Chapter 2
Literature Review

2.1 How soap operas have changed the world

Soap operas aren't often celebrated for contributing to the good of society. Whether it's the materialism of Dallas or the idle gossip of Neighbours, they are better known for being shallow and addictive than for bringing about social change. But around the world the genre has succeeded in providing "educational entertainment". Soap operas generally have a bad reputation. They’re thought of as vapid dramas that lack any real depth. However Stephanie Hearty argues that soap operas have a long history of educating people and changing established norms. Some examples include:

In 1951 the United Kingdom’s Ministry of Agriculture created a soap opera called The Archers that taught farmers ways to increase productivity. 61 years later the show is still running and it is believed to be the longest running soap opera in history.

In 1975 half of Mexico’s workforce did not know how to read. Miguel Sabido wrote a soap opera that ends with an emotional scene of a father reading a letter his daughter wrote to him.

After Sabido’s success in challenging norms in Mexico, India’s Prime Minister Indira Gandhi invited him to India to help establish a new set of Indian values. In the soap opera that he wrote a Hindu girl falls in love with a Muslim man, and an upper caste man wants to marry a lower caste girl. At the end of each episode a famous Indian personality would encourage families to discuss the themes depicted in the show.

2.2 Television Drama in China:
Television broadcasting in China began at seven o’clock in the evening, Beijing time, on May 1, 1958, during the era of the “Great Leap Forward.” The first Chinese television drama, a thirty-minute play, Yikou cai bingzi (A Veggie Cake), was produced and aired live on the Beijing Television Station on June 15, 1958. Hu Xu, the director of this drama, coined the term dianshi ju (literally “television drama”) for this new form. This term harked back to the guangbo ju (literally “radio drama” or “radio play”) in China. It was only fitting that television dramas had a parallel name. For Hu Xu and many critics, the birth of Chinese TV drama was an indigenous phenomenon, not an act of imitating the foreign culture. In addition to Beijing TV and China Central TV (CCTV), television stations in Shanghai, Harbin, Guangzhou, Changchun, and Tianjing produced and broadcast their own dramas beginning in 1958. From 1958 to 1966, called the “direct telecast period” (zhibo qi) by Chinese TV historians, China produced nearly two hundred singleepisode TV dramas; all were simultaneously produced, performed, and telecast live. Television drama production came to a halt during the Cultural Revolution and was not resumed until 1978. From the late 1970s through the 1980s, Chinese TV stations produced indigenous dramas and showed foreign television shows. American TV serials aired in China included Man from Atlantis, Hunter, Falcon Crest, Remington Steel, Matt Houston, and Dynasty. It is even reported that Dynasty was Chinese leader Deng Xiaoping’s favorite program. The Japanese soap opera Oshin was also tremendously popular when it aired on CCTV in the summer of 1986.

Beginning in 1981, the PRC began producing its own serials as opposed to single-episode dramas. Chinese television serials are funded and produced by a variety of sources, involving both private and public funds. Yet they are all aired on public and state TV stations at the national, provincial, and municipal levels. Advertisements constitute a regular part of the programs and provide their main source of income. In China, as in the West, the televisual text is a “supertext” that consists of the
particular program and the introductory and interstitial materials, such as announcements and advertisements. Of course, the term “soap opera” in America derives from the fact that detergents and cleaning products were often advertised during such programs. The genesis of soap operas in China can also be examined in this light. As mentioned earlier, Yearnings (dir. Zheng Xiaolong, CCTV and Beijing TV, 1990), the most successful Chinese TV drama, has been taken to be the first Chinese soap opera. The serial’s narrative intertwines the stories of two families. Most of the episodes take place in a home and are shot in a studio. Therefore, the drama is also credited with being the first “indoor drama” (shinei ju) in China. Critics have pointed out an indissoluble link between the commercials and the story itself: In an uncanny way, this Chinese TV drama was “soap opera” in the classic sense in that commercials for soap products were built into the very fabric of the television supertext. American in origin, soap opera has become a global form of television programming in many parts of the world, including (post)socialist China.

