



รายงานวิจัยฉบับสมบูรณ์

ASEAN Tourism Image Positioning: The Case Study of Thailand

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ชุดโครงการ ASEAN Tourism Image Positioning

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EXECUTIVE SUMMARY

Tourism of Thailand presently has been in the world market competition. Therefore, is necessary to build up cooperation with neighbor countries in order to prevent Thailand's economics and resources from negative consequences. Thai government has realized this issues then drive of originating the ASEAN Tourism Integration accordingly occur. For this research, Case study of Thailand is focused. Situational analysis of tourism at present is applied. Moreover, Thailand's tourism image position is presented in order to create cooperation in tourism planning among Asian countries as well as to seek out appropriate ways of presenting tourist attractions theme of each country.

The research objectives are mention as below:

1. To study and analyze tourism present situations of Thailand.
2. To present Thailand's image positioning in tourism.
3. To establish association among researchers researching tourism of Thailand and business sector.
4. To create ASEAN tourism information center for ASEAN Tourism Integration

The research was conducted using qualitative research techniques. The research comprised of review of literature concerned and brainstorming with related regional organizations to synthesize in order to summarize present tourism situations and propose Thailand's image positioning to build up cooperation among Asian countries in planning and finding appropriate ways for promotion of obvious tourist attractions as a "Theme" for tourism which need to suit each country's identity.

The research result found that situational analysis of Thailand's tourism at present is applied and image position is presented in order to establish association among researchers researching tourism of Thailand and business sector as well as to create ASEAN tourism information center for ASEAN Tourism Integration. From the analysis of potential of tourism in Thailand found that Thailand tourism image positioning can be determined as: "To emphasize on ecotourism and culture to be gateway to ASEAN based on Thai way of life, natural resources reservation as well as culture".

Tourism associate member networks have been evolved internally and internationally. Furthermore, information bank of tourism has been formed in order that related essential information or knowledge can be searched and used practically in local areas.

Nevertheless, ASEAN members' weak point is tourism planning or tourism development. For some countries, tourism planning and development is subject to international organizations. Insufficiency of tourism specialists is also an issue in ASEAN group. Furthermore, authentic cooperation regarding to marketing of tourism and tourism effect management is not established. Therefore, to push ASEAN countries to be "One destination" of tourist attractions in Asia must be emphasized

The most challenge of "One destination" project of the ASEAN Tourism Integration is to keep positive image of each member country towards tourists' attitude over tourist attractions in other regions.

In addition to promote "One destination" project of the ASEAN Tourism Integration, its integrity for tourism should be emphasized on variation of experience. As above, ASEAN Image Positioning Project led by the ASEAN Tourism Integration cooperating with ASEAN tourism business sector is set up for the purpose of originating ASEAN tourism network as well as to find out a different theme of tourism in each country and promote theme as ASEAN one destination.

ABSTRACT

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image position is presented in order to create cooperation in tourism planning among ASEAN countries as well as to seek out appropriate ways of presenting tourist attractions theme of Thailand.

Keywords: image, positioning, ASEAN tourism, Thailand tourism

TABLE OF CONTENT

	Page
Executive Summary	iv
Abstract	v
Table of Content	vii
Chapter 1 Introduction	1
Objectives	2
Research questions	2
Scope of the study	3
Scope of research area	3
Scope of research duration	3
Chapter 2 Literature Review	4
Chapter 3 Research Methodology	20
Research planning and procedures	20
Conceptual framework	21
Chapter 4 Current tourism situations in Thailand	22
Public policies	22
Natural resources and environment for tourism	22
Infrastructures and public utilities	23
Tourism facilities and services	23
Markets of tourism	23
Observations	24
Chapter 5 Thailand's tourism image positioning	40
References	43

	Page
Appendices	45
Appendix 1.1: Pictures of Brainstorming discussion of ASEAN Image Positioning: The Case Study of Thailand Project	46
Appendix 1.2: Article “ASEAN Image Positioning: The Case Study of Thailand”	47
Appendix 1.3: Article “Image of Thailand”	65
Appendix 1.4: Research Staff	75

Chapter 1

Introduction

Tourism of Thailand presently has been in the world market competition. Tourism development: therefore, is necessary to build up cooperation with neighbor countries in order to prevent Thailand's economics and resources form negative consequences. Thai government has realized this issue then drive of originating the ASEAN Tourism Integration accordingly occur.

ASEAN Tourism Integration cannot been tangibly established and successful without cooperation of associate members. Tourism associate member networks have been evolved internally and internationally. Furthermore, information bank of tourism has been formed in order that related essential information or knowledge can be searched and used practically in local areas.

ASEAN Tourism Integration needs sincere supports and cooperation form associate members. Tourism associate member networks have been evolved internally and internationally. Furthermore, information bank of tourism has been formed in order that related essential information or knowledge can be searched and used practically in local areas.

Nevertheless, ASEAN members' weak point is tourism planning or tourism development. For some countries, tourism planning and development is subject to international organizations which sometimes there are some conflicts between incomes and conservation. Insufficiency of tourism specialists is also an issue in ASEAN group. Furthermore, authentic cooperation regarding to marketing of tourism and tourism effect management is not established. Therefore, to push ASEAN countries to be "One destination" of tourist attractions in Asia, efficient communication and good cooperation among the countries must be emphasized to influence other related issues such as database, promotions, cooperation of natural resources conservation as well as personnel development and etc.

The most challenge of "One destination" project of the ASEAN Tourism Integration is to keep positive image of the ASEAN Tourism Integration towards tourists' attitude over tourist attractions in other regions. To promote it to be renowned for tourists

and facilitate their needs is an important thing. To find out ASEAN image positioning; therefore, is an essential part of marketing which ASEAN Tourism Integration both public and private organizations should pool efforts to build up distinctive image and power in order to compete with other regions in long run. To promote “One destination” project of the ASEAN Tourism Integration, image integrity for tourism should be realized by emphasizing variation of experience which tourists will receive. This project will stimulate tourism promotion within ASEAN countries. Tour programs which include ASEAN nations route is a good example that helps tourism in ASEAN countries succeed and grow rapidly. As above, ASEAN Image Positioning Project led by the ASEAN Tourism Integration cooperating with ASEAN tourism business sector is set up for the purpose of originating Asian tourism network as well as to find out theme of tourism in each country. For this research, Case study of Thailand is focused. Situational analysis of tourism at present is applied. Moreover, Thailand’s tourism image position is presented in order to create cooperation in tourism planning among Asian countries as well as to seek out appropriate ways of presenting tourist attractions theme of each country.

Objectives

1. To study and analyze tourism present situations of Thailand.
2. To present Thailand’s image positioning in tourism.
3. To establish association among researchers researching tourism of Thailand and business sector.
4. To create ASEAN tourism information center for ASEAN Tourism Integration

Research questions

1. How is tourism situations in Thailand presently?
2. How is Thailand’s tourism image positioning?

3. How dose the ways of establishing association among researcher researching tourism of Thailand and business sector should be? Are there any obstacles and problems?

Scope of the Study

1. To study and analyze present situations tourism of Thailand including related factors e.g. resources for tourism, services as well as Thailand's marketing of tourism.
2. To study tourism present situations in all regions of Thailand.
3. To explain Thailand's tourism image positioning which the result arises from analyzing situations of factors in Thailand's tourism industry.

Scope of research area

Field study in each region of Thailand is applied in the research in order to gain tourism present situations from regional people.

Scope of research duration

Duration of the research is limited to 8 months: during June 2006 to January 2007.

Chapter 2

Literature Review

This research is to study present Thailand tourism situational analysis in order to present Thailand Image Positioning. Researchers have basic concept as follow:

- *Tourism Industry System*
- *Situational Analysis*
- *Image Positioning*

2.1 Tourism Industry System

Tourism Industry System is composed of 3 main components Tourism Resources, Tourism service and Tourism Market. They consist of sub components which are importance basis for structure of tourism industry system to be absolutely connected. Differences in each components and connection among these components originate difference in tourism style as in figure 2.

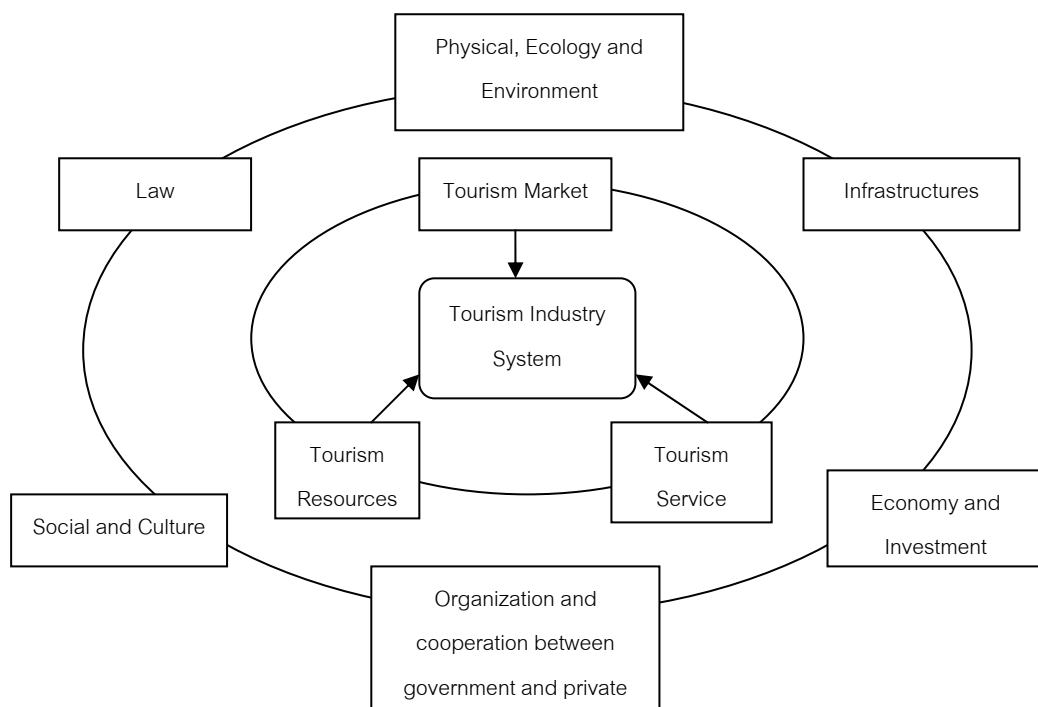


Figure 2: Tourism Industry System Structure

(Source: Tourism Authority of Thailand, 1997)

Tourism resources

Tourism resources can be classified into 3 groups according to tourist need

1. **Tourism Natural Resources** is defined beautiful or interesting nature.
2. **Tourism Historical Resources, antique remains and religion** is defined valuable things both in the past and present which human created for example memorial place, ancient city, stone castle, palace, cave, historical park, national museum, archeology, etc.
3. **Tourism resources in art and culture, tradition** is defined lifestyle of people communities and traditional practice are attractive for tourism.

Tourism Service

Tourism service is important for tourism industry order to raise themselves to standard and quality in additions, this new generatate value added for hole tourism system. Tourism service can be divided as follow:

1. Transportation

- By land, sea, air, railway station and airport
- Vehicle
- Tourist's transportation
- Immigration

2. Accommodation

- Hotel
- Guest house
- Dormitory
- Bangalow
- Rest-house
- Camp
- Temple, school
- Community houses, farm stay and home stay

3. Food Shop & Restaurant

- Local Restaurant
- National Restaurant
- Fast food/ Food center
- Sweet, Snack, ice-cream shop
- Coffee Shop
- Moving Food Shop: hawker, stand, pickup truck, truck

4. Take around service and guide

- Tour Operator
 - Inbound
 - Outbound
 - Domestic
- Travel Agency
- Guide

5. Souvenir shop and local product

- Producer
- Seller

6. Security

- Guard
- Public hazard relief

7. Tourism activities

- Meeting
- Information Technology service
- Activities in tourism resources
- Entertainment and sport

Tourism Market

Tourism Market is important factor of tourism industry is consist of two main markets

- Domestic Market
- International Market

And above market have important factor effecting tourism market

- Source
- Hometown, nationality
- Number
- Duration of stay
- Day
- Objective
- Style and method
- Activity and behavior
- Attitude

Moreover there are distribution and advertisement that are marketing procedure

- Marketing research
- Marketing plan
- Distribution equipment
- Public relations
- Promotion

2.2 Current situations of Tourism (*Situational Analysis*)

Government pays attention to tourism since tourism plays an important role in Thailand's economics in creating national incomes for national development. Incomes' gaining from services to foreign tourists is an important part of incomes gaining from total service section in Thailand economics system. In addition, the incomes from services to foreign tourists concerns maintenance of Thailand's economics stability. Tourism is an essential work employment source as well as unemployment support

when out of harvest season in agriculture. Increase in employment will stimulate Thailand's economics to be more stable since at present export sector which is the main economics stabilizer of the nation slow down. Therefore, incomes from tourism is an initiative one about which incomes is brought among national other incomes. Economics crisis in Asia in 1997 brought down the expansion of ASEAN tourism industry. Such crisis affected to other countries especially Thailand where main national incomes has been from two compositions: export and tourism.

