



**RESEARCH OF THE TOURISM INDUSTRY DEVELOPMENT
STRATEGY IN BANGKOK OF THAILAND**

**HONGYI HUANG
6017165002**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2019



**RESEARCH OF THE TOURISM INDUSTRY DEVELOPMENT STRATEGY
IN BANGKOK OF THAILAND**

**Thematic Certificate
To
HONGYI HUANG**

This independent study has been approved as a partial Fulfillment of the Requirement
of International Master of Business Administration in International Business
Management

Advisor:.....*Chao Qiu*.....Date: *12* / *06* / *2019*
(Associate Professor Dr. Chao Qiu)

.....*Jomphong Mongkhonvanit*.....
(Associate Professor Dr. Jomphong Mongkhonvanit)
Acting Dean, Graduate School of Business Administration
Date.....*12* / *06* / *19*.....
Siam University, Bangkok, Thailand

Title: Research of the Tourism Industry Development Strategy in Bangkok of Thailand
By: Hongyi Huang
Degree: Master of Business Administration
Major: Business Administration
Academic Year: 2018

Advisor:

Chao Qiu

(Associate Professor Dr. Chao Qiu)

06/06/2019

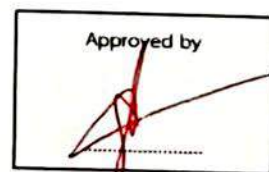
ABSTRACT

Tourism is currently a very popular industry in society. The development of tourism plays an important role in Thailand's economic and social systems. Tourism is not only an important source of foreign exchange income for Thailand but also creates more employment opportunities for local people. The development of tourism will also drive the development of the transportation industry and promote trade activities and investment of domestic and foreign companies. When the country is facing an economic crisis, developing tourism and creating tourism foreign exchange income can help the country quickly restore its economic system and its return of funds is faster than develop many other industries. However, the increasing competition in the tourism industry is a critical factor limiting the tourism industry to achieve ultra-high profit points.

The charm of Thailand lies in the culture of Thailand and the friendship of the people. The thoughtful Thai people know to respect each other. Due to education and cultivation of family, Thai people know how to live in peace with different people, which also makes the visitors to Thailand feel at home, warm and safe. This thesis mainly aimed to study the current development of urban tourism, propose the problems existing in the development of urban tourism and put forward reasonable improvement

measures. This thesis introduced relevant theoretical overviews of tourism and a sustainable development theory. With the growing development of tourism in the world, this thesis assists to deepens the understanding of Bangkok's tourism industry. Also, combined with the development status of tourism in Bangkok, Thailand, this thesis focused on the problem analysis of tourism in Bangkok.

Keywords: Bangkok tourism, tourism development strategy, foreign exchange earnings.



标题: 泰国曼谷旅游业发展策略研究

作者: 黄弘毅

学位: 工商管理硕士

专业: 工商管理

导师: *Chau Qiu*

(副教授. 邱超)

..... 06 / 06 2019

摘要

旅游业是目前社会上一个非常热门的行业。发展旅游业对泰国的经济和社会制度有重要的作用,旅游业不仅是泰国重要的外汇收入来源、同时也为当地民众创造更多的就业机会。此外,发展旅游业的同时也会带动交通运输业的发展,促进贸易活动和国内外企业的投资。当国家面临经济危机时,发展建设旅游业,创造旅游外汇收入,可以帮助国家快速恢复经济体制,比发展其他业态的资金回拢更快。然而,旅游业竞争的不断加剧,是限制旅游业实现超高利润点的一大重要因素。

曼谷是泰国的首都,城市历史悠久,234年的城市发展,使曼谷不断地开发新兴业态以及完善城市建设。在每一个时期,曼谷的建设与发展都有宏伟的蓝图,城市的现代化得到了改善。为了让都市均衡发展,在现在和未来都适合居住。因此,泰国政府不断力图使其成为经济、文化、教育以及行政中心。游客们喜欢聚集在此的主要原因,是因为曼谷有许多充满泰国文化和特色的景点。泰国的魅力之处在于泰国的文化和人民的友好。体贴的泰国人民知道彼此尊敬。因为家庭的教育和培养,泰国的人民懂得如何与不同的人和平共处,这也使来泰国的游客感到家一般的温暖和安全。本文的主要目的是研究都市旅游业发展现状并且提出都市旅游业发展过程中存在的问题,以及提出合理化改进措施。通过SWOT分析,从优势、弱势、机会、威胁这四个层面对曼谷旅游业的发展进行了详细的分析,最后提出相应的对策建议和发展策略改进措施,为改善及发展泰国曼谷旅游业提供了可实施的思路并以此来解决曼谷旅游业发展过程中存在的问题。本研究将研究如何提升曼谷旅游业的优势,进而吸引外国人来曼谷旅游,使游客有更高的满意度,印象更加深刻。最终达到增加曼谷旅游业收入的目的。

关键词: 曼谷旅游业; 外汇收入; 发展策略

ACKNOWLEDGMENT

Two years of graduate study abroad is coming to an end. Looking back at just arrived in Thailand and helpless. Now I have grown up a lot. Although there are many problems and difficulties in study and life abroad, I am very lucky to have such a precious experience. After nearly a year of writing, I finally finished my master's thesis. First of all, I would like to thank my advisor, Professor Dr. Chao Qiu. In my thesis writing process of comprehensive guidance. This paper is under the careful guidance of teacher ding gradually completed. The whole process from topic selection, opening report, outline determination and research scheme design to thesis writing, revision and the final draft is completed under the comprehensive guidance and patient modification of Professor Dr. Chao Qiu, which embodies the great efforts of Professor Dr. Chao Qiu. I sincerely thank Professor Dr. Chao Qiu!

Secondly, I would like to thank the faculty of the school of international business administration at Siam University. I would like to thank my teachers for giving me professional knowledge and knowledge sharing in class. No matter in study or life, the teacher has given me a lot of help. I also received great help and support from my classmates, who became my good teachers and helpful friends during the learning process. We studied and lived together, which made my study in Bangkok full of fun. I learned a lot from them. In addition, I would like to express my gratitude to my beloved parents who have brought me up so hard over the years. My parents' consistent support enabled me to successfully complete my studies.

Although my postgraduate life is coming to an end and my thesis writing has come to an end, my knowledge and ability are limited, and I may have many shortcomings in the research of this topic. I sincerely hope that all the experts and teachers can give me some criticisms and corrections, so as to facilitate my growth and progress. In this regard, I will continue to learn, positive and enterprising, struggle. Thank you very much.

CONTENTS

ABSTRACT	I
ABSTRACT(CHINESE)	III
ACKNOWLEDGMENT	IV
CONTENTS	I
1. INTRODUCTION	1
1.1 Background.....	1
1.2 Research Significance.....	2
1.3 Purpose of the Research.....	3
1.4 Research Content and Structure.....	3
1.4.1 Research Content	3
1.4.2 Structure Arrangement.....	3
2. LITERATURE REVIEW	5
2.1 Definition Of Tourism	5
2.2 International Research Status	8
2.2.1 Thai Research	8
2.2.2 Chinese Research.....	9
2.2.3 Other Countries.....	9
2.3 Sustainable Development Theory	10
2.4 SWOT Analysis Model.....	11
3. RESEARCH METHODS	12
3.1 Resource of Research material	12
3.1.1 Overview Of The Current Situation Of World Tourism Development.....	12
3.1.2 Characteristics and data analysis of tourism development in Thailand.....	14
3.1.3 Analysis Of Main Indicators Of Bangkok's Tourism Development.....	19
3.2 Mainly Specific Methods.....	27
3.2.1 Literature research combined with practical observation.....	28
3.2.2 Qualitative method.....	29
4. PROLONG ANALYSIS ON DEVELOPMENTOD THAILAND TOURISM	30
4.1 Case Description.....	错误!未定义书签。
4.2 Analysis Of Existing Problems.....	31
4.2.1 Transport problems and lack of travel standards	31
4.2.2 Travel Safety Problems And Fraudulent Behaviors	32
4.2.3 Lack Of Sense Of Security Caused By Political Factors.....	33
4.2.4 Tourist attractions lack effective management	34
4.2.5 Lack Of Standardized Tourism Services And Legal Pricing	35
4.3 SWOT Analysis Of Bangkok's Tourism Development.....	37
4.3.1 Strengths (S)	37

4.3.2	Weakness (W)	42
4.3.3	Opportunity (O)	44
4.3.4	Threat (T).....	46
4.4	Suggestions For The Development Of Tourism In The Valley Of Thailand	49
4.4.1	Improvement Measures To Promote Valley Traffic System	49
4.4.2	Rational Measures To Improve Security In Bangkok.....	50
4.4.3	Build Trust And Promote The Development Of Tourism	51
4.4.4	establish sustainable development of tourist attractions.....	52
4.4.5	Increase Urban Green Area And Improve Environmental Problems.....	53
4.4.6	improve staff quality and meet international standards	54
4.4.7	Promote Relevant Departments To Actively Participate In Tourism Resource Management	55
5.	RESEARCH SUMMARY AND PROSPECT	57
5.1	Research Conclusions	57
5.2	Research Limitations and Prospects	58
REFERENCES	60

Table Catalog

Table 3-1 Data of Thailand industry development between 2003-2013	16
Table 3-2 The number of tourists in Bangkok between Years 2009-2015	24
Table 3-3 The average days of tourists who stayed in Bangkok between years 2009-2015	25
Table 3-4 The average cost of tourists in Bangkok between years 2009-2015.....	25
Table 3-5 The tourism revenue in Bangkok between years 2009-2015	26
Table 3-6 The number of tourists who stayed in Bangkok between years 2009-2015	27



RESEARCH ON DEVELOPMENT STRATEGY OF THAILAND BANGKOK TOURISM

1. INTRODUCTION

1.1 Background

Tourism has become one of the fastest growing sectors of the global economy. Globally including Thailand, tourism generates income and employment thus it is regarded as one of the most dynamic devices in the country's economic development. In realizing the importance of tourism industry which is experiencing prosperity, the Royal Thai Government, Ministry of Tourism and Sports, Tourism Authority of Thailand as well as local private and public agencies all participate in tourism both policy and practice (Chaiprasit, Jariangprasert, Chomphunut, Naparat, & Jaturapataraporn, 2011). Public agencies all participate in tourism both policy and practice. Therefore, more and more countries have begun to strengthen the competitiveness of the tourism industry and compete for the share of the world tourism market. The development of tourism has been integrated into important projects of national development to a certain extent. When countries formulate national development strategies, tourism has become a significant part of economic development. If the country has a clear national development strategy, a strong economic foundation, good infrastructures, abundant natural resources, and tourism talents, then these factors will create a country's competitive advantage and a stable increase of tourism development.

Thailand is located in the south-central part of Asia's Indo-China Peninsula, and Bangkok is the seat of the central and provincial governments. Thailand is the 51st largest country in the world with a land area around 514,000 square kilometers. Thailand's population ranks 20th in the world and is about 69 million people. Every year, there are no less than 20 million travel enthusiasts coming, and the national tourism income exceeds 1 trillion baht (Yang Huitian, 2017). Thailand is a traditional tourist country with beautiful natural scenery, abundant cultural landscape, rich folk customs, and affluent tourism resources. It is believed that Bangkok has a large number of tourism resources, but commodity enterprises are generally very small, without

efficient and high-quality services. Especially in the sense of service, virtue, and ethics (Rapeepan Tonghoand and other people, 2006).

1.2 Research Significance

Tourism is Thailand's main economic driver, with an average annual growth rate of 12% (2009-2014), which is higher than Thailand's overall economic growth rate (Zhao Rui, 2018). At the same time, it has driven the employment rate, the service industry and other related industries distributed in various fields, and the people in various regions to move towards economic prosperity, including the construction of the entire public utilities and facilities. Tourism is also an important tool to improve the quality of people's lives, promote social development, and help people understand and learn about the culture of various countries. In addition, it is also beneficial in other aspects, such as the spread of Thai culture, art, and history. More and more people love Thailand, and it will also drive entering and investment of foreign business. So tourism is one of Thailand's important industries.

The rapid development of tourism will also expose many problems in the city, such as traffic congestion, tourism safety, and various pollution problems. These problems will make tourists feel disgusted and lack of interests and sense of security for the trip to Bangkok, so they will no longer want to travel to Bangkok. In view of the overall image of Bangkok tourism, the author hopes to find out the best strategies and suggestions for improvement through the research and analysis of this thesis, so that Bangkok tourism can master better management measures and develop into a level of international standard tourism city. What's more, the tourism image of Bangkok also represents the image of Thailand. If the number of tourists coming to Bangkok has increased, the number of tourists going to other cities in Thailand will also increase. At present, the world is moving towards an aging society. And it tends to increase. The data from 2010 showed that the elderly accounted for 15.2%, and 16.9% in 2015, showing an increasing trend. Provision of safety protection for senior tourists, physical improvement of tourist destinations, development of easy and convenient accessibility, support for accommodation and attractions, and facility improvement for senior tourists should be taken into consideration if Thailand wants to attract more senior tourists from European countries. (Esichaikul, 2012)

1.3 Purpose of the Research

My research topic is Study on Tourism Development Strategy in Bangkok, Thailand, will focus on this paper studies the current situation of urban tourism development and puts forward the existing problems in the process of urban tourism development, find out reasonable improvement measures. As the number of tourists visiting Thailand has increased year by year, the development of tourism has brought huge foreign exchange earnings to Thailand. In addition, Bangkok City is the capital of Thailand and is the main tourist city of choice for foreign tourists. In addition to learning more about the tourism background of Bangkok, Thailand, this study also focuses on current and future tourism developments and the growth in the number of overseas visitors. Through the above survey, this study researches the development problems of tourism in Bangkok and its problems in the long-term development of tourism.

1.4 Research Content and Structure

1.4.1 Research Content

Research target, this paper first through Bangkok, Thailand tourism industry current situation, understand the Bangkok environment and the development of tourism potential, and secondly by SWOT analysis from the strengths, weaknesses, opportunities and threats four aspects in detail analysis of Bangkok tourism development present situation and existing problems, finally put forward the corresponding countermeasures and development strategy, try to improve and the development of tourism in Bangkok, Thailand and improvement measures are put forward.

1.4.2 Structure Arrangement

This article was divided into five chapters:

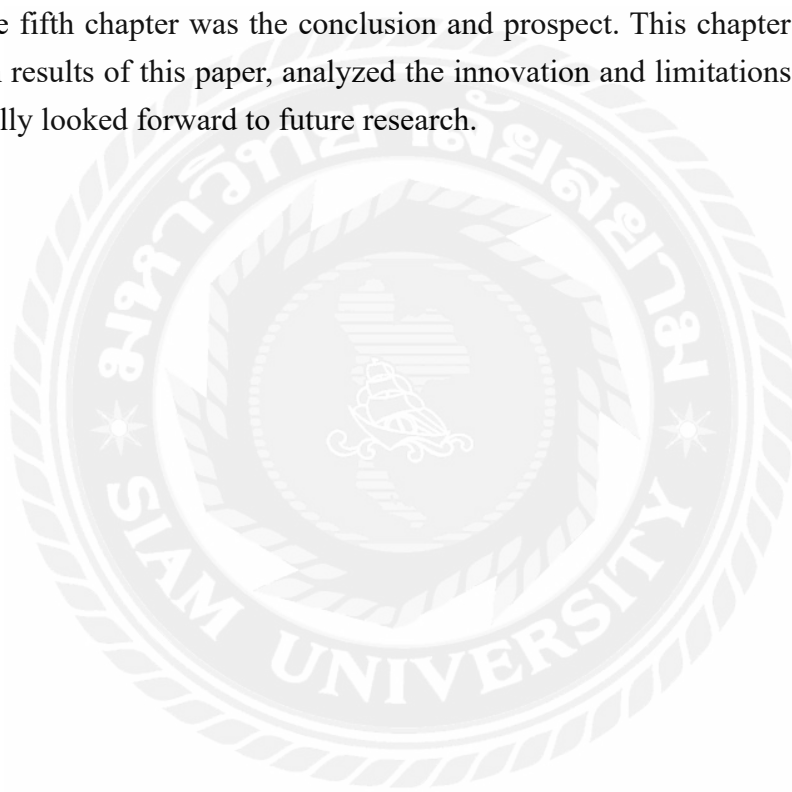
The first chapter was the introduction. Mainly analyzing the research background, research purpose, research significance, domestic and foreign research status, research content and methods of tourism development in Bangkok, Thailand.

The second chapter is literature review. This chapter mainly introduces the related theories of tourism development, sustainable development and SWOT analysis model, which lays a theoretical foundation for this study.

The third chapter introduces the development process and environment analysis of tourism in Bangkok, including the general situation of Thailand, the tourism in Bangkok, the current situation of world tourism, the development trend of tourism in Thailand and the development of tourism in Bangkok.

The fourth chapter is through the analysis of Bangkok tourism development status analysis and analysis of the existing problems. SWOT analysis of Bangkok tourism development.

The fifth chapter was the conclusion and prospect. This chapter summarized the research results of this paper, analyzed the innovation and limitations of this research, and finally looked forward to future research.



2.LITERATURE REVIEW

1.1 Definition Of Tourism

The word Tour comes from the Latin "torture" and the Greek "tornos", with the meaning of "circle or circle"; Movement around a central point or axis. The meaning has changed to "order" in modern English. The suffix ism is defined as "an act or process; the suffix "ist" refers to "a person who is engaged in a particular activity". The root of the word "tour" is connected with the suffix "ism" and "ist", which means to move in a circular path. Therefore, tourism refers to a kind of reciprocating journey, that is, an activity of returning to the starting point after leaving. Those who finish the trip are also called "tourists".

In Webster's dictionary, travel is defined as "the journey of a person back to where they came from; A trip was taken for business, pleasure, or educational purposes, usually with a planned itinerary to different places. Tourists are defined as "people who travel for the purpose of entertainment".

According to the most commonly used concept in the study of the tourism industry, tourism industry refers to the collection of industries involved in various activities of people in the process of tourism. To put it simply, the tourism industry contains the six elements we often say: food, housing, transportation, travel, shopping, and entertainment. But its formation process has experienced half a century, agglomerated the painstaking efforts of several generations, and concentrated the wisdom of thousands of tourism workers. Understanding its formation process is conducive to better service for tourists in the actual tour guide work. The finding that showed the diversity of tourist destinations (many kinds of tourist destinations) ranked as the lowest importance among the ten destination factors implied that Thailand may now be competing with new entrants of tourist destinations in regional tourism industry such as Vietnam and Myanmar, and other countries such as Malaysia with its emerging tourism products that eventually increase its tourism diversity (Yiamjanya & Wongleedee, 2014).

Definition of international organization

Definition of international tourists

During the armistice of the two world wars, the world's international tourism revenue grew rapidly, so there was an urgent statistical need for a more accurate definition. At an international BBS conference held in 1936, the committee of statistical experts of national union first proposed that "foreign tourists refer to people who leave

their usual residence to travel to other countries for at least 24 hours". In 1945, the United Nations (which replaced the original League of Nations) endorsed the definition but added the "maximum stay of six months" limit.

In 1963 the United Nations international conference on tourism opened in Rome. The conference was sponsored by the then international federation of official tourism organizations (now the world tourism organization). The Congress proposed the use of the new term "tourist", which would define a tourist as "a person who leaves his country of habitual residence to go to another country and whose main purpose is not to obtain income in the country he visits". Tourists include two different kinds of travelers: tourists and short-term tourists. Tourists refer to temporary tourists who stay for more than 24 hours in the country of the visit for purposes of leisure, business, family affairs, missions or meetings; Short-term tourists refer to temporary tourists (including cruise tourists) who stay at the destination for less than 24 hours and do not stay overnight. In 1967 the United Nations statistical commission, meeting in Geneva, adopted the definition of the Rome conference. Tourism policy is an area which to date, has not been greatly intervened into by executive decisions. One major reason for this is the small government budget involved. Much of the tourism budget is utilized for promotional purposes overseas. This occurred because higher level government officials incorrectly perceived tourism in Thailand as suffering from demand problems. In the new tourism master plan approved by the Cabinet in 1997, budget requests for the rehabilitation of tourism sites in the provinces are requested. However, owing to budget constraints, the budget package has been postponed until the present fiscal situation improves. (Kaosa-ard, 1998)

The legal status of international tourists

Different from domestic tourism, international tourism involves the transnational flow of tourists of different nationalities. Although the transnational flow of tourists provides a driving force for the development of the world economy and the economy of various countries, based on the requirements of national sovereignty and national security, each country has set up an entry and exit management system to regulate the international tourism of tourists. For a country, restrictions on international travelers include entry and exit.

International tourists in the country of destination are generally regarded as foreigners, therefore, international tourist treatment standards usually follow the international law on the treatment of foreigners in general principles, mainly national

treatment and MFN treatment. However, what treatment and rights a state should grant to foreigners in its territory are generally regulated by the domestic law of the country of destination. For example, article 23 of the tourism law of Ukraine stipulates the legal status of foreign tourists. The legal status of foreign tourists in Ukraine is regulated by the law on the legal status of foreigners of Ukraine and other Ukrainian laws and regulations, as well as existing international treaties and intergovernmental agreements to which Ukraine is a party.

The principle of international tourist treatment: national treatment. National treatment is one country by the provisions of laws or treaties, treat their citizens in the same way to treat foreigners, will enjoy the rights of citizens, foreigners also likewise give within their borders, within their borders foreigners and domestic people enjoy equal treatment, its aim is to guarantee within and between foreigners have equal status, there is no discrimination. National treatment applies to the field of tourism. It means that foreign tourists entering the territory of a country have the same treatment as domestic tourists, enjoy the same tourism rights and undertake corresponding obligations. Foreign tourists and domestic tourists, shall enjoy the right to travel sightseeing, tourism services know right, tourist service options, safety and health rights, supervision and rights such as right, at the same time in the tourism activities shall comply with the national laws and regulations, and protect the local tourist resources, respect the local ethnic customs and religious beliefs, etc. In addition, according to the prevailing principle of conditional national treatment, a country usually has the right to stipulate exceptions to national treatment on the grounds of national security, public order and social and public interests, such as restricting the freedom of travel of foreign tourists under emergencies such as war or martial law, which does not violate the principle of national treatment. Most of these studies attempt or propose to segment customers in terms of their search behavior. Further, most of these studies look at search behavior in the context of B2C sites that sell consumer goods like Groceries. Tourism being an information good where, at the time of purchase, the customer is only provided with information about the product and also, since tourism is typically a high-value item it can be safely surmised that clickstream based segmentation alone will not be able to completely describe customer behavior (Hoontrakul & Sahadev, 2008).

1.2 International Research Status

1.2.1 Thai Research

Boonlert Jitteangwattana (2005) found that Bangkok, as the capital of Thailand, ranked first in the world in terms of tourism development for many years through the survey and research of tourism magazines. Foreign tourists think that Bangkok has a very important unique feature, which is the perfect combination of modern architecture and Thai architecture, to create a perfect balance between modern technology and traditional culture. To westerners, the most surprising thing is that there are many temples in the city center. The way of life of people in Bangkok is different from other cities in Thailand except maintaining the traditional characteristics. Therefore, good policies and development strategies promote the characteristics of Bangkok's tourism industry, and the development strategy of Bangkok's tourism industry should be different from other cities. National tourism promotion strategies cannot be used to develop Bangkok's tourism industry.

Rapeepan Tonghoand and other people (2006) believed that Bangkok has a large number of tourism resources, but commodity enterprises are generally very small, without efficient and high-quality services. Especially in the sense of service, virtue, and ethics. In the author's opinion, the security issue has always been a criticism of Bangkok's over-development of tourism. If the security issue is not properly solved, Thailand's tourism will eventually go to ruin. Therefore, the important way of tourism promotion, first of all, should pay attention to the development potential of enterprises, especially the form of participation between employees and owners, in the service of tourists to deal with the problem, maintain frequent communication and information exchange. Fair wage treatment for employees, so as to ensure that each employee can bring tourists a good travel experience. Tourism has become one of the fastest growing sectors of the global economy. Globally including Thailand, tourism generates income and employment thus it is regarded as one of the most dynamic devices in the Country years economic development. In realizing the importance of tourism industry which is experiencing prosperity, the Royal Thai Government, Ministry of Tourism and Sports, Tourism Authority of Thailand as well as local private and public agencies all participate in tourism both policy and practice(Chaiprasit, Jariangprasert, Chomphunut, Naparat, & Jaturapataraporn, 2011).

1.2.2 Chinese Research

CHEN WEINA (2011) believes that Thailand is a traditional tourism country with a unique geographical location. It boasts magnificent natural landscape, rich cultural resources, splendid Buddhist temples, magnificent royal palaces, kind-hearted and honest folk customs, as well as rolling mountains and white silvery beaches. Based on its rich resource advantages, Thailand's tourism industry has developed rapidly and become the pillar industry of the country through the joint efforts of generations of tourists and the good grasp of historical opportunities. Thailand's tourism industry has always played an important role in Thailand's national economy, but in recent years, Thailand's political instability and the impact of the world economic crisis, but the tourism industry has caused a great impact back

ZHU WEI (2015) SWOT strategy analysis method was used to analyze the internal advantages, disadvantages and external opportunities and threats closely related to the research object based on the situation analysis in the external competition environment and competition conditions. It was listed one by one through investigation and arranged in matrix form. They with the thought of system analysis, an analysis of various factors match each other from a series of corresponding conclusions, showing their faces opportunities and challenges, thus further in strategic and tactical two levels to adjust the allocation of resources, to seek new development to ensure sustained competitive advantage to achieve organizational goals

1.2.3 Other Countries

According to Susan Briggs (1997), the competitive environment in the tourism market of all capitals is fierce at present. It was further explained that the convenience of global communications contributed to the success of tourism in most regions at present. By establishing the urban landscape tourism flow, the cultural and entertainment tourism flow can be established at the same time. The most obvious example is South Korea, where many tourists visit because of its unique national culture and entertainment rather than because of its architectural style. Even London needs to use the experience of launching the Olympic Games in 2012 to attract overseas visitors. This shows that various tourism modes and approaches are very important for the growth of the number of tourists

Godfrey, K& Clarke, J (2000) believed that the fundamental way to promote the tourism of foreign tourists was to emphasize the importance of tourism development.

This issue has received more attention from researchers. We believe that tourism resources can be divided into physical characteristics and local cultural characteristics according to their meanings. To a large extent, these meanings are the motivation for tourists to choose travel. For example, the precipitous environment of the primeval forest, if the landscape is beautiful, can have a great advantage to attract tourists to travel, but also must have other elements, such as goods and services, reasonable price, the safety of tourist attractions. The future direction of tourism development depends on the preferences of tourists.

1.3 Sustainable Development Theory

The theory of sustainable development is a new development theory formed in the late 1980s and early 1990s. As soon as it came into being, it has been widely recognized by people from all walks of life all over the world and has been incorporated into various economic plans and development plans by various countries as a strategic target of socio-economic development in the 21st century. At the same time, it has gradually become a new standard to diagnose the healthy operation of a country and a new measure of national development level (such as a new national wealth calculation method system). It can be said that up to now, the concept of sustainable development has penetrated into various fields of development of countries all over the world, forming a high degree of consensus that transcends different social systems, ideologies and cultural groups in the world. It is another leap of thought for mankind to break through the original mode of thinking and the common pursuit of economic and social development of all countries in the 21st century.

Sustainable development is a major task facing mankind as it enters the 21st century. The concept of sustainable development was first put forward in the report "our common future" submitted by the prime minister of Norway, Mrs. Brennan, at the "conference on environment and development" in 1987. Sustainable development refers to "development that meets the various needs of contemporary people and that the protection of the ecological environment does not pose a threat to the survival and development of future generations". In a broad sense, this concept refers to the sustainable and coordinated development of the natural, economic and social systems on the basis of full consideration of the state of space and time. In a narrow sense, it can be understood as the sustainable development of resources and environment, that is to say, to obtain the maximum economic benefits at the minimum cost of resources and environment. It means that we should have more harmony, fairness, and durability in

the relationship between resources and the environment and development, between man and nature and between man and man, between countries and regions, and between the last generation and the next. While seeking economic growth in general, we should pay more attention to the overall coordinated development of natural - economic - social systems. Therefore, fundamentally speaking, the essence of sustainable development should reflect a new "human-land relationship". Its core lies in correctly identifying the relationship between "man and nature" and "man and man". It requires human beings to regulate their behaviors with the highest intelligence level and the sense of philanthropic responsibility, to create a harmonious world, and to express a rational yearning and pursuit for the future society.

