

Chapter 5: Discussion and conclusion

This research main aim was to explore and probe the destinations characteristics of two provinces one in Thailand and another in China. In Thailand, Ayutthaya province has been selected for the study and from China, Xian province has been selected for this study. The reason for choosing these two provinces to find out whether these two provinces can actually promote film and TV programs with the help of showing their destination attributes in film and movie making and with the promotion of film and TV programs making and it can actually increase in tourism of the country. The tourism in this part includes all kinds of tourism such as health tourism, education tourism, film-induced tourism, food tourism and etc.

5.1 Conclusion

The first chapter concluded about the foundation of this research paper and discussed the research objectives which were to identify the tourism potentials in both areas with the help of film and TV programs making along with established research questions to find out the destination potentials in both regions. This chapter also developed hypotheses to check whether both destinations have potentials to promote film and TV programs and to increase tourism with the promotion of films and TV series making.

The second chapter concluded about the industry overview and literature review of tourism which was influenced by film and TV series. This chapter explained previous study of overseas film tourism destination and how the film and TV programs have created impact

on the economy and tourism industries. This was well supported by the examples provide in this chapter of one movie which was shot in Thailand, named as “the beach” and post this movie has literally increased the number of young and backpackers travelers coming to Thailand. This chapter also explained the characteristics of both provinces accompanied with related research and theory. The motivation was an ideal theory for this paper to use as because it’s the motivation that actually derives encouragement among travelers after watching movies, videos in films and TV programs to visit the place. This chapter also answers the main research question (chapter1) of this paper with the help of literature review.

The third chapter explained the research methodology was chosen for this paper. This research paper includes both type of research (qualitative and quantitative) and the information collected was from the secondary source of information as well as the primary source of information. The secondary source of information was gathered from reports, articles and from the past research and for the primary source of information survey questions were designed. To check the correlation between variables spearman rho and Pearson correlation were used and to check the internal consistency of survey questions: cronbach’s reliability was applied. Sample selection was also done in this chapter and it was 400 in total out of this 200 survey questions were distributed to Thai citizens and the rest 200 were distributed to Chinese citizens. The respondents for Ayutthaya questions set were collectively from Siam university students, faculty members and also some locals. On the other hand, the respondents for Xian question set were Chinese students from Siam University and some other Chinese communities in other universities such as University of Thai Chamber of Commerce and Kasem Bundit University. It also includes Chinese travelers

coming from China. The survey instrument included close ended question and likert scale questions (appendix).

The fourth chapter concluded the results of the research questions in sub-questions part (chapter1) and also proved the hypotheses that Ayutthaya and Xian provinces have certain destination attributes which can promote the film and TV programs making. The chapter also provided the analysis that film and TV programs making is directly proportional to tourism (chapter 4). All the hypotheses were accepted and internal consistency among survey questions were reliable.

The last chapter apart from discussion and conclusion also provides recommendation for the future study and limitation for this study is explained below;

5.2 Recommendations

This research paper is very useful for tourism industry for both countries as to explore and enhance country tourism with the help of promoting film and TV series. The research paper is very useful for Thailand travel and tourism authority to create film-induced tourism in Ayutthaya and also in some other regions such as Khao yai, Petchabun; Nakhon Ratchasima and Lopburi areas as these areas have potentials if films and TV programs are being made in areas will create and increase honeymoon, food, education, and pilgrimage and sports tourism. This is also applying for China travel and tourism department to improve destination marketing and branding of their regions. This research

paper will also be useful for eco-tourism improvement if the films and TV programs are being promoted.