

## Introduction

Tourism is one of the world's largest multinational economic activities (Friedman, 1995) which is involve the greatest flows of goods, services, and people on the surface of the earth (Reisinger, 2009). There are different types of tourism such as Leisure tourism, Business tourism, Religion tourism, Health tourism, Social tourism, Educational tourism, Cultural tourism, Scenic tourism, Activity tourism (Swarbrooke & Horner, 2005). Those lead people to learn and experience the different kinds of style in architecture, heritage, religion, culture, national custom myths and legends.

Tourism is a special kind of cultural exchange activities. For international tourism there are the diversity of travelers coming from different background, they usually have their core value of their national culture which affects tourist behavior. Different cultural groups of tourists behave differently. They have different needs and motivation, engage in different search and learning processes, and are influenced by distinct internal and external environmental stimulation. Culturally each tourist develops different attitudes; they have different opinion, emotions and buying behavior. They not only have different preferences for travel lifestyle, accommodation and food but also color, numbers and packaging as well (Reisinger, 2009).

## Thailand Tourism

Thailand is one of the most popular destinations for international traveler. In 2007, Thailand was the 18<sup>th</sup> most visited country in the World Tourism rankings with 14.5 million visitors (Tourism in Thailand, Wikipedia). The main income of this country also comes from tourism business.

According to the Tourism Authority of Thailand, 55% of the tourists in 2007 came from the Asia Pacific region, Japanese and Malaysians forming the two biggest groups. The largest groups of Western tourists come from the United Kingdom, Australia, Germany, the United States and Scandinavia.

## 15 Most visited nationalities

Rank	Country	Amount (People)	Percentage
1	Malaysia	1,969,629	12.39
2	China	1,127,803	7.12
3	Japan	984,763	6.22
4	United Kingdom	818,303	5.17
5	South Korea	815,970	5.15
6	India	791,185	4.99
7	Australia	715,612	4.52
8	Laos	689,673	4.35
9	United States	620,496	3.92

10	Germany	612,620	3.87
11	Russia	611,019	3.86
12	Singapore	579,105	3.66
13	France	458,292	2.89
14	Vietnam	401,188	2.53
15	Taiwan	385,689	2.43

**Table 1:** Data from Department of Tourism, Ministry of Tourism and sports, 2010

The data above show the variety of nationalities coming to visit Thailand as a traveler. The differences of nationality and culture diversity of all travelers affect overall service and tourism industry in Thailand. In general, people who share the same culture always understand and interest with each other easier than people from different culture (Reisinger, 2009). Those people who are from different cultures do not understand the other culture and may even have the conflict with each other. However, the negative feeling can be avoided if people accept and learn to respect others and their cultures.

This research will study on tourist’s behavior based on their culture. The researcher proposes to study the influence of cultural characteristics on Thailand inbound international tourist behaviors in order to understand the cultural differences among international visitors and culture value by focusing on three different countries, Germany, China and India, as these three countries have a significant difference on culture, tradition, figure, language etc.

### **Problem Statement and Objective**

The differences in cultural backgrounds of inbound tourists affect the behavior of consumption decisions, selecting products and services. Due to the different needs from the, German, Chinese and Indian tourists, it would be challenging for tourism professionals to fulfill the needs of customers from such different and diverse backgrounds. Tourists have their reasons and mind set of choosing services based on their culture and environment. Thailand and its tourism professionals have long been accused of not being culturally aware. Especially since we do not differentiate between foreigners as we call all non Asians “Farang”.

Therefore, in order to respond and provide the right service not only to meet the customer’s needs but to delight, it is very important to have cultural knowledge of the target markets. Tourism professionals must know and understand the major value orientations of their customers, and be aware of, and sensitive to, cultural differences between international tourist markets as well as respect the influence of national cultures on human behaviors.

### **Literature Review**

When speaking about culture, different views upon the notion might exist. In general, culture helps people to develop an identity (Harris et al., 1991). By giving sense to their actions, culture enables the people to find a group or other individuals who have the same values and

beliefs. The inhabitants share a system of meaning which enables them to perceive and judge in the same way about a certain action.

Culture is a collective experience, since one will gather with persons who have the same view upon things and all the members will thus have the shared system of meanings. However, those shared meanings are rather stable since they contribute to define the group's identity and this status should be maintained (Schein, 2004). The collective perception and assessment of the actions in the environment are not inherited: culture is learned and can only be built through the interaction with other members of the same cultural background (Hofstede, G., 1997). Therefore, culture and the concept behind it are constructed by the society and the members living in that society. It offers an agreement about how a person should behave and interact with others and, furthermore, culture gives sense to the behavior of others by providing insights about and valuing their action (Hoecklin, 1995). What is typical in one culture is not necessarily understood in another culture.