1.4 SWOT Analysis Model

SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, its initiatives or an industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. For example, how do the organization's products and services compare to those of competing firms? A SWOT analysis should be short and simple and should avoid complexity and over-analysis to remain as objective as possible and to keep subjective judgments out of the process. Companies should use it as a guide and not necessarily as a prescription. As a whole, SWOT can be divided into two parts, SW and OT. SW represents the internal factors. SW analysis mainly analyzes the internal conditions of the research object, focusing on the strength of the research object and its comparison with competitors. OT represents external factors, and OT analysis is mainly used to analyze the external conditions of research objects and to emphasize the change of external environment and its possible influence on research objects.

The results of SWOT analysis have different names according to different research objects and purposes. In strategic studies it's called strategic planning; In development studies, it's called development strategies; In market research, it's called the market game; In management consulting, it is called management strategy, etc.

RESEARCH METHODS

1.5 Resource of Research material

1.5.1 Overview Of The Current Situation Of World Tourism Development

As early as the early 1990s, tourism has become the world's largest industry, surpassing the oil industry and the automobile industry. According to the latest data from the world tourism organization, international tourism revenue around the world increased by 3.6% in 2015, which is in line with the increase of 4.4% in the number of international visitors. For four years in a row, international tourism has grown faster than world trade in goods. In 2015, tourism accounted for 7% of world exports. International tourism exports have reached us \$1.4 trillion.

Nowadays, with the deepening of economic globalization and economic integration, the world tourism industry has entered a golden age of rapid development. Over the next 10 years, the world's tourism industry is expected to contribute 4.2 percent of global gross domestic product to \$9.2 trillion annually and create 65 million jobs.

Market Structure and World Rotation Trend

1. Increase of Tourists

According to the world tourism organization, 1.6 billion people will choose to travel abroad by 2020. The most popular destinations are East Asia and the Pacific. The number of tourists to Southeast Asian countries is increasing, accounting for one-third of the Asia-Pacific region.

2. Changes in Market Structure

As the country's economic income increases, many tourists will go abroad in the future. The world tourism organization (WTO) predicts that China will become the world's largest tourist destination by 2020, with 100 million to 120 million visitors annually.

3. Market Distribution

Asia is a gathering place for tourism markets, with large markets such as China and India, and small and medium-sized markets such as South Asian countries, Middle Eastern countries, and central Asian countries. To compete in the international market, these countries invest in tourism, promote publicity, develop strategies and encourage domestic tourism.

4. The Structure of the World Population Has Changed

The world population growth rate is currently 1.11% and is expected to drop to 0.86% in 2020. As the world's largest industrial nation's age, Germany, Japan, and Russia are seeing negative birth rates, so older tourists are on the rise. This group of tourists is full of time and money, interested in medical tourism, prefer to travel to developed places, and they will stay for a long time. In addition, some countries have implemented policies to promote the development of tourism, such as shortening working hours; Encouraging residents to develop their tourism experience; Lower consumption and corporate taxes.

5. Application of Information Technology

Using information technology is one of the tools to compete for the tourism market. In the future, e-commerce and e-business will become more important and enter into every industry. In the tourism industry, tourists will compare prices by searching for information about travel on the Internet. About 1.5 billion people around the world use the Internet, and 600 million are members of it. The role of the Internet is not only to provide information but also become a tool to disseminate information, the influence of tourists is relatively large.

Factors Affecting the Tourism Industry

1. Terrorist attacks are one of the factors affecting the tourism business, and there is a growing trend that terrorist attackers use more and more complicated methods, such as high-tech and transportation support. In the future, there may be terrorist attacks around the world, which may affect the development of tourism.

2. Global warming has caused disasters in many places. Such as floods, early disasters, earthquakes, volcanic eruptions, tsunamis and so on. In the past 30 years, the incidence of disasters has increased step by step, with floods increasing by 30.7 percent, wind disasters by 26.6 percent and earthquakes by 8.6 percent. In the future, Green Logistic may be considered as a condition for foreign travel

3. Infectious diseases are likely to have a pandemic trend. Although the mortality rate caused by many infectious diseases is low, the emergence of new infectious diseases will still make tourists uneasy. For example, the infection of new species of bacteria in 2009 reduced the growth rate of tourism in Asia by 31.6% and Europe by 26.3%.

4. The instability of the world economy will affect the number of tourists, and the economic crisis in 2008 is still affecting the development of tourism. In any case, the world economy will continue to grow, especially in the BRICs countries, which are expected to grow at least 7 percent between 2020 and 2025.

Change of Tourists' Consumption Behavior

1. The economic recession will affect the travel arrangements of tourists, they will pay attention to consumption. In the market, many tour operators adopt the policy of low price to attract tourists, so that tourists have more choices. The Last minute behavior, that is, the decision to buy or book products in a short time, is generated.

2. Tourists like to travel to nearby places and may choose domestic attractions or nearby countries. Economic union organizations and cooperation in tourism, such as UNWTO, APEC, ASEAN, ACD, GMS, ACMECS, IMT GT, and BIMSTEC, can reduce the problem of tourism conditions.

3. Tourists will be interested in targeted tourism projects. Such as medical tourism, exploratory tourism, religious tourism, MICE tourism, and sports tourism. These tourism projects have a growing trend because they are targeted and can meet the needs of tourists.

4. Environmental protection and tourism related to traditional culture are becoming more and more popular, showing a trend of sustainable development and gradually integrating into the tourism industry. Reasonable utilization of tourism resources, inheritance of beautiful traditional culture and protection of the environment are the core of this tourism project.

1.5.2 Characteristics and data analysis of tourism development in Thailand

Characteristics of tourism

The definition of tourism: tourism is to develop a tourism service through the implementation of various factors to produce activities, provide a comfortable or satisfying experience and sell tourism services for guests. Tourism products have the following characteristics:

1. Intangible products the products of tourism are to sell "services" to consumers or visitors, which cannot be touched. The visitor only gets satisfaction from what he or

she sees or experiences. Therefore, people working in the tourism industry are of great significance.

2. There is no intermediate channel for products. Consumers have to buy goods and services in the "place of origin", which means the place with tourism resources.

3. The products will not disappear. The products and services of the tourism industry can be recycled many times. The possible cost only lies in the maintenance and repair of ancient buildings.

4. The ownership of the product may or may not be changed. Due to the diverse forms of tourism products. After some tourists buy goods, the ownership of those goods will be transformed into the ownership of tourists.

Therefore, the elements of the tourism industry can be classified as follows:

Elements directly related to tourists (principal components): Tourist attraction, transportation business, accommodation business, restaurant business, travel agency, and tour guide

Support elements for tourism activities: Sales of souvenirs, MICE business, information services, security services, entry - exit city services

The function and importance of tourism to the economy, society and culture, nature and environment are as follows;

Economy: Thailand attaches great importance to tourism. Because tourism creates benefits economically, socially, culturally and environmentally. In the past few years, the most obvious economic development of Thailand is the role of the tourism economy. It can be said that tourism is an important source of foreign exchange earnings for Thailand.

Social and cultural aspects: in every society, people's lifestyle is constantly changing and developing, fast or slow, depending on internal and external factors. Good or bad development mainly depends on internal and external factors, as well as the social environment. Just as if any society wants to evolve itself from a normal society into an open society in order to develop tourism, society will double its speed of development and change. Tourism is related to many business sectors, too many people, and to the cultural needs of different RACES.

Nature and environment: tourism helps to protect the environment. In other words, when the relevant departments in a region see the development opportunities that the internal environment may create for tourism, they will increase their efforts to protect the environment and promote the development of tourism. And the profits generated by the development of tourism can be used for environmental protection.

Development Trend

Thailand's tourism industry started in the early 1960s. After the development in the 1970s, it officially entered the golden age in the 1980s. Starting from 1982, the foreign exchange income of Thailand's tourism industry exceeded the rice export value, which ranked the first among the top ten export products of Thailand and became the economic sector that earned the most foreign exchange. Since then, Thailand's tourism industry has been unique among Southeast Asian countries. Tourism is the pillar industry of Thailand, receiving more than 12 million foreign tourists every year on average, contributing 6% to the economic growth rate, equivalent to 160 billion us dollars. Table 3-1 shows the change of industry development data in Thailand between 2003 and 2013:

Table 3-1 Data of Thailand industry development between 2003 and 2013

The annual	Hotel (short stay, homestay, hotel)		Food and beverage services (restaurants, bars, canteens)	
	Number of enterprises	Number of workers	Number of enterprises	Number of workers
2003	11 , 480	181 , 112	168 , 968	577 , 027
2005	13 , 105	203 , 092	167 , 332	650 , 542
2007	20 , 457	254 , 314	232 , 926	933 , 432
2009	25 , 934	252 , 463	233 , 120	715 , 411
2013	14 , 623	245 , 352	256 , 021	878 , 943

The data source: The Business Trade and Services Survey Whole Kingdom, National Statistical Office, Ministry of Information and Communication Technology

The data information above comes from the national bureau of statistics (Thailand), which collects industry statistics across the country. From 2003 to 2013, a year of data

is needed to use a year's time to collect, so do a statistics at least two years apart, the latest data are calculated in 2013, can be seen from the above statistics, 2003, 2005 and 2007 the number of those industries employ workers increased gradually, even though the number of companies in 2005 data, there are a lot of food and beverage enterprise has declined slightly. There was a marked decline in hiring in 2009 as a result of the global recession that followed the 2008 global economic crisis. Some companies have gone bankrupt, and in many countries, inflation has reduced employment. The number of residential enterprises in 2013 was much lower than in 2009 because Thailand experienced floods (July-December 2011), which had a great impact on the economy (agriculture, industry, trade, and services). According to statistics, the floods affected about 50 percent of the country's businesses.

1. In recent years, Thailand's tourism industry has experienced several crises and problems. Such as SARS epidemic, tsunami disaster, coup, oil crisis, flu, etc., have led to a sharp decline in the number of tourists. Within three months of the SARS epidemic, the number of Thai tourists plunged by 50%. Within two months of the tsunami, the number of Thai tourists fell by 30%. In any case, there is still a tendency for tourists to choose to travel to Thailand in the short term.

2. Thailand's political turmoil is also affecting the development of tourism, it is uncertain whether there will be a terrorist attack. The political situation is an important factor affecting the number of tourists and the national image. Since the military coup in 2006, the closure of Bangkok's airport on 25 November 2008, and the political turmoil on 14 April 2009, the number of visitors to Thailand has plummeted. Although visitor Numbers increased from October to December 2009, the political crisis of March to April 2010 again led to a decline in tourism.

3. In the past ten years, the number, income, consumption, and length of stay of Thai tourists have been increasing. The growth rate has returned to normal after the crisis in tourism, which has led to a decline in tourist Numbers and incomes. The number of tourists to Thailand is increasing gradually, with an average annual average of about 9 million. The cumulative growth rate is 5% per year, ranking 7th in Asia, behind Malaysia and Vietnam. 2010 was the most visited year, with about 158 million visitors. The income of tourism is on the rise, with annual revenue of 58.59 billion baht in 2010. From 2005 to 2010, Thailand's tourism revenue continued to grow, with an average annual growth rate of 11.90%.

4. The Middle East and Europe are the main sources of tourists to Thailand. Malaysia, Japan, China, and South Korea were the biggest visitors. European tourists make up 27 percent, mainly from Britain, Germany, Sweden, and Russia. South Asia and the Middle East saw growth of 24.98 percent and 23 percent. But in terms of tourism revenue, European tourists still spend much more than other foreign tourists.

5. Hotels and restaurants play an important role in Thailand's tourism industry and create value for other industries. Such as furniture, food, herbs, SPA, health industry, souvenirs, logistics and so on. The total revenue of the hotel industry reached 337.3 billion baht, accounting for 19.1% of all private enterprises, second only to communication and transportation enterprises. From the size of enterprises, it can be divided into small enterprises 62.3%, medium-sized enterprises 19.7%, and large enterprises 18%.

6. The logistics system is more important to Thailand's tourism industry. Thailand's logistics capacity is lower than that of Singapore, Malaysia, and India. The problem of Thailand's logistics system is that the budget is not enough to connect the logistics system with various tourism routes. National laws and regulations in neighboring countries have restrictions and other factors, which are a major obstacle to the proliferation and development of tourist routes. Thus causes the enterprise strategy implementation ability to be insufficient.

7. Changes in global weather will affect Thailand's tourism industry in the future. In 2020, tourism in the Andaman Sea is expected to be more profitable due to the shorter rainy season, which has added a month to outdoor activities. On the other hand, water shortage is still a problem in some areas and will be affected if rationalized management is not implemented. The rainy season will last two weeks longer than usual after 20 years, and it will be extended for one month after 50 years. The increase in rainfall will definitely affect outdoor activities, namely the development of tourism.

8. Safety, environmental regulations, health, and government policies continue to be a disadvantage for Thailand. It was ranked 70th by the world tourism organization in 2009, down from 2008. On a per-capita basis, Thailand ranks 118th in security and 90th in resource sustainability.

9. The Thai government gives the residents the opportunity to participate in the management. According to Thai law, Thai residents have the right to protect or restore

the country's traditional culture, protect the environment and make rational use of resources. At present, the local governing bodies play an important role in the tourism industry. In any case, there is still a lack of suitable disposal methods in terms of management and the staff do not know enough about the tourism industry.

1.5.3 Analysis Of Main Indicators Of Bangkok's Tourism Development

Tourism development in Bangkok

Bangkok's tourism figures for 2003-2007 show that the number of tourists to Thailand was on the rise, but foreign visitors fell in 2007. The domestic political tension makes foreign tourists feel insecure. From 2005 to 2007, the number of days spent in accommodation will decline, while the average cost and the number of trips will continue to decline. Tourism revenue also fluctuated. Since 2007, the majority of Thai tourists in Bangkok are from the central part of Thailand, and the majority of foreign tourists are Asian tourists, accounting for 49.57%. Tourists in private cars accounted for 44.18%. Most foreign tourists choose to stay in hotels, while Thai tourists choose to stay with friends or relatives. Thai tourists mainly spend on entertainment, while foreign tourists mainly spend on accommodation

The number of tourists in Bangkok showed a growing trend from 1997 to 2010. However, in 2008-2009, especially in 2008, the number of tourists decreased by 800, 000, while in 2009, the number of tourists decreased by 500, 000, which was caused by the Hamburger Crisis in the United States and Europe, the outbreak of influenza epidemic and domestic political unrest in 2009.

Bangkok has always welcomed foreign tourists, with the number of visitors in 2011 up 15.44 percent from the same period last year. The top three sources of tourists include Malaysia, China and Japan. Tourism revenue totaled 478,158 million baht in 2011. In 2012, compared with the previous year, the number of tourists decreased, which was caused by many factors, such as the economic downturn of eu countries, the decrease of the number of American and European tourists who choose to travel long distance, the appreciation of Thai baht, and the frequent natural disasters. Of course, there are some positive factors in the tourism industry. It is expected that the tourism economy in Asia will continue to grow, such as China, India, and South Korea, including some Europe and South America, and Thailand. In addition, the expansion of many low-cost airlines, the final route destination is in Bangkok. All of these indicate the warming trend of tourism.

The number of foreign visitors to Bangkok in 2013 was up from the same period last year. Especially from January to September, the number of tourists keeps increasing. It can be seen from the overall data of the tourism market that the growth of Chinese tourists still ranks the first place, but then the tourism regulations in China were changed in October, resulting in the decline of the growth rate of Chinese tourists in October. As well as the political situation in Thailand, Chinese tourists rarely visit Bangkok between October and December. From January to December, 2014, the number of foreign tourists is about 37,097,326, compared with the same period last year, the contraction rate is about 0.13%, tourism revenue is about 634,803 million baht, a slight increase of 1.32%. The top three sources of tourists are China, Malaysia and Russia. After the recovery in 2015, the number of tourists increased at a relatively high rate compared with last year, with about 19 foreign tourists, 586,811. The total number of tourists expanded by 11.28%, which was a good improvement compared with last year. The relaxation of domestic situation, the comprehensive launch of Thai tourism projects and the rapid development of low-cost airlines have helped stimulate the rapid recovery and growth of Thailand's tourism industry in a short time. Although in recent years, tourism is a large degree of internal factors and external factors, such as Russian tourists economic contraction, Nepal earthquake, the virus outbreak in South Korea, in Bangkok Ratchaprasong explosion and terrorist event in Paris, resulted in a certain range of tourism development, but the overall is still keep growing like in the form of tourism in Thailand.

In the tourism of Bangkok in 2016, the number of foreign tourists from east Asia, South Asia, Oceania, Europe, the United States, the Middle East and Africa all increased, which created more foreign exchange income for Thailand. China, Malaysia, India, South Korea, Japan, Laos, Singapore, Vietnam, Hong Kong and the United States are the top 10 countries with the largest number of foreign tourists to Bangkok.

Overview of major tourist attractions in Bangkok

1. Khao San Road

Khao SAN road was founded in 1892, during the reign of king chulalongkorn. Khao SAN road is an old trading area in Rama VI, Thailand, where rice is the biggest source of trade. Then life began to change in the community, and in 1982 Thailand celebrated its bicentennial. After foreign tourists come here, many foreign tourists choose this time to explore important festivals in the Thai capital. Come and stay here. So Kaoshan road began to have hotels for foreigners. It gradually became a gathering center for many foreign tourists and has become even more famous. City planners

expect it to become an important nightlife and entertainment area in the coming years, making khao SAN road an area that offers parties and hotel accommodations. Rooms in many hotels are priced at more than 100 baht a night. Khao SAN road is close to other tourist attractions, and many tourists come here for a day or even a month to relax. It is very suitable for teenagers, adult tourists and backpackers. There are currency exchange shops, Internet cafes, travel agencies, restaurants, bookstores and bars. On both sides of kaoshan road are night market catering cars. In addition, this area is still an old town, so you can see the classical building model of Thailand, which makes the mountain road has a unique attraction. There are often film companies and music companies from different countries shooting in kaoshan road, which gives kaoshan road the opportunity to attract more overseas tourists to travel here. The water-sprinkling festival in Thailand is on April 13-15, many tourists specially come to take part in this festival, people who come to khao shan road have about 80-1 million people in a day, the tourism income is about 80-100 million baht a day, so koh shan road can be regarded as a very important scenic spot in Thailand, is also a tourist must go to Thailand.

2. Grand Palace

Grand Palace is the Palace of the first and eighth Kings of the Bangkok dynasty. With a total area of 218,400 square meters, the grand palace is located in the center of the capital Bangkok and nestled by the Chao Phraya River. 1782 the construction of the grand palace began in Bangkok under the reign of king rama I paputa yuva juralongkorn. In 1784, when the first palace, amarinco, was built, ramah I moved in to run the government. Since then, the monarchs of the successive dynasties have gathered the essence of Thai architectural art, constantly expanding the grand palace, and increasingly magnificent decoration, making it reach the existing scale. The grand palace is surrounded by white walls, about 5 meters high and a total length of 1900 meters. The main color of the building is white, and the style is mainly Siamese. The garden was green with grass, flowers in full bloom, the shadows of trees swaying, and everywhere was beautiful. The grand palace consists mainly of several palaces and a temple. The temple in your palace, namely the famous jade Buddha temple complex. Suitable for tourists of all ages, including children, teenagers, adults, tourists who like history and ancient palace buildings, the whole family can travel together. A guide will give you a better understanding of the grand palace and the history of each section. Free admission for Thai visitors, 350 baht for foreigners.

Statistics on the number of visitors to the grand palace in recent years are as follows:

In 2012, the total number was about 3, 439,500

In 2013, the total number was about 4,671,567

In 2014, the total number was about 3,575,741

In 2015, the total number was about 6,033,757

In 2016 (January to November), the total number is about 3,439,500

3. China Town of Bangkok

China Town is a street in Bangkok, the path length is about 1 km. It is known as "Dragon Street" because of the gathering of Chinese manufacturers. It was built during the reign of King Chulalongkorn, beginning in 1891 and taking eight years to build. Strive to create a Bangkok trade zone. "Thanon Yupparaj"

Yaohuali road is a gathering area of Chinese and Chinese people. It is a central business district. China will build financial, banking, gold stores, restaurants, temples, shops and other infrastructure. Yaohuali road is the main tourist attraction of Bangkok, also known as the "Chinatown" of Bangkok by foreign tourists. The original architectural style is still preserved, so you can see the Chinese classical architectural style of Bangkok here. Tourists like to buy small goods and taste special food here. Yaohuali road features Thai and Chinese cuisine. Yaohuali road is suitable for people of all ages, whether they want to visit ancient Chinese architecture or taste Thai style Chinese food. You can go either by day or by night. Many shops stay open all night. Every year during the Chinese New Year, various activities are held here to attract more tourists to visit and taste various kinds of delicious food.

On January 28, 2017, there will be a Spring Festival event here, and it may also be held in Lumpini Park, as there will also be a traditional festival tourism festival in Thailand in the same period. Foreign tourists to participate in the Spring Festival activities can also go to the Thai tourism festival. The Spring Festival activities will be organized in cooperation with the ministry of culture of China. There will be 10 cultural series performances, as well as cultural exchanges between Thailand and China, including roadway layout. At the same time, there is a special snack booth for visitors to enjoy a good cultural and entertainment activities,

4. Sea Life Bangkok Ocean World

Bangkok is a vibrant city no less than any other, with a long history, friendly cultural environment, delicious food and colorful tourist attractions. Among them, Siam sea world is also a good scenic spot, suitable for city people to come here for vacation.

Siam ocean world is located on the second floor of the basement of the Siam Paragon mall in Bangkok's shopping center. As the largest metropolitan aquarium in Southeast Asia, there are 7 themed exhibition areas, where you can not only see various rare Marine animals, but also interact with them directly and enjoy the true ecology of Marine life. SeaWorld opens its doors at 10 o'clock each day and can queue up a little earlier. At the same time, it is recommended to buy a set ticket that includes a 5d movie and a glass boat. It will take about half a day to play around. When you walk into Siam Paragon, you can see many balloons and models of sea animals when you look down in the atrium. Visitors can take photos here first. Entering from the entrance of B1 on the left hand side is the strange world exhibition area, where you can see a lot of strange sea creatures, such as small eels emerging on the beach, watching the color and pattern of horseshoe crabs will change according to the mood and other strange phenomena. Magnifying glasses are also placed in front of the pavilions of some tiny sea creatures so that visitors can see them more clearly. Next to the strange world is the deep reef exhibit, which has a main pool of about 450 species of creatures that live in the deep reef zone. After entering the exhibition area, visitors can take a glass-bottomed boat and dive into the huge pool to enjoy the sea animals from another perspective. The whole tour takes about 20 minutes. It opened to visitors on December 9, 2005. The name was recently changed to "Sea Life Bangkok Ocean World", but the original name is still familiar to tourists. Ticket prices are divided into three categories: children, adults and events. Normal prices for foreigners from 790 to 990 baht, online booking will have a discount. The opening hours are from 10.00 to 21.00.

Siam ocean world is located at Siam Paragon mall. Visitors can see the billboard of Siam ocean world in the mall. To bring people to the mall for meals and shopping, visitors can also go downstairs to visit Siam sea world. In addition, visitors can also order tickets through the website and get more preferential prices at the tourism exhibition in Thailand.

5. JJ market

This weekend market, also known as JJ market, is popular among Thai locals and tourists alike for its high quality, low price and wide variety of goods. With an area of about 70 hectares, more than 15,000 shops and over 200,000 daily visitors, the market is the world's largest bazaar.

The weekend market is divided into 30 regions. The goods sold in each area are different, including clothes, bags, trinkets, toys, lights, furniture, antiques, daily

supplies, second-hand bookstores, gourmet areas, art, ceramics, POTS and even pet areas, so you can imagine how rich the variety of goods here. There are even shipping companies that can help you pack your goods and send them home. Now the market is still expanding, rear JJ MALL built, is a cool building, for fear of heat friends, you can come here to visit. As for food, there are stalls selling all kinds of delicious food here, so tourists don't need to look for them at all. In terms of transportation, in addition to taking a taxi, tourists can also choose BTS and MRT (these are two different lines, BTS is installed on the road). The light rail above; MRT is a subway line), very convenient. The scale that just graph just grows ceaselessly strong, opened the boutiques that a lot of Thai state stylist designs, and here also have the ability of super absorption abroad information, regular meeting discovers the product of a lot of copy abroad well-known design, the price is a lot cheaper however. There is no special advertising in the chattuncha weekend market, which is already familiar to both local and overseas visitors. Many tour groups have made the chatucha weekend market a part of their travel plans, guaranteeing daily deals. Prices range from 190,000 baht to 1 million baht. The business hours are from 9:00 to 19:00 from Saturday to Sunday. Some stores stay open until 22:00.

Number of Tourists

Tab.3-2 The number of tourists in Bangkok between Years 2009-2015

The annual	Number of visitors			Increment Rate%
	Thai people	Foreigners	Total	
2009	11, 993, 988	9, 370, 883	21, 364, 871	
2010	16, 106, 524	10, 444, 176	26, 550, 700	+24.27
2011	16, 847, 839	13, 801, 933	30, 649, 772	+15.44
2012	18, 585, 134	15, 822, 616	34, 407, 750	+12.26
2013	19, 677, 487	17, 467, 750	37, 145, 237	+7.96
2014	20, 065, 603	17, 031, 723	37, 097, 326	-0.13
2015	21, 696, 700	19, 586, 811	41, 283, 511	+11.28

The data source: Department of Tourism, Ministry of Tourism and Sports of Thailand

Statistics of tourists from 2009 to 2015 show that the number of tourists to Bangkok has been increasing, but due to the impact of the domestic situation in 2014, the number of tourists began to decline in the first half of the year. After the event, the ministry of tourism and sports, together with other departments, rebuilt their confidence and took various measures to promote the development of tourism, such as waiving visa fees for

Chinese tourists. Therefore, the situation of the tourism industry has been improved and continues to this day.

Average Accommodation Days

Tab. 3-3 The average days of tourists who stayed in Bangkok between years 2009-2015

The annual	Number of visitors			Increment Rate%
	Thai people	Foreigners	Total	
2009	2.57	6.11	4.12	
2010	3.15	5.48	4.07	-0.05
2011	3.39	4.95	4.10	0.03
2012	3.38	4.92	4.09	-0.01
2013	3.35	4.86	4.06	-0.03
2014	3.30	4.86	4.01	-0.05
2015	3.36	4.46	3.88	-0.13

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

From 2009 - 2015, the average number of days spent in Bangkok was about 4 days. The number of days of accommodation for tourists is generally on the decline. Most foreign tourists choose to stay in hotels, while Thai tourists choose to stay with friends or relatives

Average Cost of Tourists

Tab.3-4 The average cost of tourists in Bangkok between years 2009-2015

The annual	Average cost of tourists (baht/person/day)			Increment Rate%
	Thai people	Foreigners	Total	
2009	2,748	4,032	3,582	
2010	3,061	4,354	3,746	+4.58
2011	2,914	4,206	3,618	-3.42
2012	3,183	4,439	3,878	+7.19
2013	3,329	4,485	3,979	+2.60
2014	3,407	4,579	4,056	+1.94
2015	3,686	4,830	4,281	+5.55

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

According to the above table, the statistics of the average cost of tourists to Bangkok show that the rising and falling trend of average cost changes with the domestic situation of Thailand and the world situation. From 2009 to 2011, it experienced a downturn in tourism. For example, domestic political situation, the volcanic eruption in Ireland, the rising Thai baht, the rising world oil price and the economic slowdown in the United States and Europe all reduced the consumption of tourists in Bangkok. Qin tourists spend most of their money on entertainment, while foreign tourists spend a larger part of their money on accommodation.

