Chapter - One

“Introduction”
CHAPTER-1
INTRODUCTION

Tourism is known as an essentially people-oriented as well as dynamic and competitive sector or industry which requires the ability to constantly adapt to customers’ changing needs aimed at successful tourism business. It is an activity of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes. It is also a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment business, activity facilities and other hospitality services provided for individuals or groups traveling away from home. Tourism is known to be the world’s largest industry, which provides maximum numbers of employment.

A number of countries consider tourism to be an important vehicle for economic and socio-cultural development. This industry has potential to generate foreign exchange earnings, create employment, promote development in various parts of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty. It also stimulates production of food and local handicrafts speed up communication facilities and cultural exchanges to understand the host country in a better way. Tourism in Thailand has been also the most effective and beneficiary in economic terms. For an example: the international tourists are too high and with an effect of this foreign exchange earning of the country is on the top of the nation’s revenue earnings.

So, tourism has become the most desired human activities because it’s economic and social benefits can be seen in all over the countries and especially in Thailand. Therefore, tourism as domestic as well as international has become a global phenomenon. Earlier due to the limited scope in marketing, means of transportation, guides, and awareness about the place, tourism was not much in limelight but today, it has its own mechanism of marketing because of the better knowledge of the place, importance of the tourism industry, means of transportation facilities and this resulted in movement of
people from one country to another and from one place to another place within the country.

**Meaning and Definition**

To know the history of tourism, we can take our self back in the pre-historic era when man used to travel here and there to collect food for his survival and this activity of traveling changed for diverse reasons later. Now a day’s people travel for exploring culture, holy places, for religious purpose, health, education, research seminars etc. Tourism today has become a research area for government, academicians and researchers. That is why one definition of the concept is not possible and to define the ‘tourism industry’ is actually extremely difficult.

Tourism being one of the world’s largest industries therefore, it has been studied by economists, anthropologists, sociologists, geographers, historians, psychologists, business and marketing and many government organisations like: World Tourism Organisation etc. But then also the word “tourism” is widely accepted and recognized in common parlance. Tourism is the favourite study area for economists because they are concerned with tourism’s contributions to the economy and the economic development of the destination area and focus on the supply and demand, foreign exchange and balance of payments, employment and other monetary factors. With the help of economists only the changes in tourism sector due to economy at any point of time in any country can be studied. Sociologists and cultural anthropologists study the travel behaviour of individuals and groups of people and focus on the customs, habits, traditions and life styles of both hosts and guests. Geographers are concerned with the spatial aspects of tourism and study travel flows and locations, development, dispersion, land use and changes in the physical environment.

Etymologically, the word tour is derived from the Latin ‘tonare’ and the Greek ‘tonors’, meaning ‘a lathe or circle; the movement around a central point or axis’. This meaning changed in modern English to represent ‘one’s turn’. The suffix ‘ism’ is defined as ‘an action or process; typical behaviour or quality’, while the suffix ‘ist’ denotes ‘one that performs a given action’. When the word tour and the suffixes ‘ism and ‘st’ are combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a
circle, a tour represents a journey that it is a round-trip, i.e., the act of leaving and then returning to the original starting and therefore, one who takes such a journey can be called a tourist (Theobald, William F., 1997: 6). The author here tries to explain the meaning of tourism very clearly in the sense that the tourism is an act to make a round trip and come back again to the place from where this act has been performed.

There are some basic definition of tourism as given by various forums and organisations. The League of Nations defined in 1937 the term foreign tourist as:

"Any person visiting a country, other than that in which he usually resides for a period of at least 24 hours".

According to this definition the following persons were to be considered tourists:

- Person traveling for pleasure, for domestic reasons, for health purpose etc.,
- Person traveling for some meetings or in a representative capacity of any kind i.e. scientific, administrative, diplomatic, religious and athletic,
- Person traveling for business purpose and,
- Person arriving in the course of sea cruise (Chattopadhyaya, K., 1995: 10).