Culture exists at many different levels: from the national areas, which do not necessarily represent one single culture within its borders, to smaller regions and even to organizations. National cultures differ more in values, whereas at an organizational level the difference in the cultural perception lies more in practices like symbols and rituals which are not as deep rooted as values (Schein, 2004).

In this research, it will be only focused on national culture since the aim is to identify the cultural differences among the studied countries. When analyzing the different national cultural concepts, Hofstede (1997) stresses that national culture is often not a matter of a passport and the distinction can be rather complicated due to different ethical, regional and linguistic groups. The researcher has agreed that it is hard to identify the typical stereotype of a culture. However, we will use the term "national cultural differences" although we are aware that more distinctions within that culture could be made (Becker & Hengstmann, 2006).

#### *Culture definition:*

Hundred of definitions of culture have been developed under the different conditions under which different scholars have worked. These scholars have all different views about what constitutes the concept and meaning of culture (Reisinger, 2009):

Damen, L. (1987) who study about Culture Learning: The Fifth Dimension on the Language Classroom defined that *Culture is to learn and share human patterns or models for living; day- to-day living patterns. These patterns and models pervade all aspects of human social interaction.* Meanwhile, Lederach, J.P. (1995) who studies on Conflict transformation across cultures said that *Culture is the shared knowledge and schemes created by a set of people for perceiving, interpreting, expressing, and responding to the social realities around them.*

Refer to Linton, R. (1945) from research about The Cultural Background of Personality define that *Culture is a configuration of learned behaviors and results of behavior whose component elements are shared and transmitted by the members of a particular society,* as well as, Parson, T. (1949) who write the essay in *Sociological Theory* give the definitions of

culture as *the consists in those patterns relative to behavior and the products of human action which may be inherited, that is, passed on from generation to generation independently of the biological genes.*

All above are the example meaning of “Culture” from differences researches and scholars. These different definitions reflect different theoretical bases for understanding the concept of culture and criteria for evaluating human activity. This is also shows the difficulties to set one central definition. As a result, the researcher found more detailed explanations of culture from the book called “International Tourism Culture and Behavior” which explain “Culture” from a narrower perspective points to different aspects of the concept and reflects its essential feature. Accordingly culture refers to:

- 1) *Human Environment*: culture has been created by humans, it is a part of a human-made environment that hold human group together.
- 2) *Way of life*: culture is a way of life of group of people or an entire society; it shows how to live and what standards and criteria to use to decide what to do in life and how to do things.
- 3) *Behavior*: Culture influence human behavior and shows how people should behave. It determines the patterns of behavior associated with particular group of people, and the conditions and circumstances under which various behaviors occur. Culture also helps to interpret, understand, and predict others’ behavior. People’s behavior depends upon the culture in which they have been raised. Culture is the foundation of human behavior.
- 4) *Dress and appearance*: Culture dictates how people should dress .It determines what clothing people wear for a business or casual meeting, as well as at home. To be socially accepted people dress appropriately for the occasion. Cultural customs and traditions determine the dress code and color, the length of hair, the jewelry to be worn, and the amount of makeup to be used. Some cultures accept jeans worn by youth and the elders (e.g. in the United States), others favor traditional dress, (e.g. Japanese kimono or the sarong in Southeast Asia). Cultures determine a sense of aesthetics.
- 5) *Food and eating habits*: Culture determines how food is prepared, cooked, presented, and consumed. For example, in some cultures people eat beef (e.g. in the United States), while in others beef is forbidden (e.g. India). In some cultures people use folks and knives to eat (e.g. Europeans), while in others, people use chopsticks (e.g. Chinese), or their hands (e.g. Indians). Culture determines table manners. For example, one can distinguish between Europeans and Americans by observing how they hold folks and knives at the dinner table.
- 6) *Values and norms*: Culture dictates the priorities people should attach the certain values; it indicates what should be the most important and least important values. In some cultures individuals are concerned with work, personal achievements, and material things (e.g. the United States), whereas in others culture people are expected to share, obey, and be concerned about others (e.g. Asia). Culture helps to reaffirm values, cope with difficulties, and find solutions to problems. Culture includes systems of values, and values create culture.

- 7) *Way of thinking and doing things*: Culture is the socially acquired way of thinking, feeling, and doing things. Culture is the means through which human being communicate their thoughts and values and fulfill their need.
- 8) *Work and leisure habits*: Culture determines attitude towards work, work habits and practices, accomplishments, assessments, promotions, incentives, responsibilities, work ethic, worthiness of activity, royalty to employer, commitment to quality of work and service, and ways of making decisions. In some cultures people “live to work” (e.g. the United States), in others, people “work to live” (e.g. Australia, France). Culture also determines attitudes towards leisure, travel habits, frequency and seasonality of travel, preferred modes of travel and accommodation, source of information used, spending patterns, length of stay, and destination selection. For example, tourists from the United States and Europe like to travel independently, whereas tourists from Asia prefer to travel in groups (Reisinger, 2009).

