

Importance of Chinese Language Skills in the Thai Tourism

industry

ความสำคัญของทักษะภาษาจีนในอุตสาหกรรมการท่องเที่ยวของประเทศไทย

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Abstract

Language plays an essential role in the tourism industry. Which will help to communicate between tourism service providers and tourists, communication can create satisfaction for clients and tourists and also increase the skills of employees in the tourism industry as well. The language can also help increase and create a better understanding of foreign tourists to each culture in each destination. Therefore, language is essential to those who are studying in the tourism and hospitality sectors very much. This research aims to study the perceptions and attitudes of the learners towards the importance of Chinese and other foreign languages and study the problems and obstacles of learning the Chinese language for students in Chinese language and tourism students to be used as a guideline and applied in teaching and learning in the future. The results of this research reflect the perceptions and attitudes of learners about the Chinese language in the tourism industry and services such as skills, the importance of Chinese language and job opportunities of those who can use Chinese, which will be useful for learners to increase their chances of working in the Chinese tourist market as well.

Keywords: Chinese language; Language skills; Tourism industry; University students; Thailand.

บทคัดย่อ

ภาษามีบทบาทสำคัญในอุตสาหกรรมการท่องเที่ยว ซึ่งจะช่วยในการสื่อสารระหว่างผู้ให้บริการด้านการท่องเที่ยวและนักท่องเที่ยว ภาษาสามารถสร้างความพึงพอใจให้ผู้รับบริการและนักท่องเที่ยว และยังเป็น การเพิ่มพูนทักษะของพนักงานในสายงานการท่องเที่ยวอีกด้วย ทั้งนี้ ภาษายังสามารถช่วยเพิ่มและสร้างความเข้าใจของชาวต่างชาติต่อวัฒนธรรมในการท่องเที่ยวให้มากขึ้น

อีกด้วย ดังนั้นภาษาจึงมีความจำเป็นต่อผู้เรียนที่อยู่ในสายงานการท่องเที่ยวและบริการเป็นอย่างมาก การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาทัศนคติของผู้เรียนที่มีต่อความสำคัญของภาษาจีนและภาษาต่างประเทศอื่นทั้งยังศึกษาปัญหาและอุปสรรคของการเรียนภาษาจีนสำหรับนักศึกษาในสาขาวิชาภาษาจีนและการท่องเที่ยวเพื่อนำไปใช้เป็นแนวทางและประยุกต์ใช้ในการเรียนการสอนต่อไปในอนาคต ซึ่งผลจากการวิจัยครั้งนี้สะท้อนให้เห็นถึงการรับรู้และทัศนคติที่มีต่อภาษาจีนในอุตสาหกรรมการท่องเที่ยวและบริการ ทั้งด้านทักษะด้านความสำคัญของภาษาจีน และโอกาสในการทำงานของผู้ที่สามารถใช้ภาษาจีนได้ ซึ่งจะมีประโยชน์ต่อผู้เรียนที่จะเพิ่มโอกาสในการทำงานในตลาดนักท่องเที่ยวจีนอีกด้วย

คำสำคัญ: ภาษาจีน; ทักษะทางด้านภาษา; อุตสาหกรรมกรท่องเที่ยว; นักศึกษามหาวิทยาลัยประเทศไทย.

Introduction

Tourism is the sum of events and links that arise from the interaction of tourists, businesses, governments and communities in the process of attracting and hosting these tourists and other visitors, in order to ensure the quality of hospitality and tourism, it is necessary to find a common language between service providers and visitors (Satghare, 2014, p.9-10). Also, globalisation increases competition in the tourism market and tourist attractions, with intense price competition with similar products by competitors around the world. With challenges and wishes from a place for sustainable tourism development, human resource development is vital to the success of tourism in diverse markets (Kostic, 2011, p.17-18).

China is the largest international tourist market, with more than 100 million per year visiting places around the world. Thailand sees that the share of Chinese tourists has increased steadily from 2013 in percentage to 7 per cent in 2018 and has become the number one destination, excluding Hong Kong among Chinese tourists since 2015 (Special to the nation, 2018). Among the countries in Asia, Thailand, Japan, South Korea, Singapore and Malaysia are the most popular countries among outbound tourists in China, Bangkok, Tokyo, Osaka, Pattaya, Seoul and others which are most popular among Chinese tourists (WTCF, 2018, p.10-11). According to the Bangkok Post (Fernquest, J., (2016), said that the growth of the Chinese business in Huai Khwang is related to transportation and logistics. There are 30 Chinese entrepreneurs, while there are 14 restaurants

and shops, 18-20 beauty products, some of whom passed themselves as a joint venture between China and Thailand, but the local authorities suspect that some businesses are 100% owned and operated by China.

According to the Queensland Tourism Industry Council (QTIC, 2014, p.18-19). Chinese tourists will be delighted to try to greet them in their language "fluency is not necessary" a warm welcome smile is more important. Learning to say greetings and some basic Chinese phrases will make a good first impression. The fact that 77% of Chinese visitors report that they can't speak English well or can't speak at all. A slightly lower proportion indicates that they are not able to read English well or cannot read at all 70%. As the British Council (2013, p.7) stated that in terms of the number of first language speakers, Mandarin is the most prominent language in the world today and combined in a total of 1,197 million Chinese native speakers.