There were also a number of crisis in the past four years; for example, spread of SARS in 2003, bird flu in 2004, Tsunami on 20 December 2005 as well as war between Iraq and the U.S., terrorism was spread out to all parts of the world and etc. Before Tsunami, tourism of Thailand by overall was in very good stage not only domestic tourism by local Thai people but also foreign visitors tourism. After one year anniversary of Tsunami Thailand tourism industry was halted which derived from a number of variables e.g. increase of fuel price, terrorism in three provinces in the south of Thailand. Moreover, in 2005, which economics was slow down, there was vital competition in tourism among new born tourist attractions in Vietnam, China, and India. This was the main factor affecting Thailand's tourism to be flatten. Thai people fell into the position of "belt tightening", no extravagance. That meant tourism would be less encouraged since tourism is the one among other extravagance. While domestic tourism for local Thai people decreased, number of foreign visitors was in critical time as well. These were caused from several factors e.g. no confidence of security warning of natural disaster, crime, terrorism including increase of fuel price which all parts of the world were affected undoubtedly.

Savage competition of new born tourist attractions occurred and "to attack and attract" public relations were originated by other ASEAN such as Hong Kong, Singapore, Malaysia, South Korea and etc. These circumstances decreased numbers of foreign visitors since there were more alternatives in tourism. Fighting for tourists occurred among the countries in this region by saying against competitor's image and by application of marketing strategies. Government and private bodies joined together

to think and work on public relations plan for domestic tourism. Campaigns were launched and applied by using marketing strategies without any restraint e.g. discount offering, redemption, free gift or premium and bonus; for example, Campaign Unseen Thailand or Andaman. These campaigns were initiated in order to help people in the south even though the outcomes did not seem to be tangibles since tourism by overall was still in critical period.

Working on public relations of tourism in Thailand by urging foreigners to visit Thailand created criticism of activities in such campaigns which were considered to be “extravagant” in aspects of worth for investment; for example, Miss universe contest, Bangkok Fashion Festival, or Bangkok Film Festival in order to establish Bangkok to be city of films for which big budget was settled but still could not determine its worth distinctively. “Casino or entertainment complex issues” was criticized in Thai society if it is appropriate were included in the tourism promotion campaign.

Consequently, domestic tourism promotion, “To increase number of tourists” both Thai and foreigners, is urgently required. Government and private sector should settle clear and tangible plans. Recent opening of Siam Paragon and Central World by private sector was one project to create Bangkok as a shopping street as other popular streets abroad e.g. Nathan Road in Hong Kong or Orchard Road in Singapore.

To respond to the question what direct we, Thailand, should stay for tourism, tangibility of Thailand tourism planning in the future in order to compete with neighbor countries as well as to solve problem of tourism slow down is considered to be clear cut answer beginning with analysis of factors affecting tourism. Marketing strategies was brought up to apply in analysis.

WHO ARE YOU & WHAT DO YOU WANT TO SELL?

- WHO IS YOUR COMPETITORS?
- WHO DO YOU WANT TO SAY?
- HOW DO YOU SAY?

The questions raised compared “Thailand” as a “product”, tourist as a “buyer”
For the above questions, answered were prepared as follows.

WHO ARE YOU? & WHAT DO YOU WANT TO SELL?

Thailand has been praised from other countries for years regarding to “Tourism”.
Saying “Thailand the land of smile” can be a good guarantee. In the past ten years
Thailand’s main “selling point” has been **services and impression initiation**.

For a while went by, “Thailand” created new selling points by building up places
full of “amazement” then we called “Amazing Thailand” . Building and emphasizing on
such selling points became successful in a certain level then emphasizing again of
“Unseen Thailand” introducing tourist attractions which were unknown by most people.

Even though such selling points were Thai tourists needs, they might be not
foreign tourists needs since foreign tourists in fact need different style of tourism from
their own countries. The ones they need are the ones which emphasize on “culture and
simple life styles” reflection of being “real Asian”

There is an observation regarding to tourism in Thailand that Thailand are selling
“same or old properties” It means bringing old issue, same or old existing tourist
attractions to be selling points; however, other Asian countries in the meantime are
trying to present their new selling points, new places which are new construction by
human in order to attract tourists since they believe that “selling same or old properties”
will reduce number of tourists. When there is platitude, boring will be occurred.
Furthermore, selling same or old properties will limit number tourists.

Actually, “Thailand” has perfect tourism resources and be more advantageous
than other countries since it has magnificent landscape, different in each region, forest,
beautiful seaside, rich in natural resources and long ancient history. Moreover,
distinctiveness of nature in Thailand is hard to imitate.

Serious problem in tourism of Thailand is that how clarification of tourism plan can be found and how existing resources for tourism should be beneficially employed at most. This is what selling points of Thailand should be.

Therefore, searching out “selling points” of tourism should be the first thing to considered and determined by government and private bodies in order to be in the same way for policy and practice. This will also affect to precise public relations for tourism.

WHO IS THAILAND’S COMPETITORS IN TOURISM?

Direct competitors for Thailand tourism are other countries in Asia. Other countries in Europe, America are considered to be indirect competitors. It is found in public relations study that geographical, historical as well as cultural aspect is alike among Asian countries e.g. places for world ancient arts and culture. Establishment of civilization, marvelous ancient is the selling point to which Asian countries weighs to and give importance. For example,

Malaysia: selling point is being “truly Asia” with extreme attractive power for tourists by ancient culture. Otherwise Hong Kong with “Hong Kong Live it love it!” concept emphasizing shopping (acceptable and renowned by tourists). Moreover, new place for tourism “Disney Land” is established.

Singapore: “Uniquely Singapore” by Film Festival (which has been set up for years), Night Safari as well as shopping center.

- WHO DO YOU WANT TO SAY?

Groups of Thai

Recently, promotions and campaigns for domestic tourism to groups of Thais have been launched and successful e.g. promotion of weekdays program or package include reinforcing Thais for Andaman program. Analysis of “who is the real group for domestic tourism” is that tourists are divided into groups as follows:

1. Family: is “main objective” since Thais take tourism with family for years and emphasize on short distance and facilities.
2. Friend: There is a number of “friend” groups and emphasize on brand-new and challenge.
3. Couple: the tourism is emphasized on romantic places and expensive. It is only small groups.

Groups of foreigner

Foreigners prefer tourism in the way of different from which in their home countries. They do not need being abreast of the time; however, real difference in tourism is the most preference for them e.g. arts and culture, tourist attractions, life style, recipe and etc. These will help fill up different and impressive experience into their life.

Different and value experience provided to foreign visitors is a must in tourism. Readiness of tourist attractions, tourism information, nice and impressive services are also important. Group classification of foreign visitors is one of the most important thing that should be realized since their needs are distinctive different e.g. tourists from Asian countries, European countries and from the United States. Tourists from Asian countries may be interested in recipe, nice and cheap articles while ones from European countries may be interested in arts and culture, peaceful life. These issues must be analyzed in order to see difference.

HOW DO YOU SAY?

The last but not least is communication towards the selected groups. According to analysis, domestic tourism promotions must be activated both two groups: Thai and foreign tourist. Certainly, the gist of message for communication is different according to character of each group.

For Thai tourists, message sent to them is the matter of “consciousness establishment” in traveling within the country. This is for tourism promotion. Circulation of currency will be within the country and not outside. Harmony and help among Thais is established. However, there is a problem which is still occur that is high incomes Thais prefer vacation abroad. Therefore, new message is essential to present in order to push them realize in domestic tourism and feel no difference between domestic tourism and abroad.

Message sent to foreign visitors need to be emphasized on “being Asian” to point out culture difference. For example, Malaysia is presenting “Truly Asia” right now.

Difference between tourism and products or services is that tourism has “time factor” for decision making. In addition, “loyalty” in high level is another factor. This will lead to “repetition” in same place in which they are impressed. Reputation then will be occurred from telling further among friend and acquainted people to visit those places.

Therefore, the most important thing in public relations of tourism promotion is “personnel and place development and improvement”. Advertisement and public relations will not be any beneficial if related authorized persons e.g. immigration officers at the airport, tourism police as well as service providers are lack of “service mine”. Established impression in the past will not be exist then affect to tourism (Worapiyut, Karan: 2005)

2.3 Image Positioning

Concept of Image Positioning

Academic researches concerning image positioning in the first period became widespread from Boulding's (1956) and Martineau's research (1958). The concept of the researches presented that "Human behavior is up to image positioning more than tangibles concept." Later when concept of image positioning was more acceptable, "Theory of image" derived. The main concept of the theory was that "it is psychological expression or representative of distortion from the truth or tangibles which exists in each individual (Baloglu and McCleary, 1999).

From the "Theory of image", there were a number of interpretations as well as definitions of "Image". There has been a number of Thai words used for the concept of "Image"; however, still confusing. The words which were often used are "ภาพพจน์" "จินตภาพ" and "ภาพลักษณ์". Nevertheless, there was a summary introducing how to use such words as below.

Refer to Longman English Dictionary (2001), "Image" is defined as "the general opinion that most people have of a person, organization, product etc..., a picture that you have in your mind, especially about what someone or something is like or the way they look..."

The word "Image" according to dictionary is defined as figure or appearance in mirror or picture which is in one's mind. "Image" in Thai by Dictionary of the Royal Academy use the words "ภาพลักษณ์" or "จินตภาพ"

"ภาพพจน์" in Thai is equal to "Figure or speech" in English which means literary style of speaking creating figures or looks (Dictionary of the Royal Academy 1982, 1987: 616).

"ภาพลักษณ์" or "Image" means picture of one thing e.g. attitude towards an organization, institute, person or action and etc. deriving from individual's mind. The picture in one's mind may arise from direct or indirect experience of one's perception. Therefore, in this research, the researcher use "ภาพลักษณ์" for "Image" which a number of meaning are given in many ways as follow.

1. Meaning of Image and IMAGE Positioning of Tourism of Thailand

Dictionary of the Royal Academy (1995) defines “ภาพลักษณ์” or “Image” as a figure of someone or something derives from one’s thought that such what or whom he/she looks tend to be.

Kelly and Nankervis (2001) stated that “ภาพลักษณ์” or “Image” is sum of beliefs, attitudes as well as impression of each individual towards someone or something regarding a phenomenon.

Kotler (2000) mentioned about “ภาพลักษณ์” or “Image” that it is assembly of one’s beliefs, thought as well as impression towards someone or something then looks or appearance of that one or thing will be in one’s mind.

Mackay and Fesenmaier (1997) referred to “ภาพลักษณ์” or “Image” that it is total up of beliefs and impression initiated from process of publicity of information for someone or something then impressed on one’s mind.

Porntip (1997) stated that “ภาพลักษณ์” or “Image” is sum of one’s perception which may include pleasant, unpleasant or still. Image will alienate if new perception is different from old perception. Image can be more impressed in one’s mind in case new perception complies to old perception.

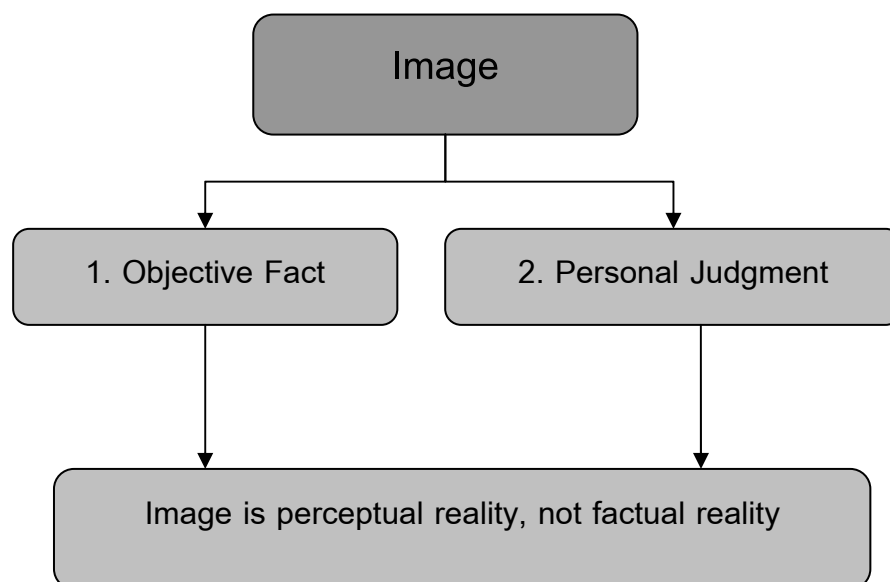
Seri (1998) argued that “ภาพลักษณ์” or “Image” is the combination of objective facts and personal judgment then become impression to one’s feeling and thought. The impression will exist in long time and hard to change. This may be different from the fact since image does not concern with only reality but also perception into which human take his/her own personal attitude.

Image in tourism context is not different from image of other. When combine the word “Image” with “Tourism”, it becomes “Image of Tourism in Thailand”. It means “Figure or appearance which represents Thailand’s tourism characteristic” “Image of Tourism in Thailand” dose not mean only tourism, natural resource of tourism, human made tourist attractions, life style, culture, well being but also facilities established for serving tourists. Since image in fact presents identity and position of Thailand, image of

tourism therefore is sum of beliefs, thought as well as impression of each individual towards tourism of Thailand. It derives from process of information perception from resources in past time. Image of tourism in Thailand, is as a trademark presenting one's thought, impression, imagination and emotion towards such places.

Image and Image Composition

Image is composed of Objective Fact and Personal Judgment towards someone or something. It is individual's perception not factual reality (Seri,1998) and can be presented as below.