## 1. Hofstede’s Dimension

Greet Hofstede (1980) conducted the most comprehensive study of how values are influenced by culture. He analyzed a large database of employees’ values scores collected by IBM between 1967 and 1973 and covering more than 70 countries. The description of his cultural dimension is presented below.

*Definition for each dimension:*

### 1.1 Individualism (IDV)

This dimension refers to the extent to which people emphasize their own needs. High individualistic cultures (German) value individualism, independence, uniqueness, self – actualization, self-development, freedom, autonomy, initiative, achievement, self-orientation, and privacy. The social ties are loose. Highly collectivistic cultures such as Chinese emphasize group goals, rights, decisions, consensus, and cooperation. Individual initiative is discouraged, and people are “we” oriented. Social and family tie are tight. There are distinction between in-groups and out-groups. The in-group members in exchange for absolute loyalty. Friendships are predetermines by long, stable relationships.

### 1.2 Power Distance Index (PDI)

Demission refers to the extent to which a society accepts the unequal distribution of power in relationships and institutions. In high PDI culture from this study China and India, people are not equal but everyone has rightful place. Power and authority are facts of life. Status, rank, obedience, conformity, supervision, and co-operation are valued. In Low PDI culture, German in this study, inequality is minimized. People value independence, consultancy, and personality, instead of autocratic decision making; there is strong ethic of competition

### 1.3 Masculinity (MAS)

This dimension refers to the extent to which a culture values “masculine” behavior, such as assertiveness, acquisition of money and material possession, and lack of care for others, as opposed to “feminine” behavior and the quality of life, and the extent to which gender roles are differentiated. In the highly masculine culture such as Japan, Hungary, Austria societies value money and material possessions. Emphasis is on performance, growth, ambition, living to work, successful achievement and excellence. Gender role are differentiate and unequal. On the other hands, highly feminine cultures, the societies is focus on quality of life, welfare of others, gender role are equal.

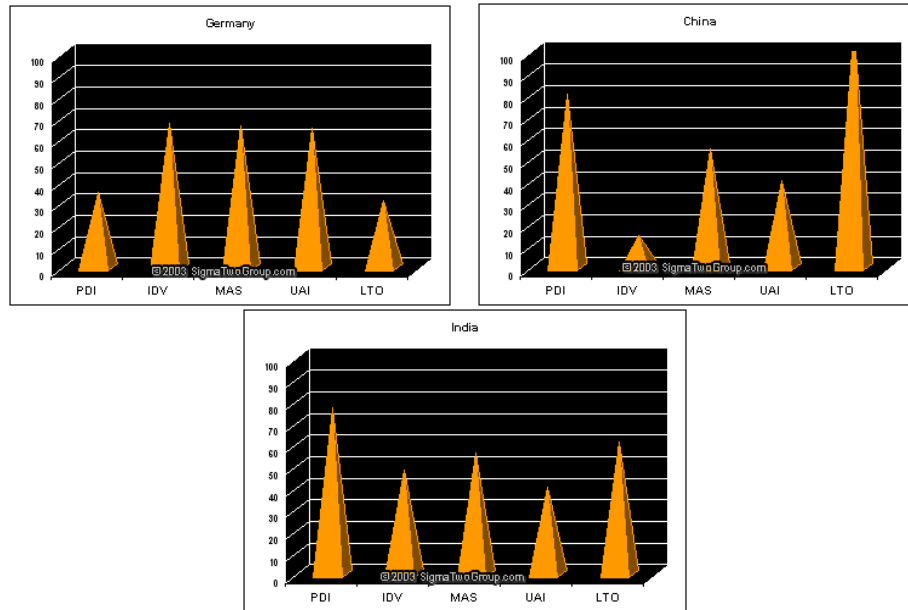
#### 1.4 *Uncertainty Avoidance Index (UAI)*

This dimension refers to which society fell threatened by uncertain and ambiguous situation and try to avoid them. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations. Unstructured situations are novel, unknown, surprising, and different from usual. Uncertainty avoiding cultures try to minimize the possibility of such situations by strict laws and rules, safety and security measures, and on the philosophical and religious level by a belief in absolute Truth; 'there can only be one Truth and we have it'. People in uncertainty avoiding countries are also more emotional, and motivated by inner nervous energy. The opposite type, uncertainty accepting cultures, are more tolerant of opinions different from what they are used to; they try to have as few rules as possible, and on the philosophical and religious level they are relativist and allow many currents to flow side by side. People within these cultures are more phlegmatic and contemplative, and not expected by their environment to express emotions (Reisinger, 2009).