Tourism Revenue

Tab.3-5 The tourism revenue in Bangkok between years 2009-2015

The annual	Average cost of tourists (baht/person/day)			Increment Rate%
	Thai people	Foreigners	Total	
2009	98,950	232,505	331,455	
2010	175,964	251,540	427,504	+29.00
2011	188,014	290,144	478,158	+11.85
2012	222,041	348,286	570,327	+19.28
2013	243,088	383,447	626,535	+9.86
2014	250,931	383,872	634,803	+1.32
2015	298,762	432,987	731,749	+15.27

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

According to the statistics of average Bangkok tourism revenue between 2009 and 2015, Bangkok tourism revenue shows steady growth. The growth currency of tourism revenue is mainly us dollars. From the growth trend of the number of tourists, it can be seen that from 2005 to 2010, the growth of tourism revenue conforms to the growing trend of the number of tourists, but the growth rate of tourism revenue is faster than that of the number of tourists, especially in 2007-2010, the growth rate of tourism revenue is obvious. There was a slight slowdown in 2009 due to the financial crisis in us and Europe. After the crisis, tourists returned to normal spending levels, bringing Bangkok's tourism industry back to normal income. The consumption level of tourists has increased significantly, and the increase in income is attributed to the growth of high-end tourists, such as tourists from Europe and Russia. Another reason is that some tourists' consumption behavior has changed. For example, tourists from East Asia, South Asia, and the Middle East region especially like shopping during their travel and like to buy local products as gifts for their family and friends during their travel. In the

past 4-5 years, Bangkok received the most tourism revenue from Chinese and Malaysian tourists.

Number of Visitors Checking In

Tab.3-6 The number of tourists who stayed in Bangkok between years 2009-2015

The annual	Number of visitors (person)			Increment Rate%
	Thai people	Foreigners	Total	
2009	3,931,830	8,453,587	12,385,417	
2010	5,621,826	9,409,418	15,031,244	+21.36
2011	5,877,228	13,069,420	18,946,648	+26.05
2012	7,393,027	15,129,646	22,522,673	+11.63
2013	8,318,513	16,823,969	25,142,482	+0.28
2014	8,816,548	16,396,925	25,213,473	+1.32
2015	11,575,954	9,079,586	30,655,540	+21.58

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

The table above shows the statistics of tourist arrivals in Bangkok between 2009 and 2015. The number of stays is increasing, in line with the growing number of visitors to Bangkok. Although most local tourists choose to stay with friends or relatives instead of staying in hotels, a large number of tourists choose to stay in hotels close to scenic spots, which reflects the high interest of tourists in scenic spots. However, these factors will lead to accelerated inflation and higher than normal levels (bank of Thailand, 2010). In the context of the sustained growth of Asian tourism economy, the cost of choosing to visit Bangkok is relatively low, which is also the reason why so many tourists choose it.

1.6 Mainly Specific Methods

This paper adopts the qualitative research method. Qualitative research is a method in which researchers obtain data under natural conditions by historical review, literature analysis, interview, observation, participation experience and other methods, and analyze by non-quantitative means to reach research conclusions. A means, method, or technique used to achieve better expected results in a study. In the writing process, this

article first USES the literature analysis method to carry on the preliminary outline analysis to Bangkok tourism and Thailand Bangkok. By referring to the research review, empirical analysis and master's thesis related to social business, I have collected a large number of theoretical research and empirical analysis articles, conducted in-depth analysis on these articles and determined my research direction.

Secondly, SWOT analysis is carried out on Bangkok tourism by combining literature analysis and statistical data. Through SWOT analysis of Bangkok's tourism industry, the advantages, disadvantages, threats, opportunities and Bangkok's tourism industry are analyzed through literature and relevant statistical data. The present situation and existing problems of tourism. Based on the literature and relevant statistical data, SWOT analysis is used to study the advantages, disadvantages, threats, opportunities, status quo and problems of Bangkok tourism.

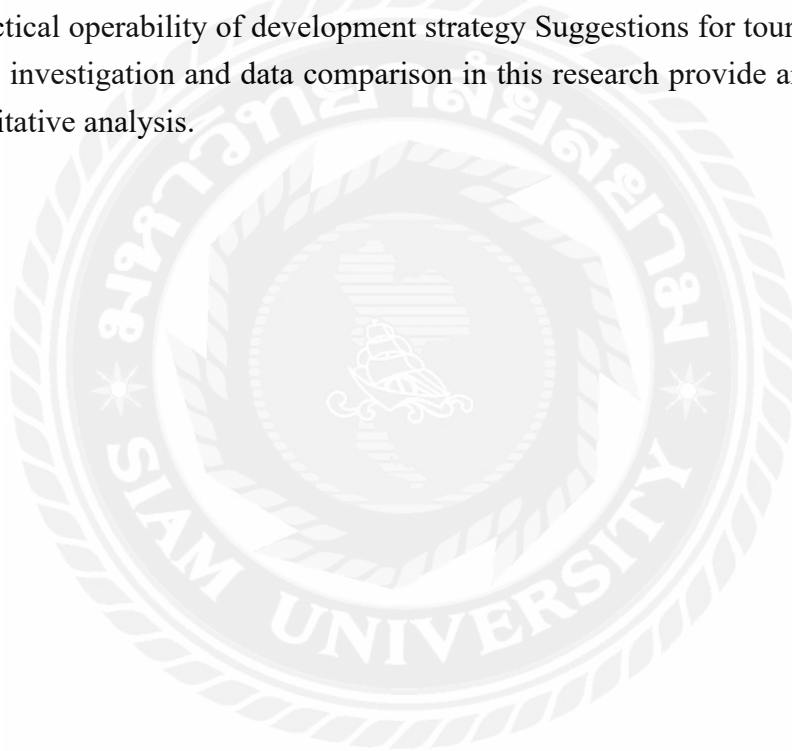
Finally, in order to obtain the development countermeasure analysis and the research conclusion, USES the dynamic analysis method to carry on the research to Bangkok tourism development present situation, and proposed the improvement measure which solves the question. Due to the constant change of tourism forms, this paper analyzes and discusses the tourism of Bangkok under the changing tourism situation, and puts forward the complete countermeasures.

1.6.1 Literature research combined with practical observation

Literature research in various countries is the basis for clarifying the development of disciplines, grasping the research process of theoretical logic, discovering problems and seeking for theoretical innovation. Through a large number of literature search, this paper has a certain grasp of the research status, research focus, research method, development trend and law of integrated tourism development strategy in the academic circle. At the same time, a large number of domestic and foreign studies on the theory of tourism development, especially the application of tourism development strategies in the development of tourism destinations, have been conducted to study the inevitability and applicability of tourism development, the law of tourism development in today's world, acting on tourism destinations. In addition, a large number of investigation reports of authoritative institutions, work reports and documents of government departments, as well as relevant reports of various media are searched. At the same time, practical observation on tourism in Thailand is combined to identify practical problems existing in tourism development and seek solutions and ideas.

1.6.2 Qualitative method

Qualitative research method is a method or Angle to study things from the internal stipulation of things according to the attributes of social phenomena or things and the contradictory changes in the movement. Of course, qualitative analysis does not mean that the relevant data are not involved in the analysis. By mining the existing problems in urban tourism, this study explains the current development situation of Bangkok tourism. Through data analysis in Thailand tourism statistical yearbook, tourism development report, tourism survey report and other data, it strengthens the pertinence and practical operability of development strategy Suggestions for tourism purposes. In fact, the investigation and data comparison in this research provide an objective basis for qualitative analysis.



PROLONG ANALYSIS ON DEVELOPMENT OF THAILAND TOURISM

1.7 Case Description

Thailand is the only net food exporter in Asia and one of the world's top five agricultural exporters. The electronics industry and other manufacturing industries have developed rapidly and the industrial structure has changed significantly. The automobile industry has become its pillar industry. Thailand is the automobile manufacturing center in Southeast Asia and the largest automobile trading market in ASEAN. It is also one of the most famous tourist attractions in the world. Thailand is the country of Buddhism and the state of Buddhism. With its varied landscape and rich cultural connotation, Thailand has become a unique choice for many tourists in their vacation plans. Thailand is rich in tourism resources, with more than 500 scenic spots. Buddhists make up more than 90 percent of the population. Thailand is a member and founding member of ASEAN as well as a member of the Asia-Pacific economic cooperation (APEC), Asia-Europe Meeting (ASEM) and the world trade organization (WTO).

Bangkok, the capital of Thailand, is the largest city in the country. Originally known as the "city of angels", Bangkok is known as the "capital of Buddhist temples". Bangkok is one of the most popular tourist attractions in Thailand. It is also a national political, economic and cultural center and a modern and traditional metropolis. At present, Bangkok still retains the places of interest that mark the splendid tradition. As Thailand's largest metropolis with a population of about 15 million, the city of greater Bangkok is divided into 50 districts. Along the South River, Thailand is the political center, but also tourist attractions concentration area; Datan is the new political center of Thailand. In particular, managers should be aware that, among the various dimensions of service quality, the reliability of flight schedule was especially significant in fostering satisfaction for the customers of Thai LCCs. It is apparent that the timely operation of scheduled flights is critical for customer satisfaction. In addition, the satisfaction of passengers was significantly influenced by the performance of the flight attendants and the quality of the interior of the aircraft. It is thus apparent that managers of LCCs in Thailand could enhance customer satisfaction by maintaining or improving the quality of services offered by their flight attendants and the quality of the tangibles associated with the service (Saha & Theingi, 2009).

1.8 Analysis Of Existing Problems

1.8.1 Transport problems and lack of travel standards

The concentration of activity and population in Bangkok's metropolitan areas also contributes to traffic congestion. Traffic problems cannot satisfy the rapid population growth and fully meet the needs of the people. About 18 million trips a day are made to Bangkok to meet the need for mobility. Land use change from agricultural land to urban land without proper planning. Therefore, the ratio of street area in Bangkok is lower than the standard requirements of urban traffic (Bangkok Street area accounts for about 10% compared with the whole city, while Tokyo street area accounts for about 23%, and New York street area accounts for about 38%). In addition, for personal needs, most people will buy public parking Spaces, which also leads to the traffic congestion on Bangkok's roads. Most mass transit systems still use the same roads as private cars. Rail transit accounts for only 3% of all modes of transportation. Overall, Bangkok lacks integrated management planning and other types of transportation.

In addition, there are many tourist attractions in Bangkok, such as the grand palace temple, the wat pho temple and the liming temple, which are located in Rattanakosin Island and the thongburi district (opposite to Rattanakosin Island). This area belongs to the old downtown area in the last century. The capital Bangkok was established in 1782. In this area is mainly ancient buildings, there are many government buildings, such as the ministry of defense, the ministry of the interior, the criminal court, so it is very difficult to establish the mass rapid transit system in this area, because the density of ancient buildings may affect the traffic construction. In addition, the impact on the attractions must be taken into account. When Bangkok began rolling out the mass rapid transit system, Rattanakosin was not yet an economic center like pixel kwan yat road and Siam, so the initial plan was not to build it. But now that the number of small cars is growing, as well as the number of tourists, Rattanakosin needs to accommodate many people. Rattanakosin is still an unimplemented project and awaits cabinet approval. There are many factors that need to be carefully studied. Therefore, it is expected that it will take a long time to realize the project. The area is now full of government cars, private cars and school buses, including tour buses (large bus tour groups, small group tour buses). Apart from the serious environmental problems and traffic congestion in this area, there is also the problem of not having enough parking lots. At present, there is no space to set up the tourist parking lot, which cannot accommodate more tourist buses, only small private parking lot.

Besides the traffic problem, there is the problem of inconvenient travel. If visitors choose to visit the grand palace on their own rather than through a tour operator, they have few options for transportation. There is no direct subway to the center of Bangkok. Tourists can only take taxis, buses, subways, boats and then walk to the center of Bangkok. There are also safety concerns. At present, many public boats and tourist boats in Bangkok are in a hurry. The time of berthing and disembarkation is very short. Many tourists have to catch the boat. Bangkok tourist ships do not count the capacity of carrying passengers based on the number of points, can only predict passenger capacity. In the event of an emergency, a sufficient number of life jackets will not be available.

1.8.2 Travel Safety Problems And Fraudulent Behaviors

Bangkok is a famous tourist city. So Bangkok is focused on how to accommodate a lot of tourists, but lacks standard improvements. The number of tourists has increased, but the government lacks basic safety regulations. Tourists do not feel safe when they travel. A small problem, such as crossing the road, may threaten the safety of tourists. Many foreign tourists are not familiar with the left-side traffic in Thailand, so it is hard to avoid chaos when crossing the road. There are no traffic lights in some places, and thais are accustomed to driving with their own safety in mind, rarely giving way to pedestrians on the road, and few crosswalks in Bangkok. In some places, the tourists are very dense, so there will be traffic police to guide the traffic, so that the passengers can cross the road safely. Overall, Bangkok's roads are unwalkable, with little regulation of cleanliness, potholes in some areas and streets with open manhole covers and pavement repairs, but no warning signs to warn passersby. The streets are also littered with power lines, which can be dangerous during heavy rains.

In addition, many of the city's alleys are unlit. Especially at night, people walk on the road, including the road near CCTV. It's not very safe. There are also problems with government regulation. Only after a crime was committed did the government find out that CCTV was not available near the station, making it impossible to investigate criminal leads. There is also the issue of expensive taxis and food for foreigners. Taxi drivers target foreign tourists for service tips that do not charge standard rates. Some restaurants have different menu prices for overseas tourists and local customers. Prices for vegetables sold to overseas tourists are much higher than those for local tourists. In addition, many tourists are often cheated in the night entertainment area. All these events have affected the growth trend of the number of tourists.

In addition to the various methods already mentioned. Thais, especially bangkokians, like to trade in cash. So there are a lot of atms in Bangkok. Bangkok has a large urban population, and the large flow of bangkokians or migrants provides a good opportunity for criminal groups to commit crimes. A lot of gangs will be in atms. The victims include Thai locals.

1.8.3 Lack Of Sense Of Security Caused By Political Factors

Thailand has suffered from a serious lack of political stability in the past decade, beginning with a coup in September 2006 in which protesters tried to seize power. Political views are divided into two main groups, with protests against the expulsion of political parties, each with a central area for inciting mass gatherings, government buildings and the economic Centre of Bangkok. The aim is to oust party rivals. The protests did not affect tourism because they took place in non-tourist areas. But sometimes also rallies will be held in scenic spots and important areas, affecting tourists' travel itinerary. There have been frequent incidents of violence and even deaths of protesters and third parties. In addition, there are some people, for their own interests, looking for opportunities to deliberately create trouble. The political turmoil of the past decade has had the following violent impact on Bangkok. Tourism marketers need to tie the motivational drives with the activities that the destination can offer and then package them to better satisfy the target's needs. This suggestion may be suitable for the case of Japanese senior the traveler to Thailand who is motivated by 'novelty and knowledge-seeking' and attracted by 'cultural and historical attractions'. To better satisfy customers' needs, tourism marketers should develop products focusing on the uniqueness of Thailand's culture and heritage by designing tour project that provides the traveler with knowledge and better understanding about Thailand, its culture and historical background rather than merely sightseeing tours. The tour project may also provide tourists with opportunities to learn and experience Thai hospitality and locals' way of life. (Sangpikul, 2008)

The people's alliance for democracy (pad) demonstrators led to the government's blockade of Suvarnabhumi international airport from November 24 to December 3, 2008, which affected the Thai tourism industry for at least six months and seriously damaged the image of Thailand. It took a long time for Thailand to restore the confidence of foreign tourists. Many tourists are visiting a country for the first time, so they attach great importance to the safety of the international airport. Compared with the protest in other countries, there is no action to close the airport, because the protest

has nothing to do with the airport, which is the gate to enter and exit the country. The closure of the airport will not only affect the confidence of tourists and the reputation of the country but also affect the country's tourism revenue.

Due to the influence of the incident, the foreign tourist income fell by about 100 billion baht (season), Air cargo business income (Air cargo) loss billion Thai baht a day on average, and Thai international aviation revenue losses on an average day 500 million baht, the Thai airport lost revenue (AOT), including the airport landing fee loss 50 million baht (on all affected 402 flights, flights from 204, outbound flight 198). Suvarnabhumi international airport is closed after the incident, each country has issued a Travel Warning (Travel Warning), makes the number of visitors to Bangkok, from 14.6 million plunged to 13.9-14 million (down around four point three percent), it is an unprecedented sharp decline phenomenon, caused by the long-term effect of tourism is as high as 60, 000-100, 000 million baht.

The ZEN incident took place in the Centre of central world shopping on 19 May 2010. The central world shopping Centre is the largest shopping Centre project in Thailand. It covers an area of 550, 000 square meters and has a total of 8 floors. In the ASEAN region is the second largest business area, sales area ranked third in the world. Located in the economic center of Bangkok, the junction of the two lines of the subway station, it is also the famous shopping center in Thailand. Before the mall burned, the state of the protest rallies can be controlled, but with the leaders of sedition, the situation escalated, caused the burning incident, directly leading to the destruction of the mall. The protests, which lasted a month, left 85 people dead and 1,378 injured from late April to late May 2010.

However, on May 22, 2014, another coup occurred in Thailand. Political gatherings are banned and must be limited to no more than five people. Those who break the rules are subject to fines of up to one year or 20,000 baht. Those who had attended the rally were ordered to stop and return home. Under government control, political protests in Bangkok were eventually eased.

1.8.4 Tourist attractions lack effective management

The most problematic site for tourism management should be the grand palace. As the grand palace is the main attraction of Bangkok, many tourists go there every day. In 2015, CNN reported that the grand palace in Bangkok had the third highest number of

visitors in the world. More than eight million people visit each year. If visitors came alone, they had to enter through the grand palace's side entrance, where a throng of jobless vagabonds gathered to defraud foreign visitors. These places lack security, do not have good management and control of crime, only to issue a warning to the tourism bureau. In addition, the lack of measures to control the number of tourists, ticket sales are not restricted, and the limited internal facilities of scenic spots, leading to frequent problems of tourists. As a result, the grand palace gradually lost interest in tourists, because of the large number of tourists, overcrowding, frequent criminal incidents, and insufficient public facilities. For example, the number of public restrooms, beverage outlets, etc., there are few labels at the intersections, and the shoes of tourists placed on the shoe racks are sometimes stolen. When the number of tourists' increases, but the number of the management system and personnel is insufficient, the service quality is not well guaranteed in the scenic spot. In addition, some tourists have uncivilized behaviors. Some tourists do not comply with the regulations of the tourist attractions, graffiti on the buildings, so that the buildings are damaged, caused a serious impact on the tourism industry. Thai culture and the uniqueness of the country, the TAT is sending a message that Thailand wants to develop a tourism product that is sustainable, through leveraging its culture and uniqueness. This matches well with the study's data analysis because both Thai residents and potential international travelers think that Thailand's culture is unique. The key to the success of the strategy will be whether or not tourists perceive Thailand as living up to the image that it is advertising (Henkel, Henkel, Agrusa, Agrusa, & Tanner, 2006)

Compared with other cities, there is no new scenic spot construction in Bangkok. With the development of high-rise buildings and the congested conditions in Bangkok, as well as the occupation of office buildings, hotels, government agencies, and shopping centers, it is very difficult for Bangkok to develop new scenic spots. The main reason is space. In addition, Bangkok's development of new tourism point, its characteristics are recreational tourist attractions, such as Bangkok Siam sea world and Madame Tussauds museum, museum, etc., these tourist attractions are the first family tourism, has a good growth trend. However, these new attractions are not publicly available to foreign visitors. There are no additional routes for this type of tour. These scenic spots are not favored by overseas tourists due to their lack of features, and new scenic spots are hard to be welcomed by overseas tourists.

1.8.5 Lack Of Standardized Tourism Services And Legal Pricing

Thailand tour guide occupation, need to obtain a permit from the ministry of tourism, the tour guide must be a Thai national, through the guide training courses, to obtain a tourist guide card. A tourist guide must present his/her tourist guide card when working, in order to ensure that the tourist guide's service standards for tourists are reliable. The interpretation of scenic spots is based on standard historical data, and the real data does not distort facts, including professional ethics and polite manners. Classify the tourist guide CARDS according to their functional features. General guide (foreign) for the bronze card, for Thailand or foreign tourists do guide, can guide the whole Thailand. General guide (Thailand) for gold and copper card, can only guide Thai tourists, can guide the whole country. Specific guides (foreign - specific areas) are pink CARDS that can be used to guide Thai or foreign visitors, and individual provincial card regulations limit urban areas. Specific tour guides (Thailand - specific areas) are blue CARDS and can only guide Thai tourists. Individual provincial CARDS stipulate and limit urban areas. Specific guides (forest walk) for green CARDS in the forest guide Thailand or foreign tourists. Special guides (arts and culture) are given in red CARDS to guide Thai or foreign tourists around the country on topics related to history, archaeology, arts and culture and Thai literature. The specific tour guide (sea) for the orange card, in the sea area to guide Thai or foreign tourists. The specific tour guide (seashore) is yellow card, in the sea area or on different islands, the tour guide for Thai or foreign tourists, from the seashore to the scenic spot is not more than 40 nautical miles away. The specific tour guide (natural landscape) is purple card, only on the card the designated natural landscape tour guide Thailand or foreign tourists. The specific tour guide (local culture) is a brown card, and only in the designated local culture tour card can the tour guide Thai or foreign tourists, explaining about traditional culture, local culture, history, geography, art and archaeology. In addition, each type of tour guide training, there are different training courses and time, but the problem is a lot of tour guides in the corresponding region, for example, with extremely specific area outside the definition of the region, which may have a negative impact to tourists, because outside the definition of the region, the tour guide skills lack guide. In addition, there is a lack of supervision over the wrong types of CARDS used, and some even falsify the tourist guide CARDS of foreigners. Thai law does not allow foreigners to act as tour guides, because of the differences in cultural traditions and language understanding problems, foreign tour guides may cause misunderstanding. But the lack of a foreign language among Thais gives foreigners an excuse to work illegally and use it as a tourist guide in Thailand. As a result, this group of tourists will be led to travel by illegal tour guides, which has a bad impact on tourism in Thailand.

Another common problem is the high price of travel, but no quality of service. Some tourists are easily deceived without tourism planning and research. For example, the tourism information is distorted, the vehicle information on the road does not conform to the reality, and the sightseeing information shows that they are marching alone only to find that they are actually traveling with a group.

1.9 SWOT Analysis Of Bangkok's Tourism Development

1.9.1 Strengths (S)

1. The government attaches importance to tourism

The Thai government attaches great importance to tourism and understands its advantages such as colorful products, various tourism services, geographical advantages, and other factors. The government has set a goal of improving the competitiveness of tourism, with Thailand ranked 1-7 in Asia. Therefore, the Thai government in 2012-2016, the national tourism development policy, mainly for the tourism infrastructure construction and development, emphasizes the important tourist city traffic problem between, using high-tech closer to customers and merchants distance, measures such as improving air route, trying to make the Suvarnabhumi airport into the space center of Southeast Asia.

In addition to developing infrastructure for tourism, policies for sustainable development are being implemented. In other words, scenic spots with relatively strong development capacity should be turned into special development scenic spots, and special units should be responsible for cooperating with other relevant government departments. The government sends people to do national surveys, collect information on declining sites, and develop and track results. In terms of improving the quality of scenic spots, the Thai government takes into account the limitations of scenic spot development conditions, and the development process must not affect the life and ecological environment of local people. The next strategy is to improve the quality of goods and services and other factors beneficial to the tourism industry, promote tourism projects that meet the needs of tourists, support sustainable tourism development, organize activities related to Thai culture, turn the characteristics of each province of Thailand into a point of sale, transform its image, promote it into an economic zone, and set up foreign language training classes. As for private enterprises, the government can provide loan services to support their development of tourism. In Thailand, leisure trends have identified that the so-called gastronomic tourists are looking for a more participatory style of holiday experience, which satisfies their interest in food and

beverages and contributes to their personal development and social status. TAT is now recognizing the potential of gastronomic tourism as a powerful instrument to identify and promote places, regions or even entire countries (Pullphothong & Sopha, 2013)

2. Traditional culture, natural resources and friendly personality of residents

Thailand is divided into northern, central, western, eastern, northeastern and southern regions. Each region has its unique features in terms of geographical location, dialects, customs, clothing, architectural styles and other aspects. The northern part of the country, from north to south, is mostly mountainous and cooler than the rest of Thailand, with temperatures averaging 24 degrees between November and February. The cold weather slows down the pace of local life. The northern region, the capital of the old and ancient kingdom of rana, was ruled by myanmar from 1558 to 1774 for more than 200 years and later belonged to the kingdom of Thailand, making the culture of the northern region distinctly different from other regions. Northern Thailand has the main forest resources, especially Chiang Mai province.

Because Bangkok has the national government management organization, the economic area, the education department and so on, therefore moves to Bangkok each year the non-native population is increasing. These outsiders also brought home the traditional culture such as food culture. Tourists in Bangkok can eat delicious food from all parts of Thailand. Influenced by the food culture of myanmar and lanna; Northeastern cuisine features spicy and spicy dishes; Southern cuisine is characterized by its rich flavor and unique ingredients. The central cuisine has all five tastes. Therefore, the food culture is one of the characteristics of Bangkok tourism, whether it is day or night, tourists have different food options.

Thailand's most famous attraction, the grand palace, is in the Phra Nakhon district. Although Bangkok was designated as the capital in 1782 and is now only 234 years old, the grand palace's architectural style is modeled after the palace of the ancient capital of the ayutthaya dynasty in 417. From the artistic point of view, the grand palace in Bangkok is a cultural heritage worth visiting, which contains the ayutthaya dynasty and the style of Bangkok dynasty. In addition, Phra Nakhon brings together shopping malls, museums, and the country's largest outdoor market, chatucha weekend market. As a result, tourists to Bangkok can visit not only places of interest but also places of interest.

As we all know, Thai people are kind and friendly, open-minded and can accept foreign cultures, especially bangkokians. Because Bangkok is the capital city, every

year there are a lot of foreign tourists to Bangkok tourism, bangkokians know how to receive foreigners, pay more attention to the tourism industry, tourism is very important to the economy of Thailand. Thai people are gentle and kind all the time. The catchphrase is "it doesn't matter", which means Thai people are tolerant and make foreigners feel warm. This is also the charm of Thailand.

3. Abundant public transportation

Bangkok is the capital of Thailand, and traffic jams are hard to avoid. Therefore, Bangkok is also committed to the development of multiple modes of transportation. At present, in order to solve the problem of population increase in the future, rail transit is also constantly developing.

Light rail is the most convenient means of transportation in the city center, which can be divided into BTS, subway and airport line. The daily use per capita distribution is BTS 660,000 people, subway 280,000 people, more than 10,000 people in the airport line. There are common transfer points between BTS and metro, between BTS and airport line, and between metro and airport line. For transport CARDS, BTS has one-way CARDS of 15-52 baht, one-day CARDS of 140 baht and prepaid CARDS; the subway has 16-42 one - way CARDS and prepaid CARDS. BTS 'prepaid CARDS can be discounted at a number of stores, and there are coupon machines at the station, where visitors can swipe their CARDS for coupons. Subway prepaid CARDS sometimes give out movie coupons. The site provides a lot of information about Thailand, such as major attractions, exits at each stop, map services, and english-speaking staff. The opening hours of Bangkok light rail are 05:30-24:00. In 2017, Bangkok's light rail system will use an all-in-one card called a "spider card" that will be used on BTS, metro and airport lines. The department of transportation will turn the spider card into a national transportation card that can be used to pay highway tolls and various service charges at convenience stores.

The airport express light rail is one of the means of transport from suvarnabhumi airport to the city centre. Suvarnabhumi stands on the B floor of the airport, 15 to 45 baht one way, with a bank or money exchange service at each station. There are two types of trains on the airport express line, the regular and the express. The opening time is 06:00-24:00, every train is 15 minutes. Taxis in Bangkok, like those in China, start at 35 baht and cost an additional 50 baht if they board at the airport, where they are given a passenger slip with the driver's name and license plate number, though no invoice is provided. Passengers can use GRAB Taxi to hail a ride at the airport. Tuk tuk is a very

popular means of transportation for foreign tourists. You can see it in all the major scenic spots. The service is the same as that of taxi, but the price is subject to negotiation. Foreign tourists like to ride tuk-tuks because they are faster than cars and can take them to Bangkok's back roads. There are air conditioned buses and regular buses in Bangkok, the fare is 7-22 baht, the body of the bus is written in Thai and English route. Cross the river between panakon and thonburi districts by boat or by the Chao Phraya express. Bangkok has 34 ferry terminals, 3 baht per person. There are two types of Chao Phraya river express boats, the ordinary express boat and the tourist express boat. There are a lot of common express ship terminals, the fare is 10-31 baht, and the business hours are 06:00-20:00. The express ticket costs 40 baht and 150 baht per day. It mainly stops at the key docks, and the staff will explain the important scenic spots on both sides of the Chao Phraya River in English. The business hours are 09:30-16:00.