The definition of tourist given by The League of Nations was not sufficient to explain the concept tourism because it was not able to give clear picture of what tourism is about and later it was revised with the changing time and growing importance of the sector.

A revised definition given at the UN Conference on International Travel and Tourism held in Rome in 1963 which described,

"Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited".

This definition covered:

- Tourism i.e. temporary visitor staying for least 24 hours in the country visited and purpose of whose journey can be classified as:
  (a) Leisure i.e. recreation, holiday, study, religion and sports,
  (b) Business, meeting, convention and family.
Excursionists i.e. temporary visitors, staying less than 24 hours in the country visited (Chattopadhyaya, K., 1995: 10).

These definitions were again revised and updated at the World Tourism Organisation (WTO) conference in Ottawa in 1991. The most popular and widely accepted definition of tourism given by WTO is:

"The activities of a person traveling to a place outside his/her environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited" (Stephen, W., 1998: 3)

This definition explains the following purposes:
(a) for pleasure i.e. holiday, leisure, sports etc.,
(b) for religious and social functions,
(c) study and health,
(d) meeting and conventions, and
(e) business and trade

According to the World Tourism Organisation definition it became clear that there should be some purpose of visiting as a tourist to any place and the time of stay to the host country should be fixed but it shouldn’t be less than twenty four hours.

Tourism department of Thailand has also adopted tourism definitions, which, is very similar to Rome conference, and WTO’s definition. The definition given by the department of tourism, Thai government for foreign tourism is,

"Any person visiting Thailand for any reason other than to exercise remunerated activity within the country. The person must stay at least one night, but not longer than 90 days and the purpose of his/her journey can be classified under one of the following: leisure (recreation, holiday, health, study, and religion), business, family, mission meeting”.

According to this definition following persons have been considered as a foreign tourist:

(a) Pleasure seekers i.e. sight seeing, recreation, adventure, hunting, religion and sports.
(b) Person visiting for business and commercial purpose and also to attend meeting as a representation capacity,
(c) Persons traveling for family and meeting relatives,
(d) Persons coming for education, health etc., and
(e) Person arriving in the course of a sea cruise (TAT Report, 1999: 5)
The Government of Thailand has suggested through this definition that tourism is the
sum of the relations and services connected with a temporary and voluntary change of
residence but not more than three months of stay which can be of various purposes.

Therefore, from above all the suggested definitions from the government and
organisation one common thing comes forward that tourism is a short-term movement of
people to destinations away from their places of work and residence with some purpose
of their stay in those destinations which the host country tries to fulfill all the facilities of
the tourists and satisfy them with their warm hospitality. From these definitions one thing
also came in limelight that the study of tourism is the study of people, their culture and
the awareness they have for the tourism. It also involves the motivations and experiences
of the tourists, the expectations they have from the country they visited and adjustments
made by the residents and the roles played by the numerous agencies and institutions
which intercede between the tourists and the host country.

Objectives and Hypothesis
With the development and advancement of tourism in the present world, this sector has
become a subject of concern for all the agencies, organisations who are involved in
making tourism successful as well as government and local people in broader scope. So,
it is essential to conduct a systematic study of tourism industry. The need of research on
tourism and impact assessment has been conducted taking Thailand as the unit of study
during 1997-2004. The study is based on following hypothesis:

- tourism development has increased the country’s GDP but it has also widened the
gap between the rich and the poor
- tourism development has led to urbanisation and displacement
- tourism has triggered violation of many national laws, social values and
dislocated environment.

It is true that tourism helps in enhancing country’s GDP from foreign exchange. More
and more visitors in the country there come more and more foreign exchange. But the
money coming to the country is properly distributed to the entire sections
proportionately? The answer is “NO”. With the study it has been found that incomes are disproportionately distributed in Thailand as a section of population still lives in poverty and there is a huge disparity between quality of life and provision of basic amenities to people.

At the same time the natural environment is under stress because of the violation on laws, values and ethics of the environment in the country. After providing so many policies and planning for the environment, tourists as well as the local residents violate them and this basically due to the lack of proper education and knowledge about the environment. So, there is a need to spread efficiently about the awareness of environment in the country.

