Environmental Research Institute of Chulalongkorn University and the Bumi Kita Foundation, 2007. Sustainable Tourism Management in Thailand: A Good Practices Guide for SMEs [online])

<http://mekongtourism.org/website/wp-content/uploads/downloads/2011/02/Sustainable-Tourism-Management-in-Thailand-A-Good-Practices-Guide-for-SMEs-by-Eric.pdf>

Accessed on: 13/12/2011

7. Table of figures

Figure 2.1.1.: Maslow's hierarchy pyramid of needs	
Source: Woodside & Martin, 2008, p. 15	page 8
Figure 2.2.1.: Sustainable tourism issues and the different sectors of tourism	
Source: Swarbrooke, 1999, p. 21	page 9
Figure 2.4.1.: SWOT-Analysis	
Source: Ferrell & Hartline, 2008, p. 129	page 12
Figure 2.5.1.: Stanley Plog's psychographic model	
Source: http://pengsem.blogspot.com/2011/04/plogs-allocentric-psychocentric-theory.html	page 15
Figure 2.6.1.: Tourism Area Life Cycle	
Source: http://surfeconomics.blogspot.com/2008_05_01_archive.html	page 16
Figure 4.1.1.: SWOT-Analysis of Thailand	
Source: created by author	page 24
Figure 4.1.2.: Countries earning the most from tourism	
Source: Berger, 2007, p. 19.....	page 30
Figure 4.1.3.: Foreign arrivals in Thailand	
Source: Andrews & Siengthai, 2009, p. 93).....	page 35
Figure 4.1.4.: TALC of Thailand	
Source: Californian Coastal Commission, 2008, [online]	page 36
Figure 4.2.1.: SWOT-Analysis of China	
Source: created by author	page 46/47

Figure 4.2.2.: International Tourist Arrivals

Source: World Tourism Organization, 2011 [online].....page 49

Figure 4.2.3.: TALC of China

Source: Californian Coastal Commission, 2008, [online].....page 57

8. Appendix

Interviews

- *Interview 1:*

Interview for the topic: tourism management in Thailand and China

Date: 16/11/2011

Name: **Stefan Heidenreich**

1. Why did you travel to Thailand/**China**? (Work, holiday, other reasons?)

Due to job-related reasons

2. What was the main reason for visiting Thailand/**China**? Why did you decide to go there? (business, visiting friends, culture, health)

Main reason was to attend the summer school in Beijing, that was organized by the University of Vienna for students; I taught students from the University of Vienna and Chinese students

3. Did you organize your trip alone or was it arranged by a travel agency or other touristic programs?

Organized by the University of Vienna, by the centre for studies abroad; no experience with travel agencies; I received the ticket and the accommodation

4. What was your first impression of this country? (people, friendliness, safety and security, infrastructure, touristic offer, entertainment, accommodation offers, country's cuisine, climate differences, price and service,...)

The first impression was not that excited because I was in Hong Kong before, because I knew already what was waiting for me, but I knew that mainland China will be different than Hong Kong which approved then; different impression compared to Hong Kong; the dimension of Beijing impressed me as the city consists of several rings; the accommodation (hotel) was more on the outside ring, not so

close to the city centre; then when we went into the city centre, you could see that the outside of the centre and the inside were two different views;

Hotel was a middle class hotel; I had also toast and jam and not only Chinese breakfast; but students got only Chinese breakfast; but I did not like it so much; food in general was interesting – different experience, we had dinner at street food stands; we had a coordinator responsible for us who could speak the Chinese language and therefore it was easier for us to get to know to different things such as food and culture;

Infrastructure: I think it was difficult for foreigner to understand the public transport; there were big busses and a lot of undergrounds but difficult to understand how it works; we used taxis a lot, which was easier with our coordinator; going by taxi alone is almost impossible;

Some tours were organized by the centre for studies abroad for us, such as a trip to the Great Wall; so I did not see any touristic offers, but I did not look for it

5. How have you been treated there by local people? (friendly, helpful, ...)

I thought people were more uncommunicative and not really interested in us; maybe they are used to see foreigners so that it is no something special; but it seemed that local people prefer to stay in their own circles; but when we went with the coordinator to the foot massage they were talking a lot with him and were interested where we are from and what we are doing here, but this conversation was only in Chinese