The ability to use a variety of foreign languages is the basis necessary for successful communication in the tourism industry, as well as understanding between students involved in the tourism and hospitality industry. The positive attitude of students towards learning a second language should be beneficial to them in which language will bring more opportunities and success to their lives, and if students are familiar with the language and context that primarily related to extracurricular activities both inside and outside the school (Luo, 2016, p.109-110). Therefore, raising awareness of the importance of foreign language abilities as well as promoting the development of social capabilities in tourism and service industries is extremely important (Sindik, 2013, p.11).

Referred to Sophana Srichampa (2015, p.5-6) said that Thailand acts as a hub for international tourism in ASEAN. Therefore, it should create a source of tourism labour that consists of personnel with the ability to work in many languages. In terms of human resource development, there are many universities and educational institutions in Thailand that offer hotel and tourism management and training courses to guide the use of specific languages such as Russian, Korean, Chinese, Japanese, Spanish, Burmese, Indonesian and Vietnamese. The guides also use German and French as well, and English is an essential international language that is used by many tourists from Southeast Asia, South Asia and Western countries.

The demand for the Chinese language is at a very high level, the purpose of the communication of the organization to receive and send information in order to know the common

goals, such as using Mandarin communication skills in a career is extremely important (Teow G. T., 2016, p. 8-9). Speaking skill is that front office members must be facing and communicating firstly to understand between service providers (reception) and clients. To achieve both goals and to lead to success in business as well as creating stability for the profession as well as progress in the career (Poengtrummarong, 2018, p. 78)

Therefore, language plays an essential role in managing tourism organizations. It builds the ability to improve customer satisfaction in order to increase and maintain the skills of tourism staff to stimulate foreign tourists and to increase understanding of needs and culture better.

Objectives:

- To study the perceptions and attitudes of Chinese language students and Tourism students towards Chinese and foreign languages learning.
- To study the problems and obstacles of Chinese learning in Tourism students and to provide the guidelines for teaching and learning in the Chinese language.

Materials and methods

This research is a quantitative research (Burns and Grove, 2001, p.13-23) using the survey research methodology which has a closed-ended questionnaire, created from previous research review and instrument examination to find facts from data collection in the study of Importance of Chinese Language Skills in the Thai Tourism industry. For sample selection, the sample group is intended to use Chinese language students and tourism university students in Bangkok, and other provinces nearby, such as Pathum Thani, at the degree levels (Bachelor, Master and PhD) are Chinese and tourism and hospitality programs. The research was carried out during January – March 2019. At 18 years old and upward a total of 200 respondents were randomly sampled (Table 1).

Table 1 Figures of distribution based on ages and genders.

Distribution based on ages		
Age ranges	Number of respons	%
18 - 24	176	88.00
25 - 30	16	8.00
31 upward	8	4.00
Total	200	100.00
Distribution based on genders		
Genders	Number of respons	%
Male	64	32.00
Female	136	68.00
Total	200	100.00

The questionnaire is used as a research tool to explore Chinese language students and tourism students. The survey is divided into 2 parts: 1st part is a demographic profile of the survey respondent, and 2nd is the opinion of Chinese language students and Tourism students on Chinese in the tourism and service industry, and lastly is the problems and obstacles in learning Chinese in the tourism and hospitality industry (perceptions of students are measured on 5 points Likert scale). After submitting the questionnaire back, the survey has been confirmed ultimately. The researcher analysed the data by using the Survey Monkey “<https://www.surveymonkey.com>” program to study the opinions of students about the Importance of Chinese Language Skills in the Tourism industry, also to examine relationships between genders, ages, education levels, how do students are recognised about the Chinese language in the tourism industry, and the statistics are used; frequency, percentage and mean.

Results

From the survey about the programs and years that the respondents are studying, the results show that the number of respondents as a student who is studying in the Chinese language program 45 % followed by hotel and tourism students (32% and 13%) and 57% the respondents are studying in years 3 – 4. The results of the survey on the basis of second and third language learning results presented that 42 % of respondents starting to study foreign languages in schools from primary school, 36 % were beginning to learn foreign languages in high school, which is consistent with the current situation of teaching foreign languages in Thailand. Many schools provide foreign language teaching, starting at the pre-primary school and being compulsory or in many secondary schools, providing English as a foreign language subject to mandatory with the Thai language which allows students to choose to study other foreign languages as a third language as needed. As presented in **figure 1**, 73% of the representative samples has pointed out that they will choose the Chinese language as their second language instead of English, followed the Japanese language (11.5%). Surprisingly, for the third language selecting the respondents still, give a matter on the Chinese language as their first choice (73%) and Japanese again stay in second place at 11.5% and follow by French (8%).

