



# A Study on the Role of Overseas Chinese in China's Tourism Security Relief in Thailand

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# ● Presentation Outline

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*Background*

*Research Design &  
Method*



*Literature Review*

*Results*

*Conclusions &  
Suggestion*

# 1

## Background

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***Background 1:** In 2016 there were 8.77 million Chinese tourists traveling to Thailand, China has become Thailand's largest inbound tourist source.*



***Background 2:** The number of Chinese tourists traveling to Thailand is increasing. At the same time, travel safety events in Thailand also showed an upward trend .*



***Background 3:** There are 6 million overseas Chinese in Thailand. Overseas Chinese organizations play an important rescue role in travel safety incidents.*



# 2

## Literature Review

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### *The role of Overseas Chinese*

- *cultural communication*
- *Sino Thai diplomacy*
- *economic development*
- *the bridge of the Belt and Road Initiative*

### *Overseas Chinese and Tourism Development*

- *overseas Chinese and overseas travel*
- *a tour for root seeking*

# Comments

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*There are few studies related to the role of overseas Chinese and their organizations in tourism safety.*

*The handling and rehabilitation effect of Overseas Chinese and related organizations in the tourism safety ,the cooperation between overseas Chinese and local organizations still needs to be explored in depth.*

*This study attempt through a typical case to analysis the role of overseas Chinese organizations in various stages of the emergency rescue network.*

# 3

## Research Design & Method

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### 3.1 Data collection

*The material come from the government official websites, the official media and other reports. This study take Thailand's 8 • 17 explosion as a typical case.*

### 3.2 The case introduction

*At around 7:00 pm on August 17, 2015, an accident occurred near the famous tourist attractions in Bangkok, Thailand. there were 20 people death (include seven Chinese tourists ) and 125 wounded. The entire accident lasted more than a month, and it has a serious negative impact on the Thai tourism industry. Participating organizations in the rescue process including government organizations and on-governmental organizations, domestic organizations in Thailand and Thai foreign organizations.*





## 3.3 Research Method

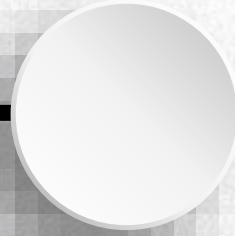
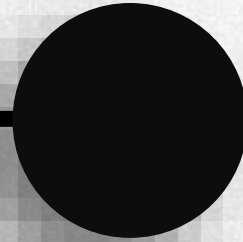
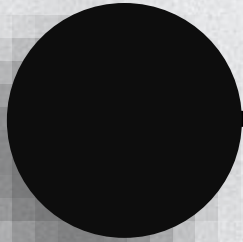
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*Social Network Analysis is used to analyze the relationship between actors and actors, actors and their social networks, and a social network to another social network.*