Taxis in Bangkok start at 35 baht, the same as in China, and cost another 50 baht to get on at the airport. Passengers can use GRAB Taxi to hail a ride at the airport. Tuk is a very popular means of transportation for foreign tourists. You can see the main scenic spots, and the service is the same as that of a taxi. However, the price is subject to negotiation, and there is no meter. There are air-conditioned buses and regular buses in Bangkok, the fare is 7-22 baht, the body of the bus is written in Thai and English route. Bangkok has 34 ferry terminals.

From this, we can see that the traffic in Bangkok is rich and colorful, which brings great convenience to tourists. Tourists can arrange suitable routes for themselves according to their personal conditions.

4. Tourism infrastructure is sufficient to meet the needs of tourists

Since Bangkok is positioned as a tourist city, it can meet the needs of tourists in various aspects.

Accommodation: in 2015, the Thailand Tourism Awards were held by the Tourism Board of Thailand, and more than 500 hotels were awarded. In 2016, the world-famous booking hotel website hotels. Com hosted the hotels. Com Loved by Guests Award.

The food: Bangkok has a variety of restaurants, whether private restaurants, shopping malls in the restaurant, hotel restaurants, convenience stores, roadside food, etc. Are waiting for visitors to taste. Qin has fruit in every season.

Entertainment and shopping center: there are many shopping malls here. In order to attract global consumers, businesses will hold the Amazing Thailand Grand Sale from June to August every year.

The market is one of the most popular places for foreign tourists. Qin's prices are not high, cheap, there are a variety of handicrafts and local specialties.

SPA is also one of the famous services in Thailand. Some foreign tourists are very interested in Thai massage. Thai massage originated from the wat Buddha temple located in the ancient city. There are many SPA shops in Bangkok, most of which are in shopping malls and hotels. There are not only massage but also manicure and beauty services.

As for tourists who like to go shopping at night, Bangkok's nightlife is also colorful. In addition to a wide variety of karaoke, disco, karaoke 0 K, band bar and other commonplaces of entertainment, there are a large number of open ladyboy performances, gay bars and so on.

Bangkok's hospitals are relatively upscale, especially private ones. BDMS hospital alliance is one of the leading private hospital alliances in Asia. These hospitals are well equipped in terms of medical methods, science, and technology, staff, and construction equipment. Tourists can use the insurance directly. The hospital has English-Speaking doctors and translation services in English, Chinese, French, Arabic, and Russian.

5. Bangkok is well known in the world tourism industry

In 2016, Bangkok was voted the world's most congested city. Realizing that as a tourist city, Thailand derives most of its income from the tourism industry, the government has implemented visa-free policies for 48 countries. The visa-free policy is one of the factors that tourists decide to visit Thailand. They can stay in Thailand for 14-90 days. Tourists from some countries can get a visa-on-arrival at the Thai airport and stay in Thailand for 15 days. In addition, the retirement visa for foreigners over the age of 50 is suitable for those who want to live a retired life in Thailand and can stay for up to one year. In order to maintain the high standards and to compete with the high competition emerging from new medical tourism destinations every year, the researchers hope that these issues will be given immediate attention and addressed responsibly and appropriately by the Government, medical services provider and the other related stakeholders in the near future(Rerkrupimol & Assenov, 2011)

Bangkok's scenic areas are a mix of ancient and modern cultures. On the one hand, Bangkok is an ancient city, the life of the local people has not been modernized, some ancient buildings are still preserved. On the other hand, Bangkok is a business district, full of tall buildings and shopping malls, just like other big cities abroad. Bangkok is rich in tourist attractions, from historical attractions to museums, cultural attractions and entertainment bars.

Thai people in Bangkok can communicate with foreigners in English. Some of them can provide tourists with travel information and help them solve problems. Some of them are not very good at English, but they are very willing to help foreign tourists. In addition, Bangkok's guideposts are in Thai and English, as well as Chinese and Russian at major attractions.

6. The advantage of the geographical

location is beneficial to the development of tourism Thailand's geographical location can be said to be the center of southeast Asia, every day there will be many flights to Thailand Suvarnabhumi international airport and Don Muang airport. Flights to Thailand average 1,457 a day. Visitors can use Thailand as a starting or finishing point.

1.9.2 Weakness (W)

1. Road traffic congestion in Bangkok

According to 2011 data, Bangkok has a density of 5,300 people per square meter. Thailand's public transport system does not yet cover all of Bangkok. As for the bus is not enough, the bus is crowded, the bus arrival time is difficult to budget. The inconveniences of public transportation lead many people to choose to drive private cars. According to the data in February 2016, a total of 9 million cars have been registered, including 3.8 million private cars with less than 7 seats and 3.3 million motorcycles. The usage rate of private cars and buses in Bangkok was 56.9% and 36.4% respectively.

2. The decline of tourist attractions

Some of Bangkok's scenic spots are in the same area, such as the grand palace, wat pho temple, liming temple, and teak house. Although there are various means of transportation in Bangkok, the newly developed scenic spots are all in the suburbs of

Bangkok, and there is no light rail station, so they can only take taxis or buses, which is very inconvenient for tourists, so the scenic spots are not patronized. In some scenic spots, the number of visitors keeps increasing every year. The grand palace, for example, receives no less than 20,000 visitors a day, up to 25,000. These scenic spots are often over visited. The staff is not enough to serve, explain and manage all the visitors. So that visitors do not know how to visit, leading to indecent behavior of the event. If not attention to wear, destroy the display. For historical scenic spots, once destroyed, it is difficult to restore the original shape.

There are many small shops around the wharf of the scenic spot, which is actually one of the charms of Bangkok. However, some businesses do not protect the environment, throw garbage, and sell products at unreasonable prices, thus creating a negative image.

3. Garbage and pollution

At present, Bangkok is facing the problem of garbage flooding. With a population of 9.1 million, Bangkok is the most populous city in Thailand and the one with the most garbage. One of the reasons for this problem is the lack of awareness of protecting the environment. For example, in Thailand, plastic bags are given free by the sellers, so many people don't realize how many plastic bags we use every day. In addition, garbage classification is also a difficult problem, whether it is recyclable garbage, non-recyclable garbage, or dangerous garbage are piled together.

In addition to the problem of garbage, the problem of pollution cannot be ignored, especially the serious problem of lime soil. According to the study, 40 percent of Bangkok's heavy grey soil is caused by cars on the road, mainly from vehicle exhaust. Bangkok has a large number of vehicles, but the lack of strict enforcement of emissions standards in the law has led to a growing burden of ash.

Bangkok has many rivers and was once known as the "Venice of the east". With the development of the economy, the role of water transportation is reduced and gradually becomes the age of cars. The importance of protecting the river environment is ignored. Bangkok's rivers are polluted by people who throw dirty water or rubbish into the river at will.

4. The negative image of insecurity

Because Bangkok is the capital of Thailand and a famous tourist city, so many people come to Bangkok, the crime rate also increases. The main security problem is theft, most of the cases happen in the tourist shopping, do not pay attention to the personal belongings, although there are police, still often occur theft cases.

5. Unqualified service quality

While Thailand is known around the world for its service sector, language skills remain a problem. Because most of the tourists in Bangkok are foreigners, the main language of communication is English. Even now, with the increasing number of tourists from China and Russia, staff who can speak these languages are in great need. The lack of staff who can speak foreign languages has caused foreign tour companies to illegally bring their own guides, which has a great impact on Thailand's tourism industry.

The courtesy of the driver is also one of the service problems. Some drivers don't dress up and speak politely. The most serious one is the tourist bus. After the tourists get off the bus and visit the scenic spots, the drivers will steal the passengers' property and articles.

6. Online payment is not yet popular

Although technology is developing faster and faster, there are not many people who use it in their daily life. Bangkokians mainly use communication applications such as social networking software and communication software, but not many people use online banking. They still need to pay in cash, some stores can use credit CARDS, online banking is not popular, and online shopping can ensure customer satisfaction.

1.9.3 Opportunity (O)

1. The growth trend of world tourism

According to the world tourism council, the middle class in developing countries (regions) is growing rapidly and has become the main source of tourists for global travelers in a short period of time. The number of tourists increased by 26%, 12% in Russia and 6% in Brazil compared with the previous year. The economic recovery in the European region has left China, Germany, the United States and the United Kingdom as the world's most visited countries, while Asian travelers have increased significantly.

Conference travel is also a major draw for visitors to Bangkok, which has two convention centers, the Queen Sirikit convention center with a capacity of 6,000 and the impact exhibition center with a capacity of 100,000. The Queen Sirikit Convention Centre is located in the Centre of Bangkok and is accessible by subway. In 2015, Bangkok was selected as the place to hold the global travel blogger conference, which was manifested in various aspects, such as holding Thai cuisine cooking training class, teaching Muay Thai and SPA service.

2. The consumption in Bangkok is not high

Compared with other big cities in Asia, Bangkok has more advantages in accommodation, catering, and transportation. Travelers can choose to stay on a budget, and Bangkok is clearly cheaper than the same hotels in Seoul, Tokyo, Singapore, and Kuala Lumpur.

3. The number of elderly travelers is increasing

At present, the world is moving towards an aging society. And it tends to increase. The data from 2010 showed that the elderly accounted for 15.2%, and 16.9% in 2015, showing an increasing trend. It is expected to account for 18.6% of the world's population by 2020. (source: US Bureau of the Census, International Database; 2008) the elderly tourists are the important customers of the tourism market, the number is growing, and the consumption is relatively high, it is expected that in 2020, Thailand will have 7 million foreign elderly tourists, Japanese tourists accounted for one-third.

At present, Thailand's relevant departments focus on the elderly tourist market. At the age of 50, tourists can apply for a retirement visa, require a bank account with at least 800,000 baht or a minimum retirement income of 65,000 baht per month, and can stay in Thailand for up to a year. In addition, private hospitals of the alliance also attach importance to this group of tourists, so they often make targeted medical packages and preferential medical examination cases.

4. The number of low-cost flights to Bangkok is increasing

At present, Suvarnabhumi airport and Don Muang airport receive 1,450 flights every day, which are divided into domestic 660 flights and international 800 flights, among which about 350 flights are low-cost (the number of flights from low-cost sources is calculated in 2013).

There are more and more low-cost flights to Bangkok airport and Suvarnabhumi airport. In particular, there are more than a dozen low-cost airlines serving tourists at Don Muang airport, such as Thai Air Asia, Air Asia X, NOK Air, NOK Scoot, Thai Lion Air, Orient Thai and so on. These companies are partly joint ventures. With the economic development of Southeast Asia, Single Visa policy will be implemented in the future, and many new low-cost airlines will appear, thus attracting more tourists to Southeast Asian countries.

5. The utilization rate of science and technology in Bangkok is quite high

Now is the information age, each unit USES the media to promote the news such as the website, Facebook, Instagram and so on, no matter where can obtain the information. Visitors can book hotels, buy air tickets, tickets and more on the Internet. In addition, all parts of Bangkok also set up a large LED screen to play Thailand's travel video.

Bangkok has started to use smart buses to provide the public with timely information about the buses. If visitors want to take a Taxi, they can use Grab Taxi and Uber. Other restaurants in Bangkok can reserve a table through this APP. Thailand tourism APP, tourists can view the major festivals, activities, hotel concessions in each place of Thailand.

1.9.4 Threat (T)

1. Exchange Rate Fluctuations

According to the current world economic situation, exchange rate fluctuations affect the reliability of investment and other aspects of each country. Thailand is dominated by the import and export industry and tourism, so the exchange rate is one of the important factors. Thailand's import, export and tourism industries have been in excellent condition, and foreigners are becoming more and more interested in Thai products. Because tourists have to change their money into Thai baht before they can travel to Thailand, there is a large demand for Thai baht, so the income of the country increases, which will lead to the appreciation of Thai Baht. If the Thai baht appreciates, tourists will spend more money in Thailand. It can be said that the factor of consumption is also one of the factors of choosing a tourist destination.

Since Tom Yum Kung crisis in 1997, Thailand's exchange rate has changed from a basket of currencies to a floating exchange rate, which fluctuates according to actual

economic conditions. Before the financial crisis, the dollar was 25 baht, but after the crisis, the baht depreciated to 43-48 baht. From 1998 to 2002, 1 us dollar was equal to 43-45 baht; from 2010 to 2014, 1 us dollar was equal to 31-32 baht; from 2015 to now, 1 us dollar is equal to 34-35 baht. Many foreign tourists travel to Thailand every year. In 2012, more than 20 million tourists visited Thailand, ranking 20th in the world. Every year, foreigners spend about 800 billion baht to 1 trillion baht in Thailand. In order to attract tourists to Thailand, the government needs to maintain a stable exchange rate of that-railway.

The volatility of the Russian ruble has encouraged Russians to travel to Thailand rather than the rest of Europe. In 2003, there were only 90,000 Russian tourists in Thailand, but the number increased to 1.75 million in 2013, accounting for 6.6% of all foreign tourists and a growth rate of 32.7%. In 2013, the consumption of Russian tourists was 120 billion baht, accounting for 10.1% of the total. Since then, the ruble has lost 40 percent of its value, affecting the behavior of Russian tourists visiting Thailand in winter.

2. The attack in Bangkok

The attack has affected the security phenomenon in Bangkok, especially the terrorist attack in February 2015 in the city center, which is Siam light rail station, near the large mall Siam square, the daily passenger flow is not less than 100,000 people. Bangkok is the center of state administration, the region of economic development and the region of tourism development. Compared with other cities of the state of qin, 38% of foreign tourists come to Bangkok, so Bangkok has also become the target of terrorists. The previous incidents only affected Thailand's tourism industry for a short time, because Bangkok is a famous tourist area, so there are still a lot of tourists to travel.

In addition, the terrorist attack also affected the conference tourism market, making it difficult to return to normal. For Thailand, the conference tourism market is growing fast. In 2003, there were 380,000 foreigners attending the conference, and in 2007, there were 860,000. Later, affected by the sub-standard goods crisis in the United States, the number has not recovered until now. From 2008 to 2010, there were only 730,000 - 740,000 people.

3. Traffic jam in Bangkok

At present, Bangkok's congestion problem is very serious. According to 2016 figures, more than 5.25 million cars (not including motorcycles) have been registered, a high proportion compared to the 8.9 million residents in Bangkok.

In addition to the inconvenient transportation, there are other reasons. For example, in September 2011, in order to promote the economic development of the automobile industry, the government implemented the first car policy, giving tax rebates of no more than 100,000 baht to people aged 21 who bought the first car. This policy is valid from September 2011 to December 2012. The value of the car is not more than 1 million baht. The car must be manufactured in Thailand and cannot be transferred within 5 years. As a result of this policy, the usage rate of cars in Bangkok increases rapidly, and the problem of traffic jam in Bangkok becomes increasingly serious. Railway construction is also one of the reasons for the traffic jam, the original car channel is relatively narrow, in order to railway construction to close some channels. Group travelers also have a hard time avoiding this problem, as traffic jams can delay their travel arrangements and sometimes require time changes, leaving a bad impression on visitors.

4. The problem of the airport

Bangkok currently has two international airports, Suvarnabhumi and Don Muang. Don Muang airport is the first airport in Thailand. In September 2006, Suvarnabhumi airport was built and then discontinued. Suvarnabhumi is one of the most popular airports in Southeast Asia, with 45 million passengers a year. Due to the management problem of Suvarnabhumi airport in 2012, there were too many passengers. In June of the same year, due to too many flights, the runway in the east was damaged for a length of 620 meters, requiring 90 days of maintenance. Less than 10 days later, the airport experienced a power failure that prevented the plane from landing. Problems in 2012 led the government to decide on a two-airport policy, allowing Air Asia to move to Don Muang airport. From the point of view of the airport location, it is expected that Suvarnabhumi airport will become the Southeast Asian aviation service center in the future. But Suvarnabhumi airport has encountered many problems, such as too many passengers and insufficient customs staff.

5. Security problems

While the MasterCard Worldwide Global Destination Cities Index 2013 ranked Bangkok as the most tourist-worthy city in the world, it's not necessarily a city for living. Because Bangkok is the center of state administration, economic development area, and

education, many people move to Bangkok to work and go to school, which brings crime problems.

According to Thailand's national police. From January to June 2013, there were 52 and 884 criminal cases, which showed an increasing trend compared with 2012, especially robbery cases. According to statistics, the police department received 5 calls, 229 times, and caught 1,847 suspects, an average of 29 cases every day. In addition, there are cases of sexual assault, assault, gambling, drugs, and prostitution. On the other hand, there are many streets and alleys in Bangkok. More than 80% of the crimes are committed in these places, most of which are in gas stations, parks, and other service places. There are four reasons for this: drugs, fighting, drunkenness, and promiscuity.

1.10 Suggestions For The Development Of Tourism In The Valley Of Thailand

1.10.1 Improvement Measures To Promote Valley Traffic System

It is suggested that the government introduces mandatory measures to stipulate that the outermost lane should be dedicated to buses (for the sake of unimpeded traffic of buses, buses can choose to go along the adjacent lane). By dividing roads, cars and other types of vehicles are made more convenient. With the addition of buses, government departments should redefine the road traffic system so that buses can run at normal speed without congestion problems. In the process, smart pilot stations could be used to give passengers information about the number of trains, routes and waiting times, making it easier to make travel plans. The system is jointly developed by smart bus and mobile phone software, which can tell the waiting time, update the information in real time and install GPS on the bus so that people do not need to wait for a long time at the bus stop. The fare payment system can improve the choice of electronic CARDS to pay the fare, reduce the cashier's burden so that more attention can be paid to the safety of passengers.

Mass rail transit (BTS light rail) should arrange the train schedule, so as to avoid time conflicts and reduce waiting time. In addition, if a new light rail is to be built, there should be round-trip routes with separate lanes, so that the light rail will not waste waiting time and passengers will have more sense of security. In addition, train services in Bangkok are divided into three categories as follows: BTS light rail, MRT metro, Airport Link light rail. But the train system all USES three different types of transportation CARDS, which brings trouble to people. If the BTS LRT, MRT subway and Airport Link LRT are unified, it will not only create convenience for passengers but

also save time when passengers choose to transfer. In addition, it is necessary to build and expand the extension lines of trains, so as to reach more suburban new towns and attract more people to use the public transportation system.

When traveling by sea, we should attach importance to safety. A scanning system can be used to calculate the number of passengers on board, including increasing the amount of time the ship will be docked, to prevent overloading. By providing strict monitoring personnel, passengers can get on and off the ship safely before leaving the dock.

1.10.2 Rational Measures To Improve Security In Bangkok

The main security problem in Bangkok is a crime. Because Bangkok is the capital of Thailand, many people come to Bangkok for work. In addition, the high price level in the city of Bangkok, relative to the income of the population, these reasons give rise to the crime problem in Bangkok. Local people should be made aware of and aware of risks. Adding security surveillance cameras to the streets can also increase community volunteer training, social security systems and police patrols. In addition, low-income families should be encouraged to enjoy social welfare benefits, including shopping malls that provide cheap consumer goods, reducing the incentives for crime. In addition, Bangkok will need to install additional monitoring to cover the entire Bangkok area, including checking the functions of CCTV and electrical systems at different locations, which will require availability and standards. There is also a need for stricter law enforcement and more severe punishment to combat crime. If the above measures are realized, criminals will not take risks. Legal measures should be combined with politics. In order to determine the legal system is established on a reasonable basis. If there is an assembly and there is no legal requirement, it may lead to violent assembly, causing damage to the lives and property of the participants.

In addition, additional security measures are needed in densely populated areas, such as airports or railway stations. At present, there are no security checks at the exits and entrances of the lobby of Suvarnabhumi international airport to check people entering the airport, only at the check-in baggage areas, and only at the subway entrances, which have scanning equipment but are only rough scans. Despite the use of random checks by personnel, the investigating authorities do not have sufficient resolution. The reason may be the fear of wasting passengers' time. In addition, less money should be spent on non-security personnel, and more money should be spent on

purchasing sufficient and effective scanners or explosives to check dangerous goods, reducing the number of baggage inspectors, and increasing the number of security officers at regular stations, so as to create more sense of security for passengers. Safety doors should be added between train and platform via BTS LRT. If someone falls off the rail, accidents will happen, especially during rush hour.

1.10.3 Build Trust And Promote The Development Of Tourism

Even though Bangkok is a famous tourist attraction in the world, it should actively maintain the ranking of tourist cities in the world by improving security. More than 70% of tourists go to Bangkok to relax, so Bangkok should let tourists have a sense of security and belonging. Key players include the tourism board of Thailand (TAT), which has had considerable success in promoting tourism in Thailand. However, many tourists come to Bangkok and find that the quality of products and services is worse than expected, which is due to the lack of supervision measures by tourism agencies, so there should be strict standards on the prices of services and products. The hotel should cooperate with many departments, such as the ministry of tourism, Thai hotel basic standards, Thai hotel association, Thai tourism bureau and Thai tourism business association, these departments should be evaluated, whether the hotel building, facilities, food, staff service quality, according to the evaluation results star. To rank and standardize the standards of different hotels. In addition, hotels, resorts or different types of accommodation should be standardized to reward and promote excellent hotels, so as to stimulate each hotel to maintain the standard level and develop the standard service. To promote excellent hotels for the known Thai and foreign tourists, in order to build the brand of Bangkok and high-quality service, make Bangkok become a famous tourist city. In addition, it promotes the development of tourist-related enterprises, whether it is hotels, restaurants and hot springs, to make it world-renowned, for example, Blue Elephant restaurant, a famous Thai restaurant, has branches in major cities around the world. Tourism agencies can provide capital to participate in international exhibitions, good image display, will bring a positive impact on Thailand tourism.

In addition to all kinds of leading reliability, such as services, food and hot springs, it should also promote the sustainable development of tourism in the expected long term qualitative, not only the short term tourism revenue. Bangkok may not be the cheapest compared to neighboring countries, but it can emphasize its selling points, such as the standard of products and services that are worth paying for. In addition to tourism promotion, it is also necessary to promote the development of Thai products and provide

tourists with distinctive Thai products, so as to surpass products from other countries and increase tourism revenue.

In addition, to promote the development of tourism, we must focus on request and the expectation of each group of tourists, visitors to the development of targeted marketing strategy, backpacker travelers, for example, in many major attractions, there should be to provide travel advisory or arrangement to other cities, at home and abroad, by the coach quality standards, clean, safe and with clear bus departure time.

1.10.4 establish sustainable development of tourist attractions

To develop the sustainable development strategy of tourism, it is necessary to start from daily advertising. The number of tourists should be limited to two kinds of tickets, which are divided into tour groups and individual tourists. For example, a large number of tourists flood into some scenic spots, and the number of tourists exceeds the carrying capacity of the scenic spot, thus causing damage to the scenic spot. In addition, online ticket purchasing system should be used to make it convenient and time-saving for tourists to buy tickets, especially for tour groups. Many people can register for the visit in advance, and the purchase of tickets should be combined with the passport number, so that every tourist can buy tickets and prevent scalpers.

Promote community tourism management, so that tourists are willing to go to more different tourist attractions, so that tourists feel exotic and leave a deep impression, so that the attractions win good reputation. Such a move would not require excessive budgetary costs, but the results could be significant. Focus on promoting cultural tourism, cultural tourism will not let the loss of resources. However, the arrangement of tour guides must be strictly followed. When taking tourists to visit different places, tour guides should tell them how to do activities in advance. The activities of tourists must not destroy the living atmosphere of the local people and promote mutual learning, so as to acquire the knowledge and customs and traditions of Bangkokians. Relevant departments can hold photo contests and blogs or websites to absorb high-quality travel stories about foreign tourists' impression of traveling to Bangkok, and then reward tourists with souvenirs, etc., so that tourists can better convey the good image of Bangkok.

A central committee should be set up to investigate and renovate tourist attractions, and random inspections should be arranged. At least once a month on-site survey, as

well as through the monitoring of the tourism situation in various places, including direct interviews with tourists and other ways to obtain the tourists experience and the existing problems. Through the establishment of punitive measures, such as the fraud of tourists, the forced withdrawal of stalls selling high-priced products, and the forced closure of scenic spots selling high-priced tickets.

1.10.5 Increase Urban Green Area And Improve Environmental Problems

Bangkok's pollution problem is getting worse every day. One reason is the large amount of vehicle exhaust emissions. But in Bangkok it is hard to keep to the traffic limits. The primary stage should solve the problem of urban automobile emission pollution, check whether the automobile exhaust value exceeds the standard. In particular, a large number of trucks emit black smoke. Therefore, relevant departments should regularly monitor the emissions of vehicles, especially large trucks, and carry out road restriction rectification for substandard vehicles.

In the street landscape of Bangkok, large-scale afforestation should be carried out on both sides of the street, which can not only play the role of shading, but also absorb the pollution gas. By arranging full-time personnel to take care of and trim the green belt, the driver's driving will not be affected. The number of rubbish bins should be increased on both sides of the road, because there is not enough garbage collection system, the rubbish can be seen everywhere in the streets of Bangkok. The collected garbage should be classified and treated for the convenience of garbage recycling. To reduce crime in the city, Bangkok should increase patrols by law enforcement officers. Adding monitoring equipment to cover the whole city, and adding bicycle parking spots in obvious areas, to encourage citizens and tourists to choose the way of cycling.

Each community should have more parks, fitness centers, and accessible areas. At present, parks and fitness centers are far away from communities, lack of supervision and transportation difficulties have also indirectly led to some areas becoming a crime hotspot. By increasing public facilities, providing citizens with good physical and mental health activities, reducing the impact of alcohol or drugs, and thereby reducing the crime rate. Organize activities in the park and guide people to spend more time in the park. Let people get used to using more public green space, and gradually realize the importance of environmental protection. And fundamentally improve the environment of Bangkok, so that more overseas tourists are willing to travel here.

Downtown areas, such as office buildings or shopping malls, should provide green space. Although there are restrictive and other adverse factors in the downtown, as a result of the city's crowded high-rise buildings, the park cannot be built, but it can implement the construction of green space in the building, the characteristics of the indoor garden or modify the building deck into an outdoor garden. At present, there are green space construction pilot buildings in downtown Bangkok, including Siam one shopping mall, using a cooperative landscape architecture department lecturer to modify the deck of the shopping mall into a learning center for urban agriculture. Set up an agricultural test plot, using the sun's rays in the tropical city of Bangkok to grow a variety of crops. In addition, the use of plastic bags in Bangkok needs to be changed by eliminating free plastic bags in shopping malls and supermarkets and encouraging people to use cloth bags instead.

1.10.6 improve staff quality and meet international standards

Conduct staff knowledge training for management and service personnel. The management part will integrate related tourism businessmen with the purpose of understanding current and future world tourism development trends and tourism marketing strategies through the seminar. Realize the direction of awareness tourism. I have studied tourism in other cities, and I am proficient in all dimensions of management, such as tourist attractions, methods of attracting tourists and existing resource management. The urbanization level of the cooperation signed arrangements between Bangkok and other cities. Integration is achieved through the exchange of new knowledge among employees.

Part of the service should provide training in both personality and service ethics. Simulation training in various situations to solve problems, improve foreign language skills training, open courses on the direct application of services, from English and based on a third language, such as Chinese, Japanese, Korean, German, French, Spanish, Russian and so on. It may start with voluntary training, but these classes are then arranged as required courses in order to screen people for travel. Due to the tourism can be regarded as intermediate welding Thailand and foreigners of all aspects. Therefore, tourism personnel must be standard personnel. Hotels in Bangkok and international hotels may make agreements to exchange personnel to provide international services and to visit each country to the satisfaction of tourists.

The government should organize a special organization to evaluate the work quality of each employee. The evaluation personnel will get a work certificate after passing the first grade. This certificate can be notified to the human resources department of the company, so that the company can give you extra money every month as a reward. Quality employees are encouraged and should be held in every service industry excellent employees, by each company to choose their own employees to participate in the competition. Build a good image and give pride to employees. At present, the image of most service personnel is not high enough, and the honor is not high enough, which may affect the performance of employees. Employees should be encouraged to have a sense of pride in their work, so that they can work hard and achieve good service quality for tourism.

