FROM MOTIVATION TO INSIGHT, THE INNOVATIVE PRODUCT STRATEGY OF COMMUNITY-BASED TOURISM ON THE ANDAMAN COAST, THAILAND, TAKING GENERATION Y CHINESE TOURISTS AS AN EXAMPLE

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ABSTRACT
The Andaman coast of Thailand is a familiar tourist destination for Chinese tourists, but few Chinese tourists visit the communities in this area. To explore the innovative product strategies of community-based tourism on the Andaman coast of Thailand towards Generation Y Chinese tourists, this study conducted semi-structured interviews with 30 Generation Y Chinese tourists who had visited these communities more than twice within three years. Content analysis revealed that their major motivations for visiting community involved novelty, relax / escape, relationship enhancement, culture exchange / learning, isolate and nature, and different motivations lead to different expectations of tourists for the design of community-based tourism products. This study provides a reference for community-based tourism to expand market segments, rebuild community resource value, and innovate product strategies.

Keywords: tourist motivation; innovative product strategy; community-based tourism on the Andaman coast; Generation Y Chinese tourists

I. INTRODUCTION
As a world-famous tourist destination for leisure and vacation, the Andaman Coast in Thailand also has abundant CBT resources. According to the Tourism Authority of Thailand, as of 2016, CBT development in the area has reached 12 communities in Phuket, 9 communities in Phang Nga and 5 communities in Krabi. The area is rich in natural resources, with mountains, forests, waterfalls, caves, beaches, hills, tropical islands and other landscapes. The scenery is beautiful and suitable for various recreational activities (Seenprachawong, 2016); Meanwhile, Buddhists, Muslims and indigenous people in the area have lived together in harmony for a long time, creating a rich life culture, suitable for various cultural tourism activities; Community residents grow tropical crops, i.e. rubber trees, palm trees, cashew nuts, coffee and coconuts, and engage in agricultural and fishery activities. It is suitable to design interactive experience activities. Although some Thai and international tourists occasionally visit communities in the area, the number is not large. Traditionally, the Andaman coast destination did not focus on CBT, and the CBT was often used as a supplement to mass leisure and vacation tourism in marketing. Product development and marketing of CBT was relied solely on the self-issued behavior of local villagers and small and
micro enterprises. The rich CBT resources in the area have not been spread, and the unique cultural and rural scenery values have not been reflected. As an important tourism source market for Thailand, less Chinese tourists know about it.

As a form of alternative tourism and postmodern tourism, Community-based tourism (or CBT) emphasizes the whole-process participation, self-management and benefit sharing of local communities, and is committed to improving the well-being of local residents and promoting the sustainable development of local communities in all aspects of economic, social, cultural and environmental development (Dodds et al., 2018; Goodwin & Santilli, 2009; Lee & Jan, 2019). Local participation and self-management are regarded as one of the basic principles and important tools for the sustainable development of CBT. In addition, successful CBT requires the integration of external institutions i.e. public, private, academic and industrial sectors to seek more supports in terms of policy support, product creativity, resource integration, and marketing, etc. (D.A. Tasci et al., 2014; Leksakundilok, 2004; Ngo et al., 2018, 2019; Sugandini et al., 2018; Tolkach & King, 2015). As a niche market, the sustainable development of CBT also depends on the participation of target tourists. The existing researches focus more on the supply side of CBT, but only few focuses on the marketing or product innovation side. CBT needs to design tourism products that meet the needs of target tourists, based on the local nature, humanities and traditional lifestyles, to attract the attention and visits of target tourists.

In view of the growth potential of Chinese tourists in the international tourist market and the emerging travel motivations of Generation Y Chinese tourists as experience explorers in the digital era, in order to explore innovative product strategies of CBT on the Andaman coast of Thailand, this study takes the Generation Y Chinese tourists as the target market and their motivations of visiting CBT as the starting point to explore the innovative product strategies of CBT in the digital era from the perspective of matching resources of CBT and demands of target tourists.

