

MARKETING OF TOURISM:
A STUDY OF THE PROMOTION OF
THAILAND
AS A DESTINATION FOR TOURISTS FROM THE U.K.

BY

SUMALEE LIMPAYARAYA

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Department of Marketing
University of Strathclyde
Glasgow

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Supervisor : Dr. J. Kinsey

I dedicated this work to my parents

ABSTRACT

Tourism in Thailand plays a significant role by its contribution to the fulfillment of the country's economy and social benefits. As the principal export revenue, tourism is adopted as one of Thailand's priorities for development.

The administration of these matters is carried by the semi-government body called the Tourism Authority of Thailand. Various forms of effort have been put into promoting Thailand as a tourist destination for tourists from the U.K.; the U.K. being second most important European generating country for Thailand. Three main elements of promotional effort are advertising, sales activities, and public relations.

The study is made to examine the effectiveness of T.A.T.'s promotional activities to the travel trades in this market by means of a postal survey.

It has been found that insufficient attention is afforded to tourism in Thailand. Although most tour operating companies in the U.K. are familiar with Thailand to a fair extent, the recall of T.A.T.'s promotion is still low and the country's image needs to be improved.

In the main, Thailand does have the potential of becoming one of the most popular destinations for tourists from the U.K.. Apart from its diverse tourist products and

good tourist-related services, Thailand is located in a strategic position as South East Asia's nearest point from the U.K. and the gateway to the Far East. To achieve this, more direct promotional efforts have to be directed both to ultimate customers and the travel trades by applying the concept of marketing as a whole.

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CHAPTER ONE

INTRODUCTION

1.1 GENERAL INTRODUCTION

Thailand is well-endowed with a variety of natural resources as well as its historical and unique cultural attractions. It is the only country in South East Asia never to have been a Western colony. Its interest in tourism development actually started in the 1960s, but has been prominent since 1972 in the Third National Economic and Social Development Plan.

It can be said that the travel industry is a multi-purpose tool which brings direct profit to the economic and social systems of the country, with low investment but high return. Its significance is outstanding to the economy of Thailand. Indeed, the tourism industry has been the principal source of export revenue since 1982, replacing rice as the country's top export. Earnings from tourism provide a greater percentage of the balance compensation each year. In addition, its productive and investment features support job creation in a context in which unemployment has become one of the main social problems.

Among international tourist markets, the United Kingdom has become the second most important European generating country to Thailand. But the increase rate is rather slow. The semi-government body called the Tourism

Authority of Thailand, which was established as an authority in 1979, is to take charge of tourism development. The London Office was assigned this responsibility whereby, by means of its promotional effort, Thailand should increase its importance as destination in this U.K. tourist market.

It is a challenge to see how much this promotional effort can achieve here; and to see if the marketing concept has been applied in practice.

Being a native of Thailand it was apposite to undertake a study which combines knowledge generated from the Marketing Course with the interests of an expatriate. It is hoped that the results presented here will produce the interested reader with insights into the potential application of the marketing concept to the promotion of Thailand as a destination for tourists from the U.K.

1.2 OBJECTIVES OF STUDY

(a) To examine the application of the marketing concept in the tourism industry.

(b) To examine the role of tourism promotion of Thailand.

(c) To analyse and evaluate the promotional efforts of the Tourism Authority of Thailand in the U.K. tourist market.

(d) To provide some recommendations of relevance to the tourism promotion of Thailand in the U.K. tourist market.

1.3 METHODOLOGY

In order to achieve these objectives and make the study complete, both desk and field research were carried out. Desk research centred on published books, journals, reports, magazines and materials provided by T.A.T.

Field research was carried out in the form of postal questionnaires to 50 tour operators in the U.K. in order to obtain their views on Thailand as a destination and on T.A.T.'s promotional work.

1.4 ORGANIZATION OF STUDY

The study starts with the scope of tourism as a specific service, followed by the marketing application to the tourism industry by means of the marketing mix strategy. In tourism, some more elements are needed in the marketing mix, this is discussed in the second chapter.

A general background to Thailand as a tourist destination is provided in chapter three of the dissertation. The development of tourism there is shown through the growth of international tourists to the country. Then, the tourist products of the country in terms of attractions, facilities and accessibilities are introduced. The importance of tourism toward the economy and social structure of the country is also discussed as well as the problems with the tourism industry.

Chapter four begins the discussion on promotion in

general and on what is done by the semi-government body of Thailand (T.A.T.). Its tourism promotion policy and some past promotional activities in the domestic and international markets are detailed. Finally, we look at the operation plan for tourism promotion and development.

Chapter five concentrates on the promotion of tourism in Thailand in relation to the United Kingdom market. Here, two significant intermediaries are the tour operators and the travel agencies who attempt to satisfy the customers' needs by selling the destination. The study is also extended to the role of T.A.T. in this U.K. market, covering in various aspects : the promotional activities, the message strategy and its limitations.

Chapter six is an important chapter because it describes the method used for the field study. First of all the research hypotheses are established, then the methodological framework is determined by means of sample identification, the data collection method, and the construction of the questionnaire.

Chapter seven concentrates on what was found in the survey.

Chapter eight is an evaluation of the findings in terms of validity and reliability. Here, some difficulties from the findings are identified.

Finally, chapter nine provides the overall conclusion of the study and some recommendations that may be of relevance to the development of tourism promotion in the U.K. tourist market.

CHAPTER TWO
MARKETING AND TOURISM

2.1 INTRODUCTION

The objective of this chapter is to present a marketing approach to the tourism industry. To achieve this objective, what is meant by "services" will be determined and related to tourism as a specific service. Next, an extensive study will be made in the scope of tourism, and the various forms of tourism will be identified, as will factors which affect the growth of tourism. Finally, marketing concepts will be applied to the area of tourism by means of the marketing mix strategy.

2.2 THE SCOPE OF SERVICES

The American marketing Association defines 'services' as "activities, benefits, or satisfactions which are offered for sale, or are provided in connection with the sales of goods". (1) The most important element here is the "satisfaction". This inevitably relates to marketing as the satisfaction between seller and buyer will be derived from the marketing activities and the benefits in the exchange of value process.

Theodore Levitt (2) takes the view that all marketing is service marketing. He considers that customers buy "the value satisfaction of offerings", or "a benefits package". Thereby, all companies, regardless of the industry, are concerned with supplying a combination of

physical product and service. The only difference is that different industries supply varying degrees of service with the associated physical goods.

Services possess several distinctive characteristics which differentiate them from physical products and have significant marketing implications. These differentiating features create marketing problems and result in marketing programmes which are often substantially different from those found in connection with the marketing of products. These characteristics of services can be identified as follows :-

Intangibility : Services are intangible and cannot be seen, touched, felt, tasted or sampled before the purchase takes place. This is certainly applicable to tourism, as potential customers do not have access to the benefits offered. In consequence, the main objective of the company's promotional programme is to concentrate on the benefits which will be derived from the services rather than stressing the service itself.

Perishability : Services cannot be mass produced and stored for later distribution. This particularly relates to tourism. Here the company has a problem of supplying the correct quantity, since excess supply will mean loss of revenue. For example, hotel rooms that are not occupied, empty seats on aeroplanes or coaches and empty seats in a theatre. These revenues are lost. At the same time under supply could also mean lost revenue if demand is sufficiently high.

Heterogeneity : It is difficult to attain standardisation of a particular service. Unlike physical products which tend to be produced by machinery to set specifications, services are performed by people. This means that quality is likely to vary and that services are more prone to human error.

Demand Fluctuation : Several factors can affect the level of demand for incoming tourism. These vary from changes in relative price levels, changes in the value of the currency, special events, changes in visitors' levels of disposable income, political instability in visitors' home country etc. (3)

The distinctive characteristics of "services" related to tourism have been discussed to differentiate them from physical products. At the strategic level, the basic marketing approach should be the same for both. But in implementation, a unique marketing strategy is needed for services. Now the study will look at the extent of tourism and marketing in turn.

2.3 TOURISM

2.3.1 DEFINITION OF TOURISM

It is not easy to find a satisfactory definition of tourism as a range of definitions has been advocated by many writers from different points of view. However, the term "tourism" has been commonly used to describe the field of travel which is itself a multi-

dimensional phenomenon. This, on the one hand, evokes images of adventure, romance, mystery, and exotic places, and on the other, involves mundane realities such as business, health, or personal emergencies. (4)

The concept of tourism as defined by Hunziker and Krapf (5) helps to distinguish tourism from migration. They defined tourism as :

"The sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."

On the other hand, by defining "tourism" as a generic term and as an interaction between man, time and place, Wahab's definition seems to be the most appropriate :

"Tourism is a purposeful human activity that serves as a link between people either within the same country or beyond the geographic limits of states. It involves the temporary displacement of people to another region, country, or continent for the satisfaction of varied needs other than exercising a remunerated function. For the country concerned, tourism is an industry whose 'products' are consumed on the spot forming invisible exports. The benefits accruing there can be witnessed in the economic, cultural and social life of its community." (6)

From this definition, we see clearly the need to understand the scope of tourism, the characteristics of the tourist industry, the meaning of tourist product, tourist market, and the difference between visitor and tourist.

2.3.2 THE SCOPE OF TOURISM

In the broadest sense, tourism is a service industry. Its output is a particular kind of a service rather than a tangible physical product, as characterises the manufacturing industries. In the narrower sense, tourism can be looked at as the sum of the phenomena involving the movement of people within their own countries, namely domestic tourism; or across national borders, namely international tourism.

Developing countries treat tourism as an industry worthy of being encouraged by various incentives. It has been supported for the country's social and economic development. Tourism can serve to rationalize and enhance the relations between nations in areas such as politics, economics, social, and technology etc.

From a functional viewpoint, tourism as a phenomenon, can be broken down into three basic elements :

(a) a human element, which is the tourist whose needs and desires must be served.

(b) a physical element, which includes the place and means of transportation.

(c) a time element, which is the duration of the

trip and stay at the destination.

Among organizations involved in tourism, there are both profit and non-profit making, official and semi-official, at the local, regional, national and international level. All of them play an important role in the tourist industry.

Characteristics of Tourist Industry

Burkart and Medlik (7) identify conceptually five main characteristics of tourism as follow :-

(a) Tourism arises from a movement of people to, and their stay in, various destinations.

(b) There are two elements in all tourism : the journey to the destination and the stay including activities at the destination.

(c) The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and working populations of the places through which tourists travel and in which they stay.

(d) The movement to destinations is of a temporary, short-term character, with intent to leave within a few days, weeks or months.

(e) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

Tourist Product

Generally, the tourist product is a composition of cultural background and historical heritage, different environments, natural beauty and landscapes, good hospitality, worthy accommodation and exotic cuisine.

In a narrow sense, the tourist product is an amalgam of what the tourist does at the destination and of the services he uses to make it possible. On the other hand, the tourist product can be analysed in terms of its attractions, facilities, and accessibilities. Attractions are those elements which determine the choice of the tourist to visit one destination rather than another. They generate flow of tourists to their locations. While tourist facilities complement the attractions and comprise accommodations, restaurants, entertainments and so forth. The third component is accessibilities which include modes of transport to the tourist destination.

Tourist Market

A market normally includes a group of sellers and buyers or producers and consumers bargaining over the terms of exchange for goods and/or services.

The tourist market is more specific. This describes the collective of actual and potential buyers of each tourist product. Similar to consumer markets, the tourist market may be segmented by geographic, demographic, psychographic and behaviouristic dimensions.

According to Burkart and Medlik (8), they

identified the segmentations of the tourist market by purpose of visit, socio-economic, behavioural or similar characteristics. Thereby the total tourist market may be divided into three major segments : the holiday tourist, the business tourist and the common interest tourist.

Tourist

Confusion often exists over the terms 'tourist' and 'visitor', and thus can lead to problems in statistical data collection. The principal reason for this is the fact that different countries define these terms differently. One possible solution would be to use the term 'visitor' as the basic concept for international tourism statistics and to establish a distinction between temporary visitors and day visitors, according to whether or not they spend a night in the country visited. The term 'tourist' can be reserved solely for persons who travel on holiday, for pleasure or for general leisure reasons.

However, one of the earliest definitions of 'tourist' has been adopted by the International Union of Official Travel Organization (IUOTO) which has been changed to World Travel Organization (WTO), viz., "any person travelling for a period of 24 hours or more in a country other than that in which he usually resides." (9) It is in this sense that the word 'tourist' will be used throughout this study.

2.3.3 FORMS OF TOURISM

Tourism encompasses several forms of travel. Before a person makes a decision on any travelling, he has to know what type of travel, depending upon geographic locality, he wants. This can be domestic tourism, regional tourism, or international tourism. At the same time, it can be individual or group travel. Furthermore, he has to identify how long he will spend on the visit and also determine the kind of visit, for example, seaside resort or mountain resort.

Besides these, tourism can also be classified according to age, sex, prices and social class, and means of transport.

Most of all, the person has to identify the purpose of the visit which may fall under several heads:-

- . Recreational tourism or leisure tourism : serving to refresh the physical and mental powers of the individual in resort areas.

- . Cultural tourism : serving to enrich information and knowledge about other countries which are psychologically distant from the tourist's home country.

- . Health tourism : satisfying the need for medical treatment in other countries or places with curative facilities, with certain provisos, like cleanliness, quietness, reasonable standard of living and so on.

- . Sport tourism : satisfying people's hobbies, like fishing, windsurfing etc.

- . Conference tourism : including scientific,

professional and even political gatherings. This requires the existence of conference facilities and other important factors like geographical location, availability of easy transport, good climate etc.

The classifications of tourism are significant as they can represent the market segments whereby the company may apply the marketing strategy appropriate to each segment.

2.3.4 FACTORS AFFECTING THE GROWTH OF TOURISM

(A) FACTORS CONTRIBUTING TO THE GROWTH OF TOURISM

There are several factors which explain the rapid growth of tourism today and in the future. These include the increase in real personal income; increases in leisure time; predictions for longer vacations; higher levels of education; growth of interest in cultural matters, including appreciation of the cultures of other people and places; technological developments such as subsonic aircraft which can carry more passengers with more comfort and, at least, stable if not decreasing fares; improvements in communications; and awareness of other countries and places. All favour the growth of travel and tourism today.

There are also several factors affecting future trends in the tourist industry. First of all, the increasing growth of population will affect the overall number of tourists. The United Nations have estimated that by the end of the 1980's the populations of Africa and Latin

America will grow by 70 %, Asia by 40 %, North America by 30 % and Europe by less than 20 %.

Secondly, the Gross National Product (GNP) of a country will influence the future trend of tourism. Generally speaking, the higher the GNP of a country, the higher per capita income. It is likely that the disposable income will increase as well. As a result, this will generate a higher number of tourists.

Thirdly, the visitors' purpose of travel, such as for business or holiday, is determined by trade relations between the two countries. Furthermore, the relative appeal of destination countries may influence the growth of tourism. The marketing of the tourist industry might help to boost the number of people who take more than one planned trip or vacation each year.

 OBSTACLES TO THE GROWTH OF TOURISM

Barriers to travel fall into the following 5 broad categories :-

Expense : Cost of travelling is the principal reason for staying at home and not taking a trip. This is especially true of the customer whose purpose is leisure, who will usually weigh the expected enjoyment against the monetary constraints.

Lack of time : This barrier is characteristic of people who have their business, job or profession.

Physical limitations : Poor health and physical

limitations keep many persons, particularly the elderly, at home.

Family stage : Parents of young children often do not travel because of the inconvenience.

Lack of interest : Unawareness of travel destinations which would bring pleasurable satisfaction is a major barrier.

Burkart and Medlik (10) elaborate the problems of growth and development of tourism as three major issues.

The first problem is land use. Much of the area of a tourist destination is devoted to arable land and to other forms of agriculture. There may be a conflict in the demands which tourism makes on the countryside, both in its requirements for land for tourist facilities and in the need for public access. If tourism is to grow, more land has to be devoted to it and opened to tourists.

Secondly, there is conflict between the demands of visitors and the interests of residents of a town or region. The larger the number of visitors the greater the risk of inconvenience and loss of amenity and facilities to permanent residents. It is an important task for the tourist organization to educate the resident population as well as to attain economic benefits at minimum social disturbance.

Lastly, tourism is considered as a seasonal activity. Most of the facilities are used intensively for less than half of the time. This leads to a wasteful use of resources and may result in seasonal unemployment. This is

an economic as well as a social problem. For example, in Aviemore in the U.K., skiing facilities can be used only in winter. Similarly, Thailand has a clearly defined tourist season running from October through April where the extent of decline in the off-season depends to a large extent on the monsoon rains during the months June to September. This affects tourist destinations such as Bangkok, Pattaya and Phuket to the extent that some hotels close down during this period.

Some problems can be alleviated by applying marketing techniques. For instance, in the case of Thailand, more effort might be put into promoting some attractive destinations like Chiang Mai which are not affected much by seasonality and yet have unique culture and are beautiful places, worth seeing. Therefore, the next section will discuss the application of marketing concept and the marketing mix strategy to the tourist industry.

2.4 MARKETING TOURISM

2.4.1 DEFINITION OF MARKETING

Definitions of marketing have been formulated by a number of authors and institutions. For example, Philip Kotler defines marketing as "the set of human activities directed at satisfying needs and wants". (11) While the British Institute of Marketing states that:

"Marketing is the management function which organises and directs all those business activities

involved in assessing and converting customer purchasing power into effective demand for a specific product or service and in moving the product or service to the final customer or user so as to achieve the profit target or other objectives set by the company."

No matter who has defined 'Marketing', or in which way, the important element is human's needs and wants. These are the starting point for the discipline of marketing through the exchange process by using marketing management which Kotler has defined as :-

"The analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives." (12)

From these definitions, marketing can be seen from two viewpoints :-

(a) Marketing is a way of running a business by focusing on the customer rather than the product. All management functions including organising, planning, decision-making and controlling results are channelled into marketing orientation which represents a coherent set of techniques and strategies to achieve the business objectives.

(b) The notion of consumer satisfaction prevails in the marketing concept as the gate leading to the profit goal.

Therefore, the exchange process will not be 'marketing' unless it provides satisfaction for both parties.

2.4.2 MARKETING CONCEPT IN TOURISM

Levitt (13) has reminded people to distinguish the concept of selling from marketing, as they are easily confused. Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering and finally consuming it, and thereby getting profit in return through customer satisfaction.

Obviously, the marketing concept has been applied successfully not only to physical products in the form of consumer and industrial goods but also in the services sector. Tourism is a mere service. As a result, marketing in tourism will follow the same principles of general marketing.

In tourism, Krippendorf (14) stated that "Marketing is to be understood as the systematic and co-ordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return."

Wahab (15) commented that tourist marketing is not a mere systematic and co-ordinated adaptation of the policy. It is setting up the policies according to consumer needs, desires, tastes and expectations in a way that is always tourist-oriented.

Therefore, in the tourism industry, the goal of institutions is to please and serve their guests' needs. This is the real concept of marketing tourism in practice.

2.4.3 MARKETING MIX STRATEGY

Strategy is the operational method used to achieve the overall aims or objectives of an organization. It needs planning as the guideline of operation, to minimise risk, co-ordinate efforts, ensure progress and get the correct action.

In tourism, all planning obliges the planner to ask himself three basic questions :-

(1) Where are we now ?

(2) Where do we want to be ?

(3) How do we get from where we are to where we want to be ? (16)

The first is the question of the realistic situation of the organization in the tourist industry which relates to the tourist market. The second question deals with the objectives of tourism marketing and of its organization. The last question concerns the task of the marketing mix and its elements. Briefly, marketing strategy consists of two distinct and yet interrelated elements :-

(a) A target market - a fairly homogeneous group of customers to whom an organization wishes to appeal.

(b) A marketing mix - the controllable variables which the organization combines to satisfy this target group.

The marketing management in an enterprise has to blend together all elements of the marketing mix in such a way that they fulfill the needs of selected target markets. Besides, the blending process has to take account of uncontrollable variables such as the political, legal, social, cultural, technological and economic environment and the actions of competitors.

The marketing mix for tourism as a service, is different in practice from the marketing for products. Successful tourism marketing must combine the selection of a destination with the accessibility and delivery of the destination chosen.

The planning of an efficient marketing mix is facilitated through marketing research. In tourism, the objectives of marketing are to understand the factors which determine a consumer's choice of tourism establishment, e.g. destination, airline, hotel, tour operator, restaurant etc.

Because services are different from physical products, some adaptation of the marketing mix might be required. Tourist marketing mix is the composite of the traditional four elements or 4 P's which are product, price, place and promotion.

'Product' may consist of features, accessories, installation, product lines etc. 'Price' may consist of the

dimensions of flexibility, level, introductory pricing, discounts. 'Place' may include such factors as channels, market exposure, kinds of middlemen etc. while 'Promotion' may include promotion blend, kinds of sales-people, kinds of advertising, sales promotion and so forth.

Booms and Bitner (17) provided a more satisfactory expanded mix which include three new P's as follows :-

- Participants : all people who play a part in service delivery and influence the buyer 's perceptions.

- Physical Evidence : the environment in which the service is assembled and where the firm and the customer interact.

- Process : the actual procedures, mechanism and flow of activities by which the service is delivered.

The reason for this is that we are dealing with intangibles in the marketing of services, so the task of determining the marketing mix ingredients for the marketing programme in this tourist industry requires more skill and sophistication than in product marketing mix.

In practice, the tourist product, as the first element, has three major components which are attractions of destination, facilities, and accessibilities. There have already been mentioned and will be discussed in more detail in the next chapter. The combination of these components correlates with the facilities of tour operators, travel agents, and automated reservation system will provide a variety of package tour products.

The second element, which is the distribution

channel normally used in tourism, is through supplier --> tour operator --> agent --> customer. While the travel agent makes travel arrangements in response to demand, the tour operator tries to anticipate demand and makes arrangements with the suppliers (hotels, airlines, car hire, restuarants etc.) to produce travel 'packages' to be sold through travel agents or directly to customers.

Pricing in tourism has to be negotiated between the suppliers in receiving countries and the tour operators in generating countries and must, above all, be acceptable to the customers.

Lastly, the promotion of tourism is persuasive communication about tourist destinations and the services they offer. In tourism advertising campaigns, it is important to ensure that the essential parts of the promotional message are understandable and easily remembered by the tourist target group. The promotional tools play an extremely important role in effecting the outcome of the overall marketing effort.