Source: Seri (1998)

After considering of its definition and image itself, it was found that image is quite related to attitudes. It may be stated that image is one of attitudes towards someone or something and exists in one's mind until image derive. Therefore, image composition is similar to attitude composition that is image of one thing is composed of Subjective Knowledge which is created from collective knowledge about things, beliefs and experience. It can be expressed through human behaviors depending on impression towards image of such thing. By this process, image is originated from 4 compositions which are related as follow (Boulding, 1975)

Perceptual Component is the component which one observes then leads to Cues. Cues can be person, place, circumstance, thought, or thing which image will be initiated by perception.

Cognitive Component: is the component which is knowledge of characteristics, type as well as differences of things initiated by observation and perception.

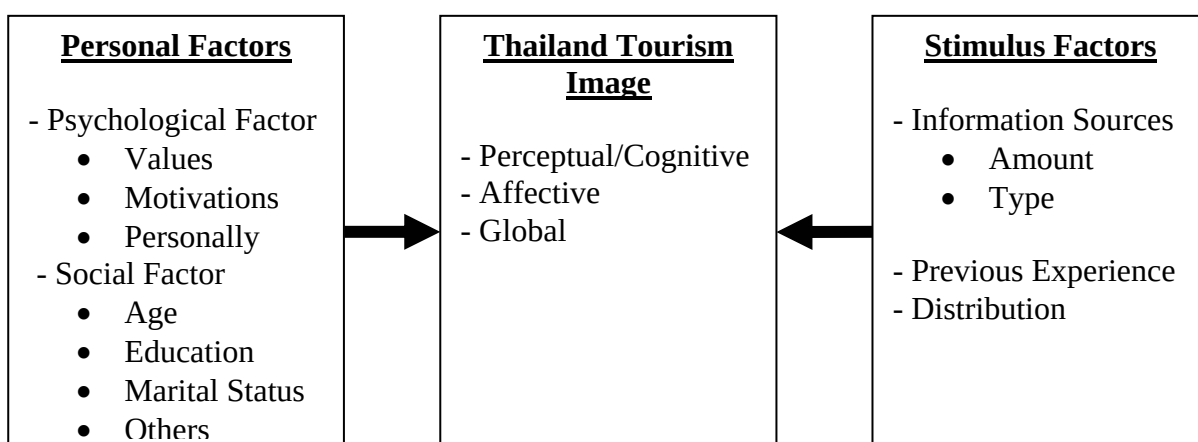
Affective Component: is the component which is related to one's feeling towards other things. This may include relationship, acceptance non-acceptance, pleasant/unpleasant.

Cognitive Component is aim or intention which leads to behavior towards stimulator. This is result from relationship between Cognitive Component and Affective Component

These 4 image compositions will become the one's knowledge and experience as same as attitude's composition which is quite related and cannot be completely separated from one another.

Composition of Thailand Tourism Image

Image is composed of 2 main factors that are (1) Personal Factor which is social and psychological identity of each individual and (2) Stimulus Factors which come from environment outside as well as physical objects depends on experience of each individual. This will present general structure of Image Formation Process of tourist attraction (Baloglu and McCleary, 1999)



Simulation of general structure of Thailand tourism image

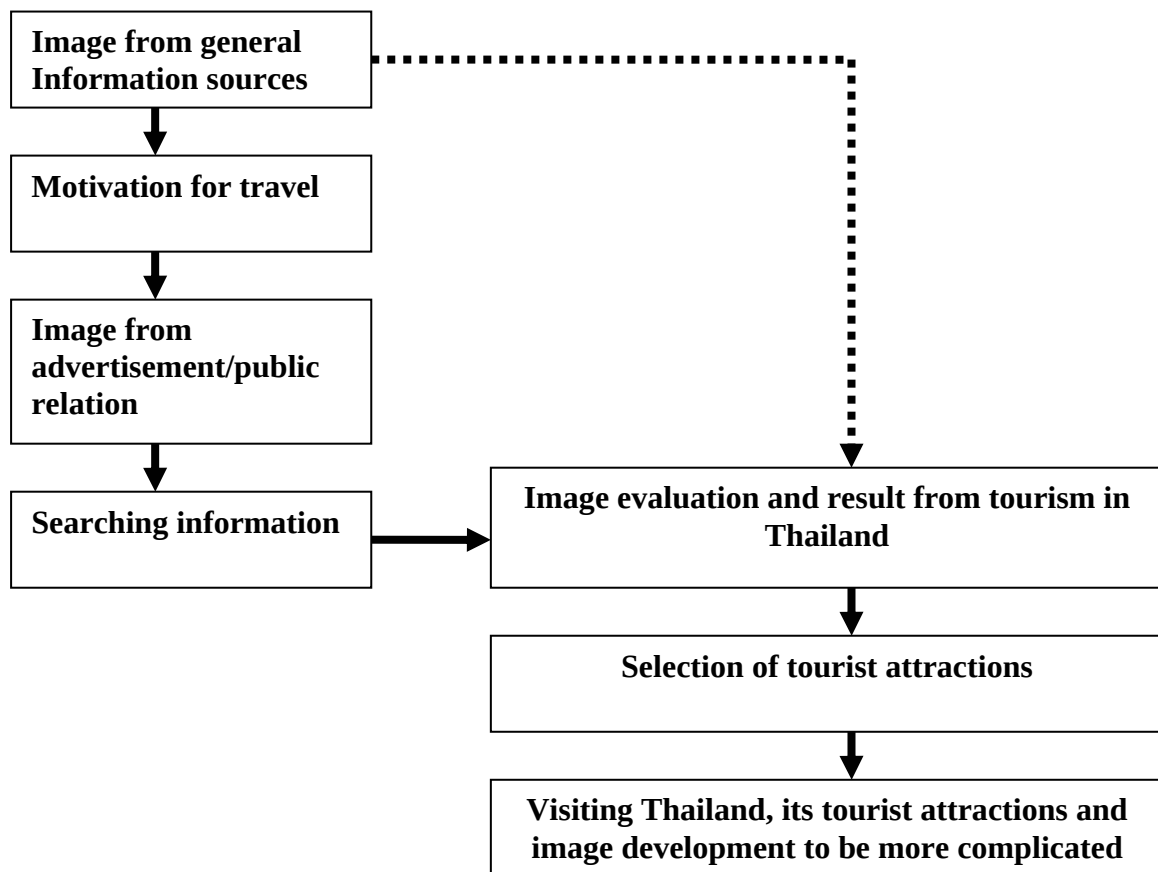
Source: Improved by Baloglu and McCleary, 1999

As per simulation of structure of Thailand tourism image, it is found that Thailand tourism image is composed of Perceptual/Cognitive which is one's knowledge and understanding towards such thing including affective, one's feeling towards a thing, perceptive, cognitive and global. These may derive from evaluation of perception factor and affective factor.

There are 2 main factors affecting Thailand tourism image: (1) Personal Factor e.g. Psychological Factor which is composed of Values, Motivations, and Personality. It was found that motivation is related to image especially affective component. Social Factors is identify collection of population in aspects of age, education, marital status and others. There are conditions in the first stage in perception process. It was found that age and education are the most important variables in determining of image.

(2) Stimulus Factors can be considered from Information Sources both in amouth and type aspects. Previous Experience of each individual in distribution of information is external stimulus. Amount and type of information sources will be factors reflecting change in image perceived by each individual.

Decision making of each individual to travel to Thailand related to Awareness which means tourists' trust in Thailand: tourist attractions, expectations. Relationship among composition can be used in creating of stimulation as below.



Stimulation of procedure of image establishment by tourists

Source: improved by Fakeye and Crompton 1991

Procedure of Thailand image positioning or establishing image of tourist attractions in Thailand starts from receiving information about Thailand, Thailand tourist attractions from general media, from other people's experience and rumor. This make tourists realize and image will be generated from Organic Image which will be motivation for tourists to be interested in Thailand. It will lead to searching of Thailand tourism information from government bodies or tourism agencies. This information will generate image which will be attitude of tourists towards Thailand. In this case, the attitude can be used in image evaluation to evaluate how much tourists will get benefit when visit those countries. This is only first stage and indirect way in evaluation. The second stage is to select countries as well as tourist attractions until the last stage visiting the real places. In the meanwhile, experience in visiting in that time will develop image of the country or the tourist attractions which will affect to future image of the country and decision making of tourists to visit that place again.

Chapter 3

Research Methodology

Research planning and procedures

Stage 1 To study tourism present situations of Thailand (*Situational Analysis*)

- 0 Collect information of tourism present situations of Thailand (*Situational Analysis*) including related factors e.g. tourism policies, resources, services and marketing from second-class data.
- 0 Analyze the data to find out potential of present tourism by *SWOT Analysis*
- 0 Present tourism image positioning which rises from analysis of factors in Thailand tourism industry.

Stage 2 To brainstorm with related regional organizations.

- 0 Bring the tourism present situations which potential was analyzed by *SWOT Analysis* to the meeting.
- 0 Brainstorm with regional organizations regarding to tourism concepts affecting to tourists' behaviors which is changing at present.
- 0 Gather and introduce to other related bodies interesting tourist attractions divided by types of tourism.
- 0 Review and propose Thailand's image position which arise from the brainstorming conference.

Stage 3 To synthesize and summarize the research procedures.

- 0 Bring data rising from the brainstorming to synthesize in order to summarize present tourism situations and propose Thailand's image positioning to build up cooperation among Asian countries in planning and finding appropriate ways for promotion of obvious tourist attractions as a "Theme" for tourism which need to suit each country's identity.

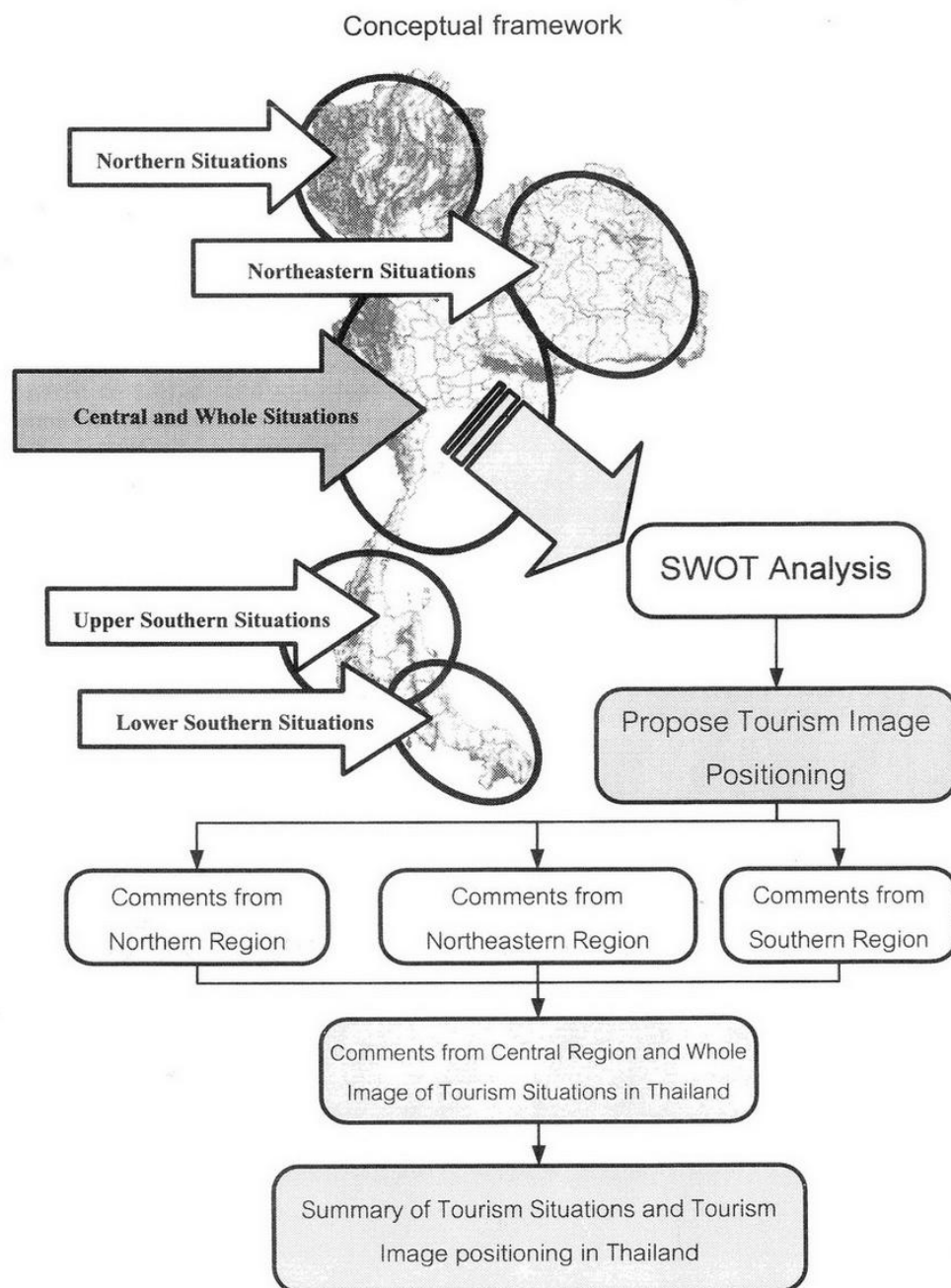


Chart I Thailand's tourism image positioning

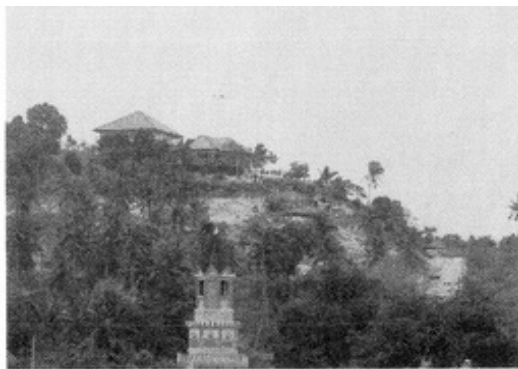
Chart I Thailand's tourism image positioning

Chapter 4

Current tourism situations in Thailand

Public policies

In many recent years, tourism has been used as a main tool in economics problem solving for Thai government. Government tourism organizations' policies has maintained environmental system, culture as well as communities' local lifestyle. Obviously, within such policies, Thailand emphasized on quantity of tourist, duration of stay, and amount of incomes to be increased more than raising quality tourists and experiences in tourism activities. This phenomenon is the result of capitalism concept which is completely set apart from sufficient and sustainable national development. Government policy to push Thailand to be "*Tourism Capital of Asia*" is opposed to master plan of the Ministry of Tourism and Sports which stipulate Thailand to be "*Cultural Tourism of Southeast Asia*". This situation affects to unity of Thailand's tourism image positioning as well as work directions of related tourism organizations contrasting in practice. Therefore, environmental effects, conserved forest invasion, rapid degeneration of tourist attractions, pollutions, cultural conflict, morals declination and etc. have been generated.