1.10.7 Promote Relevant Departments To Actively Participate In Tourism Resource Management

To promote citizens to feel that Bangkok is a tourist city, start from the clean organization in the community tourism, for example, Chinatown, which is a famous food street tourist attractions. At present, many Thai and foreign tourists come to Chinatown to taste the famous food street. Most of the restaurants in Chinatown are street food restaurants, so there are no waste management or cooking waste water facilities are not perfect, many stores have food scraps and waste water poured on the roadside, causing untidiness. There's a lot of food clogging up the sewers, and there's a lot of rain in the area, and there's not enough time to drain the roads and flood the roads, so strict laws should be enforced first to filter the food, then to dump the waste water and slow down the clogging drainage.

The public sector of Suvarnabhumi must also work together to manage, protect the cultural landscape of tourism and maintain good conditions. If it is changing over time, it also needs to be like the most primitive culture and push each community to have a community tourism plan through a unique selling point of the region. There are successful examples in the Bangkok community, where people from the community work together to help spread the cultural heritage of the local people. For example, the Gu-Dee-Jean community is the only traditional community with Gu-Dee-Jean bread. This is the famous bread from Portugal. Klong Bang - Luang community, making full use of the nearby famous scenic spot (dawn temple) to attract visitors to visit the community, the important feature is the artist's house, which is a local youth in the inheritance of puppet art, open twice a week for free admission. Visitors to the

community can also visit the traditional way of life that city dwellers maintain. Lin Jiang community, jointly promote ling can water market has been identified as a good water market.

To the private sector or relevant authorities, if any, need to study more about the environmental impact of the building, the residents of the area for the hearing. In addition, there should not be too many buildings, which will lose the traditional natural conditions of the city and make tourists have no chance to experience the real charm of the city. Provide standard public toilets with good housekeeping. At present, some local public toilets cheat tourists of charging fees. After all, they are public toilets, so this part should be monitored. In addition, relevant business departments should be sought, such as installing telephone networks in public places and providing free WIFI in tourist attractions to facilitate visitors to the Internet access system. At present, the lifestyle of many tourists has a lot to do with social media. With the Internet, the system enables visitors to instantly go online, which will promote some visitors to be able to update their travel information or photos of scenic spots on social media. Advertising is this tourist attraction in Bangkok, but do not need to use many of the budgets, with the third party language communication, foreign visitors will get more information, then Bangkok tourism department, which added more attractions information media into a third language, for instance, Chinese, Japanese, Korean, Russian, French, German, and Spanish, and so on. Part of the private enterprise provides facilities for constructive cooperation in the surrounding areas of the enterprise but is beneficial to the public, such as overpasses and shuttle buses. As well as promoting the construction of enterprise networks related to tourism by matching enterprises for the convenience of tourists, such as the cooperation between famous hotels and restaurants, mutual promotion of Bangkok tourism.

RESEARCH SUMMARY AND PROSPECT

1.11 Research Conclusions

This paper mainly studies the development status and strategies of tourism in Bangkok, Thailand. Firstly, the paper introduces the definition of tourism, sustainable development theory and SWOT analysis model in detail. Secondly, this paper analyzes the development process and environment of the tourism industry in Bangkok, Thailand. At the same time, it discusses the SWOT analysis of the tourism development in Bangkok, Thailand, the analysis of the current situation and problems of tourism development in Bangkok, Thailand. Finally, the article elaborates and analyzes the development strategy of tourism in Bangkok, Thailand.

Although tourism in Bangkok, Thailand is an important pillar of economic development, there are still many problems to be solved. First, the Thai government should solve the traffic problems in Bangkok and develop the traffic system, strengthen infrastructure construction, and improve the safety of Bangkok. Secondly, establish trust, promote the development of tourism, and make Bangkok a leading tourist city in the world, so as to improve and protect the tourist attractions of Bangkok with the strategy of sustainable development. Sustainable tourism strategy, tourism development of some major tourist attractions have exceeded the carrying capacity of these areas. Some types of tourism activities have had an adverse impact on the environment, both in the short term and in the long term will bring a negative impact on tourism. Therefore, it is necessary to make more strict and effective measures to control the impact of tourism on the environment. This strategy includes the following measures: 1. Control environmental quality and reduce pollution through various tax and economic means, including emergency measures such as the transfer of development rights. This gives local governments the right to compensate those who have suffered commercial losses as a result of environmental protection and land-use control measures. In this way, local governments can take private land located in certain tourism development zones and turn it into public land, so as to improve their landscape and increase green areas. 2. To expand the carrying capacity of tourist attractions by confirming the tourism demand, which often exceeds and exceeds the demand of local residents, especially the solid waste and wastewater treatment capacity. 3. Announce clear policies on service provision in national parks and wildlife reserves, and disclose service plans, regulations, service hours and fees, etc. 4. Formulate and publish a clear ecotourism management plan for the service and entertainment areas within the protection zone, detailing the geographical area to be developed, the activities to be carried out and the standards to

be met for the activities to be carried out. It is important to ensure that planning is strictly implemented in order to set a good example in pilot projects. 5. Encourage relevant government agencies to implement the national eco-tourism action plan formulated by the national eco-tourism commission, so that the plan can be implemented in a harmonious and effective way throughout the country. 6. The provinces should provide more public green areas and open Spaces for activities. 7. Establish an ecotourism development information center. The center will collect information and technical information on the research work done by relevant government agencies and other researchers working in ecotourism-related fields. The information should be placed on an electronic database system to facilitate access by those who need the information for travel development and management planning. This measure will help to ensure that Thailand's tourism industry can develop in an efficient manner on a solid technological basis; improve the quality of staff, give priority to the service management system, system, and travel service, and further strengthen the publicity and promotion of Bangkok tourism development. Finally, to promote the participation of public and private sectors in tourism resource management, so that the tourism industry in Bangkok, Thailand, with the continuous development of the global economy and attract more tourists to visit. Provision of safety protection for senior tourists, physical improvement of tourist destinations, development of easy and convenient accessibility, support for accommodation and attractions, and facility improvement for senior tourists should be taken into consideration if Thailand wants to attract more senior tourists from European countries. Hope to promote the sustainable development of tourism in Bangkok, Thailand. I think with the change of time and the world situation, there must be many problems to be solved in the future. Due to insufficient data, limited time and inadequate research level, this paper needs to be further improved and supplemented in the future.

1.12 Research Limitations and Prospects

The process of writing and analyzing this paper is also a process in which I increasingly realize my lack of knowledge and experience. Although I collected materials as much as possible and tried my best to use what I have learned to write and analyze the paper, there were still many deficiencies in the paper and the system functions were not complete. While some satisfactory research results have been obtained in this study, there are also many problems. The main research deficiencies should be:

More research should be done on tourists' satisfaction with Bangkok's tourism potential and ongoing problems. Because this paper is only one of the author as an Angle, combined with relevant literature and news summary. However, to explore long-term solutions, we also need to understand the real needs of tourists, in order to make our policies, to solve the most critical issues. Finally, I hope that future researchers can continue to analyze and find out better policies to solve problems, and I hope that judges can criticize and correct me more so that I can learn more knowledge in the future study.



REFERENCES

- Andereck, K. L., & Vogt, C. A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel research*, 39(1), 27-36.
- Briggs, S. (2001). *Successful tourism marketing: a practical handbook*. Kogan Page Publishers.
- Butler, R. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. *Canadian Geographer/Le Géographe canadien*, 24(1), 5-12.
- Caballero-Anthony, M. (Ed.). (2005). *Regional security in Southeast Asia: Beyond the ASEAN way*. Institute of Southeast Asian Studies.
- Chen Weina(2011). *Study on tourism development in Thailand*. Harbin engineering university.
- China news network (2017) world daily: *Bangkok residents spend 96 minutes a day stuck in traffic and parking*. Online search dateOnline search time January 5, 2019. Web site: http://www.xinhuanet.com/overseas/2017-11/09/c_129736715.htm
- Chaiprasit, K., Jariangprasert, N., Chomphunut, A., Naparat, D., & Jaturapataraporn, J. (2011). *Tourist expectations toward travel and tourism websites in Thailand*. International Business Economics Research Journal, 10(3), 41-49.
- Clarke, J., & Godfrey, K. (2000). *The tourism development handbook: a practical approach to planning and marketing*. Continuum.
- Cohen, E. C. E. (2008). Medical tourism in Thailand. *AU-GSB e-journal*, 1(1).
- Curley, M., & Thomas, N. (2004). Human security and public health in Southeast Asia: the SARS outbreak. *Australian Journal of International Affairs*, 58(1), 17-32.
- Esichaikul, R. (2012). *Travel motivations, behavior and requirements of European senior tourists to Thailand*. Revista de Turismo Patrimonio Cultural 10(2), 47-58
- Fennell, D. A. (2008). Responsible tourism: A Kierkegaardian interpretation. *Tourism Recreation Research*, 33(1), 3-12.
- Freedman, A. (2017). Nontraditional Security Threats in ASEAN and Beyond. *China, The United States, and the Future of Southeast Asia: US-China Relations*, 2, 79.
- Godfrey K, & Clarke (2000) J. *The Tourism Development Handbook*. London: Cassell.

- Giaoutzi, M. (2017). *Tourism and regional development: New pathways*. Routledge.
- Hamzah, a., ee, g., majid, m. R., hosen, n., halim, n. A., baharudin, n. H., & yaik, y. J. (2016). *Natural resource governance framework: asia scoping work report*.
- Henkel, R., Henkel, P., Agrusa, W., Agrusa, J., & Tanner, J. (2006). *Thailand as a tourist destination: Perceptions of international visitors and Thai residents*. Asia Pacific Journal of Tourism Research, 11(3), 269-287.
- Holden, A. (2007). *Environment and tourism*. Routledge.
- Holloway, J. C. (2004). *Marketing for tourism*. Pearson education.
- Hoontrakul, P., & Sahadev, S. (2008). *Application of data mining techniques in the online travel industry: A case study from Thailand*. Marketing Intelligence Planning, 26(1), 60-76.
- Huttasin, n., mommaas, h., & knippenberg, l. (2015). Towards tourism development of the isan region, northeastern thailand. *International journal of asia-pacific studies*, 11.
- Jitpraphai, S. M., Arunotai, N., & Tiangtrong, A. (2017). Tsunami Disaster Risk And Vulnerability In Coastal Tourism Community: The Case Of Khao Lak Area, Thailand. *Tourism in Marine Environments*, 12(3-4), 155-167.
- Kumar, S., Kusakabe, K., Shrestha, P., Linh, N. K., & Suwanprik, T. (2016). *Sustainable urban tourism through low-carbon initiatives*.
- Kaosa-ard, M. (2012). *Economic development and institutional failures in Thailand*. TDRI Quarterly Review 13(1), 3-11.
- Kaosa-ard, M. (1998). *Economic development and institutional failures in Thailand*. TDRI Quarterly Review, 13(1), 3-11.
- Lawson, F., & Baud-Bovy, M. (1977). *Tourism and recreation development, a handbook of physical planning*. Architectural Press..
- Lerdsuchatavanich, P., Pradatsundarasar, A. O., Pattanakiat, S., & Utarasakul, T. (2017). Impact assessment of off-road activities for sustainable tourism management in khao krajome, Thailand. *Journal of Environmental Science and Technology*, 10(4), 197-205.
- Lertwannawit, A., & Gulid, N. (2011). International tourists' service quality perception and behavioral loyalty toward medical tourism in Bangkok Metropolitan area. *Journal of Applied Business Research*, 27(6), 1.
- Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of sustainable tourism*, 11(6), 459-475.

- Mowforth, M., & Munt, I. (2015). *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge.
- Nitikasetsoontorn, S. (2014). The Success Factor of Community Based Tourism in Thailand. *Unpublished Ph. D. Thesis, National Institute of Development Administration*.
- Pullphothong, L., & Sopha, C. (2013). *Gastronomic Tourism in Ayutthaya, Thailand*. Paper presented at the Proceedings of the International Conference on Tourism, Transport, and Logistics.
- Richards, G., & Hall, D. (Eds.). (2003). *Tourism and sustainable community development* (Vol. 7). Psychology Press.
- Rerkrujipimol, J., & Assenov, I. (2011). *Marketing strategies for promoting medical tourism in Thailand*. *Journal of Tourism, Hospitality Culinary Arts*, 3(2), 95-105.
- Sangchumnon, A., & Kozak, M. (2018). Sustainable cultural heritage tourism at Ban Wangka Village, Thailand. *Anatolia*, 29(2), 183-193.
- Sangpikul, A. (2008). *Travel motivations of Japanese senior travelers to Thailand*. *International Journal of Tourism Research*, 10(1), 81-94.
- Saha, G. C., & Theingi. (2009). *Service quality, satisfaction, and behavioral intentions: A study of low-cost airline carriers in Thailand*. *Managing Service Quality: An International Journal*. 19(3), 350-372.
- Silverman, D. (2013). *Doing qualitative research: A practical handbook*. SAGE publications limited.
- Strzelecka, M., Boley, B. B., & Strzelecka, C. (2017). Empowerment and resident support for tourism in rural Central and Eastern Europe (CEE): The case of Pomerania, Poland. *Journal of Sustainable Tourism*, 25(4), 554-572.
- Trupp, A., & Sunanta, S. (2017). Gendered practices in urban ethnic tourism in Thailand. *Annals of Tourism Research*, 64, 76-86.
- Uysal, M., Perdue, R., & Sirgy, M. J. (Eds.). (2012). *Handbook of tourism and quality-of-life research: Enhancing the lives of tourists and residents of host communities*. Springer Science & Business Media.
- Wattanakuljarus, A., & Coxhead, I. (2008). Is tourism-based development good for the poor?: A general equilibrium analysis for Thailand. *Journal of Policy Modeling*, 30(6), 929-955.
- Wattanacharoensil, W., & Schuckert, M. (2016). Reviewing Thailand's master plans and policies: implications for creative tourism? *Current Issues in Tourism*, 19(10), 1045-1070.

- Yang Huitian. (2017). *Tourism development in Thailand*, Journal of Beijing union university 59 (5), 2. (In Chinese).
- Yiamjanya, S., & Wongleedee, K. (2014). *International tourists travel motivation by push-pull factors and the decision making for selecting Thailand as a destination choice*. International Journal of Social, Education, Economics Management Engineering, 8(5), 1326-1331.
- Zhu Wei (2016). *Research On the development status and countermeasures of rural tourism in tongxiang city*. Zhejiang University.
- Zhao Rui (2018) *Study on the Model of Tourism Development in Thailand*. Paper presented at Yunnan Normal University (in Chinese).



3.RESEARCH METHODS

1.1 Resource of Research material

1.1.1 Overview Of The Current Situation Of World Tourism Development

As early as the early 1990s, tourism has become the world's largest industry, surpassing the oil industry and the automobile industry. According to the latest data from the world tourism organization, international tourism revenue around the world increased by 3.6% in 2015, which is in line with the increase of 4.4% in the number of international visitors. For four years in a row, international tourism has grown faster than world trade in goods. In 2015, tourism accounted for 7% of world exports. International tourism exports have reached us \$1.4 trillion.

Nowadays, with the deepening of economic globalization and economic integration, the world tourism industry has entered a golden age of rapid development. Over the next 10 years, the world's tourism industry is expected to contribute 4.2 percent of global gross domestic product to \$9.2 trillion annually and create 65 million jobs.

Market Structure and World Rotation Trend

1. Increase of Tourists

According to the world tourism organization, 1.6 billion people will choose to travel abroad by 2020. The most popular destinations are East Asia and the Pacific. The number of tourists to Southeast Asian countries is increasing, accounting for one-third of the Asia-pacific region.

2. Changes in Market Structure

As the country's economic income increases, many tourists will go abroad in the future. The world tourism organization (WTO) predicts that China will become the world's largest tourist destination by 2020, with 100 million to 120 million visitors annually.

3. Market Distribution

Asia is a gathering place for tourism markets, with large markets such as China and India, and small and medium-sized markets such as South Asian countries, Middle Eastern countries, and central Asian countries. To compete in the international market, these countries invest in tourism, promote publicity, develop strategies and encourage domestic tourism.

4. The Structure of the World Population Has Changed

The world population growth rate is currently 1.11% and is expected to drop to 0.86% in 2020. As the world's largest industrial nation's age, Germany, Japan, and Russia are seeing negative birth rates, so older tourists are on the rise. This group of tourists is full of time and money, interested in medical tourism, prefer to travel to developed places, and they will stay for a long time. In addition, some countries have implemented policies to promote the development of tourism, such as shortening working hours; Encouraging residents to develop their tourism experience; Lower consumption and corporate taxes.

5. Application of Information Technology

Using information technology is one of the tools to compete for the tourism market. In the future, e-commerce and e-business will become more important and enter into every industry. In the tourism industry, tourists will compare prices by searching for information about travel on the Internet. About 1.5 billion people around the world use the Internet, and 600 million are members of it. The role of the Internet is not only to provide information but also become a tool to disseminate information, the influence of tourists is relatively large.

Factors Affecting the Tourism Industry

1. Terrorist attacks are one of the factors affecting the tourism business, and there is a growing trend that terrorist attackers use more and more complicated methods, such as high-tech and transportation support. In the future, there may be terrorist attacks around the world, which may affect the development of tourism.

2. Global warming has caused disasters in many places. Such as floods, early disasters, earthquakes, volcanic eruptions, tsunamis and so on. In the past 30 years, the incidence of disasters has increased step by step, with floods increasing by 30.7 percent, wind disasters by 26.6 percent and earthquakes by 8.6 percent. In the future, Green Logistic may be considered as a condition for foreign travel

3. Infectious diseases are likely to have a pandemic trend. Although the mortality rate caused by many infectious diseases is low, the emergence of new infectious diseases will still make tourists uneasy. For example, the infection of new species of bacteria in 2009 reduced the growth rate of tourism in Asia by 31.6% and Europe by 26.3%.

4. The instability of the world economy will affect the number of tourists, and the economic crisis in 2008 is still affecting the development of tourism. In any case, the world economy will continue to grow, especially in the BRICs countries, which are expected to grow at least 7 percent between 2020 and 2025.

Change of Tourists' Consumption Behavior

1. The economic recession will affect the travel arrangements of tourists, they will pay attention to consumption. In the market, many tour operators adopt the policy of low price to attract tourists, so that tourists have more choices. The Last minute behavior, that is, the decision to buy or book products in a short time, is generated.

2. Tourists like to travel to nearby places and may choose domestic attractions or nearby countries. Economic union organizations and cooperation in tourism, such as UNWTO, APEC, ASEAN, ACD, GMS, ACMECS, IMT GT, and BIMSTEC, can reduce the problem of tourism conditions.

3. Tourists will be interested in targeted tourism projects. Such as medical tourism, exploratory tourism, religious tourism, MICE tourism, and sports tourism. These tourism projects have a growing trend because they are targeted and can meet the needs of tourists.

4. Environmental protection and tourism related to traditional culture are becoming more and more popular, showing a trend of sustainable development and gradually integrating into the tourism industry. Reasonable utilization of tourism resources, inheritance of beautiful traditional culture and protection of the environment are the core of this tourism project.

1.1.2 Characteristics and data analysis of tourism development in Thailand

Characteristics of tourism

The definition of tourism: tourism is to develop a tourism service through the implementation of various factors to produce activities, provide a comfortable or satisfying experience and sell tourism services for guests. Tourism products have the following characteristics:

1. Intangible products the products of tourism are to sell "services" to consumers or visitors, which cannot be touched. The visitor only gets satisfaction from what he or

she sees or experiences. Therefore, people working in the tourism industry are of great significance.

2. There is no intermediate channel for products. Consumers have to buy goods and services in the "place of origin", which means the place with tourism resources.

3. The products will not disappear. The products and services of the tourism industry can be recycled many times. The possible cost only lies in the maintenance and repair of ancient buildings.

4. The ownership of the product may or may not be changed. Due to the diverse forms of tourism products. After some tourists buy goods, the ownership of those goods will be transformed into the ownership of tourists.

Therefore, the elements of the tourism industry can be classified as follows:

Elements directly related to tourists (principal components): Tourist attraction, transportation business, accommodation business, restaurant business, travel agency, and tour guide

Support elements for tourism activities: Sales of souvenirs, MICE business, information services, security services, entry - exit city services

The function and importance of tourism to the economy, society and culture, nature and environment are as follows;

Economy: Thailand attaches great importance to tourism. Because tourism creates benefits economically, socially, culturally and environmentally. In the past few years, the most obvious economic development of Thailand is the role of the tourism economy. It can be said that tourism is an important source of foreign exchange earnings for Thailand.

Social and cultural aspects: in every society, people's lifestyle is constantly changing and developing, fast or slow, depending on internal and external factors. Good or bad development mainly depends on internal and external factors, as well as the social environment. Just as if any society wants to evolve itself from a normal society into an open society in order to develop tourism, society will double its speed of development and change. Tourism is related to many business sectors, too many people, and to the cultural needs of different RACES.

Nature and environment: tourism helps to protect the environment. In other words, when the relevant departments in a region see the development opportunities that the internal environment may create for tourism, they will increase their efforts to protect the environment and promote the development of tourism. And the profits generated by the development of tourism can be used for environmental protection.

Development Trend

Thailand's tourism industry started in the early 1960s. After the development in the 1970s, it officially entered the golden age in the 1980s. Starting from 1982, the foreign exchange income of Thailand's tourism industry exceeded the rice export value, which ranked the first among the top ten export products of Thailand and became the economic sector that earned the most foreign exchange. Since then, Thailand's tourism industry has been unique among Southeast Asian countries. Tourism is the pillar industry of Thailand, receiving more than 12 million foreign tourists every year on average, contributing 6% to the economic growth rate, equivalent to 160 billion us dollars. Table 3-1 shows the change of industry development data in Thailand between 2003 and 2013:

Table 3-1 Data of Thailand industry development between 2003 and 2013

The annual	Hotel (short stay, homestay, hotel)		Food and beverage services (restaurants, bars, canteens)	
	Number of enterprises	Number of workers	Number of enterprises	Number of workers
2003	11 , 480	181 , 112	168 , 968	577 , 027
2005	13 , 105	203 , 092	167 , 332	650 , 542
2007	20 , 457	254 , 314	232 , 926	933 , 432
2009	25 , 934	252 , 463	233 , 120	715 , 411
2013	14 , 623	245 , 352	256 , 021	878 , 943

The data source: The Business Trade and Services Survey Whole Kingdom, National Statistical Office, Ministry of Information and Communication Technology

The data information above comes from the national bureau of statistics (Thailand), which collects industry statistics across the country. From 2003 to 2013, a year of data

is needed to use a year's time to collect, so do a statistics at least two years apart, the latest data are calculated in 2013, can be seen from the above statistics, 2003, 2005 and 2007 the number of those industries employ workers increased gradually, even though the number of companies in 2005 data, there are a lot of food and beverage enterprise has declined slightly. There was a marked decline in hiring in 2009 as a result of the global recession that followed the 2008 global economic crisis. Some companies have gone bankrupt, and in many countries, inflation has reduced employment. The number of residential enterprises in 2013 was much lower than in 2009 because Thailand experienced floods (July-December 2011), which had a great impact on the economy (agriculture, industry, trade, and services). According to statistics, the floods affected about 50 percent of the country's businesses.

1. In recent years, Thailand's tourism industry has experienced several crises and problems. Such as SARS epidemic, tsunami disaster, coup, oil crisis, flu, etc., have led to a sharp decline in the number of tourists. Within three months of the SARS epidemic, the number of Thai tourists plunged by 50%. Within two months of the tsunami, the number of Thai tourists fell by 30%. In any case, there is still a tendency for tourists to choose to travel to Thailand in the short term.

2. Thailand's political turmoil is also affecting the development of tourism, it is uncertain whether there will be a terrorist attack. The political situation is an important factor affecting the number of tourists and the national image. Since the military coup in 2006, the closure of Bangkok's airport on 25 November 2008, and the political turmoil on 14 April 2009, the number of visitors to Thailand has plummeted. Although visitor Numbers increased from October to December 2009, the political crisis of March to April 2010 again led to a decline in tourism.

3. In the past ten years, the number, income, consumption, and length of stay of Thai tourists have been increasing. The growth rate has returned to normal after the crisis in tourism, which has led to a decline in tourist Numbers and incomes. The number of tourists to Thailand is increasing gradually, with an average annual average of about 9 million. The cumulative growth rate is 5% per year, ranking 7th in Asia, behind Malaysia and Vietnam. 2010 was the most visited year, with about 158 million visitors. The income of tourism is on the rise, with annual revenue of 58.59 billion baht in 2010. From 2005 to 2010, Thailand's tourism revenue continued to grow, with an average annual growth rate of 11.90%.

4. The Middle East and Europe are the main sources of tourists to Thailand. Malaysia, Japan, China, and South Korea were the biggest visitors. European tourists make up 27 percent, mainly from Britain, Germany, Sweden, and Russia. South Asia and the Middle East saw growth of 24.98 percent and 23 percent. But in terms of tourism revenue, European tourists still spend much more than other foreign tourists.

5. Hotels and restaurants play an important role in Thailand's tourism industry and create value for other industries. Such as furniture, food, herbs, SPA, health industry, souvenirs, logistics and so on. The total revenue of the hotel industry reached 337.3 billion baht, accounting for 19.1% of all private enterprises, second only to communication and transportation enterprises. From the size of enterprises, it can be divided into small enterprises 62.3%, medium-sized enterprises 19.7%, and large enterprises 18%.

6. The logistics system is more important to Thailand's tourism industry. Thailand's logistics capacity is lower than that of Singapore, Malaysia, and India. The problem of Thailand's logistics system is that the budget is not enough to connect the logistics system with various tourism routes. National laws and regulations in neighboring countries have restrictions and other factors, which are a major obstacle to the proliferation and development of tourist routes. Thus causes the enterprise strategy implementation ability to be insufficient.

7. Changes in global weather will affect Thailand's tourism industry in the future. In 2020, tourism in the Andaman Sea is expected to be more profitable due to the shorter rainy season, which has added a month to outdoor activities. On the other hand, water shortage is still a problem in some areas and will be affected if rationalized management is not implemented. The rainy season will last two weeks longer than usual after 20 years, and it will be extended for one month after 50 years. The increase in rainfall will definitely affect outdoor activities, namely the development of tourism.

8. Safety, environmental regulations, health, and government policies continue to be a disadvantage for Thailand. It was ranked 70th by the world tourism organization in 2009, down from 2008. On a per-capita basis, Thailand ranks 118th in security and 90th in resource sustainability.

9. The Thai government gives the residents the opportunity to participate in the management. According to Thai law, Thai residents have the right to protect or restore

the country's traditional culture, protect the environment and make rational use of resources. At present, the local governing bodies play an important role in the tourism industry. In any case, there is still a lack of suitable disposal methods in terms of management and the staff do not know enough about the tourism industry.

1.1.3 Analysis Of Main Indicators Of Bangkok's Tourism Development

Tourism development in Bangkok

Bangkok's tourism figures for 2003-2007 show that the number of tourists to Thailand was on the rise, but foreign visitors fell in 2007. The domestic political tension makes foreign tourists feel insecure. From 2005 to 2007, the number of days spent in accommodation will decline, while the average cost and the number of trips will continue to decline. Tourism revenue also fluctuated. Since 2007, the majority of Thai tourists in Bangkok are from the central part of Thailand, and the majority of foreign tourists are Asian tourists, accounting for 49.57%. Tourists in private cars accounted for 44.18%. Most foreign tourists choose to stay in hotels, while Thai tourists choose to stay with friends or relatives. Thai tourists mainly spend on entertainment, while foreign tourists mainly spend on accommodation

The number of tourists in Bangkok showed a growing trend from 1997 to 2010. However, in 2008-2009, especially in 2008, the number of tourists decreased by 800, 000, while in 2009, the number of tourists decreased by 500, 000, which was caused by the Hamburger Crisis in the United States and Europe, the outbreak of influenza epidemic and domestic political unrest in 2009.