SUMMARY

In summary, the application of a marketing approach and relevant marketing methods to tourism will enhance the tourist firms' ability to secure market share and improve profit, although there are various factors in the tourism environment which may either contribute or obstruct the growth of this development.

This can be achieved through the careful combination of tourism marketing mix elements, with three steps : Firstly, analysis of the tourists' needs; secondly, designing the product or package product to serve these needs at prices they can afford; thirdly, communicating the availability of the tourist product via advertising, sales promotion and public relations.

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CHAPTER THREE

TOURISM IN THAILAND

3.1 INTRODUCTION

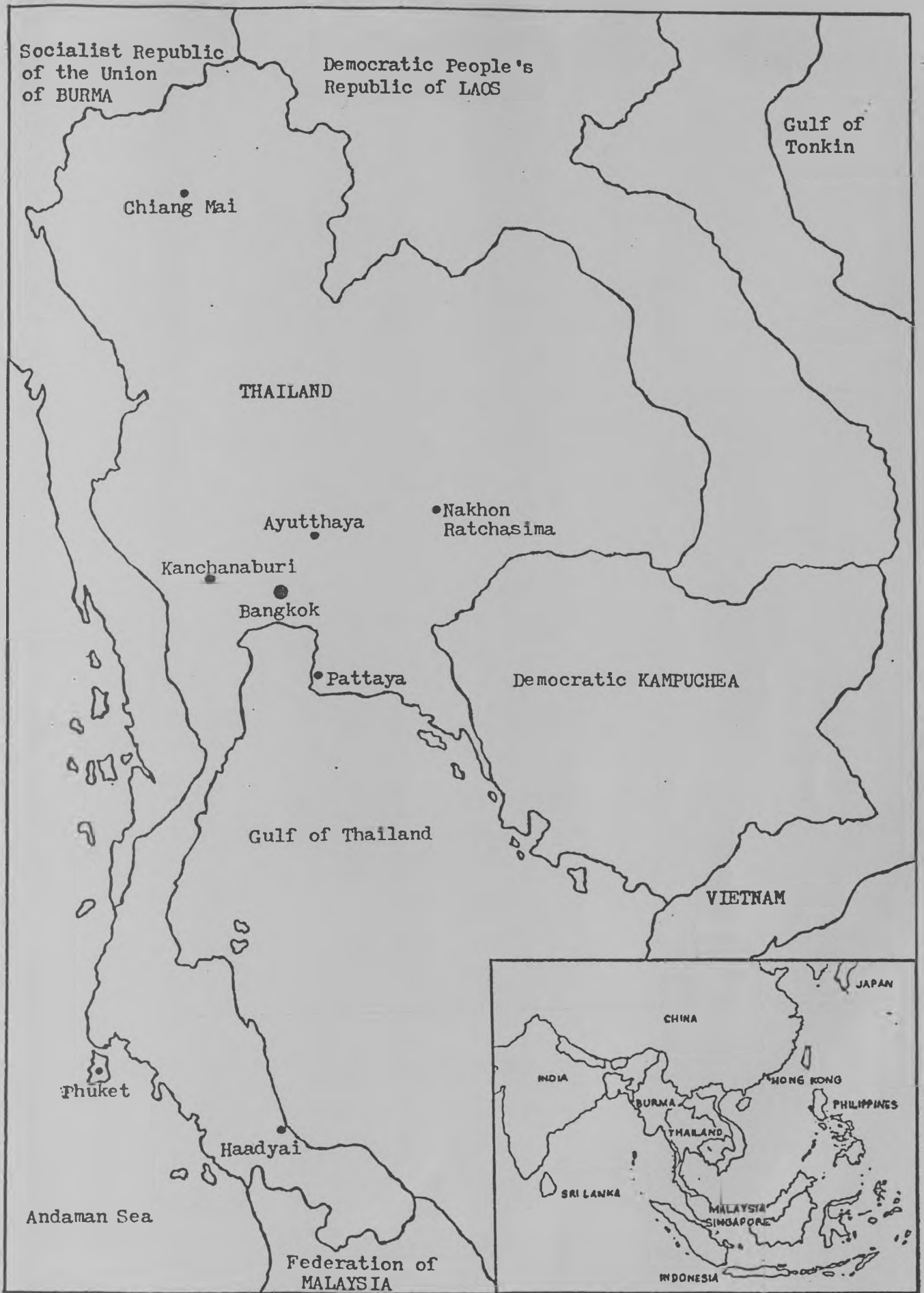
In this chapter, the study will start with the background of Thailand. The development of tourism in Thailand will then be described in terms of the growth and the tourist markets.

Next the tourist products in Thailand will be identified in terms of attractions, facilities, and accessibilities. Following this, the importance of tourism to the country is examined through economic and social bases. Finally, most of the problems of tourism in Thailand will be explained, including the work of government body and the private sector.

3.2 BACKGROUND OF THAILAND

Thailand. The word literally means 'Land of the Free' and popularly evokes images of graceful temples, lushly ricefields and forested mountains. While accurate, these images represent only a tiny fraction of the composite Thai canvas.

Bordered by Malaysia to the south, Burma to the west, Laos to the north and northeast and Cambodia to the east (see map of Thailand). Thailand is approximately the size of France, with an area of 514,000 square kilometres (1) and a population of about 50 million. The population is



MAP OF THAILAND

Source : Tourism Authority of Thailand

made up of the ethnic Thais, Chinese, some Malays, Lao, Mons, Khmers and Indians.

The country is divided into four regions : the mountainous North, where temperatures in the winter are cool; the Northeast, a rolling, semi-arid plateau which was once the centre of Thai agriculture; the Central region, one of the most fertile rice-growing areas on earth within which Bangkok, the country's capital is situated; and the south, which encompasses hilly rubber plantations, fruit orchards, bays and rugged terrain from which high-grade tin ore has been extracted for centuries. (2)

Climate varies widely, generally, temperatures range from annual highs of 38 C to lows of 19 C. Thailand is also generously endowed with natural resources. Although Thailand is perhaps best known as an agricultural country, its 740 kilometres Indian Ocean seacoast and 1,875 kilometres Gulf of Thailand shoreline teem with marine life. Its fishing fleet is the world's seventh largest.

Almost equidistant from India and China, and historically something of a Southeast Asian migratory, cultural and religious crossroads, Thailand, known for centuries by outsiders as "Siam", has been fashioned into a modern kingdom by a unique combination of strategic location, ethnic diversity, religious tolerance, adroit diplomacy and abundant natural and human resources.

Importantly, Thailand is the only Southeast Asian country never to have been colonized by Western powers. This undoubtedly accounts for its unique character, continually

developed during more than 700 years of cherished independence.

Many experts accept Thailand as the world's oldest bronze culture civilization and Buddhist kingdom. Thailand today enjoys its own distinctive culture (drama, architecture, literature, music, painting and sculpture, basket and silk weaving, lacquerware, bronzeware, jewellery and pottery), its own language, cuisine, martial arts, and its own beliefs and attitudes.

Most of all, Thailand is also endowed with a number of attractive natural resorts throughout the country -- from the North to the South, from the East to the West which facilitate Thailand becoming the top holiday spot in Southeast Asia for international tourists.

3.3 DEVELOPMENT OF TOURISM IN THAILAND

3.3.1 GROWTH OF TOURISM INDUSTRY

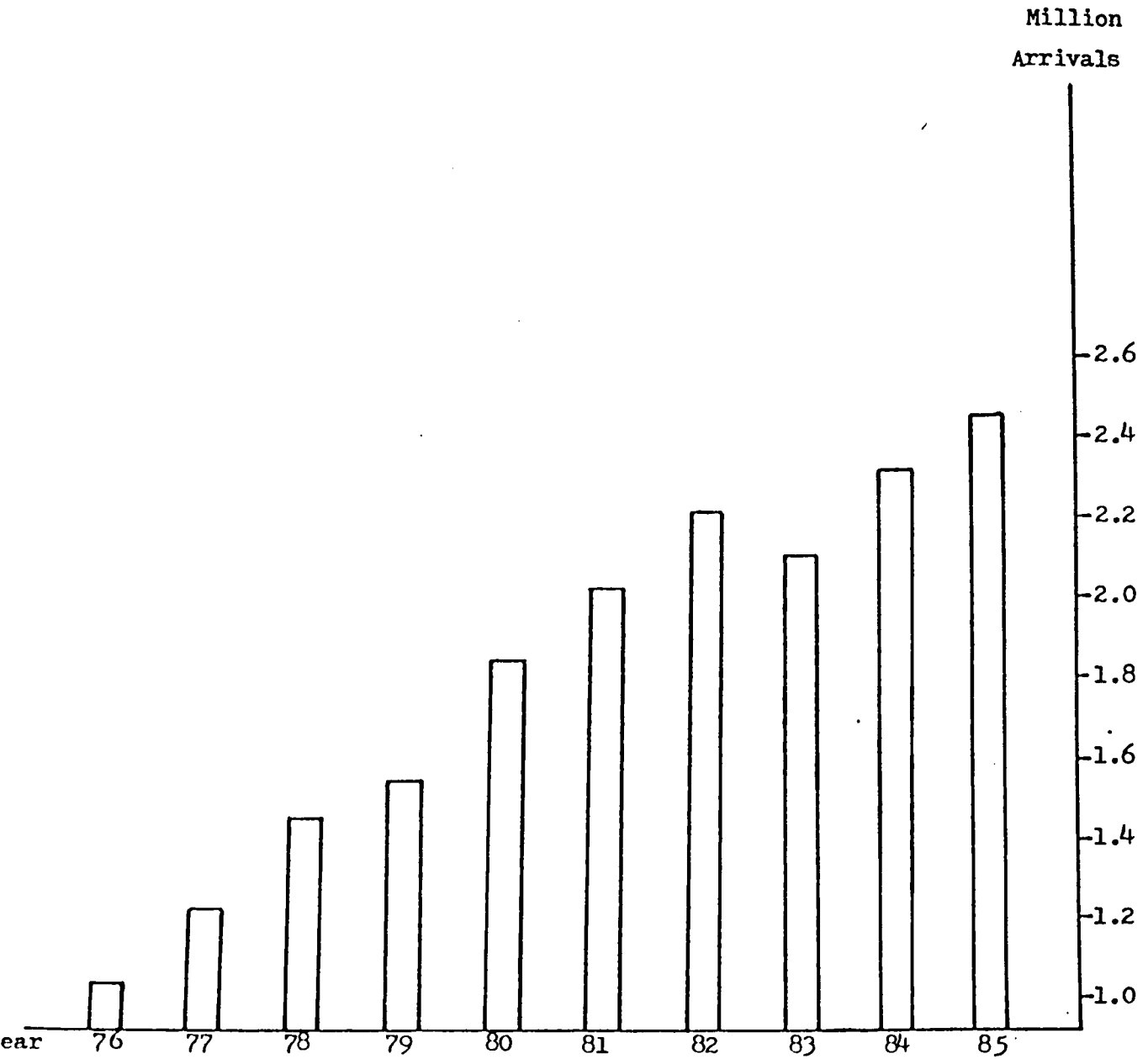
Thailand, the Land of Smiles is becoming increasingly popular amongst international tourists as, by far, one of the most developed tourist destinations within the ASEAN region, and the country is the keystone of ASEAN tourism. This is helped by its geography, since its location between Hong Kong, Philippines, Malaysia and Singapore commands a central position on routes from Europe and other parts of the world. (3)

The growth of the tourist industry began in the 1960s. In the early years of tourism development, Thailand

was merely a gateway for multi-country tours. In time, however, the country has become a destination in its own right. The amount of tourist arrivals has gradually increased, as shown in chart 1. This is supported by the figures disclosed by the Tourism Authority of Thailand, the government body responsible for tourism activities in Thailand. These figures show that international tourist arrivals to Thailand in 1985 totalled 2,438,270, an increase of 3.90 % from the previous year and in contrast to the 1960 figure of a mere 81,340. The total for 1985 was due to better global economics particularly in most of the tourist generating countries. Moreover, some major airlines opened new routes, to new destinations, thereby encouraging the flow of tourists. Thus arrivals from East Asia and the Pacific region numbered 1,435,647, representing an increase of 1.79 % on the previous year. From Europe the arrivals were 455,329 with an increase of 10.82 %, while the numbers from South Asia were 215,135, showing an increase of 3.40 %. Arrivals from the Americas also rose by 11.05 % to 192,965. From the Middle East and Africa the numbers were 127,441 and 11,753, with an increase of 0.28 % and a decrease of 29.16 % respectively.

On future trends, the Tourism Authority of Thailand estimates that about 2.7 million tourists will arrive in Thailand next year (1987) compared with 2.56 million in 1986. Next year, Bangkok will be beautified to commemorate the King's 60th Birthday and, to promote tourism, 1987 will be the Year of Tourism in Thailand. (4)

Chart 1 : Tourist Arrivals to Thailand, 1976-1985



Source : Tourism Authority of Thailand

3.3.2 TOURIST MARKET IN THAILAND

Within the tourist market in Thailand, we can distinguish as domestic tourists and international tourists by considering the boundaries of their travel and where they stay.

(a) DOMESTIC TOURISTS

Domestic tourists in Thailand have now increased to 16 million per year. In future, domestic tourism will generate better business than out-going Thai travellers who, in 1984, decreased by 20.71 % from the previous year. The reasons for this are as follows:

Firstly, the cost of living in Thailand is cheap even compared with similar developing country like Malaysia. Thailand is an agricultural country in which most people have low per capita income. So domestic tourism is preferable when Thai tourists compare the cost of domestic and international journeys.

Secondly, Thailand is full of tourist attractions in its sites, events or culture attractions, which vary in different parts of the country. Hence, Thai people can find great variety within their own country.

Thirdly, fluctuations in the price of oil have led to an increase in transportation costs, especially airfares. This leads to domestic tourism becoming more popular.

Fourthly, because of the government's policy to impose an out-going tax on out-going travelling. Since 1979, every Thai who wants to go abroad, for any reason, will be

charged 1,000 baht (about 25) as out-going tax. This has directly resulted in out-going tour operators' revenues dropping rapidly. Consequently, most have to operate some package tours within the country that the customers can afford.

Lastly, due to the deficit in the country's balance of payments, the government took further actions which affected the tourist industry. This was achieved through T.A.T., which sought to promote Thailand both to international and domestic tourists by adaptation of new tourist products, improvement of infrastructure, and most of all, provision of information about various resorts and how to reach them.

(b) INTERNATIONAL TOURISTS

International tourists have directly affected the growth of tourism in Thailand. Nevertheless, there are some drawbacks from international tourists, for example, the cost of living in some places like Pattaya, the country's premier tourist destination, has been increased through the inflow of such visitors. These tourists also affect the environment and culture of the country by means of Demonstration Effects. This means the changes in behaviour and values of local people which are attributable to their direct interaction with tourists.

However, the benefits from international tourists seem to outweigh their demerits, especially toward the economy of the country, which will be discussed in section

3.5. In considering the benefits from international tourism in the form of tourism revenue, there are three relevant factors :

- Number of international tourist arrivals. The greater the number of tourists, the more benefit to the country.

- Length of stay. The longer they stay in the country, the more income that country can earn.

- Spending of tourist. The more money they spend in the country, the more revenue the country receives.

The interplay of these three factors generates the revenue that a country can get from international tourists in a particular year. For example, T.A.T.'s comparison of 1982 with the estimate for 1986 is shown in table 1.

Table 1 : Major tourism targets set by T.A.T.

	1982	1986
Number of tourists to Thailand (by estimation)	2,100,000	2,560,000
Average length of stay	5.1 days	5.5 days
Average spending of a tourist per day	B 1,930 (£ 49.64)	B 2,600 (£ 66.87)
Total foreign exchange earnings	B 20,670 m (£ 531.6 m)	B 36,608 m (£ 941.6 m)

Source : Bangkok Post, Supplement (Tuesday, June 30th, 1981)

Note : Exchange rate : £ 1 = 38.88 Baht (July 1986 rate)

a) Number of International Tourist Arrivals

Based on T.A.T.'s classification of international tourist arrivals according to the country of residence, the 2,438,270 tourist arrivals for 1985 can be categorised as the Americas, Europe, Africa, Middle East, East Asia and Pacific, and South Asia. By considering their significances to Thailand, they can be ranked as follows :

(1) EAST ASIA & PACIFIC

The number of tourist arrivals from this region in 1985 totalled 1,435,647. This represents the major market share, with 58.88 %, an increase of 1.79 % over the previous year. Malaysia is the main source of this group, followed by Japan, Singapore, Australia and Taiwan etc.

(2) EUROPE

There were 455,329 tourists from Europe, which is 18.67 % of the total share, an increase of 10.82 % over 1984. The major countries from this group are West Germany, the United Kingdom, France, Italy, Switzerland, and the Netherlands.

(3) SOUTH ASIA

A total of 215,135 tourists came from this region, with a market share of 8.83 %, an increase of 3.40 % over 1984. The important markets are India, Pakistan, Bangladesh and Sri Lanka.

(4) THE AMERICAS

Tourists from the Americas accounted for 192,965 or 7.91 %, an 11.05 % increase over the previous year. The

majority of this group came from the U.S.A. and Canada.

(5) MIDDLE EAST

The Middle East's contribution to the market has grown gradually more and more important with average expenditures per person per day being the highest among all international tourists.

In 1985, the number of tourist arrivals from the Middle East was 127,441, or 5.23 % of all tourists. Despite this, the percentage change from the previous year increased only slightly by 0.28 %.

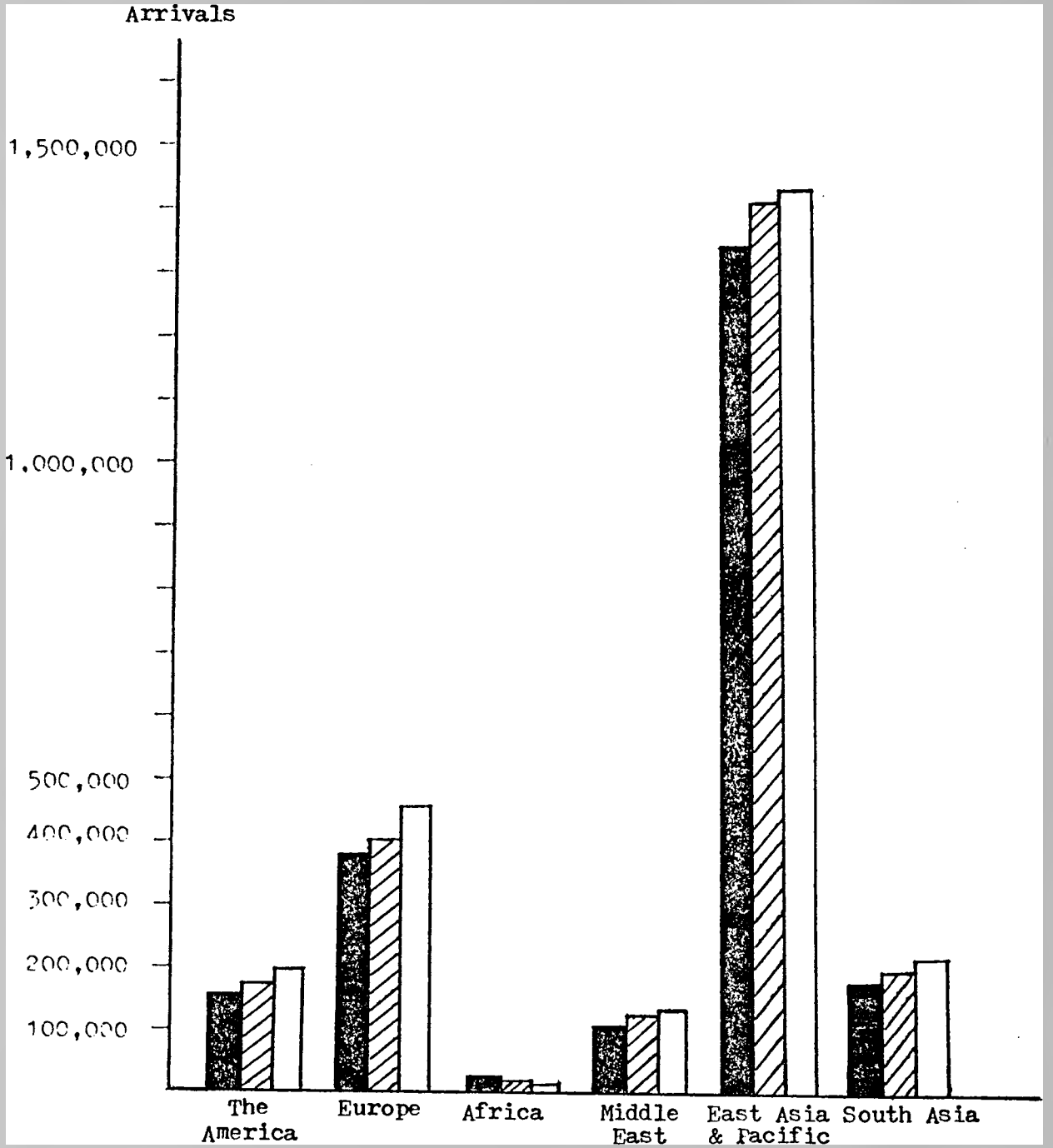
(6) AFRICA

Due to the economic recession and political unrest in the region, tourists from Africa to Thailand accounted for only 11,753 or 0.48 % of the total share. Furthermore, this figure decreased from the previous year by 29.16 %.

However, from the broad aspect, the number of tourist arrivals from most regions has gradually increased. The distribution of tourist arrivals from 1983 to 1985 is shown in chart 2.

In order to see the growth of the international tourist market, the ranks of some major generating countries drawn by T.A.T. are pinpointed and shown in table 2. These countries are earmarked for greater effort in promotion. The total tourist arrivals of each market for 1984 and 1985 including the percentage change, are detailed in table 2.

Chart 2 : Distribution of Tourist Arrivals, 1983-1985



Source : Tourism Authority of Thailand

■ 1983

▨ 1984

□ 1985

Table 2 : Major Tourist Markets and Number of Tourist Arrivals in 1984 and 1985.