II. LITERATURE REVIEW

CBT Product Design and Innovative Product Strategy

Innovation means value creation (Furseth & Cuthbertson, 2016). Traditionally, CBT develops ecotourism and cultural tourism through the provision of homestays, traditional foods, local activities, etc. by local residents, using cultural diversity and interactive experiences to create unique value for visitors (Boonratana, 2010; Nitikasetsoontorn, 2014). CBT product design needs to follow the concept of sustainable development. Under the context of globalization, tourism activities need to improve the economy and quality of life of local communities based on the protection of local cultural identity and natural environment, and avoid being affected by external cultural shocks (Goodwin & Santilli, 2009). The sustainable development of CBT requires integrating and seeking broad collaboration between internal and external stakeholders, based on an emphasis on community empowerment, to enhance their capacity, balance resource supply and market expansion (Fortunato & Alter, 2018; Jamal & Getz, 1995). As the experiential consumers of product design, tourists are one of the important stakeholders of CBT. Insights from the perspective of tourists are conducive to innovative product strategy of CBT. Product innovation depends not only on internal innovation from resources, but also on the common view of communication with customers(Weis, 2014), which makes dialogue and social customer relationship management more and more important in product design. With the rise of social consumption in the digital era, the boundaries between products have become more and more blurred, and the marketing model of “offering+community” has become more and more common. Consumers are more inclined to buy brands with the values they agree with, so that content marketing has become an important tool for enhancing consumer stickiness. The ideas of product management of smart marketing and the lean startup emphasizes continuous improvement of product design based on market testing and customer feedback, so as to innovate minimum viable product (or MVP) (Cao et al., 2020).
Motivation and Behavior of Generation Y Chinese Tourists

Traditionally, Chinese tourists were not the major tourists of CBT. With the growth of Generation Y Chinese tourists, some of them began to show interest in CBT. Generation Y Chinese tourists refer to Chinese tourists who were born between 1980 and 1999. They are also called the post-80s and post-90s generations in China. They have different attitudes to travel from their parents. Like Generation Y tourists from other countries, they generally pursue personality, value self-advocacy, show talent in life, and are willing to spend time and money on what they think is the most meaningful and useful. They value and like Internet communication, use gamified thinking to look for opportunities to adapt to diverse lifestyles and behaviors (Arlt, 2013; Lojo, 2020; Ralston et al., 1999). Generation Y tourists are typical “experience explorers” in travel activities, focusing more on emotional rather than economic value in the consumption process (Kumar & Lim, 2008), emphasizing the work-life balance. In addition to the common characteristics of these Generation Y tourists, Generation Y Chinese tourists also have different characteristics in certain tourist behavior due to the uniqueness of Chinese culture. Influenced by traditional Chinese culture represented by Confucianism, Buddhism and Taoism, their family plays a central role in socio-cultural life (Fuligni & Zhang, 2004), and most Generation Y Chinese tourists continue to respect and follow these traditions (Nelson & Chen, 2007). They like to learn about different lifestyles (Fu et al., 2012) and also like to explore novelty in nature and society (Huang, 2008). Generation Y Chinese tourists are willing to participate in local community life when traveling, learn from locals and experience interactive activities. They hope to try more, experience more and explore a variety of novel and different cultures. Often, they prefer to taste local cuisine as part of their experiences to understand the local culture and are willing to perceive the local culture from stories, poems and Paintings. In addition, they also tend to perceive the local environment from representative tourism images (Huang, 2008; Pearce et al., 2013). Meanwhile, in terms of safety and self-efficacy, they also have strong family obligations and unique cultural beliefs, willing to share appropriate local gifts with Chinese friends (Gardiner & Kwek, 2017). It can be found that a considerable number of Generation Y Chinese tourists have grown into an emerging group of responsible tourists, who focus on environmental protection, cultural exchange and sustainable community development.

CBT Innovative Product Strategy Based on Tourist Motivation

The growth of Generation Y Chinese tourists is creating a larger niche for CBT, and their attitude to tourism and digital lifestyle are changing the future pattern of the tourism market. CBT innovative product strategy based on tourist motivation is a good entry point to enhance the CBT value proposition and strengthen the stickiness with the target visitor, however, there are few researches in this regard. Research (Ernawati et al., 2017) on CBT products in Bali, Indonesia, shows that local residents understand the intrinsic value of rural attractions, but their understanding towards tourist’s needs is limited. There is no intrinsic sustainable connection between the host community and the tourist, which may be a common problem faced by many CBTs in development. In fact, for CBT tourism products, tourists’ expectations are highly consistent with the lifestyle and pristine environment of the local villagers, and are willing to consume these experience products and services. This provides a reference for the product development strategy of CBT. In terms of value proposition and brand positioning, Some scholars (Wheeler et al., 2011) argue that CBT brands should consider broader value and recommends that local communities and stakeholders promote the organic sustainability of CBT brands based on value proposition, rather than value imposed by external consumers. CBT-based host identity and tourist-based value expectations can provide CBT with a more tailored value proposition and establish community connections with target tourists to inform innovative product strategies.