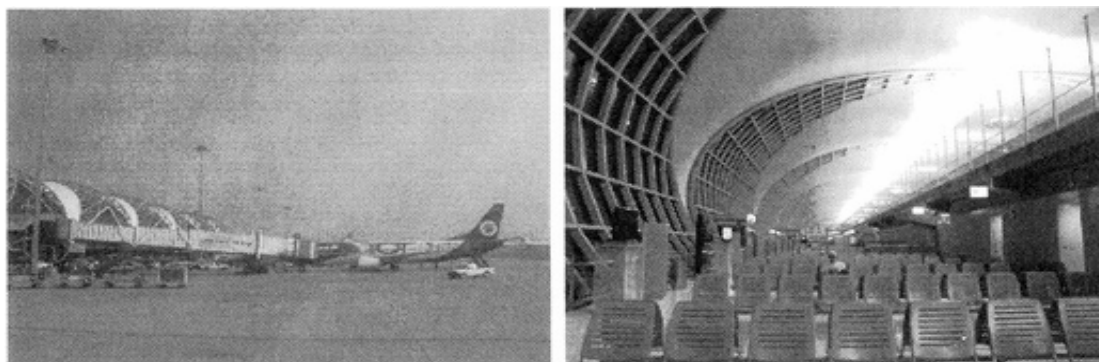
Natural resources and environment for tourism

Thailand has varied resources as well as potential in tourism. However, related bodies still lack of knowledge, understanding and participation in tourism planning and management. Study of area carrying capacity has not been research. Some areas has critical environmental problems.



Infrastructures and public utilities

Thailand has ability of underlying tourism especially communications development which includes all means: by air, sea and by land. Operation of Suvarnabhumi International Airport distinctively generates communications potential in Southeast Asia. More routes are linked; however, confusing signboards, disordering infrastructures, wastewater treatment, litter problem, traffic congestion as well as accidents still remain especially for long holidays.



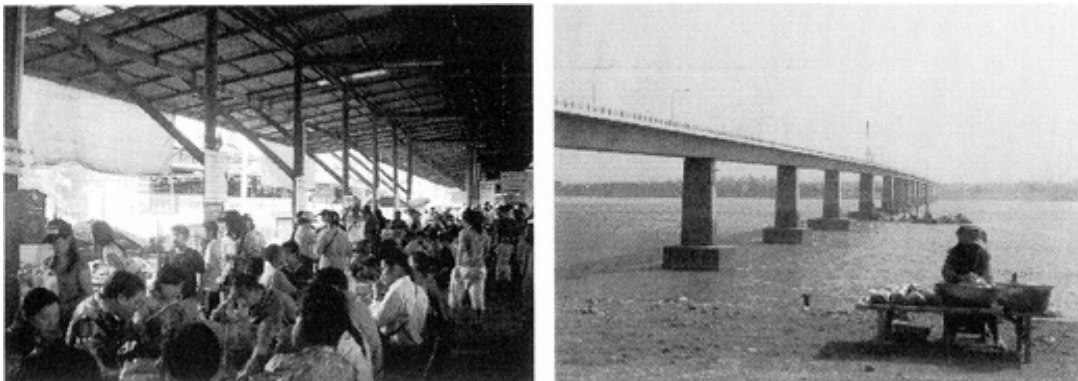
Tourism facilities and service

Tourism information and service are provided. There are also varieties of lodging but lack of efficiency in providing information service. Service officers have insufficient knowledge, understanding include realization of service providing and language skills.

Market of tourism

There are tourism resources ready for sale and respond to market needs in many levels. Historical, arts and cultural tourism image is obviously presented

harmonizing with the one of nature tourism. However, unity and directions in development of tourism marketing promotion cooperation is unsystematic.



Observations: Tourism management affecting towards sustainable tourism development

Government bodies, private organizations including communities in many provinces lack of knowledge and understanding in tourist attractions planning, management, conservation and development in proper ways. Use of tourism resources in their most value without environment and culture destruction still has not built in their mind.

Lack of integral coordination between governmental and private organizations in tourism industry occur as well. Their working in the same direction, having clear objectives, no redundancy and as most valuable of given budget should be developed.

Even though Local Administration Organizations (Provincial Administration Organization/municipality/Subdistrict Administration Organization) alert of and concentrate on existing tourism resources from which jobs and incomes can be generated; however, realization of environmental effects, lifestyles and culture is in short.

Tourism Situation Analysis

1. Public policies and tourism development

1.1 Public policies and total image of tourism development: Strength

- Government put high concentration on tourism using tourism as a tool to solve economics problem. Accordingly, public and private organizations including Local Administration Organizations are stimulated then development of tourism facilities is improved.
- Favorable public relations planning and marketing is set up by the Tourism Authority of Thailand which possess long experience in its function.
- Government reinforce researches for improvement in tourism. There are more frequency in forming up of tourism experts to push tourism development in local communities to be sustainable. Additionally, conferences for tourism master plan was set up during 15-19 August 2006. This would comply with The Tenth National Economics and Social Development Plan of the year 2007-2011.

1.2 Public policies and total image of tourism development: Weakness

- Government emphasizes tourism quantitatively more than qualitatively. Distinction of Thai image in tourism is not established. As mention previously, Thai government emphasizes on quantity of tourists, duration of incomes to be increased more than raising quality tourists and experiences in tourism to be increased more than raising quality tourists and experiences in tourism activities. This phenomenon is broadly affecting environment and culture is the result of capitalism concept which is completely set apart from sufficient and sustainable national development.
- Tourism systems: environmental system, culture and communities by understanding and perception of related bodies are seen only in product level so that cooperation of such bodies is not in the same direction.

Thailand's policies by the effort of The Tourism Authority of Thailand pushing Thailand to be in the way of *Tourism Capital of Asia* cause conflicts with the ones in master plan of Ministry of Tourism and Sports which Thailand is determined by the Ministry to be *The City of Cultural Tourism in Southeast Asia*. This affects unity of Thailand image positioning.

- Some part of tourism promotion policies e.g. Thailand Elite Card Project, Bangkok Fashion Festival and Bangkok Film Festival cause high budget; however, cannot determine growth of tourism in practice. Therefore, tourism development in fact seems to be go against sustainability of national culture and tourism image.
- Even though some festivals help promotion of tourism, they cause high capital. Furthermore, there is no objective to help conservation of favorable Thai arts and culture which should be brought to be models.
 - Thai Water Festival (*Songkran Festival*) in many recent years has stressed only on image of amusement without urging foreigners or even Thai people realize the hard core of the festival.
 - Candy Caravan in Buddhist Lent Festival: related organizations have so greatly emphasized on candle decoration and carving competition that the decorated candles given to temples cannot be used in practice. Moreover, the related organizations do not aim at providing concept of Buddhism and original traditions to visitors.
- Ministry of Interior, in the past until present, has built up long stay villages, One Tambon One Products Villages (OTOP Villages) for tourism as well as spread out to all 76 provinces culture and ways of life which emphasize on sufficient economics. The above effort is quantitative development which cannot determine sustainability. This takes a risk and high effects on Thai cultures and ways of life since by political reasons it uses tourism development as a tool for personal gain and to do their own

groups' favor rather than development which final objective is sufficient economics.

- Government agencies both in central and local areas over the country often launch projects with tourism development study within Thailand and abroad for executives, board of committee and etc. Nevertheless, those teams are short of efficiency to apply knowledge gaining from the projects to their functions and organization. The projects are only tools for personal gaining rather than for total image of sustainable development
- Immigration inspection is not very strict since being apprehensive of effects to tourism. This bring more alien criminals migrate to Thailand.
- Due to too crowded of tourists during festivals, quality of services, tourism activities, environment, cultures as well as ways of life of local communities are affected.
- Sexual commercial is a serious problem for tourism. Sexual violence, use of child and youth labor in tourism business as well as related industries in society are not tangibly eliminated.
- Zero-Dollar-Tours still occur and sound to be a problem for Thailand tourism.

1.3Public policies and total image of tourism development: Opportunity

- Growth of E-Marketing tourism stimulates new styles of tourism activities in many parts of the world including Thailand. It is counted to be a good opportunity for new sources of tourism.
- Association of ASEAN Economics Community For Tourism and Association of Mekong Tourism push a good opportunity in analysis of tourism situations in order to determine working directions and establish more networks to open new markets of tourism for this region.
- It is an opportunity to market tourism to new targets such as seniority groups, seminar group and specific activities groups.

- Policy of free competition of air lines regarding domestic flights is launched. Low fare air lines is set up forming more alternatives for tourism.
- Opening of Suvarnabhumi International Airport provides a great opportunity for more traveling and tourism in Southeast Asia. It functions as a gate way for tourism in Southeast Asia
- Policy to set up national festivals can pull out efficiency of existing resources for new styles of tourism activities e.g. Royal Flora Expo in Chingmai which technology of Thai agriculture and of other countries joining this festival are presented in compliance with tourism season in the North of Thailand.
- Bangkok, Chingmai and Phuket are the world top rank cities for tourism voted by many renowned international magazines. This helps increase of interest in tourism and travel.
- Cost of living in Thailand is not much high comparing with other countries' in the region.

1.4 Public policies and total image of tourism development: Threats

- Knowledge management of Thailand in tourism is short of database or researches. Problem solving in tourism in the past came from personal attitude.
- Ground disaster (Tsunami) still affects on image of tourism in Andaman. Too much accelerating policy in recovering the destroyed areas cause unbalanced development and unsuitable for environment, ways of life or state of mind of local people. Moreover, disaster prevention planning is not fully applied since local people as well as tourists do not practice seriously. In business sector's point of view, concentration on disaster prevention seems to be negative image for tourism in Andaman.
- Political situations and changes cause Thailand's image unstable.
- Problem in 3 border provinces of southern region is not solved resulting in tourism in some parts of southern region.

- Strong competition among Asian countries e.g. China, Japan, Hong Kong, Laos, and Vietnam arise since tourism development and quality raising of those countries is accelerated.
- Terrorism over the world frighten tourists. This also affect to tourism in some parts of Thailand. Moreover, crisis on Korean peninsula unavoidably results in tourism of this region. Alteration of fuel oil price also get effect from the crisis.
- There is alteration of fuel oil due to crisis of world energy situation. Moreover, it is also related to other world situations.
- El Nino and La Nina Phenomena frequently occur in the past 10 years due to change of weather arising from Global Warming Crisis. Drought and flood both are the results of human destroying natural resources then unbalanced.
- Bird Flu which is spreading over neighbor countries can be easily infected if there is no good enough public health control.
- Crowded traffic in big cities and in tourist attraction areas especially in tourism season or long holidays originate congestion as well as traveling problems. Moreover, pollutions also occur in tourism areas.

2. Natural resources and environment for tourism

2.1 Natural resources and environment for tourism: Strength

- Thailand has resources for historical tourism: ancient remains, arts and cultures, traditions and lifestyle which express value as well as particular characteristics of Thai. Authenticity and origin still remain. Some places are renowned sources of the country for religions and cultures study.
- Thailand has agricultural resources in all regions which can attract tourists. Varieties of gifts are created in each local community making each tourist attraction has its own distinct gifts and souvenirs.

- Thailand has magnificent natural resources for tourism, biological varieties and special identity.

2.2 Natural resources and environment for tourism: Weakness

- There are numbers of natural resources for tourism which are degenerating due to growth of tourism without good enough control as well as tourism management. For example, Koh Chang Island, Pa Ngan Island, Phu Kradueng, Phu Tapburg, and Beaches both the Gulf of Thailand and Andaman shore.
- Lack of knowledge and understanding in tourism management result in constructions which have conflictive looks with nature. Visual pollution is originated affecting to tourism activities and making tourism sources face with degeneration because of many tourists.
- Tourist attractions in Thailand are spread out located. Therefore, links of tourist attractions in each area are not well connected.
- Planning and study of carrying capacity for tourists is not established, especially carrying capacity for ecotourism.
- Government regulations to force in tourism presently does not catch up with changes in globalization era.
- Tourism management by government and private bodies is in short of mutual integration. Tourism development procedures of related organization are not in the same directions. Additionally, budget arrangement for supporting natural resources development and conservation for tourism is insufficient.
- Cultural tourism resources and ways of life of local people change since tourism is just developed for economics gain in short term.
- OTOP products promotion to support tourism development cannot be carried out in quality due to more emphasizing in quantity. OTOP products distribution centers established over the country for supporting tourism mostly fail.

