

Chapter 4: Data findings and analysis

4.1 Demographic analysis and comparison

The research questions were distributed into two parts as one part was only for Thai nationality people who had background information about Ayutthaya and another part was for Chinese nationality who had background information about Xian province.

4.1.1: Gender

- **Ayutthaya gender analysis:** The total numbers of respondents were 200 and out of that all of them have submitted the questionnaire. In 200 respondents, the ratio of female was more than the ratio of male as female were 50.5% and male were 49.5%.

Statistics

GENDER		
Valid		200
Missing		0

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	99	49.5	49.5	49.5
	FEMALE	101	50.5	50.5	100.0
	Total	200	100.0	100.0	

- **Xian gender analysis:** In Xian also the total number of respondent was 200 and all of the respondents have answered the survey questions. In this male (65%) respondents were more compared to female (35%).

Statistics

GENDER		
Valid		200
Missing		0

4.1.2:

		GENDER				Income
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	MALE	130	65	65	65	
	FEMALE	70	35	35	100.0	
	Total	200	100.0	100.0		

- Ayutthaya income analysis:** The respondents who answered the survey questions of Ayutthaya destination attributes states that 26% of them were making less than US\$1000 and between US\$2,001-3,000. The smaller percentage of the population was making more than US\$4,000 which was accounted 11% only.

		INCOME/MONTHLY			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than US\$1,000	52	26.0	26.0	26.0
	US\$1,000-2,000	43	21.5	21.5	47.5
	US\$ 2,001- 3,000	52	26.0	26.0	73.5
	US\$3,001-4,000	31	15.5	15.5	89.0
	More than US\$ 4,000	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

- Xian income analysis:** In this case, the high proportionate of respondents were making more than \$4,000 accounted as 30.5% and less proportionate of them were making less than \$1,000 accounted as 6.5%.

		INCOME/MONTHLY			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than US\$1,000	13	6.5	6.5	6.5
	US\$1,000-2,000	40	20.0	20.0	26.5
	US\$ 2,001- 3,000	55	27.5	27.5	54.0
	US\$3,001-4,000	31	15.5	15.5	69.5
	More than US\$ 4,000	61	30.5	30.5	100.0
	Total	200	100.0	100.0	

4.1.3: Occupation

• **Ayutthaya occupation analysis:** The below table explains that 27.5% of respondents were business owner and 21.5% were government employee. Private employee and students were both 18% respectively. In others category, respondents were mostly tourist guide, locals, shop keeper etc.,

		OCCUPATION			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private employee	36	18.0	18.0	18.0
	Government employee	43	21.5	21.5	39.5
	Business owner	55	27.5	27.5	67.0
	Student	36	18.0	18.0	85.0
	Others(please specify)	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

• **Xian occupation analysis:** In this table, the higher percentage of respondents was business owner with 29.5% followed by private employee with 27% and the least percentage of respondents was student with 13%.

		OCCUPATION			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private employee	54	27.0	27.0	27.0
	Government employee	32	16.0	16.0	44.0
	Business owner	59	29.5	29.5	73.5
	Student	27	13.0	13.0	86.5
	Others(please specify)	28	14.0	13.5	100.0
	Total	200	100.0	100.0	

4.1.4 Number of Visits

- **Ayutthaya number of visits analysis:** The below table states that 30.5% of respondents were visited Ayutthaya province twice times and 27% visited for the first time and 29% visited Ayutthaya thrice.

		Number of visits			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	54	27.0	27.0	27.0
	Twice	61	30.5	30.5	57.5
	Thrice	58	29.0	29.0	86.5
	Many times	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

- **Xian number of visits analysis:** The table below explains that 36% percent of people visited Xian province once times in their lives followed by 32% visited twice and 17% visited once.

		Number of visits			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	72	36.0	36.0	36.0
	Twice	64	32.0	32.0	68.0
	Thrice	34	17.0	17.0	85.0
	Many times	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

4.2 Ayutthaya destination attributes:

In this section particularly there were 6 questions asked from respondents and below are they presented.

