

The Demand Analysis of China Outbound Tourism

: Thailand Case Study

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This study aims at doing a demand analysis of China outbound to Thailand during 1985 – 2008. This study applies Butler's Tourism Area Life Cycle Model to analyze the current situation of China outbound to Thailand. Moreover, the study uses the X12-ARIMA and Gini-Coefficient to analyze the seasonality and the impact of uncertainty on Chinese outbound. Finally, it plies the SARIMA-Intervention model to forecast the perspectives of China outbound tourism to Thailand in some possible scenarios and adopts the Co-integration and Error correction model to create the demand model for understanding the long run demand and the short run demand in China outbound to Thailand.

The results show that China outbound tourism to Thailand entered into the stage of rejuvenation in 2005, however it declined dramatically in 2008 due to the political instability in Thailand. In addition, it has a high relatively degree of seasonal concentration, however in the dynamic development, the proportional changes in the China outbound in the low season and in the high season appear pretty close, and become stability. Furthermore, China outbound is sensitive to the natural calamities. Finally, the long-run China outbound to Thailand is income elasticity, which means, an increase in price will cause the decrease of the number of Chinese outbound to Thailand. Inversely, in the short-run the change in price and income do not have an impact on change in number of China outbound. The findings explicitly reveal that China outbound is sensitive to some natural calamities, but it restores rapidly as well.

Keywords: China outbound, The Demand Analysis, Thailand Destination.