Rank	Country of Residence	1985	1984	% change 85/84
1	Malaysia	553,830	572,486	- 3.26
2	Japan	226,517	228,384	- 0.82
3	Singapore	189,861	174,043	+ 9.09
4	U.S. A.	150,765	137,555	+ 9.60
5	Hong Kong	131,853	126,981	+ 3.84
6	India	120,170	117,577	+ 2.21
7	Australia	98,742	81,465	+21.21
8	W. Germany	96,473	92,975	+ 3.76
9	United Kingdom	81,635	74,834	+ 9.09
10	France	70,063	58,944	+18.76
11	Taiwan	68,890	60,774	+13.35
12	Saudi Arabia	57,594	56,507	+ 1.92
13	Italy	43,194	39,034	+10.66

Source : Tourism Authority of Thailand

There are considerable intra-regional tourist flows to Thailand with Malaysia as the largest generator of tourists in ASEAN, accounting for 22.71 % of all international tourists in 1985. Despite this, table 2 shows that the number of tourist arrivals from Malaysia decreased by 3.26 % from the previous year, a result of measures taken by the Malaysian Government to protect the outflow of their tourists. At the same time, Singapore takes the second place.

Japan is the major source of non-ASEAN tourists to Thailand, with America second.

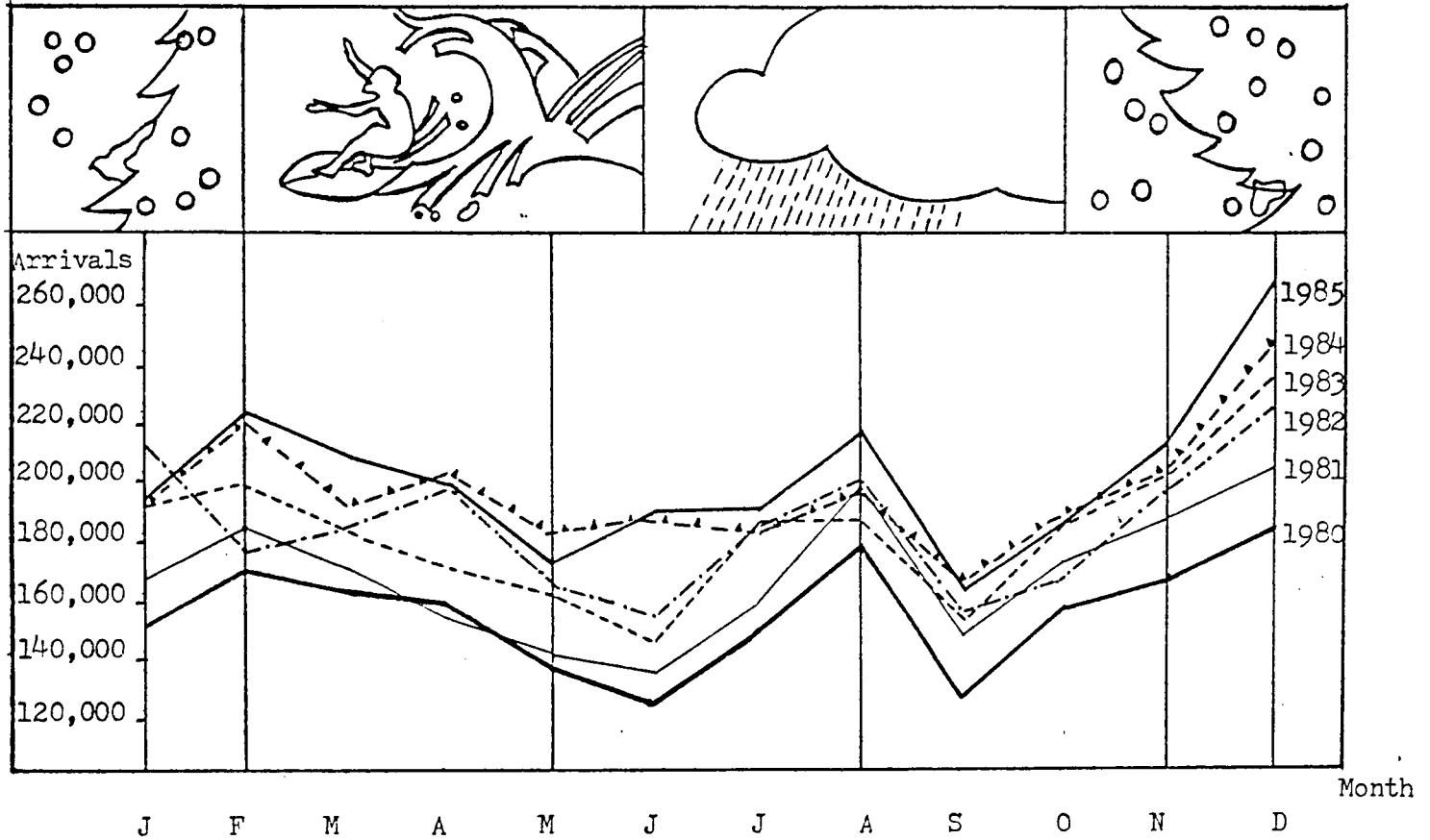
Among the countries in Europe, W. Germany has had first place for tourists to Thailand for many years, with the United Kingdom taking second place with the higher percentage change of 9.09 %. It is likely that U.K. tourists will be top among European tourists in the near future.

b) Length of Stay

Tourist arrivals normally fluctuate month by month as the result of seasonality. This is represented for Thailand in chart 3. It is essential to consider seasonality in generating countries as well as in the receiving country.

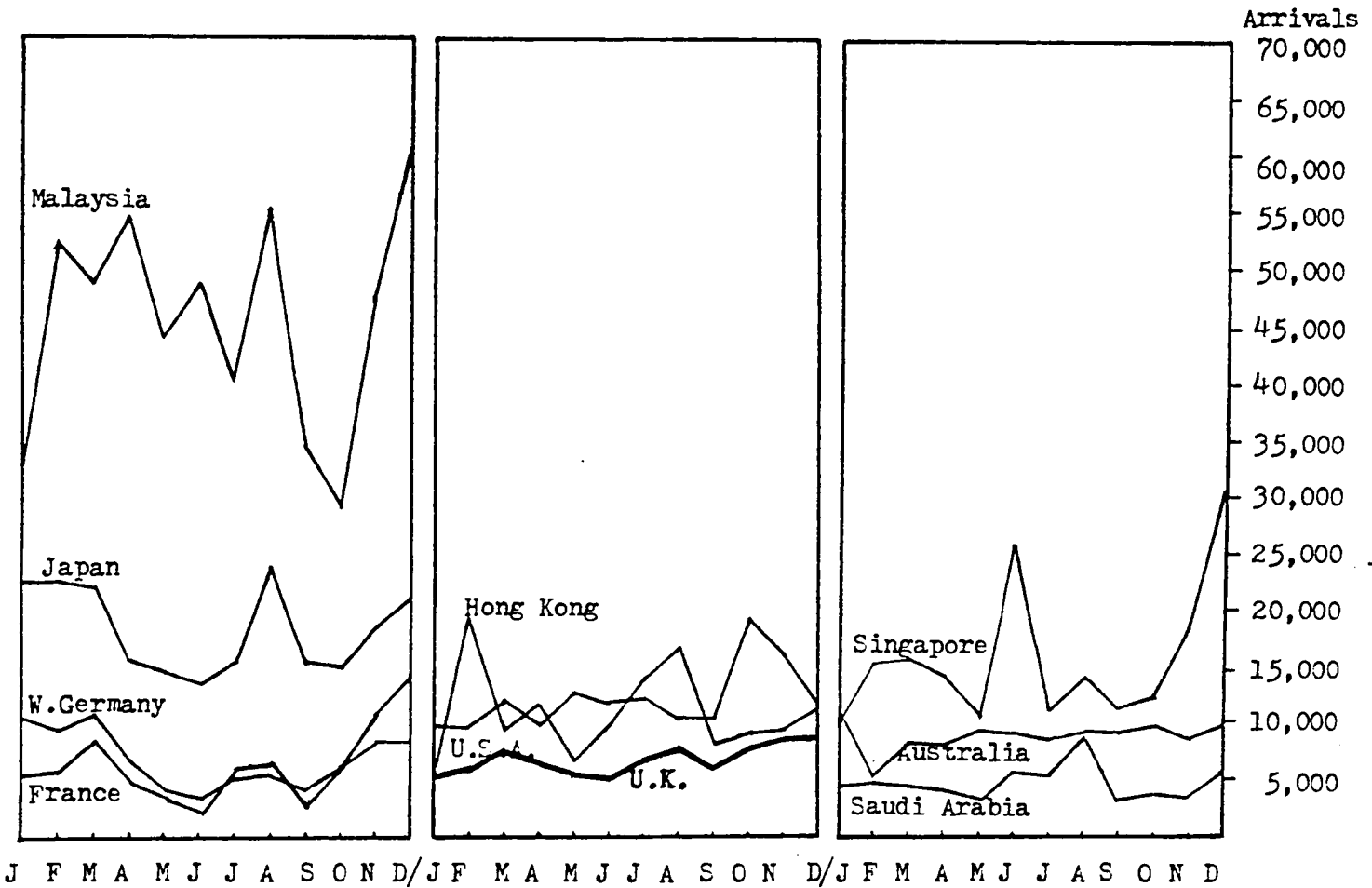
For domestic tourism, seasonality is not significant because the climate is much less varied than in western countries. Only in the rainy season is there a slight drop in domestic tourists. Yet for international tourism in Thailand, seasonality seems to be the most important factor in determining tourists' length of stay. Chart 4 also indicates that October to February is the peak season for travelling from generating countries like U.S.A., United Kingdom, West Germany, France etc. People prefer to travel to tropical countries to avoid suffering cold weather in winter and to enjoy the warmer atmosphere with sun, sea and sand of a country like Thailand.

Chart 3 : Tourist Arrivals by Month of Arrivals , 1980-1985



Source : Tourism Authority of Thailand

Chart 4 : International Tourist Arrivals from Major Markets, by Month of Arrivals, 1985



Source : Tourism Authority of Thailand

Details of the monthly average length of stay of tourists from some major generating markets are provided in table 3. From the averages for January to December 1984, we can see that the farther the generating country from Thailand, the longer tourists tend to stay. Compare countries which are closer to Thailand, like Malaysia, Singapore and India with West Germany and Saudi Arabia.

Tourists from the Middle East had the longest stay, with an average of 8.73 days, followed by European tourists with 8.23 days. Americans came next with 6.21 days. South Asian tourists stayed an average of 4.41 days, East Asia and Pacific, 4.30 days while those from ASEAN countries had the shortest stay, with an average of 3.68 days.

Table 3 : Average Length of Stay
International Tourist Arrivals from Major
Markets to Thailand, 1984

Country of Nationality	Average Jan-Dec	J	F	M	A	M	J	J	A	S	O	N	D
All Countries	5.5	6.0	5.5	6.0	5.1	5.1	5.0	5.5	6.0	5.1	4.9	5.8	5.7
Malaysia	3.5	2.9	3.7	4.5	3.4	3.3	3.4	3.1	3.4	3.0	6.0	4.3	3.4
Japan	4.1	3.8	3.7	3.9	4.2	4.0	4.0	4.2	4.7	4.0	4.0	4.8	4.1
Singapore	4.7	5.1	4.7	4.5	4.8	4.6	4.7	4.7	4.8	4.4	4.9	4.7	4.7
U.S.A.	6.1	8.0	7.1	6.3	5.7	5.6	6.2	6.6	7.6	5.7	4.6	5.2	5.9
Hong Kong	6.5	5.5	5.5	6.4	5.6	6.7	6.5	6.5	7.9	5.7	6.4	6.9	6.8
India	4.2	5.0	4.6	5.3	4.3	4.2	4.3	4.5	3.5	3.6	3.9	6.6	4.0
W. Germany	9.7	11.4	12.5	11.6	9.0	9.5	8.9	7.9	9.1	7.8	7.3	8.1	10.1
Australia	6.6	7.4	7.4	7.0	6.2	6.7	6.6	7.2	5.9	6.1	6.5	6.2	6.5
United Kingdom	7.7	9.1	4.8	8.0	8.0	7.8	7.2	7.7	8.6	8.1	7.5	7.5	8.6
China & Taiwan	5.5	3.9	5.5	5.4	5.1	5.7	5.7	5.4	7.0	5.7	5.4	6.9	4.3
France	8.8	8.1	8.9	8.3	7.4	8.5	11.2	8.0	10.5	9.0	7.8	8.4	9.7
Saudi Arabia	9.5	9.7	9.6	8.9	5.7	8.3	10.1	11.1	10.1	10.7	8.3	9.2	8.5

Source : Tourism Authority of Thailand

c) Spending of Tourist

In 1984 Thailand earned 27,317 million baht (£ 702.6 million) from the consumption spending of international tourists. This breaks down as follows :

Shopping	30.16	%
Accommodation	28.12	%
Food & Drink	20.53	%
Entertainment	10.43	%
Local Transport & tour	8.48	%
Miscellaneous	2.28	%

It is estimated that in 1984 tourist consumption expenditures per person per day averaged 2,127 baht (£ 54.7) while in 1986 this should increase to 2,600 baht (£ 66.87).

As to the purpose of visit for these international tourists in 1984, a T.A.T.'s survey found that 76.87 % came to Thailand for holidays. Business visits accounted for 6.73 % while conventions and official visits measured 0.67 % and 1.12 % respectively. All other purposes covered 14.61 %.

Although conventions had the lowest percentage, these are becoming increasingly important since they generate revenue for the national economic system at a much higher rate than other branches of tourism. The increase in international conventions in Thailand for 1982 and 1983 was as high as 37 % and 27 % respectively. In 1984, 314 annual meetings among members of international organizations were held in Thailand with 24,161 attendants. Expenditure by participants at these conventions averaged two and a half to

three times more than ordinary visitors. The duration of their stay is normally about 10-12 days, which provides businessmen attending conventions, with the opportunity to undertake study-tours and look for investment opportunities in Thailand, thus contributing to the country's investment promotion.

3.4 TOURIST PRODUCT IN THAILAND

Medlik and Middleton explain that " as far as the tourist is concerned, the product covers the complete experience from the time he leaves home to the time he returns to it." (5) In their view the product is an amalgam of various components, or a package. There are three main components to the tourist product :

- ATTRACTIONS of the destination, including natural framework (landscape, scenery, seascape, ecological context and climate); and the cultural-value-system (historical and archaeological, cultural manifestations, etc.)

- FACILITIES at the destination, which include accommodation, catering, entertainment and recreation.

- ACCESSIBILITIES of the destination, which include all means to transport the tourists there.

Here, the tourist products in Thailand will be categorised following this classification.

ATTRACTIONS

The country's history and geography enable Thailand to offer an unparalleled blend of attractions to the international tourist. Although Thailand has four regions -- the Central, the North, the Northeast, and the South, these have been promoted by T.A.T. in six broad groupings according to the location of tourist scenic attractions -- Bangkok and the Central Plains, the West and Southwest, the East, the North, the Northeast, and the South. (6)

BANGKOK AND THE CENTRAL PLAINS

Bangkok or 'Krung Thep', capital city and gateway to the country for almost all international air tourists, was founded in 1782 at the start of the Chakri Dynasty. Bangkok is a national treasure-house and Thailand's spiritual, cultural, political, commercial, educational and diplomatic centre. The city grew (to the present day about 5.5 million population) along the Chao Phraya River and the khlongs (canals) so that it is known as the 'Venice of the East'. The bulk of Bangkok's tourist attractions are along the river, adjacent to it, or associated with it.

Apart from the Grand Palace and numerous temples, notably Wat Phra Kaeo or the Temple of the Emerald Buddha which houses Thailand's most revered image; Wat Pho or Temple of the Reclining Buddha; and Wat Arun or Temple of the Dawn, there are Floating Markets though the best is 80 kilometres south west of Bangkok in Ratchaburi province,

called the Damnoen Saduak Market; the Royal Barges which formerly used to transport Thai monarchs; Snake Farm where cobras and kraits are fed daily and milked for venom to make invaluable serum; Jim Thompson's Thai House which contains Thai objects and Arts collected by the man who popularised Thai silk; and Suan Pakkad Palace's lacquer pavilion which is decorated with 17th century gold leaf murals etc.

Bangkok has much more to offer tourists -- Thai dancing, music and boxing. There are not only varieties of places and plays to see but also various kinds of souvenirs and local products to buy -- Thai silk, cotton, gold, jewelry, bronzeware, leather goods, Thai handicrafts and Thai cuisine etc.

Outside Bangkok, the Centre Plains form the prosperous heart of the country. The former capital of the country, Ayutthaya offers tourists glimpses of the country's past and cultural heritage.

Furthermore, the tourist who wants to see 10,000 crocodiles at one time can visit the World's largest Crocodile Farm. Then there is the Ancient City which is the largest outdoor museum, where sixty-five of Thailand's most beautiful and impressive temples and historical monuments have been reconstructed, mostly one third of actual size.

THE WEST AND SOUTHWEST

A lot of splendid waterfalls and caves, and historic places are in this part. Kanchanaburi is the site

of the most famous tourist attraction, the Bridge Over the River Kwai, where many Western soldiers died during the Second World War. Nakhon Pathom is also one of the most religious provinces in which is situated the world's tallest Buddhist Pagoda and the Rose Garden comprising 20 hectares of landscaped flower gardens and the cultured Thai Village.

THE EAST

The most famous beach of Thailand is here, Pattaya, Queen of Asia's Resort. Pattaya gives the best of two worlds -- all the traditional funs of sun, sea and sand expected of a beach resort, plus a dazzling kaleidoscope of leisure and entertainment facilities, along with luxury accommodations.

The magnetism of Pattaya has extended to other parts of the Eastern Gulf. All along the coast are countless stretches of beaches and several outcrops of off-shore islands. There are three inland national parks along the Eastern Gulf, four public golf courses and even an open zoo.

Aside from these, the East is also known for its abundant seafood, orchids, tropical fruits and rare gems.

THE NORTH

Providing a complete contrast to the Muslim people of the South and the cosmopolitan atmosphere of Bangkok, the hill people of the far north are centred, as far as most tourists are concerned, on the country's third largest city,

Chiang Mai, which is known as the Rose of the North. It is the centre for cottage industries producing handicrafts and silk weaving and is the base for tourists to the tribal villages in the hills, the region's temples, elephant work camps etc.

With its dependably cool climate, its elaborate festivals, its beautiful girls and its unique fruits, vegetables and handicrafts, the North has become a favourite holiday resort for Thais and international tourists.

THE NORTHEAST

This region is bound on the North and the East by the Maekhong River, bordering Laos. Gateway to the Northeast, Nakhon Rachasima, is the largest city and commercial centre in the region. This part is the centres of wildlife and culture : the 2,000 square kilometres of Khao Yai National Park and wildlife reserve, the archaeological sites at Ban Chiang, the art and sculpture of Phimai and the annual elephant round up each November in Surin.

THE SOUTH

The attractions of the South are almost as diverse as the region itself -- with nearly 2,000 kilometres of mainland coast and hundreds of offshore islands. It is definitely a haven for skin divers, shell hunters, sports fishermen and those who like to lounge on lush silver-sand beaches and soak up the tropical sun. For the inland

adventurer, there are ancient palaces, wildlife preserves and some of the most fascinating caves anywhere. Certainly a highlight of any journey through the south is a visit to the island province of Phuket located 931 kilometres south of Bangkok. Because of its enchanting beauty combined with its famed oyster farms, Phuket has come to be called the Pearl of the South.

The two focal points for tourism development in the South, apart from Phuket, are the town of Haad Yai and the beach resort of Songkhla. Moreover, there are two beautiful and undeveloped areas in this region : the island complexes of Samui, a group of 85 islands off the Western shore of the Gulf of Thailand; and Tarutao, a cluster of 51 islands in the extreme southern province of Satun which have been declared Thailand's first and only national marine park -- the Angthong Marine Park.

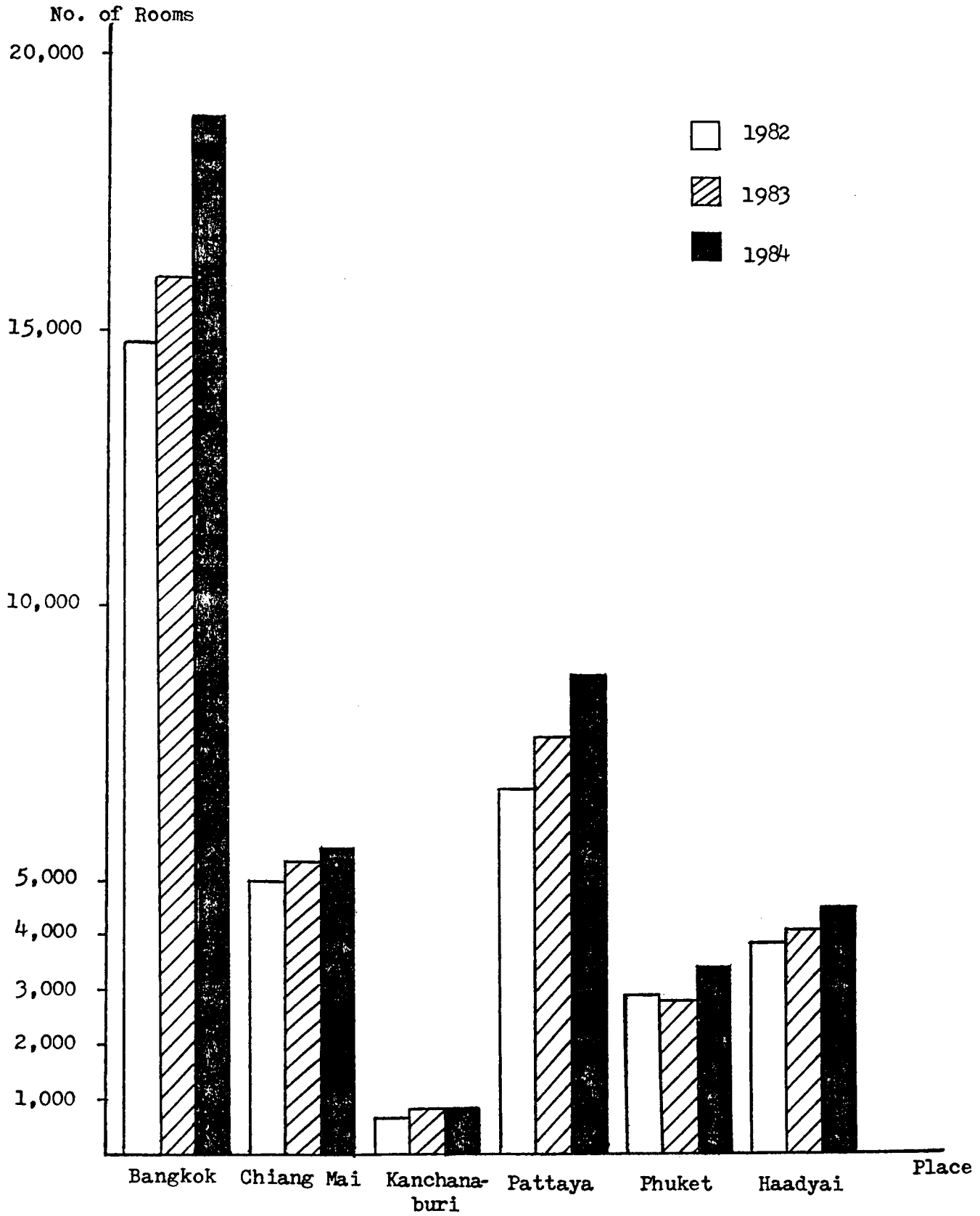
These form one significant and popular part of the attractions in Thailand. There are also various unique Thai cultural and event attractions throughout the year. For example, the ancient Thai New Year or Songkran, which well known to foreigners as the Water Festival, takes place on 13 April. Loi Krathong or the Festival of Lights, takes place in November every year. In addition, there are Fruit Fairs, Boat Races, Flower Carnivals, Elephant Caravans, Birds Homecoming Fairs, etc.

