

## TOURISM CRISIS IN THAILAND

### วิกฤตการท่องเที่ยวในประเทศไทย

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### Abstract

This world has become a global village and people are no longer restricted to spend their holidays staying in their own country. Thailand has always been a dream tourism point for international tourists. Tourism authority of Thailand (TAT) with a welcoming logo of “Amazing Thailand” accelerated the growth of Thailand economy but currently facing a decreasing growth. Tourism industry accounts for 9 percent of GDP of Thailand prevailing war and situation of peace has contracted the visits of tourists to Thailand. Thailand tourism industry faced a loss of 2.7 billion dollars in the start of 2015. Increasing challenges and political unrest of Thailand enhanced problems for Thailand’s tourism industry which shrank about 19 percent due to ever rising problems. Increasing stress leads to declining growth and a recessing in tourism industry of Thailand. This paper aims to focus more on reasons behind tourism industry and factors making progress more challenging for Thailand in international tourism market.

**Key Words:** Tourism Crisis, Thailand Tourism Crisis, Tourism in Thailand

### บทคัดย่อ

โลกนี้ได้กลายเป็นหมู่บ้านโลกและผู้คนก็ไม่ได้ถูกจำกัดที่จะใช้วันหยุดของพวกเขาอยู่ในประเทศของตัวเองอีกต่อไป ประเทศไทยจึงเป็นประเทศในฝันของนักท่องเที่ยวชาวต่างชาติ การท่องเที่ยวแห่งประเทศไทยกับคำขวัญที่ว่า “Amazing Thailand” ได้กระตุ้นการเติบโตทางเศรษฐกิจแต่ปัจจุบันต้องเผชิญปัญหาการลดลงของนักท่องเที่ยว อุตสาหกรรมการท่องเที่ยวคิดเป็นสัดส่วนร้อยละ 9 ของผลิตภัณฑ์มวลรวมภายในประเทศไทย สงครามที่เกิดขึ้นสถานการณ์ของความสงบสุขและความมั่นคงทางการเมืองมีผลกระทบต่อนักท่องเที่ยวที่เข้ามาในประเทศไทย อุตสาหกรรมการท่องเที่ยวไทยต้องประสบการขาดทุน 2.7 พันล้านดอลลาร์สหรัฐเริ่มในปี

2015 การทำทหายที่เพิ่มขึ้นและการจับกุมทางการเมืองของประเทศไทยส่งผลต่ออุตสาหกรรมการท่องเที่ยวของประเทศไทย ซึ่งหดตัวลง 19 เปอร์เซ็นต์เนื่องจากปัญหาที่เพิ่มขึ้น แรงกดดันนำไปสู่การเติบโตที่ลดลงและการถดถอยของอุตสาหกรรมท่องเที่ยวของไทย บทความนี้มุ่งเน้นที่เหตุผลและปัจจัยที่จะทำให้เกิดความก้าวหน้าของอุตสาหกรรมท่องเที่ยวไทยในตลาดสากล

**คำสำคัญ :** วิกฤตการณ์การท่องเที่ยว วิกฤตการณ์ท่องเที่ยวประเทศไทย การท่องเที่ยวในประเทศไทย

### **Introduction: Tourism in Thailand**

Tourism is one of the major industry in Thailand, and is one of the significant contributor in Thailand's economy. As per the data available in the year of 2013, the Thai tourism industry's contribution in the Thai GDP was around 16 percent. The percentage is much higher, if the indirect sales are taken into account, and the figure stands at 20.2 percent. They have one of most catchy slogan to attract tourists all over the world that is "Amazing Thailand", and is used synonymously by The Tourism Authority of Thailand (TAT) (Hall & Page, 2012). The slogan got a makeover in the year of 2015, with "Discover Thainess", officially kicking off Thailand's international tourism campaign. The first trait of growth in Thailand's tourism was witnessed in the year of 1960, owing to stable political atmosphere, and further development of Bangkok as a stopover for some of the major international destinations. Initially, it was inhibited by the GI's of US Army, who used it as a recuperation destination, during the war of the Vietnam. However, soon there were other factors which invited large numbers of tourists across the globe, and not only from United States. This included improved standard of living, technological improvement and rise in employment level. At the same time, Boeing 747 started flying commercially in the routes to Thailand, which further helped tourists to travel faster, by paying less. Thailand capitalized well on the initial trends, and soon became the most sought after tourist destination in Asia (Hitchcock, 2009).