6. Was it difficult to communicate with local people? Were they aware of the English language?

Some people could speak really well English, and some people could not speak at all; but it is difficult to get around alone without Chinese knowledge

7. Was the price and service relation appropriate and acceptable? (Expensive or cheap?)
On a scale from 1 (very expensive) to 5 (very cheap)

Really cheap, but you have to accept that there are not the same hygienic standards than in Europe: number 4

8. What do you think about the environment and the cleanliness of the country? Was it polluted?

Extreme polluted, especially air pollution; compared to other countries like Sri Lanka the waste pollution was not that bad; but the air pollution was really bad; nowadays people should stay at home due to the high extent of air pollution

9. Which were your favourite places to visit in the country? Did you prefer any special city or the countryside? Was there a variety of the pictures of landscape?

I have only been to Beijing and another city I cannot remember the name

10. Are there any well-known brands you got to know during your stay? Do you think this is important for a country having a special, recognizable brand or product in order to increase the number of tourists? (Maybe food, massage, ...)

No, right now I cannot think of any Chinese brand

11. What do you think about the medical care of the destination? Do they provide medical facilities for tourists?

I did not need a hospital, so I don't know

12. Did you notice some negative aspects in terms of tourism at the destination?

The most negative aspect was the air; I knew how to appreciate clean and fresh air after my trip

13. What is your overall satisfaction with your visit to Thailand/China on a scale from 1 to 5. (1 = very satisfied; 5 = dissatisfied)

1 for my stay because it was a complete new experience, I have never been there and those experiences in terms of differences within the world are really important for me

Personal data:

How old are you? 31 years

Gender:

☐ female

☒ male

Professional category:

☐ student

☐ trainee

- ☐ civilian servant
- ☐ self-employed
- ☐ farmer
- ☐ seeking for a job

- ☒ employee at University of Vienna
- ☐ assistant
- ☐ housewife/-man
- ☐ other: _____

Residence: Vienna

Interview 2:

Interview for the topic: tourism management in Thailand and China

Date: 21/11/2011

Name: Margareta Helmreich

1. Why did you travel to Thailand/China? (Work, holiday, other reasons?)
 holiday
2. What was the main reason for visiting Thailand/China? Why did you decide to go there? (business, visiting friends, culture, health)
 great beaches of Thailand/ destinations for rock climbing/ cheap destination
3. Did you organize your trip alone or was it arranged by a travel agency or other touristic programs?
 alone (hitchhiking)
4. What was your first impression of this country? (people, friendliness, safety and security, infrastructure, touristic offer, entertainment, accommodation offers, country's cuisine, climate differences, price and service,...)
 people are very friendly, especially in the north of Thailand (Chiang Mai), a lot of traffic, a lot of ladyboys
5. How have you been treated there by local people? (friendly, helpful, ...)
 Local People were really friendly and helpful, especially in the north.

6. Was it difficult to communicate with local people? Were they aware of the English language?

No, they are nearly all aware of the English language.

7. Was the price and service relation appropriate and acceptable? (Expensive or cheap?)
On a scale from 1 (very expensive) to 5 (very cheap)

1= very cheap, except Bangkok

8. What do you think about the environment and the cleanliness of the country? Was it polluted?

some litter, but environment seemed not to be polluted

9. Which were your favourite places to visit in the country? Did you prefer any special city or the countryside? Was there a variety of the pictures of landscape?

Chiang Mai in the North

Koh Phi Phi

Koh Samui

Kohlpe

Variety of the pictures of landscape was not very big.

10. Are there any well-known brands you got to know during your stay? Do you think this is important for a country having a special, recognizable brand or product in order to increase the number of tourists? (Maybe food, massage, ...)

On a scale from 1 (very important) to 5 (unimportant)

Chiang beer

Massage of course

3

11. What do you think about the medical care of the destination? Do they provide medical facilities for tourists?

medical care is not good in the countryside, only in Bangkok,

12. Did you notice some negative aspects in terms of tourism at the destination?

Sextourism

13. What is your overall satisfaction with your visit to Thailand/China on a scale of 1 to 5. (1 = very satisfied; 5 = dissatisfied)

2

Personal data:

How old are you? 35 years

Gender:

- ☒ female
☐ male

Professional category:

- | | |
|--|--|
| ☐ student | ☐ trainee |
| ☐ civilian servant | ☒ employee |
| ☐ self-employed | ☐ assistant |
| ☐ farmer | ☐ housewife/-man |
| ☐ seeking for a job | ☐ other: _____ |

Residence: Vienna

Interview 3:

Interview for the topic: tourism management in Thailand and China

Date: 21/12/2011

Name: Benjamin Hubner

1. Why did you travel to Thailand/China? (Work, holiday, other reasons?)

Visiting my girlfriend who used to work for a German company in Shanghai for 9 months

2. What was the main reason for visiting Thailand/China? Why did you decide to go there? (business, visiting friends, culture, health)

Pls. refer to "1."