What image do you currently have of Ayutthaya?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Temples	46	23.0	23.0	23.0
	Museums	28	14.0	14.0	37.0
	Palaces	31	15.5	15.5	52.5
	Floating Market	43	21.5	21.5	74.0
	Parks	30	15.0	15.0	89.0
	Food	22	11.0	11.0	100.0

Total	200	100.0	100.0
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When asked this question 23% of people had an image of Ayutthaya’s temples followed by Ayutthaya’s floating market accounted for nearly 22%. The least image that respondents remembered was the food and that was accounted for just 11%. This explains that people mostly have the image of temples.

From where did you get the image of Ayutthaya?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Newspapers	37	18.5	18.5	18.5
Sightseeing's	46	23.0	23.0	41.5
Film and TV programs	70	35.0	35.0	76.5
Internet	30	15.0	15.0	91.5
Word of mouth	17	8.5	8.5	100.0
Total	200	100.0	100.0	

The respondents got the image of Ayutthaya highly from the film and TV programs which elucidated 35% followed by Sightseeing’s (23%). The least source of information regarding Ayutthaya was due to word of mouth.

Many Thailand tourists have been to Ayutthaya before. This time they come here again because they watched TV dramas Love Destiny and wanted to visit it again.

Do you think that films and TV programs(such as Love Destiny) should be made in Ayutthaya?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly think so	48	24.0	24.0	24.0
think so	85	42.5	42.5	66.5
don't know	27	13.5	13.5	80.0
don't think so	28	14.0	14.0	94.0
Strongly don't think so	12	6.0	6.0	100.0
Total	200	100.0	100.0	

The above table explains that 42.5% people think that films and TV programs should be made in Ayutthaya and 24% strongly think that it should be made.

Ayutthaya has a history of 417 years, with many historical stories and historical sites. Ayutthaya can provide material for film and television works

Do you believe that in Ayutthaya there are various places which should be shown in Films and TV programs(Such as Love Destiny)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly believe so	55	27.5	27.5	27.5
	believe so	77	38.5	38.5	66.0
	no idea	29	14.5	14.5	80.5
	don't believe so	18	9.0	9.0	89.5
	Strongly don't believe	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

The above table explains that 38.5% of people believe that certain tourist places in Ayutthaya should be shot in films and TV programs making. There are 27.5% strongly believe so. On the contrary, 10.5% strongly don't believe that there are certain places which should be shot in films and TV programs.

There were three palaces in Ayutthaya: Grand Palace, Chantharakasem Palace (the Front Palace) and Wang Lang (the Rear Palace). In addition, there were many other palaces and buildings for royal visits located outside Ayutthaya, such as the palace at Bang Pa-In and Nakhon Luang Building at Nakhon Luang.

Do you agree that if films and TV programs(such as Love Destiny) show Ayutthaya image can bring more people to visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	79	39.5	39.5	39.5
	agree	58	29.0	29.0	68.5
	neutral	24	12.0	12.0	80.5
	disagree	18	9.0	9.0	89.5
	strongly disagree	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

The above table shows that 39.5% people strongly believe that if film and TV programs show Ayutthaya city image can bring more people. On the flip side, it shows that only 10.5% people strongly disagree that it can bring more people to visit.

The head of the Temple scenic spot has said that the number of tourists came to the Wat Chaiwatthanaram temple has increased continuously every day since the "Love Destiny" has been broadcast. From the start of the play, about 3000 people have come to visit. Until now on average, nearly 15 thousand people travel to the Wat Chaiwatthanaram temple every day. The maximum number of tourists is even nearly thirty thousand. As a result, the Temple scenic spot manager decided to postpone the close time of the Temple scenic spot from 21:00 to 22:00, so that can extend the time for visitors to visit the Wat Chaiwatthanaram temple.

Would you be interested to visit if films and TV programs show Ayutthaya image in the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely would be	54	27.0	27.0	27.0
	would be	73	36.5	36.5	63.5
	maybe or may be not	40	20.0	20.0	83.5
	wouldn't be	21	10.5	10.5	94.0
	definitely wouldn't be	12	6.0	6.0	100.0
Total		200	100.0	100.0	

The above table represents that 36.5% would be interested to visit in the future if films and TV programs show Ayutthaya city image and 27.0% are also who definitely would be interested to visit. On the other side, 6% of people and they are definitely wouldn't be interested in visiting Ayutthaya if the image appears in films and TV programs.