With all the data and figures it has also been revealed that the family and the community life are strained by migration and urbanisation and of course displacement. It is quiet obvious that to develop tourism industry there will be a need for technological advancement like more n more facilities for the tourists as good infrastructure, five star hotels, good accommodation, good roads, good transportation etc. All these advanced facilities will definitely make poor people unhappy because they are one who suffers the most with urbanisation in the country. They have to migrate from their original place for sake of the country and in return country only provides them displacement.

So, tourism is not just something that occurs in the environments of destinations overseas but is a function of the interaction of different factors in contemporary society. This growing demand for tourism is a reflection of changing economic and social conditions in our home environment, as much as it is about the physical and cultural characteristics of the environments that await tourists in other countries (Holden, Andrew, 2000: 1). The findings of the study itself says that tourism is based upon the economic and social processes. The impact of it can be seen in both the places from where tourists originate and where they go. Its development in destinations involves the use of physical and natural resources and will subsequently impact upon the economies, cultures and ecology of the destinations it develops in. But the local people suffer the most of all the ups and downs of tourism in the country. Development of this industry is technologically appropriate, particularly for the developing countries like Thailand. This
provides the visitors’ almost inexhaustible source of tourist attraction at a low cost and draws their attention towards the host country.

**Development and Tourism**

Development in simple terms means growth, progress, expansion, improvement etc. Development in tourism means growth of economy in per capita income. So, development denotes the process of economic growth in per capita income and the fundamental changes in the economy to facilitate and generate that growth. Development also includes—industrialization, the migration of labour to industrial areas and division of labour. It is something more than economic growth that relates to the quality of human kind and that is social development. Social development is the process of planned institutional change to bring about better adjustment between human needs and aspirations on the one hand and social policies and programmes on the other. It is basically to combat poverty, illiteracy, ignorance, inequality, irrationality and oppression prevalent in the society. It aims not merely at the uplift of the weak, the under-privileged and the disadvantaged people but at improving the quality of life of all citizens.

Development generally means the improvement of people's lifestyles through improved education, incomes, skills development and employment. There are various definitions of development. According to Seers (1979) the purpose of development is to reduce poverty, inequality, and unemployment. For Amartya Sen (1999), development involves reducing deprivation or broadening choice. Deprivation represents a multidimensional view of poverty that includes hunger, illiteracy, illness and poor health, powerlessness, voicelessness, insecurity, humiliation, and a lack of access to basic infrastructure. (Dreze, Jean and Amartya Sen, 2002: 34-39) Development should, then, be viewed as a multi-dimensional process involving major changes in social structures, popular attitudes and a national condition of life from unsatisfactory to satisfactory.

From the study it has been found that development theory and tourism have evolved along similar time lines since the Second World War. Tourism continues to be the growing focus of economic development policy in many regions and nations. Countries around the world are turning to tourism as a strategy for development. Tourism is one of the major social and economic phenomena of modern times. It is not only the social phenomena; it is also the big business. It has also developed into a powerful world-
wide economic force. It is widely regarded as a means of achieving development in destination areas. The biggest myth of tourism and development is that ‘tourism is quick, cheap and easy, given that the basic ingredients are sun, sea, smile and culture’. In its most basic form tourism builds on nature, adventure and culture. Tourism is expected to generate revenue in the form of foreign exchange earnings, increased income, employment and development of infrastructure—all this is expected to arise from the net benefit of tourism receipts. Ultimately, tourism should also generate demand from other sectors of the economy such as agriculture, manufacturing and other services. Growth in tourism is also argued to facilitate foreign capital inflows, which reduce the need for domestic savings and capital accumulation.