	Country or territory	2014	2013	2012	2011	2010	2009	2008	2007
*	ASEAN	8,641,772	7,282,268	6,281,183	5,594,877	4,534,236	3,968,879	3,971,429	3,520,051
1	China	4,638,298	4,637,335	2,788,860	1,721,247	1,122,219	777,508	826,880	987,117
2	Malaysia	2,813,418	3,041,897	2,864,387	2,600,288	2,068,966	1,757,813	1,888,332	1,540,088
3	Russia	1,806,430	1,748,585	1,318,584	1,054,187	844,878	336,985	324,120	277,503
4	Japan	1,267,886	1,536,425	1,373,716	1,127,892	993,874	1,004,463	1,163,868	1,277,838
5	South Korea	1,122,566	1,295,342	1,183,819	1,006,283	805,445	618,227	889,210	1,083,652
6	Laos	1,053,983	976,839	976,999	891,950	715,348	668,034	621,664	513,701
7	India	832,883	1,058,889	1,013,308	914,971	760,371	614,588	536,964	538,358
8	UK	987,877	905,824	873,053	844,972	819,727	841,425	826,523	858,918
9	Singapore	844,133	955,468	831,215	882,384	603,538	583,575	570,847	604,803
10	Australia	831,854	900,469	928,241	829,855	698,848	648,706	694,473	658,148
11	United States	793,620	823,486	788,638	681,748	611,792	627,074	689,097	681,932
12	Germany	715,240	737,668	682,419	619,133	606,874	573,473	542,726	544,496
13	France	636,873	611,582	576,188	516,572	461,870	427,067	398,407	373,896
14	Vietnam	569,415	725,057	618,670	496,768	388,368	363,029	338,303	237,872
15	Cambodia	560,339	481,695	423,842	295,903	148,274	96,588	85,790	99,945
16	Indonesia	497,582	594,251	447,820	370,795	286,872	227,205	247,830	237,882
17	Hong Kong	483,131	588,335	473,688	411,834	318,478	318,782	337,827	367,862
18	Taiwan	384,149	502,176	384,475	384,225	269,220	382,783	383,176	427,474
19	Sweden	324,865	341,388	364,881	373,856	355,214	368,819	392,374	378,387
20	Philippines	304,813	321,571	288,566	268,375	246,430	217,785	221,506	205,268

Table 1 Growth of Tourism from Wikipedia, 2015

According to table 1, the growth could be sensed from the data available, where it shows around 26 million tourists visited Thailand in the year of 2013, while the same figure stood at 336,000 in the year of 1967. One of the datasheet published in the year of 2007, that the average stay of a particular tourist is around 9 days, which was successful in generating around 11 million of Euros. Although, Thailand was initially inhibited by the visitors from the western world, but soon there was a change in trend, and major chunk of visitors were from Asia, especially East Asia. In the year of 2014, around 59 percent of visitors were from East Asia (Hong Kong, China, Korea, Japan and Taiwan). From the western countries, Russia was the highest contributor at 6.5 percent. In a later development, it was found that around 20 percent of all the visitors, were Chinese. This was a trend which is only expected to grow in the coming years, whereas Chinese domination in the Thai tourism industry is going to increase. In the same period, there was a massive increase in the domestic tourists as well, who also effectively contributed in the growth of the tourism in Thailand (Wikipedia, 2015).

Thailand is often known for its sex tourism, which also drives highest number of tourist to Bangkok. However, prostitution is still considered as illegal in Thailand, and government keeps a strong watch on spread of STDs. However sex tourism is not the only driver of tourism in Thailand. Thailand has a reach combination of natural, cultural and historical sights. Tourists also visit number of islands and beaches scattered across, apart from Bangkok. Pattaya is the

most famous destination amongst them. In the next few sections, we will discuss how tourism developed in Thailand, and the current crisis faced by the Thai tourism industry.

