



**RESEARCH ON THE DEVELOPMENT STRATEGY OF THAI
INTERNATIONAL TOURISM**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2018**



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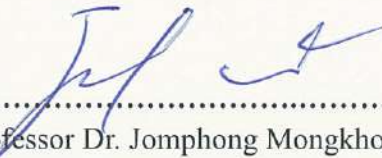
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ABSTRACT

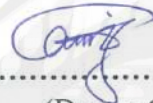
Title: RESEARCH ON THE DEVELOPMENT STRATEGY OF THAI
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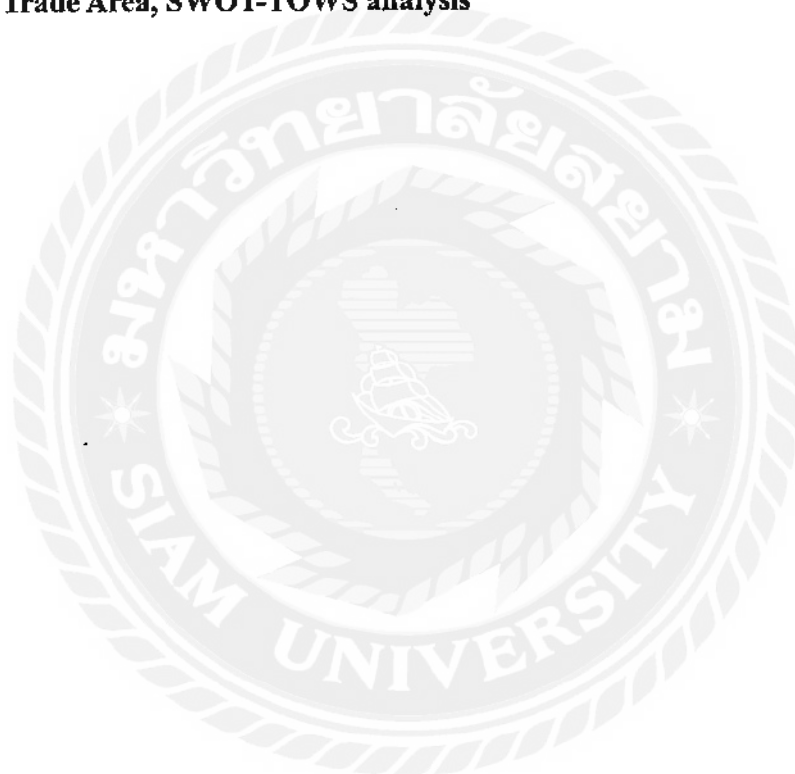
Thailand is a one of majority tourism country in the world. With increasing of Thailand's international tourism industry, it was dramatically earned income and contributes to foreign exchange receipt reach to country immensely. Under Economic Integration, both of goods and services are rapidly expanding followed in liberalization territories. Including movement of capital and labor between countries are increasing continuously as well as the cooperation economics of both national and regional. These phenomena were altered a number of trade and investment in various regions. Consequently, it has effect on trades and services tend to severely competitions. The Agreement on Trade in Service of China — ASEAN Free Trade Area, appears usefulness and toward to trade in tourism service directly. Therefore, China and ASEAN have mutual consent for cooperation the tourism marketing and expanding the tourism regional cooperation among two parties.

The establishment of CAFTA is a good opportunity for development of Thailand's international tourism industry. This studying is focused on contemplation of effect CAFTA to Thailand's tourism marketing accompany with investigates China tourism market. Consequently, Thailand's International tourism industry in aspect to CAFTA conducted a good chance for industrial development. Among all positive tasks available for CAFTA environment of Thailand's international tourism market. In this paper was studied Thailand's international tourism opportunity and was analyzed Chinese tourism market. Then, computes Revealed Comparative Advantage indices of Thailand's travel service as a proxy for tourism competitiveness, based on Porter Diamond Model this research also analyses determinants of

competitiveness of the tourism industry of Thailand. Furthermore, SWOT analysis method was analyzed on the current situation of international tourism industry in Thailand. Also, investigated the advantages, disadvantages, opportunities and threats, and then determined the strategy for Thailand international tourism development by means of TOWS matrix toward to suggestions and valuable prospects to Thailand.


The establishment of the CAFTA, to be not offer the development opportunity for Thailand international tourism industry, it also makes international competition of the tourism industry more competitive at the same time. The government and relevant departments how to take countermeasures, in order to improve the international competitiveness of industry, and to the sustainable development, is an important subject of Thailand international tourism.

Keywords: Thailand, International tourism industry, Development Strategy, China-ASEAN Free Trade Area, SWOT-TOWS analysis



摘 要

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泰国作为世界旅游大国之一，泰国国际旅游业的迅速增长，使得每年给国家创造了巨大外汇收入。随着经济一体化的兴起，对商品和服务的自由化的概念迅速扩大，世界各国之间的经济合作，既在国家层面，又在区域层面陆续不断地起步，这个现象促进了许多地区贸易和投资环境，同时也使国际竞争更加激烈。中国-东盟自由贸易区（简称：CAFTA）《服务贸易协议》的签订，对双方旅游服务贸易引起积极影响，中国与东盟互相开放了旅游市场，以及展开了双方的国际区域旅游合作。

对于泰国国际旅游业来看，CAFTA 自由贸易区的建立是该产业发展的良好机遇。本论文以 CAFTA 环境下泰国国际旅游市场变化分析为出发点，找出其自贸区给泰国国际旅游业带来的机遇，并剖析了中国旅游市场。接着，利用显示性比较优势指数对泰国旅游服务贸易的竞争力进行分析，另外基于钻石模型的六个方面，对泰国国际旅游业分析产业竞争力影响的因素。然后，运用 SWOT 分析法对泰国国际旅游业现状进行分析，找出该产业所拥有的优势、劣势、机遇和威胁，并利用 TOWS 矩阵为泰国国际旅游业发展制定战略，以及为泰国提出有益的建议与展望。

CAFTA 建立后，为泰国国际旅游业给予了来之不易的发展机会，同时它也给国际旅游业的国际竞争状况更加激烈。政府与相关部门怎样采取发展对策，为了提高产业的国际竞争力，并能够可持续发展，是现在泰国国际旅游的重要课题。

关键词：泰国，国际旅游业，发展战略，中国-东盟自贸区，SWOT-TOWS

ACKNOWLEDGMENTS

Light and shade come in swift alternation; Days and months flash by as quickly as a weaver's shuttle.; Light travels like an arrow, and time like a shuttle. It has been two years since I entered the University of Siam, which also means that my graduate study life is coming to an end. Memories of the past, an international student left the home country to a strange place to live and study, I not only experienced countless hardships and loneliness, but also experienced a lot of happiness and warmth. I have not been accustomed to Thai life for a long time, but now I feel that this has become my second family. Two years of student life is coming to an end, I have a lot of thanks to express.

First of all, to my instructor show respect and thanks, from the topic of the thesis, to finalize the final draft process, are all in the teacher completed, I really appreciate his patience and meticulous guidance, as well as my work has full confidence.

Secondly, I would like to thank all the teachers for their professional advice and meticulous guidance on this paper. I would also like to thank the other teachers of the school of Business Administration, in the course of the class, the teachers of our students have sufficient care and understanding. In addition, from the beginning of the elective course, the middle of the class, until the final revision of the paper, all the process, I would also like to thank the students to give me a lot of help, because with your help, the whole just went more smoothly.

Next, I would like to thank the international branch of the University of Siam for giving me one of the most advantageous opportunities in my life, allowing me to spend two years in a school with excellent teachers and a strong learning atmosphere.

Finally, I thank the foreign students, because you spent together, we came to different countries, speak different languages, we help each other, encourage each other, you let me two years of study life happier, more meaningful. In addition, thank my family for all my support, let me achieve today's achievement.

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CHAPTER 1

INTRODUCTION

1.1 Research background

Travel usually refers to travel for a limited period of time with the goal of entertainment, leisure, knowledge, family visits or business. Tourism can mean international or domestic tourism. Since the 1950s, tourism has slowly become popular among people's leisure activities, until modern tourism has become an essential activity in people's lives. With the rapid growth of the global economy, international tourism is a growing economic sector in the world, and international tourism also plays an important role in the balance of payments of a country. Nowadays, tourism income is a major source of many countries, and has an important impact on the economy of tourists and host countries.

1.1.1 World international travel continues to grow

The international tourism industry is one of the major industries in the world, which has important influence on the economic development of each country. International tourism industry is a branch of service trade, and it is considered as the most potential in the World Service trade, and the largest item of World Service trade output. Every year, the world's tourism income over hundreds of billions of dollars, for each country has brought tremendous economic benefits. As the industry is the source of foreign exchange and employment in various countries, many countries take the tourism industry as the main industry of the national economy. The pillars of tourism are formed by three industries, namely, travel agencies, catering and accommodation hotels. In addition to these major industries, the tourism industry has a lot of related business, such as transportation, tourism shopping, department stores and souvenir industry and so on. Tourism is the fastest growing emerging industry in the world, and the future trend of it continues to develop.

With the continuous development of the world economy and international trade, the concept of liberalization of goods and services has spread rapidly, and economic integration has become a major tool for the expansion of countries to international markets. After China and ASEAN were established, the economic integration of the region became the largest free trade area in the world now. China and ASEAN trade account for 13% of world trade. After the signing of the Agreement on Trade in Services in 2007, China and ASEAN agreed to a higher level of openness than the World Trade Organization in more than 60 service sectors such as tourism, education, transport and finance. Tourism service trade is one of the major projects in bilateral service trade. China-ASEAN Free Trade Area (CAFTA) further strengthen China's trade relations with ASEAN tourism services and promote tourism development in the region. The two sides will open the tourism market to each other and turn each other into a popular tourist destination.

1.1.2 Sustainable development of international tourism in Thailand

As one of the great tourist countries, the international Tourism of Thailand brings a lot of foreign exchange income to the country every year. According to statistics, Thailand's international tourism income of about 550 billion per annum, the proportion of gross domestic product (GDP) of about 5-6%. Since 20, the rapid development of Thai international tourism has received worldwide attention. Since China's reform and opening up, the national economy has been developing, making the Chinese average income gradually increased. Therefore, the number of Chinese travel abroad is more and more, to today China has become the world's largest tourist source country. For Thailand, Chinese tourists now have an important role in the development of Thailand's international tourism, and the completion of CAFTA is one of the main reasons for the rapid progress of China-Thailand Tourism Service trade, and the open market of the members of the FTA, involving regional tourism cooperation, makes China's tourism service trade relationship with Thailand more and more.

1.2 The purpose and significance of this paper

Thailand is a world tourism country, international tourism occupies an important position in the national economy, each year brings a huge foreign exchange income. After the establishment of China-ASEAN free Trade Area, not only to promote bilateral trade in goods, but also to further strengthen bilateral tourism relations, the Agreement on Trade in services to establish a new service trade rules between China and ASEAN, which means that the members of the FTA to promote the opening of the market between each other, so that the number of visitors to the country to continue to increase. (Chen, 2012) According to the World Tourism Organization (UNWTO), China will become the world's largest outbound market in the future. So it can be said that CAFTA will have important influence on the change of tourism market in the region, especially the 10 ASEAN member countries will get a good chance to broaden the tourism market. However, the Free-trade zone does not only provide a good opportunity for its members, but it also poses threats and challenges to its members. With the international tourism industry as the largest income in Thailand with potential and service trade, as one of ASEAN members, how to seize the rare development opportunities of international tourism and to deal with future threats and challenges.