III. METHODS

Using qualitative analysis, the study conducted semi-structured interviews in February 2018 with 30 Generation Y Chinese tourists who have visited CBT in Phuket, Phang Nga or Krabi more than twice within three years by
purposive sampling technique, to reveal the travel motivations and product expectations of Generation Y Chinese tourists visiting CBT by content analysis, and to explore possible innovative product strategies.

IV. FINDING

The Motivation of Generation Y Chinese Tourist towards CBT

30 target tourists were interviewed in response to the tourism motivation and the most memorable experience of Generation Y Chinese tourists to CBT along the coast of Andaman, Thailand.

Table 1. 30 Interviewees with Their Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Code of each interviewee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>T1,T2,T3,T4,T5,T8,T9,T11,T12,T16,T17</td>
</tr>
<tr>
<td>Academic staff</td>
<td>T6,T7,T10,T14,T15,T30</td>
</tr>
<tr>
<td>Freelancer</td>
<td>T13,T19,T25</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>T18,T20,T21,T22,T23,T24,T26,T27,T28,T29</td>
</tr>
</tbody>
</table>

Interviews found that as for the motivations of tourists, 12 tourists mentioned novelty, 8 mentioned relax or escape, 4 mentioned relationship enhancement, 18 mentioned culture exchange or learning, 2 mentioned isolate and 4 mentioned nature. These motivations overlap each other, and because of different travel motivations, tourists have different demands on the value, feature expectations, and brand positioning of CBT tourism products.

Table 2. Tourist Motivation of Generation Y Chinese Tourist towards CBT

<table>
<thead>
<tr>
<th>Tourist Motivation towards CBT</th>
<th>Interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novelty</td>
<td>T1,T4,T5,T13,T15,T16,T20,T23,T26,T27,T28,T29</td>
</tr>
<tr>
<td>Relax / Escape</td>
<td>T1,T4,T14,T15,T19,T25,T27,T30</td>
</tr>
<tr>
<td>Relationship enhancement</td>
<td>T1,T11,T25,T27</td>
</tr>
<tr>
<td>Culture exchange / Learning</td>
<td>T2,T3,T5,T6,T7,T8,T9,T10,T11,T12,T13,T14,T16,T17,T21,T22, T24,T26</td>
</tr>
<tr>
<td>Isolate</td>
<td>T1,T25</td>
</tr>
<tr>
<td>Nature</td>
<td>T1,T15,T18,T30</td>
</tr>
</tbody>
</table>

The table above revealed the motivations of Generation Y Chinese Tourist towards CBT which summarized as following:

1. Novelty: This kind of motivation generates interest from unfamiliarity, including ignorance of the real life of the aborigines, or unfamiliarity with the CBT concept and the experience activities guided by it. Interviews showed this motivation came mostly from students and entrepreneurs.

For example:

“I’m here because I’m curious about the lives of the locals.” (T5)

“What is CBT? I do not know, so I come here.” (T8)

“I'm curious how to design an experience based on the real life of the locals.” (T20)
2. Relax / Escape: This kind of motivation is related to the tiredness of daily work or the desire to escape from the hustle and bustle of the surrounding environment.

For example:

“I usually work under a lot of pressure, so find a place away from the crowd to relax.” (T19)

“I like to be immersed in a village, so come and relax.” (T30)

3. Relationship enhancement: This kind of motivation arises from the desire to spend a good time with friends or family.

For example:

“I came here with my classmates on weekends.” (T1)

“I came here with my daughter to play.” (T27)

4. Culture exchange / Learning: This kind of motivation comes from the purpose of cultural exchange or learning local culture. Interviews showed this motivation came from students the most, followed by academic staffs and entrepreneurs.