Tourism can be good for development when it engenders a strong inflow of foreign exchange, and positive intersectoral linkages, which promote growth of other sectors. This increases overall income and employment in the economy. Tourism can also lead to disproportionate growth (there is some growth but it is accompanied by rising poverty and unemployment) if the output of non-traded goods and services the tourism sector requires does not increase. Thus the predictable perception that tourism is explicitly good is not always correct because:

- It does not recognize the drain of resources and loss of revenues abroad.
- It often ignores distributional and other key factors associated with the goods and services used by the tourists.
- It ignores the social, gender equity and environment impacts of the welfare effects of tourism.

So, development is good and progressive but will be the same in all the sectors is not true because as it is said above that development in tourism and its impact on the country will fall at the right place can be ambiguous. Development in the tourism sector some times leads toward negative path like leakage in economy, crime, begging, sex tourism, degradation of environment etc. Therefore, tourism should be managed properly with good government policies; otherwise it can ruin the dignity of the country.

Tourism and Thailand

Tourism serves as a means for Thailand to receive foreign currency, increase international reserves, stimulate production and maximize the use of resources from other
related sectors, which in turn enhance the country's economic status (Thailand Board of Investment, 2001). International tourism is one of the fastest growing sectors in the Southeast Asian region (TAT News Room, 2007). Although Thailand is a small country, it is one of the world's leading tourist destinations. In 2004, Thailand's international tourist arrivals increased 16 percent and revenue increased 24 percent. Southeast Asia tourist arrivals increased by only 5 percent in 2005, whereas Thai tourist arrivals decreased by 1 percent, as a result of the tsunami of 2004. However, Thailand soon regained its leading tourism growth status. In 2006, Thailand ranked 13th in international tourism receipts (US$12.4 billion) and 18th in international tourist arrivals, with 12.9 million visitors (WTO, 2007). The success of Thailand's international tourism can be contributed to natural resources, good location, easy accessibility and marketing strategies adopted to promote the country to the international market. The continued success of international tourism and the future direction of tourism development in Thailand can be enhanced through a historical analysis of the tourism industry. This research focused on Thai tourism performance in 1997–2004.

Tourism industry is the only alternative for the survival of expanding population in Thailand around 62 million. Every year millions of tourists visit Thailand for holiday tour, excursion, sun lust, trekking, sight-seeing, shopping and business etc. Although tourist destination Bangkok, Pattaya, Phuket, Ko Samui, Hat-Yai and Chiang Mai are the main tourist destination of Thailand (Motiram, 2003: 22–23). Thailand has very rich resources of tourist attraction such as natural features, landscapes, climate, flora-fauna, its varied cultural and social characteristics, development of tourist infrastructures and technology as well as political stability and government policy. All these factors and resources motivate millions of tourists to land up in the country. In Thailand Tourism has been developed or existing for long time but it is has rapidly developed in 1970s and 1980s. In the early 1980s and its development pace was slow but after mid-1980s it has grown very fast. (Motiram, 2003: 23).

As it has been pointed out earlier that there are so many attractive factors which make Thailand the most favourite destination in the world but accept all these factors the history of tourism development in Thailand has its own story.
History of Thai Tourism: Past, Present and Future

Thailand, a “Land of Smiles”, is situated and has easy connections to other countries in the region. These factors enabled the tourism industry to grow very quickly. In addition, the Tourism Authority of Thailand (TAT) has tried to facilitate tourists’ visits through the revision of immigration rules and formalities for greater convenience. (Appendix: I)

Past

The Tourism Authority of Thailand was set up in 1960 and became an official organisation to promote the country’s tourism. (Nimmonratana, 2000: 65- 86) At that time it was called Tourism Organisation of Thailand (TOT). This happened in the year when there was rapid development in the country. Initially, the TOT’s main task was promoting and doing Public Relations (PR) for the Thai tourism industry, which was being done seriously for the first time. (Phayakvichien, P., 2005: 4- 5)

Thailand’s history with tourism as an industry began in earnest during the late 1950s. Before that there were only approximately five cruise ships per year docking in Bangkok with 500 passengers. The importance of tourism in Thailand started with the Vietnam War, when Thailand became a popular destination for the US military for rest and recreation. (Nimmonratana, 2000: 65- 86) Revenues from the US military during the Vietnam War, combined with the increase of tourists, led the Thai government to become more aware of the importance of tourism industry replaced rice as the country’s major source of foreign exchange and leading export commodity. (Horey, 1991: 155- 174) The importance of tourism as an economy was felt when the country shifted its attention from an agriculture-based economy to a more industrialized and service based economy.