4.3 Xian destination attributes:

In this section particularly there were 6 questions asked from respondents and below are they presented.

What image do you currently have of Xian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Temples	26	13.0	13.0	13.0

Parks	38	19.0	19.0	32.0
food	41	20.5	20.5	52.5
Museums	53	26.5	26.5	79.0
Climate	20	10.0	10.0	89.0
Palaces	22	11.0	11.0	100.0
Total	200	100.0	100.0	

When asked this question 26.5% of people had an image of Xian's museum followed by Xian's food accounted for nearly 21%. The least image that respondents remembered was the climate and that was accounted for just 10%. This explains that people mostly have the image of Xian's museum.

Emperor Qinshihuang's Mausoleum Site Museum was built based on the Mausoleum of Emperor Qin Shi Huang, which was historically known as Lishan Garden and is the largest imperial tomb in China with the richest buried objects. In February, 2009, the local bureau of cultural heritage finally declared the establishment of the Museum. The site area retains the Museum of Terra-cotta Warriors and Horses of Qin Shi Huang and has built the Qin Shi Huang's Mausoleum Site Park (Lishan Garden) based on the discoveries from the mausoleum of the emperor. Many people come here to visit the history of the Qin Dynasty.

From where did you get the image of Xian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspapers	17	8.5	8.5	8.5
	Sightseeing's	67	33.5	33.5	42.0
	Film and TV programs	57	28.5	28.5	70.5
	Internet	46	23.0	23.0	93.5
	Word of mouth	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

The respondents got the image of Xian highly from the sightseeing which elucidated 33.5% followed by film and TV programs (28.5%). The least source of information regarding Xi'an was due to word of mouth.

Do you think that films and TV programs should be made in Xian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly think so	118	59.0	59.0	59.0
	think so	25	12.5	12.5	71.5
	don't know	17	8.5	8.5	80.0
	don't think so	28	14.0	14.0	94.0
	Strongly don't think so	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

The above table explains that 59% people strongly think that films and TV programs should be made in Xian and 12.5% think that it should be made. There are 6% people who strongly against that film and TV programs should be made in Xian.

In recent years, the story of the hit TV play The Legend of Miyue in China happened in Xi'an. The story of Mi Yue (Queen Dowager Xuan), the first stateswoman in the history of China. Mi Yue was a young princess (neglected) who lived in the Kingdom of Chu during the Warring States period. She was sent to Qin as a concubine and part of her sister Mi Shu's dowry. Mi Yue enlists the help of the "barbarian" Yiqu army, successfully returning to Qin, suppressing political revolts and instates her son Ying Ji on the throne. Mi Yue goes on to become the first Empress Dowager (Empress Mother) in China's history.

Do you believe that in Xian there are various places which should be shown in Films and TV programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly believe so	75	37.5	37.5	37.5
	believe so	57	28.5	28.5	66.0
	no idea	19	9.5	9.5	75.5
	don't believe so	22	11.0	11.0	86.5
	Strongly don't believe	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

The above table explains that 28.5% of people believe that certain tourist places in Xian should be shot in films and TV programs making. There are 37.5% strongly believe so. On

the contrary, 13.5% strongly don't believe that there are certain places which should be shot in films and TV programs.

There are a lot of palace and stories can be the material for the TV series. Such as Great Wild Goose pagoda, The Tomb of Emperor Qinshihuang, The Huangdi Tomb, Lotus palace of Tang Dynasty.

Do you agree that if films and TV programs show Xian image can bring more people to visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	109	54.5	54.5	54.5
	agree	38	19	19.0	73.5
	neutral	14	7.0	7.0	80.5
	disagree	13	6.5	6.5	87.0
	strongly disagree	26	13	13	100.0
	Total	200	100.0	100.0	

The above table shows that 54.5% people strongly believe that if film and TV programs show Xian city image can bring more people. On the flip side, it shows that only 13% people strongly disagree that it can bring more people to visit.

The buildings and delicious food shown in the TV show make many people yearn for Xi'an.