#### 1.5 *Long-Term Orientation (LTO)*

This dimension indicates a society's time perspective and an attitude of perseverance, that is, the society's willingness to overcome obstacles over time. Relationship is more important on doing business. As well as it can be said to deal with Virtue regardless of Truth. Values associated with Orientation are thrift and perseverance; values associated with Short Term Orientation are respect for tradition, fulfilling social obligations, and protecting one's 'face'.

## 2 German, China and India evaluation by Hofstede's Five Value Dimensions.



**Figure 1:** Hofstede dimensions compared between Germany, China and India

Country	Power distance	Uncertainty avoidance	Individualism	Masculinity	Long-term oriented
Germany	35/100	65/100	67/100	66/100	31/100
China	80/100	30/100	20/100	66/100	118/100
India	77/100	40/100	48/100	56/100	61/100

**Table 2:** Evaluation of three sample countries on Hofstede's Five Value Dimensions

According to Hofstede, China has obtained the highest-ranking factor (118) for the Long-term Orientation (LTO), which is true for all Asian cultures. This Dimension indicates a society's time perspective and an attitude of persevering; that is, overcoming obstacles with time, if not with will and strength.

The Chinese people are ranked lower than any other countries in the Individualism (IDV). This may be attributed, in part, to the high level of emphasis on a Collectivist society by the Communist rule, as compared to one of Individualism. The low Individualism ranking is manifest in a close and committed member 'group', be that a family, extended family, or extended relationships. Loyalty in a collectivist culture is paramount. The society fosters strong relationships where everyone takes responsibility for fellow members of their group.

Of note is China's significantly higher Power Distance ranking of 80 as well as, India has Power Distance (PDI) with a ranking of 77 compared to German got only 35. This is

indicative of a high level of inequality of power and wealth within the society. This condition is not necessarily forced upon the population, but rather accepted by the society as their cultural heritage.

German, Chinese and India have high score on Masculinity at 66, 66, and 56. It indicates that there are huge gap between values of men and women. It also generate a more competitive and assertive female population as well.

China's lowest ranking Dimension is Uncertainty Avoidance (UAI) at 30, compared to Germany (65) and India (40). On the lower end of this ranking, the culture may be more open to unstructured ideas and situations. The population may have fewer rules and regulations with which to attempt control of every unknown and unexpected event or situation, as is the case in high Uncertainty Avoidance countries which is German in this case.

### **3 Other researches**

Nowadays, research in the area of cross-cultural differences has identified numerous behavioral differences among tourists from different cultural groups Below are the examples of some studies that have identified cultural differences in tourist behavior and suggested that national cultures of tourists influence their behavior, selection of tourism destinations, products and services, and decision-making.

On the website [www.hotelmule.com](http://www.hotelmule.com) has published an article called “Cultural influences on tourist buying behavior” in the year 2010. The aim of this article is to identify cultural differences in tourist buying behavior and decision process. The article points that

“Numerous studies identified behavioral differences among tourists from different cultural groups. These studies suggest that national culture influences the individual’s personal characteristics, such as gender roles, lifestyle and activities, personality, and self, as well as psychological characteristics, such as motivations and needs, perceptions and image, learning, knowledge, and attitudes. National culture influences tourist’s decision process, including need recognition, information search and choice of information sources, product/destination evaluation and post-purchase behavior. National culture decides how the following influence the tourist: reference groups, opinion leaders and families. It also determines buying roles, levels of decision-making, and preferences for new products/destinations. National culture influences the tourist’s perceptions of purchase and travel risk, loyalty and commitment to a purchase, and its criticism. Finally, national culture affects emotions and feelings that decide about the tourist’s needs and experiences, and the outcomes of these experiences.” (N/A, 2010).

Pizam, A, Jeong GangHoan (1996) studied on “Cross-cultural tourist behavior: perceptions of Korean tour-guides.” The aim of the study was to test whether nationality influences tourist behavior, and more specifically, to determine whether 'nationality culture' has a greater impact on tourist behavior than 'touristic culture'. Eighty-six Korean tour-guides, who regularly guided groups of Japanese and American tourists on escorted coach tours in Korea Republic and Korean tourists on coach tours outside Korea Republic, were administered a questionnaire soliciting their opinions on 20 behavioral characteristics of Japanese, American and Korean tourists on guided tours. The results showed that nationality has an influence on

tourist behavior and that the influence of nationality culture is more dominant than the influence of the touristic culture. In 18 out of the 20 behavioral characteristics observed, there was a significant perceived difference between the three nationalities. In general, Korean tour-guides perceived the Americans to be the most distinct among the three. The Japanese were perceived to be the most similar to the other nationalities. A pair-comparison found that the tour-guides perceived the Koreans and Japanese to be the most similar to each other, followed by Japanese-Americans. The least similar were perceived to be the Korean-Americans pair.