3. Did you organize your trip alone or was it arranged by a travel agency or other touristic programs?

As I went to Shanghai in 2005 already and flight-comparing internet search engines like “Checkfelix” were not that common back then, I’ve booked the flight through a travel agency at “äußere Mariahilfer Strasse” which is specialized on the Asian market and was recommended to me by Chinese people

4. What was your first impression of this country? (people, friendliness, safety and security, infrastructure, touristic offer, entertainment, accommodation offers, country’s cuisine, climate differences, price and service,...)

My trip was at the time of the first “avian flu panic”, there were lots of additional safety precautions at the airport (temperature screening points, disinfection mats, etc.).

As I have spent most of the time (2 weeks) in Shanghai only, I am only able to talk about my experiences there..!

I felt extremely safe in Shanghai, even when I went through the streets at night. Furthermore almost every building, hotel, apartment etc. has been protected by soldiers/ guards.

As to the climate: I really suffered from the extreme humidity there! I’ve been there in May and the temperatures were not higher than about 20-25° C! Never the less I immediately started to sweat after leaving an air-conditioned building.

A lot of the offered food (e.g. “fresh” meat lying on uncooled tables in the supermarkets surrounded by thousands of flies; various insects being offered on the street etc.) is rather unusual for European taste. However, in many cases it tastes better than it looks like...

5. How have you been treated there by local people? (friendly, helpful, ...)

People were usually rather friendly. On the other hand I always had the impression that their friendliness was just the result of their “business sense”. I’ve always been surrounded by at least 2 sales persons every time I went into a store.

Furthermore many people on the street have seen an alien when they saw me. Being at least 30cm taller than the average Chinese and having bright hair and blue eyes has obviously created their irresistible wish to talk to me/ take pictures with me etc.

I felt like a “Hollywood star” at the beginning; after a couple of days however it started to become a bit annoying as I haven’t been able to be on my own for a couple of minutes whenever I went through the streets.

6. Was it difficult to communicate with local people? Were they aware of the English language?

Most people’s English knowledge was rather limited! I had to help myself with gestures and pointing at the Chinese word in the dictionary or printing the Chinese name of a hotel/ place I wanted to visit.

7. Was the price and service relation appropriate and acceptable? (Expensive or cheap?)
On a scale from 1 (very expensive) to 5 (very cheap)

All services/ goods were extremely cheap. A definite 5+

8. What do you think about the environment and the cleanliness of the country? Was it polluted?

I know that there is a lot of pollution; it has however not been visible to me. The streets were rather clean and I was not affected by smog or similar

9. Which were your favourite places to visit in the country? Did you prefer any special city or the countryside? Was there a variety of the pictures of landscape?

I didn’t really see a lot of different places there. Only Shanghai and once a trip to Suzhou. Although the ancient temple-town Suzhou with its Venice-like channels and bridges has been rather fascinating, I’ve still preferred being in Shanghai with all the new buildings, skyscrapers, busyness etc.

10. Are there any well-known brands you got to know during your stay? Do you think this is important for a country having a special, recognizable brand or product in order to increase the number of tourists? (Maybe food, massage, ...)

On a scale from 1 (very important) to 5 (unimportant)

The only Chinese brand coming into my mind is “Tsingtao” beer, which is also available in many Chinese restaurants in Austria...

Generally speaking I do not think that linking a certain brand to a specific country is influencing the number of tourists. Sights/ weather/ infrastructure are much more influencing the number of tourists than brands.

11. What do you think about the medical care of the destination? Do they provide medical facilities for tourists?

I haven't been there as a typical tourists and was more embedded in the German community there. I have never been confronted with any kind of medical facilities.

12. Did you notice some negative aspects in terms of tourism at the destination?

Some might consider the fact that the number of Chinese people speaking Chinese only is rather high as a negative aspect. It has not influenced me in a negative way though.