As Thailand was still developing economically, the infrastructure in most tourist destinations especially in the different regions was not good enough to receive international visitors. This caused most of the tourism flows to be focused on Bangkok. Using tradition and culture to add value to tourism is a good practice. It allows the community to appreciate the value of their own culture and traditions while at the same time getting economic benefits from it. However, it must be done with the understanding that culture can only be created and flourish when it provides benefits to that community. Only then should it be used as a means to attract tourism. The tourism industry experienced rapid growth, especially between 1965 and 1973. International visitor
arrivals grew from 200,000 to one million by 1973, a five-fold increase. Tourism revenue increased from 500 million baht in 1965 to 3,500 million baht, a seven-fold increase in a span of less than ten years. (Phayakvichien, P., 2005: 4-5)

The first National Tourism Development Plan was formulated with the help of the Netherlands Institute of Tourism Development Consultants in collaboration with the National Economic and Social Development Board (NESDB) and TOT. It was strongly recommended that it was necessary to change TOT into a ministry of tourism to give it more authority and power to facilitate integration, development and cooperation with other agencies. (Phayakvichien, P., 2005: 5) The promotion of tourism industry and service businesses was first identified under the "commerce and services" sector in Thailand’s Third NESDP (1972-1976). Promotion of international tourism was identified for the second time in the Fourth NESDP (1977-1980), and tourism was considered as a means of increasing foreign exchange earnings to decrease deficits in the balance of trade and payments. (NESDB, 1997) The government recognized the importance of the tourism industry, which generated the third largest foreign exchange revenue after exports of rubber and rice and helped to lessen the burden of losses incurred from trade. Changing the TOT to TAT in 1979 also gave it a higher legislative. The TAT was assigned the responsibility of overseeing the planning and development of the industry and also structured accordingly. The first National Tourism Development Plan in 1976 led to the creation of a master plan along with feasibility studies in many major tourist destinations in 1979. (Phayakvichien, P., 2005: 5)

The Fourth NESDP plan discussed the target number of international tourists, strategies to promote tourism, and formal training to provide a qualified workforce for tourist businesses. Since then, international tourism has been discussed in all the NESDPs. With the strong support of the government, the success of Thai international tourism has accelerated. Table 1.1 shows a 10 percent increase in international tourist arrival to Thailand in 1990 from the previous year.
<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourists (million)</th>
<th>% Change of No. of Tourists</th>
<th>Revenues (Billion Thai Bhat)</th>
<th>% Change of Revenues</th>
<th>Major Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>5.3</td>
<td>+10.19</td>
<td>100</td>
<td>-9.56</td>
<td>Gulf War</td>
</tr>
<tr>
<td>1991</td>
<td>5.09</td>
<td>-2.02</td>
<td>123</td>
<td>+23.13</td>
<td></td>
</tr>
<tr>
<td>1992</td>
<td>5.14</td>
<td>+0.05</td>
<td>128</td>
<td>+5.2</td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td>5.76</td>
<td>+6.95</td>
<td>145</td>
<td>+19.26</td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td>6.95</td>
<td>+3.46</td>
<td>219</td>
<td>+14.99</td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td>7.19</td>
<td>+3.46</td>
<td>220.75</td>
<td>+0.63</td>
<td>Asian Economic Crisis</td>
</tr>
<tr>
<td>1997</td>
<td>7.22</td>
<td>+0.41</td>
<td>242.19</td>
<td>+9.70</td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>7.76</td>
<td>+7.53</td>
<td>253.02</td>
<td>+4.48</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>8.58</td>
<td>+10.50</td>
<td>285.27</td>
<td>+12.75</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>9.51</td>
<td>+10.82</td>
<td>299.05</td>
<td>+4.83</td>
<td>September 11 and Afghanistan War</td>
</tr>
<tr>
<td>2001</td>
<td>10.06</td>
<td>+5.82</td>
<td>323.48</td>
<td>+1.17</td>
<td>SARS and Iraq War</td>
</tr>
<tr>
<td>2002</td>
<td>10.80</td>
<td>+7.33</td>
<td>309.27</td>
<td>-4.39</td>
<td>Bird Flu and Tsunami</td>
</tr>
<tr>
<td>2003</td>
<td>10.00</td>
<td>-7.36</td>
<td>384.36</td>
<td>+24.28</td>
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<td>+16.46</td>
<td>367.38</td>
<td>-4.42</td>
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<tr>
<td>2005</td>
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<td>482.30</td>
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<tr>
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<tr>
<td>2007</td>
<td>15.7</td>
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</table>