For example:

“We come here to experience the concepts and practices of CBT development in Thailand.” (T10, T26)

“We are students majoring in tourism management and came here to do fieldwork.” (T2, T3)

5. Isolate: This kind of motivation comes from the desire to enjoy peace and freedom from interference.

For example:

“I like to stay away from the crowd and enjoy being alone.” (T25)

6. Nature: This kind of motivation is embodied in enjoying the unspoiled natural environment.

For example:

“The natural environment here is beautiful and unspoiled.” (T18)

Different Requirements for CBT Product Design by Different Motivations

The interview found that the answer to the most memorable experience reflects that tourists based on different motivations for CBT product design has different requirements, and the core experience requirements for product design consists of scene experience requirements and activity experience requirements. Summarized as follows:

| Table 3. Requirements of Different Motivations for CBT Product Experience Design |
|---------------------------------|-----------------|-----------------|-----------------|
| Travel Motivation               | Core Requirement | Scene Requirements | Activity Requirement |
| Novelty                         | Differentiated  | Authentic        | Interactive     |
| Relax / Escape                  | Relaxing        | Comfortable      | Interesting     |
| Relationship enhancement        | Shareable       | Unique           | Creative and funny |
| Culture exchange / Learning     | Useful for growth | With local wisdom | For cultural heritage and exchange |
1. Based on the novelty motivation, the core experience requirements of tourists to product design focus on seeking a differentiated experience, which depends on the real-life local scenes and activities that interact with the local.

For examples:

“The photos of the ninth Emperor and Queen of Thailand were hung in many villagers’ rooms, and the simple feelings and real life of the local can impress me.” (T5)

“We went to a shallow bay where the locals played and experienced a hot mud SPA. Here the environment is very good and no tour group disturb. Niche attractions take me a different experience.” (T20)

2. Based on the motivation to relax or escape, the core experience requirements of tourists to product design focus on seeking physical and mental relaxation, which requires comfortable local scenes and interesting activities to achieve.

For examples:

“Here you can talk to nature, coupled with the friendliness of the local, which let me find a sense of spiritual home.” (T15)

“I was impressed by the local’s idea of balancing life, which played a good role in relieving the stress of my work.” (T19)

3. Based on the relationship enhancement motivation, the core experience requirements of tourists to product design focus on finding a shared experience, which requires unique local scenes and the provision of creative funny activities.

For examples:

“We enjoy the local scenery, taste the local food, do the local crafts, ride a bike and so on.” (T1)

“We visited local workshops, experienced fishermen’s life, and learned traditional dances with local children.” (T27)

4. Based on the motivation to culture exchange or learning, the core experience requirements of tourists to product design focus on self-growth, which requires the transformation of local cultural traditions and local wisdom into cultural heritage and exchange activities.

For examples:

“We followed a local guide to plant mangroves by the sea. This is an experience I haven’t tried personally before, so I feel very excited.” (T9)

“I visited a local orphanage, learned about the assistance of local social organizations to orphans, and had a dialogue with them.” (T26)

5. Based on the isolate motivation, the core experience requirements of tourists to product design focus on undisturbed space, which requires a pure and simple scene, so as to facilitate self-dialogue activities.
For examples:

“I like the beautiful natural environment and the friendly atmosphere of the locals. I enjoy it.” (T25)

6. Based on the nature motivation, the core experience requirements of tourists to product design focus on a unique natural experience, which requires beautiful natural ecology and a variety of activities that can be carried out.

For examples:

“I like to touch nature, and the authentic nature of CBT immerses me.” (T15)

**From Travel Motivation to Product Design to Innovative Product Strategy**

According to the analysis, Generation Y Chinese tourists towards CBT on the Andaman coast of Thailand has six major motivations, and different motivations have different experience requirements for CBT product design, which reflects the value proposition, product characteristics and brand positioning for different market segments to be considered in innovative product strategy of CBT. The logical relationship between travel motivation, product experience requirements, and innovative product strategy is shown in the following figure:

![Fig. 1. The Logical Relationship Between Travel Motivation, Product Experience Requirements and Innovative Product Strategy](image)

The experience requirements of travel motivation for product design focus on the core experience requirements, and the core experience requirements are composed of scene experience requirements and activity experience requirements, in which the scene provides experience space and the activity provides value content to meet the core requirements. The experience requirements put forward by travel motivation provide ideas for innovative product design of CBT, which in turn provides a path for innovative product strategy. For different travel motivation, the core requirements reflect the value proposition of the market segment, but also an important basis for innovative brand positioning; scene requirements and activity requirements reflect the characteristics of the product should be in the market segment, expressed as the scene application innovation and activity content innovation.