2.3 Resources and environment for tourism: Opportunities

- Thailand has suitable climate and seasons to support tourism throughout the year. Moreover, there are less natural disasters in Thailand than in other countries in the same region.
- There are numbers of opportunities to link tourism route to neighbour countries. This can be developed to international tourism.
- Government supports in community development in order to make cities or towns attractive result in community development of landscape improvement, cleanness and being in order.

2.4 Resources and environment for tourism: Threats

- Resources and environment for tourism lack of support from central organizations. Budget for restoration and conservation of resources and environment to be sustainable is not arranged. Additionally, there is no knowledgeable, understanding, and experienced authorities to originate worthwhile and sustainable tourism resources management.
- Main and related organizations over the country do not realized Global Warming Situation which results in alteration of climate and generation of natural disaster which never occur before. Therefore, there is no any plan or preparation in order to cope with such situation; for example, Tsunami ground disaster, earthquake, landslide, storms, flood, heat wave or serious heavy rain storm.
- There is no tangible plan for potentiality of tourist attractions setting up by central organizations who are responsible for tourism. Unsustainable tourism is occurred due to non-ready resources or unavailability of markets.
- Tourist attractions development for tourism in provincial group level still lack of mutual establishment of identify for tourism. Therefore, tourists decide to travel only one stop within a province.

3. Infrastructures and public utilities

3.1 Infrastructures and public utilities: Strength

- Potential of Infrastructures and public utilities for tourism assume that highest in Southeast Asia. Accessible and good systematic.
- Many Styles and routes of communications are developing. Therefore, more convenient and links to neighbour country.
- Suvarnabhumi International Airport preparedness is the central junction from any countries to Thailand and able link to any regions.

3.2 Infrastructures and public utilities: Weakness

- The routes to natural attractions are not suitable for the value of them, some areas stress only on the convenient, overlook objectives of the sustainable and environment equalization.
- The environmental problems from pollutions: waste, chemical substance, litter and drain water systematic in many provinces are not developing cause flood, drainage and wastewater treatment.
- The entrepreneurs do not have awareness to manage shops' building with cleanness and harmony cause disordering and unattractive.
- Accelerated operation of Suvarnabhumi International Airport but incompletely cause the problems of management and overall of service quality. As impact of tourism services image.
- Confusing guide boards and signboards systems to go to the attractions, dirtiness and in disorder of posters are visual pollutions for Thailand tourism image.
- In many areas have insufficient quality and pure drinking water. There are the basic problems of tourism healthiness.
- To be short of an irrigation for distance areas. It should be the effect for dry season tourists.

3.3 Infrastructures and public utilities: Opportunity

- Government emphasize to the systematic of public utilities instruction for tourism development.
- It is an opportunity to develop facilities for internal-province, provinces and Southeast Asia connection. Which include all over communications: by land, rail, sea and by air.
- Able to develop the mass transportation structure for support the rapid travel and save fuel. Consist of local road project linked with the North, the Central and the South which affecting towards tourism opportunities. Altogether mode of transports: land, sea, air, parallel-rails and high speed train. Moreover, local road expanse project is the result of more convenient.
- More planning projects to develop communication networks and transportations with neighbour countries and ASEAN members'. There makes more convenient and safety communication so will expand Southeast Asia tourism.
- Opening of border trade and neighbour countries routes development cause to improve border provinces' communication and infrastructures.

3.4 Infrastructures and public utilities: Threats

- Provinces Infrastructure Master Plan is not established, cause to the dissonance between local area organizations. Furthermore, too much facilities acceleration made incompatible with socialization and local cultural.
- The attractions in many regions lack of budget and continuously development of infrastructures and public utilities.
- The effects from traffic problem in big cities are tourism unavoidably troubles. Traffic jam, accidents on high way during festivals or long weekend, overload trucks cause to damage highway and local roads rapidly. All resulting to tourism transportations qualities.

4. Tourism facilities and service

4.1 Tourism facilities and service: Strength

- Thailand has the highest potential of facilities and services to support tourism in the region. Tourists are impressed by hospitality, smile as well as kindness of Thais.
- Local administration organizations in provincial level including other levels collect then provide information and publish guide books to tourists.
- There are varieties of tourism activities and services for both Thais and foreigners arranged by travel agencies and organizations related tourism. Management systems and services of those organizations also meet standard requirement.
- Varieties of lodging are provide all over tourist attractions in Thailand and ready to serve to all levels
- Business associations are set up for planning as well as management of products and service e.g. The Associations of Domestic Travel, The Associations of Hotel Business, The Tourist Guide Associations, the Associations of Restaurant Entrepreneurs.
- Training and development of security services for tourists are concentrated by provinces where tourism is contributed.

4.2 Tourism facilities and services: Weakness

- There are insufficiency of standardized lodgings which are harmonious with nature especially in provinces where tourism is recently contributed.
- Investment of establishing more numbers of lodging occurs in many tourist attractions; however, lack of good plan, management, and control. Therefore, rooms are not available in high seasons or vacant in low seasons.

- Transportation services linking routes to tourist attractions are not convenient and not systematic enough especially in upcountry as well provinces which are not directly set up for contribution to tourism.
- Tourism information service is not updated. Some information is delayed resulting in making visitors confused. Presently, provinces in all regions in Thailand establish tourism service centers by emphasizing on materialism without essential realistic plan. Therefore, most tourism service centers become deserted.
- There are non-standardized product and service prices. Charges are much higher than they should be especially in continuous holidays or festivals which always have a great number of tourists. There is a spread of deceit to tourists in new open tourist attractions. Tourists life and security are abandoned and insufficient. These problems are still not solved seriously.
- Many provinces lack of tourist guides who are excellent in foreign language communication. Service providers and local people in those provinces have limited foreign language proficiency.
- Related authorities in all levels both central and local areas still lack of knowledge and understanding in tourism service and management system.

4.3 Tourism facilities and services: Opportunity

- Thailand's image in good and quality service is in world top rank. It is acceptable that Thailand is one of the best tourism service provider in the world.
- There are opportunities for small hotels or lodging to expand their business and facilities investment to be standardized and have their own identities. At present, a number of tourist attractions have limited quality accommodations harmonizing with environment and culture.

- There is government support of service development e.g. transportation facilities, travel security and tourist attractions information.
- There are tourism educational institutions support tourism services by originating local guide training program to facilitate and provide travel security to tourists.
- There is much effort in developing tourist attractions management and services to be internationally standardized and acceptable.

4.4 Tourism facilities and services: Threat

- Government pay less attention on tourism development and support than other kinds of tourism development. Government support of investment is limited and intangible. Additionally, there is insufficient support from related organizations in planning of tourism development and services to be standardized.
- There are limited numbers of proficient human resources in tourism services resulting in making unimpressible to new visitors.
- The effort in establishment of standard in tourist attractions management and tourism services to be internationally acceptable is not successful since the establishment of standard is contrary to culture and ways of life of local people in some provinces and regions.
- Vicinity areas of Bangkok are not much popular among visitors to stay overnight. Therefore, there is no incentive to develop tourism facilities and services.

5. Tourism marketing

5.1 Tourism marketing: Strength

- Thailand's attractive points as Royal Flora Expo in Chiangmai shows natural resources potentiality, agriculture resources, arts, cultural and local wisdom created to support the original tourism.

- Thailand has many attractions and tourism resources ready for sale and respond to market needs in many groups such as natural, historical and cultural tourism. On the base of historical tourism image, arts and natural harmonious image therefore support tourists throughout the year and continuously.

5.2 Tourism marketing: Weakness

- Promotions and promotions developments are not sufficient among crises and positive image such as crime, teenages disturb public order and 3 border provinces of southern region image.
- Eventhough, Bangkok and Chiangmai are the most visited city of the world in year 2006, Thailand used to be the beginning famous sea and family attractions and suitable place for convention. But at the recent, Thailand positioning displaced with another because more competitions and out image is not clear. And Thais image as nightlife is coming to be the beginning of the world that is the weak point to improve.
- Government policy to push Thailand to be *"Tourism Capital of Asia"* is opposed to master plan of the Ministry of Tourism and Sports which stipulate Thailand to be *"Cultural Tourism of Southeast Asia"*. This situation affects to unity of Thailand's tourism image positioning as well as work directions of related tourism organizations contrasting in practice.
- Cooperations of government and private organizations are intangible. However, unity and directions in tourism promotions is short of unity as same as tourism in provincial group level can not join and develop tourism marketing together.
- Many new attractions invested high budget in marketing process without plan and develop local tourism systematic to be ready before so cause to have unsuccessfully.
- Thailand marketing position, image and provincial group level structure are not clearly established.

- Lack of objectives integration and tourism marketing plan in advance between cooperation of organizations: Tourism Authority of Thailand, Ministry of Tourism and Sports, Ministry of Natural Resource and Environment, Ministry of Industry and Thai Hotels Association.
- Many main and related organizations in provinces, provincial group level and local organizations copied tourism pattern from other areas without analyze the potential of their resources. Therefore, province image is neither in the same directions or network but only copy format competition until reduce value of tourism product.

5.3 Tourism Marketing: Opportunity

- China tourism promotion to travel in Asia is a good opportunity to develop Thailand tourism characteristic to attract tourists.
- ASEAN Tourism Integration drive of marketing plan *One Destination* results in more networks to open new markets of tourism for this region.
- Government emphasizes to sufficient economics concept, sustainable development, sustainable tourism, natural tourism and ecotourism are opportunity to develop tourism marketing.
- The recovery of sea travel base on good security system and nature tourists who interested in forests, mountains and waterfall.
- Unpredictably fuel situation cause to increase a short distance travel, as an optional tour to economize the expense for Thais tourist. According to develop provincial group level and bypass cities tourism.

5.4 Tourism marketing: Threats

- Asian countries are planning and finding appropriate ways for strength attractions' image cause to Thais tourism difficulty. Thais have impact on losing market sharing both of number and income to neighbor countries since year 2000.

- Cooperations from government and private organizations can not develop Thailand marketing in the same directions.
- Tourism marketing promotion policy of main organization in provinces and provincial group level are not clear. Moreover, policy and method of ecotourism and Community – Based Tourism marketing from government are not clear and continuous.

Chapter 5

Thailand's tourism image positioning

From the analysis of potential of tourism in Thailand, Thailand tourism image positioning can be determined as:

“To emphasize on ecotourism and culture to be gateway to ASEAN”

This can be interpreted as follows:

Thailand has valuable natural resources: forests, mountains and marvelous beaches with capabilities of carrying out varieties of ecotourism. Additionally, it has long history, arts and cultures, traditions, ways of life, local intellectual properties which are valuable for conservation and promotion. Sufficient economics concept should be suitably applied in tourism management in order to reduce environmental and cultural problems

In the mean time, official opening of Suvarnabhumi International Airport push Thailand to have more potential in supporting international travel. This is an essential opportunity to be gateway or linkage of ASEAN tourism.

Therefore, Thailand is the best suitable center or gateway of ASEAN tourism since it has lead more obvious potential in tourism and can lead the way of lasting tourism to ASEAN.

“To emphasize tourism based on Thai way of life, natural resources reservation as well as culture”

From the data collection, it was found out that nice hospitality and to be honored from local service provider is impressive of Thailand for tourists or can be said that it is distinction of Thailand which its background of life style is for peace. Most of Thai people are kind and gentle which can be seen from their warm hospitality. Therefore, the outcome of the data collection is **“Thai life style”**. There is a saying **“It is authentic Thai convention since ancient time that whoever visit our place will receive nice and warm welcome from us”**. Another saying is **“Thailand land of smile”**. This can be a good

guarantee that Thailand more than 10 years in foreigners' eyes has been famous and well-known of impressive service which is the main selling point. This should be brought up again for Thailand Image Positioning. In addition, Thailand still has lots of aspects for strength e.g. valuable culture and tradition of Thai in its regions over the country which is fascinating and interesting for foreigners; for example, Thai classical dance, flag making, fruit carving, varieties of Thai dishes for main course and dessert, Thai houses, arts and craft made by craftsmen in each region such wood carver, silver and goldsmith and etc. Even local Thai intellectuals including dialects as well as written languages in each region presenting their distinction, traditional medicine, herbs, and traditional massage for therapy are all beauty which foreigners would like to see since they are different from their countries. Besides arts and culture, Thailand prospers of magnificent topography. Each region has distinctive physical feature of land; for example, the north has splendid mountains and forest, the northeast has plateaus as well as several ancient remains including historical evidence, the central part of Thailand has abundant of water resources where is appropriate for agriculture, for the south, it has seaside and fantastic beaches along both coasts. Furthermore, Thailand has long history of origin and formation of cities and state for eras.

Moreover, businesses concerning services for tourists which is considered to be Thailand's strength point should be promoted e.g. spa in order to attracts tourists to visit Thailand. In addition, ecotourism should be encouraged and reserved in order to remain and last Thai tourist attractions.