### **Background: Evolution of Thailand Tourism to the Current Crisis**

For a long time, Thailand has been successful in getting the attention of the international travelers. However, even after being able to attract the international tourists, nearly for the entire century, Thailand has been able to establish itself as a major international player, only recently. The saga of Thai tourism took birth following the war of Vietnam. This all started with the reforms of modernization, introduced by King Mongkut & King Chulalongkorn, which laid the much needed platform for international tourism. The economic policies were quite open, which led to construction of westernized tourist centers as well as hotels in Thailand. King Chulalongkorn travelled Europe extensively, to gather a firsthand experience in European tourism, and later infused the same experience in his reforms. The tourist activities gathered some pace in the early 19<sup>th</sup> century, centered on the resort town of Hua Hin. Most of the elite domestic travelers, used to frequent Hua Hin, but turnout of the international travelers were pretty low, until 1960. Meanwhile, by the end of 1930 Bangkok port served as a stopover for many of the international cruises, which estimatedly brought around 2500 international passenger. Later, this became one of the most instrumental factor, for the rise of the international tourism. From, 1930 to 1950, most of the tourists from the western world, were from Britain and France. They used Thailand as a stopover, while travelling to their colonial possessions. However, Europe suffered a huge setback in the Second World War, which saw Americans surpassing Europeans as major contributors in Thai tourism (Berger, 2014).

As per a data available with Tourist Organization of Thailand, it shows that 59 percent of overseas visitors were comprised of Americans & British citizens. Once the inflow of the international tourists started, tourism became a much more organized sector under the regime of the, Field Marshall Thanarat which lasted till the year of 1963. Field Marshall Thanarat was a Thai career soldier, who came into power through the Military coup in the year of 1957, and thereafter served as prime minister of Thailand. He was instrumental in accelerating the economy of Thailand, once he took the charge, and worked closely with United States & World Bank, to achieve this. As a result of his initiatives, National Economic and Social Development Board (NESDB) was formed which still remains as key advisory board

for economic development. He clearly sensed early that tourism could be one of the key tool for economic development. Thanarat took lot of initiatives to improve FDI (Foreign Direct Investment), and encourage tourism. Improvement in FDI will definitely lead to increase in the foreign exchange reserve and strengthening the economy further. It was during this period, when Thailand saw massive investment and improvement in infrastructure. The huge infrastructural developments in this era, paved the way for development of tourism in Thailand. There were enormous economic and social development, owing to large presence of American troops in different parts of Thailand. As a result of this, American GI's (GI is referred to American soldiers), who were stationed in Thailand for Vietnam War, between 1966 to 1974, used Thailand as a recuperation center. The American GI's spend around 78 million during this period. The following data on Thai tourism for the period of 1957-1971 shows, how tourism blossomed in Thailand (Grossman, 2009).

	1957	1960	1965	1969	1970	1971
(1) Total foreign visitors ('000 person)	44.3	81.3	225.0	469.8	628.7	638.7
US			78.3	133.3	159.2	147.6
Of which: R & R			(15.0)	(70.3)	(44.3)	(26.6)
Japan			17.3	42.9	47.0	55.8
Malaysia			18.4	59.6	105.0	128.9
Germany			7.4	20.2	28.0	35.8
U. K.			20.3	31.3	37.0	37.7
France			6.7	12.7	21.1	17.9
Australia			6.6	14.7	20.3	18.8
(2) Average length of stay (days)			4.8	4.9	4.8	4.9
(3) Hotel capacity in Bangkok (rooms)			4,469.0	7,984.0	8,763.0	9,259.0
(4) Foreign exchange earnings (millions of baht)	76.5	147	506.0	1,770.0	2,175.0	2,214.0

**Table 2** Tourism blossomed in Thailand Yearbook 1975-76: L 81

The data clearly shows that number of tourists increased by around 15 percent by the end of 1971, while the FOREX reserve increased by around 35 percent.

Till this period Thailand remained as a destination, majorly known for cuisine, culture and natural. Post this era, Thailand became more famous for sex tourism, recreation, and water sports. The sex-tourism flourished along with the tourism industry in Thailand, making Thailand as a famous erotic destination. The dynamics which existed post 1975, defines today's Thai tourism as well. However, the era existed between 1960 to 1975 consolidated the base of the Thai tourism, and associated with a solid future. It can be said that the current Thai tourism

is largely based on sex tourism. The era between the 1980 to 1987 saw huge number of visitors seeking majorly sexual pleasures. Each year saw an overall increase of 10 percent in the number of tourists visiting Thailand, and the number reached 3.48 million, in the year of 1987. Today, the sex tourism industry stands at 27 million dollars, which is nearly around fourteen percent of the gross national income of Thailand. The blossom in the Thai tourism industry, positioned it as 18<sup>th</sup> in the world ranking, and 5<sup>th</sup> in Asia, in the tourism industry. However, Thai tourism industry is currently hit with crisis, which threatens its blooming tourism industry. In the next section we will discuss on the same (Harrison, 2001).