Also the fact that not every aspect in public life is aiming on getting money from tourists (e.g. that Shanghai used to be not totally concentrated on tourists) is much more a positive than a negative aspect.

13. What is your overall satisfaction with your visit to Thailand/**China** on a scale of 1 to 5. (1 = very satisfied; 5 = dissatisfied)

1

Personal data:

How old are you? 30 years

Gender:

☐ female

☒ male

Professional category:

☐ student

☐ civilian servant

☐ self-employed

☐ farmer

☐ seeking for a job

☐ trainee

☒ employee

☐ assistant

☐ housewife/-man

☐ other: _____

Residence: Vienna

Interview 4:

Interview for the topic: tourism management in Thailand and China

Date: 16/11/2011

Name: **Jakob Müllner**

1. Why did you travel to **Thailand and China**? (Work, holiday, other reasons?)

China: visiting a friend who worked there (Austrian friend speaks Chinese)

Thailand: on holiday

2. What was the main reason for visiting **Thailand and China**? Why did you decide to go there? (business, visiting friends, culture, health)

Thailand: friends said, nice to go there: nice people, friendly, nice beaches, nice nature

China: visiting friend

3. Did you organize your trip alone or was it arranged by a travel agency or other touristic programs?

Thailand: alone

China: organized by my friend with the help of agency – it is cheaper for Chinese residents to book a flight within China than for tourists; cheaper for locals

4. What was your first impression of this country? (people, friendliness, safety and security, infrastructure, touristic offer, entertainment, accommodation offers, country's cuisine, climate differences, price and service,...)

Thailand: food was good; infrastructure very good; in Bangkok cheap hotels; more to see for tourists; safe but only a few small thefts are possible; in general excellent and cheap and easy to get around; friendly people; nice nature; easy to travel; Thailand more like Hong Kong – raining period; Bangkok: tour for everything; I participated in tours – very cheap

China: very safe; infrastructure was ok but not as good as in Thailand because the tourist infrastructure is bad; Chinese food ok, but meat in Chinese restaurants in Austria is better; different climate within China e.g. between Shanghai and Beijing;

China has only the Chinese Wall and no touristic tour offers, no English tourist guide, but cheap;

I preferred Thailand due to the better climate: sea, fresh air, better than China

5. How have you been treated there by local people? (friendly, helpful, ...)

China: friendly

Thailand: friendly, easier to communicate due to English language skills of locals

6. Was it difficult to communicate with local people? Were they aware of the English language?

China: very difficult due to language

Thailand: absolutely no problem, even kids speak English

7. Was the price and service relation appropriate and acceptable? (Expensive or cheap?)
On a scale from 1 (very expensive) to 5 (very cheap)

Both: excellent price and service

8. What do you think about the environment and the cleanliness of the country? Was it polluted?

China: big cities like Beijing are much polluted

Thailand: only Bangkok is polluted – the rest is clean

9. Which were your favourite places to visit in the country? Did you prefer any special city or the countryside? Was there a variety of the pictures of landscape?

China: Hong Kong – huge city, nature resort, a lot of things to see, vibrant city and easy to get along – due to English speaking possibilities – interesting colony and now it is Chinese which is a nice contrast

Thailand: Koh Samui – beautiful Tropical Island

10. Are there any well-known brands you got to know during your stay? Do you think this is important for a country having a special, recognizable brand or product in order to increase the number of tourists? (Maybe food, massage, ...)

It helps, example: Shangri-La hotel chain (and Asian hotels) and Seven Eleven that help tourists to get some orientation

11. What do you think about the medical care of the destination? Do they provide medical facilities for tourists?

Only Bangkok: excellent – 2 weeks stay at public hospital; there were separate buildings for international patients, the rooms were even better than at the Shangri-La rooms; better than some European hospitals; cheap, excellent doctors and service, best rooms; English and American Doctors who were well educated; on the Island the medical care was terrible as far as I have seen

12. Did you notice some negative aspects in terms of tourism at the destination?

China: so poor, difficult, it makes you feel bad, then language problems

Thailand: sex tourism is everywhere, mass tourism – you are never alone, tourism defrauds; people try to sell you stuff

13. What is your overall satisfaction with your visit to **Thailand and China** on a scale from 1 to 5. (1 = very satisfied; 5 = dissatisfied)

China: 3-4

Thailand without disease 5 - excellent

Personal data:

How old are you? **31** years

Gender:

☐ female

☒ male

Professional category:

☐ student

☐ civilian servant

☐ self-employed

☐ farmer

☐ seeking for a job

☐ trainee

☒ employee **at the University of Vienna**

☐ assistant

☐ housewife/-man

☐ other: _____

Residence: **Vienna**

Interview 5:

Interview for the topic: tourism management in Thailand and China

Date: 16/11/2011

Name: **Puck Jonas**

1. Why did you travel to Thailand/**China**? (Work, holiday, other reasons?)

Work, six months stay

2. What was the main reason for visiting Thailand/**China**? Why did you decide to go there? (business, visiting friends, culture, health)

Due to research project (started at the University) about China he had to travel to China and work there; excited but external reasons (work)

3. Did you organize your trip alone or was it arranged by a travel agency or other touristic programs?

organized alone

4. What was your first impression of this country? (people, friendliness, safety and security, infrastructure, touristic offer, entertainment, accommodation offers, country's cuisine, climate differences, price and service,...)

Never felt insecure; noticed that people are physically closer to other people; more crowded, first stop Shanghai, Taxi drivers drove you somewhere and dropped you off sometimes at different places as required; first lived at hotel, then guest flats of organized by university; Chinese food ok; different climate – huge variation between Shanghai and Beijing

5. How have you been treated there by local people? (friendly, helpful, ...)

People I wanted to talk to were trying speaking English; but due to work the general language was English and at the Universities people did not start to speak with me, the same as also in Austria; people took pictures, but also happened in other countries like Singapore;

6. Was it difficult to communicate with local people? Were they aware of the English language?

Difficult without Chinese; people working in the economy spoke English, but communication is one of the biggest challenges – e.g. Taxi.

7. Was the price and service relation appropriate and acceptable? (Expensive or cheap?)
On a scale from 1 (very expensive) to 5 (very cheap)

cheap

8. What do you think about the environment and the cleanliness of the country? Was it polluted?

Biggest problem was air pollution; 2000 dirty on streets – but Chinese population has different idea of dirt, as people spit there; but now it is not that wasted anymore

9. Which were your favourite places to visit in the country? Did you prefer any special city or the countryside? Was there a variety of the pictures of landscape?

Difficult to say; Shanghai as it has more eastern style than Beijing; countryside: Tibet was beautiful

10. Are there any well-known brands you got to know during your stay? Do you think this is important for a country having a special, recognizable brand or product in order to increase the number of tourists? (Maybe food, massage, ...)

Great Wall, biggest attraction of the country
Xian, Terracotta warriors

11. What do you think about the medical care of the destination? Do they provide medical facilities for tourists?

First experience in the hotel was terrible (Beijing), and then I found out that it is possible to go to private hospitals with overseas insurance; but I would not prefer to get sick in China and go to a hospital there, but I am not a fan of China, it is excited but not beautiful

12. Did you notice some negative aspects in terms of tourism at the destination?

Handling of the Chinese population with their history in every sections, e.g. with Mao, where parts of China still adore him, some parts still statues, but on the other hand there are people who admit that there are negative aspects about him, they do not understand how to deal with this situation

And: the building of skyscrapers, and that the China I knew stops existing; every time I am coming to China it is interesting but it changes every time, but it never is China, Shanghai could also be New York

Physical contact that is a bit annoying, and in big cities that you do not see the blue sky due to the smog – you feel dirty yourself: air pollution

13. What is your overall satisfaction with your visit to Thailand/**China** on a scale from 1 to 5. (1 = very satisfied; 5 = dissatisfied)

Successful stay: 3

Personal data:

How old are you? **37** years

Gender:

☐ female

☒ male

Professional category:

☐ student

☐ civilian servant

☐ self-employed

☐ farmer

☐ seeking for a job

☐ trainee

☐ employee

☐ assistant

☐ housewife/-man

☒ other: **Professor**

Residence: **Vienna**

Interview 6:

Interview for the topic: tourism management in Thailand and China

Date: 16/11/2011

Name: Ursula Pregernig

1. Why did you travel to **Thailand**/China? (Work, holiday, other reasons?)

Holiday

2. What was the main reason for visiting **Thailand**/China? Why did you decide to go there? (business, visiting friends, culture, health)

I finished my studies my diploma and I just wanted to relax; I went there with some friends; I always wanted to go there – I wanted to go somewhere exotic and somewhere with nice beaches and good food

3. Did you organize your trip alone or was it arranged by a travel agency or other touristic programs?

It was arranged by a travel agency; because one of my friends who went with me to Thailand works there and so it was easy; but normally I do not book trips via travel agencies; we only organized the trip a month before we went; I just wanted to know where to sleep

4. What was your first impression of this country? (people, friendliness, safety and security, infrastructure, touristic offer, entertainment, accommodation offers, country's cuisine, climate differences, price and service,...)