Bangkok has always welcomed foreign tourists, with the number of visitors in 2011 up 15.44 percent from the same period last year. The top three sources of tourists include Malaysia, China and Japan. Tourism revenue totaled 478,158 million baht in 2011. In 2012, compared with the previous year, the number of tourists decreased, which was caused by many factors, such as the economic downturn of eu countries, the decrease of the number of American and European tourists who choose to travel long distance, the appreciation of Thai baht, and the frequent natural disasters. Of course, there are some positive factors in the tourism industry. It is expected that the tourism economy in Asia will continue to grow, such as China, India, and South Korea, including some Europe and South America, and Thailand. In addition, the expansion of many low-cost airlines, the final route destination is in Bangkok. All of these indicate the warming trend of tourism.

The number of foreign visitors to Bangkok in 2013 was up from the same period last year. Especially from January to September, the number of tourists keeps increasing. It can be seen from the overall data of the tourism market that the growth of Chinese tourists still ranks the first place, but then the tourism regulations in China were changed in October, resulting in the decline of the growth rate of Chinese tourists in October. As well as the political situation in Thailand, Chinese tourists rarely visit Bangkok between October and December. From January to December, 2014, the number of foreign tourists is about 37,097,326, compared with the same period last year, the contraction rate is about 0.13%, tourism revenue is about 634,803 million baht, a slight increase of 1.32%. The top three sources of tourists are China, Malaysia and Russia. After the recovery in 2015, the number of tourists increased at a relatively high rate compared with last year, with about 19 foreign tourists, 586,811. The total number of tourists expanded by 11.28%, which was a good improvement compared with last year. The relaxation of domestic situation, the comprehensive launch of Thai tourism projects and the rapid development of low-cost airlines have helped stimulate the rapid recovery and growth of Thailand's tourism industry in a short time. Although in recent years, tourism is a large degree of internal factors and external factors, such as Russian tourists economic contraction, Nepal earthquake, the virus outbreak in South Korea, in Bangkok Ratchaprasong explosion and terrorist event in Paris, resulted in a certain range of tourism development, but the overall is still keep growing like in the form of tourism in Thailand.

In the tourism of Bangkok in 2016, the number of foreign tourists from east Asia, South Asia, Oceania, Europe, the United States, the Middle East and Africa all increased, which created more foreign exchange income for Thailand. China, Malaysia, India, South Korea, Japan, Laos, Singapore, Vietnam, Hong Kong and the United States are the top 10 countries with the largest number of foreign tourists to Bangkok.

Overview of major tourist attractions in Bangkok

1. Khao San Road

Khao SAN road was founded in 1892, during the reign of king chulalongkorn. Khao SAN road is an old trading area in rama vi, Thailand, where rice is the biggest source of trade. Then life began to change in the community, and in 1982 Thailand celebrated its bicentennial. After foreign tourists come here, many foreign tourists choose this time to explore important festivals in the Thai capital. Come and stay here. So kaoshan road began to have hotels for foreigners. It gradually became a gathering center for many foreign tourists and has become even more famous. City planners

expect it to become an important nightlife and entertainment area in the coming years, making khao SAN road an area that offers parties and hotel accommodations. Rooms in many hotels are priced at more than 100 baht a night. Khao SAN road is close to other tourist attractions, and many tourists come here for a day or even a month to relax. It is very suitable for teenagers, adult tourists and backpackers. There are currency exchange shops, Internet cafes, travel agencies, restaurants, bookstores and bars. On both sides of kaoshan road are night market catering cars. In addition, this area is still an old town, so you can see the classical building model of Thailand, which makes the mountain road has a unique attraction. There are often film companies and music companies from different countries shooting in kaoshan road, which gives kaoshan road the opportunity to attract more overseas tourists to travel here. The water-sprinkling festival in Thailand is on April 13-15, many tourists specially come to take part in this festival, people who come to khao shan road have about 80-1 million people in a day, the tourism income is about 80-100 million baht a day, so koh shan road can be regarded as a very important scenic spot in Thailand, is also a tourist must go to Thailand.

2. Grand Palace

Grand Palace is the Palace of the first and eighth Kings of the Bangkok dynasty. With a total area of 218,400 square meters, the grand palace is located in the center of the capital Bangkok and nestled by the Chao Phraya River. 1782 the construction of the grand palace began in Bangkok under the reign of king rama I paputa yuva juralongkorn. In 1784, when the first palace, amarinco, was built, ramah I moved in to run the government. Since then, the monarchs of the successive dynasties have gathered the essence of Thai architectural art, constantly expanding the grand palace, and increasingly magnificent decoration, making it reach the existing scale. The grand palace is surrounded by white walls, about 5 meters high and a total length of 1900 meters. The main color of the building is white, and the style is mainly Siamese. The garden was green with grass, flowers in full bloom, the shadows of trees swaying, and everywhere was beautiful. The grand palace consists mainly of several palaces and a temple. The temple in your palace, namely the famous jade Buddha temple complex. Suitable for tourists of all ages, including children, teenagers, adults, tourists who like history and ancient palace buildings, the whole family can travel together. A guide will give you a better understanding of the grand palace and the history of each section. Free admission for Thai visitors, 350 baht for foreigners.

Statistics on the number of visitors to the grand palace in recent years are as follows:

In 2012, the total number was about 3, 439,500

In 2013, the total number was about 4,671,567

In 2014, the total number was about 3,575,741

In 2015, the total number was about 6,033,757

In 2016 (January to November), the total number is about 3,439,500

3. China Town of Bangkok

China Town is a street in Bangkok, the path length is about 1 km. It is known as "Dragon Street" because of the gathering of Chinese manufacturers. It was built during the reign of King Chulalongkorn, beginning in 1891 and taking eight years to build. Strive to create a Bangkok trade zone. "Thanon Yupparaj"

Yaohuali road is a gathering area of Chinese and Chinese people. It is a central business district. China will build financial, banking, gold stores, restaurants, temples, shops and other infrastructure. Yaohuali road is the main tourist attraction of Bangkok, also known as the "Chinatown" of Bangkok by foreign tourists. The original architectural style is still preserved, so you can see the Chinese classical architectural style of Bangkok here. Tourists like to buy small goods and taste special food here. Yaohuali road features Thai and Chinese cuisine. Yaohuali road is suitable for people of all ages, whether they want to visit ancient Chinese architecture or taste Thai style Chinese food. You can go either by day or by night. Many shops stay open all night. Every year during the Chinese New Year, various activities are held here to attract more tourists to visit and taste various kinds of delicious food.

On January 28, 2017, there will be a Spring Festival event here, and it may also be held in Lumpini Park, as there will also be a traditional festival tourism festival in Thailand in the same period. Foreign tourists to participate in the Spring Festival activities can also go to the Thai tourism festival. The Spring Festival activities will be organized in cooperation with the ministry of culture of China. There will be 10 cultural series performances, as well as cultural exchanges between Thailand and China, including roadway layout. At the same time, there is a special snack booth for visitors to enjoy a good cultural and entertainment activities,

4. Sea Life Bangkok Ocean World

Bangkok is a vibrant city no less than any other, with a long history, friendly cultural environment, delicious food and colorful tourist attractions. Among them, Siam sea world is also a good scenic spot, suitable for city people to come here for vacation.

Siam ocean world is located on the second floor of the basement of the Siam Paragon mall in Bangkok's shopping center. As the largest metropolitan aquarium in Southeast Asia, there are 7 themed exhibition areas, where you can not only see various rare Marine animals, but also interact with them directly and enjoy the true ecology of Marine life. SeaWorld opens its doors at 10 o'clock each day and can queue up a little earlier. At the same time, it is recommended to buy a set ticket that includes a 5d movie and a glass boat. It will take about half a day to play around. When you walk into Siam Paragon, you can see many balloons and models of sea animals when you look down in the atrium. Visitors can take photos here first. Entering from the entrance of B1 on the left hand side is the strange world exhibition area, where you can see a lot of strange sea creatures, such as small eels emerging on the beach, watching the color and pattern of horseshoe crabs will change according to the mood and other strange phenomena. Magnifying glasses are also placed in front of the pavilions of some tiny sea creatures so that visitors can see them more clearly. Next to the strange world is the deep reef exhibit, which has a main pool of about 450 species of creatures that live in the deep reef zone. After entering the exhibition area, visitors can take a glass-bottomed boat and dive into the huge pool to enjoy the sea animals from another perspective. The whole tour takes about 20 minutes. It opened to visitors on December 9, 2005. The name was recently changed to "Sea Life Bangkok Ocean World", but the original name is still familiar to tourists. Ticket prices are divided into three categories: children, adults and events. Normal prices for foreigners from 790 to 990 baht, online booking will have a discount. The opening hours are from 10.00 to 21.00.

Siam ocean world is located at Siam Paragon mall. Visitors can see the billboard of Siam ocean world in the mall. To bring people to the mall for meals and shopping, visitors can also go downstairs to visit Siam sea world. In addition, visitors can also order tickets through the website and get more preferential prices at the tourism exhibition in Thailand.

5. JJ market

This weekend market, also known as JJ market, is popular among Thai locals and tourists alike for its high quality, low price and wide variety of goods. With an area of about 70 hectares, more than 15,000 shops and over 200,000 daily visitors, the market is the world's largest bazaar.

The weekend market is divided into 30 regions. The goods sold in each area are different, including clothes, bags, trinkets, toys, lights, furniture, antiques, daily

supplies, second-hand bookstores, gourmet areas, art, ceramics, POTS and even pet areas, so you can imagine how rich the variety of goods here. There are even shipping companies that can help you pack your goods and send them home. Now the market is still expanding, rear JJ MALL built, is a cool building, for fear of heat friends, you can come here to visit. As for food, there are stalls selling all kinds of delicious food here, so tourists don't need to look for them at all. In terms of transportation, in addition to taking a taxi, tourists can also choose BTS and MRT (these are two different lines, BTS is installed on the road). The light rail above; MRT is a subway line), very convenient. The scale that just graph just grows ceaselessly strong, opened the boutiques that a lot of Thai state stylist designs, and here also have the ability of super absorption abroad information, regular meeting discovers the product of a lot of copy abroad well-known design, the price is a lot cheaper however. There is no special advertising in the chattuncha weekend market, which is already familiar to both local and overseas visitors. Many tour groups have made the chatucha weekend market a part of their travel plans, guaranteeing daily deals. Prices range from 190,000 baht to 1 million baht. The business hours are from 9:00 to 19:00 from Saturday to Sunday. Some stores stay open until 22:00.

Number of Tourists

Tab.3-2 The number of tourists in Bangkok between Years 2009-2015

The annual	Number of visitors			Increment Rate%
	Thai people	Foreigners	Total	
2009	11, 993, 988	9, 370, 883	21, 364, 871	
2010	16, 106, 524	10, 444, 176	26, 550, 700	+24.27
2011	16, 847, 839	13, 801, 933	30, 649, 772	+15.44
2012	18, 585, 134	15, 822, 616	34, 407, 750	+12.26
2013	19, 677, 487	17, 467, 750	37, 145, 237	+7.96
2014	20, 065, 603	17, 031, 723	37, 097, 326	-0.13
2015	21, 696, 700	19, 586, 811	41, 283, 511	+11.28

The data source: Department of Tourism, Ministry of Tourism and Sports of Thailand

Statistics of tourists from 2009 to 2015 show that the number of tourists to Bangkok has been increasing, but due to the impact of the domestic situation in 2014, the number of tourists began to decline in the first half of the year. After the event, the ministry of tourism and sports, together with other departments, rebuilt their confidence and took various measures to promote the development of tourism, such as waiving visa fees for

Chinese tourists. Therefore, the situation of the tourism industry has been improved and continues to this day.

Average Accommodation Days

Tab. 3-3 The average days of tourists who stayed in Bangkok between years 2009-2015

The annual	Number of visitors			Increment Rate%
	Thai people	Foreigners	Total	
2009	2.57	6.11	4.12	
2010	3.15	5.48	4.07	-0.05
2011	3.39	4.95	4.10	0.03
2012	3.38	4.92	4.09	-0.01
2013	3.35	4.86	4.06	-0.03
2014	3.30	4.86	4.01	-0.05
2015	3.36	4.46	3.88	-0.13

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

From 2009 - 2015, the average number of days spent in Bangkok was about 4 days. The number of days of accommodation for tourists is generally on the decline. Most foreign tourists choose to stay in hotels, while Thai tourists choose to stay with friends or relatives

Average Cost of Tourists

Tab.3-4 The average cost of tourists in Bangkok between years 2009-2015

The annual	Average cost of tourists (baht/person/day)			Increment Rate%
	Thai people	Foreigners	Total	
2009	2,748	4,032	3,582	
2010	3,061	4,354	3,746	+4.58
2011	2,914	4,206	3,618	-3.42
2012	3,183	4,439	3,878	+7.19
2013	3,329	4,485	3,979	+2.60
2014	3,407	4,579	4,056	+1.94
2015	3,686	4,830	4,281	+5.55

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

According to the above table, the statistics of the average cost of tourists to Bangkok show that the rising and falling trend of average cost changes with the domestic situation of Thailand and the world situation. From 2009 to 2011, it experienced a downturn in tourism. For example, domestic political situation, the volcanic eruption in Ireland, the rising Thai baht, the rising world oil price and the economic slowdown in the United States and Europe all reduced the consumption of tourists in Bangkok. Qin tourists spend most of their money on entertainment, while foreign tourists spend a larger part of their money on accommodation.

Tourism Revenue

Tab.3-5 The tourism revenue in Bangkok between years 2009-2015

The annual	Average cost of tourists (baht/person/day)			Increment Rate%
	Thai people	Foreigners	Total	
2009	98,950	232,505	331,455	
2010	175,964	251,540	427,504	+29.00
2011	188,014	290,144	478,158	+11.85
2012	222,041	348,286	570,327	+19.28
2013	243,088	383,447	626,535	+9.86
2014	250,931	383,872	634,803	+1.32
2015	298,762	432,987	731,749	+15.27

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

According to the statistics of average Bangkok tourism revenue between 2009 and 2015, Bangkok tourism revenue shows steady growth. The growth currency of tourism revenue is mainly us dollars. From the growth trend of the number of tourists, it can be seen that from 2005 to 2010, the growth of tourism revenue conforms to the growing trend of the number of tourists, but the growth rate of tourism revenue is faster than that of the number of tourists, especially in 2007-2010, the growth rate of tourism revenue is obvious. There was a slight slowdown in 2009 due to the financial crisis in us and Europe. After the crisis, tourists returned to normal spending levels, bringing Bangkok's tourism industry back to normal income. The consumption level of tourists has increased significantly, and the increase in income is attributed to the growth of high-end tourists, such as tourists from Europe and Russia. Another reason is that some tourists' consumption behavior has changed. For example, tourists from East Asia, South Asia, and the Middle East region especially like shopping during their travel and like to buy local products as gifts for their family and friends during their travel. In the

past 4-5 years, Bangkok received the most tourism revenue from Chinese and Malaysian tourists.

Number of Visitors Checking In

Tab.3-6 The number of tourists who stayed in Bangkok between years 2009-2015

The annual	Number of visitors (person)			Increment Rate%
	Thai people	Foreigners	Total	
2009	3,931,830	8,453,587	12,385,417	
2010	5,621,826	9,409,418	15,031,244	+21.36
2011	5,877,228	13,069,420	18,946,648	+26.05
2012	7,393,027	15,129,646	22,522,673	+11.63
2013	8,318,513	16,823,969	25,142,482	+0.28
2014	8,816,548	16,396,925	25,213,473	+1.32
2015	11,575,954	9,079,586	30,655,540	+21.58

The data Source: Department of Tourism, Ministry of Tourism and Sports of Thailand

The table above shows the statistics of tourist arrivals in Bangkok between 2009 and 2015. The number of stays is increasing, in line with the growing number of visitors to Bangkok. Although most local tourists choose to stay with friends or relatives instead of staying in hotels, a large number of tourists choose to stay in hotels close to scenic spots, which reflects the high interest of tourists in scenic spots. However, these factors will lead to accelerated inflation and higher than normal levels (bank of Thailand, 2010). In the context of the sustained growth of Asian tourism economy, the cost of choosing to visit Bangkok is relatively low, which is also the reason why so many tourists choose it.

1.2 Mainly Specific Methods

This paper adopts the qualitative research method. Qualitative research is a method in which researchers obtain data under natural conditions by historical review, literature analysis, interview, observation, participation experience and other methods, and analyze by non-quantitative means to reach research conclusions. A means, method, or technique used to achieve better expected results in a study. In the writing process, this

article first USES the literature analysis method to carry on the preliminary outline analysis to Bangkok tourism and Thailand Bangkok. By referring to the research review, empirical analysis and master's thesis related to social business, I have collected a large number of theoretical research and empirical analysis articles, conducted in-depth analysis on these articles and determined my research direction.

Secondly, SWOT analysis is carried out on Bangkok tourism by combining literature analysis and statistical data. Through SWOT analysis of Bangkok's tourism industry, the advantages, disadvantages, threats, opportunities and Bangkok's tourism industry are analyzed through literature and relevant statistical data. The present situation and existing problems of tourism. Based on the literature and relevant statistical data, SWOT analysis is used to study the advantages, disadvantages, threats, opportunities, status quo and problems of Bangkok tourism.

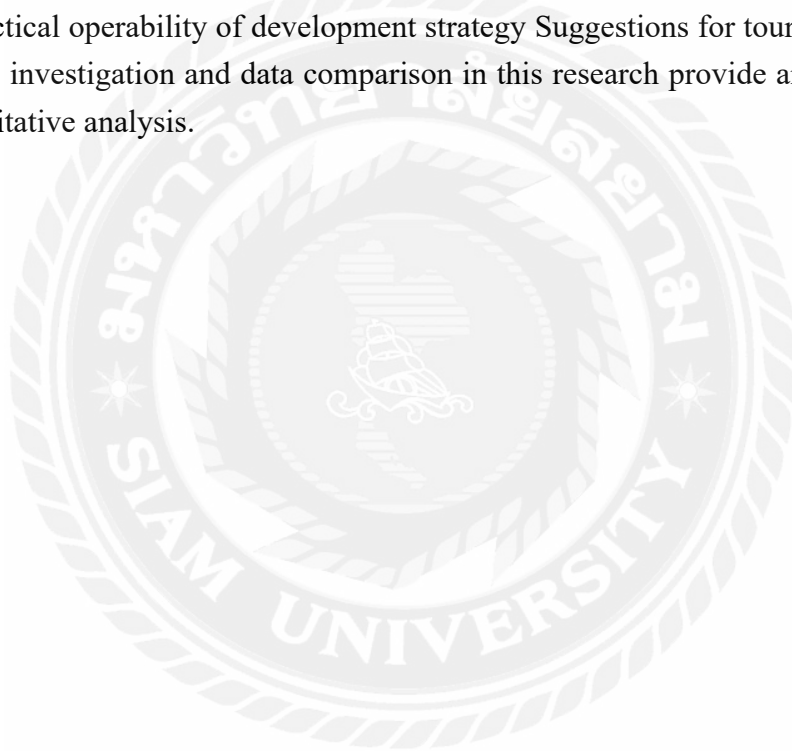
Finally, in order to obtain the development countermeasure analysis and the research conclusion, USES the dynamic analysis method to carry on the research to Bangkok tourism development present situation, and proposed the improvement measure which solves the question. Due to the constant change of tourism forms, this paper analyzes and discusses the tourism of Bangkok under the changing tourism situation, and puts forward the complete countermeasures.

1.2.1 Literature research combined with practical observation

Literature research in various countries is the basis for clarifying the development of disciplines, grasping the research process of theoretical logic, discovering problems and seeking for theoretical innovation. Through a large number of literature search, this paper has a certain grasp of the research status, research focus, research method, development trend and law of integrated tourism development strategy in the academic circle. At the same time, a large number of domestic and foreign studies on the theory of tourism development, especially the application of tourism development strategies in the development of tourism destinations, have been conducted to study the inevitability and applicability of tourism development, the law of tourism development in today's world, acting on tourism destinations. In addition, a large number of investigation reports of authoritative institutions, work reports and documents of government departments, as well as relevant reports of various media are searched. At the same time, practical observation on tourism in Thailand is combined to identify practical problems existing in tourism development and seek solutions and ideas.

1.2.2 Qualitative method

Qualitative research method is a method or Angle to study things from the internal stipulation of things according to the attributes of social phenomena or things and the contradictory changes in the movement. Of course, qualitative analysis does not mean that the relevant data are not involved in the analysis. By mining the existing problems in urban tourism, this study explains the current development situation of Bangkok tourism. Through data analysis in Thailand tourism statistical yearbook, tourism development report, tourism survey report and other data, it strengthens the pertinence and practical operability of development strategy Suggestions for tourism purposes. In fact, the investigation and data comparison in this research provide an objective basis for qualitative analysis.



4. PROLONG ANALYSIS ON DEVELOPMENT OF THAILAND TOURISM

1.1 Case Description

Thailand is the only net food exporter in Asia and one of the world's top five agricultural exporters. The electronics industry and other manufacturing industries have developed rapidly and the industrial structure has changed significantly. The automobile industry has become its pillar industry. Thailand is the automobile manufacturing center in Southeast Asia and the largest automobile trading market in ASEAN. It is also one of the most famous tourist attractions in the world. Thailand is the country of Buddhism and the state of Buddhism. With its varied landscape and rich cultural connotation, Thailand has become a unique choice for many tourists in their vacation plans. Thailand is rich in tourism resources, with more than 500 scenic spots. Buddhists make up more than 90 percent of the population. Thailand is a member and founding member of ASEAN as well as a member of the Asia-Pacific economic cooperation (APEC), Asia-Europe Meeting (ASEM) and the world trade organization (WTO).

Bangkok, the capital of Thailand, is the largest city in the country. Originally known as the "city of angels", Bangkok is known as the "capital of Buddhist temples". Bangkok is one of the most popular tourist attractions in Thailand. It is also a national political, economic and cultural center and a modern and traditional metropolis. At present, Bangkok still retains the places of interest that mark the splendid tradition. As Thailand's largest metropolis with a population of about 15 million, the city of greater Bangkok is divided into 50 districts. Along the South River, Thailand is the political center, but also tourist attractions concentration area; Datan is the new political center of Thailand. In particular, managers should be aware that, among the various dimensions of service quality, the reliability of flight schedule was especially significant in fostering satisfaction for the customers of Thai LCCs. It is apparent that the timely operation of scheduled flights is critical for customer satisfaction. In addition, the satisfaction of passengers was significantly influenced by the performance of the flight attendants and the quality of the interior of the aircraft. It is thus apparent that managers of LCCs in Thailand could enhance customer satisfaction by maintaining or improving the quality of services offered by their flight attendants and the quality of the tangibles associated with the service (Saha & Theingi, 2009).

1.2 Analysis Of Existing Problems

1.2.1 Transport problems and lack of travel standards

The concentration of activity and population in Bangkok's metropolitan areas also contributes to traffic congestion. Traffic problems cannot satisfy the rapid population growth and fully meet the needs of the people. About 18 million trips a day are made to Bangkok to meet the need for mobility. Land use change from agricultural land to urban land without proper planning. Therefore, the ratio of street area in Bangkok is lower than the standard requirements of urban traffic (Bangkok Street area accounts for about 10% compared with the whole city, while Tokyo street area accounts for about 23%, and New York street area accounts for about 38%). In addition, for personal needs, most people will buy public parking Spaces, which also leads to the traffic congestion on Bangkok's roads. Most mass transit systems still use the same roads as private cars. Rail transit accounts for only 3% of all modes of transportation. Overall, Bangkok lacks integrated management planning and other types of transportation.

In addition, there are many tourist attractions in Bangkok, such as the grand palace temple, the wat pho temple and the liming temple, which are located in Rattanakosin Island and the thongburi district (opposite to Rattanakosin Island). This area belongs to the old downtown area in the last century. The capital Bangkok was established in 1782. In this area is mainly ancient buildings, there are many government buildings, such as the ministry of defense, the ministry of the interior, the criminal court, so it is very difficult to establish the mass rapid transit system in this area, because the density of ancient buildings may affect the traffic construction. In addition, the impact on the attractions must be taken into account. When Bangkok began rolling out the mass rapid transit system, Rattanakosin was not yet an economic center like pixel kwan yat road and Siam, so the initial plan was not to build it. But now that the number of small cars is growing, as well as the number of tourists, Rattanakosin needs to accommodate many people. Rattanakosin is still an unimplemented project and awaits cabinet approval. There are many factors that need to be carefully studied. Therefore, it is expected that it will take a long time to realize the project. The area is now full of government cars, private cars and school buses, including tour buses (large bus tour groups, small group tour buses). Apart from the serious environmental problems and traffic congestion in this area, there is also the problem of not having enough parking lots. At present, there is no space to set up the tourist parking lot, which cannot accommodate more tourist buses, only small private parking lot.

Besides the traffic problem, there is the problem of inconvenient travel. If visitors choose to visit the grand palace on their own rather than through a tour operator, they have few options for transportation. There is no direct subway to the center of Bangkok. Tourists can only take taxis, buses, subways, boats and then walk to the center of Bangkok. There are also safety concerns. At present, many public boats and tourist boats in Bangkok are in a hurry. The time of berthing and disembarkation is very short. Many tourists have to catch the boat. Bangkok tourist ships do not count the capacity of carrying passengers based on the number of points, can only predict passenger capacity. In the event of an emergency, a sufficient number of life jackets will not be available.

1.2.2 Travel Safety Problems And Fraudulent Behaviors

Bangkok is a famous tourist city. So Bangkok is focused on how to accommodate a lot of tourists, but lacks standard improvements. The number of tourists has increased, but the government lacks basic safety regulations. Tourists do not feel safe when they travel. A small problem, such as crossing the road, may threaten the safety of tourists. Many foreign tourists are not familiar with the left-side traffic in Thailand, so it is hard to avoid chaos when crossing the road. There are no traffic lights in some places, and thais are accustomed to driving with their own safety in mind, rarely giving way to pedestrians on the road, and few crosswalks in Bangkok. In some places, the tourists are very dense, so there will be traffic police to guide the traffic, so that the passengers can cross the road safely. Overall, Bangkok's roads are unwalkable, with little regulation of cleanliness, potholes in some areas and streets with open manhole covers and pavement repairs, but no warning signs to warn passersby. The streets are also littered with power lines, which can be dangerous during heavy rains.

In addition, many of the city's alleys are unlit. Especially at night, people walk on the road, including the road near CCTV. It's not very safe. There are also problems with government regulation. Only after a crime was committed did the government find out that CCTV was not available near the station, making it impossible to investigate criminal leads. There is also the issue of expensive taxis and food for foreigners. Taxi drivers target foreign tourists for service tips that do not charge standard rates. Some restaurants have different menu prices for overseas tourists and local customers. Prices for vegetables sold to overseas tourists are much higher than those for local tourists. In addition, many tourists are often cheated in the night entertainment area. All these events have affected the growth trend of the number of tourists.

In addition to the various methods already mentioned. Thais, especially bangkokians, like to trade in cash. So there are a lot of atms in Bangkok. Bangkok has a large urban population, and the large flow of bangkokians or migrants provides a good opportunity for criminal groups to commit crimes. A lot of gangs will be in atms. The victims include Thai locals.

1.2.3 Lack Of Sense Of Security Caused By Political Factors

Thailand has suffered from a serious lack of political stability in the past decade, beginning with a coup in September 2006 in which protesters tried to seize power. Political views are divided into two main groups, with protests against the expulsion of political parties, each with a central area for inciting mass gatherings, government buildings and the economic Centre of Bangkok. The aim is to oust party rivals. The protests did not affect tourism because they took place in non-tourist areas. But sometimes also rallies will be held in scenic spots and important areas, affecting tourists' travel itinerary. There have been frequent incidents of violence and even deaths of protesters and third parties. In addition, there are some people, for their own interests, looking for opportunities to deliberately create trouble. The political turmoil of the past decade has had the following violent impact on Bangkok. Tourism marketers need to tie the motivational drives with the activities that the destination can offer and then package them to better satisfy the target's needs. This suggestion may be suitable for the case of Japanese senior the traveler to Thailand who is motivated by 'novelty and knowledge-seeking' and attracted by 'cultural and historical attractions'. To better satisfy customers' needs, tourism marketers should develop products focusing on the uniqueness of Thailand's culture and heritage by designing tour project that provides the traveler with knowledge and better understanding about Thailand, its culture and historical background rather than merely sightseeing tours. The tour project may also provide tourists with opportunities to learn and experience Thai hospitality and locals' way of life. (Sangpikul, 2008)

The people's alliance for democracy (pad) demonstrators led to the government's blockade of Suvarnabhumi international airport from November 24 to December 3, 2008, which affected the Thai tourism industry for at least six months and seriously damaged the image of Thailand. It took a long time for Thailand to restore the confidence of foreign tourists. Many tourists are visiting a country for the first time, so they attach great importance to the safety of the international airport. Compared with the protest in other countries, there is no action to close the airport, because the protest

has nothing to do with the airport, which is the gate to enter and exit the country. The closure of the airport will not only affect the confidence of tourists and the reputation of the country but also affect the country's tourism revenue.