This paper aims to analyze the changes of China and ASEAN tourism Market under CAFTA environment, to understand the Chinese tourism market deeply, to analyze the international competitiveness of Thailand's international tourism, and to use the SWOT analysis to find out the advantages, disadvantages, opportunities and threats of the country's international tourism. Finally, the countermeasures and measures for the development strategy of Thai International tourism under the CAFTA environment.

1.3 Research contents and methods

The main content of this paper can be divided into six chapters: the first chapter is the introduction, this chapter mainly proposed the CAFTA environment Thailand International Tourism Development Strategy Research topic source and the background, then elaborated this thesis research goal and the significance. Then, the author also mentions the main content and

method of this thesis. At last, the author puts forward the innovation and technical route of this thesis. The second chapter is the related theory and the literature review, first introduced the thesis related basic concept and the definition, including the traveling concept, the international traveling concept and so on, then proposed this article to use the theory and the model, finally is the literature review part. Chapter Three is the analysis of tourism market change under the CAFTA environment, this chapter first introduces the development of China-ASEAN Tourism Service trade. Then it analyzes the influence of CAFTA on the tourism market of the member countries and analyzes the changes of Thailand's tourism market. Finally, the Chinese tourist market is analyzed. The fourth chapter is the analysis of Thailand's international tourism, the main content of this chapter is the analysis of the international tourism industry, one is to the international competitiveness of industries analysis, the second is through strategic management of the SWOT analysis of Thailand's international tourism analysis, to find out the advantages, disadvantages, opportunities and threats of industry. The fifth chapter is the development strategy of Thailand's international tourism, through the tows matrix analysis method for Thailand's international tourism development strategy and put forward some suggestions for the future development of the industry. The sixth chapter is the suggestion and the conclusion, this chapter first proposed the Thai International tourism development existence question, then aimed at the Thai government and the Thai tourism related enterprise to put forward the advantageous opinion, finally is this paper conclusion.

1.3.1 research method

Foreign Studies: Brunn Achel is a famous tourism researcher, and he has put forward a convenient and quick method for the study of the relationship between tourism and economic development. This method can not only study the effect of foreign exchange, economic growth. Harvard professor Porter built a diamond model to analyze competitiveness and write a book, based on the theory of competitiveness, which has become a preface to the modern realm. The Thai government not only invests a lot of money in tourism, but also treats it as an important new industry, which has also led to the rapid development of tourism in Thailand. Thailand is responsible for tourism staff enthusiastic and responsible, with a high sense of service and a good attitude, for tourists to leave a good impression. This can be said that Thailand's tourism industry has developed rapidly, there is an important reason. Marjorie Kelly in 2008 for the development of Jordan's tourism potential issues to explain the development potential of this industry is mainly determined by the cultural orientation of the tourist market. Besides, the decisive factor is the tax rate, the policy of the National Tourism agency and so on. "Thailand's development of tourism economy measures research" summed up the current status of Thailand's development, and listed a series of measures to develop tourism, the development of Thailand's tourism advantages, hope to be able to receive worldwide attention and attention, and ultimately achieve Thailand's tourism market strong and economic growth.

Domestic studies: The survey structure shows that Thailand has always been the elderly as the main source of tourists, in recent years, the tourism structure has been broken, the Thai tourist from the original relatively rich old people into a young or not rich generation, the traditional mode of vacation and the main source of tourists are now the situation banned, Data show that the main structure of the current source of tourists is 18 years old to 30 years old

young people, accounted for up to 89.6%, young women become the main composition of watching Thai drama, young people prefer to obtain entertainment information from the network, and their information on Thailand's knowledge of the way is mainly television or computer. Thai researchers have studied the factors affecting tourism and analyzed the advantages and disadvantages of tourism development by SWOT method, then put forward their own suggestions and improvement wishes.

In this paper, Thailand's international tourism as the object of study, through a large number of relevant literature and collection of statistical data, the use of literature analysis to correctly grasp the subject of the relevant theory, and to understand the history and status of Thailand's international tourism. Using the combination of qualitative research and quantitative research, this paper analyzes the competitiveness of Thai international tourism by using the RCA Index of international trade and Porter's diamond model, and studies the advantages, disadvantages, opportunities and threats of Thailand's international tourism by using the Classical Strategy Management analysis tool Swot-tows analysis method. And for Thailand's international tourism industry to develop and inspire the future development strategy.

1.4 The innovation of this article

The innovation of this article:

first, CAFTA to China and ASEAN attracted a golden opportunity for trade development, especially in the tourism services trade, this article to the CAFTA environment in Thailand tourism market changes. Second, the international tourism industry is the outstanding major industries in Thailand, the growth of its industry for Thailand's economic and social development has an important role. The launch of CAFTA has a great impact on Thailand's tourism market, because China is the world's most important tourist source country, so this article in CAFTA Environment for Thailand's International tourism development Strategy Research.

As mentioned, the Thai economy depends heavily on the performance of its tourism industries. Specifically, the millions of jobs and a substantial fraction of export earnings and a wide range of other industries are directly or indirectly interdependent with tourism management. Therefore, this paper focuses on reviewing the potential relationship between Thai tourism development and economic growth. There have been a number of empirical studies that have focused on investigating the relationship between tourism development and economic growth both in one country and in a cross-sectional context. (Zhang, 2008)

The main purpose of this introduction is to review the general literature on tourism development and economic growth. The remaining four sections of the paper present first, the role of tourism development and economic growth in the Thai economy, followed by two sections covering a literature review of tourism development and economic growth in both first the international and then the Thai context. The last section provides conclusions. (Zhang, 2008)

CHAPTER 2 RELATED THEORIES AND LITERATURE REVIEWS

2.1 Definition of basic concepts

The concept of "tourism" has already appeared, in 1963, the social tourism Organization defined tourism as any travel under 3 international conditions, leaving the usual environment for temporary stays in certain places; travelers voluntarily, not coerced; three, not travel for work or occupation. (Mill, 1990) Later, because of the rapid growth of world tourism, the research on tourism development phenomenon has been increasing, which makes the definition of "tourism" much. International tourists, the World Tourism Organization is defined as: "Someone to leave their habitual residence, across the border of the country, for leisure, business and other purposes, stay more than a few nights over a year of tourists." (De, 2002)

Thailand is not endowed with world wonders, although our country has restored some of its more interesting historical sites. Thailand, for example, has many beautiful beaches. Scenic beauty and exotic nature can be found mainly in the more favored tourist sites, but there are hundreds of beaches as beautiful if not, even more beautiful elsewhere in the world. Although it would be untrue to say that our nature and our historical sites are not attractive, these positive aspects do not give us the cutting edge in the tourism industry. (Sun, 2015)

Tourism is dependent on tourism resources and facilities for the development of the industry. The industry is attracting tourists, tourism is a comprehensive, because mainly for tourists to provide tourism activities, its industry products can be referred to as goods or services. Related tourism economic activities, including: catering, transportation, travel agencies and entertainment industry. According to the above economic activities, the tourism industry can be divided into 3 major related businesses, that is: 1. support industry, refers to the promotion of tourism activities, such as: Transportation and advertising public relations industry, etc. 2. major industries, refers to tourism directly related business, such as: Sprinkle shop accommodation industry, catering and travel industry, etc. 3. Related industries, such as the golf course industry, spa service industry and souvenir industry, which are related to tourism activities.

The old expression —Business means war reflects the competitive mood and the strategic nature of the business world. In that world, rivals compete for the ultimate dominance in a battleground in which each contender has access to and makes use of common resources. A basic strategic advantage to win and prevail over rivals in the market comes from the differentiated used of such resources. Such advantage regards the particular way a firm employs its resources, or in other words, it regards the firm capabilities to compete. As in war, competition in business pushes the rivals to the limits of their capability. This effort, successful or not, will inevitably change the trajectory of the firms over time. (Li, 2007)

Tourism is a service industry, but also a comprehensive, because tourism activities are basically, from the row, live, eat, travel, purchase, entertainment and other tourism elements

constitute. The characteristics of tourism and other industries have a few points to ask:

1. Dependence, tourism is a collection of related industries, tourist links need to intervene in the tourism industry, such as the aviation industry, travel agencies and hotels, so the quality of tourism depends on the development of relevant industries. In addition, tourism relies on the natural resources, cultural, political and facility conditions of the destination.

2. The identity of production and consumption, the production process of tourism products is also the consumption process of tourism products, tourism is a service industry, so tourism products and other goods have a very large, tourism products are important characteristics of intangible products tourism is mainly to provide "services", consumers or visitors cannot contact or feel, Visitors can only be satisfied with what they see or receive from the service, so the staff in the tourism industry is of great importance. (Wang, 2015)

2. 2 Correlation theory

2.2.1 Strategic management and development strategy theory

Strategy -straight is the focus of attention of managers, strategic management is a high-level and comprehensive management science, the importance of strategy is to achieve the uncertainty of one or more S-standard. Alvin Toffler The American futurist, the enterprise without strategy, is like a lost plane, even if not destroyed, it is difficult to reach the destination. (Li, 2013)

Strategy is to plan and guide the overall strategy, that is to refer to the overall long-term problems of planning. The development strategy has the characteristics of overall, long-term stability, level stage and multidisciplinary comprehensiveness. Generally speaking, the main content of the research of development strategy is composed of three basic parts: 1 The basis of developing strategy, 2 Choosing development Strategy target, 3 Countermeasures to achieve the strategic goal of development. (Zheng, 2013)

The process of strategic management, including: Environmental analysis, Vision, Mission, Objects, strategy formulation, strategy implementation and strategic control.

In the process of analyzing the internal and external environment, swot-tows analysis is one of the main analytical tools of strategic management, which plays an important role in the teaching and business circles in Western countries. SWOT and tows analysis is the analytical model that scholars often use when they need to study the internal and external environment of an enterprise, which was proposed in 20th century 80. Professor Verecker's Swot-tows analysis is beneficial to the analysis of the situation of enterprises or industries, mainly divided into the advantages and disadvantages of the internal environment of enterprises or industries, and the opportunity and threat of external environment, then use the tows matrix to make strategy.

2.2.2 Diamond model

A famous professor of strategic management at Harvard Business School in the 1980s, Porter (Porter, 1990) presented the Diamond model in 1990. In 1990, Porter published a book titled "National Competitive Advantage" with the English title "The Competitive Advantage of Nations". The book mainly put forward the industrial organization and business strategy theory to apply to international trade. Porter believes that a country will flourish or decline is the fundamental reason for the country in the international competition is the advantage, the other country will be the key to competitive advantage is the availability of appropriate innovative mechanisms and full innovation capacity. (Porter, 1990)

Porter Diamond models are often used to analyze a country's industry and find out why the industry is competitive internationally. Porter that each industry basically has four main factors can determine a country's industrial competitiveness, including: first, production factors; Second, the demand condition; third, performance of related industries and supporting industries; four, as well as the enterprise's strategy, structure, competitor performance, there are two other indirect factors is the government and opportunities. According to the model, Porter that a country will win international competitive advantage, key in the above four main factors, as well as also includes two auxiliaries.

2.3 Journals reviewed

2.3.1 A study on the development of China's ASEAN tourism by GAFTA

Since China and ASEAN have started to discuss the establishment of free trade area between the two sides, they have received a lot of attention from domestic and foreign tourism researchers, because they are aware of the importance of their free trade area to both sides. After China and ASEAN signed a Free-trade zone agreement, this further bilateral economic and trade relations.