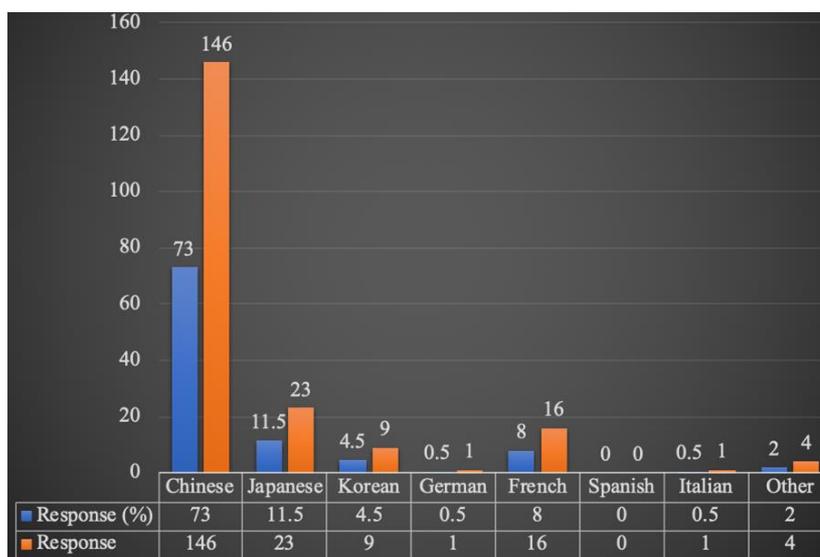


Figure 1 The Chinese and other foreign languages as the second and third language.

Moreover, the reason that the respondents chose to study Chinese and other languages besides English, 26% indicates that it is a mandatory subject to choose to study only one language, and furthermore, the respondents presented that the Chinese and other languages are compulsory languages subject to choose to study only two languages (21%). Therefore, it can be concluded that the most important foreign language in teaching and learning for students in the majority of Thai universities is English and Chinese. According to the survey of Chinese language issues for the tourism and hospitality students, it was found that 27.5% of the Chinese language was a language course that's a compulsory course in their curriculum, by 27% pointed that the Chinese language is not a mandatory language subject, and most students need to learn Chinese and English together. Even students who are studying in Chinese language courses still have to learn English, and on the other hand, students who are studying in tourism and hospitality program still have to learn Chinese as well.

As everyone is well known that English is the primary international language and important to every industry, especially in the tourism and hospitality industry. From the survey the importance of foreign languages in addition to English. It was found that the top three languages that respondents gave importance to were that the Chinese language was the most important for the tourism and hospitality industry (52.5%), followed by Japanese language as 17%, and third is Russian (10%). In addition, respondents also indicated that learning Russian in Thailand is still

limited, as a result of a shortage of experts and insufficient Russian language courses. However, according to the number of Russian tourists travelling to Thailand in the past year (January to December 2018), the figure was as high as 134,312 people or 4.81% (ATTA, 2019). Therefore, the Russian language is another important language in the tourism and hospitality industries to all tourists from other countries who may use the Russian language such as Ukraine. The survey also found that while they were studying foreign languages at the primary or secondary level, there are also other foreign languages that the educational institution began to provide and support to teaching and learning, for example, Japanese, Korean and some European languages, such as French, German, Spanish and more.

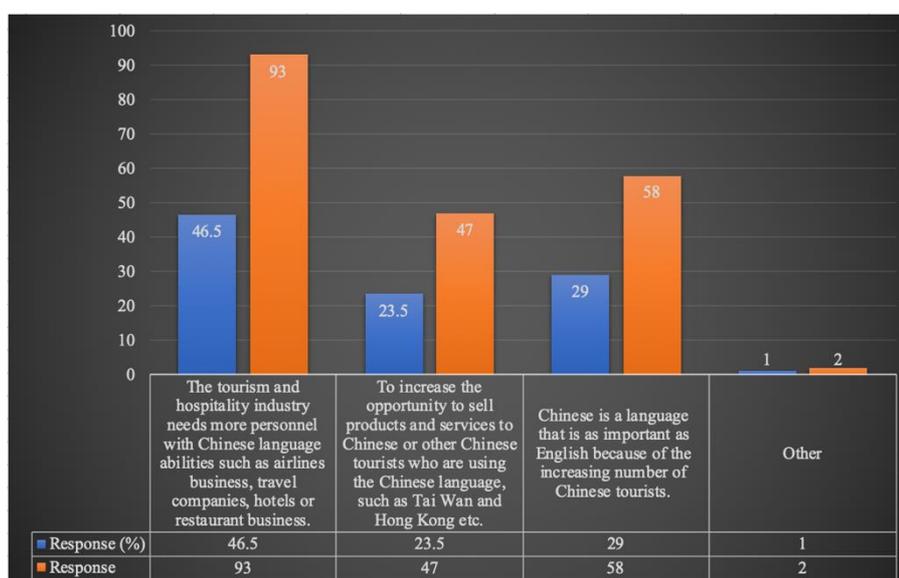


Figure 2 The Chinese language relevant to the tourism and hospitality industry.

Based on the survey on the Chinese language for the tourism and hospitality students that have learned, up to 69.77% are at the primary level, which is also content does not penetrate or be used in a career. The respondents agreed with the Chinese language skills needed for the tourism and hospitality industry should have Chinese skills at the intermediate level up to 62.5% (able to listen, speak, read and write at a right scale). Due to the nature of hospitality is a task that focuses on communication skills and problem-solving, it is necessary to have a language level that can be used in such a manner. The importance of Chinese language on the tourism and hospitality industry in various areas by 46.5% of respondents pointed out that in the tourism and hospitality industry required personnel with the ability to use Chinese language such as airline business, tour companies,