FACILITIES

According to T.A.T., Thailand offered 35,883 rooms in 508 accommodation establishments in 1982. This represents a virtual doubling since the mid 1970s. In 1983 and 1984 the number of rooms for tourists had increased to 38,899 and 44,190 and the number of accommodation establishments to 580 and 619 respectively. This indicates the spread of tourism to the provinces outside Bangkok which are both tourist attractions and commercial centres. These places are Chiang Mai, Kanchanaburi, Pattaya, Phuket and Haad Yai. Nevertheless, Bangkok remains the focus of the country's hotel sector as shown in chart 5.

In recent years, several new first class hotels have opened in Bangkok, for example, Hyatt Central Plaza (611 rooms), Bangkok Peninsula (424 rooms), Airport Hotel (300 rooms), Royal Orchid (382 rooms). (7) These ensure that the number of hotel rooms in Bangkok exceed that in all other places.

Chart 5 : Hotel Rooms , 1982-1984



Source : Tourism Authority of Thailand

ACCESSIBILITIES

Though the importance of Malaysian tourists to Thailand (which accounted for 25.25 % in 1984 and 22.71 % in 1985) the high proportion who travel overland (about 83 %) has resulted in a decline in the air travel share of international tourist arrivals. This mode of transport remains the gateway for tourists, as shown in table 4 which compares tourist arrivals according to means of transport, for 1984 and 1985.

Table 4 : Tourist Arrivals, By Means of Transport, 1984 and 1985.

Means of Transport	1984	%	1985	%
Air	1,710,584	72.9	1,846,917	75.8
Land	601,832	25.6	559,329	22.9
Sea	34,293	1.5	32,024	1.3
Total	2,346,709	100.0	2,438,270	100.0

Source : Immigration Division, Police Department

Clearly air travel is the most popular and accessible mode of transport, especially for international tourists. Thailand has four international airports. In 1984, tourists entered the country through the following airports :

Bangkok International Airport	1,624,843	arrivals	(95 %)
Haad Yai International Airport	46,530	arrivals	(2.7 %)
Phuket International Airport	23,420	arrivals	(1.4 %)
Chiang Mai International Airport	15,791	arrivals	(0.9 %)

With 95 % of all air arrivals, Bangkok International Airport or Don Muang Airport remains by far Thailand's main point of entry and exit for tourists. It is served by about 40 international airlines as shown in Table 5.

One of these airlines is Thailand's national airline, Thai Airways International, which ranks among the world's elite airlines. There is also Thai Airways, the domestic airline which connects Bangkok with major towns and cities, and some neighbouring countries.

Inside the country, there are 43,840 kilometres of national and provincial highways. The state's Transport Company operates 2,744 buses, connecting the capital with all 72 provinces and major districts on a total of 134 routes, with 600 airconditioned coaches travelling to all major cities and tourist resorts.

Furthermore, the State Railway of Thailand (SRT) links Bangkok with all the major towns and cities and runs connecting services to Malaysia and Singapore. (8)

Table 5 : Incoming Flights of Airlines Operating into Thailand, 1985

Airline	Number of Incoming Flight Per Week	Type of Aircraft	First Class	Business Class	Economy Class	Total
1. Air France (AF)	6	Boeing 747S	20	54	187	261
		Boeing 747	28	54	295	377
2. Alitalia (AZ)	2	Boeing 747	12	28	385	425
3. Aeroflot (SU)	2	Ilyushin 62	12	—	126	138
4. Air India (AI)	6	Boeing 747	16	40	321	377
5. Air Lanka (UL)	2	Lockheed L10	12	28	230	270
6. Alia The Royal Jordanian Airline (RJ)	2	Boeing 747	—	21	376	397
7. Air Vietnam (VN)	1	TU 134	—	—	80	80
8. British Airways (BA)*	2	Lockheed L10	22	30	183	235
9. Bangladesh Biman (BG)	3	DC - 10	—	—	—	—
10. Burma Airways (UB)	7	Fokker 28	—	—	60	60
11. Cathay Pacific Airways (CX)	18	Lockheed L10	14	28	262	304
		Boeing 747	35	40	337	412
12. China Airlines (CI)	10	Airbus 300	—	18	231	249
13. General Administration of Civil Aviation of China (CA)	2	Boeing 707	14	—	133	147
14. Egyptair (MS)	3	Boeing 767	16	—	190	206
15. Garuda Indonesian Airways (GA)	3	Boeing 747	10	30	377	417
16. Gulf Air (GF)	3	Boeing 747	28	—	361	389
17. Iraqi Airway (IA)	2	Boeing 747	38	—	358	396
18. Japan Air Lines (JL)	3	DC - 8	12	—	189	201
		DC - 10	12	88	137	237
19. KLM - Royal Dutch Airlines (KL)	7	Boeing 747	18	60	289	367
20. Korean Airlines (KE)	3	Airbus 300	24	—	215	239
21. Kuwait Airways (KU)	3	Boeing 747	12	—	386	398
22. Lufthansa (LH)	5	DC - 10	24	76	137	237
23. Lao Aviation (QV)	2	AN 24	—	—	48	48
24. Polish Airlines (LO)	1	Ilyushin 6	—	—	168	168
25. Malaysia Airlines System (MH)	10	Airbus 300	—	24	222	246
26. Pakistan International Airlines (PK)	6	Airbus 300	20	—	231	251
		Boeing 747	16	16	368	400
27. Philippine Airlines (PR)	12	Boeing 747	20	34	322	376
28. Pan American (PA)	3	Airbus 300	26	42	149	217
29. Qantas Airways (QF)	4	Boeing 747	28	42	332	402
		Boeing 747S	16	16	401	433
30. Royal Nepal Airlines (RA)	4	Boeing 727	—	—	123	123
31. Scandinavian Airlines System (SK)	3	DC - 10	10	—	212	222
32. Sabena (SN)	2	DC - 10	—	64	127	191
33. Singapore Airlines (SQ)	22	Airbus 300	12	36	140	188
		Boeing 747	18	52	326	396
34. Swiss Air Transport (SR)	4	DC - 10	22	63	136	221
35. Saudi Arabian Airlines (SV)	7	Boeing 747 SP	—	—	—	—
36. Tarom Romanian Air Transport (RO)	1	Boeing 707	—	—	190	190
37. Thai Airways (TH)	9	Boeing 737	—	—	123	123
		HS 748	—	—	42	42
38. Thai Airways International (TG)	97	Airbus 300	—	89	301	390
	12	DC-10	10	21	224	255
	21	747	16	40	308	364
	3	733	12	—	74	86
	3	TH 737	—	—	123	123

Source : Tourism Authority of Thailand (As of September 1985)

Note : * BA has 4 Lockheed L10 and one Boing 747 to Thailand in 1986.

3.5 THE IMPORTANCE OF TOURISM IN THAILAND

Since 1960, various countries throughout the world have been very active in developing their travel industry, for both domestic and international tourism. This is because they are aware of the profit which can be derived from the industry. It can be said that the "travel industry is a multi-purpose tool which brings about direct profit to the economic and social systems of the country" (9), especially for developing countries, which are naturally, socially and culturally rich with tourism resources. They have paid more attention to this type of "industry" because of its rather low investment but high return when compared with other industries. Besides, most developing countries have been facing the problem of increased trade balance deficit because of the necessity of earning foreign currency to pay for more crude oil and other essential products.

Nowadays, agricultural goods which used to bring in foreign currency revenue are not very profitable since they depend on rain, nature, technology, imported machines and equipment. Consequently, the travel industry is more emphasised.

According to a study made on the growth and expansion of tourism of various regions all over the world by the World Tourism Organization, the rate of growth in the East Asian region and the Pacific is rather high. During the coming decade, this region is likely to receive increasing attention from tourists. Thailand has realised the

importance of the travel industry and wants to develop it as a tool which brings economic and social benefits to the country.

3.5.1 ECONOMIC IMPORTANCE

"The very intimate relationship that exists between tourism and economics is always expressed in terms of tourism's contribution to economic development". (10)

In comparing the revenues that bring in foreign currency to Thailand, it can be seen that tourism plays a significant role. Indeed, it has been the principal source of export revenue since 1982, as shown in table 6. In 1984 Thailand earned tourism revenue of about 27,317 million baht (£702.6 million).

The income derived from the international tourism, classified some major sources by tourists' country of residence as shown in table 7.

Table 6 : Comparison between Revenue from International Tourism and from Major Exports of Thailand for the Period 1981-1984.

No.	1981		1982		1983		1984	
	Export	Value	Export	Value	Export	Value	Export	Value
1	Rice	26,367	Tourism	23,879	Tourism	25,050	Tourism	27,317
2	Tourism	21,455	Rice	22,504	Rice	20,157	Rice	25,932
3	Tapioca	16,446	Tapioca	19,869	Tapioca	15,387	Textile Product	19,155
4	Textile Product	12,531	Textile Product	14,049	Textile Product	14,351	Tapioca	16,600
5	Rubber	10,840	Sugar	12,933	Rubber	11,787	Rubber	13,004
6	Sugar	9,571	Rubber	9,490	Maize	8,486	Maize	10,147
7	Tin	9,091	Maize	8,330	Precious Stones	7,489	Integrated Circuits	7,352

Source : Bank of Thailand

Note : Unit : million Baht

Table 7 : Revenue from International Tourists by Regions and Major Markets, 1984

Country of Residence	Arrivals	Average Length of Stay	Average Expenditures Person/day		Revenue	
			Baht	£	Million Baht	Million £
Total	2,346,709	5.47	2,128	55	27,317	703
North America	163,315	6.37	2,820	73	2,933	75
U.S.A.	137,555	6.08	3,071	79	2,568	66
Europe	410,857	8.63	1,586	41	5,625	145
France	58,994	10.29	1,384	36	840	22
W. Germany	92,975	9.65	1,274	33	1,143	29
Italy	39,034	6.26	1,967	51	481	12
United Kingdom	74,834	8.15	1,648	42	1,005	26
Middle East	127,081	7.06	4,055	104	3,638	94
Asia & Pacific	1,618,413	4.47	2,033	52	14,707	378
Australia	81,465	6.99	2,218	57	1,263	32
China & Taiwan	75,929	5.34	1,967	51	798	21
Hong Kong	126,981	6.55	1,543	40	1,284	33
India	117,577	4.75	1,911	49	1,068	27
Japan	228,384	4.28	2,508	65	2,452	63
Malaysia	572,486	3.44	1,727	44	3,401	87
Singapore	174,043	4.80	2,080	53	1,738	45
Other countries	27,043	4.02	3,814	98	414	11

Source : Tourism Authority of Thailand

Note : Exchange rate : £ 1 = 38.88 Baht
(July 1986 rate)

Considering the balance of tourism revenue which comes from the excess of revenue against Thai tourism expenditure year by year, as shown in table 8, we can see that tourism revenue from foreign made by tourists has increased more rapidly than the increase in expenditure of Thai's tourism from out-going travellers.

Table 8 : Balance of Tourism Revenue for the Period
1977 - 1984

Year	Tourism Revenue	Thai's Tourism Expenditure	Balance of Tourism Revenue
1977	4,607	3,184	+ 1,423
1978	8,894	3,579	+ 5,315
1979	11,232	4,648	+ 6,584
1980	17,765	4,989	+ 12,776
1981	21,455	6,027	+ 15,428
1982	23,879	6,151	+ 17,728
1983	25,050	7,896	+ 17,154
1984	27,317	7,208	+ 20,109

Source : Bank of Thailand

Note : Unit : million Baht

Thailand can earn such high income from tourism even though its travel industry does not receive special attention and there is no accelerated development as in other countries of the same region. Furthermore, despite having faced economic and political crises within and outside the country, the growth of the travel industry has not slackened.

Besides, net revenue in the form of foreign currency from the travel industry helps to lower as much as 30 % of the country's total trade balance deficit from 6.1 % in 1977 to 37.7 % in 1984, as shown in table 9.

Table 9 : Number of International Tourists, Revenue and Expenditure Balance Compensation of Thailand, During the Period 1977-1984

Year	Number of International Tourists	Rate of Change	International Tourism Revenue*	Rate of Change	Trade Balance* and Service Excluding Travel Industry	Trade Balance* and Industry Including Travel Industry	Percentage of Balance Compensation
1977	1,220,672	+11.12	4,607	+15.56	-24,617	-23,194	6.1
1978	1,453,830	+19.10	8,894	+93.05	-29,576	-24,261	21.9
1979	1,591,455	+ 9.47	11,232	+26.29	-50,399	-43,815	15.0
1980	1,858,801	+16.80	17,765	+58.16	-59,616	-46,840	27.2
1981	2,015,615	+ 8.44	21,455	+20.77	-75,167	-59,739	25.8
1982	2,218,429	+10.06	23,879	+11.29	-45,070	-27,342	64.8
1983	2,191,003	- 1.24	25,050	+ 4.90	-89,633	-72,479	23.6
1984	2,346,709	+ 7.11	27,317	+ 9.05	-73,399	-53,290	37.7

Source : Bank of Thailand

Note : * Unit : million Baht

3.5.2 SOCIAL IMPORTANCE

In many countries and regions, tourism is a major, or even the only, source of employment. Most sectors of the tourism industry, especially accommodation and catering, are labour intensive, and require relatively short training for most jobs.

For Thailand, the travel industry can bring not only revenue in the form of foreign currency, which has a potential for high rate of growth, but also has productive and investment features which support job creation directly and indirectly, and distribution of the country's revenue. This includes the industry that uses labour and material within the country for production, and a high rate of investment as appeared in several types of goods and services which fairly well respond to tourists' need. They are goods and services produced by big and small businesses or by the general public in both cities and rural areas in forms of accommodation, food & drink, shopping, entertainment, local transport & tours, etc. The distribution of tourism revenue through these industries in 1983 and 1984 is displayed in table 10.

Table 10: Distribution of Tourism Revenue 1983 and 1984
(Unit : Million Baht)

Type of Expenditures	1983	%	1984	%
Accommodation	5,826.43	24.4	7,681.65	28.12
Food & Drink	4,107.15	17.2	5,608.26	20.53
Shopping	9,121.70	38.2	8,238.92	30.16
Entertainment	2,101.33	8.8	2,849.20	10.43
Transport & Tour	1,910.30	8.0	2,316.52	8.48
Miscellaneous	811.88	3.4	622.84	2.28

Source : Tourism Authority of Thailand

When one activity is developed and not only directly creates jobs but indirectly results in, and continually creates other jobs, this is called the Linkage Effect. Such is true of tourism. In 1980 there was direct and indirect job creation for 1,523,572 employees in the travel industry compared with the total tourists in that year of 1,858,801. We can say that one tourist, more or less, creates a job for one employee. (11)

Consequently, job creation not only improves the economics of the country, but is one way to alleviate unemployment as a social problem in Thailand.

3.6 PROBLEMS OF TOURISM IN THAILAND

Tourism development has many problems and obstacles. Problems from abroad concerning world economy and international competition can be adjusted or adapted to but the domestic situation is quite complicated.

The main problems which have to be dealt with to develop the tourist industry in Thailand include the following :

(1) Problems Relating to the Development of Tourist Destinations.

Existing tourist attractions such as Bangsaen Beach and the Floating Market have become less attractive over time since the government has not effectively developed and restored these locations. Moreover, measures to preserve culture, nature and environmental conditions have not been adopted.

Now the government has drafted plans for developing some new tourist attractions such as Bang Phra Golf Course and Sankamphaeng Hot Spring, but many existing attractions have been ignored, even a location like Phuket, where the private sector has already shown interest.

Furthermore, many tourist locations lack adequate facilities and services. For instance, Haad Yai, a major tourist centre in the south, has an airport which can only be used by small planes. In most tourist areas, water supply, drainage and town planning are still inadequate or ineffective.

(2) Problems Relating to Quality Control and the Regulation of Companies in the Tourist Sector.

Despite worldwide recognition that hotel services in Thailand are among the world's best, problems relating to other aspects of tourism still have to be dealt with. These problems relate to hotel management, tour companies, restaurants, gift shops, and guides etc. The growing tourist industry has given rise to a number of these private enterprises, some of which have produced poor quality services, with cheating and taking advantage of tourists in various forms. No government agency has been directly responsible for the supervision of these activities. T.A.T. still does not have sufficient authority to regulate and control these enterprises.

(3) Problems Relating to the Upgrading of Manpower in the Tourist Industry.

T.A.T.'s manpower has increased every year, from 52 employees in 1960 to 502 in 1984. This is because the travel industry of Thailand has been growing very fast and in turn raises the amount of work required for tourist promotion and development.

However, the supply of high level manpower in the hotel business still lags behind demand created by the rapid expansion of the tourist industry. Most of the skills in hotel management have been developed from working experience and on-the-job training of people who graduate from various fields of education. Although curricula on tourism and

hotel management are offered in certain educational institutions, this training is limited to hotel service workers. There is no institution which offers professional training in the field of hotel management.

(4) Problems Relating to Security for Tourist.

In choosing destinations, security considerations received top priority among the tourists. On this security question, it is evident that the problem of political unrest in neighbouring countries is beyond the control of the Thai government. Nevertheless, there have been complaints about the lack of security measures for protecting lives and property of tourists while in Thailand. On the other hand, information on the lack of safety in Thailand has, in certain instances, been exaggerated, thereby discouraging tourists though they are safer in Thailand than in many other countries.

The existing procedures relating to the filing of complaints and the taking of legal action are time consuming. As foreign tourists usually stay for a very limited number of days in the country, legal action is often not taken as tourists usually do not have the time to get involved in the legal action process. As a result, those who rob tourists are usually not penalized.

Thus the prevention and suppression of crime, including police proceedings for tourists should be dealt with promptly for the criminals to be punished. T.A.T. and the private sector, therefore, requested cooperation from

the Police Department and set up security measures. The Police Department then established the 'Centre of Tourist Facilities and Security' which was later elevated to the 'Tourist Special Task Force'. T.A.T. also established the 'Tourist Assistance Centre' to provide services and assistance to tourists in trouble.

(5) Problems Relating to Lack of Good Coordination between Government Units and the Private Sector.

This includes problems of legislation for travel industry development, which is still out of date and not properly organized, not suitable for the present economic and social situation. Therefore, on the government's part, there should be an organization which has the role and sufficient authority to truly control and supervise the work of travel industry regulation. T.A.T. which is responsible for this matter, has rather limited authority making it impossible to conduct effective administration.

The private sector should be responsible for business administration and cooperation with government in solving problems at every level, pushing tourism development toward the set target.

The travel industry of Thailand still has the opportunity for further development. With cooperation from all sides and efforts to alleviate the problems detailed above. This is what should be done in the country.

SUMMARY

Obviously, Thailand is full of tourist attractions as well as the existing facilities and convenient accessibilities. As a result, the tourism industry in Thailand has opportunity to develop further, although tourism development has many problems and obstacles.

Even though tourism has clear favourable economic and social effects, the public in general still retains mixed feelings on the role of tourism in Thailand. People might think only of hotels, nightclubs, massage parlours, and some traditional and cultural deteriorations as tourist attractions in Thailand, when in fact there is much more than that. These are often cited as arguments against travel industry development. However, the fact is there are both good and bad aspects in all things. Therefore, in practice, we will have to make a choice, to weigh between the negative and positive points, then watch out and control the situation so that such problems will not occur.

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CHAPTER FOUR

TOURISM PROMOTION OF THAILAND

4.1 INTRODUCTION

This chapter aims at describing the promotion of tourism in Thailand. We start with promotion in general, then specify promotion in the area of tourism. Next, the study looks at the promotion of tourism within Thailand, through, for example, the Fifth National Economic and Social Development Plan. Finally, the government's role in tourism, through the Tourism Authority of Thailand, will be detailed in terms of this organisation's development and structure. Lastly, some past promotion activities in the past and the operation plan on tourism promotion and development for 1985 - 1990 by T.A.T. will be mentioned.

4.2 PROMOTION IN GENERAL

The term 'promotion' lends itself to various interpretations and definitions. Basically, the purpose of promotion is to inform, to persuade or to remind or, more specifically, to influence potential customers or trade intermediaries, through communications to think and to act in a certain manner.

Promotion is one of the four major variables in marketing mix, achieved by means of communicating information between seller and buyer to change attitudes and behaviour. The marketer's promotion job is to tell target

customers that the right product is available in the right place at the right price.

Clearly, promotion planning is only one part of marketing strategic planning. It is an important part because it links the seller with the prospective buyers, hopefully convincing them that the seller has the product they are looking for.

According to Kotler (1), the following four components make up the promotional mix:

Advertising : Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

Personal Selling : Oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.

Publicity : Nonpersonal stimulation of demand for a product, service, or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it on radio, television, or stage that is not paid for by the sponsor.

Sales Promotion : Those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and exhibitions, demonstrations, and various nonrecurrent selling efforts not in the ordinary routine.

An effective promotion blend may combine with several promotion methods. However, which methods to use

depends on the promotion objectives of the organization.