Since 1990, with China's open policy, the number of Chinese tourists to travel abroad has been increasing, the 10 ASEAN countries have long been included in the approved tourism R by the Chinese government, which makes the ASEAN countries have become one of the important tourist destinations. China also serves as an important destination for ASEAN tourists to Southeast Asian countries.

At present, China has become the second largest tourist source of ASEAN, with 7.3 million visitors to ASEAN in 2012, 2.6 times more than 10 years ago. For ASEAN visitors, China is one of their initial tourist destinations, as China's rich tourism resources make the ASEAN visitors grow. According to the statistics of China's foreign tourists, ASEAN tourists occupy an important position, which is one-fifth of all foreign tourists in China.

2.3.2 Research on the development of China-Thailand International tourism industry

With the rapid development of international tourism in Thailand, many scholars at home and abroad have studied and discussed the Thai tourism industry. Gao wenrong pointed out

that Thailand's rapid growth in tourism is mainly due to the Government attaches great importance to the industry, the Thai government to the tourism industry as an important pillar of economic development. (Gao,1990) Chen Weina also believe that the tourism industry in Thailand is of great service quality because of its service. (Chen, 2011)

With the rapid development of international tourism in Thailand, many scholars at home and abroad have studied and discussed the Thai tourism industry. 1999, Gao Wenrong (Gao, 1999) pointed out that Thailand's rapid growth in tourism is mainly due to the Government attaches great importance to the industry, the Thai government to the tourism industry as an important pillar of economic development. Gao Wenrong (Gao, 1999) and Chen Weina (Chen, 2011) also believe that the tourism industry in Thailand is of great service quality because of its service. (Ju, 2005)

The Government of Thailand and the tourism related departments pay more attention to the quality of tourism service, which makes the service consciousness of the tourism industry in Thailand strong, the quality is high, the service quality is recognized, so it can be said that service quality Dizzy is one of the important reasons for the sustainable development of tourism in Thailand.

China, as an outbound tourist source, has strong strength and growth potential. According to UNWTO's forecast, in the next 2020 years to travel abroad, Chinese tourists will reach 100 million people, by then Chinese tourists become the first major outbound tourist source country. Since 1990, with China's ads policy, the size of China's outbound tourism market has expanded rapidly in just more than 10 years. "China's outbound Tourism Development Report 2013," announced in 2012, Chinese tourists to travel abroad increased by 18.41% from 2011. From the statistical data, China has become the world's largest source market, a large number of Chinese tourists than Germany and the United States.

In addition to China becoming the world's largest outbound tourists, there are many scholars of China's outbound tourism consumption behavior analysis. Wang Xiaohuan based on consumption theory to study the consumption ability of Chinese tourists and Japanese tourists traveling abroad, the research shows that Chinese tourists have high consumption behavior because of the rapid development of China's economy. With the growth of Chinese consuming ability and the change of consumption concept, many countries have opened their doors to Chinese tourists. (Wang, 2006)

Shao xie (Shao, 2011) thinks that the development of Internet also has an important influence on the process of choosing tourist destinations in China. Many Chinese tourists now like to use the Internet to search for tourist destinations, according to a survey by the US Boston consultancy, where the demand for Chinese tourists comes mainly from young people who are eager to see the new world, and more than half of the respondents listed N as their most trusted source of travel plans.

Zhu Hao (Zhu, 2013) Analysis of the motives of Chinese overseas consumption, the

motives of Chinese citizens' consumption abroad can also be classified as the following seven categories, 1. of luxury price differences; 2. material worship and irrational comparisons; 3. Economic strength growth 4. relaxation of Cross-border travel restrictions, 5. culture attraction, 6. inland product loss, 7. mainland product quality crises.

2.3.3 Document

A lot of scholars have probed into the influence of the establishment of CAFTA on the tourism of both sides. Most literatures analyze the tourism development and tourism competitiveness of the cities in southern China, such as Yunnan and Guangxi. From the previous research results can be summed up, the establishment of CAFTA to both sides of the tourism industry has brought a rare opportunity for development, and free trade zone also makes the competition in the region more intense.

As for the research scope of Thai international tourism, most scholars focus on Thailand's tourism development status, Thailand's tourism industry has an important role in Thailand's economic growth, Thailand's tourism competitiveness and Thailand's tourism products marketing analysis, there is no research on Thailand's tourism development strategy. As for China's outbound tourism research results, it can be said that the current Chinese tourists to the development of the world tourism has a positive role, China is not only the world's largest source of tourists, but also the Chinese tourist outbound tourism consumption ability to continuously improve.

Therefore, this paper will study the impact of Thailand's international tourism, and the use of Revealed Comparative Advantage (RCA) Index and diamond model to analyze the international competitiveness of Thailand's international tourism, and through swot-tows analysis of Thailand's international tourism in the internal and external environment, at the same time to the industry proposed Thailand's international tourism development countermeasures factors of the catalytic role.

CHAPTER 3

MARKET ANALYSIS OF THAILAND INTERNATIONAL TOURISM UNDER THE ENVIRONMENT OF CAFTA

3.1 Development status of China-ASEAN Tourism Service trade

3.1.1 Development of China-ASEAN service trade

Since the 90 's, the volume of service trade in the world has increased continuously, and services have gradually become a component of international trade. The relationship between and ASEAN 10 countries, such as economic, political, social and cultural, is very close, so cooperation between the two sides has been expanding. With the rapid development of World Service trade in the past ten years, the service trade is the main component of the regional trade cooperation in the planning of China-ASEAN free Trade Area. Trade in services is a major part of the trade between the two sides, and now the two sides have already achieved good results in the field of trade in services.

The establishment of CAFTA has promoted the number of trade in services between the two countries, which has become a core advantage between China and the 10 ASEAN nations, due to the geographical succession of ASEAN and China, the common culture and the growing of tourism in the region. In addition, as the total volume of trade between the two sides increases continuously, it also helps to promote the logistics and transport services. (Suthiphand, 2002)

The establishment of China-ASEAN Free Trade Area (FTA) has actively promoted the increase of service volume of both sides, and the trade volume of the two sides in 2007 was only 17.91 billion U.S. dollars, until 2010 CAFTA overall effect, China and ASEAN trade volume of services has reached 26.8 billion U.S. dollars, and 2007 compared to an increase of 49.7 %, achieved the desire of both sides to cooperate. (Thitapha, 2003)

3.1.2 China-ASEAN Tourism Service Trade Development

In the planning of China-ASEAN FTA, the Agreement on Trade in Services is the development factor of the service trade between the two countries. As one of the important industries of the service industry in the two places, international tourism also obtains its influence. China and ASEAN are very rich in tourism resources, China has beautiful natural scenery, more precious and a long cultural heritage, the above factors promote China's tourism development, but also promote China to become the world's tourism power. As for the countries in Southeast Asia, all the surrounding homes have world-famous tourist attractions, each year, ASEAN's natural tourism resources and cultural tourism resources can attract a large number of foreign tourists, it can be said that the ASEAN region is one of the world's tourism centers, tourism has become the backbone of ASEAN regional development industry.

Tourism as the 20th century emerging industry, after more than 50 years of continuous development and growth, the growing development of the contemporary tourism has been

developed into the world's largest industry and the strongest momentum of the industry. Because of the rapid development and industry-driven, many countries take tourism as an important and leading industry of economic development. For China and ASEAN countries, tourism is also an important industry in their countries. Since China and the ASEAN Governments attach great importance to the national tourism industry, both sides are determined to strengthen bilateral tourism development through cooperation in the FTA.

Since the 1950s, the developing countries have begun to attach importance to the development of international tourism, and the international tourism of ASEAN countries has been developing with great prance. The Southeast Asian region has unique natural scenery and human resources, attracting a large number of tourists, Southeast Asia famous tourist attractions are very many, whether it is Thailand's Phuket and Chiang Mai Malaysia Kuala Lumpur and Genting, Indonesia's Jakarta and Bali, Vietnam's Hanoi and Halong Bay, Cambodia's Siem Reap and Angkor Wat, all are tourist destinations that are not unfamiliar to foreign tourists.

After the reform and opening-up, China's international tourism has also been growing continuously since 1990, along with the rapid development of China's economy, China's tourism industry has undergone great changes. After more than 30 years of rapid development, tourism has become an important part of the national economy. Although China's tourism development started late but developed very fast. In 1978, China received 1.8 million inbound tourists, only 0.7% of the world, ranked 41st in the world, inbound tourism income of 260 million U.S. dollars, accounting for only 0.038% of the world, ranked 47th. In the past more than 30 years, the development of China's reform and opening-up policy has developed international tourism, to 2013, the total number of inbound tourism reached 129 million people, to achieve international tourism income of 51.664 billion U.S. dollars. Among the main source countries of inbound tourism in China, ASEAN countries are also China's important inbound tourist market. ASEAN accounted for 6 of the top 18 countries of foreign inbound tourism in 2013, including Vietnam, Malaysia, the Philippines, Singapore, Thailand and Indonesia (China National Tourism Administration: CNTA). In addition, Chinese tourists to ASEAN tourism, with the Chinese outbound tourism to relax the ads policy, the ASEAN region's countries have gradually become a popular tourist destination for Chinese tourists. According to statistics, the number of Chinese tourists to ASEAN countries in 2004 was 2.76 million. In 2009, the number of Chinese visitors to ASEAN reached 42.011 million.

Since the establishment of CAFTA, the international tourism of 11 countries has developed rapidly, and the trade volume of tourism services in the region has increased, and both China and ASEAN have become the destination countries for each other. China's travel to ASEAN in 2012 accounted for about One-third of the country's outbound visitors, according to the Ministry of Commerce. Similarly, China is an important tourist destination for ASEAN tourists, and the number of visitors from ASEAN is increasing, and ASEAN visitors to China are about 20% of the total number of inbound foreign tourists from China. The growth of both sides of the international tourism industry has promoted investment in hotels, catering and construction industries.

In the field of international service trade, the role of tourism service trade is very good, and it has an extremely important position for China and ASEAN Tourism Service trade. In particular, in the last 10 years, travel between countries in the region has continued to improve. Since the two sides entered into the agreement on Trade in Services in 2007, the tourism routes between China and ASEAN countries will be connected and open to the tourism market and mutual investment to achieve resources, products, source and market share. Since the entry into force of the Service trade agreement between the two sides, it has promoted the growth of tourism service trade. In 2012, the number of Chinese tourists reached 9.2832 million, more than 8.0791 million European Union tourists, China as ASEAN's largest tourist source.

According to the World Tourism Organization (UNWTO), By 2020, the number of international tourists worldwide will reach 13.6 billion. It is expected that 2020 international visitors will be nearly one-fold compared with 2010, the largest source of tourists is China, the World Tourism Organization in 2003 forecast to 2020 China outbound travel will reach 100 million; China Tourism Research Institute statistics in 2013 outbound tourism has reached 98 million, a breakthrough of 100 million people in 2014 years. The rapid development of China's outbound tourism is far beyond the UNWTO expectation. This is not only a good opportunity for the ASEAN region, but also a rare opportunity for Thailand.

