







in the same social hierarchy are likely to choose to receive information. And respond to the content in the same way.

The purpose of tourism in the pursuit of life is to thrill. Male tourists and women are different Because females have a milder mental state than men are more determined and more productive than women. Both sexes are different in aspects, which affect the life. Knowledge, awareness and application in everyday life (kingkal sumpawong, BE2546).

*B. Behavior of information exposure through online media. I found that the tour group. Most visitors prefer to visit tourist information from the Tuniu and Tongcheng websites. Most self-selected tourists will choose Ctrip.*

From the information exposure behavior, the tourist information model was found. Most of the tour participants like the format. TV series, music videos and video clips. Self-Goers Most of the formatting, information, images, articles and reviews. Researchers have concluded that. The people who visit the tour often like to be exposed to the media. Because the tour. There are travel companies set up travel plans before Chinese tourists have different travel information. Before traveling Choose a style that is fun and not tired. The format of the information provided by the tour group is different to that of the tour group. Pictures, articles and reviews should be detailed enough to suit the needs of the self-goers.

From the information exposure behavior of the accommodation. Tourists are interested in the hotel information. Maybe a tour company to attract Chinese tourists to Thailand. With a strategy to set a cheap tour. The budget for the hotel. Tourists are required to search the hotel according to the tour program. The group of self-interested visitors. Hostel Airbnb Hotels & Resorts, respectively, due to its purpose. And travel budgets are different. The hotel information needs are different.

## X. SUGGESTION

Exposure behavior through Chinese tourist websites

The information provided to tourists visiting the Chinese tour. Travel information should be published on the Tuniu and Tongcheng websites. Tuniu site highlights information of nightlife. Health and shopping malls While the Tongcheng site Focus on the type of nightlife. Department stores and natural attractions. Chinese tourists who get news from the Tuniu website Mostly for the purpose of visiting the temple to see the performances of the second type and to maintain health. Chinese tourists who visit the Tongcheng website Mostly for the purpose of maintaining health. To see the show of the second type. And to develop relationships with those who come together.

The information provided to tourists traveling to China. Travel information should be published at the Ctrip website. The highlight of natural attractions. Nightlife And the department store. Chinese tourists who visit Ctrip website. Mostly come with a purpose to reduce stress. To view the scenery and to develop relationships with those who come together.

Behavioral exposures of tourist information models of

Chinese tourists. The information provided to tourists visiting the Chinese tour. Choose a format that is a movie or TV series, a music video and a video clip. The content should focus on cultural attractions. Health Travel Places. Historical Tours Chinese tourists who like the movie or TV series, music videos and video clips. Most of them have a purpose to travel to maintain their health and to make merit and to study Thai culture. The information provided to tourists visiting the Chinese themselves. Select the image data format. Articles and reviews are essentially the contents of the images. And reviews should focus on natural attractions. The article should focus on health tourism. Chinese tourists like the image format, article And most of the reviews are aimed at scenic views. To reduce stress And to develop relationships with people who come together.

Exposure behavior of hotel information of Chinese tourists varies between two types of tourists. The Chinese tourists who visit the tour most interested in the hotel. Cultural attractions Health Travel And historical attractions Most of this group is aimed at studying Thai culture. To enjoy the nightlife and to reduce stress. In another way Most Chinese tourists visit themselves to get information about hotels, resorts and airbnb. The focus is on natural attractions. Historical Attractions Health Travel And nightlife. Online media should design content to communicate with the target audience.

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