### Analysis of the Current Tourism Crisis in Thailand

The Thai tourism industry is already reeling under crisis, made up of multiple factors which started surfacing a decade back. The recent bomb blast in Bangkok which took place on 17<sup>th</sup> August, 2015 will only make the situation worse, turning away the tourists from this popular destination. The bombing, which killed 22 people, leaving 120 wounded, was strong enough to send negative signals to the prospective tourists. As it is a known fact, that most of the tourists from the west prefer East Asian destinations, owing to its terror free tag, in comparison to South Asian countries. However, after the incident of bombings, this might not hold true. Most of the travelers would have apprehensions regarding safety (Vaswani, 2015). One has to keep in mind, that similar kind of blast in Indonesia in the year of 2002 (table 3), nearly killed the tourism industry in Indonesia. It has been a struggle for Indonesia to revive the tourism, post bombing incident. Some of the important facts which can be collated from the Bali bombing are as follows:

Year	No. of Tourists	
	Before the bombs	After the bombs
2002	150,747	31,498
2005	168,170	86,800

**Table 3** The impact of bombing in Indonesia

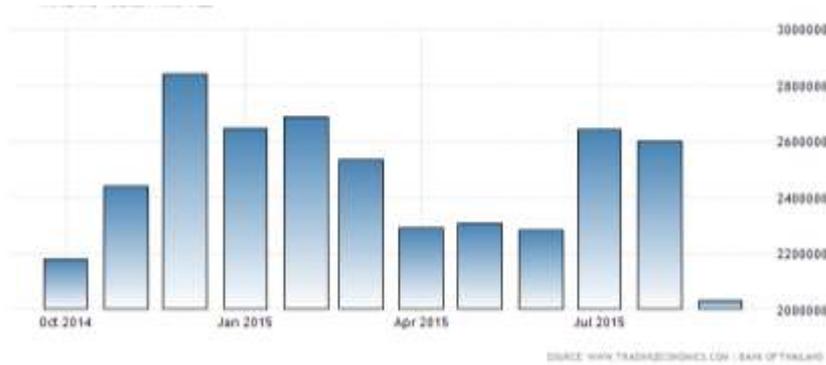


Table 4 Thailand tourist Arrivals: Trading Economics 2015

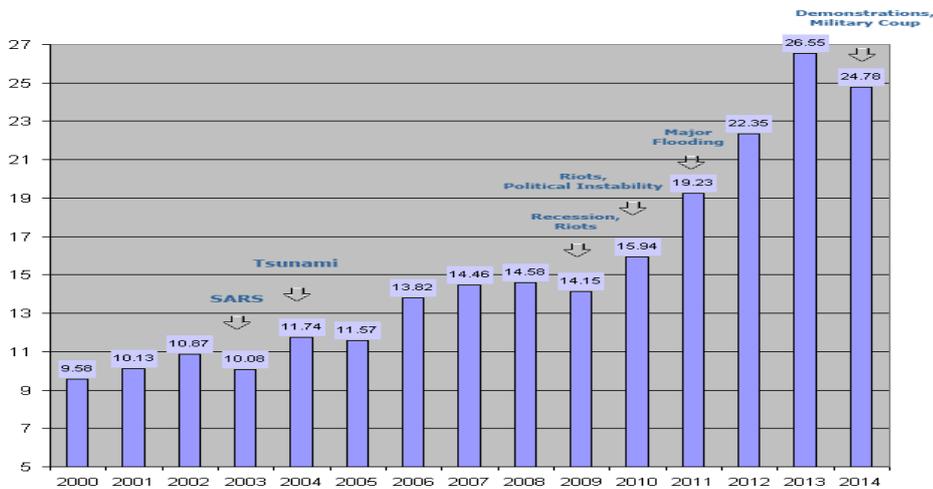
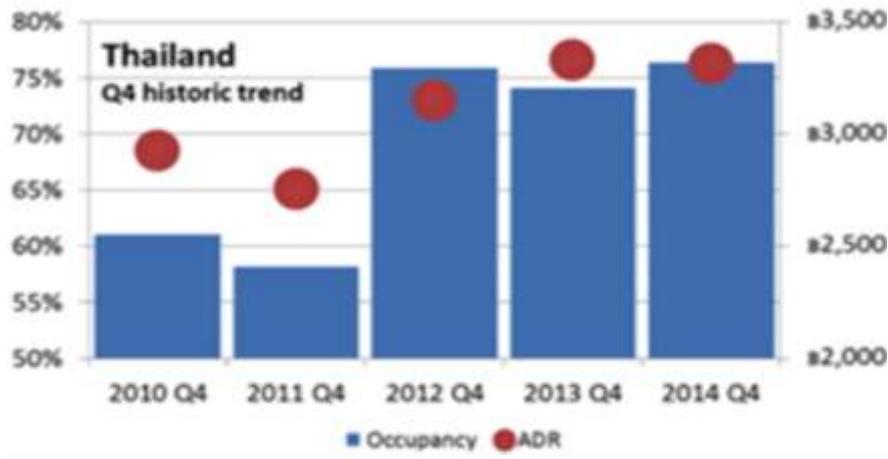