3.2 The impact of CAFTA on the Thai International Tourism Market

Since 2007, when China and ASEAN signed a trade agreement on services for both sides of the FTA, 11 countries in the agreement have pledged to open up to each other in more than 60 service trade sectors at levels higher than the World Trade Organization (WTO) commitments. As a result of the signing of the Agreement on Trade in Services, China and ASEAN have established a higher level of coordination deliberative body, in order to promote the negotiation platform of regional tourism cooperation planning between the two sides. The construction of CAFTA has created a large market with 1.9 billion people and a gross domestic product of about 6 trillion dollars.

China-ASEAN FTA not only strengthens the regional cooperation between the two sides, but also promotes the trade of tourism services between regions. Thailand, as one of the ASEAN members, must have a positive influence on the CAFTA environment, and international tourism is very important to Thailand because of the enormous foreign exchange income that can be created, and the establishment of CAFTA has the following positive impact on the Thai international tourism market.

3.2.1 The expansion of tourist market

With a population of about 1.9 billion people in China and the ASEAN H countries, the CAFTA has made the region the world's most populous free-trade zone, which means the region also has 1.9 billion visitors. The effect of CAFTA not only promotes trade between the two sides, but also means that the two sides will open the tourism market to each other. For Thailand,

this is a valuable development opportunity for the country's international tourism. Based on the characteristics of tourism, in addition to the development of tourism resources and facilities, the tourist market is another key to the survival of the cattle industry. According to ASEAN visitors, the number of visitors to ASEAN in 2009 was only 4.201 million, until the first year of comprehensive CAFTA in 2010, Chinese tourists to ASEAN tourism increased to 5.415 million, an increase of 28.9%. China's economic growth and China's ASEAN FTA have contributed to the continued rise of Chinese tourists in the ASEAN region, and the number of Chinese tourists visiting Asean in 2013 topped 12.641 million, compared with 2009 's growth rate of 200.9%.

The effect of the establishment of CAFTA has made the tourist market in Thailand necessarily more synchronized, according to the foreign visitors from Thailand from 2008 to 2014 statistics show that the number of Chinese tourists increased significantly, from 2009 to 2010 the growth rate was as high as 44%, from 777,000 to 1.122 million. In 2014 last year, Thailand received as many as 2.623 million Chinese tourists, and the number of Chinese tourists visiting Thailand has increased by about 5 times since CAFTA started.

3.2.2 Tourism International competitions more exciting

Although the CAFTA has expanded the Thai tourist market after its launch, it has also brought a stronger competitor to Thailand. With the steady development of world tourism and the continuous increase of international tourists, many countries, especially developing countries, see tourism as the key pillar of national economic growth. Among the countries of the ASEAN region, except Singapore's, other ASEAN member countries are positioned to be the world's developing nations. Taking into account the development of international tourism in ASEAN countries, it will be found that the tourism of the countries in the region is stable and sustained growth.

The tourist conditions in the ASEAN region are very similar, not only is the natural tourism resources similar, the traditional humanities resources also like currently in the local area, Thailand's international tourism is a relatively leading position, but the completion of CAFTA so that other ASEAN countries tourism development and acceleration, so in the future Thailand will encounter a more powerful with regional competitors. In view of the future development of international tourism, Thailand needs to continuously upgrade its industrial competitiveness in order to maintain its international status.

3. 3 Analysis of China's tourism market

China's tourism industry has developed rapidly in the past five years. In 2004, overnight tourist arrivals to China reached 41.8 million, increased 26.6% over the previous year; international tourism receipts amounted to US\$ 25.7 billion, up 47.9%. These figures ranked China numbers 4 and 7, respectively, in the world in terms of overnight tourist arrivals and international tourism receipts. With a gradual loosening of policies by the central government allowing Chinese citizens to travel overseas, outbound travelers from China in 2004 reached

28.9 million, 42.7% more than the previous year. China has become a significant outbound tourism market in Asia. (Huang, 2008)

While the development of the tourism and hospitality industry in China has caught much attention for its ability to propel the nation's economy and create business opportunities for overseas investors, tourism and hospitality research in China still remains as a relatively unfamiliar activity to international tourism and hospitality researchers. (Huang, 2008)

According to the World Tourism Organization (UNWTO), the number of international visitors will reach 1.36 billion in 2020, which will become the world's largest source of tourists in the future market is China. China, the world's most populous country, makes the tourism demand of this region is also huge, now tourism has become a hobby of Chinese people, it can be said that the Chinese people are now the world's favorite tourist. According to the China National Tourism Administration, Chinese outbound travel reached 98.19 million in 2013, up 18% from 2012. The growing size of China's outbound tourism market makes it a key target for China's international tourism development. (Wen, 2004) The establishment of CAFTA, which brings the best development opportunity to Thailand, is the opening of China's tourism market. At present, as the most important target group for Thailand's international tourism, China's tourist market is becoming more and more important, and most importantly, Chinese tourists are not only the most people abroad, but also the most popular tourists in the world. The following is an analysis of the Chinese tourist market.

3.3.1 The main reasons of promoting the development of outbound tourism in China

After the reform and opening up, China's economy-maintained growth, so that China's per capita national income synchronized rapid increase. In addition, since the Government has adopted ads policy, the number of Chinese tourists to travel abroad has continued to grow, currently in the ads agreement countries and regions, has covered the world's famous tourist destinations. ASEAN, as China's ads policy initially relaxed tourism 0, since 1990 ASEAN 10 countries have become China's important tourist destinations.

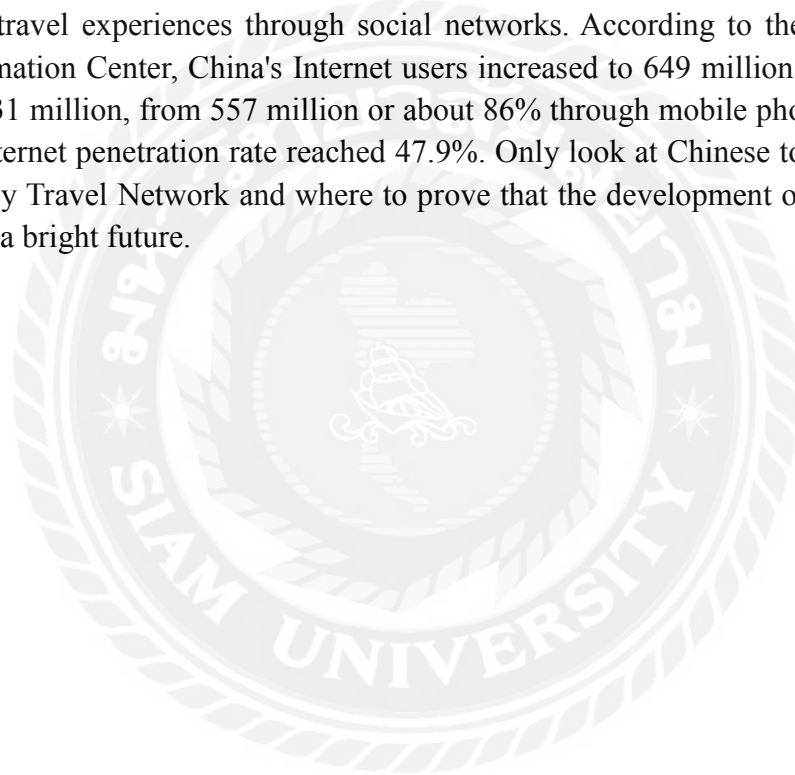
Because of the continued opening of outbound tourism policy, the number of Chinese tourists to foreign tourism continues to expand, the average increase in population income, so that Chinese tourists do not hesitate to go out to try different tourism environment and the search for lifestyle differences. The impact of economic development and open policy has made the number of outbound tourists more than 10 million for the first time in 2000 years, and more than 30 million visitors for 1-2005 years. In 2014, Chinese tourists first broke 100 million trips to foreign countries. The rapid growth of the number of outbound tourists in China has not only aroused the high concern of domestic tourism, but also received foreign attention.

Besides the improvement of China's economy, the development of transportation is another major reason for speeding up the development of China's outbound tourism. The development of the aviation industry and the opening of new routes, to promote cross-border exchanges between the people of the world more convenient, in addition, the emergence of

Low-cost aviation is also advocated by the Chinese people to travel abroad another major reason. The most expensive item is the airline ticket for tourists traveling abroad, and the advent of cheap air makes it easier for tourists to travel abroad.

With the growth of the global tourism industry, various countries continue to carry out tourism development and tourism promotion. The prosperity of international tourism makes the global tourism destination new, the World tourism products more pattern, in order to be able to cope with the changing behavior of tourists, tourism business also hold an innovative travel itinerary.

At present, the world is not only the information age, but also the world has entered the Internet and social network period. For tourism, the modern world is positive for tourism, as visitors can search for information about new destinations at any time, and they can look at other people's travel experiences through social networks. According to the China Internet Network Information Center, China's Internet users increased to 649 million people in 2014, an increase of 31 million, from 557 million or about 86% through mobile phone access to the Internet, the Internet penetration rate reached 47.9%. Only look at Chinese tourism websites, such as: Journey Travel Network and where to prove that the development of online tourism must also have a bright future.



CHAPTER 4

ANALYSIS OF THAILAND INTERNATIONAL TOURISM INDUSTRY

4.1 Status of Thailand's international tourism development

As one of the great tourist countries, the international Tourism of Thailand brings a lot of foreign exchange income to the country every year. Thailand has mountains, there is sea, is a natural environment superior beautiful country. In addition to rich natural resources, Thailand has a long history, but also has a unique social customs and cultural traditions. (Tang, 2004) Bangkok, Pattaya, Chiangmai and Phuket are all familiar cities for foreign tourists, and these factors have contributed to the small country becoming one of the top ten tourism countries in the world. According to statistics, Thailand's international tourism income is about 550 billion per year, which accounts for 6% of gross domestic product. Tourism not only brings great economic value to Thailand, but also contributes a lot to the value added and employment rate. Since then, Thailand's international tourism industry is one of the major industries promoting the national economy in Thailand.

Thailand is located in Southeast Asia Center, land area of about 514000 square kilometers, with Burma, Laos, Cambodia, Malaysia and other countries bordering. Thailand is a tropical monsoon climate, the annual average temperature of about 18-34 degrees Celsius, divided into three seasons throughout the year: Jeti, rainy and dry season, 1 from January to April is Thailand's tourist season. Thailand has a wealth of tourism resources, whether it is the natural resources of sandy mountain scenery, or the cultural monuments of Buddhist culture and customs and culture, are attracting foreign tourists to watch, Bangkok, Chiangmai, Pattaya and Phuket are not unfamiliar with foreign tourists Thailand famous tourist destinations. In addition, there are many traditional festivals in Thailand, each traditional festival is unique, such as the water-sprinkling festival and the Lantern Festival. In addition to visiting the tourist attractions, foreign tourists in Thailand is essential to enjoy Thai food, famous Thai dishes such as: Winter Yang gong soup, wood fruit salad, green curry soup and Thai-style fried powder, these are tourists cannot miss a few Thai dishes. (Li, 2008)

ASEAN member countries, Thailand's International tourism comparative Early Development, in 1950 the government established the Thai Tourism Bureau, in 1987, the Thai Tourism Bureau began to promote tourism activities, Thailand for the first time held a "Thai tourism year." Since then, the number of foreign tourists traveling to Thailand has increased continuously to the present. After more than more than 60 years of development, international tourism has gradually become the main pillar of Thailand's development, whether in the economic, social, cultural or environmental, the industry has a significant impact on all aspects of development. The most obvious is that in the economic aspect, every year international tourism brings huge income to Thailand, according to the tourism income data shows that 1998 Thailand International Tourism Income of 788 million U.S. dollars, 15 years in the past 2013 years' international tourism income exceeded 39.3 billion dollars.