“Arts and Cultural Tourism, Local Intellectuals and Ecotourism”

From data analysis of Thailand's potential for tourism, it was found that arts and cultural tourism management, local intellectuals as well as ecotourism in provinces of Thailand are interested by both Thais and foreigners especially tourist groups who would like to study and search for Thai life style, elaborate arts and culture which is different from other nations. The most favorite tourism format among tourists is tourism of historical places and ancient remains, local arts and culture, Thai handicraft representing distinction in each region, ancestry varieties as well as vigorous formation

of cultural communities. Such stated potential is strength point in arts and cultural tourism as well as local intellectuals promotion in each province. Furthermore, stipulation of security of security in tourist attractions will bring about potential tourist attraction connection as well as creation of last prominence in ASEAN.

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LIST OF APPENDIX

Appendix 1.1: Pictures of Brainstorming discussion of ASEAN Image Positioning:

The Case Study of Thailand Project

Appendix 1.2: Article “ASEAN Image Positioning: The Case Study of Thailand”

Appendix 1.3: Article “Image of Thailand”

Appendix 1.4: Research Staff

Appendix 1.1

Pictures of Brainstorming discussion of ASEAN Image Positioning:
The Case Study of Thailand Project



Appendix 1.2

ASEAN Image Positioning: The Case Study of Thailand

Asst. Prof. Jittasak Putjorn

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Abstract

Tourism of Thailand presently has been in the world market competition. Therefore, is necessary to build up cooperation with neighbor countries in order to prevent Thailand's economics and resources from negative consequences. Thai government has realized this issues then drive of originating the ASEAN Tourism Integration accordingly occur.

Tourism associate member networks have been evolved internally and internationally. Furthermore, information bank of tourism has been formed in order that related essential information or knowledge can be searched and used practically in local areas.

Nevertheless, ASEAN members' weak point is tourism planning or tourism development. For some countries, tourism planning and development is subject to international organizations. Insufficiency of tourism specialists is also an issue in ASEAN group. Furthermore, authentic cooperation regarding to marketing of tourism and tourism effect management is not established. Therefore, to push ASEAN countries to be "One destination" of tourist attractions in Asia must be emphasized

The most challenge of "One destination" project of the ASEAN Tourism Integration is to keep positive image of each member country towards tourists' attitude over tourist attractions in other regions.

In addition to promote "One destination" project of the ASEAN Tourism Integration, it integrity for tourism should be emphasized on variation of experience.

As above, ASEAN Image Positioning Project led by the ASEAN Tourism Integration cooperating with ASEAN tourism business sector is set up for the purpose of originating ASEAN tourism network as well as to find out a different theme of tourism in each country and promote theme as ASEAN one destination. For this research, Case Study of Thailand is focused. Situational analysis of tourism at present is applied. Moreover, Thailand's tourism image position is presented in order to create cooperation in tourism planning among ASEAN countries as well as to seek out appropriate ways of presenting tourist attractions theme of Thailand.

Objectives

1. To study and analyze present tourism situations of Thailand.
2. To present Thailand's image positioning in tourism.
3. To establish association among researchers researching tourism of Thailand and business sector.
4. To create ASEAN tourism information center for ASEAN Tourism Integration

Research questions

1. How are tourism situations in Thailand at the present?
2. How is Thailand's tourism image positioning?
3. How the ways of establishing association among researchers researching tourism of Thailand and business sector should be? Are there any obstacles and problems?

Scope of the study

1. To study and analyze present tourism situations of Thailand including related factors e.g. resources for tourism, services as well as Thailand's marketing of tourism.
2. To study present tourism situations in all regions of Thailand.
3. To explain Thailand's tourism image positioning which the result arises from analyzing situations of each sector of Thailand's tourism industry.

Scope of research area

Field study in each region of Thailand is applied in the research in order to gain tourism present situations from regional people.

Scope of research duration

Duration of the research is limited to 8 months: during June 2006 to January 2007.

This research is to study present Thailand tourism situational analysis in order to present Thailand Image Positioning. Researchers have basic concept as follow:

- Tourism Industry System
- *Situational Analysis*
- *Image Positioning*

Tourism Industry System

Tourism Industry System is composed of 3 main components Tourism Resources, Tourism Service and Tourism Market. Differences in each components and connection among these components originate difference in tourism style. Tourism resources can be classified into 3 groups according to tourist need; Tourism Natural Resources, Tourism Historical Resources (antique, ancient remains) and religion and Tourism resources in art and culture (tradition). Tourism service can be divided as follow; Transportation, Accommodation, Food Shop & Restaurant, sightseeing and guide, Souvenir shop and local product, Security and Tourism activities. Tourism Market is consist of two main markets are Domestic Market and International Market.

And above markets have important factor effecting tourism market. Moreover, there are distribution and advertisement that are marketing procedure.

Current situations of Tourism (*Situational Analysis*)

Government pays attention to tourism since tourism plays an important role in Thailand's economy in creating national incomes for national development. Incomes gaining from services to foreign tourists are an important part of incomes gaining from total service section in Thailand economic system. Economics crisis in Asia in 1997 brought down the expansion of ASEAN tourism industry. Such crisis affected to other countries especially Thailand where main national incomes has been from two compositions: export and tourism.

There were also a number of crises in the past four years; for example, spread of SARS in 2003, bird flu in 2004, Tsunami on 26 December 2004 as well as war between Iraq and the U.S., terrorism was spread out to all parts of the world and etc. Before Tsunami, tourism of Thailand by overall was in very good stage not only domestic tourism by inbound tourism. In 2005, which economics was slow down, there was vital competition in tourism among new born tourist attractions in Vietnam, China, and India. This was the main factor affecting Thailand's tourism to be flattened. Thai people fell into the position of "belt tightening". That meant tourism would be less encouraged. These were caused from several factors e.g. no confidence of security warning of natural disaster, crime, terrorism including increase of fuel price which all parts of the world were affected undoubtedly.

Savage competition of new born tourist attractions occurred and "to attack and attract" public relations were originated by other ASEAN such as Singapore, Malaysia, and etc. These circumstances decreased numbers of foreign visitors since there were more alternatives in tourism. Fighting for tourists occurred among the countries. Government and private bodies joined together to think and work on public relations plan for domestic tourism, for example, Campaign Unseen Thailand or Andaman. These campaigns were initiated in order to help people in the south even though the outcomes did not seem to be tangibles since tourism by overall was still in critical period.

Working on public relations of tourism in Thailand by urging foreigners to visit Thailand created criticism of activities in such campaigns which were considered to be "extravagant" in aspects of worth for investment.

Consequently, domestic tourism promotion, "To increase number of tourists" both Thai and foreigners, is urgently required. Government and private sector should settle clear and tangible plans. To respond to the question what direction we, Thailand, should stay for tourism, tangibility of Thailand tourism planning in the future in order to compete with neighbor countries. Marketing strategies was brought up to apply in analysis.

WHO ARE YOU & WHAT DO YOU WANT TO SELL?

- WHO IS YOUR COMPETITORS?
- WHO DO YOU WANT TO SAY?
- HOW DO YOU SAY?

The questions raised compared “Thailand” as a “product”, tourist as a “buyer”
For the above questions, answers were prepared as follows.

WHO ARE YOU? & WHAT DO YOU WANT TO SELL?

Actually, “Thailand” has perfect tourism resources and be more advantageous than other countries. Serious problem in tourism of Thailand is that how clarification of tourism plan can be found and how existing resources for tourism should be beneficially employed at most. This is what selling points of Thailand should be.

WHO IS THAILAND' S COMPETITORS IN TOURISM?

Direct competitors for Thailand tourism are other countries in Asia. Other countries in Europe, America are considered to be indirect competitors.

- WHO DO YOU WANT TO SAY?
- **Groups of Thai** the real group for domestic tourism.
- **Groups of foreigner** Foreigners prefer tourism in the way of different from which in their home countries.

HOW DO YOU SAY?

For Thai tourists, message sent to them is the matter of “awareness establishment” in traveling within the country. This is for tourism promotion. Circulation of currency multiplier effect will be within the country and not outside. Harmony and help among Thais is established. However, there is a problem which is still occur that is high incomes Thais prefer vacation abroad. Therefore, new message is essential to present

in order to push them realize in domestic tourism and feel no difference between domestic tourism and abroad.

Therefore, the most important thing in public relations of tourism promotion is “personnel and place development and improvement”. Advertisement and public relations will not be any beneficial if related authorized persons e.g. immigration officers at the airport, tourism police as well as service providers are lack of “service mind”. There the Established impression in the past will not be exist.

Image Positioning

Concept of Image Positioning

The word “Image” according to dictionary is defined as figure or appearance in mirror or picture which is in one’s mind. “Image” in Thai by Dictionary of the Royal Academy uses the words "ภาพลักษณ์" or "จินตภาพ"

Meaning of Image and Image Positioning of Tourism of Thailand

Image in tourism context is not different from image of others. When combine the word “Image” with “Tourism”, it becomes “Image of Tourism in Thailand”. It means “Figure or appearance which represents Thailand’s tourism characteristic.” “Image of Tourism in Thailand” does not mean only tourism, natural resources for tourism, man made tourist attractions, life style, culture, well being but also facilities established for serving tourists. Since image in fact presents identity and position of Thailand, image of tourism therefore is sum of beliefs, thought as well as impression of each individual towards tourism of Thailand. It derives from process of information perception from resources in past time. Image of tourism in Thailand; therefore, is as a trademark presenting one’s thought, impression, imagination and emotion towards such places.

Image is composed of Objective Fact and Personal Judgment towards someone or something. It is individual’s perception not factual reality (Seri, 1998)

Image composition is similar to attitude composition that is image of one thing is composed of Subjective Knowledge which is created from collective knowledge about

things, beliefs and experience. It can be expressed through human behaviors depending on impression towards image of such thing. By this process, image is originated from 4 compositions.

1. Perceptual Component is the component which one observes then leads to Cues. Cues can be person, place, circumstance, thought, or things which image will be initiated by perception.

2. Cognitive Component: is the component which is knowledge of characteristics, type as well as differences of things initiated by observation and perception.

3. Affective Component: is the component which is related to one's feeling towards other things. This may include relationship, acceptance non-acceptance, pleasant/ unpleasant.

4. Cognitive Component is aim or intention which leads to behavior towards stimulator. This is result from relationship between Cognitive Component and Affective Component.

These 4 image compositions will become the one's knowledge and experience attitude's composition which is quite related and cannot be completely separated from one another.

Composition of Thailand Tourism Image

There are 2 main factors affecting Thailand tourism image:

- (1) Personal Factors e.g. Psychological Factor which is composed of Values, Motivations, and Personality.
- (2) Stimulus Factors can be considered from Information Sources both in amount and type aspects.

Procedure of Thailand image positioning or establishing image of tourist attractions in Thailand starts from receiving information about Thailand, Thailand tourist attractions from general media, from other people's experience and rumor. Then select countries as well as tourist attractions until the last stage visiting the real places. In the

meanwhile, experience in visiting in that time will develop image of the country or the tourist attractions and decision making of tourists to visit that place again.

Research planning and procedures

Stage 1 To study present tourism situations of Thailand (*Situational Analysis*)

- Collect information of present tourism situations of Thailand (*Situational Analysis*) including related factors e.g. tourism policies, resources, services and marketing from secondary data.
- Analyze the data to find out potential of present tourism by *SWOT Analysis*
- Present tourism image positioning which rises from analysis of factors in Thailand tourism industry.

Stage 2 To brainstorm with related regional organizations.

- Bring the tourism present situations which potential was analyzed by *SWOT Analysis* to the meeting.
- Brainstorm with regional organizations regarding tourism concepts affecting to tourists' behaviors which is changing at present.
- Gather and introduce to other related bodies interesting tourist attractions divided by types of tourism.
- Review and propose Thailand's image position which arises from the brainstorming conference.

Stage 3 To synthesize and summarize the research procedures.

Bring data rising from the brainstorming to synthesize in order to summarize present tourism situations and propose Thailand's image positioning to build up cooperation among Asian countries in planning and finding appropriate ways for promotion of obvious tourist attractions as a "*Theme*" for tourism which need to suit each country's identity.

Current tourism situations in Thailand

Public policies

Government policy to push Thailand to be “*Tourism Capital of Asia*” is opposed to master plan of the Ministry of Tourism and Sports which stipulate Thailand to be “*Cultural Tourism of Southeast Asia*”. This situation affects to unity of Thailand’s tourism image positioning as well as work directions of related tourism organizations contrasting in practice. Therefore, environmental effects, conserved forest invasion, rapid degeneration of tourist attractions, pollutions, cultural conflict, morals declination and etc. have been generated.

Natural tourism resources and environment for tourism

Thailand has varied resources as well as potential in tourism. However still lack of knowledge, understanding and participation in tourism planning and management. Study of area carrying capacity has been research consequently, but has never been used. Some areas have critical environmental problems.

Infrastructures and public utilities

Thailand has ability of underlying tourism especially communications development which includes all means: by air, sea and by land. Operation of Suvarnabhumi International Airport distinctively generates communications potential in Southeast Asia. More routes are linked; however, confusing signboards, disordering infrastructures, wastewater treatment, litter problem, traffic congestion as well as accidents still remain especially for long holidays.

Tourism facilities and services

Tourism information and services are provided. There are also varieties of lodging but lack of efficiency in providing information service. Service officers have insufficient knowledge, understanding include realization of service providing and language skills.