A lot of people; but still good organized; we know where we had to go; we took also the cap line – it was pink; well organized although there were so many people; so much traffic; I visited Bangkok, Ko Pan Yang, Ko Samui, Kotao

In terms of accommodation we wanted to spoil ourselves and had a four-star hotel; four-star is not the same compared to Austria in Thailand but it was still a nice hotel; we always stayed at nice places which were cheap; the most expensive one was the Hilton in Bangkok which was 50 Euros per person, the other hotels were like 20 to 40 Euros

In terms of infrastructure we either took the sky train, and the cap was so cheap so the most of the time we took a cap or the sky train; it was easy to get around; it was harder to get around on the islands: we had a car on Ko Pan Yang and Ko Samui was so small, you basically don't go anywhere; we didn't want to take mopeds because the streets there are so bad and in Bangkok we used the cap

In terms of the climate: it was really bad weather; but it is supposed to be nice weather in March, but there was a flood period so that is why it was raining a lot, and really wet

The food is really nice, the fruits and everything was really cheap; and we ate food from the streets; on the island we walked along the beach and had dinner at some place that looked nice; I really liked the soup there and I love spicy food; it was not too spicy

5. How have you been treated there by local people? (friendly, helpful, ...)

Really well, everyone was really friendly, really nice, it makes you feel awkward at the beginning as they are really friendly, and sometimes they want to sell you something that is way they are friendly I think; some local people asked you where you come from but I did not talk that much with local people; I don't know if they really are interested, but I never made bad experience

6. Was it difficult to communicate with local people? Were they aware of the English language?

For me it was, for my friends not so much, my friends talked slower and it was easy for local people to understand, but sometimes they did not understand me, as I was talking too fast

7. Was the price and service relation appropriate and acceptable? (Expensive or cheap?)
On a scale from 1 (very expensive) to 5 (very cheap)

Everything was really cheap; but on Ko Samui everything was much more expensive, or where we stayed at least; on Ko Pan Yang the food was really cheap, but I think it got more expensive because I heard that from friends that have been there 10 years ago; but everyday I had a massage because it was really cheap; cap was really cheap and the food

Hard to say, because the most was really cheap compared to the service you got but ones at the manicure the service was really bad; but I would say: 4

8. What do you think about the environment and the cleanliness of the country? Was it polluted?

In the cities there was a lot of smog; but still in Asia everything they make it look nice due to the Buddhism thing; I think it is much better than it is in China I think

from what I have heard; compared to European standards like separating waste I think they do not do that at all

9. Which were your favourite places to visit in the country? Did you prefer any special city or the countryside? Was there a variety of the pictures of landscape?

I did not like the cities that much because of the traffic, but I liked the islands more especially Ko Pan Yang was the best – there was the least tourism there; Kotao was really touristy because it is so small; Ko Pan Yang was really nice; I like Thailand, it is easy to travel there, there are a lot of flights between the islands, but there are a lot of people

They are a lot of touristic offers especially on the islands, like for diving and snorkelling trips and trips around the island; at Ko Samui there are 3D cinemas; we only made use of the snorkelling trip;

10. Are there any well-known brands you got to know during your stay? Do you think this is important for a country having a special, recognizable brand or product in order to increase the number of tourists? (Maybe food, massage, ...)