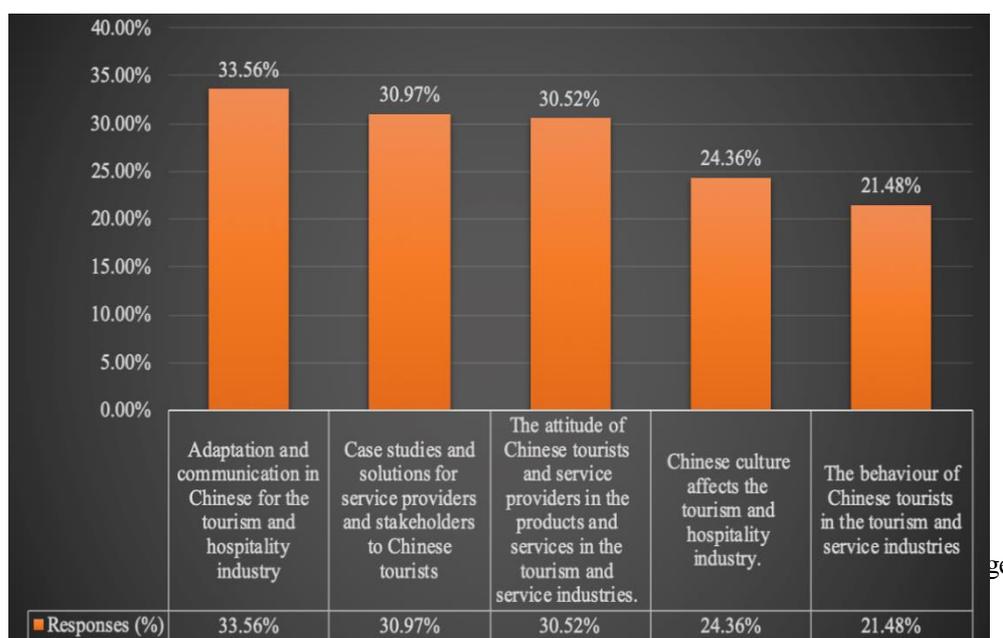
hotels and restaurants, etc, and 29.0% agreed that the Chinese language is as important as English. Lastly, due to the increase in the number of Chinese tourists, 23.5% believe that the Chinese language is vital to increase business opportunities, such as selling products and services to Chinese visitors or tourists from other countries that use Mandarin in general communication such as Taiwan and Hong Kong (see in figure 2).

According to the future careers of knowing the Chinese language that including the occupation in the tourism and services industry that need to know Chinese. 38.62% of respondents perceived that functional Chinese language can be useful in integrated knowledge to improve Chinese language skills, such as travel agency or owners and interpreters or more. The respondents are agreed (27.15%) that good Chinese language could help transfer knowledge about tourist attractions to the visitors such as providing an information on tourist attractions or related activities for Chinese tourists, another 26.97% pointed out that good in Chinese can be promoted and enhanced the capability of the Thai tourism industry to more competition in the international market. Professional tour operators should have the most Chinese language skills (32.26%) than the reservation staff such as bus, air and train tickets or accommodation reservation officers. 32.21% and the sale and marketing employees also should have a Chinese proficiency skill (26.26%).

From the survey on the problems and obstacles in learning Chinese in the tourism and hospitality industry. 60.37% of respondents presented that they need to start at the basic level, and some of the sample groups pointed that should be started from the intermediate level (36.59%), and only 3.05% of the respondents agreed that they should be a start from an advanced level. When conducting surveys about the expectations of the use of Chinese in the occupation after graduation of the sample group was shown that the Chinese language level of those graduates should be at least intermediate level (60.03 %) and should start from basic level. Which 54.49% requires a minimum of 1-2 years of Chinese language learning period to reach an intermediate level, by the speaking skills of Chinese language are the most difficult skills that the respondents have commented (31.71%).

The content of Chinese teaching and learning should include additional material such as adaptation and communication in Chinese in the tourism and service industries (33.56%), or 30.97% should be added to teaching content about problems solution or case studies of service providers and stakeholders affecting on Chinese tourists. The respondents agreed that (24.36%) should

provide teaching about Chinese culture that affects on the tourism and hospitality industry as well as learning about Chinese tourist's behavior (21.48%), which will help to sell products and services to Chinese tourists are much more comfortable as indicated in **figure 3**.



Discussion

The research study presented a favorable opinion of Chinese language students and tourism students towards learning Chinese and foreign languages. They recognized the importance and benefits of Chinese and foreign languages in the tourism industry. As they expand their scope of work by developing language skills and cultural understanding, but it is still relevant and needs to raise awareness among tourism students about foreign language, particularly Chinese skills. From a survey on the Chinese language in the tourism and service industries, and most of the surveyors perceived that if they're able to communicate or understand Chinese at a good level, it will be useful to use in a career or continue to do business. For instance, travel agencies, interpreters and more because the Chinese tourists are one of the essential factors in driving Thai tourism and globally nowadays.

At present, there are still some problems, such as the intricate skills of the Chinese language. The length of time to study Chinese that is inconsistent with the language difficulty. Including the level of Chinese language that when used in actual work is not consistent with the

Chinese language level learned. In addition to the Chinese language skills that should be available, students need to be able to insert other content that will be useful in their work. For example, should include content about adaptation attitude to Chinese tourists, attitude towards the service of Chinese tourists, the behavior of Chinese tourists including a culture that will affect the direction of tourism of Chinese tourists in Thailand as well.