Would you be interested to visit if films and TV programs show Xian image in the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely would be	84	42.0	42.0	42.0
	would be	43	21.5	21.5	63.5
	maybe or may be not	30	15.0	15.0	78.5
	wouldn't be	21	10.5	10.5	89.0
	definitely wouldn't be	23	11.0	11.0	100.0
	Total	200	100.0	100.0	

The above table represents that 21.5% would be interested to visit in the future if films and TV programs show Xian city image and 42.0% are also who definitely would be

interested to visit. On the other side, 11% of people and they are definitely wouldn't be interested in visiting Xian if the image appears in films and TV programs.

4.4 Promote film and TV programs making:

The below are the comparison analysis of both provinces in terms promoting film and TV programs making. The data from SPSS are attached in appendix. There were 8 questions asked from this category.

Questions	Ayutthaya	Xian
Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences?	39.5% “ think so”	53.0% “definitely Think so”
Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city?	36% “strongly agree”	49.5% “strongly agree”
Do you think local festivals and festival activities should be shown in films and TV programs to influence people to visit?	28% “ definitely think so”	37.5% “definitely think so”
Do you think the local food should be shown in film and TV programs to influence to try?	58.5% “think so”	62.5% “definitely

		think so”
Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit?	45% “ strongly feel”	37% “ strongly feel”
Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific?	35.5% “feel”	43.5% “Strongly feel”
Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot?	37.0% “ strongly feel”	57.5% “ strongly feel”
Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes?	42.5% “ strongly agree”	46.5% “ strongly agree”

4.5 Increase tourism in Ayutthaya and Xian : This section includes 8 questions which were asked in the survey.

	Ayutthaya (n=200)	Xian (n=200)
Films and TV programs promote:	Strongly agree (%)	Strongly agree (%)
Shopping tourism	17	55

(Souvenirs, ancient clothes and jewellery)		
Gourmet food tourism (green mango with sauce, Moo Sarong / lamb small steamed bun, Rougamo, steamed cold noodles)	36	59
Pilgrimage tourism (Wat Mahathat temple / Jingye temple, Mosque)	32	44
Heritage tourism (Bangpain / Site of the Efang Palace, Daming Gong Palace)	35	57
Educational tourism (History of Thailand / Chinese history and culture education)	38	63
Scientific research tourism (History and cultural relics research)	39	41
Honeymoon tourism	14	37
Film-induced tourism (Wearing ancient clothes to cosplay the characters in the film or TV plays and take the photo)	30	61

The above table considers only strongly agree option which was available in the survey questions for this category other data are well mentioned in the Appendix section. It's evident from the comparison that people who answered Xian questionnaire set seems to

more positive that films and TV programs promote tourism in all the different sectors than Ayutthaya questionnaire set.

4.6 Correlation analysis:

4.6.1 “Ayutthaya destination attributes” and “promotes films and TV series making”

In this part the correlation between Ayutthaya destinations attributes and promotes films and TV series making will be considered as one is independent variable and another one is dependent variable. The main aim of this correlation is to find out whether the destination attributes of Ayutthaya can actually promote films and TV series making and this can be attained with the result of correlation testing done in this case which was proposed by Pearson and Spearman. According to the Pearson correlation range if the variables correlation range is between (0.60-0.79) then the correlation between both variables are considered to be strong positive correlation and in this case the range lies in between i.e. 0.703**. Hence, the hypothesis is accepted and it proves that there is statistical relationship between “Ayutthaya destination attributes” and “Promotes films and TV series making”. Spearman rho explained and interpreted that size of correlation lies in 0.70-0.90 considered to be high positive correlation so in this case, correlation between variables accounted as 0.735. Hence the hypothesis is also accepted according Spearman Rho and it proves that there is a statistical relationship between both variables. This also answers the research question Ayutthaya province has certain attributes that can influence tourist to visit with the help of promoting films and TV programs.