Source: Tourism Authority of Thailand
From 1990 to 2000, the number of international tourists to Thailand increased from 5.3 million in 1990 to 9.5 million in 2000, a 79 percent increase in a decade. This growth occurred despite the Gulf War in 1991 and the 1997 Asian economic crisis. Although Thailand experienced a negative economic impact from September 11, 2001 and the subsequent war in Afghanistan, the number of international tourists reached a record of 10 million in 2001. In 2001, tourism revenue increased by 5 percent from 2000. Thai tourism experienced a continued increase in the number of tourists and revenue in 2002. However, the outbreak of Severe Acute Respiratory Syndrome (SARS) and the war in Iraq caused a 7 percent decline in the number of tourists and a 4 percent decrease in revenue in 2003. Thai tourism had a slow start in 2004 because of the avian influenza (bird flu) at the beginning of the year, but by the end of the year the number of international tourists had increased 16 percent and revenue increased 24 percent compared with 2003. (TAT News Room, 2007)

Everything looked promising until December 26, 2004 when the tsunami hit the southern part of the country. The consequences of the tsunami, political unrest in the south, and demonstrations to protest against Prime Minister Thaksin Shinawat affected Thai tourism negatively in 2005. As a result, the number of international tourists declined by 1.5 percent and there was a 4 percent corresponding decline in tourism revenue. Thailand regained trust from tourists in 2006, when there was a 17 percent increase in the number of international tourists, with a 31 percent increase in revenue. In 2007, the number of international tourist increased by 5 percent and revenue increased by 14 percent from 2006 (TAT News Room, 2007). TAT set a target of 15.7 million international tourists for 2008.

From the study of tourism development it can be said that tourism offers to the nation an opportunity for earning foreign exchange at a low social cost. It not only stimulates the rate of growth of the overall economy because of its immense growth potential, but under certain situation can also be rightly regarded as an important industry for the diversification of the industrial structure as well as regional development of backward areas.
Present

A tourism strategy was set up with a goal to make Thailand the Tourism Capital of Asia with a total of 20 million visitors by 2008. After the founding of TAT, a variety of strategies and marketing campaigns to promote Thai Tourism were utilized.

The first successful marketing campaign, "Visit Thailand Year 1987", brought in over 5 million international tourists in 1990. From 1995 to 1996, the “Golden Jubilee” campaign celebrated the 50th anniversary of His Majesty King Bhumibol Adulyadej’s accession to the throne. This campaign brought 7 million international tourists to the country (TAT News Room, 2000). On July 2, 1997, Thailand experienced an economic crisis. The exchange rate fell from 25 baht per US dollar to 35 baht per US dollar, and revenue from tourism slipped to second place, behind computer parts. Although the number of international tourists visiting Thailand in 1997 did not decrease (+0.4 percent) and tourism revenue in baht increased, revenue in US dollars decreased owing to the falling rate of exchange. In 1997 during the economic crisis, Thailand was in need of foreign currency, especially US dollars, to pay for imports and to use as foreign currency reserves to back up the Thai currency so the value of Thai money would stabilize and be accepted in the market. Tourism played an important role in fulfilling this goal. (TAT News Room, 2000)