In the past 20 years, Thai international tourism has developed at an alarming rate, with the

number of visitors visiting abroad increasing every year and the income of foreign exchange rising steadily. According to statistics, in 2002, only 10.79 million foreigners visited Thailand, 2010 this number has reached 15.93 million, an increase of 47.6%, and the number of visitors to 2013 to travel over 26.54 million people. Although some years of political unrest in Thailand, resulting in a decline in the number of foreign tourists, Thailand in 2009, the political crisis, foreign tourists from 2008 14.58 million people, reduced to 14.14 million people, down 2.98%. Last 2014 Thailand also encountered a military coup, the current political turmoil has affected the number of foreign tourists fell 6.66%, from 2013 26.54 million to 24.77 million people. (Jose, 2005)

The development of international tourism directly for Thailand to create a large number of foreign exchange, although the industry will encounter unfavorable development of the situation such as the world financial crisis, domestic political instability or natural disasters, but the industry can still struggle to stabilize the continued growth of obstacles. According to the Thai Ministry of Tourism. Statistics show that international tourism in 2008 created 17.247 billion of dollars in income, by 2009, the political crisis in Thailand affected the confidence of tourists, so that inbound tourists depressed, tourism income low to 14.88 billion U.S. dollars. Later, Thailand's political turmoil gradually returned to calm, each term of the government began to promote tourism policy to retrieve the previous development status. In the 2010, the visitor's crisis of confidence slowly revived, and it was also the first year of China's ASEAN & Bloc, and the extension of trade in tourism services in the FTA, which boosted international tourism revenue to \$8.706 billion trillion. The Government's support for the development of tourism measures has promoted the repeated growth of the income of tourism services trade, and the growth rate of international tourism revenue in Thailand from 2009 to 2013 was 163.98%, achieving 39.282 billion U.S. dollars in foreign exchange harvest.

With the World Economic Forum announced the "Tourism Competitiveness Report", the report ranked 140 countries in the world's tourism competitiveness. The World Economic Forum's Travel and Tourism Competitiveness Evaluation Index system is designed by the joint efforts of the World Economic Forum and the strategic Technical consulting company, the International Air Transport Association (IATA), the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC). The travel and Tourism Competitiveness Report was first released in 2007, and the report ranked countries according to the travel and tourism competitiveness indicators, comprising three main indicators: first, the tourism regulatory system; second, tourism business environment and infrastructure; iii. tourism human, cultural and natural resources.

From the World Economic Forum's "Tourism Competitiveness Report" found that Thailand is still able to maintain levels, although faced with a variety of risks and crises. From the three main classification indicators, Thailand has great potential in tourism, human, cultural and natural resources, from 2013 in the 140 countries in the world rankings, Thailand ranked as the world's 23rd, to obtain 4.68 points. Thailand's tourism industry ranked the top 10 in the Asia-Pacific region, replacing China's 9th-largest Asia-Pacific region with Thailand in 2013.

International tourism is not only conducive to promoting the development of Thailand's tourism, but also conducive to improving the level of economic development in Thailand, the rapid growth of foreign tourists to promote a large number of foreign exchange income into the Thai economic system, the influx of tourists to the tourism industry to obtain good opportunities for development, whether catering, handicrafts, department stores and so on have been rapid development. In addition, the development of international tourism has promoted foreign investment and provided a great deal of employment opportunities for the Thai economy.

4.2 Analysis of international competitiveness of Thai international tourism

4.2.1 The indicator comparative Advantage Index of Thailand's international tourism trade

Revealed Comparative Advantage (RCA) Index, refers to the ratio of exports of a product or service trade in a country to the total export of goods or services in the country to the total exports of goods or services traded in the world.

In order to analyze the competitiveness of Thailand's international tourism, this paper compares the comparative advantages of Thailand, China and other ASEAN member countries in international tourism service trade by using the RCA index calculation method and using the data of the WTO Statistical data base.

On the whole, the results from the RCA index of tourism services trade between China and ASEAN 10 countries indicate that Thailand's international tourism has a strong international competitive advantage in the region but having a strong competitive advantage does not mean that Thailand is a powerful tourist country and will analyze the international competitiveness of a national tourism industry, Other factors need to be taken into account. (Jose, 2005)

4.2.2 Analysis of diamond model of Thai International tourism

According to Porter Michael JB. Porter's theory of national competitive advantage, based on the theory of diamond model, this paper analyzes the international competitiveness of Thai international tourism, according to the theory of diamond model, it has four main factors that affect the industry's international competitiveness, such as production factors, demand conditions, the performance of related industries and supporting industries, the enterprises ' strategy, structure, Competitor performance.

4.2.2.1 essential productive factors

Thailand is a rich country with tourism resources, whether it is the nature of the Beach Valley tourism resources, or people of Thailand's traditional culture tourism resources, can attract a large number of foreign tourists. Thailand's tourist attractions have a pattern, beaches,

palaces, museums, gardens or world heritage, foreign tourists more familiar with the cities such as Bangkok, Pattaya, big city, Chiangmai and Phuket. All the above famous cities have perfect tourist facilities. Thailand has about 104 well-known tourist destinations, including 17 beaches and 9 shopping malls. Thailand has a wide range of world-renowned guesthouses and resorts, three-star hotels, five-star hotels, guesthouses or hostels, are visitors can according to their own needs to choose.

In addition to tourist destinations, Thailand's traditional culture and festivals are another feature of the country, Thai food in the impression of foreigners is hot and sour, but in fact it has five and a taste, the main ingredients of Thai food such as tuck milk, lemon, chili and basil, the most famous Thai dishes such as winter Yang Kung Tang, green curry soup and Thai-style fried powder.

4.2.2.2 Demand conditions

The main tourist market for tourism in Thailand, the first is the Chinese tourists, 2014 tourist volume of 4.623 million people, the second is Malaysia, the number of visitors to 2.644 million. If, according to the world's regions, the largest number of visitors to Thailand are tourists from East Asia and then from Europe, America, South Asia, Oceania, the Middle East and Africa.

In terms of the average tourist stay (Average Length of Stay), the average stopover time for foreign tourists in Thailand was 9.12 nights in 2010, while the average stays of visitors increased to 9.64 nights by 2011. The longer the tourists stay in Thailand, the more economic benefits they bring, as for the duration of their stay in Thailand, foreign tourists spend \$150.23/person/day in Thailand, up 5.09% from 2012.

4.2.2.3 Performance of related and supporting industries

Thailand's tourist accommodation, travel agencies, tourism and other tourism-related and supporting industries have developed rapidly, the hotel industry, the average annual price of 5% to 10%, Thailand has 10,018 hotels nationwide, including the number of rooms for 457029 (average 45/hotel), The first five cities with the highest number of hotels are Surat Thani (331), Bangkok (282), Chonburi (269), Phuket (243) and Chiangmai (192 rooms). The decline in the number of inbound tourists, affected by the political turmoil in Thailand, has led to a drag on the hospitality industry in its main tourist destinations. However, the Thai accommodation in the hotel industry has more adaptation strategies, residential service types more diversified, in order to cope with the situation is not conducive to development, Thailand is one of the future industries.

Travel agency industry, with the annual entry of Thai tourists continue to develop, so that the travel industry has been greatly benefited, each year to the country, entrepreneurs and local bring a lot of income. The main business of the travel agency is to provide tourist itinerary, leader, tour guide or Visa. Thailand has a total of 261 companies are divided into two main

types: 1, outbound tourists for domestic travel agencies, 2, foreign tourists for outbound travel agencies.

Catering, Thailand is known as the "Paradise on earth" laudatory name, that because Thailand has a fascination with food, tourists to Thailand is essential to try Thai delicious local dishes. The reputation of Thai cuisine plays an important role in the development of the Thai catering industry, and the catering industry also contributes to the development of international tourism in the country, with two industries supporting each other.

4.2.2.4 Enterprise's strategy, structure, competitor's performance

At present, the global tourism competition is more and more fierce, many countries see tourism industry as one of the important gears to promote the national economic development. Although Thailand's international tourism industry in 2013 to upgrade to the world's top ten tourism countries, but also to meet a lot of strong competitors, especially in the region. The ASEAN countries have positioned the tourism industry as the main pillar of the country's economic development, and the tourism resources of ASEAN countries are similar, whether they are natural resources or human resources. ASEAN has a lot of the same culture, such as food culture, Buddhist culture and clothing culture. Food culture, the main food in Southeast Asia, including local rice, vegetables and meat, the main condiment is coconut milk, chili and spices, Southeast Asian countries have a wide range of food, Myanmar, Laos and Cambodia, these countries are similar to Thailand cuisine. Natural tourism resources, Thailand and other ASEAN member countries of the tourist attractions are more approximate, such as: Thailand and Vietnam Halong, Thailand Chiangmai Sunday Bazaar and the Lao Louang Prapang Night Market. Therefore, it can be predicted that the future of the ASEAN region in the tourism competition trend is more and more intense.

4.2.2.5 Opportunity and government

With the continuous development of international tourism, Thailand's international tourism has also been a lot of favorable influence. In addition to the current global tourist behavior has been changing, information and network technology development, the emergence of the world's low-cost routes, and other factors to promote the sustainable development of tourism in Thailand. In the performance of the Thai network, because the international tourism is very important to the economic development of Thailand, the annual tourism created a huge foreign exchange income and created a lot of jobs, so every term of government attaches great importance to the industry, the Thai government every year to promote tourism development policy.

4.3 SWOT analysis of Thai International tourism

SWOT analysis is currently one of the main analytical tools of marketing and strategic management. SWOT is the first acronym of Strengths, Weaknesses, Opportunities and Threats, and SWOT analysis can analyze the advantages and disadvantages of the internal environment

of industry. and recognize opportunities and threats from the external environment. (Yang, 2004)

As for the field of tourism development research, swot-tows analysis is often used to analyze the advantages, disadvantages, and threats of tourism industry, and then use the TOWs analysis method to make strategy for tourism industry. (Hu, 2007) This paper analyses the Thai international tourism in CAFTA environment with the help of this method.

4.3.1 Superiority

4.3.1.1 Thailand is rich in tourism resources

Although it is a small area of the country, but Thailand has a very rich tourism resource. Whether it is the natural tourism resources of the Beach Valley or the cultural tourism resources of traditional festivals, it is the key to promote the growth of Thai international tourism. Thailand has mountains and seas, is a beautiful natural environment, the south of Thailand, beaches, bays and islands are the world's leading tourist attractions, tourists in the resort can fully share the diving, sunbathing, water surfing, plate sailing sports fun, foreign tourists more familiar with the city such as: Phuket, Krabi, Trang and panya. In addition, northern Thailand also has a beautiful natural environment, where visitors can participate in Thailand's popular tourism projects such as riding on the back of the elephant through the mountains across the river, enjoy the natural scenery of the jungle. As the northern part of Thailand has a beautiful view, tourists can also walk in the mountains along the border or mountain to watch the scenic peaks. Thailand is rich in tourist destinations throughout the country, many of the world's famous attractions, and other regions only different.