Table 5 Yearly Tourist Arrivals 2000-2004 from <http://www.thaiwebsites.com/tourism.asp>

The above data (table 3,4 and 5) is a clear indicator, that whenever bombing happened Indonesia, it resulted in massive fall in number of tourists visiting the country. The data is strong enough to disturb the Thai tourism industry. The Thai tourism is already affected with civil unrest movements, for last few years. However, in spite of crisis Thailand received around 24 million tourists, in the year of 2014. However, that is because the existing factors of crisis, never threatened the security & safety of the travelers. Post bombing, most of the foreign governments raised red travel alerts for Thailand, which strongly suggests the travelers not to travel the country. Many published reports, showed that many travel agencies based in Hong Kong, cancelled the planned tours for Thailand, post bombing.

US has been keen ally of Thailand for long time, has issued security bulletins to its tourists travelling to Bangkok. This has been issued, primarily for civil unrest & coups happened in last year, and also for the bomb blasts happened in last month. Apart from the recent blast, there has been few car bomb blasts as well, which took place in the year of 2014, and killed one British national as well.

From table 6, it could be said that Thai tourism industry was in recovery mode, which started in the third quarter of 2014. In spite of the recovery efforts, there has been a sharp decline of 11.3 % in the hotel occupancy, in the first quarter of 2015. There has been a trend of declining occupancy in Thailand, which was 73 percent in 2013, and went down to 65 percent, in the year of 2014. In the first quarter of 2015, the year over year decline in hotel occupancy stood at 20 percent. The following figure reflects Thailand’s occupancy in recent years.



**Table 6** Thailand Q4 historic trend: Hotel News Source (Global, 2015)

The recovery mode could be sensed from the graph, where a rise could be seen in occupancy in the last quarter of 2014 (table 6).

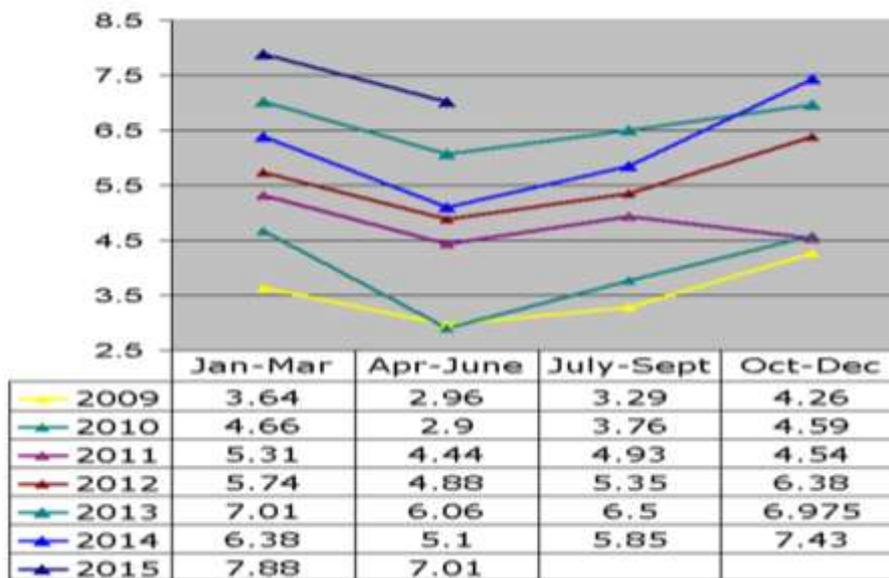
The buildup was quite strong in last quarter of 2014, which the Thai tourism industry was waiting for long time. Based on this build up, a strong performance in 2015 was expected. The data in the following table 7 shows, there was a considerably good build up in first two quarters of 2015. Although this was not in line with the performance exhibited in the last quarter of 2015.