2.3 Soap operas in Thailand
Soap operas are a popular genre of Thai television. They are usually shown every night at primetime on Thai television channels and start at 20:30. An episode of a prime-time drama is usually two hours long (including commercials). Each series usually is a finished story, unlike Western "cliffhanger" dramas, but rather like Hispanic telenovelas. A series will run for about three months. It may air two or three episodes a week, the pattern usually being Monday–Tuesday, Wednesday–Thursday or Friday–Sunday. A channel will air three soap operas simultaneously at any given time. Because they attract the most viewers, each channel competes for the most popular stars. While the "best" series are shown at night right after the news, there are ones with smaller profiles (and shorter run time) in the evenings at around 5–6:00 pm. In some cases, primetime series are also shown on re-runs a couple of years after their initial
release, in the afternoon. Soap operas are broadcast on channel 3, 5 and 7 in the same time of broadcasting.

Thai soap operas have very distinctive, though formulaic, characters and narrative conventions. Though some stray from these conventions, most adhere to them, especially ones that are very popular among Thai viewers.

- They are always about achieving a perfect ending in which the leading characters marry their soulmates and live happily ever after.
- The two main lovers are established at the beginning of the series. Viewers have no difficulties singling them out of the crowd for they tend to be the most popular soap-opera stars of the moment. The male lead role usually called Phra Ek as the main actress had named Nang Ek
- The presence of one "bad" female character, sometimes more, is commonplace. This is the person who is totally in love with the male lead and will do all that is necessary to stop the two would-be lovers from fulfilling their destined ending. She tries everything to be the main actor's girlfriend and always tries to get rid of the main actress. She is often a stereotypical character who does not hesitate to do bad, bad things to the main actress including trying to steal her boyfriend before the wedding. She is often a rich girl or comes from a good family background, but has nasty behavior and is manipulative. Few of these characters are kind. She is usually a living person, but a few of these characters can be evil, dead women who come back as ghosts. The most popular ones are Poot Mae Nam Khong or the remake of Pob Pee Fa. Nang Rai or Nang Itcha is a famous name for Thai viewers.
- "Katoei" (– man dressed like a woman) are often used as comic relief. Sapai Look Tung is popular for this role.
- In the end, all conflicts in the story must be resolved. Everyone forgives each other. The "bad" guys receive their punishments
and the "good" guys receive their rewards. However, some series end with unsolvable problems such as *Poot Mae Nam Khong*.

- Thai soap operas are often melodramatic to the point of becoming camp. Most productions are written and produced with the assumption that the more melodramatic it is, the better. This is why situations are grossly exaggerated, actions are overly theatrical, and screams and shrieks (from the bad female) numerous.

### 2.4 Effect of film and TV dramas on destination image perception and tourism

The results of one study (Brown and Singhal 1993) showed that entertainment is not the sole purpose of motion pictures. Movies can send political messages, correct historical facts, bring viewers to the realization of the moment and even allow the viewers to vicariously experience other cultures, locations or settings or even lifestyles. Consequently, movies do influence our attitudes on a variety of levels. Viewing a single movie or exposure to a specific media message may be sufficient to produce effects on people’s beliefs, thus forming a perception (Jeffers 1997).

Kim and Richardson (2002) found that the content of movie could be related to destination image formation. Some attributes of the destination image can be positively changed while other attributes might be negatively affected by the movie. From a marketing standpoint, it was implied that destination marketers are not likely to have control about the way a place is portrayed in the movie. Thus, destination marketers may need to develop or adjust their image management strategy depending on the way a place is depicted in a film.

Movies and TV drama and tourism ties between the follow points emerged in the image is (O’Connor, Flanagan ve Gilbert, 2008), image is an important part of the marketing strategy of the destinations that is a strong consensus, at this point, film and TV drama can be effective to create the powerful image of destinations.
Movies and TV drama have the power to influence the tourists and tourism marketers. The process of image creation is related to the popular culture and between the self-belief which is based on evidence and experience is the difference is reduced. At this point, films and TV drama provide awareness that is about attractiveness and features of the tourist destination for the potential tourists can have information, ideas and image without going destination and hence getting a first-hand experience. In creating a positive image, films and TV drama is one of the important factors.