From 1998 to 2004, the “Amazing Thailand” campaign was reintroduced. The main focus of the 1998/1999 campaign was the royal celebration of His Majesty the King’s 6th cycle Birthday Anniversary. The country experienced a 10 percent increase in international tourists in 1999. The “Amazing Thailand 2000: Enchantment for the Next Thousand Years” campaign was presented in 2000 to highlight the country’s heritage, culinary delights, shopping and recreational facilities and position Thailand as a place to escape from a stressful, fast-moving world. An appropriate target market tactic and aggressive marketing plans along with increased flights from airlines helped boost Thai tourism (TAT News Room, 2000b). As a result, the number of international tourist arrivals increased 11 percent and revenue increased 13 percent in 2000. The September 11, 2001 terrorist attacks raised concerns about safety and security for people around the world. It appeared that this had little effect on Thai tourism, as the number of international tourists and tourism revenue still increased. Thailand launched the
“Amazing Thailand” campaign in 2001 to promote the country’s unique culture and way of life and niche tourism products and services, including health spas, golf, ecotourism, and the meetings, incentives, conventions and exhibitions business (MICE). The campaign also emphasized coordination with ASEAN countries (Brunei Darussalam, Cambodia, Indonesia, Lao People’s Democratic Republic, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam) and the Greater Mekong Subregion (GMS) countries (Cambodia, Lao PDR, Myanmar, Thailand, Vietnam and the Yunnan Province of the People’s Republic of China) to promote regional tourism destinations (TAT News Room, 2001a). In 2001, a record 10 million international tourists visited Thailand. Since then, the country has hosted over 10 million international tourists annually. In 2002, “Amazing Thailand 2002 Amazes the World”, “Be My Guest” and “Celebrating Asia’s Fascinating World of MICE” were introduced. The objectives of the campaigns were to position Thailand as a peaceful, hospitable country and a wonderful year round destination with high-value products and services. TAT has recognized the potential of the MICE sector in attracting visitors with increased spending habits by supporting this lucrative market (TAT News Room, 2001).

The marketing campaign was very successful and generated a 7 percent increase in the number of tourists and an 8 percent increase in revenue in Thai currency. In February 2003, SARS broke out in China and spread to the Hong Kong Special Administrative Region (SAR), Vietnam, and several other Asian countries, including Thailand. SARS was a health threat that gained worldwide attention. Trips were cancelled because of people’s fear of the disease. Thailand suffered economically from SARS, as the number of international tourists dropped by 7 percent and the revenue decreased by 4 percent TAT implemented a variety of tactical marketing campaigns in 2003 (Thailand Smiles Plus, Big Smile Card and Thailand Grand Sale) as a short-term recovery strategy to boost the tourism decline. The “Unseen Thailand” campaign was geared towards domestic tourists and the “Amazing Thailand – Unseen Treasures” was targeted for international tourists. Thailand established a long-term goal in 2003 to become the “Tourism Capital of the World” by 2006. The goal was to develop the country to become a center of tourism and a center of fashion, food, health and spa,
meetings and conventions, automobile production, information technology, and many other industry sectors (TAT News Room, 2003).

In 2004, the “Amazing Thailand – Unseen Thailand” campaign was continued to market the most extraordinary areas of the country. Another focus of the campaign was to restore people’s faith that Thailand was a safe and healthy place to visit after SARS in 2003. Tourism awards were given to several organisations for their promotion of parks, performances, museums, ecotourism, agro tourism, city hotels, resort hotels and other tour programs. (TAT News Room, 2004) Avian influenza or bird flu spread to Thailand at the beginning of 2004 and Tsunami dramatically discouraged Thai tourism at the end of 2004. Due to the tsunami, in the first quarter, Thai tourism growth was -10 percent because visitors from all over the world were shocked by the unexpected terrible damage. Nevertheless, in the second quarter, the situation gradually recovered. The rate of the slowdown decreased to -1 percent and improved to be positive during the second half of the year, with a growth rate of 2 percent in the third quarter and 4 percent in the final quarter, compared with the same periods in the previous year. In addition, most tourists who prefer visiting beaches and the sea changed to visit other alternative provinces in the Gulf of Thailand, such as Trat, Hua Hin and Samui, rather than the Andaman coast. Those destinations had the highest occupancy rate during the past five years. Also, the ceremony to commemorate the first anniversary of the tsunami disaster created Thailand’s good image and showed the world that all affected areas were recovered. (TAT, 2005)