		Pearson Correlations	
		Ayutthaya destination attributes	Promotes film and TV series making
Ayutthaya	Pearson Correlation	1	.703**

destination	Sig. (2-tailed)		.005
attributes	N	200	200
Promotes film	Pearson Correlation	.703**	1
and TV series	Sig. (2-tailed)	.005	
making	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman Correlations

			Ayutthaya destination attributes	Promotes films and TV series making
Spearman's rho	Ayutthaya	Correlation Coefficient	1.000	.735
	destination	Sig. (2-tailed)	.	.301
	attributes	N	200	200
	Promotes film	Correlation Coefficient	.735	1.000
	and TV series	Sig. (2-tailed)	.301	.
	making	N	200	200

4.6.2: “Xian destination attributes” and “ Promotes films and TV series making” :

In this part the correlation between Xian destinations attributes and promotes films and TV series making will be considered as one is independent variable and another one is dependent variable. The main aim of this correlation is to find out whether the destination attributes of Xian can actually promote films and TV series making and this can be attained with the result of correlation testing done in this case which was proposed by Pearson and Spearman. According to the Pearson correlation range if the variables correlation range is between (0.80-1.00) then the correlation between both variables are considered to be very strong positive correlation and in this case the range lies in between i.e. 0.819**. Hence, the hypothesis is accepted and it proves that there is statistical relationship between “Xian destination attributes” and “Promotes films and TV series making”. Spearman rho explained and interpreted that size of correlation lies in 0.70-0.90 considered to be high positive correlation so in this case, correlation between variables accounted as 0.877. Hence the

hypothesis is also accepted according Spearman Rho and it proves that there is a statistical relationship between both variables. This also answers the research question Xian province has certain attributes that can influence tourist to visit with the help of promoting films and TV programs.

		Pearson Correlations	
		Xian destination attributes	Promotes film and TV series making
Xian destination attributes	Pearson Correlation	1	.819**
	Sig. (2-tailed)		.005
	N	200	200
Promotes film and TV series making	Pearson Correlation	.819**	1
	Sig. (2-tailed)	.005	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

		Spearman Correlations	
		Xian destination attributes	Promotes films and TV series making
Spearman's rho	Xian destination attributes	Correlation Coefficient	1.000
		Sig. (2-tailed)	.301
		N	200
Promotes film and TV series making		Correlation Coefficient	.877
		Sig. (2-tailed)	.301
		N	200

4.6.3 “Promotes film and TV series making” and “Increase in tourism of Ayutthaya and Xian provinces”

In this part the correlation between increase in tourism of Ayutthaya and Xian provinces and promotes films and TV series making will be considered as one is dependent variable and another one is independent variable. The main aim of this correlation is to find out whether the promotion of films and TV series making can actually increase the tourism in Ayutthaya and Xian provinces and this can be attained with the result of correlation testing done in this

case which was proposed by Pearson and Spearman. According to the Pearson correlation range if the variables correlation range is between (0.60-0.79) then the correlation between both variables are considered to be very strong positive correlation and in this case the range lies in between i.e. 0.761**. Hence, the hypothesis is accepted and it proves that there is statistical relationship between “Increase tourism in Ayutthaya and Xian provinces” and “Promotes films and TV series making”. Spearman rho explained and interpreted that size of correlation lies in 0.70-0.90 considered to be high positive correlation so in this case, correlation between variables accounted as 0.791. Hence the hypothesis is also accepted according Spearman Rho and it proves that there is a statistical relationship between both variables. Furthermore, this statistical relationship also answers the research question that promotion of films and TV series making programs is directly proportional to tourism”.

Pearson Correlations

		PROMOTES FILMS AND TV SERIES MAKING	INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES
PROMOTES FILMS AND TV SERIES MAKING	Pearson Correlation	1	.761**
	Sig. (2-tailed)		.005
	N	200	200
INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES	Pearson Correlation	.761**	1
	Sig. (2-tailed)	.005	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman Correlations

		PROMOTES FILMS AND TV SERIES MAKING	INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES	
Spearman's rho	PROMOTES FILMS AND TV SERIES MAKING	Correlation Coefficient	1.000	.791**
		Sig. (2-tailed)	.	.000
		N	200	200
	INCREASE TOURISM IN AYUTHAYA AND XIAN PROVINCES	Correlation Coefficient	.791**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

4.7 Reliability test analysis: According to this statistical test, the reliability and accuracy level between all the survey questions are reliable enough to justify the results of this survey. The reliability (cronbach's alpha) shows 0.769 which means the internal consistency of questions are acceptable enough to be used for this survey.

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.769	33