2.5 Thai television soap opera in China

Shanghai Film and Television Festival in June 2002 to become a key point to Thai television soap opera enter to China, Han Media Culture Co., Ltd(Thailand) Company became the first Thai company to join film and television activities in China, just a small booth brought the results are as follows: 2002, CCTV6 broadcast the first Thai film "snake lady", In 2003, CCTV8 broadcast the first Thai drama " Sao Chai Hua Jai Chicago", but they are as superficial, little repercussions. In 2003, in order to facilitate the introduction of Thai drama, Han media Hong Kong and Guangzhou has set up. In 2006, Han media promote Thai drama "the Phoenix Blood" aired in CCTV1 and CCTV8 three times, Thailand the drama cause domestic audience for the first time concern, but then relying on the drama "Dae Jang Geum" remaining prestige from the "palace" compared Phoenix blood "just Chinese drama audience a flavor unique appetizer. 2008, " The Princess " landing Hunan Satellite TV, That same year, CCTV8 re-launched the Thai drama " Khun Nai Sai Lub " and " Heart of Chocolate".

Anhui TV’s Zhang Donghui, Die Zeit reporter said: "Battle of angels" make more and more Chinese people watch Thai TV drama, “Battle of angels” Unexpected repercussions Anhui TV to see opportunities, the 2010 Anhui TV continued to broadcast the Thai drama "Tomorrow, I still love you- Proong Nee Ghor Ruk Tue " and "Cupid trap” in this year, a call for build China's largest Thai drama broadcast platform "slogan. The end of 2010, Anhui TV announced
that it purchased a breath "Jealous Sea", the eight Thai drama "Love on the road", "glass drill dispute" for 2011 play. Anhui Satellite TV, not the first one to eat Thai crab has become China Satellite TV Thai drama House.

**2.6 Thai Tourism attraction for Chinese tourists**

Thailand offers a great variety of attractions. These include diving sites, sandy beaches, hundreds of tropical islands, varied night-life, archaeological sites, museums, hill tribes, exceptional flora and bird life, palaces, a huge amount of Buddhist temples and several World Heritage sites. Many tourists follow courses during their stay in Thailand. Popular are classes in Thai cooking, Buddhism and traditional Thai massage. Thai national festivals range from the fun-for-all water splashing Songkran to the almost fairytale like quality of Loy Krathong. Many localities in Thailand also have their own festivals. Famous are the "Elephant Round-up" in Surin, the "Rocket Festival" in Yasothon and the curious "Phi Ta Khon" festival in Dan Sai. Thai cuisine has become famous worldwide with its enthusiastic use of fresh herbs and spices.

Only the most austere ascetics can resist shopping when in Thailand. Bangkok is renowned for its main shopping malls, offering an astounding variety of international and local brands. Towards the north of the city, and easily reached by skytrain or underground, is "Chatuchak Weekend Market". It is possibly the largest market in the world, selling everything from household items to live, and sometimes endangered animals. The "Pratunam (meaning water gate) Market" specializes in fabrics and clothing. The night markets in the Silom area and on Khaosan Road are mainly tourist orientated, selling items such as T-shirts, handicrafts, counterfeit watches and sunglasses. In the vicinity of Bangkok one can find several visually stunning floating markets such as the one in Damnoen Saduak. The "Sunday Evening Walking Street Market", held on Rachadamnoen road inside the old city, must be the
shopping highlight of a visit to Chiang Mai up in northern Thailand. It attracts many locals as well as foreigners. The "Night Bazaar" is Chiang Mai's more tourist orientated market, sprawling over several city blocks just east of the old city walls towards the river.