Conclusion

The results of this study emphasize that Chinese language skills, especially communication skills (listening and speaking) are fundamental, not just in terms of the relationship between tourism or service providers and Chinese tourists but it also helps in the education of tourism field both in the region and the world as well. In summary, it appears that literature has agreed on the crucial role of language in the tourism industry. This article encourages practitioners to focus on the role of language in specific mid-level performance. Pay attention to Chinese and foreign language problems in tourism students. It is recommended that there will be more collaboration between the industry of education providers (Luo & Limpapath, 2016) and representatives from the professional sector. Additional research may explore how the above factors interfere with the severity of the impact and identify ways to deal with them to find possible ways to increase control or avoid such impacts.

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Author introduction

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Research on Beijing Dexin Real Estate Network Marketing strategy

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Abstract

Real estate is the pillar industry of China economy development, the marketing mode is to convert from traditional marketing to network marketing. Network technology is becoming more and more mature the real estate industry in China, is growing, and to the real estate network marketing provides an excellent opportunity for development. Presently real estate enterprise implementation of network marketing and management does not achieve the desired effect. In the open market competition environment, enterprise competition is very big, the study of effective and feasible real estate network marketing models have become an important goal of enterprise development.

The main purpose of this paper is to study the present situation of Dexin real estate network marketing development and put forward the problems existing in the process of real estate network marketing development, as well as the rationalization and improvement measures. This paper mainly uses qualitative method, case study and literature research method to analyze the advantages and disadvantages of Beijing Dexin Real Estate Development Company in network marketing. Through SWOT analysis, this paper makes a detailed analysis of the development of Dexin real estate from four aspects: advantages, weaknesses, opportunities and threats. Finally, it puts forward the corresponding countermeasures and development strategies to improve and develop the real estate network marketing and provides an enforceable way of thinking for the improvement and development of real estate network marketing. Solve the problems existing in the development of Dexin real estate network marketing. This study will study how to enhance the advantages of Dexin real estate network marketing, and then enhance the competitiveness of enterprises in the same industry, and finally achieve the purpose of enhancing the sales volume of Dexin real estate company.

Keywords: Dexin real estate; The network marketing; Regional information interaction; Management

1. Introduction

Definition Of Network Marketing

The network Marketing is based on Internet, using digital information and network media interactive to assist Marketing objectives of a new Marketing mode. Say simply, network marketing is with the Internet as the main means to achieve certain of the marketing target marketing campaign.

Introduction To Dexin Real Estate Company

Dexin Real Estate is a national real estate group focused on the real estate development of the city, with the qualification of the real estate development level, the sales amount is 8.6 billion RMB of 2018, and the company is the top 100 enterprises of China's real estate.

At present, Dexin has formed a four-wheel drive industrial pattern based on real estate development, with more than 50 holding subsidiaries, headquartered in Beijing. The group has always adhered to the development train of thought of "steady fight and moderate expansion". After 22 years of dedicated development, Dexin has become a large-scale, cross-regional and specialized real estate development enterprise. Products cover ordinary apartments, multi-level elevator apartments, high-end housing, row houses, villas, office buildings, comprehensive commerce and other property forms.

As of December 2018, Dexin Real Estate's network marketing is in its infancy, with network marketing accounting for 25% and traditional marketing accounting for 75%. In the next two years, the company hopes to bring network marketing to 70%. Marketing accounts for 30%.

Online Population Data

On August 20, 2018, China Internet Network Information Center released the 42nd "Statistical Report on the Development of China's Internet Network". The report shows that as of June 2018, the number of Chinese Internet users reached 802 million, and the number of new Internet users in the first half of 2018 was 29.68 million people, an increase of 3.8% compared with 2017, and the Internet penetration rate was 57.7%.

In terms of mobile Internet users, the data shows that as of June 2018, the number of mobile Internet users in China reached 788 million. In the first half of 2018, the number of new mobile Internet users was 35.09 million, an increase of 4.7% compared with 2017. It is worth mentioning that the proportion of mobile netizens in the number of netizens continues to climb, accounting for 98.3% in 2018.

In terms of urban and rural netizens' structure, as of June 2018, the Internet penetration rate in China's urban areas was 72.7%, and the Internet penetration rate in rural areas was 36.5%. The data shows that in the first half of 2018, the number of rural netizens in China was 211 million, accounting for 26.3% of the total number of netizens, an increase of 2.04 million compared with the end of 2017, an increase of 1.0%. The number of urban netizens was 591 million, accounting for 73.7% of the total number of Internet users, and the number of projects at the end of 2017 increased by 27.64 million, with a growth rate of 4.9%. With the continuous advancement of China's urbanization process and the increasing urban population, it is expected that the scale of urban netizens will further increase.

Since 2007, the post-80s have become the main force in the purchase of real estate, and the group of buyers less than 40 years old accounted for an absolute proportion of the total number of buyers. With the in-depth popularity of computer networks, the Internet has gradually replaced the previous flat and radio and television media, which has become a key way for the majority of consumers to understand the latest news. The property website lists a variety of the latest product information, and users can also use the search mode such as fuzzy and condition to quickly and easily obtain the information content they need. Not only that, but with the rise of online viewing, such as Sina and Leju applications and various sales websites, users can sit at home and use the mouse to master the details of the real estate, and also to the seller via video. Asking about various specific issues, expanding the role of information retrieval to the field of housing selection, so that the efficiency of reservations has risen sharply. In this regard, the previous media is obviously difficult to match. For example, Sina Real Estate launched a research activity in 2009. The conclusion is that about 80% of the buyers will learn about real estate information from the Internet, which is much higher than the utilization rate of traditional planes and broadcasting media.