Due to the influence of the incident, the foreign tourist income fell by about 100 billion baht (season), Air cargo business income (Air cargo) loss billion Thai baht a day on average, and Thai international aviation revenue losses on an average day 500 million baht, the Thai airport lost revenue (AOT), including the airport landing fee loss 50 million baht (on all affected 402 flights, flights from 204, outbound flight 198). Suvarnabhumi international airport is closed after the incident, each country has issued a Travel Warning (Travel Warning), makes the number of visitors to Bangkok, from 14.6 million plunged to 13.9-14 million (down around four point three percent), it is an unprecedented sharp decline phenomenon, caused by the long-term effect of tourism is as high as 60, 000-100, 000 million baht.

The ZEN incident took place in the Centre of central world shopping on 19 May 2010. The central world shopping Centre is the largest shopping Centre project in Thailand. It covers an area of 550, 000 square meters and has a total of 8 floors. In the ASEAN region is the second largest business area, sales area ranked third in the world. Located in the economic center of Bangkok, the junction of the two lines of the subway station, it is also the famous shopping center in Thailand. Before the mall burned, the state of the protest rallies can be controlled, but with the leaders of sedition, the situation escalated, caused the burning incident, directly leading to the destruction of the mall. The protests, which lasted a month, left 85 people dead and 1,378 injured from late April to late May 2010.

However, on May 22, 2014, another coup occurred in Thailand. Political gatherings are banned and must be limited to no more than five people. Those who break the rules are subject to fines of up to one year or 20,000 baht. Those who had attended the rally were ordered to stop and return home. Under government control, political protests in Bangkok were eventually eased.

1.2.4 Tourist attractions lack effective management

The most problematic site for tourism management should be the grand palace. As the grand palace is the main attraction of Bangkok, many tourists go there every day. In 2015, CNN reported that the grand palace in Bangkok had the third highest number of

visitors in the world. More than eight million people visit each year. If visitors came alone, they had to enter through the grand palace's side entrance, where a throng of jobless vagabonds gathered to defraud foreign visitors. These places lack security, do not have good management and control of crime, only to issue a warning to the tourism bureau. In addition, the lack of measures to control the number of tourists, ticket sales are not restricted, and the limited internal facilities of scenic spots, leading to frequent problems of tourists. As a result, the grand palace gradually lost interest in tourists, because of the large number of tourists, overcrowding, frequent criminal incidents, and insufficient public facilities. For example, the number of public restrooms, beverage outlets, etc., there are few labels at the intersections, and the shoes of tourists placed on the shoe racks are sometimes stolen. When the number of tourists' increases, but the number of the management system and personnel is insufficient, the service quality is not well guaranteed in the scenic spot. In addition, some tourists have uncivilized behaviors. Some tourists do not comply with the regulations of the tourist attractions, graffiti on the buildings, so that the buildings are damaged, caused a serious impact on the tourism industry. Thai culture and the uniqueness of the country, the TAT is sending a message that Thailand wants to develop a tourism product that is sustainable, through leveraging its culture and uniqueness. This matches well with the study's data analysis because both Thai residents and potential international travelers think that Thailand's culture is unique. The key to the success of the strategy will be whether or not tourists perceive Thailand as living up to the image that it is advertising (Henkel, Henkel, Agrusa, Agrusa, & Tanner, 2006)

Compared with other cities, there is no new scenic spot construction in Bangkok. With the development of high-rise buildings and the congested conditions in Bangkok, as well as the occupation of office buildings, hotels, government agencies, and shopping centers, it is very difficult for Bangkok to develop new scenic spots. The main reason is space. In addition, Bangkok's development of new tourism point, its characteristics are recreational tourist attractions, such as Bangkok Siam sea world and Madame Tussauds museum, museum, etc., these tourist attractions are the first family tourism, has a good growth trend. However, these new attractions are not publicly available to foreign visitors. There are no additional routes for this type of tour. These scenic spots are not favored by overseas tourists due to their lack of features, and new scenic spots are hard to be welcomed by overseas tourists.

1.2.5 Lack Of Standardized Tourism Services And Legal Pricing

Thailand tour guide occupation, need to obtain a permit from the ministry of tourism, the tour guide must be a Thai national, through the guide training courses, to obtain a tourist guide card. A tourist guide must present his/her tourist guide card when working, in order to ensure that the tourist guide's service standards for tourists are reliable. The interpretation of scenic spots is based on standard historical data, and the real data does not distort facts, including professional ethics and polite manners. Classify the tourist guide CARDS according to their functional features. General guide (foreign) for the bronze card, for Thailand or foreign tourists do guide, can guide the whole Thailand. General guide (Thailand) for gold and copper card, can only guide Thai tourists, can guide the whole country. Specific guides (foreign - specific areas) are pink CARDS that can be used to guide Thai or foreign visitors, and individual provincial card regulations limit urban areas. Specific tour guides (Thailand - specific areas) are blue CARDS and can only guide Thai tourists. Individual provincial CARDS stipulate and limit urban areas. Specific guides (forest walk) for green CARDS in the forest guide Thailand or foreign tourists. Special guides (arts and culture) are given in red CARDS to guide Thai or foreign tourists around the country on topics related to history, archaeology, arts and culture and Thai literature. The specific tour guide (sea) for the orange card, in the sea area to guide Thai or foreign tourists. The specific tour guide (seashore) is yellow card, in the sea area or on different islands, the tour guide for Thai or foreign tourists, from the seashore to the scenic spot is not more than 40 nautical miles away. The specific tour guide (natural landscape) is purple card, only on the card the designated natural landscape tour guide Thailand or foreign tourists. The specific tour guide (local culture) is a brown card, and only in the designated local culture tour card can the tour guide Thai or foreign tourists, explaining about traditional culture, local culture, history, geography, art and archaeology. In addition, each type of tour guide training, there are different training courses and time, but the problem is a lot of tour guides in the corresponding region, for example, with extremely specific area outside the definition of the region, which may have a negative impact to tourists, because outside the definition of the region, the tour guide skills lack guide. In addition, there is a lack of supervision over the wrong types of CARDS used, and some even falsify the tourist guide CARDS of foreigners. Thai law does not allow foreigners to act as tour guides, because of the differences in cultural traditions and language understanding problems, foreign tour guides may cause misunderstanding. But the lack of a foreign language among Thais gives foreigners an excuse to work illegally and use it as a tourist guide in Thailand. As a result, this group of tourists will be led to travel by illegal tour guides, which has a bad impact on tourism in Thailand.

Another common problem is the high price of travel, but no quality of service. Some tourists are easily deceived without tourism planning and research. For example, the tourism information is distorted, the vehicle information on the road does not conform to the reality, and the sightseeing information shows that they are marching alone only to find that they are actually traveling with a group.

1.3 SWOT Analysis Of Bangkok's Tourism Development

1.3.1 Strengths (S)

1. The government attaches importance to tourism

The Thai government attaches great importance to tourism and understands its advantages such as colorful products, various tourism services, geographical advantages, and other factors. The government has set a goal of improving the competitiveness of tourism, with Thailand ranked 1-7 in Asia. Therefore, the Thai government in 2012-2016, the national tourism development policy, mainly for the tourism infrastructure construction and development, emphasizes the important tourist city traffic problem between, using high-tech closer to customers and merchants distance, measures such as improving air route, trying to make the Suvarnabhumi airport into the space center of Southeast Asia.

In addition to developing infrastructure for tourism, policies for sustainable development are being implemented. In other words, scenic spots with relatively strong development capacity should be turned into special development scenic spots, and special units should be responsible for cooperating with other relevant government departments. The government sends people to do national surveys, collect information on declining sites, and develop and track results. In terms of improving the quality of scenic spots, the Thai government takes into account the limitations of scenic spot development conditions, and the development process must not affect the life and ecological environment of local people. The next strategy is to improve the quality of goods and services and other factors beneficial to the tourism industry, promote tourism projects that meet the needs of tourists, support sustainable tourism development, organize activities related to Thai culture, turn the characteristics of each province of Thailand into a point of sale, transform its image, promote it into an economic zone, and set up foreign language training classes. As for private enterprises, the government can provide loan services to support their development of tourism. In Thailand, leisure trends have identified that the so-called gastronomic tourists are looking for a more participatory style of holiday experience, which satisfies their interest in food and

beverages and contributes to their personal development and social status. TAT is now recognizing the potential of gastronomic tourism as a powerful instrument to identify and promote places, regions or even entire countries (Pullphothong & Sopha, 2013)

2. Traditional culture, natural resources and friendly personality of residents

Thailand is divided into northern, central, western, eastern, northeastern and southern regions. Each region has its unique features in terms of geographical location, dialects, customs, clothing, architectural styles and other aspects. The northern part of the country, from north to south, is mostly mountainous and cooler than the rest of Thailand, with temperatures averaging 24 degrees between November and February. The cold weather slows down the pace of local life. The northern region, the capital of the old and ancient kingdom of rana, was ruled by myanmar from 1558 to 1774 for more than 200 years and later belonged to the kingdom of Thailand, making the culture of the northern region distinctly different from other regions. Northern Thailand has the main forest resources, especially Chiang Mai province.

Because Bangkok has the national government management organization, the economic area, the education department and so on, therefore moves to Bangkok each year the non-native population is increasing. These outsiders also brought home the traditional culture such as food culture. Tourists in Bangkok can eat delicious food from all parts of Thailand. Influenced by the food culture of myanmar and lanna; Northeastern cuisine features spicy and spicy dishes; Southern cuisine is characterized by its rich flavor and unique ingredients. The central cuisine has all five tastes. Therefore, the food culture is one of the characteristics of Bangkok tourism, whether it is day or night, tourists have different food options.

Thailand's most famous attraction, the grand palace, is in the Phra Nakhon district. Although Bangkok was designated as the capital in 1782 and is now only 234 years old, the grand palace's architectural style is modeled after the palace of the ancient capital of the ayutthaya dynasty in 417. From the artistic point of view, the grand palace in Bangkok is a cultural heritage worth visiting, which contains the ayutthaya dynasty and the style of Bangkok dynasty. In addition, Phra Nakhon brings together shopping malls, museums, and the country's largest outdoor market, chatucha weekend market. As a result, tourists to Bangkok can visit not only places of interest but also places of interest.

As we all know, Thai people are kind and friendly, open-minded and can accept foreign cultures, especially bangkokians. Because Bangkok is the capital city, every

year there are a lot of foreign tourists to Bangkok tourism, bangkokians know how to receive foreigners, pay more attention to the tourism industry, tourism is very important to the economy of Thailand. Thai people are gentle and kind all the time. The catchphrase is "it doesn't matter", which means Thai people are tolerant and make foreigners feel warm. This is also the charm of Thailand.

3. Abundant public transportation

Bangkok is the capital of Thailand, and traffic jams are hard to avoid. Therefore, Bangkok is also committed to the development of multiple modes of transportation. At present, in order to solve the problem of population increase in the future, rail transit is also constantly developing.

Light rail is the most convenient means of transportation in the city center, which can be divided into BTS, subway and airport line. The daily use per capita distribution is BTS 660,000 people, subway 280,000 people, more than 10,000 people in the airport line. There are common transfer points between BTS and metro, between BTS and airport line, and between metro and airport line. For transport CARDS, BTS has one-way CARDS of 15-52 baht, one-day CARDS of 140 baht and prepaid CARDS; the subway has 16-42 one - way CARDS and prepaid CARDS. BTS 'prepaid CARDS can be discounted at a number of stores, and there are coupon machines at the station, where visitors can swipe their CARDS for coupons. Subway prepaid CARDS sometimes give out movie coupons. The site provides a lot of information about Thailand, such as major attractions, exits at each stop, map services, and english-speaking staff. The opening hours of Bangkok light rail are 05:30-24:00. In 2017, Bangkok's light rail system will use an all-in-one card called a "spider card" that will be used on BTS, metro and airport lines. The department of transportation will turn the spider card into a national transportation card that can be used to pay highway tolls and various service charges at convenience stores.

The airport express light rail is one of the means of transport from suvarnabhumi airport to the city centre. Suvarnabhumi stands on the B floor of the airport, 15 to 45 baht one way, with a bank or money exchange service at each station. There are two types of trains on the airport express line, the regular and the express. The opening time is 06:00-24:00, every train is 15 minutes. Taxis in Bangkok, like those in China, start at 35 baht and cost an additional 50 baht if they board at the airport, where they are given a passenger slip with the driver's name and license plate number, though no invoice is provided. Passengers can use GRAB Taxi to hail a ride at the airport. Tuk tuk is a very

popular means of transportation for foreign tourists. You can see it in all the major scenic spots. The service is the same as that of taxi, but the price is subject to negotiation. Foreign tourists like to ride tuk-tuks because they are faster than cars and can take them to Bangkok's back roads. There are air conditioned buses and regular buses in Bangkok, the fare is 7-22 baht, the body of the bus is written in Thai and English route. Cross the river between panakon and thonburi districts by boat or by the Chao Phraya express. Bangkok has 34 ferry terminals, 3 baht per person. There are two types of Chao Phraya river express boats, the ordinary express boat and the tourist express boat. There are a lot of common express ship terminals, the fare is 10-31 baht, and the business hours are 06:00-20:00. The express ticket costs 40 baht and 150 baht per day. It mainly stops at the key docks, and the staff will explain the important scenic spots on both sides of the Chao Phraya River in English. The business hours are 09:30-16:00.

Taxis in Bangkok start at 35 baht, the same as in China, and cost another 50 baht to get on at the airport. Passengers can use GRAB Taxi to hail a ride at the airport. Tuk is a very popular means of transportation for foreign tourists. You can see the main scenic spots, and the service is the same as that of a taxi. However, the price is subject to negotiation, and there is no meter. There are air-conditioned buses and regular buses in Bangkok, the fare is 7-22 baht, the body of the bus is written in Thai and English route. Bangkok has 34 ferry terminals.

From this, we can see that the traffic in Bangkok is rich and colorful, which brings great convenience to tourists. Tourists can arrange suitable routes for themselves according to their personal conditions.

4. Tourism infrastructure is sufficient to meet the needs of tourists

Since Bangkok is positioned as a tourist city, it can meet the needs of tourists in various aspects.

Accommodation: in 2015, the Thailand Tourism Awards were held by the Tourism Board of Thailand, and more than 500 hotels were awarded. In 2016, the world-famous booking hotel website hotels. Com hosted the hotels. Com Loved by Guests Award.

The food: Bangkok has a variety of restaurants, whether private restaurants, shopping malls in the restaurant, hotel restaurants, convenience stores, roadside food, etc. Are waiting for visitors to taste. Qin has fruit in every season.

Entertainment and shopping center: there are many shopping malls here. In order to attract global consumers, businesses will hold the Amazing Thailand Grand Sale from June to August every year.

The market is one of the most popular places for foreign tourists. Qin's prices are not high, cheap, there are a variety of handicrafts and local specialties.

SPA is also one of the famous services in Thailand. Some foreign tourists are very interested in Thai massage. Thai massage originated from the wat Buddha temple located in the ancient city. There are many SPA shops in Bangkok, most of which are in shopping malls and hotels. There are not only massage but also manicure and beauty services.

As for tourists who like to go shopping at night, Bangkok's nightlife is also colorful. In addition to a wide variety of karaoke, disco, karaoke 0 K, band bar and other commonplaces of entertainment, there are a large number of open ladyboy performances, gay bars and so on.

Bangkok's hospitals are relatively upscale, especially private ones. BDMS hospital alliance is one of the leading private hospital alliances in Asia. These hospitals are well equipped in terms of medical methods, science, and technology, staff, and construction equipment. Tourists can use the insurance directly. The hospital has English-Speaking doctors and translation services in English, Chinese, French, Arabic, and Russian.

5. Bangkok is well known in the world tourism industry

In 2016, Bangkok was voted the world's most congested city. Realizing that as a tourist city, Thailand derives most of its income from the tourism industry, the government has implemented visa-free policies for 48 countries. The visa-free policy is one of the factors that tourists decide to visit Thailand. They can stay in Thailand for 14-90 days. Tourists from some countries can get a visa-on-arrival at the Thai airport and stay in Thailand for 15 days. In addition, the retirement visa for foreigners over the age of 50 is suitable for those who want to live a retired life in Thailand and can stay for up to one year. In order to maintain the high standards and to compete with the high competition emerging from new medical tourism destinations every year, the researchers hope that these issues will be given immediate attention and addressed responsibly and appropriately by the Government, medical services provider and the other related stakeholders in the near future(Rerkrupimol & Assenov, 2011)

Bangkok's scenic areas are a mix of ancient and modern cultures. On the one hand, Bangkok is an ancient city, the life of the local people has not been modernized, some ancient buildings are still preserved. On the other hand, Bangkok is a business district, full of tall buildings and shopping malls, just like other big cities abroad. Bangkok is rich in tourist attractions, from historical attractions to museums, cultural attractions and entertainment bars.

Thai people in Bangkok can communicate with foreigners in English. Some of them can provide tourists with travel information and help them solve problems. Some of them are not very good at English, but they are very willing to help foreign tourists. In addition, Bangkok's guideposts are in Thai and English, as well as Chinese and Russian at major attractions.

6. The advantage of the geographical

location is beneficial to the development of tourism Thailand's geographical location can be said to be the center of southeast Asia, every day there will be many flights to Thailand Suvarnabhumi international airport and Don Muang airport. Flights to Thailand average 1,457 a day. Visitors can use Thailand as a starting or finishing point.

1.3.2 Weakness (W)

1. Road traffic congestion in Bangkok

According to 2011 data, Bangkok has a density of 5,300 people per square meter. Thailand's public transport system does not yet cover all of Bangkok. As for the bus is not enough, the bus is crowded, the bus arrival time is difficult to budget. The inconveniences of public transportation lead many people to choose to drive private cars. According to the data in February 2016, a total of 9 million cars have been registered, including 3.8 million private cars with less than 7 seats and 3.3 million motorcycles. The usage rate of private cars and buses in Bangkok was 56.9% and 36.4% respectively.

2. The decline of tourist attractions

Some of Bangkok's scenic spots are in the same area, such as the grand palace, wat pho temple, liming temple, and teak house. Although there are various means of transportation in Bangkok, the newly developed scenic spots are all in the suburbs of

Bangkok, and there is no light rail station, so they can only take taxis or buses, which is very inconvenient for tourists, so the scenic spots are not patronized. In some scenic spots, the number of visitors keeps increasing every year. The grand palace, for example, receives no less than 20,000 visitors a day, up to 25,000. These scenic spots are often over visited. The staff is not enough to serve, explain and manage all the visitors. So that visitors do not know how to visit, leading to indecent behavior of the event. If not attention to wear, destroy the display. For historical scenic spots, once destroyed, it is difficult to restore the original shape.

There are many small shops around the wharf of the scenic spot, which is actually one of the charms of Bangkok. However, some businesses do not protect the environment, throw garbage, and sell products at unreasonable prices, thus creating a negative image.

3. Garbage and pollution

At present, Bangkok is facing the problem of garbage flooding. With a population of 9.1 million, Bangkok is the most populous city in Thailand and the one with the most garbage. One of the reasons for this problem is the lack of awareness of protecting the environment. For example, in Thailand, plastic bags are given free by the sellers, so many people don't realize how many plastic bags we use every day. In addition, garbage classification is also a difficult problem, whether it is recyclable garbage, non-recyclable garbage, or dangerous garbage are piled together.

In addition to the problem of garbage, the problem of pollution cannot be ignored, especially the serious problem of lime soil. According to the study, 40 percent of Bangkok's heavy grey soil is caused by cars on the road, mainly from vehicle exhaust. Bangkok has a large number of vehicles, but the lack of strict enforcement of emissions standards in the law has led to a growing burden of ash.

Bangkok has many rivers and was once known as the "Venice of the east". With the development of the economy, the role of water transportation is reduced and gradually becomes the age of cars. The importance of protecting the river environment is ignored. Bangkok's rivers are polluted by people who throw dirty water or rubbish into the river at will.

4. The negative image of insecurity

Because Bangkok is the capital of Thailand and a famous tourist city, so many people come to Bangkok, the crime rate also increases. The main security problem is theft, most of the cases happen in the tourist shopping, do not pay attention to the personal belongings, although there are police, still often occur theft cases.

5. Unqualified service quality

While Thailand is known around the world for its service sector, language skills remain a problem. Because most of the tourists in Bangkok are foreigners, the main language of communication is English. Even now, with the increasing number of tourists from China and Russia, staff who can speak these languages are in great need. The lack of staff who can speak foreign languages has caused foreign tour companies to illegally bring their own guides, which has a great impact on Thailand's tourism industry.

The courtesy of the driver is also one of the service problems. Some drivers don't dress up and speak politely. The most serious one is the tourist bus. After the tourists get off the bus and visit the scenic spots, the drivers will steal the passengers' property and articles.

6. Online payment is not yet popular

Although technology is developing faster and faster, there are not many people who use it in their daily life. Bangkokians mainly use communication applications such as social networking software and communication software, but not many people use online banking. They still need to pay in cash, some stores can use credit CARDS, online banking is not popular, and online shopping can ensure customer satisfaction.

1.3.3 Opportunity (O)

1. The growth trend of world tourism

According to the world tourism council, the middle class in developing countries (regions) is growing rapidly and has become the main source of tourists for global travelers in a short period of time. The number of tourists increased by 26%, 12% in Russia and 6% in Brazil compared with the previous year. The economic recovery in the European region has left China, Germany, the United States and the United Kingdom as the world's most visited countries, while Asian travelers have increased significantly.

Conference travel is also a major draw for visitors to Bangkok, which has two convention centers, the Queen Sirikit convention center with a capacity of 6,000 and the impact exhibition center with a capacity of 100,000. The Queen Sirikit Convention Centre is located in the Centre of Bangkok and is accessible by subway. In 2015, Bangkok was selected as the place to hold the global travel blogger conference, which was manifested in various aspects, such as holding Thai cuisine cooking training class, teaching Muay Thai and SPA service.

2. The consumption in Bangkok is not high

Compared with other big cities in Asia, Bangkok has more advantages in accommodation, catering, and transportation. Travelers can choose to stay on a budget, and Bangkok is clearly cheaper than the same hotels in Seoul, Tokyo, Singapore, and Kuala Lumpur.

3. The number of elderly travelers is increasing

At present, the world is moving towards an aging society. And it tends to increase. The data from 2010 showed that the elderly accounted for 15.2%, and 16.9% in 2015, showing an increasing trend. It is expected to account for 18.6% of the world's population by 2020. (source: US Bureau of the Census, International Database; 2008) the elderly tourists are the important customers of the tourism market, the number is growing, and the consumption is relatively high, it is expected that in 2020, Thailand will have 7 million foreign elderly tourists, Japanese tourists accounted for one-third.

At present, Thailand's relevant departments focus on the elderly tourist market. At the age of 50, tourists can apply for a retirement visa, require a bank account with at least 800,000 baht or a minimum retirement income of 65,000 baht per month, and can stay in Thailand for up to a year. In addition, private hospitals of the alliance also attach importance to this group of tourists, so they often make targeted medical packages and preferential medical examination cases.

4. The number of low-cost flights to Bangkok is increasing

At present, Suvarnabhumi airport and Don Muang airport receive 1,450 flights every day, which are divided into domestic 660 flights and international 800 flights, among which about 350 flights are low-cost (the number of flights from low-cost sources is calculated in 2013).

There are more and more low-cost flights to Bangkok airport and Suvarnabhumi airport. In particular, there are more than a dozen low-cost airlines serving tourists at Don Muang airport, such as Thai Air Asia, Air Asia X, NOK Air, NOK Scoot, Thai Lion Air, Orient Thai and so on. These companies are partly joint ventures. With the economic development of Southeast Asia, Single Visa policy will be implemented in the future, and many new low-cost airlines will appear, thus attracting more tourists to Southeast Asian countries.

5. The utilization rate of science and technology in Bangkok is quite high

Now is the information age, each unit USES the media to promote the news such as the website, Facebook, Instagram and so on, no matter where can obtain the information. Visitors can book hotels, buy air tickets, tickets and more on the Internet. In addition, all parts of Bangkok also set up a large LED screen to play Thailand's travel video.

Bangkok has started to use smart buses to provide the public with timely information about the buses. If visitors want to take a Taxi, they can use Grab Taxi and Uber. Other restaurants in Bangkok can reserve a table through this APP. Thailand tourism APP, tourists can view the major festivals, activities, hotel concessions in each place of Thailand.

1.3.4 Threat (T)

1. Exchange Rate Fluctuations

According to the current world economic situation, exchange rate fluctuations affect the reliability of investment and other aspects of each country. Thailand is dominated by the import and export industry and tourism, so the exchange rate is one of the important factors. Thailand's import, export and tourism industries have been in excellent condition, and foreigners are becoming more and more interested in Thai products. Because tourists have to change their money into Thai baht before they can travel to Thailand, there is a large demand for Thai baht, so the income of the country increases, which will lead to the appreciation of Thai Baht. If the Thai baht appreciates, tourists will spend more money in Thailand. It can be said that the factor of consumption is also one of the factors of choosing a tourist destination.

Since Tom Yum Kung crisis in 1997, Thailand's exchange rate has changed from a basket of currencies to a floating exchange rate, which fluctuates according to actual

economic conditions. Before the financial crisis, the dollar was 25 baht, but after the crisis, the baht depreciated to 43-48 baht. From 1998 to 2002, 1 us dollar was equal to 43-45 baht; from 2010 to 2014, 1 us dollar was equal to 31-32 baht; from 2015 to now, 1 us dollar is equal to 34-35 baht. Many foreign tourists travel to Thailand every year. In 2012, more than 20 million tourists visited Thailand, ranking 20th in the world. Every year, foreigners spend about 800 billion baht to 1 trillion baht in Thailand. In order to attract tourists to Thailand, the government needs to maintain a stable exchange rate of that-railway.

The volatility of the Russian ruble has encouraged Russians to travel to Thailand rather than the rest of Europe. In 2003, there were only 90,000 Russian tourists in Thailand, but the number increased to 1.75 million in 2013, accounting for 6.6% of all foreign tourists and a growth rate of 32.7%. In 2013, the consumption of Russian tourists was 120 billion baht, accounting for 10.1% of the total. Since then, the ruble has lost 40 percent of its value, affecting the behavior of Russian tourists visiting Thailand in winter.

2. The attack in Bangkok

The attack has affected the security phenomenon in Bangkok, especially the terrorist attack in February 2015 in the city center, which is Siam light rail station, near the large mall Siam square, the daily passenger flow is not less than 100,000 people. Bangkok is the center of state administration, the region of economic development and the region of tourism development. Compared with other cities of the state of qin, 38% of foreign tourists come to Bangkok, so Bangkok has also become the target of terrorists. The previous incidents only affected Thailand's tourism industry for a short time, because Bangkok is a famous tourist area, so there are still a lot of tourists to travel.

In addition, the terrorist attack also affected the conference tourism market, making it difficult to return to normal. For Thailand, the conference tourism market is growing fast. In 2003, there were 380,000 foreigners attending the conference, and in 2007, there were 860,000. Later, affected by the sub-standard goods crisis in the United States, the number has not recovered until now. From 2008 to 2010, there were only 730,000 - 740,000 people.

3. Traffic jam in Bangkok

At present, Bangkok's congestion problem is very serious. According to 2016 figures, more than 5.25 million cars (not including motorcycles) have been registered, a high proportion compared to the 8.9 million residents in Bangkok.