In addition to natural landscapes, Thailand's traditional culture also has a magical appeal to foreign tourists. Thai Traditional Festival R like the water-splashing festival, every year during this period the country can attract foreign tourists to travel about 400,000 people, creating a travel income of about 6 billion Thai beads. Thailand is known as the "Paradise on Earth", not only because of the breathtaking beauty of Thailand, but also because of the prestigious Thai cooking. Thai cuisine with five flavors, the ups and downs of the sweet and sour taste of the balance of harmony, coconut juice, green coffee, lemon are the famous ingredients of Thai cuisine, the world's major cities have Thai restaurants can prove the extraordinary charm of Thai cuisine. Whether it is natural scenery, folk festivals, or a variety of food are all foreign friends can remember the Thai characteristics. its people, food, nightlife, historical sites and cultural events. It should also be noted that "nice people", is the key success factor which requires an effort to ensure its sustainability. Local Thai people have reasons to be pleasant to tourists if they feel that the tourism industry in beneficial and advantageous for them. The benefits need not be pecuniary or evident. A recent survey in Thailand suggested that rather than focusing on income, the main benefit perceived by the Thais was that they feel proud that foreign tourists like to come to Thailand.

4.3.1.2 Thai Government attaches great importance to international tourism

Because international tourism is very important to the economic development of Thailand,

the annual tourism creates huge foreign exchange income and creates many jobs. The development of international tourism to Thailand's cities to build prosperity, so every term of government is very important to the industry. In the history of tourism development in Thailand, the first tourism policy was officially launched in 1936, at that time, the policy target had three main contents: first, to the foreign tourists to do more promotion; second, to enhance the level of tourism service capacity; Third, enhance the tourist attractions and hospitality service level. The government established the Tourism Authority of Thailand (TAT) in 1960, Thailand's first dedicated government organization for tourism Promotion, Thailand Tourism Bureau currently has 35 domestic offices and 26 overseas offices. The Tourism Bureau of Thailand has been launching tourism promotion activities every year, the department will present different theme year, 1980 and 1987 Thailand travel Year, 1998 to 1999 of the magical Thailand, the 2003 of the observation of Thailand, and even this year 2015.

Thailand, which has been buffeted by political turmoil, has left the country's international tourism in a state of decline, so the government has consistently found a variety of policies to excite its industry. (Ba, 2005) In 2015, with the Government aware of the importance of Chinese tourists, the government introduced a short-term visa-free policy for Chinese tourists this year. According to the data published by CT rip the number of visa and booking travel has increased significantly, two months Chinese have handled Thailand's personal travel visa more than 40,000, the chain growth of more than 4 times, this time the peak of the visa office to deal with a day near 3000 copies of the Thai sign. The above government policy shows that the Thai Government attaches great importance to international tourism.

4.3.1.3 Thailand's geographical location for tourism development

Tourism is one of the main goals of the development of ASEAN community, the ASEAN Highway Network Project, the ASEAN Railway Network project, the logistics system in the region, the promotion of service quality and the development of human resources, all of which are helpful to the development of tourism in the region. In recent years, as an up-and-comer of World Tourism Development, ASEAN countries received 98 million foreign tourists from around the world in 2013. According to the World Tourism Organization, the highest growth rate of tourists in the region reached 10%, and ASEAN countries have always supported and cooperated with each other, such as the implementation of a single ASEAN visa, in order to achieve a single tourist destination. In this way, tourists come to the region, not only to visit a country, but visitors can link to other countries in the region to travel.

Thailand is located in the central South-East Asia Peninsula, the country's geographical location is the center of the South-East Asia region, as one of the ASEAN members of Thailand, the country's geographical advantages, convenient air and land, and suitable for other countries, the Thai government to the ASEAN tourist Centre as the goal. International tourism to Thailand to create a large income, for the country as much as 39.282 billion U.S. dollars, from the past 5 years of tourism income, although Thailand's international tourism will encounter obstacles to development, but the development trend of international tourism is still promising.

With the World Tourism Organization's speculation that the number of international visitors in 2020 will reach 1.36 billion, and in the near future, northeast Asia and Southeast Asia will become the world's new hot tourist destinations, so through the world tourism development Trend and ASEAN Community Tourism Development, Thailand's international tourism can flourish together.

4.3.1.4 Value-for-money tourist destinations

The world-famous tourist attraction of Thailand, it has an addictive cuisine and beautiful beaches, attracts tourists from all over the world, and Thailand is also known as the "Country of Smiles" by the world, because when Thais meet foreign tourists often give them a smile, so the name of the country of smile is the foreigner to warm and friendly Thai people echo and attention. In addition to its warm and friendly attitude and superior tourist resources, Thailand is considered one of the world's best value-for-money destinations, with the 2006 The Country Brand Index (CBI) showing Thailand selected as "Best Country Brand for Value for", It's the country that pays for it. 2012, Bangkok, Thailand was also ranked as the world's best tourist shopping in the second place, as well as the world's best value for money tourism. Shopping is an activity which is favored by tourists. Shopping paradise is often used as an attraction for tourism. In Asia, Hong Kong and Singapore are known for their diversity of shops, brands and products. Being tax-free trading ports, these islands offer a wide range of tax-free luxury goods of international brands. Some developing countries try to emulate this strategy by setting up tax-free shops to lure additional spending from tourists. luxury shopping may be a good attraction strategy but is hardly beneficial from the point of view of local income and employment. On average, foreign tourists spend most of their budget on accommodation and food accounting for almost half the daily spending. The shopping strategy in Thailand is geared towards local products. Thailand is a well-known production base of textiles, leather wear, gems and jewelry. In Thailand, on average, tourists spend about 35 percent of their expenditure on shopping. This average for women is of course greater than that for men. Within the shopping budget, about 27 percent go to clothing and 12 percent each on leather goods and gems and jewelry.

An average spending for jewelry per person was 10,500 baht per day or approximately US\$ 239. Biggest spenders in this category are the Middle East travelers followed by Americans and South Asians. An average of 6,700 bath was spent on brand products. The most preferred prices for gold products are between US\$100 - 500 and less than US\$ 50 for silver products. Recently, the Thai government has implemented a "one village one product strategy" which could enhance tourism activity in Thailand.

4. 3. 2 Inferiority

4.3.2.1 Political unrest in Thailand

Thailand has often been in a state of political unrest for nearly 10 years, and Thailand's politics have been on the rise 200 years ago, and Thailand's politics have been chaotic since the 2006 military coup. Political issues not only affect Thailand's economic development, but

also seriously affect the prosperity of international tourism, which is the backbone of the country. Asian tourist market, such as China, Taiwan, Japan and South Korea, these countries are more sensitive, the political unrest in Thailand has a great impact on its tourist market, such as in 2008 according to Thailand Tourism Department statistics show that the number of inbound Asian tourists, Thailand, 8.312 million people, by 2009 Thailand was in serious political turmoil, resulting in a drop in the number of inbound Asian visitors to 7.902 million, down 4.94% per cent year-on-year. 2008, Thailand's international tourism created 17.247 billion of dollars of income, to the 2009 political crisis affected the tourist letter thousand, tourism income low 14.88 billion U.S. dollars. In the U.S.-Europe source market, although the market is not more sensitive than the Asian source market, but when Thailand's political changes, but also caused anxiety in the United States and Europe tourists.

International tourism is an indispensable key part of Thailand's economic and social development, from 2001 to now Thailand's political situation has been uneasy, the instability of the political environment of Thailand's international tourism to encounter many obstacles cannot be rapid growth, this situation not only affects tourism, but also necessarily affect the development of all aspects of the country.

4.3.2.2 Degradation of tourist attractions

The most important advantage of Thailand's tourism development is tourism resources; every year Thailand's various tourist attractions can attract many foreign visitors. However, the current situation of many tourist attractions gradually declines, this issue will be Thailand's tourism industry's biggest impact in the future. Due to the increasing number of tourists in Thailand each year, but the tourist attractions and tourism environment management norms are imperfect, still do not take into account the tourist attractions and the sustainable development of tourism industry, so that many natural tourism resources slowly degenerate. According to a survey of the satisfaction of foreign tourists traveling in Thailand's famous Krabi, 7% of foreign tourists will no longer return, 70% are not sure, 23% will return to travel, will not return to travel is the main reason is a Krabi beach recession. According to the Ministry of Tourism of Thailand, the environmental survey of 2,154 tourist attractions in the country found that 138 tourist attractions with severe recession, most of which are natural tourist attractions, including 50 natural tourist attractions, 38 historical tourist attractions and 21 cultural tourist attractions, all destinations need to be revived as soon as possible.

When the focus is on increasing the number of tourists and pursuing income, it cannot cope with the negative impact of this expansion, leading to a decline in many tourist attractions and possibly a decline in tourism competitiveness in Thailand. This is the main topic of the Government and relevant departments, if not quickly, and serious management, Thailand's international tourism development will cause great losses.

4.3.2.3 Negative impressions of tourism security

Thailand is a popular tourist destination in the belly, and it is a paradise on the mind of

foreign tourists. But crime against foreign tourists has increased in recent years. Safety is a primary concern for foreign visitors to Thailand, according to a survey of travel safety conducted by the National Tourism Administration of Thailand (TAT). The survey also concluded that Thailand's tourism security problem is destroying Thailand's image of tourism, from China, Hong Kong, Malaysia, Taiwan and Italy and other foreign tourists to Thailand's tourism security is very low, because some in Thailand have encountered bad tourism experience, such as fraud and services misunderstood. Not long ago, Thailand also appeared in the case of British tourists killed, so that foreign tourism security issues in Thailand more attention. In 2014, an Australian journalist, John Stapleton, wrote a book about Thailand's tourism security, called "Thailand: The End of Life," English title "Thailand: deadly destination", the content of this book refers to Thailand is " The most dangerous tourist destination in the world, Stapleton also cited figures published by the British government, where British tourists lost 296 people in Thailand between 2011 and 2012, and up to 389 in 2013. Thailand to the mouth once a pleasant and safe tourist destination, Stapleton This section sold, will inevitably destroy Thailand has been implicit accumulation of the beautiful image, and Thailand's international tourism development has serious impact. According to the Thai Tourism Police Department of Statistics, Thai foreign tourists have increased the rate of victimization, from 2008 464 victims to 2012 years of 2183 people, or increase 4.7 times. The increase the number of outsider's victims, the higher the amount of compensation to be paid, and the compensation paid to foreign visitors in 2008 was 490 million Thai beads until 2012, when the amount of compensation was increased to 2.12 billion Thai beads. The main cause of foreign tourists suffering in Thailand is traffic accidents, followed by injuries. The international tourism industry brings a yearly income of about 550 billion Thai beads, or about 6% of gross domestic product, while providing plenty of jobs for the country. With the gradual revival of political unrest, the issue of tourism security has become a new hardship in the development of international tourism. Every year, many foreign tourists in Thailand encounter a variety of dangers, whether it is traffic stories, drugs, robbery or pick pocketing, some seriously injured, some even dead busy, this situation not only damaged the image of Thailand, but also caused the distrust of tourists, and even affect the future development of national tourism.