Their own brands, no I don't think so, they just fake everything, and you can go to a market and buy everything fake

11. What do you think about the medical care of the destination? Do they provide medical facilities for tourists?

I did not need anything, on the islands they had centres for the dengue fever; I only know that Bangkok is really popular for cheap plastic surgery; there are a lot of hospitals next to the other only for that

12. Did you notice some negative aspects in terms of tourism at the destination?

Not really, only cap drivers sometimes they tried to rip you off ; they wanted to bring you somewhere else

I would go there again but next trip probably would be Myanmar as I have heard it is amazing there too

13. What is your overall satisfaction with your visit to Thailand/China on a scale from 1 to 5. (1 = very satisfied; 5 = dissatisfied)

1 or 2, I was really satisfied with everything, the only thing was that it was really
touristy

Personal data:

How old are you? 27 years

Gender:

- ☒ female
☐ male

Professional category:

- | | |
|--|--|
| ☐ student | ☐ trainee |
| ☐ civilian servant | ☒ employee at University of Vienna |
| ☐ self-employed | ☐ assistant |
| ☐ farmer | ☐ housewife/-man |
| ☐ seeking for a job | ☐ other: _____ |

Residence: Mödling _____

Abstract

Diese Masterarbeit wurde verfasst, um folgende Forschungsfrage zu beantworten: ***“Has East Asian tourism been sustainable within the last ten years, including and considering East Asian planning strategies and impacts of tourism, illustrated by the example of Thailand versus China?”***– War Tourismus in Ostasien nachhaltig innerhalb der letzten zehn Jahre, mit Einbezug der Planungsstrategien und Tourismuswirkungen sowie Beeinflussung Ostasiens, am Beispiel von Thailand und China?.

Das Ziel der Arbeit war es, die allgemeine Situation von Tourismusmanagement in Ostasien zu analysieren, sowie genauer die Länder Thailand und China zu betrachten. Kulturelle Aspekte beider Länder wurden ermittelt, ebenso die wirtschaftlichen, technologischen und umweltpolitischen Auswirkungen auf Tourismus in Ostasien. Der Autor definierte Tourismusmanagement, Strategien und Maßnahmen um zu einer Antwort auf die Forschungsfrage zu kommen. Des Weiteren wurden Interviews mit Touristen durchgeführt, die bereits die Länder Thailand und China bereist haben, um zusätzliche Informationen zu erhalten. Nachhaltigkeit am Tourismus als auch die Strategien wurden definiert und in beiden Ländern untersucht. Eine der wichtigsten Ziele war es die Methoden von Tourismusplanung in beiden Ländern herauszufinden.

Der Autor arbeitete mithilfe mehrere Modelle, um die Tourismussituation in Ostasien zu untersuchen. Folgende Modelle wurden angewendet:

- SWOT-Analyse (Stärken-Schwächen Analyse)
- Economic impacts (wirtschaftliche Auswirkungen und Beeinflussungen auf Tourismus)
- TALC-Model (Analyse der Anzahl der Touristen)
- Principles of achievement (Tourismusstrategien beider Länder)
- Sustainability (Nachhaltigkeit)
- Maslow’s hierarchy of needs (Bedürfnispyramide)

Die notwendigen Informationen für die Entwicklung dieser Masterarbeit wurden teils von Büchern, wissenschaftlichen Texten, sowie Online-Journalen und den durchgeführten Interviews erfasst.

Nach Anwendung aller Methoden an den Ländern Thailand und China konnte der Autor gewisse Unterschiede bzw. Gemeinsamkeiten feststellen. Thailand ist ein Zielgebiet für Massentourismus, deshalb findet man jährlich eine Steigerung der Anzahl an Touristen. Chinas Tourismusgeschichte ist noch sehr jung, daher fehlen teilweise noch die richtigen Strategien um Probleme wie Umweltverschmutzung im Land zu verbessern und die Einbindung der Touristen in das Management zu verwirklichen. Thailand leidet auch unter großen Umweltproblemen, jedoch wurden einige Strategien und Maßnahmen entwickelt, um die aktuelle Situation zu verbessern.

Nach dem Vergleichen und Zusammenfassen aller erworbenen Daten, wurde festgestellt, dass Thailand die besseren Tourismusstrategien für Planung und Entwicklung eines nachhaltigen Tourismus durchführt.

Curriculum Vitae



Europass- Lebenslauf



Angaben zur Person

Nachname / Vorname

Kolm Cornelia

Adresse

Großglobnitz 21, 3910 Zwettl, Niederösterreich

Telefon

0664/8950247

E-mail

cornelia.kolm@yahoo.de

Staatsangehörigkeit

Österreich

Geburtsdatum /-ort

27. Juli 1988, Zwettl

Gewünschte Beschäftigung / Gewünschtes Berufsfeld

**Managerin im Bereich Ostasienwissenschaften in den Bereichen
Event, Marketing, Projektmanagement oder in Organisationsführung**