These data show that China already has a large number of Internet users. People can learn all kinds of information through the Internet. Real estate marketing is the time to transition from traditional marketing to online marketing.

2. Objectives

The main purpose of this paper is to study the present situation of Dexin real estate network marketing development and put forward the problems existing in the process of real estate network

marketing development, as well as the rationalization and improvement measures.

3. Literature Review

Chinese Research

China entered the Internet in the early 1990s. As a brand-new marketing model, online marketing has been highly concerned by the Chinese business community and related academic circles. In the context of the continuous launch of network products in recent years, domestic scholars have traditionally attacked the Internet. The subject of the industry marketing model has received increasing attention, and many scholars have given their own opinions and conclusions.

Du Zhengzheng (2012) believes that the rapid development of the network economy is affecting the traditional marketing theory with its inherent characteristics and patterns, and some changes have taken place. Network marketing has been born. Under the impetus of the Internet platform and network channels, the traditional Companies must be able to adapt to changes in the online marketing environment.

Long Liang (2007) mentioned in the article "On the status of China's real estate network marketing development" that in the rapid development of information technology, the network has become an important tool and means for the development of business marketing, real estate industry network marketing is popular, showing " Short, flat and fast.

Wang Peng (2007) pointed out in the article "Thoughts on Real Estate Network Marketing" that in the Internet era, information technology provides technical support for the real estate industry, so that real estate enterprises are no longer subject to time, space and real estate marketing in development and operation. Has entered the era of the Internet.

Wu Huihua (2009) "Building and Application of Real Estate Network Marketing System" discusses the construction and application of real estate network marketing system, and proposes the use of reasonable safeguard measures to promote real estate network marketing. Real estate companies analyze the needs and desires of consumers through online marketing, improve marketing strategies, and consumers understand information through the Internet. This two-way communication approach closes the relationship between business and consumers.

Since the 1990s, China has developed rapidly in important fields such as economy and science and technology, and its comprehensive national strength has been continuously enhanced. The access speed of Internet access capacity has doubled, and computers have been widely used.

According to the 20th China Internet Network Information Center (CNNIC) "The 42nd Statistical Report on China's Internet Development Status", as of June 2018, the proportion of enterprises using computer offices nationwide was 93.4%. The proportion of enterprises using Internet in the country is 88.8%. For large and medium-sized enterprises (50 people and above), the Internet usage ratio is over 90%. The types of Internet applications carried out by enterprises are rich in types, which basically cover all aspects of business operations. As the most basic Internet communication application, e-mail has the highest ubiquitous rate of 89.0%; Internet messaging applications are also popular, and the applications efficiencies are higher than 60%; in service and internal pillar applications, Except for online banking, interaction with government agencies, and high ubiquity of online recruitment, other applications are on average less than 50%. The focus is on employee re-education and Internet software systems, and the ubiquity rate has been at a low level.

The deep Internet construction has not been opened in most of China's enterprises, and it is still at the grassroots application level. In terms of online marketing, 24.8% of companies conduct online sales nationwide. In some industries, the manufacturing, information transmission, computer services and software industries, the wholesale and retail industry has a higher proportion of development, reaching 38.5%, 36.51% and 34.91%, respectively, while the construction industry, transportation, warehousing and postal services, The real estate industry, the rental and business services industries, and the proportion of residential services and other services are relatively low. In 2014, the Internet O2O business model achieved rapid development. This business model closely integrated the physical enterprise, especially the local living service industry and the business service industry with the Internet. The offline enterprise has become an important part of the Internet consumer economy. Under this trend, more and more traditional companies will launch online sales in the future. An important indicator for measuring the development of a country's Internet is the number of Internet users, and China enjoys a very large group of Internet users. According to the report, according to the statistics of China Internet Association's "China Internet Development Status Report 2018", as of June 30, 2018, the number of Chinese netizens reached 802 million, and the number of mobile Internet users reached 788 million. There is a large room for growth in the number of Internet users in China, which provides a broad market foundation for Chinese enterprises to carry out network marketing.

China's online market is huge, and there are many business opportunities brought by

network marketing. The network economy will inevitably have great development in the future, and the business prospects will be brighter.

Other Countries

In other countries, online marketing is also called e-marketing. For the research of enterprise network marketing, foreign countries started earlier, and some classic theories of marketing are produced in the United States and other Western countries. The Internet is a new marketing method in the information age. The revolutionary changes it brings to society are not inferior to the technological revolution in any period, because it has brought about tremendous changes in people's lives. With the advancement of science and technology and the development of the network, the network marketing model and marketing methods of foreign enterprises have also developed rapidly. They have proposed 4P, 4C, 4R, 4I and other theories. These concepts and theories have played a very important role in the development of foreign network marketing.