Bangkok the capital of Thailand, is a metropolis where one can find both old and new, East and West, traditional and fashionable, blended together in a harmonious way. Samut Prakan has countless tourist attractions such as historical sites, old markets and indigenous lifestyles along the canals. The largest crocodile farm in the world is situated here. Samut Songkhram highlights King Rama II Memorial Park and Amphawa Floating Market. Those who love to experience the local lifestyles have many choices of homestay programmes to choose from. The old capital from 1350 to 1767, Ayutthaya, is today visited chiefly as a historical site, especially the World Heritage Historic City of Ayutthaya and associated Historic Towns. Bang Pa-in Palace, and Bang Sai Folk Arts and Crafts Centre are places recommended for inclusion in a one-day tour.

Kanchanaburi is a good place for nature lovers, where they can raft down the stream watching enchanting scenery. The Death Railway and the Bridge over the River Kwai are also located here. On a trip to Saraburi, Buddhists should not fail to pay homage to the Buddha's Footprint there. Lop Buri is famous for shrines in the Khmer style, the remains of King Narai's palaces of the 17th century, and the sunflower fields.

Nakhon Pathom is the town that boasts the tallest Buddhist pagoda both in Thailand and in the world. The greatest Elephant Show in Thailand can be seen here. Phetchaburi has many tourist attractions, including the famous Cha-am Beach and many other beaches, scenic mountains, limestone caves, historical sites, and ancient temples. Prachuap Khiri Khan is well known for Klai Kangwon Palace, a summer palace of the King and the Royal
Family, the oldest beach resort, Hua Hin, and Khao Samroi Yot National Park. Another famous attraction is the 12-km-long Ban Krut Beach. Prachuap Khiri Khan Bay is scenic and suitable for sport activities.

Just 2 hours' drive from Bangkok is Pattaya, the renowned recreation centre on the east coast. Its fine sand, blue sky and limpid sea are among many other good things that prove irresistible to both foreign and domestic tourists. Although Pattaya is the cream of Chon Buri, other places of interest are plentiful in this province -- Khao Sam Muk, where stands the Chao Mae Sam Muk Shrine highly revered by Thais; Bang Saen, the nearest-to-Bangkok beach resort for families; Ko Sichang, a paradise island whose name has become the title of a song. Chanthaburi, a coastal province famous for its gemstones, fruits, hot pepper and Chanthabun mats.

Rayong: where the most attractive tourist spot is the Samet Island, which has become very popular among foreign visitors. Trat, the most far-flung province on the eastern coast, is well known for its Ko Chang Marine National Park. Prachin Buri is famous for its "Hin Phoeng" Rapids which is part of Khao Yai National Park.

The fine weather, the mountainous scenery, the exquisite handicrafts and the rich northern Thai culture are some of the charms of the North. Nan is where culture blends well with nature. This small and peaceful province amidst the mountains is one of the most exciting sites to shoot the rapids. Chiang Mai, the second biggest province of Thailand, provides visitors with a host of places of interest, such as, Doi Suthep, Doi Inthanon, Bhubing Palace, etc.

Chiang Rai, located at the northern tip of Thailand in the very heart of the Golden Triangle, gains fame from its scenic views, exotic hilltribes and exciting elephant-back riding tours.
Lamphun is a town of beautiful women, bountiful orchards and ancient temples. Lampang is the sole province in Thailand where horse-drawn carriages are still used as a means of transportation. Phrae is known for the northern costume called *mohom* and Phae Muang Phi, a small area of weird earth formation.

Lying in the northwestern corner bordering Myanmar, Mae Hong Son is well known as the "Town of Three Mists" because it is mist-shrouded throughout most of the three seasons. It has several tourist attractions, both natural and cultural. Being mountainous, the province has many waterfalls and caves.

Sukhothai, the first capital of the Thai Kingdom, is well-known for its two historic sites -- Sukhothai and Si Satchanalai Historical Parks, which have been declared World Heritage Sites by UNESCO in 1991. Tak This mountainous province is ideal for nature lovers and adventurous tourists as there are numerous places for white-water rafting, trekking and elephant riding. Blessed with high mountains and natural beauty, Phetchabun is where the scenic Nam Nao National Park and Phu Hin Rong Kla National Park are situated. It is also rich with waterfalls, rivers and lakes. Phitsanulok features many historic sites and natural scenic spots like Chat Trakan and Thung Salaeng Luang national parks. The province is also famous for the Khek River which is excellent for shooting the rapids.