4.3 PROMOTION IN TOURISM

It is the aim of promotion policy to ensure that as many people as possible are aware of the product in the first place. Then, to persuade them to try the product. Finally, to ensure as many people as possible are pleased with the product. These also apply to tourism. As mentioned before, the tourist is sacrificing a tangible benefit (money) in return for an intangible benefit (expectation) before the event; after that he has received an experience. This relationship between expectation and reality is crucial.

The ideal situation for the seller of the tourist product should combine creating high expectations and satisfying the tourists with the highest possible surplus benefit of reality over expectations. This can be achieved by promotional policy.

While publicity is mainly concerned with unknown potential buyers, promotion is mainly aimed at identified, or known potential buyers. Thus, the objectives must be three-fold :

. To make the tourist product as widely known as possible.

. To make it as attractive as possible, so inducing the largest possible number of people who are aware of it, to try it.

To make the message attractive without being dishonest. (2)

The message must create 'awareness' and 'predisposition', in competition with other messages which bombard the potential tourist - as anyone who has seen the stacks of brochures in a travel agent's office knows well. This bombardment lowers the recipient's capacity for retaining the message. Consequently, the message must make a great impact if it is not to fade quickly, or even pass unnoticed.

There are various elements of the promotional mix which depend on the objectives and budget of the organization. For promotional activities which are done by national tourism organizations (NTOs), these elements can be categorised as follows :-

Advertising : The media can be daily or weekly press, magazines and periodicals, radio, T.V., window displays, trade press etc. The message is directed at unknown potential buyers.

Direct Mailings : Letters, brochures, catalogues. The message is sent to selected potential buyers who may be known or unknown personally.

Publicity Items : Brochures (at point-of-sale), house magazines, souvenir gifts. The message is sent to selected intermediaries, who may be known or unknown personally. The brochures are there given to interested customers.

Promotional Events : Point of sale promotions,

group invitations to the tourist destination, social events, film shows, seminars, joint promotions with intermediaries exhibitions etc. The message or hospitality are aimed at known opinion-formers, for example the travel agents.

Media Activities : Press releases, press conferences, slide and film library. The message is aimed at known mass media for amplification and redirection to unknown consumers.

Public Relations : Personal contacts with intermediaries, media and social leaders, invitations to travel journalists etc. The message is based on personal persuasion, aimed at known individuals who can influence or contact with the public.

Any investment in promotional activities, must obtain the biggest possible return in terms of general interest in the product; a favourable impression of the product; the effort made to enquire about it at a retail outlet and purchase it. This means that the message must be as striking and as persuasive as possible. It must stand out from other messages presented, and also convince.

We turn now to look at specific areas. For instance, the Fifth National Economic and Social Development Plan, the government's role in tourism of Thailand, including present tourism promotion and the development plan.

4.4 THE FIFTH NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN

The significance of Tourism in Thailand on the country's economy has been prominent since the Third National Economic and Social Development Plan (1972 - 1976). Since the present Fifth Plan (1982 - 1986), the tourism industry has boomed and been encouraged both by the government and private sectors. This is particularly true of the hotel industry, with around ten new hotels in Bangkok opened for service to the public in 1983, increasing the number of hotel rooms by 34 % from 13,800 rooms in 1981 to 18,500 rooms (3).

The Fifth National Economic and Social Development Plan calls for development of promotional activities and tourist facilities to the visitors to stay longer and spend more money in the process. It also concentrates on increasing jobs and providing better security for visitors.

The important tourism targets set in this Fifth Plan are as follows : Firstly, the number of tourist arrivals should increase at the rate of 8.4 % per annum which means the number of tourists should increase to 2.56 million this year (1986), from 2.1 million in 1982.

Secondly, the average length of tourists' stay should increase from 5.1 days per tourist in 1982 to 5.5 days this year.

Thirdly, average spending by tourists in Thailand should increase from 2,100 baht per head per day (£ 54) in 1982 to 2,600 baht per head per day (£ 66.87) this year.

Fourthly, the country's earnings from the tourist

industry should increase from 21,500 million baht (£ 553 million) in 1982 to 41,700 million baht (£ 1,072.5 million) this year.

Fifthly, the number of hotel rooms in Thailand should be expected to increase from 51,000 rooms in 1982 to 66,000 rooms in 1986.

Sixthly, the number of jobs in this industry should be increased directly and indirectly from 1.7 million people in 1982 to two million people in 1986. (4)

In order to achieve these targets, the government has taken certain measures by specifying the duties and responsibilities of the national tourist organisation (T.A.T.). The budget of 470 million baht (£ 12.09 million) was given to support the implementation of this Fifth Plan to maintain and develop the present and new tourist resorts nationwide. Another 455 million baht (£ 11.7 million) was provided for the duration of the plan to create more security for tourists and develop the much needed manpower.

4.5 GOVERNMENT'S ROLE IN TOURISM

4.5.1 DEVELOPMENT OF T.A.T. (Tourism Authority of Thailand)

The tourism industry in Thailand was in fact started at the time Thailand first came into contact with foreign countries. In those days most foreigners came mainly to trade with Thailand. Later, journeys for pleasure became increasingly more frequent. During the reign of King

Rama v (the fifth king of the present Chakri Dynasty), H.R.H. Krompra Kampaengpet Akkayothin, Commissioner of the State Railways Department was keen in promoting tourism and sent documents on Thailand to publicize the country in the United States. He also set up a Publicity Section at the Department around 1924 to provide facilities and services to tourists visiting Thailand and also to publicize Thailand to foreigners. Later on when he was appointed Minister of Commerce and Communications, this tourist promotion work was transferred to the Ministry.

Tourism promotion of Thailand was officially initiated in 1936 when the Cabinet approved a tourist industry promotion project in principle. This included three main tourist promotion activities : publicity, reception and tourist attractions, and lodging maintenance. A committee was set up to form a tourist promotion unit, having representatives from the Ministry of Education, Ministry of the Interior, Railway Department, Fine Arts Department, Publicity Office and the Royal Household as members, under the responsibility of the Ministry of Commerce and Communications. Later, this work was moved to the Commercial and Tourism Promotion Section, Commercial Department, Ministry of Commerce and Communications. (5)

In 1949, the Cabinet considered and agreed that it was appropriate to improve the tourist unit. A decision was taken that the Department of Publicity was to take over the promotion of tourism, including hotels and lodging facilities for international tourists. When tourist

promotion was transferred to the Department of Publicity, under the office of the Prime Minister, it was renamed the Office of Tourism Promotion.

The establishment of a Tourist Organization as a state enterprise, attached to the Office of the Prime Minister, was initiated in 1959 by H.E. Prime Minister Field Marshal Sarisdhi Dhanarajata by a Royal Decree. Later the words "of Thailand" were added to the names under a 1963 Royal Decree. Since then it became "Tourist Organization of Thailand" or "T.O.T."

T.O.T. had been assigned the authority to control the operations within the organization by having the following objectives : Firstly, to promote Thailand by means of its own distinctive culture, arts, traditions, sports etc. to tourists, whereby the tourist industry would support the economy of the country. Secondly, to facilitate, guide and co-operate the arrangement and operation of the tourist industry with the private sector. Thirdly, to survey, contribute, promote or improve appropriate resorts for tourism. Fourthly, to liase with the organizations or associations for tourism promotion both inside and outside the kingdom. Lastly, to operate the tourism activities that the private sector cannot solely manage, as well as those assigned by the government, for instance, promotional activities to the international tourist markets.

Because of the subsequent radical growth of the industry, T.O.T. was not able to cope effectively with

tourism due to lack of authority for direct enforcement. Since the operations and structure of T.O.T. as a whole were involved, and these depended largely on the co-operation of private and Government sectors to prevent and to solve problems on unqualified tourist services and to develop tourist attractions effectively, a review of T.O.T. was undertaken and it was decided to raise the status of the Tourist Organization of Thailand to the "Tourism Authority of Thailand" (T.A.T.). T.A.T. was subsequently established on May 5th, 1979, by the 1979 Tourism Act. (6)

T.A.T.'s role and responsibility can be divided into three areas of work : promotion, development and service.

Promotion : marketing activities to attract international tourists to Thailand by advertising, publicity, direct sale and sale promotion etc.

Development : coordination to bring about two important development aspects : destinations and promotion and conservation of arts and culture, including cooperative efforts on facilities and convenience.

Service : Supplying information, standardized service and safety etc.

4.5.2 ORGANIZATIONAL STRUCTURE OF T.A.T.

T.A.T.'s organizational structure is divided into several departments responsible for different functions to avoid overlapping of works. It is composed of three main

departments and with some offices directly under the Governor.

A. Major Departments

1. Administration

This department is subdivided into General Administration, which is responsible for general documentation, co-operation with other offices, and so on; Budget and Accounting Department, which is responsible for accounting and finance; and Investment Department whose responsibility is investment analysis.

2. Marketing

There are two sub-departments :

The Marketing Promotion Department is responsible for the promotion of tourism among people of all professions, coordination of the sales promotion tourism agencies both domestic and foreign, promotion of international conventions for the country, cooperation with the international organizations of which T.A.T. is a member and provision of information to visitors.

The Marketing Service Department is responsible for the marketing relations of tourism through periodicals, exhibitions and other necessary means as well as fostering smooth working relation with the media and the travel industry outside the country, in order to attract foreign tourists. It is also responsible for promotional aids production and supply of these materials to interested parties both in and outside the country, as well as being

responsible for overseas offices.

3. Planning and Development

This department is responsible for analysis and research on tourism to determine the policy and physical planning for development. It is also concerned with the evaluation of T.A.T.'s performance.

B. Offices directly under the Governor

T.A.T. also has some offices which are directly under the Governor but not involved in Administration, Marketing, or Planning & Development. These offices have differing responsibilities. For example, giving suggestions and ideas about tourism to the Governor; the secretarial works; internal auditing; resort operating; and one office is responsible for the training on hotel and tourism in order to produce qualified personnel to meet with the manpower demands of the tourist industry.

4.5.3 T.A.T.'S TOURISM PROMOTION POLICY

In order to promote tourism in accordance with the tourism objectives called for in the Fifth National Economic and Social Development Plan (1982 - 1986), the 1979 Tourism of Thailand Act, and Government policies announced in Parliament on May 21st, 1983 in connection with tourism, the Policy for Tourism Promotion and Development was stipulated as follows :

1. To promote and induce more foreign visitors to

Thailand by emphasizing the promotion of quality, potential and high market share, especially short-haul markets, aiming for activities directly effecting consumers, including the promotion of international conventions in Thailand.

2. To promote and induce Thai travellers and residents to undertake more domestic excursions by aiming at activities directly effecting consumers and the trade as well, developing the status and roles of T.A.T. local offices to be more complete centers of tourism promotion in the areas of responsibility; to promote the distribution of incomes from tourism to people in all regions; and to promote domestic tourism for Thai people, especially for low-income and youth groups in order to increase travel-related welfare.

3. To promote and control complimentary investments on tourism development by the Government and the private sector for the benefit of the restoration and improvement of existing tourist attractions and developing new attractions of acceptable tourism standards and value; to preserve and develop the environment of tourist destinations; to preserve and revive culture in order to retain Thai identity to the full; to promote the development of tour services to a standard equal to competing countries in this region, both in quality and rates to seriously expedite laws and regulations both within the responsibility of T.A.T. and of other concerned Government offices; and to review and amend those that obstruct tourism development and create problems for tourist service operating cost.

4. To build up confidence and security on visitor's life and property by supporting the operations of the 8th Sub-Division, Crime Suppression Division (Tourist Police) and establish mobile Tourist Police units and sub-stations in leading destinations.

5. To promote production of high qualities and designs of souvenirs which are preferred by visitors, and to encourage the sale of souvenirs to create maximum work in the cottage industry, and to utilize the tourism industry as a means of direct and indirect support to the government's export policy.

6. To accelerate the development of manpower in the tourism industry, both in quality and quantity.

7. To encourage the private sector to take a wider role in the activities of tourism development.

4.6 TOURISM PROMOTION AND DEVELOPMENT BY T.A.T.

4.6.1 T.A.T.'S PROMOTIONAL ACTIVITIES IN THE PAST

The promotion activities which were done by T.A.T. can be classified as Sales Promotion Abroad and Domestic Sales Promotion (7). Both were supported by some other activities.

SALES PROMOTION ABROAD

1. Sales Promotion

In 1984 sales promotion abroad emphasized promoting quality, potential and high-yield markets, in 14

countries. Special promotion was organized for the Australian and Singaporean markets. For promotion and advertising activities, T.A.T. overseas offices cooperated with official organizations and the private sector both within and outside the country. Sales Promotion for the year 1984 could be summarized as follows:

- Participation in international travel bodies and organizations of which T.A.T. is a member, meeting with travel executives to discuss ways and means of promotion and increase of tourist arrivals. These organizations are

. World Tourism Organization (WTO) of which T.A.T. has been a full member since 1962.

. ASEAN Sub-Committee on Tourism of the Committee on Trade and Tourism.

. East Asia Travel Association (EATA)

. Pacific Area Travel Association (PATA)

. SKAL CLUB

. American Society of Association Executive (ASAE)

. American Society of Travel Agents (ASTA)

. Universal Federation of Travel Agents Association (UFTAA)

. International Congress and Convention Association (ICCA)

. Union of International Association (UIA)

- Arrangement of publicity and promotion events to promote tourism in Thailand. With the cooperation of tourist business, clubs, associations and tourist institutes abroad, T.A.T. arranged no less than 176 such events on

behalf of Thailand. Furthermore, T.A.T. participates in the following promotional events every year :

. International Tourism Borse in Berlin, West Germany.

. ASTA Trade Show in San Francisco, United States. In February 1984 it was held during the Annual Convention of the American Society of Travel Agents. In addition, there was sales promotion in April 1984, called "Thailand Travel Scene", held in Vancouver, Canada.

2. Familiarization Trips for Travel Agents and Writers

To publicize Thai tourism to people of all sectors overseas extensively and directly, T.A.T. has invited to Thailand representatives from major travel agencies, various types of mass media and distinguished personalities from abroad who may contribute to the Thai tourist industry. A total of 195 persons were invited to visit Thailand in 1984.

3. Convention Promotion in Thailand

International conventions can be of immense benefit to Thailand as a whole since the convention participants spend about three times as much as the average tourists. Duration of their stay is also longer, averaging at about 10-12 days. It is also an opportunity for investors to carry out studies which would benefit the promotion of Thai investment. T.A.T. provides international and domestic organizations with information on convention facilities in Thailand, plans for convention arrangements and tour services to conventioners in order to encourage them to

hold their conventions in Thailand. In 1984 there were 14 major conventions with about 2,000-3,000 participants.

DOMESTIC SALES PROMOTION

Domestic travel is an important and beneficial factor which helps distribute more income and generate greater flow of money for the people in regional areas. At present the increase of Thai tourists is moderately high at about 4.5 % annually, which is a good potential. T.A.T.'s activities place particular emphasis on encouraging the young people of each region to visit other unfamiliar regions more frequently. In 1984 the role and status of domestic branch offices were developed more fully into centers for regional tourist promotion.

T.A.T.'s activities in this direction included monthly meetings of provincial tourism bodies; distributing of information on travel business through various mass media, for example, documentary films on television, radio programs which were broadcast monthly in various regions. Including the production of "Anusarn Or-Sor-Tor", a monthly magazine in Thai language; and of the bi-monthly English language "Holiday Time in Thailand".

Furthermore, T.A.T. coordinated with private sectors to arrange promotional provincial events for domestic tourism, for instance, cultural fairs, festivals and exhibitions.

Activities Supporting Sales Promotion in Thailand and Abroad

- Production of 1,405,000 tourist brochures and folders in Thai and foreign languages; 65,000 posters in Thai and English languages; 96,500 documents on T.A.T.'s activities; and other papers on tourism for distribution to Government units, domestic and overseas private sectors.

- Production of slides and black and white photos for publicity purposes and available to government and institutes for educational purposes.

- Fifty five exhibitions were organized for publicity purposes both within and outside the country.

4.6.2 OPERATION PLAN ON TOURISM PROMOTION AND DEVELOPMENT

From the beginning of the Fifth Plan up till now, only in 1982 was the set target number of tourist arrivals achieved. This was equal to a 10.06 % increase over the previous year, as shown in table 11. The reason for this success were the celebrations to commemorate the 200th anniversary of Bangkok in that year. This means, presumably, that the Fifth Plan cannot be achieved. Although the percentage change in 1986 is increased by 12.82, this is only for the first quarter and represents the high peak season. So it cannot be guaranteed that this year can achieve the set target either.

Table 11 : Number of International Tourist Arrivals, 1981-1986.

Year	Number of Arrivals	% Change from Previous Year
1981	2,015,615	+ 8.44
1982*	2,218,429	+10.06
1983	2,191,003	- 1.24
1984	2,346,709	+ 7.11
1985	2,438,270	+ 3.90
1986	709,880 ¹	+12.82 ²

Source : Tourism Authority of Thailand

Note : * The Fifth Plan is between 1982-1986.

1. Data from January-March 1986.

2. Percentage change of the first quarter only. (Jan.-Mar.86/Jan.-Mar.85)

So, in 1984 T.A.T. prepared "the Tourism Corporate Plan (1985 - 1990)" so that T.A.T.'s operation might reach its goal and be in line with Government's policy on tourism promotion and development, which benefits national economy and society, by creating revenue, jobs and distribution of income to people. Operations fall into two categories i.e. non-profit activities and profit-oriented activities.

The non-profit making activities emphasise roles and responsibility on industry promotion and development

that does not compete with the private sector. Their purpose is to provide a social service and promote the national economy as a whole, with a view to increasing revenue from tourism in form of foreign currency by an average of 11-12 % a year, and to expand the number of Thai tourists travelling within the country by an increasing rate of 4.5-5 % a year. At the same time, they are trying to reduce the number of Thai people going abroad, in order to achieve tourism balance.

On strategy, the plan is to maintain the share of the long-haul international market, and try to expand the share in the quality short-haul market, which offers scope for high return on low investment. This is furthered by emphasising every form of market activity, with publicity directed at consumer groups, especially conventions, incentive groups and special interest groups, through cooperation and joint investment with the private sector both within and outside the country, to promote sales and increase tourism publicity. As for the domestic market, acceleration of advertising and publicity will be stepped up, to reach more people. Local agencies are to share the expenditure on sales promotion projects. Every type of advertising and publicity will be increased, with emphasis on inducing Thai target groups of middle and high income people, conventions and incentive and youth groups.

However, the marketing strategy can be successful only if national tourism development is well-prepared and of standard suited to the needs of tourists on destinations,

services and facilities. Tourist security, conservation of tourism resources, environment, arts and culture, tradition, antique, and historical sites are also factors that will attract tourists. Therefore, T.A.T. has included in the tourism development plan a strategy to set up tourist spots, a master plan for important tourist cities, the development of tourism resources, control of the environment and tourism resources. On service, emphasis is placed on tourist security and safety in principal tourist cities, the promotion of standardized services and provision of good facilities (i.e. restaurants, food shops, souvenir shops, free-tax shops, tour guides, etc.) Stress is placed on tourism manpower development, including the enforcement of the Act on the tourist industry. On conservation and restoration, cooperation with other official agencies to expand knowledge and understanding among the general public and to organize traditional fairs to revive arts and culture of various regions and localities, is given prominence.

Activities to obtain income take the form of small business operations which should become self-supporting but will not compete with the private sector. At the same time, this is a tool to help reach the target on national tourist promotion and development as a whole. It may be mentioned here that the purpose of those activities is for social and economic service and at the same time gaining income for carrying out those activities continuously, with the target of increasing income at the rate of 10 % a year by adjusting activities which have a means to generate income to become

operations of high-yield profits and lessen dependence on the national budget.

Operations include activities such as organizing tours, producing journals for travel and advertising material, arranging Thailand tourism festival, etc., with the strategy calling for increased effectiveness of advertising material, cooperation in the management of joint investment activities and the initiation of more small-scale businesses, as well as research projects that can create more income for the organization.

Summary

Thailand's culture, traditions and immense tourism resources have outstanding characteristics which have great appeal for visitors. The question is whether the many of potential visitors to Thailand are made adequately aware of the value and benefits from travelling there.

It is mainly the duty and responsibility of T.A.T. to create awareness, keep the market informed of up-to-date developments and promote the tourism of Thailand as widely as possible.

However, even though T.A.T. has carefully determined its activities and plans in order to successfully and effectively reach the target, it depends largely on Government support and encouragement, as well as cooperation from every branch of the private sector. T.A.T. is pursuing such cooperation with utmost efforts for the national benefits as a whole.

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CHAPTER FIVE

PROMOTION OF THAILAND IN THE U.K. MARKET

5.1 INTRODUCTION

The U.K. has been Thailand's second top European tourist generating market, bringing a great deal of revenue to Thailand each year. Here the study concentrates on the U.K. tourist market, starting with its importance to Thailand, its distribution channel of tourism, then the promotional activities done by T.A.T.'s London Office. Last, but most important, the message of T.A.T. and its evaluation are considered.

5.2 U.K.'S IMPORTANCE IN THAILAND'S TOURIST DESTINATION

In 1984, the number of tourist arrivals from the United Kingdom was 74,834 or 3.19 % of all tourists to Thailand, an increase over the previous year of 1.24 %. This made the U.K. the ninth major tourist market of Thailand.

Nearly all Europeans visited Thailand by air. Front runners have been the German tourists, while Britons have been Thailand's second top European generating market. Traditionally, the British stay longer than many of Thailand's visitors especially those from the Asian and Pacific countries which are closer to Thailand. In 1984, the average length of stay of these tourists from the U.K. was 8.15 days. They also spend more than other

nationalities, even the Germans who had average expenditures of only 1,274 Baht (£32.77) per person per day, while the British tourists' average expenditures were 1,648 Baht (£ 42.38) per person per day. Total revenue that Thailand received from the U.K. tourists in 1984 was about 1,005 million Baht (£ 25.85 million).

Their purpose of visiting Thailand was mainly for holidays. This accounted for 83.23 % of all purposes in that year. Hotels remain the most popular type of accommodation, accounting for 93.82 % in 1984. The rest stayed in guest houses, youth hostels, apartments, friend's homes etc. T.A.T. reveals that most international tourists prefer to stay in hotels. This has helped all hoteliers since the emphasis on tourism development from the 1970s.