Markets of tourism

There is tourism resources ready for sale and respond to market needs in many levels.

Observations: Tourism management affecting towards sustainable tourism development

Government bodies, private organizations including communities in many provinces lack of knowledge and understanding in tourist attractions planning, management, conservation and development in proper ways. Use of tourism resources in their most value without environment and culture destruction still has not built in their mind.

Even though Local Administration Organizations alert of and concentrate on existing tourism resources from which jobs and incomes can be generated; however, realization of environmental effects, lifestyles and culture is in short.

Tourism Situation Analysis

1. Public policies and tourism development

1.1. Public policies and total image of tourism development: Strength

- Government put high concentration on tourism using tourism as a tool to solve economic problem.

- Favorable public relations planning and marketing is set up by the Tourism Authority of Thailand which possess long experience in its function.

- Government reinforces researches for improvement in tourism.

1.2. Public policies and total image of tourism development : Weakness

- Government emphasizes tourism quantitatively more than qualitatively.

- Tourism systems: environmental system, culture and communities by understanding and perception of related bodies are seen only in product level so that cooperation of such bodies is not in the same direction.

- Some parts of tourism promotion policies cannot determine growth of tourism in practice. Therefore, tourism development in fact seems to go against sustainability of national culture and tourism image.

- Even though some festivals help promotion of tourism, they cause high capital. Furthermore, there is no objective to help conservation of favorable Thai arts and culture which should be brought to be models.

- Ministry of Interior, in the past until present, has built up long stay villages, One Tambon One Products Villages (OTOP Project) for tourism. This takes a risk and high effects on Thai cultures and ways of life.

- The projects are only tools for personal gaining rather than for total image of sustainable development.

- Immigration inspection is not very strict. This brings more alien criminals migrate to Thailand.

- Due to too crowded of tourists during festivals, quality of services, tourism activities, environment, cultures as well as ways of life of local communities are affected.

- Sexual commercial is a serious problem for tourism.

- Zero-Dollar-Tours still occur and sound to be a problem for Thailand tourism.

1.3. Public policies and total image of tourism development : Opportunity

- Growth of E-Marketing tourism
- Association of ASEAN Economics Community For Tourism and Association of Mekong Tourism determine working directions and establish more networks to open new markets of tourism for this region.
- New targets such as seniority groups, seminar groups and specific activities groups.
- Policy of free competition of air lines.
- Opening of Suvarnabhumi International Airport provides a great opportunity for more traveling and tourism in Southeast Asia.
- National festivals

- Bangkok, Chiangmai and Phuket are the world top rank cities for tourism voted by many renowned international magazines. This helps increase of interest in tourism and travel.
- Cost of living in Thailand is not much high.

1.4. Public policies and total image of tourism development : Threats

- Knowledge management of Thailand in tourism.
- Ground disaster (Tsunami) still affects on image of tourism in Andaman. Disaster prevention planning is not fully applied. In business sector's point of view, concentration on disaster prevention seems to be negative image for tourism in Andaman.
- Political situations and changes cause Thailand's image unstable.
- Problem in 3 border provinces of southern region is not solved resulting in tourism in some parts of southern region.
- Strong competition among Asian countries.
- Terrorism over the world frightens tourists.
- There is alteration of fuel oil due to crisis of world energy situation. Moreover, it is also related to other world situations.
- El Nino and La Nina Phenomena frequently occur in the past 10 years.
- Bird Flu.
- Crowded traffic.

2. Natural resources and environment for tourism

2.1. Natural resources and environment for tourism: Strength

- Thailand has resources for historical tourism: ancient remains, arts and cultures, traditions and lifestyle
- Thailand has agricultural resources in all regions.
- Thailand has magnificent natural resources for tourism, biological varieties and special identity.

2.2. Natural resources and environment for tourism: Weakness

- There are numbers of natural resources for tourism which are degenerating due to growth of tourism without good enough control.
- Lack of knowledge and understanding in tourism management results in constructions which have conflictive looks with nature. Visual pollution is originated affecting to tourism activities and making tourism sources face with degeneration because of many tourists.
- Links of tourist attractions in each area are not well connected.
- Planning and study of carrying capacity for tourists is not established, especially carrying capacity for ecotourism.
- A government regulation to force in tourism presently does not catch up with changes in globalization era.
- Tourism management by government and private bodies is in short of mutual integration.
- Cultural tourism resources and ways of life of local people change.
- OTOP products distribution centers established over the country for supporting tourism mostly fail.

2.3 Resources and environment for tourism: Opportunities

- Thailand has suitable climate and seasons to support tourism throughout the year.
- Opportunities to link tourism route to neighbor countries.
- Government supports in community development in order to make cities or towns attractive.

2.4 Resources and environment for tourism: Threats

- Resources and environment for tourism lack of support from central organizations.
- Main and related organizations over the country do not realized Global Warning Situation for example, Tsunami ground disaster.
- There is no tangible plan for potentiality of tourist attractions.
- Tourists decide to travel only one stop within a province.

3. Infrastructures and public utilities

3.1. Infrastructures and public utilities : Strength

- Accessible and good systematic.
- Communications are more convenient and links to neighbor country.
- Suvarnabhumi International Airport preparedness is the central junction from any countries to Thailand and able link to any regions.

3.2. Infrastructures and public utilities : Weakness

- The routes to natural attractions are not suitable
- The environmental problems from pollutions are not developing.
- The entrepreneurs do not have awareness to manage shops' building with cleanness and harmony cause disordering and unattractive.
- Accelerated operation of Suvarnabhumi International Airport but incompletely.
- Confusing guide boards and signboards.
- In many areas have insufficient quality and pure drinking water.
- To be short of an irrigation for distance area. It should be the effect for dry season tourists.

3.3. Infrastructures and public utilities: Opportunity

- Government emphasizes to the systematic of public utilities instruction for tourism development.
- It is an opportunity to develop facilities for internal-province, provinces and Southeast Asia connection. Which include all over communications.
- Able to develop the mass transportation structure for support the rapid travel and save fuel.
- Makes more convenient and safety communication so will expand Southeast Asia tourism.
- Opening of border trade and neighbor countries routes development. Cause to improve border provinces' communication and infrastructures.

3.4. Infrastructures and public utilities : Threats

- Provinces Infrastructure Master Plan is not established.
- The attractions in many regions lack of budget and continuously development.
- The effects from traffic problems in big cities are tourism unavoidably troubles.

4. Tourism facilities and services

Tourism facilities and services: Strength

- Tourists are impressed by hospitality.
- Local administration organizations provide information and publish guide books to tourists.
- There are varieties of tourism activities and services.
- Varieties of lodging are provided.
- Business associations are set up for planning as well as management of products and services.
- Training and development of security services for tourists are concentrated.

4.2 Tourism facilities and services: Weakness

- There are insufficiencies of standardized lodgings which are harmonious with nature.
- Lack of good plan, rooms are not available in high seasons or vacant in low seasons.
- Transportation services linking routes to tourist attractions are not convenient.
- Tourism information service is not updated. Some information is delayed.
- There are non-standardized product and service prices. Charges are much higher than they should be especially in continuous holidays or festivals.
- Many provinces lack of tourist guides who are excellent in foreign language communication.
- Related authorities in all levels both central and local areas still lack of knowledge and understanding in tourism service and management system.

4.3 Tourism facilities and services: Opportunity

- Thailand's image in good and quality services is in world top rank.
- There are opportunities for small hotels or lodging to expand their business and facilities investment to be standardized.
- There is government support of service development.
- There is tourism educational institutions support tourism services.
- There is much effort in developing tourist attractions management and services to be internationally standardized and acceptable.

4.4 Tourism facilities and services: Threat

- There is insufficient support from related organizations in planning of tourism development and services to be standardized.
- There are limited numbers of proficient human resources in tourism services.
- The effort in establishment of standard in tourist attractions management and tourism services to be internationally acceptable is not successful.
- Vicinity areas of Bangkok are not much popular among visitors to stay overnight. Therefore, there is no incentive to develop tourism facilities and services.

5. Tourism marketing

5.1. Tourism marketing : Strength

- Thailand's attractive points created to support the original tourism.
- Thailand has many attractions and tourism resources ready for sale and responds to market needs in many groups.

5.2. Tourism marketing: Weakness

- Promotions and promotions development are not sufficient among crises and positive images.
- Thailand positioning displaced with another such as night life because more competitions and our image is not clear.
- Government policy push Thailand to be "*Tourism Capital of Asia*" is opposed to master plan of the Ministry of Tourism and Sports which stipulate Thailand to be

“Cultural Tourism of Southeast Asia”. This situation affects to unity of Thailand’s tourism image positioning.

- Co operations of government and private organizations are intangible.
- Many new attractions invested high budget in marketing process without plan.
- Thailand marketing position, image and provincial group level structure are not clearly established.
- Lack of objectives integration and tourism marketing plan in advance between cooperation of organizations.
- Many main and related organizations in provinces, provincial group level and local organizations copied tourism pattern from other areas without analyze.

5.3. Tourism marketing: Opportunity

- China tourism promotion to travel in Asia is a good opportunity to develop Thailand tourism characteristic to attract tourists.
- *One Destination* resulting in more networks to open new markets of tourism.
- Government emphasizes to sufficient economics concept, sustainable development, sustainable tourism, natural tourism and ecotourism.
- The recovery of sea travel base on good security system and nature tourists.
- Unpredictably fuel situation cause to increase a short distance travel, as an optional tour to economize the expense for Thais tourist. According to develop provincial group level and bypass cities tourism.

5.4. Tourism marketing: Threats

- Asian countries are planning and finding appropriate ways for strength attractions’ image.
- Co operations from government and private organizations can not develop Thailand marketing in the same directions.
- Tourism marketing promotion policy of main organization in provinces and provincial group level are not clear.

Thailand's tourism image positioning

Thailand tourism image positioning can be determined as:

“To emphasize on ecotourism and culture to be gateway to ASEAN”

Thailand is the best suitable center or gateway of ASEAN tourism since it has lead more obvious potential in tourism and can lead the way of lasting tourism to ASEAN.

“To emphasize tourism based on Thai way of life, natural resources reservation as well as culture.”

The outcome of the data collection is **“Thai life style”**. There is a saying **“It is authentic Thai convention since ancient time that whoever visit our place will receive nice and warm welcome from us”**. Another saying is **“ Thailand land of smile”** This can be a good guarantee that Thailand more than 10 years in foreigners' eyes has been famous and well-known of impressive service which is the main selling point. This should be brought up again for Thailand Image Positioning.

Moreover, businesses concerning services for tourists which is considered to be Thailand's strength point should be promoted e.g. spa in order to attracts tourists to visit Thailand. In addition, ecotourism should be encouraged and reserved in order to remain and last Thai tourist attractions.

“Arts and Cultural Tourism, Local Intellectuals and Ecotourism”

It was found that arts and cultural tourism management, local intellectuals as well as ecotourism in provinces of Thailand are interested by both Thais and foreigners especially tourist groups who would like to study and search for Thai life style, elaborate arts and culture which is different from other nations. Furthermore, stipulation of security in tourist attractions will bring about potential tourist attraction connection as well as creation of last prominence in ASEAN.

Appendix 1.3

Image of Thailand

Jittasak Putjorn Silpakorn University

Rafting trip on the “NAM KEG River” at Phitsanulok

The Khek River has its water source in the Phetchabun Mountain Range in Khao Kho County. It flows past Thung salaeng Luang National Park and forms the famous Sri Dit and Kaeng Sopha waterfalls of Phitsanulok. The water course passing Wang Thong County before joining the Nan River at Bang Krathum County is also called the Wang Thong River. The level of difficulty of the current depends on the volume of water flow.

In the rainy season, the river becomes swifter. Keg River is the good place for rafting as it provides exciting routes for tourists for Ban PakYang, Sapraiwan sub-district, Wang Thong district to Kang Song waterfall which lasts 8 kms. Altogether, tripper can travel along this route within 3 hours, depending on the water level. Tourists will experience the water speed at level 1-2 and gradually increase the intensity to level 4-5 in the end. This allows them to practice their skill in rafting along the way. Some cataracts last hundred meters. Traveling to Keg River is considered convenient as the river is near the road. After they get off a car they can get on a raft promptly, and when they get out of a raft they can get on a car or bus conveniently as well. No need to walk like going to other places.

<http://www.tourismthailand.org/products/products-sub.aspx?ParentID=135>

“Karen Custom Festival at Ratchaburi”

Karen is a tribe who live near the border between Thailand and Myanmar in Ratchaburi. Originally, they are Tibet-Myanmar, who immigrated to Thailand about 200 years ago. At the present, Karen lives in many places in Ratchaburi such as Suan Puang and Paktho city.

The well-known Karen culture is eating wrapped rice on the 9th month of every year. Before the approaching day, all houses will cook sticky rice, which are wrapped with banana leaves and tied with bamboo wicker, and then boil them. At night, there will be a ceremony for the local people and they will pray in order to call spirits. Suddenly, a chief of the village will shoot to give signal that the praying is starting. Furthermore, the head and members of each house will also pray by using ladle to knock the stairs and doors. The children will beat drums and shake bells of the cows, and then fire the guns. The praying will also be done by binding a wrist with a red thread around 3 times. Then, the sticky rice will be offered to the ghosts or the sacred things.

Resource: Macromedia of Tourism Authority of Thailand (Ratchaburi).