Hence, corresponding to the six tourism market segments, the six travel motivations can provide a path for innovative product strategy of CBT from the three dimensions of brand positioning innovation, scene application innovation, and activity content innovation. As shown in the following table:

| Table 4. Path of Innovative Product Strategy for CBT Market Segments |
Corresponding to Travel Motivation

<table>
<thead>
<tr>
<th>Travel Motivation</th>
<th>Brand Positioning Innovation</th>
<th>Scene Application Innovation</th>
<th>Activity Content Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novelty</td>
<td>Niche experience</td>
<td>Living space</td>
<td>Interactive activities</td>
</tr>
<tr>
<td>Relax / Escape</td>
<td>Balance life experience</td>
<td>Leisure space</td>
<td>Interesting activities</td>
</tr>
<tr>
<td>Relationship enhancement</td>
<td>Emotional interaction experience</td>
<td>Meeting space</td>
<td>Creative game activities</td>
</tr>
<tr>
<td>Culture exchange / Learning</td>
<td>Self-growth experience</td>
<td>Cultural space</td>
<td>Local experiences and exchange activities</td>
</tr>
<tr>
<td>Isolate</td>
<td>Isolate experience</td>
<td>Pure space</td>
<td>Self-exploration activities</td>
</tr>
<tr>
<td>Nature</td>
<td>Nature experience</td>
<td>Eco-space</td>
<td>Nature education and ecological activities</td>
</tr>
</tbody>
</table>

V. DISCUSSION

This study focuses on the motivation of Generation Y Chinese tourists to visit CBT, exploring the market segment and innovative product strategies of CBT on the Andaman coast of Thailand. It found that the major motivations for Generation Y Chinese tourists towards CBT involve novelty, relax or escape, relationship enhancement, cultural exchange or learning, isolate and nature. For the time being, cultural exchange or learning, novelty, relax or escape are the main motivations, supplemented by the promotion of relationship enhancement, nature and isolate. Different travel motivations form different travel market segments, which puts forward different path reference for innovative product strategy. Traditionally, Chinese tourists are not considered the target tourists of CBT, however, the growth of Generation Y Chinese tourists offers the possibility for CBT to open up new markets and innovative product strategies. Generation Y Chinese tourists growing up in the digital era are more independent, good at using social media to exchange travel experience, have a broader travel vision and humanistic care, with more diverse travel motivations. The travel career model or TCP framework argues that travel motivation can be divided into core, middle and outer layers according to their importance, and that as travel experiences increase, travel motivation changes from emphasizing internal personal development to emphasizing external indigenous cultural exploration (Panchal & Pearce, 2011; Pearce, 2011). The core layer includes novelty, relax or escape, and relationships; the outer layer includes nostalgia, autonomy, romance, social status, stimulate and isolate; the middle layer includes kinship, nature, self-improvement, new life perspectives, and destination involvement. Almost all motivations are related to relax or escape, relationships and self-development, but for experienced tourists, meeting local to experience different cultures and being close to nature is more important. On the contrary, less experienced visitors are more influenced by self-improvement, relationships, self-actualization, nostalgia, romance and recognition. As a generation of “experience explorers”, the travel motivations of Generation Y Chinese tourists in “self-development”, “destination involvement” and “nature” in line with the correspondence between travel experience and tourism motivation of the TCP framework, which indicating that they are becoming experienced tourists. Meanwhile, as an alternative tourism, CBT is still a “new” thing for Generation Y Chinese tourists, which is why the proportion of “novelty” motivation is large. Therefore, Generation Y Chinese tourists are becoming important customer sources of CBT today and in the future.