In addition to the inconvenient transportation, there are other reasons. For example, in September 2011, in order to promote the economic development of the automobile industry, the government implemented the first car policy, giving tax rebates of no more than 100,000 baht to people aged 21 who bought the first car. This policy is valid from September 2011 to December 2012. The value of the car is not more than 1 million baht. The car must be manufactured in Thailand and cannot be transferred within 5 years. As a result of this policy, the usage rate of cars in Bangkok increases rapidly, and the problem of traffic jam in Bangkok becomes increasingly serious. Railway construction is also one of the reasons for the traffic jam, the original car channel is relatively narrow, in order to railway construction to close some channels. Group travelers also have a hard time avoiding this problem, as traffic jams can delay their travel arrangements and sometimes require time changes, leaving a bad impression on visitors.

4. The problem of the airport

Bangkok currently has two international airports, Suvarnabhumi and Don Muang. Don Muang airport is the first airport in Thailand. In September 2006, Suvarnabhumi airport was built and then discontinued. Suvarnabhumi is one of the most popular airports in Southeast Asia, with 45 million passengers a year. Due to the management problem of Suvarnabhumi airport in 2012, there were too many passengers. In June of the same year, due to too many flights, the runway in the east was damaged for a length of 620 meters, requiring 90 days of maintenance. Less than 10 days later, the airport experienced a power failure that prevented the plane from landing. Problems in 2012 led the government to decide on a two-airport policy, allowing Air Asia to move to Don Muang airport. From the point of view of the airport location, it is expected that Suvarnabhumi airport will become the Southeast Asian aviation service center in the future. But Suvarnabhumi airport has encountered many problems, such as too many passengers and insufficient customs staff.

5. Security problems

While the MasterCard Worldwide Global Destination Cities Index 2013 ranked Bangkok as the most tourist-worthy city in the world, it's not necessarily a city for living. Because Bangkok is the center of state administration, economic development area, and

education, many people move to Bangkok to work and go to school, which brings crime problems.

According to Thailand's national police. From January to June 2013, there were 52 and 884 criminal cases, which showed an increasing trend compared with 2012, especially robbery cases. According to statistics, the police department received 5 calls, 229 times, and caught 1,847 suspects, an average of 29 cases every day. In addition, there are cases of sexual assault, assault, gambling, drugs, and prostitution. On the other hand, there are many streets and alleys in Bangkok. More than 80% of the crimes are committed in these places, most of which are in gas stations, parks, and other service places. There are four reasons for this: drugs, fighting, drunkenness, and promiscuity.

1.4 Suggestions For The Development Of Tourism In The Valley Of Thailand

1.4.1 Improvement Measures To Promote Valley Traffic System

It is suggested that the government introduces mandatory measures to stipulate that the outermost lane should be dedicated to buses (for the sake of unimpeded traffic of buses, buses can choose to go along the adjacent lane). By dividing roads, cars and other types of vehicles are made more convenient. With the addition of buses, government departments should redefine the road traffic system so that buses can run at normal speed without congestion problems. In the process, smart pilot stations could be used to give passengers information about the number of trains, routes and waiting times, making it easier to make travel plans. The system is jointly developed by smart bus and mobile phone software, which can tell the waiting time, update the information in real time and install GPS on the bus so that people do not need to wait for a long time at the bus stop. The fare payment system can improve the choice of electronic CARDS to pay the fare, reduce the cashier's burden so that more attention can be paid to the safety of passengers.

Mass rail transit (BTS light rail) should arrange the train schedule, so as to avoid time conflicts and reduce waiting time. In addition, if a new light rail is to be built, there should be round-trip routes with separate lanes, so that the light rail will not waste waiting time and passengers will have more sense of security. In addition, train services in Bangkok are divided into three categories as follows: BTS light rail, MRT metro, Airport Link light rail. But the train system all USES three different types of transportation CARDS, which brings trouble to people. If the BTS LRT, MRT subway and Airport Link LRT are unified, it will not only create convenience for passengers but

also save time when passengers choose to transfer. In addition, it is necessary to build and expand the extension lines of trains, so as to reach more suburban new towns and attract more people to use the public transportation system.

When traveling by sea, we should attach importance to safety. A scanning system can be used to calculate the number of passengers on board, including increasing the amount of time the ship will be docked, to prevent overloading. By providing strict monitoring personnel, passengers can get on and off the ship safely before leaving the dock.

1.4.2 Rational Measures To Improve Security In Bangkok

The main security problem in Bangkok is a crime. Because Bangkok is the capital of Thailand, many people come to Bangkok for work. In addition, the high price level in the city of Bangkok, relative to the income of the population, these reasons give rise to the crime problem in Bangkok. Local people should be made aware of and aware of risks. Adding security surveillance cameras to the streets can also increase community volunteer training, social security systems and police patrols. In addition, low-income families should be encouraged to enjoy social welfare benefits, including shopping malls that provide cheap consumer goods, reducing the incentives for crime. In addition, Bangkok will need to install additional monitoring to cover the entire Bangkok area, including checking the functions of CCTV and electrical systems at different locations, which will require availability and standards. There is also a need for stricter law enforcement and more severe punishment to combat crime. If the above measures are realized, criminals will not take risks. Legal measures should be combined with politics. In order to determine the legal system is established on a reasonable basis. If there is an assembly and there is no legal requirement, it may lead to violent assembly, causing damage to the lives and property of the participants.

In addition, additional security measures are needed in densely populated areas, such as airports or railway stations. At present, there are no security checks at the exits and entrances of the lobby of Suvarnabhumi international airport to check people entering the airport, only at the check-in baggage areas, and only at the subway entrances, which have scanning equipment but are only rough scans. Despite the use of random checks by personnel, the investigating authorities do not have sufficient resolution. The reason may be the fear of wasting passengers' time. In addition, less money should be spent on non-security personnel, and more money should be spent on

purchasing sufficient and effective scanners or explosives to check dangerous goods, reducing the number of baggage inspectors, and increasing the number of security officers at regular stations, so as to create more sense of security for passengers. Safety doors should be added between train and platform via BTS LRT. If someone falls off the rail, accidents will happen, especially during rush hour.

1.4.3 Build Trust And Promote The Development Of Tourism

Even though Bangkok is a famous tourist attraction in the world, it should actively maintain the ranking of tourist cities in the world by improving security. More than 70% of tourists go to Bangkok to relax, so Bangkok should let tourists have a sense of security and belonging. Key players include the tourism board of Thailand (TAT), which has had considerable success in promoting tourism in Thailand. However, many tourists come to Bangkok and find that the quality of products and services is worse than expected, which is due to the lack of supervision measures by tourism agencies, so there should be strict standards on the prices of services and products. The hotel should cooperate with many departments, such as the ministry of tourism, Thai hotel basic standards, Thai hotel association, Thai tourism bureau and Thai tourism business association, these departments should be evaluated, whether the hotel building, facilities, food, staff service quality, according to the evaluation results star. To rank and standardize the standards of different hotels. In addition, hotels, resorts or different types of accommodation should be standardized to reward and promote excellent hotels, so as to stimulate each hotel to maintain the standard level and develop the standard service. To promote excellent hotels for the known Thai and foreign tourists, in order to build the brand of Bangkok and high-quality service, make Bangkok become a famous tourist city. In addition, it promotes the development of tourist-related enterprises, whether it is hotels, restaurants and hot springs, to make it world-renowned, for example, Blue Elephant restaurant, a famous Thai restaurant, has branches in major cities around the world. Tourism agencies can provide capital to participate in international exhibitions, good image display, will bring a positive impact on Thailand tourism.

In addition to all kinds of leading reliability, such as services, food and hot springs, it should also promote the sustainable development of tourism in the expected long term qualitative, not only the short term tourism revenue. Bangkok may not be the cheapest compared to neighboring countries, but it can emphasize its selling points, such as the standard of products and services that are worth paying for. In addition to tourism promotion, it is also necessary to promote the development of Thai products and provide

tourists with distinctive Thai products, so as to surpass products from other countries and increase tourism revenue.

In addition, to promote the development of tourism, we must focus on request and the expectation of each group of tourists, visitors to the development of targeted marketing strategy, backpacker travelers, for example, in many major attractions, there should be to provide travel advisory or arrangement to other cities, at home and abroad, by the coach quality standards, clean, safe and with clear bus departure time.

1.4.4 establish sustainable development of tourist attractions

To develop the sustainable development strategy of tourism, it is necessary to start from daily advertising. The number of tourists should be limited to two kinds of tickets, which are divided into tour groups and individual tourists. For example, a large number of tourists flood into some scenic spots, and the number of tourists exceeds the carrying capacity of the scenic spot, thus causing damage to the scenic spot. In addition, online ticket purchasing system should be used to make it convenient and time-saving for tourists to buy tickets, especially for tour groups. Many people can register for the visit in advance, and the purchase of tickets should be combined with the passport number, so that every tourist can buy tickets and prevent scalpers.

Promote community tourism management, so that tourists are willing to go to more different tourist attractions, so that tourists feel exotic and leave a deep impression, so that the attractions win good reputation. Such a move would not require excessive budgetary costs, but the results could be significant. Focus on promoting cultural tourism, cultural tourism will not let the loss of resources. However, the arrangement of tour guides must be strictly followed. When taking tourists to visit different places, tour guides should tell them how to do activities in advance. The activities of tourists must not destroy the living atmosphere of the local people and promote mutual learning, so as to acquire the knowledge and customs and traditions of Bangkokians. Relevant departments can hold photo contests and blogs or websites to absorb high-quality travel stories about foreign tourists' impression of traveling to Bangkok, and then reward tourists with souvenirs, etc., so that tourists can better convey the good image of Bangkok.

A central committee should be set up to investigate and renovate tourist attractions, and random inspections should be arranged. At least once a month on-site survey, as

well as through the monitoring of the tourism situation in various places, including direct interviews with tourists and other ways to obtain the tourists experience and the existing problems. Through the establishment of punitive measures, such as the fraud of tourists, the forced withdrawal of stalls selling high-priced products, and the forced closure of scenic spots selling high-priced tickets.

1.4.5 Increase Urban Green Area And Improve Environmental Problems

Bangkok's pollution problem is getting worse every day. One reason is the large amount of vehicle exhaust emissions. But in Bangkok it is hard to keep to the traffic limits. The primary stage should solve the problem of urban automobile emission pollution, check whether the automobile exhaust value exceeds the standard. In particular, a large number of trucks emit black smoke. Therefore, relevant departments J should regularly monitor the emissions of vehicles, especially large trucks, and carry out road restriction rectification for substandard vehicles.

In the street landscape of Bangkok, large-scale afforestation should be carried out on both sides of the street, which can not only play the role of shading, but also absorb the pollution gas. By arranging full-time personnel to take care of and trim the green belt, the driver's driving will not be affected. The number of rubbish bins should be increased on both sides of the road, because there is not enough garbage collection system, the rubbish can be seen everywhere in the streets of Bangkok. The collected garbage should be classified and treated for the convenience of garbage recycling. To reduce crime in the city, Bangkok should increase patrols by law enforcement officers. Adding monitoring equipment to cover the whole city, and adding bicycle parking spots in obvious areas, to encourage citizens and tourists to choose the way of cycling.

Each community should have more parks, fitness centers, and accessible areas. At present, parks and fitness centers are far away from communities, lack of supervision and transportation difficulties have also indirectly led to some areas becoming a crime hotspot. By increasing public facilities, providing citizens with good physical and mental health activities, reducing the impact of alcohol or drugs, and thereby reducing the crime rate. Organize activities in the park and guide people to spend more time in the park. Let people get used to using more public green space, and gradually realize the importance of environmental protection. And fundamentally improve the environment of Bangkok, so that more overseas tourists are willing to travel here.

Downtown areas, such as office buildings or shopping malls, should provide green space. Although there are restrictive and other adverse factors in the downtown, as a result of the city's crowded high-rise buildings, the park cannot be built, but it can implement the construction of green space in the building, the characteristics of the indoor garden or modify the building deck into an outdoor garden. At present, there are green space construction pilot buildings in downtown Bangkok, including Siam one shopping mall, using a cooperative landscape architecture department lecturer to modify the deck of the shopping mall into a learning center for urban agriculture. Set up an agricultural test plot, using the sun's rays in the tropical city of Bangkok to grow a variety of crops. In addition, the use of plastic bags in Bangkok needs to be changed by eliminating free plastic bags in shopping malls and supermarkets and encouraging people to use cloth bags instead.

1.4.6 improve staff quality and meet international standards

Conduct staff knowledge training for management and service personnel. The management part will integrate related tourism businessmen with the purpose of understanding current and future world tourism development trends and tourism marketing strategies through the seminar. Realize the direction of awareness tourism. I have studied tourism in other cities, and I am proficient in all dimensions of management, such as tourist attractions, methods of attracting tourists and existing resource management. The urbanization level of the cooperation signed arrangements between Bangkok and other cities. Integration is achieved through the exchange of new knowledge among employees.

Part of the service should provide training in both personality and service ethics. Simulation training in various situations to solve problems, improve foreign language skills training, open courses on the direct application of services, from English and based on a third language, such as Chinese, Japanese, Korean, German, French, Spanish, Russian and so on. It may start with voluntary training, but these classes are then arranged as required courses in order to screen people for travel. Due to the tourism can be regarded as intermediate welding Thailand and foreigners of all aspects. Therefore, tourism personnel must be standard personnel. Hotels in Bangkok and international hotels may make agreements to exchange personnel to provide international services and to visit each country to the satisfaction of tourists.

The government should organize a special organization to evaluate the work quality of each employee. The evaluation personnel will get a work certificate after passing the first grade. This certificate can be notified to the human resources department of the company, so that the company can give you extra money every month as a reward. Quality employees are encouraged and should be held in every service industry excellent employees, by each company to choose their own employees to participate in the competition. Build a good image and give pride to employees. At present, the image of most service personnel is not high enough, and the honor is not high enough, which may affect the performance of employees. Employees should be encouraged to have a sense of pride in their work, so that they can work hard and achieve good service quality for tourism.

1.4.7 Promote Relevant Departments To Actively Participate In Tourism Resource Management

To promote citizens to feel that Bangkok is a tourist city, start from the clean organization in the community tourism, for example, Chinatown, which is a famous food street tourist attractions. At present, many Thai and foreign tourists come to Chinatown to taste the famous food street. Most of the restaurants in Chinatown are street food restaurants, so there are no waste management or cooking waste water facilities are not perfect, many stores have food scraps and waste water poured on the roadside, causing untidiness. There's a lot of food clogging up the sewers, and there's a lot of rain in the area, and there's not enough time to drain the roads and flood the roads, so strict laws should be enforced first to filter the food, then to dump the waste water and slow down the clogging drainage.

The public sector of Suvarnabhumi must also work together to manage, protect the cultural landscape of tourism and maintain good conditions. If it is changing over time, it also needs to be like the most primitive culture and push each community to have a community tourism plan through a unique selling point of the region. There are successful examples in the Bangkok community, where people from the community work together to help spread the cultural heritage of the local people. For example, the Gu-Dee-Jean community is the only traditional community with Gu-Dee-Jean bread. This is the famous bread from Portugal. Klong Bang - Luang community, making full use of the nearby famous scenic spot (dawn temple) to attract visitors to visit the community, the important feature is the artist's house, which is a local youth in the inheritance of puppet art, open twice a week for free admission. Visitors to the

community can also visit the traditional way of life that city dwellers maintain. Lin Jiang community, jointly promote ling can water market has been identified as a good water market.

To the private sector or relevant authorities, if any, need to study more about the environmental impact of the building, the residents of the area for the hearing. In addition, there should not be too many buildings, which will lose the traditional natural conditions of the city and make tourists have no chance to experience the real charm of the city. Provide standard public toilets with good housekeeping. At present, some local public toilets cheat tourists of charging fees. After all, they are public toilets, so this part should be monitored. In addition, relevant business departments should be sought, such as installing telephone networks in public places and providing free WIFI in tourist attractions to facilitate visitors to the Internet access system. At present, the lifestyle of many tourists has a lot to do with social media. With the Internet, the system enables visitors to instantly go online, which will promote some visitors to be able to update their travel information or photos of scenic spots on social media. Advertising is this tourist attraction in Bangkok, but do not need to use many of the budgets, with the third party language communication, foreign visitors will get more information, then Bangkok tourism department, which added more attractions information media into a third language, for instance, Chinese, Japanese, Korean, Russian, French, German, and Spanish, and so on. Part of the private enterprise provides facilities for constructive cooperation in the surrounding areas of the enterprise but is beneficial to the public, such as overpasses and shuttle buses. As well as promoting the construction of enterprise networks related to tourism by matching enterprises for the convenience of tourists, such as the cooperation between famous hotels and restaurants, mutual promotion of Bangkok tourism.

5.RESEARCH SUMMARY AND PROSPECT

1.1 Research Conclusions

This paper mainly studies the development status and strategies of tourism in Bangkok, Thailand. Firstly, the paper introduces the definition of tourism, sustainable development theory and SWOT analysis model in detail. Secondly, this paper analyzes the development process and environment of the tourism industry in Bangkok, Thailand. At the same time, it discusses the SWOT analysis of the tourism development in Bangkok, Thailand, the analysis of the current situation and problems of tourism development in Bangkok, Thailand. Finally, the article elaborates and analyzes the development strategy of tourism in Bangkok, Thailand.

Although tourism in Bangkok, Thailand is an important pillar of economic development, there are still many problems to be solved. First, the Thai government should solve the traffic problems in Bangkok and develop the traffic system, strengthen infrastructure construction, and improve the safety of Bangkok. Secondly, establish trust, promote the development of tourism, and make Bangkok a leading tourist city in the world, so as to improve and protect the tourist attractions of Bangkok with the strategy of sustainable development. Sustainable tourism strategy, tourism development of some major tourist attractions have exceeded the carrying capacity of these areas. Some types of tourism activities have had an adverse impact on the environment, both in the short term and in the long term will bring a negative impact on tourism. Therefore, it is necessary to make more strict and effective measures to control the impact of tourism on the environment. This strategy includes the following measures: 1. Control environmental quality and reduce pollution through various tax and economic means, including emergency measures such as the transfer of development rights. This gives local governments the right to compensate those who have suffered commercial losses as a result of environmental protection and land-use control measures. In this way, local governments can take private land located in certain tourism development zones and turn it into public land, so as to improve their landscape and increase green areas. 2. To expand the carrying capacity of tourist attractions by confirming the tourism demand, which often exceeds and exceeds the demand of local residents, especially the solid waste and wastewater treatment capacity. 3. Announce clear policies on service provision in national parks and wildlife reserves, and disclose service plans, regulations, service hours and fees, etc. 4. Formulate and publish a clear ecotourism management plan for the service and entertainment areas within the protection zone, detailing the geographical area to be developed, the activities to be carried out and the standards to

be met for the activities to be carried out. It is important to ensure that planning is strictly implemented in order to set a good example in pilot projects. 5. Encourage relevant government agencies to implement the national eco-tourism action plan formulated by the national eco-tourism commission, so that the plan can be implemented in a harmonious and effective way throughout the country. 6. The provinces should provide more public green areas and open Spaces for activities. 7. Establish an ecotourism development information center. The center will collect information and technical information on the research work done by relevant government agencies and other researchers working in ecotourism-related fields. The information should be placed on an electronic database system to facilitate access by those who need the information for travel development and management planning. This measure will help to ensure that Thailand's tourism industry can develop in an efficient manner on a solid technological basis; improve the quality of staff, give priority to the service management system, system, and travel service, and further strengthen the publicity and promotion of Bangkok tourism development. Finally, to promote the participation of public and private sectors in tourism resource management, so that the tourism industry in Bangkok, Thailand, with the continuous development of the global economy and attract more tourists to visit. Provision of safety protection for senior tourists, physical improvement of tourist destinations, development of easy and convenient accessibility, support for accommodation and attractions, and facility improvement for senior tourists should be taken into consideration if Thailand wants to attract more senior tourists from European countries. Hope to promote the sustainable development of tourism in Bangkok, Thailand. I think with the change of time and the world situation, there must be many problems to be solved in the future. Due to insufficient data, limited time and inadequate research level, this paper needs to be further improved and supplemented in the future.

1.2 Research Limitations and Prospects

The process of writing and analyzing this paper is also a process in which I increasingly realize my lack of knowledge and experience. Although I collected materials as much as possible and tried my best to use what I have learned to write and analyze the paper, there were still many deficiencies in the paper and the system functions were not complete. While some satisfactory research results have been obtained in this study, there are also many problems. The main research deficiencies should be:

More research should be done on tourists' satisfaction with Bangkok's tourism potential and ongoing problems. Because this paper is only one of the author as an Angle, combined with relevant literature and news summary. However, to explore long-term solutions, we also need to understand the real needs of tourists, in order to make our policies, to solve the most critical issues. Finally, I hope that future researchers can continue to analyze and find out better policies to solve problems, and I hope that judges can criticize and correct me more so that I can learn more knowledge in the future study.



REFERENCES

- Andereck, K. L., & Vogt, C. A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel research*, 39(1), 27-36.
- Briggs, S. (2001). *Successful tourism marketing: a practical handbook*. Kogan Page Publishers.
- Butler, R. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. *Canadian Geographer/Le Géographe canadien*, 24(1), 5-12.
- Caballero-Anthony, M. (Ed.). (2005). *Regional security in Southeast Asia: Beyond the ASEAN way*. Institute of Southeast Asian Studies.
- Chen Weina(2011). *Study on tourism development in Thailand*. Harbin engineering university.
- China news network (2017) world daily: *Bangkok residents spend 96 minutes a day stuck in traffic and parking*. Online search dateOnline search time January 5, 2019. Web site: http://www.xinhuanet.com/overseas/2017-11/09/c_129736715.htm
- Chaiprasit, K., Jariangprasert, N., Chomphunut, A., Naparat, D., & Jaturapataraporn, J. (2011). *Tourist expectations toward travel and tourism websites in Thailand*. International Business Economics Research Journal, 10(3), 41-49.
- Clarke, J., & Godfrey, K. (2000). *The tourism development handbook: a practical approach to planning and marketing*. Continuum.
- Cohen, E. C. E. (2008). Medical tourism in Thailand. *AU-GSB e-journal*, 1(1).
- Curley, M., & Thomas, N. (2004). Human security and public health in Southeast Asia: the SARS outbreak. *Australian Journal of International Affairs*, 58(1), 17-32.
- Esichaikul, R. (2012). *Travel motivations, behavior and requirements of European senior tourists to Thailand*. Revista de Turismo Patrimonio Cultural 10(2), 47-58
- Fennell, D. A. (2008). Responsible tourism: A Kierkegaardian interpretation. *Tourism Recreation Research*, 33(1), 3-12.
- Freedman, A. (2017). Nontraditional Security Threats in ASEAN and Beyond. *China, The United States, and the Future of Southeast Asia: US-China Relations*, 2, 79.
- Godfrey K, & Clarke (2000) J. *The Tourism Development Handbook*. London: Cassell.

- Giaoutzi, M. (2017). *Tourism and regional development: New pathways*. Routledge.
- Hamzah, a., ee, g., majid, m. R., hosen, n., halim, n. A., baharudin, n. H., & yaik, y. J. (2016). *Natural resource governance framework: asia scoping work report*.
- Henkel, R., Henkel, P., Agrusa, W., Agrusa, J., & Tanner, J. (2006). *Thailand as a tourist destination: Perceptions of international visitors and Thai residents*. Asia Pacific Journal of Tourism Research, 11(3), 269-287.
- Holden, A. (2007). *Environment and tourism*. Routledge.
- Holloway, J. C. (2004). *Marketing for tourism*. Pearson education.
- Hoontrakul, P., & Sahadev, S. (2008). *Application of data mining techniques in the online travel industry: A case study from Thailand*. Marketing Intelligence Planning, 26(1), 60-76.
- Huttasin, n., mommaas, h., & knippenberg, l. (2015). Towards tourism development of the isan region, northeastern thailand. *International journal of asia-pacific studies*, 11.
- Jitpraphai, S. M., Arunotai, N., & Tiangtrong, A. (2017). Tsunami Disaster Risk And Vulnerability In Coastal Tourism Community: The Case Of Khao Lak Area, Thailand. *Tourism in Marine Environments*, 12(3-4), 155-167.
- Kumar, S., Kusakabe, K., Shrestha, P., Linh, N. K., & Suwanprik, T. (2016). *Sustainable urban tourism through low-carbon initiatives*.
- Kaosa-ard, M. (2012). *Economic development and institutional failures in Thailand*. TDRI Quarterly Review 13(1), 3-11.
- Kaosa-ard, M. (1998). *Economic development and institutional failures in Thailand*. TDRI Quarterly Review, 13(1), 3-11.
- Lawson, F., & Baud-Bovy, M. (1977). *Tourism and recreation development, a handbook of physical planning*. Architectural Press..
- Lerdsuchatavanich, P., Pradatsundarasar, A. O., Pattanakiat, S., & Utarasakul, T. (2017). Impact assessment of off-road activities for sustainable tourism management in khao krajome, Thailand. *Journal of Environmental Science and Technology*, 10(4), 197-205.
- Lertwannawit, A., & Gulid, N. (2011). International tourists' service quality perception and behavioral loyalty toward medical tourism in Bangkok Metropolitan area. *Journal of Applied Business Research*, 27(6), 1.
- Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of sustainable tourism*, 11(6), 459-475.

- Mowforth, M., & Munt, I. (2015). *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge.
- Nitikasetsoontorn, S. (2014). The Success Factor of Community Based Tourism in Thailand. *Unpublished Ph. D. Thesis, National Institute of Development Administration*.
- Pullphothong, L., & Sopha, C. (2013). *Gastronomic Tourism in Ayutthaya, Thailand*. Paper presented at the Proceedings of the International Conference on Tourism, Transport, and Logistics.
- Richards, G., & Hall, D. (Eds.). (2003). *Tourism and sustainable community development* (Vol. 7). Psychology Press.
- Rerkrujipimol, J., & Assenov, I. (2011). *Marketing strategies for promoting medical tourism in Thailand*. *Journal of Tourism, Hospitality Culinary Arts*, 3(2), 95-105.
- Sangchumnon, A., & Kozak, M. (2018). Sustainable cultural heritage tourism at Ban Wangka Village, Thailand. *Anatolia*, 29(2), 183-193.
- Sangpikul, A. (2008). *Travel motivations of Japanese senior travelers to Thailand*. *International Journal of Tourism Research*, 10(1), 81-94.
- Saha, G. C., & Theingi. (2009). *Service quality, satisfaction, and behavioral intentions: A study of low-cost airline carriers in Thailand*. *Managing Service Quality: An International Journal*. 19(3), 350-372.
- Silverman, D. (2013). *Doing qualitative research: A practical handbook*. SAGE publications limited.
- Strzelecka, M., Boley, B. B., & Strzelecka, C. (2017). Empowerment and resident support for tourism in rural Central and Eastern Europe (CEE): The case of Pomerania, Poland. *Journal of Sustainable Tourism*, 25(4), 554-572.
- Trupp, A., & Sunanta, S. (2017). Gendered practices in urban ethnic tourism in Thailand. *Annals of Tourism Research*, 64, 76-86.
- Uysal, M., Perdue, R., & Sirgy, M. J. (Eds.). (2012). *Handbook of tourism and quality-of-life research: Enhancing the lives of tourists and residents of host communities*. Springer Science & Business Media.
- Wattanakuljarus, A., & Coxhead, I. (2008). Is tourism-based development good for the poor?: A general equilibrium analysis for Thailand. *Journal of Policy Modeling*, 30(6), 929-955.
- Wattanacharoensil, W., & Schuckert, M. (2016). Reviewing Thailand's master plans and policies: implications for creative tourism? *Current Issues in Tourism*, 19(10), 1045-1070.

- Yang Huitian. (2017). *Tourism development in Thailand*, Journal of Beijing union university 59 (5), 2. (In Chinese).
- Yiamjanya, S., & Wongleedee, K. (2014). *International tourists travel motivation by push-pull factors and the decision making for selecting Thailand as a destination choice*. International Journal of Social, Education, Economics Management Engineering, 8(5), 1326-1331.
- Zhu Wei (2016). *Research On the development status and countermeasures of rural tourism in tongxiang city*. Zhejiang University.
- Zhao Rui (2018) *Study on the Model of Tourism Development in Thailand*. Paper presented at Yunnan Normal University (in Chinese).