**“Koh Adang Ravee”
heaven of under water world**

Adang Ravee archipelago is far from Ta Lu Tao Island in the western direction about 40 kilometers. Adang Ravee archipelago feature with 4 wonderful islands; Ravee Island is the biggest island in nearby area. Subordinate bigger island is Adang Island, Patong Island and Leepea Island. General topography of the islands is Jungle Mountains, granite hill and slightly compact soil. Adang Island is a position of Ta Lu Tao national park specific unit. The peak is 703 meters above sea level, nearby the peak are many big swamps then Adang Island has many waterfalls and watercourses. Topography of Adang bank is a sharply cliff and little gulf. Leepea Island has a former name is Nepis Island (Mala-U language) which mean thin because it has a space only 4 square kilometers. Ravee and Patong Island has the same landscape like Adang Island, but has many ranges of hill. So the central of the island in rainy season is the big source of fresh water. Dominant feature of Adang Ravee archipelago is a spot of charming shallow coral reef and rock seashore.

<http://www.student.chula.ac.th/~46437142/infor3.html>

Bird watching at “Khao Sok National Park”

Many species of birds live within the park. It is possible to site up to 7 species of Kingfishers and resident Hornbills on a daily basis. Various monkeys including Gibbons and long tailed Mac aques also make appearances throughout the day. Elephants and Tigers do reside in Kao Sok and occasionally make a "guest" appearance Khao Sok National Park, located on the huge Rajaprabha Dam, is host to many species of bird and animal life. Only 3 hours north of Phuket, Khao Sok is accessible throughout the year. Rare and migratory birds can be viewed from the water in their natural forest habitats and around limestone karsts cliffs. Frequently viewed species include Hornbills - Helmeted, Oriental Pied, Bushy-Crested, Wreathed and Great.

<http://www.thailandbirdwatching.com/khaosok.htm>

“Sing Buri Temple tour”

Sing Buri is a well known architect city of temples. Example, **Wat Na Phrathat**, this temple, first called “*Wat Hua Mueang*” by the villagers, is located 1 km. west of Wat Phra Non Chaksi. It houses an ancient brick pagoda which was built during the ancient Khmer’s glory. The pagoda was later renovated during the early Ayutthaya period. This area is assumed to have been the ancient site of Sing Buri. Next, **Wat Phra Non Chaksi** is 4 kms. South of the town along the Sing Buri-Suphan Buri route. It houses a huge Sukhothai-style reclining Buddha image, which is revered by the local people and renowned for its large size, almost 46 meters long. **Wat Sawang Arom** is situated in the town. It is a centre for Buddha image sculpture. The technique was handed down from the Ban Chang Lo School in Thon Buri. A collection of 300 Nang Yai or shadow play figures at this temple is considered the most complete in Thailand. At last **Wat Pho Kao Ton** is near the Monument of Bang Rachan Heroes. It was the base where the Bang Rachan villagers resisted the Burmese attacks. A replica of the ancient fortress, identical to the original, was constructed. In a chapel, there is the statue of Phra Achan Thammachot, who was both a monk and a leader of the Bang Rachan's heroes.

<http://www.thai-tour.com/eng/singburi/attractions.html>

“Canal Trip” along Nakonpatom River reach to Thai life

Nakonpatom in many tipper's views it is a passage way to the other town but today it is not, this town become to a fascinating town of Thailand.

The way to reach Nakonpatom community life deeply has many ways, boat downstream see some of tropical fruit gardens at Sam Pan is one of tripper choices. Route of culture trip will downstream along Ta Chin river to South Pang Chang canal depart to Chin Da canal where is a source of orchids garden, rose garden and tropical fruits garden (pomelos, guavas, mango, rose apple and coconut)etc.

Tourists can see many Thai tradition house styles, see and taste many fresh fruits from the garden, include tasting many Thai traditional sweet from the big source of production. Addition to, travelers also reach to Nakonpatom orchardist's life.

If trippers please to shopping, at nearby canals have 2 local floating markets there are “Don Wai floating market” and “Lam Pa Ya floating market” where have many kinds of food to sale and change between customers and local shopkeepers in a moderate price.

Resource: Palang Tai Pa Teaw Thai 2 (PTT) Book.

“Klong Rua Eco-tourism Village”

Klong Rua Village located in the remote Ranong Province in Southern Thailand. Due to the geographical characteristics of the location of Klong Rua Village, it is difficult to introduce public facilities such as electricity and irrigation system to the village. The villagers rely mainly on the natural energy sources such as the sun and water resources from Huay Tha Chan Waterfall. The village is surrounded by Pha-Dho Forest and two waterfalls, which make the village even more attractive. Pha-Dho Forest is a fertile

tropical rain forest consists of varieties of life from forest floor to tree tops. Its beauty is filled with biological diversity and colorful plants and animals. Therefore, while trekking deep into Pha-Dho Forest, you will be able to experience various types of plants and animals that share the same ecosystem. You will be able to see varieties of animal footprints, refresh yourself at one of the two waterfalls nearby the village, and get to know "Boa Pud", the gigantic flower that can only be found in a few places in Thailand and the world.

<http://www.klongrua.com/>

"Koh Kood" the end of the eastern sea

Koh Kood is the end of the eastern sea and a heaven of trippers, it still full of perfect natures. At here have many beautiful beaches. If visitors choose to stay at the western side they can see a wonderful sun set. At Ta Pao gulf is a source of white sand beach where long 400 meters, around the beach covered by coconut trees. The next is Klong Chao beach; this is a beautiful beach on a level with Ta Pao gulf. From here trippers can walk only 4.5 kilometers to get to Klong Chao waterfall or sit a long-tailed boat 10 minutes and walk 1 kilometer to arrive that. Besides, trippers can walk on eco-routes to Ngam Ko beach, Sai Dang beach, Bang Bao cape and Klong Hin gulf.

On the eastern side, travelers will see an excellent sun rise; many beaches are beautiful as well Klong Chao beach such as Chak gulf, Kloey gulf and Yai Kerd gulf. Backside of the beach is close to a coconut hill which has a peaceful surrounding. So it is convenient for naturalism tourists. From Yai Kerd gulf trippers can pass rubber gardens to Kloey gulf for seeing a wonderful sun rise and diving. Summary, in Koh Kood if tourists want to look something they can do but only by foot will best.

Resource: Palang Tai Pa Teaw Thai 2 (PTT) Book.

“Wat Po” initiator of Thai massage

Wat Po located on Sanamchai Road, Bangkok. The temple located nearby Grand Palace and Wat Pra Kraew open time duration 8 A.M. to 6 P.M. everyday; on Saturday and Sunday have Thai massage course.

Wat Po is slightly distorted from Wat Potaram which is an ancient temple of Krung Sri Ayutthaya period. Later, a first king of Chak Kri royal family was built the grand palace to be his residence and restore Wat Po to be a private temple too. Wat Po has a formal name is Wat Prachetupon Wimon mangkararam Ratchaworamahavihan that are compared with the other royal temples in the same period this is the best. At first, in the age of 3rd reign Thailand have not any schools. So the 3rd reign king was established Wat Po to be a first university of Thailand. Afterwards it changed a Thai massage physician school. This school instructs about compounding medicine, diagnosing, Thai massage including priest's action sculptures. Each day lots of tourists both Thai and Foreign tourists crowd to study and massage at here.

After travelers get well this also have the other activities; seeing many old antiques such as an image of Buddha in rest state of sleep manner, many ruins and 12 beautiful Buddha image halls. 12 Buddha image halls features 4 encircle halls, 2 small halls, 1 Buddha in rest state of sleep hall and 1 great hall. Furthermore, temple also is a pagoda territory where has many 99 pagodas.

Resource: Palang Tai Pa Teaw Thai 2 (PTT) Book.

Adventure at “Nakon Nayok Lieutenant School”

In previous times, military camp was a forbidden ground for the others. But now that area changed be an excited adventure place. Nakon Nayok Lieutenant School is a military's educational institution where educate and train every students to be many efficient militaries of Thailand.

Nakon Nayok Lieutenant School located close to Kao Cha Ngok, Nakon Nayok province. Currently, this school loaded many tourism programs to invite trippers come to join them. At here have lots of trips such as canoeing, riding and shooting.

Travelers who like canoeing Nakon Nayok Lieutenant School's canoeing club have many canoes including many perfect types of equipment to support. Point of racing is a big pool; however unskilled trippers must get training before. Next game is shooting. Shooting of this institution use an air gun, so do not worry because every time of racing trainer will advise before. Lastly, this is eco-riding on a route of school's street. This is only 3 activities of all activities in this school that challenge trippers to try, so if visitors ready and healthy please make sure it not difficult.

Resource: Palang Tai Pa Teaw Thai 2 (PTT) Book.

"Khao Soi Dao Waterfall"

If visitors ask for the city of tropical fruit gardens, peppers, gems and excellent waterfalls please make sure in only one choice it is Chan Ta Buri.

Chan Ta Buri is a treasure city of attractions in the eastern Thailand. For example Kao Kitchakood national park, Kung Kraben gulf, Chao Lao beach, Pong Nam Ron white water rafting center and covering Pliw waterfall. Concerning waterfalls in Chan Ta Buri one of many wonderful waterfalls is Kao Soi Dao waterfall.

This located in Kao Soi Dao Sanctuary Park that separate are 16 levels. Each levels are different beautiful, at stream area is a big source of many wild butterflies. This convenient to see and study about butterflies' life including study varieties of plants. Kao Soi Dao Sanctuary Park is a fully evergreen forest; it is natural and is a big source of Amomum kervan Pierre forest.

Besides this is a big sources of an excellent activity that is butterflies watching at the best butterflies' life center of the eastern forest.

Topography of the park is a complex hills, 2 peaks of hill are Northern Soi Dao and Southern Soi Dao (1556 meters over sea level). The Southern Soi Dao hill is a first point of many streams where waterfalls in the park are. Kao Soi Dao waterfall on the 6th

level is a funny point for visitors because they can swim, spring and turn over their body upon their mind. Actually, travelers must to be careful and do not underestimate will better.

Resource: Palang Tai Pa Teaw Thai 2 (PTT) Book.

Phu Kradueng National Park

Phu Kradueng National Park has been designated as the 2nd national park of Thailand In general, Phu Kradueng is the sandstone mountain consisting of an abundance of flora and fauna and the fullness of cliffs, savanna, streams and waterfalls other than that it is still the head watershed of Lam Nam Phong River which is one of the most important rivers in Northeastern Thailand and feeds the reservoir of Ubonrat Dam and Nong Wai Dam in Khon Kaen Province.

The plateau of Phu Kradung is composed of pine forest and grassland, which have a variety of flowers, creeks, waterfalls and rocky fields. These features make in the park most pleasant. According to its high elevation and climatic condition, the weather on the mountaintop is cool all year round. Sometimes, in the winter. Temperature may drop to freezing point. So, it is the most incentive to visitors who would like to be the Phu Kradueng conqueror at least once of their life.

www.phukradung.com/content/index.

The Candle Festival

The Candle Festival is the largest religious ceremony in Ubon Ratchathani. It is celebrated yearly on Asalha Bucha Day and Khao Phansa (Buddhist Lent) Day in July. The ceremony is held at Thung Si Muang and Chaturamuk Pavillion. At night, there is entertainment to celebrate the Lent candles. The reflection of lights on the candles creates a picturesque effect during the festival. Songkarn Festival

Boong Srapang Beach (Sripirom Beach) and Kaeng Sa Peu Songkarn Festival is held yearly in April. Villagers will splash water on each other and swim in the Mun River. The festival also features local sports and northeastern folk music.

<http://www.southlaostour.com/index>.

Mae Wong National Park

Formerly, Mae Wong National Park was the centre of hill tribe for example Hmong, Yao, Muzer and Karen. The park is very rugged and hilly along Tanon Thong Chai mountain range, especially on the north and west. With the highest peak at 1,964 m. above sea level it is one of highest mountain ranges in the west of Thailand. Three main rivers of which the Mae Wong River is the biggest drain the park.

The park's main area is covered by mixed deciduous, which has *Tectona grandis*, *Azadirachta xylocarpa*, *Pterocarpus macrocarpus* and *Xylia kerrii* as dominant tree. Evergreen forest is found among deep, wild pig, asiatic jackal, squirrels, civets and porcupine amongst others. And more than 450 species of bird that some in Thailand.

<http://www.dnp.go.th/parkreserve/nationalpark.asp?lg=1>

Phae Mueang Phi Forest Park

More common mammals are barking Deer, Wild Pig, Asiatic Jackal, Squirrels, Civets and Po Pae Muang Pee Forest Park is located in Mae Lai District, Num Chum District and Tung Hong District, Muang Ampur, Phae Province. porcupine amongst others. And more than 450 species of bird that some rare in Thailand.

Forests occur on the wavy plain in Pae Muang Pee Forest Park. Outer area is slightly sloped. Altitudes in the area range from 180-210 metres. The main vegetation is Dry Dipterocarp forest. Tree species found here include *Dipterocarpus obtusifolius*, *Meliosma pinnata*, *Bombax anceps*, *Croton argyratus*, *Combretum* spp. and *Gigantochloa albociliata*. The tree species that have been planted to help regenerating

forest are *Acacia auriculaeformis*, *Cassia javanica* and *Caesalpinia pulcherrima*. Wildlife found here are snakes, lizards, butterfly lizard, hare and various bird species.

<http://www.dnp.go.th/parkreserve/forprint.asp>

Appendix 1.4

Research Staff

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