	JUL 2015 p	JUN 2015 p	MAY 2015 p	APR 2015 p	MAR 2015 p	FEB 2015 p
1. Number of Foreign Tourists (in thousands) 1/	2,642.76	2,282.65	2,309.25	2,419.76	2,562.71	2,670.52
2. Hotel Occupancy Rate (percent) 2/						
3 Total	60.96	54.88	59.00	61.35	66.25	71.57
4 Central (including Bangkok)	65.91	60.47	65.56	64.03	70.68	74.70
5 South	57.60	49.70	53.86	65.28	66.15	71.47
6 North	52.41	46.75	47.64	51.19	55.42	70.28
7 Northeast	45.47	39.78	41.17	41.50	47.46	45.32
8 3. Hotel Occupancy Rate based on 3-Months Advance Reservation (percent) 2/						
9 Total	30.27	29.87	29.02	28.96	29.41	31.55
10 Central (including Bangkok)	34.44	34.14	33.41	32.81	34.15	36.96
11 South	20.21	20.30	19.51	21.31	20.83	23.42
12 North	41.67	39.76	37.52	36.26	34.62	33.93
13 Northeast	7.66	7.65	8.32	8.37	8.37	8.32

**Table 7** Thai tourism industry 2015

The above table 7 shows that occupancy data is quite consistent from the month of February to July. One of the positivity over here is, in spite of being an off season there was a spike in the month of July. This could have been carried upon for the rest of the year, if the bomb blast would not have happened. The recent bomb blast simply curbed the spike in the occupancy rate. Two of the top five hotels in Thailand has already sensed this. Erivan group has reduced its growth target from 35 percent to 28 percent. This revision was done with an assumption that the overall occupancy rate of the hotel, will be 75 percent post blast incident, the earlier estimation was 77 percent. The occupancy rate was revised following string of cancellations and postponements. A lull period of 6 to 8 weeks is expected, which is only going to deepen the crisis. On the similar lines, Central Plaza faced considerable erosion in revenue, following the cancellations made by the tourists, post blast. Even Central Plaza estimated its occupancy rate to fall to 70 percent, from the estimated 80 percent.

There has been a fall in the international arrivals by 7 percent, post bomb blast. Some of the vital stats to be considered in this case are as follows:



**Table 8** Quarterly Tourist Arrivals 2009-2015 from <http://www.thaiwebsites.com/tourism.asp>

Numbers show number of tourist arrivals (in millions). Dates of political unrest and untoward events :

2009 : most negative events 11-12 April

2010 : most negative events : around 19 May

2011 : flooding of Central Thailand and part of Bangkok October to December

November 2013-May 2014 : political demonstrations, political upheaval Martial Law imposition 20 May 2014.

The first three quarters of 2014 saw a drop in arrivals when compared with the corresponding quarters in 2013 (-10,28% or about 2 million visitors less). However a few months after the military Coup d'Etat, during the final quarter of the year, tourism recovered.

The first two quarters of 2015 saw the highest number of arrivals ever, a good start to the year indeed.

Year	No. of Tourists	
	Before the bombs	After the bombs
2015	85,000	70,000

**Table 9** The impact of bombing in Thailand (REPORTERS, 2015)

The data for the five days after the bombing compared to the same period in 2015 showed net bookings to Thailand down 65 percent and business travel from China tanking 350 percent. That would indicate that 2.5 times more Chinese business trips were cancelled during that period this year than were booked a year ago.

However the above data is specific to Bangkok. Places around Bangkok appeared to be almost normal. For an example, occupancy in Chiang Mai stood at 80 percent, which was in fact higher than the average.