# ● Measurement indicators

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*Point  
centrality*

*Betweenness  
centrality*

*Closeness  
centrality*

*Core-periphery  
model*

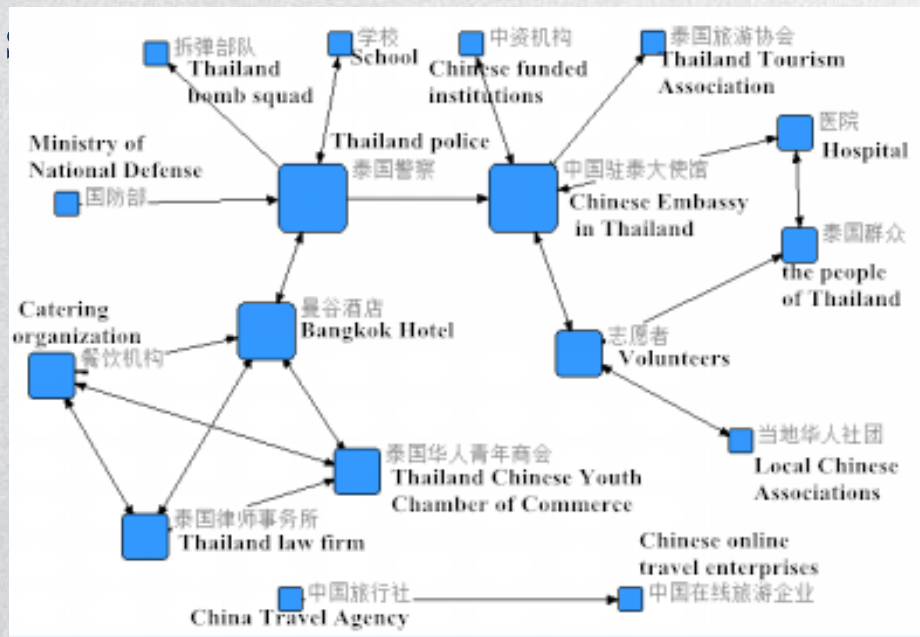


*In the whole rescue network of the 8 • 17 explosion in Thailand, regarding the individual or organization as a node and the relationship as connection line, the nodes and lines form a relation network.*

*The whole process is divided into three stages, August 17th as the emergency response stage, August 18th as the rescue stage, after August 19th as the recovery stage.*

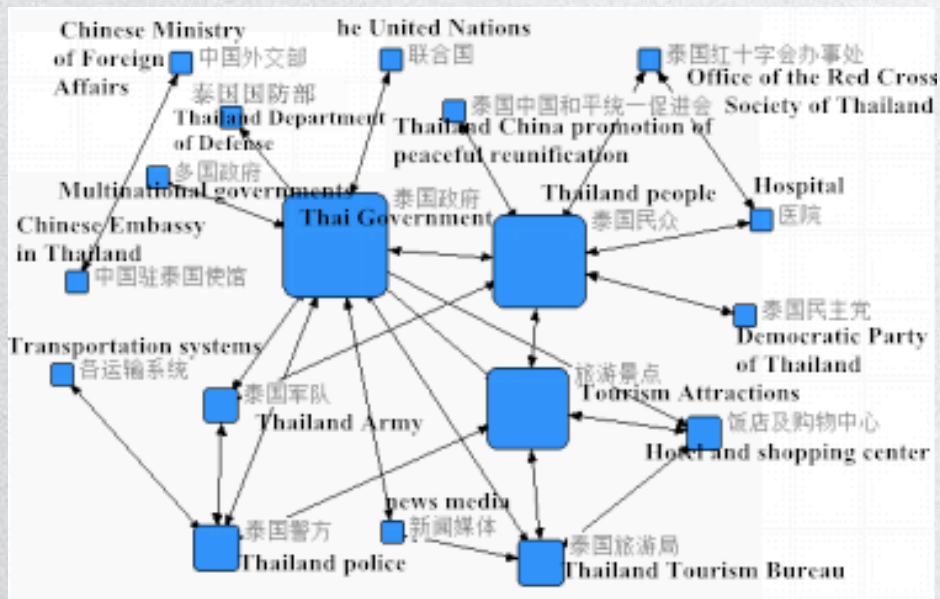
# 4 Results

## 4.1 The network structure of emergency response



Node	T1 Emergency Response Stage		
	Point centrality	Closeness centrality	Betweenness centrality
Thailand police	6	9.816	105.5
Thailand bomb squad	2	9.467	0
China Travel Agency	1	6.25	0
Chinese online travel enterprises	1	6.25	0
Volunteers	3	23.188	0
the people of Thailand	2	20	0
Chinese Embassy in Thailand	5	26.667	0
Hospital	2	22.535	2
Thailand Tourism Association	1	21.918	0
Chinese funded institutions	1	21.918	0
Local Chinese Associations	1	19.512	0
Thailand law firm	3	9.581	0
Bangkok Hotel	4	9.816	0
Catering organization	3	9.581	0
Thailand Chinese Youth Chamber of Commerce	3	9.581	0
Ministry of National Defense	1	9.467	0
School	1	9.467	0

## 4.2 The network structure of the rescue stage



Node	T2 Rescue Stage		
	Point centrality	Closeness centrality	Betweenness centrality
Chinese Ministry of Foreign Affairs	1	5.882	115.833
Chinese Embassy in Thailand	1	5.882	0
Thailand police	4	25.758	30.5
Thailand Army	3	26.563	6.667
Thai Government	10	29.31	0
news media	2	24.638	0
Thailand Department of Defense	1	23.611	0
Thailand Tourism Bureau	4	25.373	8.667
Tourism Attractions	5	27.869	24.833
Hotel and shopping center	3	25	0
Office of the Red Cross Society of Thailand	2	23.288	0
Thailand people	7	28.333	100.5
Hospital	2	23.288	0
Democratic Party of Thailand	1	22.973	0
Thailand China promotion of peaceful reunification	1	22.973	0
Transportation system	1	21.25	0
the United Nations	1	23.611	0
Multinational governments	1	23.611	0