Dr. Rong Huang, lecturer in Tourism and Marketing of University of Plymouth, conducted a research on “The influence of culture on travel behavior of Chinese international students in the UK”. Therefore, the aim of this study is to critically assess the influence of Chinese culture on the travel behavior of Chinese international students in the UK. A two-stage research process was operated. Firstly a questionnaire survey was adopted to identify the travel behavior of Mainland Chinese international students in the UK. Mean and standard deviation were employed to describe the travel behavior of the Mainland Chinese international students in the UK. Then, semi-structured interviews were adopted to critically assess the influence of culture on the travel behavior of the students. The research transcripts were then subjected to a content analysis and semiotic analysis. Findings indicate culture did influence the travel behavior of the students but they appear to contradict to previous research on this issue. Recommendations including cultural awareness education and appropriate social interaction are presented.

## **Methodology and Sampling**

This chapter presents the research method, sampling, study area, experimental materials, and data collection.

### **The Research Method**

This study will make use of the descriptive correlation method and empirical data collection of research as it was aimed in the evaluation of the tourist behaviors by study on culture differences. Data collection will consist of gathering document form booking requested of German, Indian and Chinese. The research will incorporate interview with tour operators, Hotel provider and Shop keepers to identify areas of concern and beliefs or attitudes regarding the efficacy of the difference of each group of nationalities. Data generated from these research efforts will be compared to the studies of Hofstede’s Dimensions that have been researched about culture differences, the results of which are presented in the literature.

#### *1. Primary Data*

Primary data would be collect in order to support the secondary data and make the research more reliability. The objective of collection primary data is to identify culture different affected German, Indian and Chinese traveler behaviors. Interviews and questionnaires would be use as a tool to collect primary data.

#### *2. Secondary data*

The secondary data will use as a tool to gather information related articles on the tourists' behavior, study of culture differences in tourists will be used as our secondary data. Main resources are gathering from Hofstede's website as well as journals, articles and research in Emerald and Science Direct database. Collecting the secondary data is easy and quick as well as can save cost.

## **Sampling**

The researcher will apply cluster sampling technique, one of probability sampling techniques by dividing the questionnaires into 3 groups which are Tour operators, Hotel provider, and Shop Keepers. After that, purposive sampling techniques were applied to distribute questionnaires and interviews to target respondents appropriately.

In concrete the gathering of primary data are as below:

1. Distribution of questionnaires
  - Questionnaires are sent by email
  - Personal Interview, face to face.
  - Interview by telephone
2. Sampling size
  - 10 questionnaires and 5 interviews from Tour operators
  - 10 questionnaires 2 interviews from Hotelors
  - 5 questionnaires and 2 interview from shop keepers
3. Interview and collect questionnaire during 16 April 2011 – 29 April 2011.

## **Research finding and Analysis**

The researcher have been collected secondary data from various sources of documents and found that the difference behavior among international tourist is attributable to cultural influences. There are some studies which has been identifies cultural differences in tourist behavior and suggested that national cultures of tourists influence their behaviors, selection of tourism destinations, products and services, and decision – making.

For the result of collecting data, we can characterize and identify differences among tourists from different culture group as following details.

### **1. Personal characteristic**

- 1.1 Gender roles: In some culture, the traditional values indicate the need for women to stay at home and take care of children. In these cultures woman depend on men as bread-winners: A woman's responsibility is to take of a family and home; as a result, woman are more constrained in their travel than men (Jackson & Henderson, 1995).

- 1.2 Lifestyle and activities: In the feminine cultures, people feel more connected to their homes and places of residency than in masculine cultures. Members of feminine cultures like to travel around home and spend less money on accommodations, whereas members of the masculine cultures like to travel more distance destinations, stay in hotels, and spend more on accommodations. Travel as part of a group and use packaged tour because it is an easy and quick way to arrange travel (Kim & Prideaux, 1998). Europeans prefer longer holidays. German tourists use resorts that include facilities such as beaches, golf, and tennis. Mainland Chinese visitors travel in groups more. Mainland Chinese visitors also engage in shorter trips (approximately four nights). In addition, the Mainland Chinese visitors spend less on vacations. Tourists from low UAI cultures, such as Germany, differ in information-search patterns, trip-planning time horizons, travel-party characteristics, and trip characteristics (Money & Crotts, 2003).
- 1.3 Personality: For Indian and China, where people depend on one another, their behavior depends on the social context. A person is a part of social networks and behavior depends on that person and is determine by that person's personality. National culture influences the type of person attracted to a destination, activities and risk aversion. Some researchers suggested that collectivists in the East are psycho centric- less adventurous and attracted to culturally proximate destinations that are familiar and non-threatening. Individualist in the West are general allo-centrics and venturers, they are more adventurous and are attracted to culturally distant destinations.