The bomb blast was only an immediate effect on an ongoing Thai tourism crisis. In order to develop a deeper understanding, we will classify the ongoing crisis into three types, economical, sociological and political.

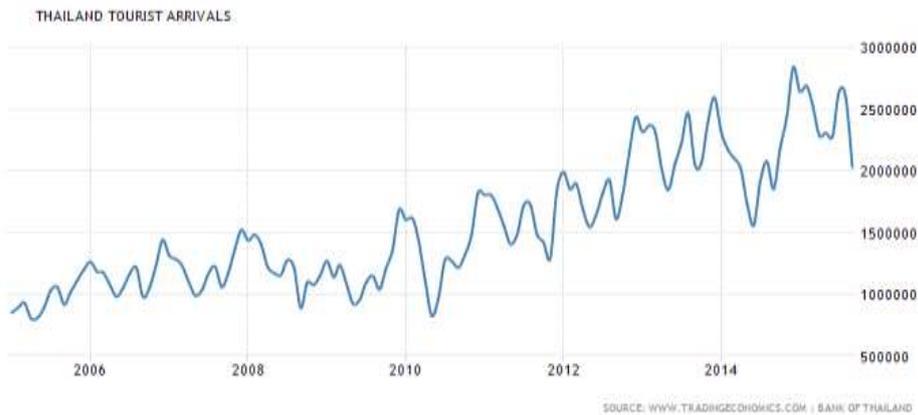
**Economical:** The economic situation plays an important part in the development of Thai tourism. There has been considerable increase in the price of the Jet fuel, which has led to near closure of era of cheap air travels. Cheap Air travel played an important part in influx of international tourism, from Asian countries. Air Asia and Tiger Airways, sold flight tickets at a much cheaper rate, which can be afforded by everyone. A large chunk of GDP of Thailand is spent on the import of oil and gas. As a result of this, there is a steady threat of inflation, while air prices go high with the increase in oil price. Overall, high inflation will have negative impact on the air fares. Also, it has been found that the business environment is constantly changing, and is quite unstable owing to changing powers in Thailand. Tourism operators have already started looking for alternate destinations, where capital requirement will be lower, along with

lower operating costs. Oil prices have cast uncertainty not only on Thai tourism but also in World tourism. Moreover lack of investment opportunities, environmental issues, and crumbling infrastructure have deepened the Thai tourism crisis. Some of the critical factors pointed out in terms of international tourists coming to Thailand are, floating rates of exchange, differential rates of inflation in tourism, expensive tourism components (labor, hotel and transportation). Moreover, the Thai tourism is equally affected by the economic crisis prevailing all over the world. Global economic crisis have lowered the confidence in the consumers, and also curtailed the spending capacity of the tourists.

Political: Thailand has been severely affected by the recent military coup and civil unrests. One of the major reason for low turnover of tourism industry in the year of 2013, was month long political protests. There were street demonstrations at mass level, and most of the countries issued security bulletin to the travelers, staying away from the rally sites. Massive rallies were followed with violent civic unrests, leaving wounded 200 people. Also military coups have killed the democracy of Thailand from time to time, which added more instability to the central government. This severely shattered the confidence of the travelers, along with the potential investors. Thailand was least affected with terrorism threats, compared to some other countries in East Asia as well South Asia. However, 2002 bombings in Indonesia and recent bombing in Thailand has changed that. Western countries have generated red alert in their security bulletins for countries located in South East Asia. Also post, Gulf war and American terrorist attacks, most of the American tourists lost confidence in the Thai Muslim populations, who are one of the largest inhibitors of Phuket Island. This was one of the reasons, why there was a drop in number of American tourists in 2003. Political crisis and military coups, have played equal part in Thai tourism crisis. Thailand is politically progressive, however the military coup defeats, in the year of 1992 & 2006, eclipse this belief. In earlier part of 2003 when most of the political turmoil was taking place, there was a decline in number of international tourists, which fell by 7.36 percent. Some part of confidence of tourism was restored by early 2014, with the help of some effective campaigning.