4.3.3 Opportunity

4.3.3.1 China's economic growth

According to the World Tourism Organization, the number of international visitors will reach 600 million in 2020, and the future will be the most popular tourist destinations in East Asia, Asia-Pacific region and Southeast Asia. As the United States and Europe face a serious economic crisis, the Western tourism market growth rate continues to slow. Although Europe remains the world's largest market for international tourism, emerging markets like Asia and South Africa have growth rates several times higher than in developed countries. Emerging market such as the Bric, the market per capita income continues to increase, in the future it will provide more international tourists to the world tourism market. UNWTO on the future trend of world tourism market speculation, 2020 international tourists compared with 2010 will be almost one-fold, which UNWTO forecast China will become the world's largest tourist source. In 2013, it was speculated that China's outbound visitors will reach 100 million in 2020, but

according to statistics from China National Tourism Administration (CNTA), the number of outbound tourists in 2014 has broken through 1 billion, and the rapid development of outbound tourism in China is far beyond the World Tourism Organization's speculation. The growing Chinese economy has kept the Chinese people's income per capita rising, and the Chinese are not only the tourist groups that are actively competing for international tourism, but also the world's most capable international tourist.

According to the China National Tourism Administration (CNTA), Chinese tourists spent 164.8 billion of billions of dollars on foreign travel in 2014, still ranked first in the global rankings. The development of China's outbound tourism has a positive effect on the prosperity of World international tourism, and for Thailand and ASEAN, the establishment of CAFTA not only promotes the trade of tourism services between China and ASEAN, but also causes tourism cooperation among Governments, which is not only a good opportunity for the ASEAN region, And also Thailand's international tourism as a rare development opportunity. (Guo, 2004)

4.3.3.2 Change of passenger behavior

Modern tourist behavior has been changing, the impact of the global recession has caused many tourists to choose travel s to become more careful, value-for-money tourism has become the theme of contemporary tourists decided to travel, many tourism-related enterprises to adopt a variety of pricing strategies to attract tourists' attention, such as Low-cost Hotel packages, low-cost flights, Airport Duty-free shop. (Drew, 2008) In addition, modern visitors are more focused on "special interest tourism." For example: health tourism; Adventure; Spiritual Travel, prize tourism, body travel, etc. (Li, 2007)

In addition, regional economic integration has facilitated the development of tourism in the region, whether in the context of economic integration, free trade and tourism cooperation, such as the World Tourism Organization (UNWTO), the Asia-Pacific Economic Cooperation (APEC), ASEAN and the China-ASEAN Free Trade Area (CAFTA) and so on, has helped to reduce travel barriers and constraints within the region. Therefore, Thailand, as a country with a pattern of tourism products, Thailand has a lot of famous tourism products, whether it is golf course, Thai massage, or higher hospitals, so with the changes in tourist behavior of the new trend of the country's tourism industry will be good opportunities for development.

4.3.3.3 Development of network technology

With the development of information and network technology, the emergence of many tourism websites shows that the way of global tourism marketing has changed. The information-based Internet can respond to the needs of modern tourists in time, Agoda hotels, tours, or where to go. The success of tourism websites in business can prove that network technology has become the main tool of future tourism development. New Age visitors will use the Internet more to search for travel information, through internet visitors can compare prices, as well as reading a tourist destination and tourism products evaluation, now the world

has more than 1.5 billion internet users, and more than 600 million people use social networks, such as Facebook, Twitter or Weibo. (Ji, 2013)

In addition, the rise of smartphones is another factor contributing to the development of tourism, with mobile internet making people's sales behavior completely changed. Just click on it, whether it is search travel information, booking a hotel or booking a plane ticket, you can use a mobile phone operation. According to the China Internet Network Information Center (CNNIC) report on the status of Internet development in China, the number of Internet users in China increased by 649 million in 2014, an increase of 31 million in the year, with 557 million people or about 86% accessing the internet via mobile phones, China's internet penetration rate has reached 47.9%.

4.3.4 Threaten

4.3.4.1 Intense competition in the international tourism market

With the steady development of the world tourism industry, the tourism industry is the main pillar of the economic development, and the development of the world's emerging tourist market has caused more attention to the tourism industry. In the future, East Asia, Asia-Pacific region and Southeast Asia will become the world's popular tourist destinations, in the Asian region with many of the world's major tourism countries, such as China, Japan, Korea, Singapore, Malaysia and Thailand, in the World tourism competition in the situation, countries try to maintain their national status. For Thailand, the most fearsome competitor is not the one mentioned above, but the other ASEAN member countries in the same region as Thailand. The Regional tourism resources of ASEAN are similar, whether they are admission resources or human resources. At present, the ASEAN countries have fierce competition in tourism, each country launches a variety of tourism activities, in order to attract foreign tourists. Each country wants to make up for its own export slowdown with tourism revenues, especially Thailand, Malaysia and Singapore, which wants to be the top of ASEAN's tourism industry.

The future growth trend of ASEAN regional tourism will continue, with each ASEAN member home awakening and beginning to focus on the development of tourism industry, in order to support the growth of tourism. In addition, the ASEAN Economic Community (AEC) will be officially launched in 2015, and ASEAN members will be and, in many ways, including tourism. The most popular ASEAN members with foreign visitors are Malaysia, with 2.5 million visitors, followed by 2.2 million in Thailand and 1.4 million in Singapore. In addition, according to this paper, the results of the RCA index of China and ASEAN countries have been studied, the RCA index in Laos and Cambodia is largely ahead of Thailand, while the RCA index in Vietnam is similar to Thailand, although the number of foreign tourists in three countries is still less than that of Thailand, so it is possible to predict , Vietnam, Laos and Cambodia may become important competitors in Thailand's international tourism industry in the future.

4.3.4.2 Natural disasters and world climate change

The impact of the world's climate change has been evident, and natural disasters have intensified in recent years, whether storms, floods, droughts, earthquakes, volcanic eruptions or tsunamis. In the past 30 years, the frequency of natural disasters has increased, the incidence of water damage has grown by 30.7%, the storm has increased 26.6% and the earthquake has increased by 8.6%. Thailand's international tourism is also affected by natural disasters, a tsunami occurred in the southern Andaman Sea of Thailand in 2004 (Tsunami), 6 Thai important and world-famous beach tourist cities, namely: Phuket, Krabi, Ranong, climbing, Trang and Satun suffered heavy losses and economic losses of more than 70 billion Thai beads. Later, in 2011, a flood occurred in central Thailand, some parts of the capital Bangkok were lost and international travel revenue lost about 50 billion Thai beads. Natural disasters have the most serious impact on the development of Thailand's international tourism, it is unable to prevent and control the tourism crisis, each occurrence not only makes the international tourism income less, or to the tourist business and local people to keep a painful memory. The trend in the frequency of natural disasters in the future continues to increase, and the Thai Government and relevant departments are prepared to deal with the natural disaster cannot be guessed.

4.3.4.3 International terrorism

The MH370 event remains a global memory, and the disappearance of this flight has had a significant impact on Malaysia's tourism industry, although Malaysia's tourism year was held in 2014, but it was not possible to remove foreign tourists' perceptions of tourism security in Malaysia, especially among Chinese tourists. This is an example of the impact of international terrorism on tourism. International terrorism has been happening all over the world, and in the ASEAN countries such as Malaysia, Indonesia and Thailand, there have been cases of cattle bombings. In early 2015, there were several bombings in Thailand, which, although not much, could also trigger mistrust of tourist destinations, particularly in tourist resorts. International terrorism will be a big problem in the future of the world, and also a threat to the future of international tourism development.

CHAPTER 5

THAILAND INTERNATIONAL TOURISM DEVELOPMENT STRATEGY

5.1 Strategic objectives of Thailand's international tourism development

International tourism is an indispensable part of Thailand's economic development process, the prosperity of the industry to the country to create grand economic benefits. All along, Thailand's tourist attractions and tourist facilities win has been widely recognized by the world community, until today Thailand has become a world-class tourist country. At present, the international competition of World tourism is more intense, each country is constantly investing and developing its own tourism, meanwhile, the Environment of tourism development has changed and become more complicated. Therefore, Thailand needs to find a comprehensive response to maintain the future development of international tourism.

Based on the findings of the previous chapters, the strategic objectives of Thailand's international tourism are as follows: first, strengthen the international competitiveness of Thailand's international tourism, second, increase the international tourism revenue, third, the concept of sustainable development for Thailand's International Tourism Development Foundation.

5.2 The TOWS matrix of the analysis of Thailand's international tourism strategy

According to the results of SWOT analysis in the fourth chapter, the advantages, disadvantages, opportunities and threats of Thailand's international tourism are four internal and external environmental factors. This chapter uses the result and uses the TOW analysis method, has formulated the industry strategy for the Thai international tourism.

Advantages and disadvantages (SW)

S: Thailand's tourism resources are rich, the Thai Government attaches great importance to international tourism, Thailand's geographical location suitable for tourism development.

W: Thailand's political unrest, tourist attractions degradation, the negative impact of tourism security.

Opportunities and threats (OT)

O: China's economic growth, passenger behavior changes, network technology development.

T: International tourism market is fiercely competitive, natural disasters and world climate change, international terrorism.

SO strategy: Strengthening Thailand is the world's value for money tourist destination, through the Internet of things and social networking sites to enhance publicity, to play the

pattern of tourism products.

WO strategy: Publicity through the Internet to make tourists more trust in Thailand.

ST strategy: CRM Marketing Bringing up the loyalty of tourists.

WT strategy: Green Marketing Promote the image of environmental protection and turn competitors into friends.

5.2.1 SO Growth strategy

Strengthening Thailand is the world's value for money for tourism purposes.

From the majority of foreign tourists, the initial knowledge of Thailand tourism is cheap, 2006 Thailand was selected as "Best Country Brand for Value for money", which is one of the main international tourism attract foreign tourists. Most foreign tourists think that Thailand is not only rich in tourism resources, but also cheap to travel here, some tourists think there is no other place in the world like Thailand can provide good service quality can be cheap.

Thailand has become a world-class service and low-cost destination. But "value for money" does not only mean that the price is cheap, but also to indicate the satisfaction of tourist destinations. Thai international tourism should maintain this industrial advantage, and synchronize the image of Thailand as the world's value-for-money tourism H.

5.2.1.1 Propose the pattern traveling product

With the change of modern tourist behavior, special interest tourism has become a hot problem for many new-age tourists. Thai tourism products have a pattern, whether it is adventure tourism, health travel, sports tourism can be provided to different interests of foreign tourists. Thailand can put forward its various tourist attractions on the platform of Propaganda, and also give foreign tourists some special activities in Thailand, in order to attract more foreign tourists.

5.2.2 ST Torsional strategy

Through the Internet and social networking sites to promote the world's Internet and smart phones continue to develop, at any time to move the internet to make people's sales behavior completely change. Modern tourists are good at using the Internet to search their favorite tourist destinations, the rapid growth of global Internet users, especially now the world's largest tourist country in China, according to China Internet Network Information Center , "China Internet Development Statistics" Report, In 2014, China's Internet users increased to 649 million, an increase of 31 million people, from 557 million or about 86% through the mobile phone access to the Internet. Thailand tourism-related departments and tourism business can be through the Internet channels to promote Thailand's tourism information and tourism activities.

5.2.2.1 Customer relationship Management creates visitor loyalty

Because of the fierce competition in the world's tourism industry, each country will orient the tourism industry to the important industries of national development. Although Thailand is one of the world's major tourist countries, it also encounters problems affecting the development of international tourism, such as the decline of natural tourism resources and the safety of tourism. Thailand, which needs sustained growth in international tourism, should also promote relevant tourism businesses, such as hotels, restaurants and travel agencies, to focus more on the need for Customer relationship management, in addition to tackling the continuing problem of combating the future of industrial development.