## **2. Psychological characteristic**

### **2.1 Motivations and needs**

Those from masculine cultures are usually more motivated by material success, position and social status, exotic vacations, and luxury resorts. Those from individualistic cultures are motivated by hedonism, convenience, the pursuit of pleasure, trill, enjoyment, stimulation, having fun, and self-satisfaction. Those from collective cultures are motivated by socializing and group activities, in particular, nature-based activities. Those from high-power-distance cultures are motivated by social status and image. Those from feminine cultures are motivated by family vacation and time spent with friends.

### **2.2 Perception and image**

National culture influences local residents' perceptions of international tourists (Pizam & Sussmann, 1995). For example, Chinese and Indian are perceived as traveling in groups, taking short holidays to avoid preparation from the family, and expecting facilities and services for larger groups. For the guest treatment, according to the Chinese, hosts should escort their guests everywhere and provide them with a very tight itinerary; this, they believe, in courteous and high-quality service. Western tourists perceive such hospitality as uncomfortable, intrusive, or lacking of trust. Germans are perceived as the most interested in people, novelty, desire to be near nature and to visit national parks and national monuments. They plan their trips rapidly and meticulously and prefer long trips. Chinese are the least active and reserved in new social situations and also buy more souvenirs than German to commemorate their visit to a particular destination and fulfill social obligations by letting the loved ones left at home know they have not been

forgotten. In addition, Chinese and Indians travel in groups and bargain more than Germans.

Indians are the least interested in people and the least adventurous in food. They are skeptical and distrustful. Chinese are the most adventurous in food preferences.

### 2.3 Attitude

People's attitudes are influenced by their cultural values. Attitudes have affective. In western cultures, attitudes help to gain knowledge, organize one's environment and provide frame of reference. "Proper" attitudes help people to achieve success, maximize rewards, enhance life enjoyment, and minimize the costs and hardships. In collectivistic cultures, where situational factors influence behavior, attitudes help to fulfill social-identity functions and obligations. People are more constrained by situations in their behavior, more under pressure to behave in a socially accepted manner and take into account attitudes of others. In individualistic cultures, people are less constrained by social situations and are under less social pressure when developing attitudes. They take into account personal attitudes when making decisions (DeMooij, 2004).

For example, Chinese, food is the most important part of a good vacation. For Germans, food is not at all important (Sheldon & Fox, 1989). Those from high-uncertainty-avoidance cultures have more negative attitudes to pre-cooked food because they are more concerned about the purity and quality of food than those from low-uncertainty-avoidance cultures. Culture also influences eating habits such as Hindus eat pork but not beef and Chinese eat snakes but not people.

Germany sees their success in the possessions of material goods. Those from higher-uncertainty-avoidance cultures define their success and happiness more in terms of stability and social security than material possessions. Those from feminine cultures emphasize more than quality of life (e.g. family gatherings, spending time with family) (DeMooij, 2004). Culturally, different people have different attitudes toward nationals of specific countries. Germany is regarded as a country of precision and rules, and Germans are perceived as detailed, reliable, and disciplined.

## 3. National culture influences tourist's decision process

### 3.1 Need recognition

People across cultures may do or buy the same things or travel to the same destination for different reasons. The Mainland Chinese and the Germans travel to Thailand for different reasons such as Mainland Chinese visit Thailand more for business/meeting purposes; German visitors come for vacation/leisure purposes.

People in Confucian collectivistic cultures must meet social expectations of others in order to preserve their face and the face of others. They may lose face if their behavior does not meet the minimal socially acceptable standard.

Also, collectivistic consumers make purchases to become similar with members of their in-groups, while individualistic consumers make purchases to differentiate themselves from others. While Western individuals make purchases to satisfy personal needs and emphasize their own personality and distinctiveness, the collectivists follow the principles of modesty, self-effacement, and moderation: They do not want to stand out in the group. Chinese consumers are usually not demanding and tend to have few desires.

Due to the importance of thrift, their awareness of their needs is restrained and the needs themselves are limited. Chinese consumers are more often in actual state of buying rather than desire state of buying, which is in contrast to the individualistic consumers who are often in desire state of buying.

### 3.2 Information search and choice of information sources

In high-power-distance cultures and uncertainty-avoidance-cultures, most consumers seek information from personal sources. Business travelers from highly collectivistic China rely heavily on tour companies, corporate travel offices, travel guides, and advice from friends and relatives. Business travelers from individualistic German prefer obtaining their information directly from the airlines and state/city travel offices. Chinese and Indians rely on word-of-mouth advice from family and friends.