The SWOT analysis model (also known as TOWS analysis) is a situational analysis method. It was proposed by Heinz Wehrich, a professor of management at the University of San Francisco in the early 1980s. It is often used in corporate strategy development, competitor analysis, and so on. University of Michigan professor E. Jeremy McCarthy proposed the famous 4P theory in the 1960s: products, prices, promotions, channels, and considered to be the basic tools of marketing. The 4P theory has always been used in marketing and online marketing. With the advancement of society and the development of technology, the individualized demand of consumers has gradually become more prominent. The new consumer-centered marketing ideas have gradually attracted the attention of the industry. In the 1990s, Professor Laponte proposed the 4C theory: consumers. The demand and desire, cost, communication, and convenience, 4C has a great potential to replace 4P. However, with the development of the times, the limitations of the 4C theory have become more and more prominent, and there has been a contradiction between consumer demand and social principles. For example, consumers' demands are becoming more and more extravagant, which is contrary to the national saving strategy requirements. The US Tang Schultz put forward the 4R doctrine: relationship, savings, association and compensation. Subsequently, Ogilvy & Mather took the lead in advocating the 4I principles of network integration marketing theory: interesting principles, interest principles, interactive principles, and individuality principles.

In recent years, with the deep understanding and mature application of the network, the research on network marketing models and strategies has also been valued by foreign companies. At the same time, the government has also introduced relevant policies and regulations to support and encourage online marketing. For example, the US government stipulates that the goods and equipment purchased by the government itself must be partly from online marketing, so that the enterprise obtains government orders. We must actively develop and improve our own network application platform and carry out network marketing related business. Email marketing is the most popular online marketing tool in Europe, because European corporate employees view viewing emails as part of their lives and work. The gradual improvement of the basic environment of network communication has made Japan's network marketing flourish. The use of mobile communication and mobile Internet for online marketing is an important means. In terms of online marketing, some foreign countries, such as Japan, have specific estimates for them, and they also encourage communication with the organizations and actively carry out related plans for network marketing in various e-commerce activities.

In summary, scholars in China and other countries have started research on real estate network marketing. Among them, most scholars in other countries focus on marketing theory and network marketing concepts. Relatively speaking, Chinese scholars have more extensive coverage of real estate network marketing. The research content includes the advantages of real estate network marketing, the theory of real estate network marketing, and the status quo of real estate network marketing. All this shows that real estate network marketing has caused more in China. The attention of the industry. Based on the internal data of Beijing Dexin Real Estate Co., Ltd., this paper combines the existing theories of China and other countries to conduct in-depth research on Beijing Dexin Real Estate Network Marketing.

4. Methods

The research method refers to the means, ways or skills used in the process of scientific research in order to achieve better-expected results during the research process.

In the process of writing, this thesis first uses the literature analysis method to make a preliminary overview analysis of Dexin real estate network market.

Second, a SWOT analysis was carried out on Dexin real estate network market, by combining literature analysis method. Through SWOT analysis of the Dexin real estate network

market, its advantages, weaknesses, threats, opportunities, and real estate were analyzed through literature method. The current situation of Dexin real estate network market and existing problems. Through the literature method, use SWOT analysis to study the strengths, weaknesses, threats, opportunities, and the current status and problems of Dexin real estate network market.

Finally, in order to obtain the development of countermeasure analysis and research conclusions, the dynamic analysis method is used to study the development status of Dexin real estate network market and propose improvement measures to solve the problems. Because the form of real estate network market is constantly changing, the discussion of real estate network market is also analyzed and discussed under the changing real estate network market situation so that makes this thesis has a complete countermeasure.

Data Sources

The netizen data reference for this article is from the 42nd statistical report of CNNIC. The relevant references are from the authors of Strauss 、 Meyerson 、 Srinivasan and others. Company data comes from its own internal.

SWOT Analysis Of Beijing Dexin Real Estate Network Marketing

Strengths (S)

Beijing Dexin Real Estate has set up an official Internet operation system with superior network operation conditions. From the past, Beijing Dexin Real Estate is committed to grasping the trend of the times and attaches great importance to the progress of the network. The completion of the official website not only greatly reduced the cost and resource consumption, but also significantly enhanced the company's image and reputation. At the same time, it created the OA office system, which greatly improved the operational efficiency. At the same time, it also achieved paperless work and network sales. The cause has established a solid network foundation. At the same time, the intermediary with the business of Beijing Dexin Real Estate has a relatively high credibility in the industry, especially the full play of the prestige of its key partner, China Real Estate Network, which has caused great publicity impact on large-scale special websites.

The location of Beijing Dexin Real Estate is very good. As a large number of real estate developers have seized the Midwest market, the competitive pressure has also increased, but Beijing Dexin Real Estate has developed and built projects such as “Qianyuan Love City”, “HappinessLand” and “Romantic Full House” in Guangdong. Rich, especially for the design,

marketing and construction of high-rise small-sized products in the city, it has many years of operational experience, fully grasping the actual needs of the central and western consumer entities, and has more experience than foreign companies, and also has a high reputation in the local area, and the audience has a solid foundation.

Weakness (W)

Even if Beijing Dexin Real Estate has established a superior network environment, it does not maximize its use value. Now, the core function of the website is still propaganda, the role of the intermediary unit is mostly propaganda, it is extremely inconvenient for the development of the network marketing activity. Therefore, the location and role of the website must be clearly defined and vigorously rectified.