5.2.3 WO Various marketing strategies

5.2.3.1 Publicity through the Internet to make tourists more trust in Thailand

The problem of tourism security is one of the major obstacles to the international tourism of Thailand, and the increasing of the crime cases and the traffic accidents of tourists leads to the decrease of the confidence of the tourist safety in Thailand. With the development of information and network technology, Thailand's tourism insecurity information quickly to the global publicity, according to the tourism survey found that now many tourists through the Internet to access information on tourism destinations. The news that foreign tourists suffer in Thailand is bound to affect the determination of new visitors to choose their destinations.

However, the Thai government and tourism-related departments can with the development of information and network technology, to the national image back to the original situation. Thailand can use the modern social network or mobile phone dating software, etc., to do international tourism propaganda channels. Through these promotional channels, Thailand can transmit information that helps to strengthen the confidence of foreign tourists in Thailand's tourism, as well as the government's rejection of tourism security issues.

5.2.4 WT Defensive strategy

5.2.4.1 Adopt green marketing to promote environmental protection image

At present, the world is concerned about the new trend of green marketing, due to the modern nature and environment is constantly damaged, so that consumers on the product or production process has environmental protection concept. For tourism, tourism development itself depends on natural resources, complete natural resources can attract a large number of tourists. So, Thailand should strengthen the image of green tourism destinations, and pay more attention to the environmental protection of tourist attractions.

5.2.4.2 Turn a competitor into a friend

Because of the fierce competition in the world tourism industry, the tourism industry of all countries is developing continuously, especially in the ASEAN region. Although Thailand has become the world's 10 leading tourist country, but the future of Thai international tourism

How to maintain such a good international status, Thailand is still the problem of international tourism. Therefore, with the rapid development of tourism in the region, Thailand's international tourism can be competitors as friends or trading partners. Thailand should pay more attention to foreign tourists from ASEAN member countries and strengthen the promotion in the region.



CHAPTER 6

SUGGESTION AND SUMMARY

6.1 The characteristics and problems of Thailand's international tourism development Policy

6.1.1 Characteristics of Thailand's international tourism development Policy

Thailand's international tourism has continued to develop since Thailand has designated it as an important industry to support the country's economic development. From the point of view of Thailand's rich tourism resources, tourism is indeed one of the most worthwhile industries to develop. As a result, the Government of each term attaches great importance to the industry.

The Government of Thailand has established tourism-related agencies to control and monitor tourism-related laws and propaganda, such as the establishment of the Thailand National Tourism Administration, the Ministry of Tourism and the tourism police. The main task of the Thai National Tourism Administration is to promote tourism, and the Ministry of Tourism is mandated to regulate travel agencies and related travel laws.

In view of Thailand's tourism policy, in the history of tourism development, the policy of the international tourism Development Strategy has four main content: 1 to foreign tourists to do more promotion, 2 to enhance the ability of tourism services, 3 to enhance the tourist attractions and hotel reception service level; 4 tourist attraction development.

6.1.2 Problems in the development of tourism in Thailand

Tourist attractions decline. The most important advantage of Thailand's tourism development is tourism resources, every year Thailand's various tourist attractions can attract many foreign visitors, but now many tourist attractions environment gradually decline, this n problem will be Thailand's tourism industry's biggest impact. Due to the increasing number of tourists in Thailand each year, but the tourist attractions and tourism environment management norms are imperfect, still do not take into account the tourist attractions and the sustainable development of tourism industry, so that many natural tourism resources slowly degenerate.

Tourism security issues. Thailand has been a pleasant and safe tourist destination for foreign tourists in Thailand, but now the problem of tourism security has become a new hardship in the development of international tourism. Every year, many foreign tourists in Thailand encounter a variety of dangers, whether it is traffic stories, drugs, robbery or pick pocketing, some seriously injured, some even dead busy, this situation not only damaged the image of Thailand, but also caused the distrust of tourists, and even affect the future development of national tourism.

Tourism Talent's language ability is low. At present, Thailand's international tourism is also lack of pan-language skills, from 10 ASEAN countries survey found that the Thai people's

English ability ranked Ninth. In addition, the current Chinese tourists become the world's most important tourist group, but now the Thai government still has no specific policy to deal with this problem.

6.2 Suggestions on the development of international tourism in Thailand

6.2.1 Strengthen the training of tourism talents ' language ability

In any economic activity, people are important factors, especially in the field of service tourism, talent is the core of industrial development. Thailand tourism professionals with a strong sense of service, high quality, quality of service is recognized, so it can be said that the quality of service is one of the important reasons for sustainable tourism development in Thailand. However, in Thailand tourism talent's language ability to see, still have a lot of problems. Thailand government and tourism related departments should pay more attention to this issue, whether it is English, or Chinese, both are important language of the modern world, especially now Chinese tourists become the world's largest outbound travel crowd, making Chinese become the world's important language. The Government and relevant departments should strengthen the language training of tourism talents.

6.2.2 Pay more attention to Chinese tourists

Aware of the importance of Chinese tourists to the development of tourism, the country has introduced a variety of tourism activities to attract Chinese tourists. Many major tourism countries, such as France, Japan and South Korea, have introduced countermeasures to receive Chinese tourists, whether for Chinese language training or visa agreements to attract Chinese tourists.

Thailand's government and tourism-related departments are also beginning to make more travel to Chinese tourists to promote, but if compared with other tourist countries, Thailand's current strategy is not perfect. Because Thailand has been the main tourist group from Europe, the Thai people have a high degree of understanding of Western tourists. In recent years, the importance of Chinese tourists has changed the world tourism trend, although Thailand and China's culture, society and values are many similar, and the two countries have cordial diplomatic relations. But Thailand's perception of Chinese tourists is still lacking. The establishment of CAFTA has promoted the increasing number of Chinese tourists visiting Thailand, which is a good opportunity for the development of Thailand's international tourism. So Thailand should seize the opportunity and pay more attention to the world's most important visitors.

6.3 Conclusion

Thailand, with its spectacular scenery and cultural brilliance, as well as its magical and unique attractions, can attract foreign tourists from all over the world, whether it be gourmet, Thai massage or beach. In the World Tourism battlefield, Thailand's international tourism performance is very good, although only a small country, but 2013 Thai international tourism

can first climb the world's top 10 international tourism destinations ranked tenth. The development of international tourism has made a great deal of foreign exchange for Thailand, and it has also helped to boost Thailand's economic growth, so the Thai government has already seen international tourism as a pivotal pillar of national development.

With the development of the world economy and international trade, China and ASEAN agree to establish a free trade zone between the two countries, which has formed a market with 1.92 billion people, which is the most populous free trade area in the world, and China-ASEAN union means that the region's gross domestic product consolidation will reach \$60 billion. CAFTA has a tourist market of 1.92 billion people in Thailand and offers opportunities to participate in regional tourism cooperation, which not only promotes the trade volume of tourism services among countries, but also encourages a more cordial relationship between countries.

In view of the development of Thailand's international tourism, the establishment of CAFTA is a good opportunity for the development of the industry, the expansion of the tourist market is CAFTA brought to the Thai international tourism, according to the tourist statistics from China and ASEAN inbound Thailand, CAFTA fully launched in 2010, Thailand received as many as 5.656 million visitors from China and ASEAN, and the number of visitors increased by 910,000 from 2009 4.746 million, of which 340,000 were Chinese tourists.

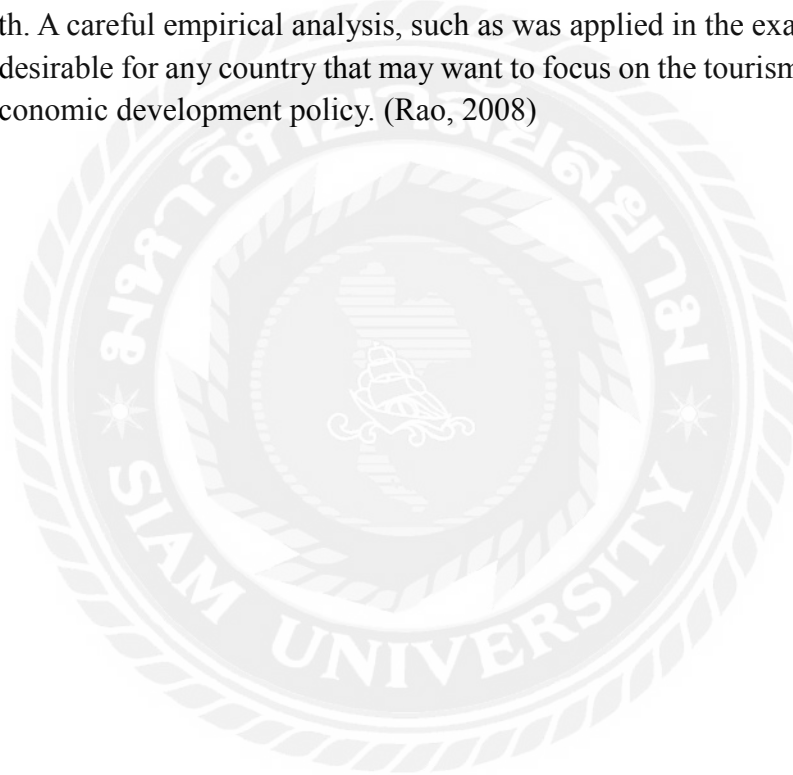
For the development of Thai international tourism, although the industry now has a good international status, but a pair of various aspects of the analysis found that Thailand's international tourism still has more shortcomings. In this paper, the international Competitiveness of Thailand's international tourism analysis found that Thailand's RCA index between the 25-2.5, said Thailand's tourism services trade has a strong international competitiveness. Based on the theoretical analysis of diamond model, we understand the four main factors and two indirect factors to promote the development of Thailand's international tourism, Thailand has a better condition factor, it can be said that Thailand's international tourism has international competitiveness. To industrial development, the main key is to enhance the international competitiveness of the industry, although Thailand has a lot of conditions conducive to development, but in the fierce international tourism competition, Thailand will continue to enhance competitiveness.

By using Swot-tows analysis method to analyze the internal and external environment of Thai international tourism, and to the Thai international tourism set up a countermeasure found that, although the tourism industry has excellent conditions for tourism development, such as: rich tourism resources, the Government's attention to tourism, the increasing number of Chinese tourists and other factors, making the industry sustained and rapid development. However, if the long-distance of clog, it is found that the decline of tourism resources, the problems of tourism safety and the imperfect tourism management system are the major problems of the development of Thailand's international tourism. If the Thai government, tourism agencies and tourism-related enterprises still do not pay attention to these three major problems, the future development of Thailand's international tourism will certainly encounter

greater economic losses, but also affect the industry's international competitiveness lower.

In general, Thailand's international tourism will be able to grow continuously, in addition to increasing international tourism income, we also need to strengthen the international competitiveness of Thailand's international tourism, while the concept of sustainable development will be the basis for the future development of tourism, which is Thailand's best international tourism industry development Strategy. (Rao, 2008)

Therefore, researcher may need to conduct research that incorporates other feasible factors in the models and then policymakers can formulate efficient policy taking into account the results. However, in the case of Thailand, the results may lead to a possible policy implication that tourism may not be the main factor driving economic development. Therefore, the Thai government should pay attention to promoting other sectors in addition to tourism to expand economic growth. A careful empirical analysis, such as was applied in the examples discussed in this paper, is desirable for any country that may want to focus on the tourism industry as part of its national economic development policy. (Rao, 2008)



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