Sociological Factors: One of the key factors in this category was outbreak of Swine Flu epidemic in the year of 2009. Thai tourism was well equipped to deal with this threat, but most of the international tourists had health concerns, and chose not to visit Thailand. The impact is still alive in Thai tourism, where international tourists are still not convince that, Thailand is completely free of swine flu. There has been epidemic diseases, which is in rise in

Thailand, owing to its tag of “sex tourism”. Due to this, there is a steep rise in cases of HIV/AIDS, and international visitors are not completely convinced to accept Thailand as a safe destination. The periodic outbreak of Severe Acute Respiratory Syndrome (SARS) & avian influenza (bird flu), were also considered as important factors. This was one of the main reason, why there was reduction in the length of the average stay, which stood at 8.19 days, in the year of 2003. Similarly, in the year of 2004 Tsunami hit the Thai tourism severely. This was a natural disaster claiming around 5395 lives. Half of the people who died in the Tsunami, were tourists. As a result of this disaster, there was decrease of 10 percent in the international visitors. Moreover, there were issues reported with law and order, which actually increased with every passing year. There were reports, which mentioned that international tourists were duped, cheated and on certain occasions robbed at gunpoint. One such report was published by Bureau of Diplomatic Security, United States (Security, 2013). Also, there were reported scam run by Thai watersport vendors, where money was forcibly taken from tourists, on the charge of damage to the equipment. These issues actively created a negative outlook of Thai tourism, at the international level.



**Table 10** Thailand Tourist Arrivals: Trading Economics 2015

From the above graph (table 10), it is very clear the political turmoil & breakout of Swine Flu led to a healthy decline in 2003. While civil unrest and bleak economy led to decrease of tourists in 2011 & 2013. The Thai tourism crisis is further deepened by emergence of alternate options, which has provided increased competition to Thailand. This includes destinations like Macau & Goa

## Recommendations & Conclusions

One of the core recommendations in this case will be to establish political stability which has been the core contributor in lowering the tourist turnover. A stable democratic government at center is a requirement in Thailand, which will provide the much needed lifeline, not only to the tourism industry but also to the overall economic developments. Political upheaval has been considered as the most prominent factor for Thai tourism crisis, which is slowly killing the Thai economy as well. Thai government has to ensure security for the tourists. This can be achieved by proper & enhanced policing. Thai government should diplomatically tackle the issue of security bulletins issued by different embassies. In order to get the security bulletins stopped from various embassies, it has to provide assurance on safety to the other nations, projecting Thailand as a peaceful destination. New investment has to be made in the infrastructure sector, in order to keep up the basic facilities. Moreover, once the economy improves, the inflation will automatically come down. Thailand has to concentrate on the domestic tourists as well, and proper steps have to be taken, in order to encourage the domestic tourism. This can act as a backup for the current crisis. Somehow, it could be felt that, focus is more on the domestic tourists. The fall of Thai tourism industry could be observed from the following table 11:

Country	Ranking in 2013 (Out of 140 countries)	Ranking in 2011 (Out of 139 countries)	Ranking in 2009 (Out of 113 countries)
<b>Singapore</b>	10	10	10
<b>Japan</b>	14	22	25
<b>Hong Kong</b>	15	12	12
<b>So. Korea</b>	25	32	31
<b>Malaysia</b>	34	35	32
<b>Thailand</b>	43	41	39
<b>China</b>	45	39	47
<b>India</b>	65	68	62
<b>Indonesia</b>	70	74	81
<b>Vietnam</b>	80	80	89
<b>Philippines</b>	82	94	86
<b>Cambodia</b>	106	109	108

**Table 11** Ranking of Tourism Industry: World Economic Forum (Forum, 2015).

However the good news is there was huge amount of resurrection, which was done and in the year of 2015 Thailand ranked as 35, in the overall rankings. This was indeed an improvement, and it could be said that Thailand government has already started taking steps to reduce the crisis. On the other hand, it might be noted that these rankings were released, before the Bangkok bomb blasts, which might be successful in causing an immediate damage to the tourism industry. However, Thai government as well as tourism experts do believe that things will be normal, by the time peak period starts in the month of October.

The political stability and improved infrastructure can actively end the Thai tourism crisis. Thailand has to actively campaign through its diplomatic channels, to project its country as terror free. On the ground zero, Thailand was never affected with any form radicalism, and doesn't have a base for terrorism, hence the terrorism threat widely existed in vacuum. This will come to an end, with effective campaigning. Thailand was on the verge of recovery amidst the bomb blast, and data is expected to improve by the month of October, when the peak season starts.

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