The supply side's network strength is not well-balanced, and it is an obstacle to the successful network marketing of the Beijing Dexin Real Estate. The network strength of the supplier will play a role in the network sales level of Beijing Dexin Real Estate, which will also act on the customer experience, and have an impact on the performance of the net sales. In a sense, the net-pin activity is global, so it is required that all the branches under the value system have a higher level and cooperate fully to show the actual value of the net-pin. Therefore, Beijing Dexin real estate must base on the overall situation, fully grasp the network environment of the related part.

Opportunity (O)

First of all, observing the suppliers of Beijing Dexin Real Estate can find out: At present, the company's IP investment business is "Taiwan Famous City"; and the online bidding project is the "Teacher's Apartment Three Districts" garden project. Beijing Dexin Real Estate has maximized the functions of the network media, and chose to carry out recruitment and bidding activities on the Internet to determine the supply subject and partners. At the same time, in accordance with the requirements of the "three public", we will build a highly credible business website in accordance with the law, so as to ensure that the legal interests of all stakeholders are fully realized and achieve a win-win result. Secondly, investigating the operational intermediary selected by Beijing Dexin Real Estate can find out that it is nothing more than a variety of large-scale portals, professional sales networks and corporate official websites. Now, its partners include: Sina Real Estate, SouFun.com, Jiujiu.com, Baidu Leju and Sohu Focus. Finally, the research on the customer situation inside Beijing Dexin Real Estate was carried out. For the enterprise, the

customer is the target market and belongs to the terminal seller of the enterprise. The rapid advances in Internet technology have kept manufacturers and customers away from the hassle of off-site transactions, and have designed an information communication medium that will make the relationship closer. How to enhance the collection, comparison and research level of real estate information is a key issue to consider when increasing the amount of sales.

Threat (T)

At the macro level, the central government's regulation and control policies on real estate have brought huge impacts to the entire industry. Like all real estate units, Beijing Dixin Real Estate has not achieved high returns since June 2011 and until March 2012. Affected by this unfavorable environment, coupled with restrictions imposed by the restrictions imposed by developed regions, many developers have fallen into the deadlock of operations and fled to the second and third-category cities, which has made Beijing Dixin Real Estate face the competitive load. It is getting higher and higher.

At the level of Internet sales, computer technology does not cover all areas of China, and many families are unable to achieve network connectivity. Therefore, the user base of Internet marketing is not strong. In particular, there are very prominent constraints. For example, online shopping users are mostly young people in the city, and there are not many people in remote areas and rural areas who have access to the Internet. Not only that, the situation of inaccurate Internet sales and lack of services is very serious. Relevant theories can't keep up with the pace of practice, and can not provide a useful guiding concept for online marketing; the relevant legal system is not perfect and can not provide strong legal support for online marketing; although the relevant service market is active, however Without jumping out of the grassroots category, it is impossible to carry out strategic orientation; the quantity and quality of online sales workers cannot achieve actual.

5. Results

Analysis of existing problems

- (1) Website information is not perfect enough
- (2) Network market target misplacement
- (3) The marketing network is not sound
- (4) Lack of network marketing talents
- (5) Website Information and Services are not perfect

6. Discussion

Development countermeasures and suggestions for Dexin real estate network market

- (1) Improve Website Information Service
- (2) Planning an Online Marketing Segment
- (3) Strengthen Internal Marketing Network Construction
- (4) Pay Attention to Internet talents
- (5) Strengthen Network Research

7. Conclusion

In recent years, China's real estate enterprises have made unprecedented development, the rise of real estate enterprises for urban residents to provide a large number of real estate. Indeed, today's network has become an important means to promote enterprise economy and management. Internet marketing is an advanced way to use electronic information technology for marketing activities. As an innovative mode of economic operation, it plays a far more role than the commercial field.

The network economy will provide many kinds of opportunities for real estate enterprises, mainly to obtain a large number of information resources quickly. With the development of economy, the role of information resources is becoming more and more important, and it is becoming an enterprise. The decisive factors for individuals and countries to strengthen their competitiveness will result in a great waste of land, capital and labor resources, spend manpower to develop advanced countries with breakthrough technology, and spend money to put into production backward products. It will make the enterprise miss the best time for its development.

The network economy shows us the recent real estate development new trend, namely the online real estate marketing, the multi-channel three-dimensional network communication mode, the network view house, the network purchase house and so on. Chinese real estate enterprises should establish correct marketing concepts, make full use of the characteristics of network technology, and successfully carry out marketing activities.

The marketing network of real estate enterprises is neither a simple channel problem nor a pure sales network. It is an organic system consisting of a sales network, a business network, a publicity network, a customer network and a service network. Its pros and cons are the marketing capabilities of enterprises. One of the most important evaluation indicators. There are many ways

to transfer the enterprise, but in the end, sales must rely on the marketing network, and its promotional function is better than one-way advertising. More, faster, and more accurate information feedback can be obtained through the business function of the network, which is conducive to improving the level of economic decision-making. To seek long-term and stable development, enterprises must establish a sound marketing network. This can increase the hit rate of sales. Continuous management and timely information release can make network marketing work best. Only by doing a good job of its own service quality can the company grow and develop. In daily management, it is necessary to check the quality of work from time to time and complete the amount. And maintain good communication with them. Enterprises must pay attention to new information, new policy changes, etc. from time to time in their development and progress.

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