## 4.4 The core periphery structure

	<i>T1 Emergency response stage</i>	<i>T2 Disposal rescue stage</i>	<i>T3 Recovery stage</i>
<i>Core position</i>	<i>Thailand police, Chinese Embassy in Thailand</i>	<i>Thailand Government, people of Thailand, Tourist attractions</i>	<i>Thailand police, Thailand Government, ministry of foreign affairs of Thailand</i>
<i>Edge position</i>	<i>Volunteer, hospital, Local Chinese Associations, Thailand Chinese Youth Chamber of Commerce, Thailand law firm, Catering organization, hotel, Thailand Tourism Association, etc.</i>	<i>Chinese Ministry of Foreign Affairs, Chinese Embassy in Thailand, news media, Thailand Department of Defense, Thailand Tourism Bureau, Office of the Red Cross Society of Thailand, Thailand China promotion of peaceful reunification etc.</i>	<i>China National Tourist Office, Singapore, Chinese Embassy in Thailand, hospital, Thailand army, Thailand media, etc.</i>

## 4.5 The roles evolution in cooperative network organization

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		<i>T1 Emergency response stage</i>	<i>T2 Rescue stage</i>	<i>T3 Recovery stage</i>
<i>Leader</i>	<i>Coordinator</i>	<i>No</i>	<i>Thailand Government</i>	<i>Thailand Government</i>
<i>Coordinator</i>	<i>Controller</i>	<i>Thailand police</i>	<i>Thailand police</i>	<i>Thailand police</i>
	<i>Marginal communicator</i>	<i>Chinese Embassy in Thailand</i>	<i>Thailand people</i>	<i>Ministry of foreign affairs of Thailand</i>
<i>Worker</i>	<i>Provider</i>	<i>Thailand police</i>	<i>Thailand Tourism Bureau</i>	<i>Thailand Government</i>
	<i>Recipient</i>	<i>Bangkok Hotel</i>	<i>Tourist attractions</i>	<i>Tourist attractions</i>



# 5

## Conclusions & Suggestion

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### 5.1 Conclusions

(1) *There are significant differences in the number of subjects and the main role of the cooperation network during the 3 stages of the explosion accident in Thailand.*

(2) *Through the analysis of the organizational centrality of the rescue cooperation networks in different stages, it is found that the central centrality of Thailand Chinese Youth Chamber of Commerce, Thailand China promotion of peaceful reunification local, Chinese funded institutions, local Chinese associations and other overseas Chinese organizations are low. It dedicates that they do not have a good communication.*

## 5.1 Conclusions

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(3) *The Core-periphery model is used to analyze the location characteristics of each node in the emergency rescue network of Thailand 8·17 explosion accident. The research shows that, in the emergency response stage, the local Chinese associations , the Thailand Chinese Youth Chamber of Commerce and other overseas Chinese organizations are located on the edge of the network. In the rescue stage, the role of the overseas Chinese organizations has not been fully reflected. In the recovery stage, the activities of overseas Chinese organizations in non-governmental organizations are insufficient.*



## 5.1 Conclusions

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(4) *From the changes of organizational roles in the 3 stages in Thailand 8-17 explosion emergency rescue collaboration network, the Thailand government has been leader in the rescue stage and recovery stage. In the emergency response stage, Chinese Embassy in Thailand is not in the network of core position, but it is a bridge of communication between Thailand and China .*



## 5.2 Suggestion

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(1) *To establish overseas Chinese tourism safety information monitoring and early warning mechanism*

(2) *To improve the emergency response mechanism of overseas Chinese tourism safety.*

## 5.2 Suggestion

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(3) *To give full play to the cooperative function of overseas Chinese participating in tourism rescue.*

(4) *To stimulate overseas Chinese to voluntarily safeguard the security interests of overseas compatriots.*



THANKS !