By considering the tourist arrivals by 'nationality', the total British tourists to Thailand in 1984 were 133,209. This is greater than the number by 'country of residence' of 74,834. The reason for this is that the former includes dependencies such as Hong Kong; tourists who hold British passports. Of the total figure, arrivals in Thailand by air, land, and sea breakdown as 127,697, 4,669 and 843 respectively. (1)

The tourists to Thailand from the United Kingdom can be classified into 11 areas according to the geographical location of residence as shown in table 12.

Table 12 : Tourists from the U.K. by Areas, 1983-84

Area	1984	1983
Total tourists	74,834	73,915
	%	%
East Anglia	2.38	2.77
East Midlands	2.43	3.20
North	2.23	2.98
North West	8.47	8.53
Northern Ireland	0.71	1.20
Scotland	4.51	6.17
South East	65.98	59.31
(London)	(47.39)	(38.77)
South West	4.66	5.37
West Midlands	2.02	3.35
Wales	1.73	2.07
York and Humbs	4.88	5.05
Total	100.00	100.00

Source : Tourism Authority of Thailand

In order to cover all these areas, there are now about 80 U.K. tour operators offering Thailand as a destination. The majority of these are in London, and most include Bangkok in their programmes. They distribute these programmes through their own outlets and/or the travel agencies.

With T.A.T.'s promotion, it is expected that the number of tourists from the U.K. as well as other markets will increase by next year and thereafter.

5.3 DISTRIBUTION CHANNEL OF TOURISM IN THE U.K.

Distribution channel refers to a network designed for the delivery of services to the ultimate consumer. WTO stated that the role and importance of distribution intermediaries are directly linked to the benefits they provide for the producers of tourism services and to the functions they perform on their behalf through specialisations.

In the U.K. tourist market, two groups should be focussed on, as the major trades. One is called creative travel agencies who assemble and then sell package holidays. They are also known as Tour Operators. Those non-creative travel agencies who concentrate on the sale of other companies' products are presently known as Travel Agencies.

In 1984, there were 5,928 offices selling travel to the general public registered as members of the Association of British Travel Agents (ABTA), the trade's

retail regulatory body. These were embodied in 2,770 travel agency and tour operating companies. One in ten ABTA members is a tour operator. There is an average of 2.14 outlets per business. From table 13, it is apparent that businesses have grown at an annual average rate of 3.6 % and outlets at the faster rate of 4.2 % a year, indicating a trend towards a higher number of multiple outlet businesses.

(2)

However, it must be noted that ABTA members account for just over 90 % of all U.K. travel agencies, there are between 400-500 non-ABTA companies. So the true total of agencies may be nearer 6,500.

Table 13 : ABTA Travel Agents and Tour Operators, 1970-1984.

	1970	1974	1979	1984	Average Annual % change 1970-84
Total member	1,695	1,979	2,070	2,770	3.6
Total offices	3,350	4,216	4,455	5,928	4.2
Offices per member	1.98	2.13	2.15	2.14	

Source : International Tourism Quarterly

TRAVEL AGENCIES

A travel agency is an independent distribution intermediary. Such agencies occupy a leading place in the tourism industry as they provide the link with the customer.

While in some of the developing countries they play a secondary role because of the limited scope of their activities, they are an important economic instrument in developed countries and in particular the main generators of tourism in countries like the U.S.A., the U.K., and Germany.

In the U.K., one recent survey established that foreign holidays are certainly a major business, with over £ 500 million in holiday tour sales effected by the 4,600 travel offices under ABTA in 1973 (3). Travel agents booked over 68 % of all the holidays taken abroad by Britons : 84 % of all the holidays abroad by air, and 90 % of all the package holiday tours abroad (4). These travel agents are responsible for booking a greater percentage of airline seats, cruise reservations, and hotel accommodation than any other single intermediary group.

By looking at their activities, we see that varieties of tasks are performed and various relationships are established. It can be summarised that travel agencies are the distribution channel which :

- sells tourist services (transportation, accommodation, etc.) to the public in the name and for the account of the enterprise which provides these services.

- is linked to its 'principal', the service-producing enterprise (hotelier, transporter, etc.) by a contract which specifies the services to be provided by the travel agency, the legal and commercial obligations of both parties and the methods of remuneration.

- is obliged to apply the conditions and prices

specified by the principal.

- is remunerated by a commission, usually a percentage of the selling price, which ranges from 5-20 %, depending on the type of service and the sales volume.

- receives payment from the customer for the services sold on behalf of the service producing enterprise and is obliged to hand over all such payments received (after deduction of the commission earned) to the principal.

(5)

TOUR OPERATORS

The main distinction between travel agents and tour operators does not lie, as is sometimes thought, in their method of purchasing services.

The travel agent, as described before, purchases tourist services from the principals he represents in response to specific requests from his customers.

The tour operator, on the other hand, endeavours to anticipate and predict demand and to produce standardised travel combinations (package tours) for subsequent sale at a pre-established price and on pre-established schedules for departure and return.

A package tour which is the product offered by the tour operator is the combination of transport, accommodation and ancillary services, sold at a stated price as a single service or package. The tour operator has to contract and negotiate with the suppliers of services such as hoteliers, airlines, local transporters etc. in anticipation of demand

and, therefore, carries the risk. The tour operator thus becomes a 'wholesaler' or even a 'manufacturer' of a tourist product. Consequently, the package tour will be sold through independent travel agents, or through tour operators' own sales outlets.

Thailand's reception as a tourist destination is dependent on oversea tour operators in ways that cannot be changed. Firstly, tour operators being in the travel business are equipped with first hand knowledge of the market situation. Secondly, National Tourist Organizations in most developing countries, like T.A.T. in Thailand, are short of funds to promote the country directly to the customers. If promotion of the country is done alone without the help of tour operators, the image projected of a country would not effectively reach people. Lastly, tour operators organise package tours aimed at cutting the cost of travel and making holidays easier to be undertaken for the public especially long haul travel.

In the U.K., the competition between tour operating companies have become intensive either through pricing strategy in the past or offering varieties of package tours at present. The U.K. tour operators rely on extensive distribution, cooperating in principle with all member firms of ABTA.

There are 20 leading multiple travel companies operate a total of 1,827 outlets, over 30 % of ABTA members' outlets in 1984. These tour operators gain the advantages of size with various benefits from operating a large number

of outlets. Firstly, competition is reduced. Secondly, operating efficiencies are improved through economies of scale. Thirdly, the growth of nationally recognised and trusted agency names has created greater client loyalty to a given chain. Lastly, the cost of advertising becomes cost effective.

However, in the U.K., the main approach adopted by most tour operators in the distribution and selling of their holidays has been the use of travel agents.

The problem for the tour operators is the need to keep his product continually in front of the clients in this highly competitive market. This can be achieved by means of sales promotion, advertising campaigns and the display of readily available brochures at the local travel agencies.

5.4 T.A.T. IN THE U.K. MARKET

In order to develop tourism of Thailand effectively, T.A.T. carries out promotional activities not only through local offices but also overseas as well. T.A.T. local offices mainly promote domestic travel and provide information and facilitation for tourists. Altogether, there are seven provincial offices.

To be effective in promoting increased international tourism to Thailand, T.A.T. has set up overseas offices in potential markets around the world. These offices are responsible for providing up-to-date and accurate information both to tourists and intermediaries,

and for maintaining cordial relationships with these overseas travel trades. There are ten overseas offices - New York, Los Angeles, Tokyo, Frankfurt, Sydney, Singapore, London, Paris, Kuala Lumpur, and Hong Kong.

The major activities of overseas offices are sales promotion which is carried out independently or jointly with other governmental agencies, organisations, associations, or overseas intermediaries.

The London Office was opened in September 1977, with four full time personnel : the director, two assistants and one secretary, and also one part-time correspondent.

The responsibility of the London office is to inform and encourage Britons to choose Thailand as their tourist destination. At the same time this office is required to make contact and keep good relation with most tour operators in the U.K. in order to encourage them to promote Thailand as destination in this U.K. tourist market.

5.5 T.A.T.'S PROMOTIONAL ACTIVITIES IN THE U.K.

It is rarely possible to use only one communications channel to achieve the desired end results. Different techniques have to be combined into a promotional programme. Hence, tourism promotion in the U.K., the promotional mix of advertising, sales activities, and public relations is implemented.

All of these three techniques are closely related

and mutually reinforce one another, even though they use different means and are directed at different groups of people :

Advertising : Mainly used to create initial awareness and interest in the tourist service or destination to be promoted, and ideally motivates potential tourists to decide to make further enquires about costs, bookings, etc.

Sales Activities : Ensure that the information sought is available in appropriate and attractive form and in sufficient detail whenever it is demanded at the point of sale, usually the travel agent or tour operator.

Public Relations : P.R. have the dual function of reinforcing the effects of advertising through press coverage, travel reports, news coverage of new tourist facilities, etc. and also help to create a positive attitude among travel trades and potential tourists toward the destination.

According to the promotional target groups, T.A.T.'s London Office has carried two types of promotional activity. First, the Consumer-Oriented promotional activities which aim mainly at potential customers, in other words, the tourists. Second, the Trade-Oriented promotional activities which aim at promoting and encouraging trade relations.

By following the promotion policy of T.A.T. drawn by the Headquarters in Thailand (mentioned above in section 4.5.3), these promotional activities by the London Office can be summarised as follows, based on the tourism

promotional mix :

ADVERTISING

The primary role of advertising in this U.K. market is to create in the potential customer 'a desire to purchase' the tourist product in Thailand as the product is already established in this market. The advertising budget is split 80:20 between consumer and trade.

T.A.T. advertises through the following media :

(1) Mass Media : Generally these refer to television and radio, print media (newspapers and magazines) and cinema. By comparing the cost of advertising media, the rates for space in the press and for time on radio, television and cinema, and with a limited budget, T.A.T. advertises through the national publications which can reach as many as possible of its target audience, for example, the Observer and the Sunday Times. In order to repeat the message, the frequency of advertisement is emphasised. The classified Ad. in travelling pages is aimed jointly at both consumers and travel agents.

(2) Outdoor Advertising : The important criterion for its usefulness is location. Posters and billboards are used by T.A.T., mainly placed at points of intensive pedestrian traffic such as railroad stations, airports etc. T.A.T. had used billboards in many underground stations but stopped recently through financial limitations.

(3) Window Display Campaigns : These specially designed display units are exhibited in travel agencies and

some other retail outlets in the form of cooperative advertising. It is also called Point-of-Sale Advertising.

The strategy used in advertising is Product Diversification. Because of the varieties of attractions, T.A.T. advertises these products diversely according to the preference of each market. The demand in the U.K. market is for a SUN, SEA and SAND product which has been emphasised more than any other products.

SALES ACTIVITIES

Various activities have been carried by T.A.T. in order to support sales :

(1) Educational or Familiarisation Tours : In order to inform the travel trades in the U.K. about and familiarise them with tourist products in Thailand, T.A.T. organises educational tours every year for selected tour operators and travel agencies who can then more easily sell the country as a tourist destination in the U.K. market.

During these tours, they can inspect the tourist facilities, visit various tourist attractions and, generally, have contact with the local travel trades.

(2) Trade Workshops : T.A.T. brings together all the main components of the tourist industry of both the generating countries and Thailand, i.e. hotels, travel trades, airlines and other suppliers to meet each other in one specific target country.

Trade workshops or Travel Marts are arranged every year in the main cities. In 1983, T.A.T.'s London Office,

in cooperation with Thai Airways International and the private sector, arranged Sales Promotion Fair of Thailand Tourism in London. In 1984, this was held in Paris, and last year in Copenhagen.

The main objectives of such workshops are, firstly, to promote the tourist product mix of Thailand to the travel trade and other principals in the European countries and, secondly, to provide a suitable opportunity for the travel principals of both parties to establish working relationships.

(3) Sales Seminars : Similar to the previous activities, sales seminars are organised by T.A.T. in order to familiarise the travel trades in the U.K. with the tourist product and the latest development in the tourist industry in Thailand. But the seminars concentrate on developing the tourist products to increase sales and to encourage travel.

(4) Sales Calls : Sales calls by T.A.T.'s representative to the travel trade's offices and some retail outlets, aim at servicing the travel trade by providing information, advice and promotional materials.

(5) Newsletter : As part of the regular supply of information within the framework of its promotional efforts, T.A.T. establishes a permanent channel of communication with the travel trade through the regular issue named "Thailand Travel Talk" every quarter.

Within this newsletter, T.A.T. informs all tour operators and retail outlets about all developments

concerning the tourist attractions, hotels etc. including special events in Thailand. At the same time, it also attempts to promote sales.

(6) Participation in Tourism Fairs and Exhibitions : This is done with suitably decorated stands, which present the tourist attractions of the country. Here, the London Office aims at contacting large numbers of potential British tourists in order to inform them about tourist attractions in Thailand and persuade them to travel there.

(7) Other Promotional Events : Various kinds of promotional events are also occasionally organised by T.A.T.. The aims are to convert potential into real consumer demand by carrying the message to the ultimate customers; or to create goodwill in the travel trades towards the product and improve Thailand's image.

Some of the most common events of this kind are promotional evenings, exhibitions of arts and handicrafts, and national weeks which are occasionally held in big department stores and hotels.

PUBLIC RELATIONS

Public relations are not usually directed at individual prospective tourists but rather at people involved with media like journalists and editors, on whom the tourist service enterprises (hotels, resorts etc.) have to rely to a large extent to achieve their marketing aims. The P.R. activities by T.A.T. are as follows :

(1) Educational Trip : This is the most effective

public relations technique by T.A.T. to give some newspapermen, editors, authors etc. an opportunity to see some or most of the tourist attractions and facilities in Thailand. For instance, in 1985, T.A.T. invited the editors from the Observer and the Sunday Times to Thailand and in return they wrote in their papers about Thailand as the next attractive destination. This activity is, sometimes, joined with Familiarisation Tours arranged for the travel trades' representatives.

(2) Press Demonstrations or Press Conferences :

By this technique, T.A.T. invites reporters from selected news media to a presentation of some special events such as the opening of a new tourist facility or the beginning of a new promotional campaign. A press kit containing a press release, photos for reproduction and background information are distributed to the participants who are allowed to ask questions. Often, the event includes a cocktail or luncheon reception.

The main aim of all these different public relations activities is to impress those people who can directly or indirectly influence potential tourists in a favourable way towards the tourist service or attractions in Thailand being promoted.

In order to successfully and effectively implement all of these promotional activities, some sales aids are produced and provided mainly by the Headquarters through offices in Thailand and abroad.

In the U.K. market, some sales aid productions are as follows :

- Brochure : There are Sale Brochures, Tourist Information Brochures, Special Interest Brochures, Shell Brochures, and Tourist Maps.

- Poster : There are five types of poster - Hill Tribe, Floating Market, Thai Fruit, Thai Classical Dance, and Beach.

- Card/Calendar : Postcards, Greeting Cards, Calendar 1987.

- Press Kits

- Give away Souvenirs

- Films : Enchanting Thailand

- Video Tape : Enchanting Thailand

- Slides : Sand Sea Sun, and National Park.

5.6 MESSAGE OF T. A. T.

For British tourists, Thailand already exists in their minds as one exotic long haul destination. The development of beach resorts like Pattaya and Phuket has made Thailand increasingly attractive. However, the image of the country is still in doubt.

Very often, images are diffuse, lacking of clarity and distinctiveness. Whenever a destination or service has a weak image, its market position is inferior to that of competitors with a more clearly defined and stronger image.

In Thailand too, the images are both positive and

negative. There are two extremely contrasting worlds there : the oriental history and sacred Buddhism and at the same time the infamous massage parlours and nightlife. Both images seem to be equally strong and have created the situation where the country tends to attract a range of visitors -- from the typical, more elderly long-haul travellers to younger beach resort lovers and even all-male groups.

However, most national tourist organisations aim at promoting their countries in order to create a positive image or to improve the country's existing image in the customers' minds.

Considering T.A.T.'s promotional theme, it is obvious that the ultimate customer, the tourist, is the target. But in tourism, the product message must also go to the intermediate receiver, in other words, the tour operator or/and travel agency. In the U.K. market, as well as in other international tourist markets, there are two outstanding messages from T.A.T. sent to both groups with the purpose of passing these messages through the travel trades to the ultimate customers.

THE FIRST MESSAGE

"Thailand : the Most Exotic Country in Asia."

T.A.T. replaced the former slogan "Come, We Offer Our Hearts" which was not efficiently with this new promotional theme. With this message, T.A.T. aimed at broadcasting Thailand's distinctive but unique

characteristics, from diverse cultural and traditional delicacies to the Buddhist ideals of charity, tolerance and loving kindness.

More specifically, Thailand is subtly blended with abundant attractions, including ruined cities, archaeological wonders, mountainous and marine national parks, beach resorts, a unique folk culture and year-round festivals and events.

These unique characteristics made Thailand an exotic country for foreign tourists; including the fact that Thailand has for over 700 years cherished its national independence. As a result, there has been a limited Western cultural invasion. The detailed characteristics differentiate Thailand from most Asian countries.

T.A.T. reveals that British tourists' motivation for travelling to Thailand is the specific travel motivation, which explains the reason for choosing this destination. Their demands for beach resorts and exotic attractions are preeminent.

This messaging strategy had been attractive in itself and useful for many years. After its objective had been achieved, since 1985, it was replaced with T.A.T.'s second message.

THE SECOND MESSAGE

"Come to Thailand, Take Home a Thousand Smiles."

Obviously, all nations promote their countries by mentioning various site attractions within the country.

However, in Thailand's case, it can be said that now most international tourists have perceived the fame of some places such as Bangkok, Pattaya, Phuket etc. So T.A.T. changed the strategy to emphasise the psychological factors rather than the tangible attractions. The warmth and friendliness of local people towards visitors has been stressed. It has been well known that Thais are an easy-going and smiling people who happily tolerate most of the visitors. Now there are some tour operators using this factor as a significant selling point combined with the existing sites and cultural attractions inside Thailand.

5.7 EVALUATION OF MESSAGES

It can be said that the first message was used effectively and successfully. While the second message, so far, has received fair responds. However, in the broad view, these messages cannot taken as the best messages for providing the optimum results, for the following reasons :

1. Limitation of the message. As mentioned before, both messages had been sent directly to customers, and at the same time, to the travel trades who inform potential customers.

However, it should be borne in mind that the interests of these two groups are not identical. In order of priority, they probably want the following things :

Intermediaries	Ultimate Customers (tourists)
Profit	Personal satisfaction
Minimal risk (a destination product which works)	Value for money
Less seasonality (products which sell around the year)	Efficient arrangements
Prestige products which help the image	Safety and minimal personal risk
	Novelty (6)

Since their needs differ, the message sent to each should differ too. Broadly speaking, all tourist publicity messages must work on the emotions first, by suggesting a 'dream' and stimulating an expectation; but then they must provide the facts on the basis of which the dream can be converted into reality.

While the intermediaries will, at least, want what can first catch the attention of his ultimate buyer, normally they want a message with many more facts than emotion, and most of all, they want to ensure that the destination can make profit for them.

In order to be more effective in sending the messages, no matter how many messages will be sent, the point is that the message should address itself appropriately to each group and their specific interests.

2. Limitation of T.A.T. T.A.T.'s operations through its message and the promotional activities lack flexibility and full effectiveness due to some limitations of the organisation. The London office faces three main

limitations :

(a) MANPOWER. Although T.A.T.'s total manpower has increased every year, from 52 employees in 1960 to 502 in 1984, the London office, which was opened in 1977, has only four officers. Considering the responsibilities and duties in their marketing activities, this number is not adequate.

(b) BUDGET. For the fiscal year 1986, T.A.T. was given a total budget of 233,281,300 Baht (£ 6 million). Markets abroad receive only 61,745,000 Baht (£ 1.58 million) of the total budget. From this amount, the U.K. market gets only 3,600,000 Baht (£ 92,593) which is split between sales activities 39.86 %, public relations 12.92 %, advertising 27.78 %, and sales aid productions 19.44 %.

Although the proportion for the U.K. market is the greatest among all European markets, it is not enough in this strongly competitive situation where the competitors in the same region such as Hong Kong and Singapore have greater promotional budgets. Some activities have to be limited and some media used have to be cut down because of these financial limitations.

(3) ADMINISTRATION. As T.A.T. is the semi-government body responsible for the country's tourism development, the administration of all branches, including the London Office, has to follow the governmental system of top-down organisation. All changes and improvements,

especially of budgetary concern, must be reported to the top level in the Headquarters. Although the director of every office can decide on various activities to perform, he must make monthly reports and major decision making belongs to the committee board. This leads to the inflexibility of time and financial support.

Summary

In summary, T.A.T.'s promotion activities have been carried out both directly and indirectly to the potential customers. By the indirect method, the intermediaries, mainly the tour operating companies and travel agencies, are used to direct all messages to the clients. These travel trades are approached by T.A.T. in a lot of ways.

Even though some limitations exist which decrease the effectiveness and the full efforts that T.A.T. can exist, tourism in this market can still be improved through the high quality profiles of promotion if the government realizes its importance to the country's economy. More attention and more financial support is required.

Views on T.A.T.'s works are pointed by the people directly involved in tourism in the U.K. market, in other words, the tour operators. These details are given in chapter seven, including some useful recommendations.

References

Chapter 5 : Promotion of Thailand in the U.K. Market

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CHAPTER SIX

METHODOLOGICAL FRAMEWORK

6.1 INTRODUCTION

The purpose in this chapter is to discuss the suitable methodology for the study of field survey, in order to achieve the research objectives. The formulation of research hypothesis and sample population will be identified. Then the chapter will aim at explaining the envisaged methodology and the construction of the questionnaire. The results will be examined in the next chapter.

6.2 RESEARCH OBJECTIVES

The broad purpose of this study is to explore how Thailand is promoted in the U.K. tourist market. To this end, field research is needed. The main objectives of this research can be summarised as follows :-

(1) To examine the degree of familiarity of British tour operators with Thailand as a tourist destination.

(2) To examine the extent of promotional activities done by T.A.T. to British tour operators.

(3) To examine how Thailand is promoted as a tourist destination in the U.K. market by British tour operators.

(4) To examine the barriers perceived by the

British tour operators to Thailand as a tourist destination.

(5) To suggest some recommendations as to how Thailand could be better marketed in the U.K. tourist market.

6.3 FORMULATION OF RESEARCH HYPOTHESIS

The following hypotheses are drawn to guide the research process which involves data collection, analysis and interpretation of data.

(1) The more familiar the British tour operators are with Thailand, the more likely they are to promote visits to the country.