German consumers from low-context cultures prefer commercials with high levels of information. Individualistic consumers can be attracted to advertisements that emphasize individualistic benefits and are persuasive, whereas collectivistic consumers, such as the Chinese, can be attracted to advertisement that focus on family or in-group benefits. Because of the value of family and group orientation, Chinese consumers heavily rely on word-of-mouth (WOM) communication. Chinese also rely more on past experiences of one's own and others than German.

In collectivistic cultures, they receive information from internal sources, such as social networks, family.

In collectivistic and high-context cultures, individuals actively gather information and make decisions. The context of making decision is more important than verbal messages to convince the customer to buy.

Some researcher found that Chinese consumers conduct internal and external information searches and compare alternative as much as possible; impulse purchases are not likely to happen. "Compare three shops before purchasing" is the most widely accepted approach of information searching in China. Before making a final buying decision, Chinese consumers spend a lot of time browsing, and therefore are disinclined to convenience or impulse buying. Chinese consumers fully plan or partially plan their purchasers. The waste of money is shameful and should be avoided.

In individualistic and low-uncertainty cultures, adaption of new ideas and products, and traveling to new places and meeting new people happens faster than in collectivistic and high-uncertainty cultures. For example, Chinese consumers are reluctant to try new products or services, and traveling to new destination due to risk aversion. Chinese consumers tend to enjoy available things and use products that are out of date but still in good condition. It is unlikely for a Chinese consumer to change brands or destinations for more novelty or variation. It is said that Chinese are slow in accepting new products. However, since the Chinese belong to a low-uncertainty-avoidance culture, they seem to be the least cautious about adaption of something that is new.

### 3.3 Criteria and product evaluation

In general, it was found that tourist from individualistic cultures demand and more efficient, prompt, and error-free service than those from collectivistic cultures, where orientation toward people and sincerity shown by service employee is the most important concern.

### 3.4 Purchase decision

In collectivistic societies people control their emotions and often suppress expressions of negative feelings, displeasure or dissatisfaction because it would negatively reflect on their in-group. They always try to express politeness. Expression of anger and frustration is more easily tolerated in individualistic than in collectivistic cultures. In low-uncertainty-avoidance cultures people have less control over the expressions of emotions, whereas in high-uncertainty-avoidance cultures people display emotions and often show embarrassment and guilt.

To support the secondary data, the researcher have been interview form employees form tour agency and Hotelors in Thailand. By most the questions asked about their experiences toward working with the tourists which has been chosen to study in this research include with German, Chinese and Indian.

### Interview and questionnaire finding

Country	Germany	China	India
<i>Dimension</i>			
<i>Individualism (IDV)</i>	Honey moon, couple	Tour group	Family
<i>Power Distance Index (PDI)</i>	- Nice and easy going to talk to.	- Has a distance between guest and service provider. - Tourist has more bargaining power.	- High power distance between guest and service provider. - Tourist has more bargaining power.
<i>Masculinity (MAS)</i>	- Female and Male have the same right of decision making - Listen and respect to people who has better degree or expert in that area	- Listen and respect to people who has better degree or expert in that area - Still prefer man such as Guide or driver. - Like bargaining	- Prefer Male - Do not trust female guide and other service provider - Spend less but get best benefit
<i>Uncertainty Avoidance Index (UAI)</i>	- Long term planned - Prefer documentary for all information	- Short term plan - Word of mouth from other experience	- Short term plan - Word of mouth from other experience
<i>Long-Term Orientation (LTO)</i>	- Longer distance for travel - Spend more - Relationship is not so important	- Short distance for travel - Spend less - Relationship is very important	- Short distance for travel - Strict with the region - Prefer Indian food - Spend less - Relationship is important

### German tourist

According to the interview with a shop keeper in Koh Samui who has experience in selling goods for tourists more than 20 years, German people as well as European people from other countries love reading as we can see wherever they go, they must have a book with them. It can be deduced that when they want to do something including the trip they must find the information by searching and read all of information about the place which they want to visit. If they have a trip arranged by the agency, they will require as much information and documents. This is because the German have higher uncertainty avoidance than the other two countries. They need to know all information beforehand.

Regarding the Individualism, German people usually come with a couple for honey moon or leisure. They like private and quiet place, nature and activities such as sightseeing of historic places.

With the low Power Distance, German will openly try new things, new food, and easy to adapt themselves to new circumstances. After the interviewing with an hotelier who had a direct contact with German tourists, we find that most of German tourists are very friendly and easy going.