Known as Isan in Thai, the Northeast consists mostly of a plateau. Some may think that this area is dry and lifeless. But in fact, it has large numbers of tourist spots, especially sites of historical and archaeological significance. Nakhon Ratchasima, or Khorat for short, is the gateway to the Northeast, where are located the Thao Suranari Monument, Khmer-style stone shrine Prasat Hin Phimai and an over 250-year-old banyan tree. Khon Kaen, one of the northeastern
commercial centres famous for the local product -- matmi silk. At Phuwiang National Park, dinosaurs' fossils, which were uncovered at the site, are on show. Kalasin is where dinosaurs' fossils were excavated and are now exhibited at Dinosaur Research Centre in Sahatkhan District.

Ubon Ratchathani is the easternmost province of Thailand, bordering Laos on the east and Cambodia on the south. The renowned Pha Taem and Pha Mon are sandstone cliffs featuring prehistoric colour paintings. Other attractions include beautiful old temples and many rapids and cascades along the Mun and Mekong rivers. Sakon Nakhon offers tourists the picturesque scenery of the vast Nong Han Lake and Phu Phan National Park. Surin, the land of elephants, is world famous for its Elephant Round-up taking place at the third weekend of November. Si Sa Ket where the famous Khmer ruins, Khao Phra Wihan, is located on the Cambodian border. There are many other Khmer-style stone buildings in the province which are worth visiting.

Buri Ram Comprising plenty of Khmer ruins, this province is where the largest Khmer-style stone temple, Prasat Hin Phanom Rung is located. Loei, a challenging place for nature lovers who want to admire the scenic beauty of Phu Kradueng National Park in the cool season.

The 14 provinces in the South stretch along the narrow peninsula of Thailand from Chumphon to Malaysian border. The Andaman Sea coast on the west with numerous offshore islands and a beautiful underwater world offers many fascinating travel opportunities to the sea loving tourists. The most prominent tourist attraction in the South is inevitably Phuket, the biggest island of Thailand located in
the Andaman Sea. It has rapidly become one of the best known seaside resorts of the world.

But if you find Phuket a little too crowded in the peak tourist season, then Samui Island of Surat Thani will be another choice. Its tranquillity and unpolluted environment will refresh you. Pha-ngan Island, which is a famous diving centre, is also an interesting destination.

Ranong, Thailand's rainiest province, is well known for its hot mineral springs. Visitors can enjoy mineral bath in many hotels here. The offshore Surin Island is stunning with abundant coral reefs and colourful fishes. Phatthalung is believed to be in the realm of the ancient Sri Vijaya Kingdom, which has long been forgotten leaving only a few hallowed hills today. Songkhla is a famous seaside resort in the far South where a cruise on Songkhla Lake is fascinating. Another famous place in this province is Hat Yai, the big bustling city widely known for the low priced imported goods. Not far from Koh Samui, you may go to Koh Tao.

Phang-nga, adjoining Phuket, is full of magnificent seascape and beautiful lime-stone caves. Those who love diving may visit Krabi to explore its Phi Phi, Lanta, and Hong Island Groups. At Rai Le Beach, you can enjoy the exciting rock climbing. Krabi and Phang-nga are two stars besides Phuket. They are becoming popular with tourists because there are interesting attractions both on land and in the sea.

Trang With plentiful picturesque islands, this province has many fine beaches and beautiful scenery waiting to be explored such as Chao Mai National Park, and Ko Muk and its Morakot Cave. Tarutao Island off Satun, being the remotest, will provide you with
the most marvelous underwater life and most tranquil atmosphere. Nakhon Si Thammarat, the land of predominant Buddhism during the Sri Vijaya period, is famous for its Talumpuk Cape and Hat Khanom-Mu Ko Thaletai National Park.