(2) British tour operators' attitude toward Thailand is as an expensive long haul destination for the customers.

(3) The recall of T.A.T.'s promotional activities by British tour operators is low.

6.4 SAMPLE IDENTIFICATION

In order to achieve the research objectives and to test all hypotheses, the appropriate population for this survey is defined as the tour operators who directly attract customers by offering a range of services, destinations, travel arrangements, price levels and so on. More specifically, the tour operator is the one who provides the arrangement of package tours or the package of the tourist products for the potential customers to choose according to

their tastes and preferences. Some tour operators perform as the wholesalers and then pass the package tours to the travel agents while others perform as retailers by contacting the customers directly as well. It is clear that the customers are influenced by these tour operators, who, in addition, are involved in selling travel services and act as agent for carriers, hotels, restaurant and so on. So they are professionals in their knowledge of the travel industry.

A sample of 50 tour operators has been selected from the list of the British tour operators which operate tour programmes to the member countries of EATA area (East Asia Travel Association). This list was provided by T.A.T.. The obvious advantage of using this sample is that of accessibility and most of these tour operators include Thailand in the tour programmes. This is directly relevant to our research objectives and hypotheses as becomes clear from examining their attitudes and behaviour toward Thailand as a tourist destination in the U.K. market.

6.5 DATA COLLECTION METHODOLOGY

The possible surveys for this research can be generally classified, according to the method of communication, as personal, telephone, and mail surveys. Each of these has both advantages and shortcomings as follows :

PERSONAL INTERVIEWS : These are widely used in

marketing research where the interviewer asks the questions of the respondent in a face-to-face situation. The advantage for this survey is that the researcher can get more information than by other methods. Moreover, it is likely to have fewer nonresponse errors. But in this case, with the high cost of travelling and the time required, personal interview is not suitable. There is also the possibility of response error which results from face-to-face contact between respondents and interviewer. Another source of this error is from interviewer effects which include their appearance, their manner of speaking, the intentional and unintentional alteration of questions. effects

TELEPHONE INTERVIEWS : This type of interview involves the presentation of the questionnaire by telephone. As a result, the travelling time and expense are eliminated. Also, this method gains the advantage of speed. However, there is the high cost for telephone use, especially if it is in a country with a high standard of living like the U.K.. It might also be necessary to make appointments before hand. Furthermore, response errors are possible as telephone interviews have to be short and abrupt. Most of all, this approach limits the amount and detail of information that can be collected.

MAIL INTERVIEWS : Generally, these are mailed to the respondent and the completed questionnaire is returned by mail to the researcher. This method seems to be the most economic way of all but the research must provide some

reasonable period of time for the respondents to complete and return the questionnaire. If this is answered by the expected respondents, it is more likely that the researcher can get the correct and relevant information he requires. One problem may occur here. The questionnaires may not be answered in a serious manner or answered by employees who are not involved in the decision making process and, as a result, produce distorted information.

One more serious disadvantage, perhaps the most important, is that this is more likely to have nonresponse errors than other methods although stamped address envelopes are provided for return postage. This error is the variation between the selected sample and the sample that actually participates in the study. So the number of samples should allow for possible nonresponses.

By considering the relative strengths and weaknesses described above, including the time and financial constraints of the researcher, the final decision was to employ a mail survey by postal questionnaire as the most cost-efficient sampling procedure suitable for this survey.

6.6 CONSTRUCTION OF QUESTIONNAIRE

Based on the objectives of the research, the questionnaire was developed so that it might test all hypotheses and provide useful and relevant information to the study. The questionnaire is aimed to be completed by either the managing directors, the marketing directors or

the tour managers of all tour operating companies in the sample.

The questionnaire was designed to persuade respondents to give valid and reliable information. On the other hand, they should be able to provide their own views. Therefore, with regard to the type of questions, both closed and open-ended questions were constructed. Each of these has its own merits and demerits.

Here, the first type is developed in three forms. Firstly, the rating scale is applied by providing five scores from most to least for the respondents to choose from. Secondly, the Multiple-Choice Questions which give the respondents a list of potential answers. Thirdly, Dichotomous Questions, which allow only two expected responses, in this research they are yes or no. Most questions are supplemented by the third neutral option of "don't know". All these questions are generally easy both for the respondents to answer and the researcher to analyse the data collected as they are designed in a structured form and sequential order. One obvious disadvantage to this type of question is that showing a list of answers can affect the real result.

The second type is the Open-ended Questions which leaves respondents free to offer any replies. This can elicit a wide variety of responses because the respondents will not be influenced by the prepared set of answers. Furthermore, the Open-ended question is the best form for obtaining views, opinions and attitudes towards something.

Looking at the contents of the questionnaire, it aims to explore the degree of familiarity with Thailand as a tourist destination country possessed by British tour operators as well as their attitude towards the country. From this we can assess T.A.T.'s promotional activities. The questionnaire has a total of nineteen questions, as shown in the appendix.

In order to make the correspondence less formal, an introductory letter is sent to every respondent to indicate our research objectives and to assure that the information given would be treated as strictly confidential. Neither the names nor addresses of individual respondents will be mentioned.

CHAPTER SEVEN

STATEMENTS OF THE RESULTS

7.1 INTRODUCTION

This chapter describes the findings of the tour operators' survey. In order to test the validity of the three hypotheses put forward in the previous chapter, each question with its result will be put in the related hypothesis. An evaluation of these hypotheses through the survey findings will be made in the next chapter.

7.2 NUMBER OF RESPONSES

In order to reduce the nonresponse rate in this mail survey, an introductory letter (see appendix) which asked politely for cooperation was sent to all respondents. It was hoped that they would be strongly influenced by their interest in the subject matter of the survey. Stamped addressed envelopes were also provided to ease the burden and facilitate responses.

A total of 50 questionnaires was posted to the tour operators selected from the list of U.K. tour operators operating tour programmes to the member countries of EATA area. After three weeks from the date of posting, until the due date, 21 questionnaires were returned. The researcher decided to wait for one more week. Within this time, five more tour operators responded and made up the total number of responses to 26 or 52 %.

As shown in table 14, from the total number of responses obtained, 23 can be treated as usable and represent the positive percentage of 46 %. Another 3 (6 %) were non-usable responses. They were returned back but were left blank. These respondents refused to participate, giving as their reason, that they do not operate tour programmes to Thailand at present and are not dealing with any of T.A.T.'s promotional activities.

Table 14 : Number of Responses

	Number	Percentage
Total number of sample	50	100
Total number of responses	26	52
Number of usable responses	23	46
Number of non-usable responses	3	6
Total number of nonresponses	24	48

7.3 FINDINGS

According to the hypotheses drawn earlier, this section attends to present the findings of which support each hypothesis.

FIRST HYPOTHESIS

'The more familiar the British tour operators are with Thailand, the more likely they are to promote visits to the country.'

The first hypothesis is supported from our finding that the majority of tour operators in the survey are familiar with Thailand from great extent to very great extent that can encourage them to promote visits to the country. This can be verified by the proportion of their business represented by Thailand and the length of stay they arrange for tours to Thailand.

The findings examine the following aspects:

- Respondents' characteristics
- Respondents' familiarity with Thailand as a tourist destination
- Length of stay for trips to Thailand arranged by respondents

(1) Respondents' characteristics

All tour operators were asked to specify the type of their companies (Q.1), to answer whether they offer tours to Thailand (Q.2), and to determine the proportion of their companies' total business which depends on Thailand as a tourist destination (Q.4).

From table 15, it can be seen that from all respondents who participated in the survey, the majority of these tour operators, 52 % or 12 companies, not only arrange the travel packages, but also have their own outlets for distributing these package tours to the customers. However, these tour operators still have to rely on private travel agencies in order to distribute their products more efficiently.

There were 9 tour operators or 39 % classified as entirely wholesale operators who did not have any outlets or any retail activities. Instead, they distribute their products only via private travel agencies.

Another two companies (9%) indicated that they run direct sales, making limited use of these travel agencies.

From those tour operators who arrange tour programmes to Asian areas, 96 % or 22 companies offered tours to Thailand while only one company (4 %) did not include Thailand in the tour programme but had in the past. The manager of this company indicated that it will be arranged whenever requested by a group of customers.

In considering the proportion of business relying on Thailand as a tourist destination, it was assumed that the higher the percentage of total business of tour operating companies that was generated by Thailand, the more familiar the companies were with the country.

The results show that ten tour operators or 44 % rely on Thailand for less than 10 % of their business. For another five companies (22 %), Thailand accounts for between 16-20 % of their total business. The third largest group of 3 tour operators (13 %) get between 10-15 % of their business from trips to Thailand. The proportions relying on Thailand for between 16-20 % and 31 % or over of their business were only 4 %, or one tour operator each. A final group of 3 companies (13%) did not know their proportion of dependence on Thailand.

Table 15 : Respondents' characteristics

Q.1 Type of tour operation the company runs	(N=23)	100%
(a) An entirely wholesale operation	9	39
(b) Running as both tour operator and travel agency	12	52
(c) Others	2	9
Q.2 Whether the company offers tours to Thailand	(N=23)	100%
(a) Yes	22	96
(b) No, but had in the past	1	4
(c) No, never	-	-
Q.4 Proportion of the company's business on Thailand	(N=23)	100%
(a) Less than 10 %	10	44
(b) 10-15 %	3	13
(c) 16-20 %	5	22
(d) 21-25 %	1	4
(e) 26-30 %	-	-
(f) 31 % and over	1	4
(g) Don't know	3	13

(2) Respondents' familiarity with Thailand as a tourist destination.

A five point rating scale was used in Q.3 to measure the degree of tour operators' familiarity with Thailand as a tourist destination, from 'very great extent' to 'very little'. This technique can focus on the overall attitude toward an object by allowing expression by degrees.

As illustrated in table 16, the majority of tour operators investigated are familiar with Thailand as a tourist destination. Nineteen tour operating companies (83 %) are familiar with Thailand from great extent to very great extent, compared with only two tour operators (9 %) whose extent was neutral. At the same time, there was one company (4 %) familiar to less extent and one (4 %) very little.

Table 16 : Degree of familiarity of U.K. tour operators with Thailand.

Q.3 Degree of familiarity	(N=23)	100%
(a) Very great extent	13	57
(b) Great extent	6	26
(c) Neutral	2	9
(d) Less extent	1	4
(e) Very little	1	4

(3) Length of Stay for Trips to Thailand arranged by Respondents.

Respondents were asked to indicate the average length of stay for trips to Thailand (Q.5). From table 17, the average length of 11 days to 2 weeks has the highest percentage of 30 %, arranged by 7 tour operators. A period of stay between 6-7 days was arranged by 6 companies (27 %).

Trips of 4-5 days and 8-10 days duration were operated by 4 and 5 tour operators respectively. The shortest period of time (up to 3 days) was operated by one company (4 %). No company arranged tour programmes to Thailand lasting more than two weeks.

Table 17 : Length of Stay for Trips to Thailand

Q.5 Length of stay	(N=23)	100%
(a) Up to 3 days	1	4
(b) 4-5 days	4	17
(c) 6-7 days	6	27
(d) 8-10 days	5	22
(e) 11-15 days	7	30
(f) More	-	-

This shows that they are sufficiently familiar with the attractions in Thailand to arrange a programme for tourists to stay for between 4 days and two weeks.

SECOND HYPOTHESIS

'British tour operators' attitude toward Thailand is an expensive long haul destination for the customers.'

It is true that 'image' and 'reputation' are of vital importance to the tourist destination country. The tour operators play a significant role in this regard because customers are motivated by interesting tour programmes and the messages sent to potential tourists. Clearly, the tour operators' attitude towards a destination can influence the customers' attitudes.

This hypothesis is accepted. The survey found that there are many factors which restrict travel to Thailand. Two outstanding factors reflect these tour operators' attitudes towards Thailand. Thailand is perceived both as a destination with high travel cost and as too far to visit compared with other similar resorts closer to the U.K..

Relating to this hypothesis, the study examines two aspects :

- Tour operators' opinions on factors that might restrict travel to Thailand.
- Tour operators' opinions on the image that they think the customers form in their minds.

(1) Tour operators' opinions on factors that might restrict travel to Thailand.

In order to obtain an idea about the tour operators' views on the factors that might restrict their customers from travelling to Thailand, they were asked to

specify these factors by ranking their importance (Q.7). Most respondents ranked from three to five or even more. However, only their three highest ranked numbers are considered, which give a total of 69 times mentioned.

This result is illustrated in table 18. The factor which was mentioned the most with the percentage of 23 % was that Thailand is a high cost destination. This was generally ranked as the most important factor or as second or third. The second most prominent factor is the image of Thailand as a destination too far. This was mentioned 13 times (19 %). Then, British tour operators' insufficient awareness of Thailand as a reason for restricted travel was mentioned 10 times (15 %). The reasons that Thailand is too hot as a destination (10 %) and unsecure for tourists (9 %) are less important but still exist.

Seven percent fall under unfavourable images of the country while another seven percent specified other factors, viz, political unrest in neighbouring countries such as Vietnam and Cambodia; not enough tourist information centres for foreign tourists; and travel trades are not sufficiently approached by T.A.T.; two respondents from this group felt that there were no restricting factors.

Thailand as an unhygienic country was mentioned 3 times (4 %). The least important factor that can also restrict travel to Thailand was that hotels and infrastructures in Thailand are not adequately developed (3 %). Lastly, two respondents (3 %) did not know any factors.

Table 18 : Restrict Factors of Travelling to Thailand

Q.7 Factors might restrict travel to Thailand	No. of times mentioned	%
(a) Too far	13	19
(b) Unhygienic country	3	4
(c) Unfavourable image	5	7
(d) Too hot	7	10
(e) High cost	16	23
(f) Unsafe for tourists	6	9
(g) Underdeveloped hotels and infrastructures	2	3
(h) Unsufficient awareness of British tour operators	10	15
(i) Others	5	7
(j) Don't know	<u>2</u>	<u>3</u>
Total	69	100

(2) Tour operators' opinions on the image that they think the customers form in their minds.

The respondents were asked to give opinions openly on how they think Thailand is perceived (Q.16). From the total of 23 respondents, only one (4 %) did not respond. This leads to the total of 96 % responded.

The result is that Thailand has both negative and positive images, very mixed and varied, from cultural and scenic beauty to fabulous beaches and infamous prostitution.

On the negative side, firstly, the image of Pattaya and Patpong, briefly the nightlife image, has become too predominant. These areas attract some clients but at the same time discourage others.

Secondly, by comparing Thailand with the Caribbean, Spain and Italy which have similar resorts of SUN, SEA AND SAND, Thailand is too far away for British tourists.

Thirdly, the price of going there. This is still in doubt, as some respondents regarded Thailand as a high price destination when compared with similar resorts in Europe. Others refer to Thailand as a reasonably priced holiday resort giving a taste of an exotic destination and good value of money.

On the obviously positive side, first of all, Thailand has been perceived as strongly oriental destination full of unique historical places and palaces. It has been famous for its exotic culture and archeological attractions. Second, Thailand's image for British tourists is one of beautiful beach resorts, for example, Pattaya, Phuket, Hua Hin, Cha-am etc. Last, but not least, the image of friendly local people combined with that of historic and scenic attractions, creates an impression of Thailand as an exotic destination.

THIRD HYPOTHESIS

'The recall of T.A.T.'s promotional activities from the British tour operators is low.'

The third hypothesis is also accepted. The findings show that T.A.T. does not put full effort into promotional activities directed to tour operators, since only half of those in our survey had been approached by T.A.T.. The frequency with which they received promotional materials is also low. At the same time, it was recommended by these tour operating companies that the U.K. market needs higher profiles from T.A.T. both for potential customers and for the travel trade.

In order to test this hypothesis, it is necessary to study the extent of promotional activities directed at tour operators by T.A.T. compared with that of the tour operators to potential customers. To test the effectiveness of T.A.T.'s promotion, these tour operators' opinions are also shown. So, the study in this section centres on three areas :

- The promotional activities undertaken by T.A.T. to promote Thailand to the U.K. tour operators.

- An assessment of the promotional activities carried out by the U.K. tour operators to promote Thailand as a tourist destination.

- The U.K. tour operators' opinions and recommendations on T.A.T.'s promotional activities.

(1) The promotional activities undertaken by T.A.T. to promote Thailand to the U.K. tour operators.

The respondents were asked if they had been approached by T.A.T. (Q.9). The result, shown in table 19, indicates that only 52 % or 12 respondents had been approached while another 9 tour operators (39 %) had never been approached and 2 companies (9 %) did not know.

When asked through which media they received information about Thailand from T.A.T. (Q.10), most respondents chose more than one medium which produced a total of 34 answers. Publicity materials, such as brochures, posters and window displays, were mentioned 15 times (44 %), while personal contact was mentioned 10 times (29 %). Sales promotion, such as sales calls and presentations, was mentioned 5 times (15 %), and receiving stimuli about Thailand from magazine advertising, occurred twice (6 %). There were 2 respondents who had not received any information.

If we consider the methods of promotion used by T.A.T. directly to the travel trades (Q.11), we found that forty four percent had received newsletters from T.A.T. (mentioned 19 times). The second popular method used by T.A.T. is tourist workshops, mentioned by 21 %. Some big tour operators chosen by T.A.T. were approached with sales incentives by means of cooperative advertising, this was mentioned 5 times (12 %). A small minority (5 %) were invited to join the familiarisation tours, mentioned twice

by the respondents. The remaining features were through sales seminars (7 %), sales calls (2 %) and other which specified as through Asian Travel Marts (2 %). There were 3 mentions times (7 %) of receiving none of these approaches from T.A.T..

When the respondents were asked how often they received promotional materials from T.A.T. such as brochures and newsletters (Q.12), the findings were scattered. The largest concentration of replies (26 %) seldom received such materials. Another 43 % ranged from every month to twice a year. There were three respondents (13 %), who never had received such materials and two (9 %), who did not know either way. Two further respondents (9 %) specified that they received materials only when requested by them.

Lastly, the respondents were asked whether or not T.A.T. had facilitated contact between themselves and the suppliers of services in Thailand (Q.13). The result indicates that in the past, T.A.T. did not participate in or facilitate such contacts. Most tour operators (73 %) made direct contact with suppliers such as hotels and transportation companies. While, of the rest (27 %) were contacted by the suppliers, and a few made mutual contact.

Table 19 : Findings of T.A.T.'s Promotional Activities

Q.9 Whether the company have been approached by T.A.T.	(N=23)	100%
(a) Yes	12	52
(b) No	9	39
(c) Don't know	2	9
Q.10 The company receives information about Thailand from T.A.T. through	No. of times mentioned	%
(a) Advertising	2	6
(b) Publicity materials	15	44
(c) Personal contact	10	29
(d) Sales promotion	5	15
(e) Others	-	-
(f) None	2	6
(g) Don't know	<u>-</u>	<u>-</u>
Total	34	100
Q.11 T.A.T. approached the company through which method(s)	No. of times mentioned	%
(a) Familiarisation tours	2	5
(b) Tourist workshops	9	21
(c) Sales seminars	3	7
(d) Sales calls	1	2
(e) Newsletters	19	44
(f) Sales incentives	5	12
(g) Others	1	2
(h) None	<u>3</u>	<u>7</u>
Total	43	100

Q.12 How often the company receive promotional materials from T.A.T.	(N=23)	100%
(a) Every month	3	13
(b) Every quarter	4	17
(c) Twice a year	3	13
(d) Once a year	-	-
(e) Seldom	6	26
(f) None	3	13
(g) Don't know	2	9
(h) Others	2	9

Q.13 How the company know about the suppliers in Thailand	No. of times mentioned	%
(a) Company contacts suppliers directly	22	73
(b) Company receives information from T.A.T	-	-
(c) Suppliers contacts company directly	8	27
(d) Don't know	-	-
Total	30	100

(2) An assessment of the promotional activities carried out by tour operators to promote Thailand as a tourist destination.

First of all, the correspondents were asked to estimate the social status and age groups of the majority of customers to Thailand (Q.6). They indicated that their customers ranged from middle class to upper class, mainly within the 31-50 years age group. The minority fall into

the lower middle class and the ages between 20-30 and above 50. Surprisingly, no respondent indicated teenagers as customers. This may be because teenagers prefer independent travelling.

The promotional methods used by these tour operators to promote Thailand as a tourist destination to their customers, are shown in table 20. Of course, the most popular method is advertising (51 %), mentioned 21 times, followed by personal selling (24 %) and sales promotion (22 %). There was one mention of group incentives as a promotional method.

On the question of advertising, the respondents were asked to specify which media they commonly used. Newspapers were mentioned 14 times (43 %). Most of them used various newspapers, national papers, such as The Observer, The Telegraph, The Sunday Times, The Guardian etc. Magazines were mentioned 9 times (27 %) as the media used, for example, Sunday Express, British Business, National Trust, Vogue etc. For travel trade journals, mentioned by 21 % of the respondents, most used the Travel Trade Gazette, and Travel News. The remaining 9 % advertised through presentations and business house.

All respondents who employed sales promotion, used only brochures and leaflets (100 %).

Table 20 : Promotional Methods by Tour Operators to Promote Thailand.

Q.14 What promotional method(s) the company used	No. of times mentioned	%
(A) Advertising	21	51
(B) Sales promotion	9	22
(C) Personal selling	10	24
(D) Others	1	3
(E) None	—	—
Total	41	100

(A) Advertising	No. of times mentioned	%
(a) Radio & T.V.	—	—
(b) Travel trade journals	7	21
(c) Magazines	9	27
(d) Newspapers	14	43
(e) Others	<u>3</u>	<u>9</u>
Total	33	100

(B) Sales Promotion	No. of times mentioned	%
(a) Brochure and leaflets	14	100
(b) Others	—	—
Total	14	100

The respondents were also asked to specify by ranking, the factor(s) they emphasized when promoting their tours to Thailand (Q.15). Some emphasized up to five factors, bringing the total number of rankings to 73.

From table 21, it is clearly seen that Thailand is perceived as having an old historical and cultural civilisation. This view accounted for 29 % of all reasons cited. Half of the respondents ranked this as the first priority for emphasis. The next important factors were scenic attractions and the friendliness of local people towards visitors each of which was mentioned 15 times (21 %). Thai cuisine can also attract tourists to the country. Lastly, special event attractions were mentioned, especially for the next year, the Commemoration of the King's Sixtieth Birthday for which there will be the royal barge and flower carnivals etc. The remaining 16 % specified other promoting factors that they emphasized, for example, beach resorts, good value for money, shopping opportunities, excellent hotels, nightlife, flora & fauna, hilltribes and trekking.