Different travel motivations correspond to different market segments. CBT can form a precise and innovative product strategy to respond to the demands for product experience in different market segments. In the six market segments, Generation Y Chinese tourists showed different product experience demands, which provides insight into the innovative product strategy of CBT based on different motivations. In the digital era, innovative product strategies can establish new platforms for dialogue with customers through value propositions innovation (Weis, 2014), reconstruct community resource value through product feature innovation to match customer needs and
improve product service experience (Furseth & Cuthbertson, 2016), link new target communities and expand community communication through brand positioning innovation (Sugandini et al., 2018). First, CBT can refine unique value propositions in different market segments, in order to facilitate the “Visitor Generated Content” dialogue platform to strengthen value-based community connections, and create attractive personality brands, based on different travel motivations and their reflected product experience demands. “Visitor Generated Content” is the performance of “User Generated Content” (Timoshenko & Hauser, 2019) in the tourism industry, reflecting the importance of dialogue and content in innovative product strategies in the digital era. CBT can create a dialogue platform for different value propositions in different market segments based on different travel motivations and product experience demands, in order to seek a breakthrough in the original value proposition, e.g. health experience dialogue platform for balanced life, or cultural exchange dialogue platform for self-growth. Next, CBT can innovate product features by recreating the value of community resources and reconstructing the experience elements, including the spatial experience reengineering of scenes and the content value reengineering of activities, based on the product experience demands reflected by different travel motivations. According to the theory of “recreation demand level”, the user’s needs are hierarchical, including lower-level needs of participating in activities, to higher-level needs to achieve a satisfactory experience, and then to high-level needs of other benefit experience requirements in addition to satisfactory experience. At present, most CBT products are designed at the level of participating in activities, can win new target tourists through innovative experience opportunities. In terms of scene application innovation, CBT can transform the living space of community residents into the leisure space, gathering space, cultural space, pure space or ecological space for visitors to experience, and these changes are based on the premise of protecting and inheriting the own genes of CBT, so it is consistent with the original development intention of CBT. On the other hand, in terms of activity content innovation, the original, interactive, game activities are more popular with Generation Y tourists. Value co-creation is regarded to be an essential of product design in the digital era. CBT can create more storytelling opportunities to enrich interactive activities, which also requires the capability of local residents to participate. CBT can empower communities and achieve innovative product strategies through collaboration with governments, academic institutions, corporate alliances, etc. (Matarrita-Cascante et al., 2010). Finally, CBT can form brand positioning innovation on the basis of value proposition innovation and product feature innovation. Brands in the digital era should help consumers express, thereby establishing a “value promise”, as a basis for strengthening brand personality and links with customers, forming community management. CBT can establish a unique and attractive brand personality for different market segments based on different value propositions, so as to attract target tourist groups who agree with this value proposition.

Although there are some similarities about the motivations and the experience demands towards CBT between Generation Y Chinese tourists and tourists from other countries, further interpretation reveals that there are still differences, especially in terms of cultural demands. Taking relax or escape motivation as an example, tourists mentioned that they seek to find a “soul home” through “talking to nature” and feeling the “friendliness of villagers”, indicating that Chinese tourists prefer to interpret natural landscapes (Xu et al., 2013) and cultural heritage (Hughes et al., 2014) from a cultural aesthetic point of view. Similarly, tourists prefer to learn about local wisdom and lifestyle from the philosophy of balancing life, and are interested in fishermen’s life, traditional dance, orphanage care, etc., reflecting the cultural appeal of Generation Y Chinese tourists to philosophy of life, humanitarian care, social activities (Fu et al., 2012). That provides a reference for CBT to link the cultural demands of Chinese tourists from the value proposition level.

VI. CONCLUSION

The major contributions of this study are reflected in: First, exploring innovative product strategies based on motivation analysis can reveal the travel needs of potential target tourists, discover hidden tourism market
segments, and promote CBT to re-examine the value of community resources, innovate product value and extend the brand positioning in the market segments combined with the core experience requirements, scene experience requirements and activity experience requirements. Moreover, the analysis of the motivation of Generation Y Chinese tourists towards CBT fills the marketing gap that attracts Chinese tourists to CBT, and can provide reference for CBT to open up the emerging markets for Chinese tourists. Finally, seeking innovative product strategies for CBT based on motivation analysis is conducive to improving marketing strategy of CBT, balancing the sides between supply and demand, and achieving sustainable development of CBT.

On the other hand, this study interviewed Generation Y Chinese tourists who have visited CBT on the Andaman coast of Thailand more than twice within three years as a sample, which is basically in line with the target tourists who are interested in CBT. However, after all, not many Chinese tourists know about CBT, so the sample has certain limitations. Furthermore, the analysis of the motivation of tourists can also be further in-depth from a cultural point of view. Therefore, the next step of the study can focus on the specific travel motivations of Generation Y Chinese tourists towards CBT, conduct in-depth research on targeted innovative product strategies, or explore the research of CBT in innovative marketing mix strategies.

REFERENCES