Concerning the Masculinity of the German, some tourists especially young adults prefer adventure travel such as rafting, trekking and so on. Relationship is not so important for German people. They prefer direct talk and they can accept the refusal if a reason and an explanation are provided.

### ***Chinese Tourist***

Chinese is a very collectivism society; Chinese usually comes to Thailand as a tour group. They are group oriented, usually do group activities such as if they go with tour and when tour drop off for shopping and if group said that this souvenir is best value to buy or the food that you should try, Chinese tourist will buy it because the other member in the group buy it. So the result form being dependent makes Uncertainty Avoidance is low for this society because they do not want the information or documents either contract but just the word of mouth from people who they believe or people in – group, they will believe in what those people said.

From the interviewing with Sales form hotel in Bangkok, she said that Chinese has a high distance and social status is important. As well as the high Power Distance, none verbal signals is usually used to send the true meaning in conversation. Yes might not be yes for them and quiet is does not mean they understand or agree.

Chinese tourist are long-term oriented, they are interest in long term benefits, spend less and work hard for the future. To make a relationship is important for Chinese tourist as well.

### ***Indian tourist***

From the result of interview and questionnaire collection we found that India culture is collectivism, family and friend are great importance. Indian tourist usually travel with their, they always request the room accommodation which their kids can stay with parents. The bargaining for the lower price on goods and service has usually seen in this culture.

Concerning the Power Distance, India is a hierarchical society. When they come to visit other places as a traveler, they will ask for service all the time. From their view, they are guest and they spend the money on service, therefore they must get what they need, this is an experience from the guest service of a hotel in Bangkok.

Food is the thing that Indian people strict on it. Because of Hinduism is the major religion dominates the culture, people will prefer to have Indian food, vegetarian food, Halal food for example.

Indian people have low Uncertainty Avoidance like the Chinese. They prefer group decision and believe in people who have a higher social position. An example of the Masculinity society can be shown when Indian tourists choose their guide. We found from the interview with a tour agency that Indian tourists prefer the Male guide. For them, the female guide cannot order or tell them what to do and they would not believe.

## **Conclusions and Recommendations**

To increase the understanding of differences of tourist from Germany, China and Indian by study the culture difference. Finding and analyzing of secondary data and well-known theory which used to analyze the differed of each country were studied and presented. Hofstede's 5 dimension theory was the main used include with Power Distance Index (PDI), Individualism (IDV), Masculinity (MAS), Uncertainty Avoidance Index (UAI), and Long-Term Orientation (LTO).

The knowledge gained from the theoretical framework contributed to fulfilling the research objective, and the scope of this study. Concepts of tourist culture differences were reoccurring through the entire analysis.

Hofstede's theory of cultural differentiation can be of great use when analyzing a country's culture. However, there are a few things have to keep in mind. First, the dimensions have been chosen for comparing countries, and the measuring instrument was meant for use at country or geographical level only. The dimensions cannot be used for comparing the values of individuals. Thus, the identified dimensions should be used only as a guide to understanding the difference in cultures between countries, not a law set in stone.

From the previous chapter the researcher found the argument from the study by using Hofstede's dimension to analyze the behavior of tourist. When investigating which behavior and decision making in regards to culture, it became clear that the situation today is substantially different from what is portrayed in commonly read literature, and models like some dimensions of Hofstede's Cultural Theory cannot be correctly applied today. It is found that cultural differences between China and India have become significantly less obvious, as their people as a new generation are now seen as more 'global' and westernized. For instance, Masculinity dimension could not be used to analyze the culture difference for Chinese and Indian tourist, as they are travelers who spend less and short period of stay as well as not too long distance travel if compare with German tourist.

However, there are still cultural differences that should be considered when marketing. Hofstedes' Five Dimensions theory is vary used to analyze the study of culture difference as the researcher found in literature review part. The theory is used in order to understand the big picture of culture differences as well as to avoid culture tensions and frustration and successful to deal with international tourists.

To be a successful for international tourist industry, marketers and managers have to learn and understand tourist culture difference. In this research indicates the basic understanding of the culture differenced of tourists from Germany, China and India and show that the difference needs among them are from the national culture.

In order to gain more understanding for all employees who have to deal directly with customers, as a manager they should have the cross culture training for the employees by using the Hofstede's theory. Basic understanding for German, Chinese and Indian tourist can help to avoid the culture shock and dissatisfy between host and tourist by adapt and/or adjust the product offering to customers.

However, because of using Hofstede's theory can give the general idea about culture difference. To understand and find more deeper information for tourist behaviors, the researcher recommend to research more about culture by religion, subculture, type of culture in tourism or even the factor that effect customer to choose Thailand as a destination for example. This can help to support the deeper understanding on difference of tourist behaviors and their needs.

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