Table 21 : Factors for Promoting Tours to Thailand

Q.15 What factor(s) the company emphasised	No. of times mentioned	%
(a) Scenic attractions	15	21
(b) Friendliness towards visitors	15	21
(c) Historical & cultural attractions	21	29
(d) Special event attractions	4	5
(e) Thai cuisine	6	8
(f) Others	<u>12</u>	<u>16</u>
Total	73	100

(3) The tour operators' opinions and recommendations on T.A.T.'s promotional activities.

The study examines, first of all, the tour operators' opinions on which countries they considered Thailand's main competitors (Q.8).

The results, presented in table 22, show that Hong Kong was regarded as Thailand's main competitor. It was mentioned 20 times (29 %), and ranked as the most important competitor by the majority of respondents. This was followed by Singapore and Malaysia, mentioned 14 and 13 times (21 % and 19 %) respectively. These destinations were ranked as the second and third most important competitors to Thailand. Although these countries, including Thailand, have essentially different cultures and traditions, the U.K. tourist market perceive them as similar or even dential in

classifying them as oriental. In this sense, they are not only strong competitors to each other, but at the same time, they support each other in the form of inclusive oriental package tours.

One quite important competitor is Indonesia which was mentioned 6 times (9 %), and has similar attractions to Thailand. The minor competitors include India, Japan, China and the Philippines. No respondents took Korea and Burma as Thailand's competitors while three were mentioned (4 %), and suggested other possible rural destinations to Thailand. These included non-Asian countries like Caribbean and Mexico as well as some other Asian countries such as Maldives and Sri Lanka. The latter of these is a new developed destination fast becoming another Asian competitor to Thailand.

Table 22 : Competitors to Thailand

Q.8 Countries which the company consider as the main competitors to Thailand	No. of times mentioned	%
(a) Hong Kong	20	29
(b) Japan	3	4
(c) China	3	4
(d) Korea	-	-
(e) Singapore	14	21
(f) Malaysia	13	19
(g) Indonesia	6	9
(h) Philippines	3	4
(i) India	4	6
(j) Burma	-	-
(k) Others	<u>3</u>	<u>4</u>
Total	69	100

The respondents were next asked for their opinions on T.A.T.'s promotional activities (Q.17). On the open-ended questions, some respondents made no comment. There were 19 companies (83 %) out of 23 who responded. The final results were both positive and negative.

On the positive aspects, T.A.T.'s promotional activities were regarded as reasonable, on average to good. Some said it was very good, of high standard while others commented that T.A.T. is very helpful only when directly approached and does not often volunteer to help. Some others described T.A.T.'s work as reasonably good compared with

most other national tourist organizations.

On the negative aspects, T.A.T.'s works were limited to poor especially when compared to some competitors like Hong Kong and Singapore's tourist authorities. T.A.T. should be more active to attract more customers' awareness and increase desire to Thailand. Some respondents recommended that T.A.T. should be more involved with the travel trade especially with tour operators by means of financial support through cooperative advertising, conducting more workshops, sales seminars and familiarisation tours.

Lastly, the respondents were asked to give recommendations openly on how Thailand could be better marketed in the U.K. (Q.18). Again, there were 83 % who answered this question. Various recommendations were given and can be summarized as follows:

Firstly, T.A.T. should carry stronger and more consumer advertising directly to the potential clients in order to educate them on what to expect, through regular information on improvements in resorts, the variety and contrasts that Thailand can offer -- a complete holiday of cities, beaches, hills, national parks etc. Currently, Bangkok is Thailand in some people's minds, hence T.A.T. should put more emphasis on other places like Chiang Mai, and Cha-am. Most importantly, the excellent value of money for tourists, should be emphasised.

Secondly, T.A.T. might promote Thailand as South

East Asia's nearest point from the U.K. and gateway to the Far East; or in conjunction with neighbouring countries such as Malaysia and Burma.

Thirdly, T.A.T. might feature the more exotic facilities of Thailand such as international cuisine, year round good weather etc.

Fourthly, it is difficult to carry promotional activities effectively with a limited budget. T.A.T. should provide more financial support because a higher profile of promotion is required by way of posters, newspapers to ultimate consumers and trade-oriented promotions to travel trades. Here more cooperation with tour operators was recommended.

Fifthly, greater emphasis could be placed on how secure and safe Thailand is for the tourists.

Sixthly, it was recommended that T.A.T. should follow Hong Kong Tourist Authority's and Singapore Tourist Board's promotional activities.

Lastly, there should be more cooperation between Thai Airways International and the domestic airline, Thai Airways, in order to facilitate the programme arrangements by tour operators. On the other hand, Thai Airways could have some representatives in Europe to ensure that their interests will be handled more effectively. In turn, this will provide a wider geographical area for tourists in Thailand and, consequently, encourage tourist growth.

CHAPTER EIGHT

ANALYSIS AND EVALUATION OF FINDINGS

8.1 INTRODUCTION

After the data were collected and the results were derived, the evaluation of findings is made in this chapter through the assessment of its validity and reliability. The drawbacks within the methodological framework are also detailed.

8.2 VALIDITY AND RELIABILITY

The researcher attempted to develop measurement procedures which were able to capture 'the truth' of what is observed. For the findings to be useful, the method employed must be appropriate for capturing the details of the phenomenon in question. This can be assessed by determining the validity and reliability of the measure employed.

VALIDITY

The most important criterion for evaluating research measure is validity. A common conceptual definition for validity is " the extent to which the measure provides an accurate representation of what one is trying to measure". (1) Three types of validity can be identified as follows :

(1) Content Validity : The degree to which the score represents the construct being measured.

(2) Criterion-related Validity : The degree of correlation between the measure and the characteristic under investigation.

(3) Construct Validity : The degree to which the measure confirms or negates the theory which is based on the construct. (2)

RELIABILITY

The reliability of a measure is reflected by the extent to which the measurement procedure will yield consistent results under a variety of independent but comparable instances of the same construct. There are primarily two ways of testing the reliability of what is found.

The first approach is by simply seeking the existence of the measurement error which is the variation between the information sought by the researcher and the information produced by the measurement process. This measurement error is the significant source of unreliability. If the information is proved to be the same or there is an acceptable variation, presumably, that information is reliable.

The second approach is by applying operational techniques. The most popular and simplest approach to assess reliability is the Test-retest Reliability. In this method, the same scale is applied a second time to the same

subjects under similar conditions. The results of the two administrations are then compared on an item-by-item basis and the degree of correspondence is determined. The greater the differences, the lower is the reliability.

However, there are a number of practical difficulties involved in measuring test-retest reliability. First, some items can be measured only once. As in this survey, it would not be possible, to remeasure these tour operators' opinions. Second, there may be some form of carry-over effect from the first measure. Third, factors extraneous to the measuring process may cause shifts in the characteristic being measured. For example, the questionnaire survey sent to the respondents by another researcher during the period between the test and the retest might cause shifts in their interests.

Although the second technique is useful and can assess the reliability more accurately, given these difficulties and the time and financial limitation of the researcher, the first approach is preferable and was adopted in this research.

8.3 EVALUATION OF FINDINGS

After the results of survey are found, they indicated some problems and limitations of the survey which the researcher confronted during the process. These drawbacks occurred within the methodological framework which comprises sample identification, data collection method,

and questionnaire construction.

FINDINGS OF SAMPLE IDENTIFICATION

It was mentioned earlier that the appropriate sample for this survey is the tour operators who operate tour programmes to the member countries of EATA of which there are more than 100 in the U.K.. Fifty of these were selected. Selection error might occur here when this chosen sample is obtained by nonprobabilistic sampling methods. The researcher chose the companies from the list provided by T.A.T. One result was that not all companies chosen actually replied and it is possible that some of those non-chosen companies might have responded if they had been selected.

In addition, from this sample, the researcher had no prior idea of the characteristics of these companies. Any of them may not have had adequate knowledge about the survey subject, but be willing to participate in the project.

Furthermore, from the fact that these tour operators mostly operate travel programmes in the form of package tours which include a number of countries in the programme, it is possible that bias might have occurred. For example, a tour operating company who was promoted by T.A.T. to a very limited extent might have a negative attitude to the country and underestimate T.A.T.'s promotional activities. As a result, such an opinion might be prejudiced. At the same time, a company who received more promotional effort from another NTO, such as H.K.T.A.

which approaches many tour operators with financial support through cooperative advertising, may pay more attention to research on such country rather than Thailand.

On the size of the sample, fifty companies from around 100 tour operators can be considered as substantial. This represents about 50 % of the total population and there were 26 responses which represent about one quarter of the same population.

Surprisingly, after the questionnaires were sent out, the bigger the tour operating company is, the faster he replied. It can be said that these companies pay more attention to the research area and more are eager to participate in the students' research project.

DRAWBACKS OF THE POSTAL SURVEY

A postal questionnaire was chosen as the data collection method in this survey. Certainly, this method, like other methods, has both advantages and disadvantages. Although the researcher has to tolerate the existence of nonresponses from the mail questionnaire which cause the nonresponse error, its advantages, as mentioned before, can outweigh such demerits.

From the findings, the researcher has to take into account the following drawbacks :

Firstly, there were 24 companies who did not respond which accounted for 48 % of the total sample. There are three possible reasons for not participating in this survey. The first reason is that they do not presently

operate tour programmes to Thailand and are not dealing with any of T.A.T.'s promotional activities. If any of these nonresponding companies do arrange tours to Thailand, a second possible reason is that they did not want to give opinions on T.A.T.'s activities. Third, they may not have had time for this matter.

However, if the researcher was not faced with some constraints, especially the time limitation, a follow-up letter with the same questionnaire would be sent to all nonresponding companies in order to get a higher rate of responses leading to greater validity and reliability of information.

Secondly, it is possible that the respondents who did answer the questionnaires may not be the expected persons involved in the decision making process i.e. the managing director, the marketing director, or the tour manager. As a result, it is possible that they may fail to respond seriously. This can cause irrelevant information.

DRAWBACKS OF THE QUESTIONNAIRE CONSTRUCTION

The questionnaire was designed carefully through the sequential orders, the wording used and the length of the questionnaire in order to stimulate the respondents' interests and, as a result, elicit the desired information. However, while the findings were being checked, the researcher found three important points on the construction of questionnaires which should not be neglected.

Firstly, using Multiple-Choice Questions and asking the respondents to rank importance, had the result that some respondents ranked but some did not. Furthermore, the respondents who ranked, gave from three to five rankings or more. This caused difficulties in analysing the results. The researcher solved this problem by taking up to three ranked numbers, and ignoring any other. It is recommended that the researcher who wants to use this kind of question, with importance ranking, should remember to specify the ranking number he wants.

Secondly, while the use of Open-ended Questions can directly lead to the relevant information, one should take into account the problem of information scatter. Open-ended Questions can generate many unexpected opinions and comments, and such data may be an overload. In contrast, the problem of no comment from respondents who do not like this type of question always happen. Probably, because they lack the time or an opinion on the subject in question.

Thirdly, researchers should ask themselves if the questionnaire is well constructed, and the respondents can easily move from one question to the next. The wordings used in all questions must be precise, concise and aimed at asking for just the information required. However, because of the different knowledge and background of the respondents, it is possible that they may interpret questions incorrectly or differently from what the researcher intends. In order to solve this problem, a pretest questionnaire is helpful in developing the final

questionnaire.

Despite the appearance of a lot of difficulties and drawbacks in this research, the findings were finally accepted as valid and reliable. In other words, the survey has provided relevant and satisfactory information. All hypotheses have been accepted. It can be said that the measurement is valid by content, criterion-related and construct validity. Furthermore, the information sought by the researcher is correlated to the information produced by the measurement process. There is no measurement error in this survey.

From all that has been done, within the limitations of time and finance of the researcher, this study is satisfactory. It has measured what has required to be measured, proved all hypotheses, and most of all, provides sufficiently valid and reliable results.

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Chapter 8 : Analysis and Evaluation of Findings

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CHAPTER NINE

CONCLUSIONS AND RECOMMENDATIONS

9.1 INTRODUCTION

In this chapter an attempt is made to draw certain general conclusions from the overall study, including the research findings, and provide some recommendations on how to develop the growth of tourism in Thailand. This applies particularly to the promotional activities done in the U.K. tourist market.

9.2 CONCLUSIONS

This study attempts to explore the application of the marketing concept in the tourism promotion of Thailand. It seems that this concept of providing customers' satisfaction as well as achieving the companies' goals is not wholly adopted and implemented by the Tourism Authority of Thailand and the tour operating companies in the U.K. both of whom are directly involved in the tourism promotion of Thailand as a destination for the U.K. tourist market.

Here, T.A.T. carries out two forms of promotional programme. Firstly, there are promotional activities directed at the ultimate customers. Secondly, there is trade-oriented promotion toward the travel trades, particularly tour operators who are important in the creation of tourist traffic to Thailand. They, in turn, carry another promotional programme to the ultimate

customers. The latter process is related as a two-step flow of communication.

Drawing upon inferences from the findings, the main conclusion is that most of the tour operators in the U.K. ,in particular, those operating tour programmes to East Asian countries, are familiar with Thailand as a destination to the extent of promoting visits to the country. In support of this statement, we found that most of them include Thailand in their tour programmes with a favourable proportion of business relying upon it.

The country's image for them is one of beautiful natural and historical attractions, warm and friendly people, and exotic cultures and traditions; as well as being an expensive long haul destination especially when compared with closer destinations having similar beach resorts.

However, although these tour operators' awareness of Thailand as a destination for the U.K. tourist market is high, awareness of promotion by T.A.T. is insufficient. In other words, T.A.T. did not adequately employ promotional efforts to reach such agents. Its promotional activities are limited. Most of the tour operators were approached by T.A.T. through the media with low cost of investment, mainly by publicity materials such as brochures, leaflets and newsletters. The frequency of receiving these materials is also low. This is possibly the result of limited financial support from the government's fiscal budget. Although recall of T.A.T.'s promotional activities is not sufficiently high, the results in this market can be

considered as satisfactory within this limitation.

On the other hand, the promotional activities carried by these tour operators to the ultimate customers seem to be more effective. It was found that they promote Thailand as a tourist destination through advertising, personal selling and sales promotion. The media used are more specific and directed to the potential customers such as some travel trade journals.

Their messages to the customers are similar to the message of T.A.T.. The British tourists have already perceived Thailand as an exotic oriental destination along with various kinds of attractions. Also, the country's attributes of warmth and friendliness of local people become more well known. These attributes are considered as the strengths of appeal when Thailand is compared to its main competitors in the same region, namely Hong Kong, Singapore and Malaysia. Nevertheless, these rural destinations seem to support each other with their own unique characteristics when they are arranged in the same programme of oriental inclusive tours.

The main conclusion is Thailand does have potential tourism growth particularly in the U.K. tourist market. But it needs improvement in the promotional efforts of T.A.T. to defeat some negative images of the country and make the positive images of an attractive destination better known among British tourists as a whole.

9.3 RECOMMENDATIONS

The Tourism Authority of Thailand has a long way to go to achieve more effective promotion in the U.K. market. Also, there is still room for improvements in many areas at the destination. By looking at the potential growth of tourism in Thailand as a whole, the following recommendations are suggested :

(1) Higher Profile for T.A.T.'s Promotional Activities.

Stronger consumer advertising directed to the potential clients is needed in order to create a higher degree of familiarity with Thailand and to inform them of the developments and improvements in tourist services in the country.

Also, the convention promotion could be more strongly emphasised since international conventions are becoming increasingly important as a means to generate revenue for the national economic system at a much higher rate than other branches of tourism.

At the same time, T.A.T. ought to be more involved in sales promotion and other methods such as familiarisation or educational tours for travel executives. To be more effective, more cooperation with the travel trades in promoting Thailand as an attractive destination is required by means of cooperative advertising. In order to persuade them to promote the country effectively, some financial support may have to be considered.

(2) T.A.T. Needs Long Term Planning.

Most tour operators, particularly in the U.K. market, arrange tour programmes 18 months in advance. This span provides an opportunity for them to promote and distribute their programmes as broadly as possible. By virtue of this fact, T.A.T. ought to plan longer in advance for any special occasion. For example, the Tourism Year in 1987, which will also commemorate the King's 60th Birthday anniversary. It is very unlikely that the tour operators will promote this event. T.A.T. should take this into account through their Marketing Promotion Department.

(3) Improvements in Quality of Production.

It can be seen that tourism resources and facilities are not satisfactory. The improvements in quality of production need effective action from the Government and the private sector individually and jointly. This includes public facilities such as more tourist information centres and hygienic public toilets; and private concerns such as the security of the tourists' life and properties.

(4) Improvements in Accessibilities to the Destination.

At the destination, the infrastructures in many tourist areas need to be improved. Furthermore, to make Thailand more accessible for international tourists, Thai Airways should be more cooperative with Thai Airways International and be available whenever a group of tourists come to Bangkok and want to fly to other places in a different region. This also benefits the tour operators

when they arrange tour programmes to include Thailand.

(5) Upgrade the Standard of Tourism Manpower.

At present, there are many entrepreneurs in the tourism industry, but management as a whole is not sufficiently trained in marketing. There should be an institution which can produce qualified management manpower. Although there is a Hotel and Tourism Training Institute (established in 1984) and some guide training courses and hotel training courses, but these provide training with a very basic view of tourism.

(6) Conversion of T.A.T. as One Ministry.

Development and improvement in the tourism industry is a big project but significant because the industry has become the most important export, and generates a great amount of revenue every year. It needs both investment capital and a lot of manpower to conduct effective management. Although T.A.T. was developed from the organization named Tourism Organization of Thailand (T.O.T.), to be an Authority with more responsibility, its role and authority are still limited. We recommend the strengthening of T.A.T.'s organization by its conversion into a ministry which would coordinate the various government and semi-government organizations and guide and control the activities of the private sector. As a result, they would have full control and authority to develop the tourism growth of the country more effectively and successfully.

(7) The Social and Environmental Benefits.

Although the development of tourism growth leads to greater national income, it should be borne in mind that the inflow of international tourists can affect the behaviour and culture of the local people. It is an important task for T.A.T. to partly accelerate the economic growth of the country, but at the same time, they ought to allow for environmental protection and minimum social disturbance.

In other words an overall marketing perspective is required to plan co-ordinated and foreseen consequences of actions.

APPENDIX



University
of Strathclyde

Professor Michael J. Baker TD BA BSc (Econ) DBA

STUDENT RESEARCH PROJECTS*
Department of Marketing

Stenhouse Building, 173 Cathedral Street, Glasgow G4 0RQ
Tel: 041-552 4400

July 18th, 1986

Dear Sir/Madam:

I am a postgraduate student at the University of Strathclyde currently doing research on Tourism Promotion of Thailand as a Destination for Tourists from the U.K..

One of the main objectives of this research is to investigate the degree of familiarity of the U.K. tour operators with Thailand which probably derives from the Tourism Authority of Thailand's promotional activities.

I would be most grateful if you could assist in this research by completing the enclosed questionnaire.

Any information received would be regarded as strictly confidential and would be used for research purposes only.

Thank you for your co-operation.

Yours faithfully,

(Miss Sumalee Limpayaraya)

P.S. Please return the completed questionnaire by the enclosed envelop before August 8th, 1986.

Enc.

INSTRUCTION : Please TICK the most appropriate answer(s).

1. What kind of tour operation does your company run ?
 An entirely wholesale operation which distributes the arranged tours to the travel agents to sell.
 Both tour operator and travel agency for customers.
 Others (Please specify) _____

2. Does your company offer tours to Thailand ?
 Yes. No, but has in the past.
 No, never.
If 'YES', please continue question 3
If 'NO', please go to question 7
3. To what extent is your company familiar with Thailand as a tourist destination ?
Very great extent 2 3 4 5 Very little
1
4. What proportion of your company's total business depends on Thailand as a tourist destination ?
 less than 10 % 10 - 15 %
 16 - 20 % 21 - 25 %
 26 - 30 % 31 % and over (Please specify)
 Don't know _____
5. What is the average length of stay for trips that you arrange to Thailand ?
 up to 3 days 4 - 5 days
 6 - 7 days 8 - 10 days
 11 - 15 days More (Please specify) _____

6. Could you specify the social status and age group of the majority of customers to Thailand by ranking according to the importance of each group.

Social Status	Age Group
<input type="checkbox"/> Upper class	<input type="checkbox"/> Under 20
<input type="checkbox"/> Upper middle class	<input type="checkbox"/> 20 - 30
<input type="checkbox"/> Middle class	<input type="checkbox"/> 31 - 40
<input type="checkbox"/> Lower middle class	<input type="checkbox"/> 41 - 50
<input type="checkbox"/> Working class	<input type="checkbox"/> above 50
<input type="checkbox"/> Student	<input type="checkbox"/> Unknown
<input type="checkbox"/> Unknown	
7. Which of the following factor(s) that you think might restrict travel to Thailand from U.K. ?
(If you choose more than one, please rank the importance i.e. 1 is the most important, 2 is the second and so on.)
 Thailand is too far away.
 Thailand is an unhygienic country.
 Thailand has an unfavourable image.
 Thailand is too hot.
 Thailand is a high cost destination.

14. What promotional methods do you use to promote Thailand in the U.K. market ?
- () Advertising :-
 - () Radio and T.V.
 - () Travel Trade Journals (Please specify) _____
 - () Magazines (Please specify) _____
 - () Newspapers (Please specify) _____
 - () Others (Please specify) _____
 - () Sales promotion :-
 - () Brochures and leaflets
 - () Others (Please specify) _____
 - () Personal selling
 - () Others (Please specify) _____
 - () None
15. What factor(s) do you emphasise when promoting your tours to Thailand ? (Please rank according to importance.)
- () Scenic attractions
 - () Friendliness towards visitors
 - () Historical and cultural attractions
 - () Special event attractions
 - () Thai cuisine
 - () Others (Please specify) _____
 - () No particular emphasis
 - () Don't know.

INSTRUCTION : Please answer these questions.

16. What image do you think that Thailand forms in the customers' minds ?

17. What is your opinion of T.A.T.'s promotional activities ?

18. How do you suggest that Thailand could be better marketed in the U.K. tourist market ?

THANK YOU FOR YOUR CO-OPERATION.

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