Schul- und Berufsbildung

Zeitraum

Volksschule Großglobnitz, 1994-1998
Hauptschule Stift Zwettl, 1998-2002 (musisch-kreativer Zweig)
Handelsakademie Zwettl, 2002-2007

Bezeichnung der erworbenen
Qualifikation

Matura

Hauptfächer/berufliche
Fähigkeiten

Betriebswirtschaft, Rechnungswesen, Englisch, Italienisch, Marketing, Volkswirtschaft

Name und Art der Bildungs-
oder Ausbildungseinrichtung

Handelsakademie Zwettl, Hammerweg 1, 3910 Zwettl

Zeitraum

September 2007 – Jänner 2009

Bezeichnung der erworbenen
Qualifikation

Diplom in Business Studies und Event Management

Hauptfächer/berufliche
Fähigkeiten

Eventmanagement, Englisch, Spanisch, PR, Marketing, Sponsoring, Budgeting,
Management im Allgemeinen

Name und Art der Bildungs-
oder Ausbildungseinrichtung

EWS Wien, Getreidemarkt 16, 1010 Wien

Zeitraum

Februar 2009 – Februar 2010

Bezeichnung der erworbenen
Qualifikation

Bachelor (Hons) in Management, Business and Administration

Hauptfächer/berufliche Fähigkeiten	Tourism Management, Events Management, Financial Accounting, Managing the Organisation, Managing Change, Business Deconstructed, Strategic Business Management, Human Resource Management
Name und Art der Bildungs- oder Ausbildungseinrichtung	New College Durham (in England), Bachelor Degree erhalten von der Partner Universität Leeds Metropolitan University
Zeitraum	seit März 2010
Bezeichnung der erworbenen Qualifikation	Master of Arts in East Asian Economy and Society
Hauptfächer/berufliche Fähigkeiten	Economic Systems, Economic Development, Politische Systeme, Religion, Geschichte Ostasiens, Contemporary Films in East Asia, International Relations, Chinese language
Name und Art der Bildungs- oder Ausbildungseinrichtung	Universität Wien
Zeitraum	19. August 2011 – 19. September 2011
Hauptfächer/berufliche Fähigkeiten	China Environmental Challenges, China's Foreign Policy, China History, Chinese Legal System and Law Reform, China's Economy, Peking Opera, Chinese Political System, China's Financial System, Chinese Culture and Society, Chinese Religion, Chinese Gender Situation, Kung Fu & Taiji Practice
Name und Art der Bildungs- oder Ausbildungseinrichtung	Austrian-Chinese "China know-how" Summer School (20. August bis 4. September 2011 an der Fudan Universität in Shanghai; 4. September bis 18. September 2011 an der Peking Universität)
Sonstige Sprachen	
Selbstbeurteilung	
Europäische Kompetenzstufe (*)	
Englisch	
Spanisch	
Italienisch	
Chinesisch	
Französisch	

Verstehen		Sprechen		Schreiben	
Hören	Lesen	An Gesprächen teilnehmen	Zusammenhängendes Sprechen		
C2 Kompetente Sprachverwendung	C2 Kompetente Sprachverwendung	C2 Kompetente Sprachverwendung	C2 Kompetente Sprachverwendung	C2 Kompetente Sprachverwendung	C2 Kompetente Sprachverwendung
B2 Selbstständige Sprachverwendung	B2 Selbstständige Sprachverwendung	B2 Selbstständige Sprachverwendung	B2 Elementare Sprachverwendung	B2 Selbstständige Sprachverwendung	B2 Selbstständige Sprachverwendung
B1 Selbstständige Sprachverwendung	B1 Selbstständige Sprachverwendung	B1 Selbstständige Sprachverwendung	B1 Selbstständige Sprachverwendung	B1 Selbstständige Sprachverwendung	B1 Selbstständige Sprachverwendung
A2 Elementare Sprachverwendung	A2 Elementare Sprachverwendung	A2 Elementare Sprachverwendung	A2 Elementare Sprachverwendung	A2 Elementare Sprachverwendung	A2 Elementare Sprachverwendung
A1 Elementare Sprachverwendung	A1 Elementare Sprachverwendung	A1 Elementare Sprachverwendung	A1 Elementare Sprachverwendung	A1 Elementare Sprachverwendung	A1 Elementare Sprachverwendung

(*) [Referenzniveau des gemeinsamen europäischen Referenzrahmens](#)