However, with good marketing tactics and an effective response to incidents, the number of international tourists increased 17 percent and revenue increased 24 percent TAT launched the “Thailand – Happiness on Earth” campaign in 2005 to emphasize the traditional hospitality of Thai residents and the kingdom’s unique cultural, historical and natural heritage. The recent recovery from the tsunami and daily protests against Prime Minister Thaksin Shinawat made 2005 a challenging year. Despite a decline in the number of international tourists and revenue, TAT continued to promote Thailand as a “Tourism Capital City of Asia” (TAT, 2005). The “Thailand Grand Invitation 2006” campaign in 2006 focused on delivering a memorable experience to visitors through beauty, luxury, culture and adventure. It also aimed to increase revenue rather than the
number of visitors. A main event was the 60th anniversary celebration of His Majesty the King’s accession to the throne (TAT News Room, 2006). This year the country faced a political coup and political unrest in the south. However, there was a 17 percent increase in international tourists and a 31 percent increase in revenue (TAT News Room, 2007).

In 2007, a 5-year tourism marketing and promotion plan (2007–2011) began with the primary goal of balancing economic growth with sustainable development. To achieve this goal, Thai tourism implemented the concept of “sufficiency economy” tourism. This required a shift in focus from marketing the country to attract a large number of tourists to promoting the country to quality tourists who spend more money and are more environmentally conscious. Simultaneously, tourist activities that would negatively impact natural and cultural attractions would be reduced (TAT News Room, 2007). In 2008 and 2009, to align with the Thai government Cabinet’s Visit Thailand Year and the Investment Year, there is a repositioning of existing and potential tourism products and a renewed emphasis on quality tourism (TAT News Room, 2008). Table 1.2 illustrates the themes of marketing campaigns from 1994 to 2004.
Table 1.2: Theme of Marketing Campaigns (1994 – 2004)

<table>
<thead>
<tr>
<th>Year</th>
<th>Marketing Themes</th>
<th>Main Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>Thai Culture Promotion</td>
<td>Promote Thai culture to gain tourist attention</td>
</tr>
<tr>
<td>1995-1996</td>
<td>The Golden Jubilee</td>
<td></td>
</tr>
<tr>
<td>1997</td>
<td></td>
<td>Asian Economic crisis</td>
</tr>
<tr>
<td>1998-1999</td>
<td>Amazing Thailand</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>Amazing Thailand 2000: Enchantment for the Next Thousand Years</td>
<td>Highlights the country’s heritage, culinary delights, shopping and recreational facilities</td>
</tr>
<tr>
<td>2001</td>
<td>Amazing Thailand</td>
<td>Show the country’s unique culture and way of life as well as promote a series of niche tourism products and services (health, golf, ecotourism and MICE)</td>
</tr>
<tr>
<td>2002</td>
<td>“Amazing Thailand 2002 Amazes the World”, “Be My Guest” and “Celebrating Asia’s Fascinating World of MICE”</td>
<td>Position Thailand as a peaceful, hospitable country and a wonderful year- round destination with high- value products and services such as shopping opportunities, health and spa services.</td>
</tr>
<tr>
<td>2003</td>
<td>Amazing Thailand- Unseen Thailand (domestic market) Amazing Thailand- Unseen Treasures (international market)</td>
<td>Promote Thailand as a truly quality destination. Target the country as “Tourism Capital of the World”; Emphasize the preservation and restoration of the cultural and natural heritage of each destination</td>
</tr>
<tr>
<td>2004</td>
<td>Amazing Thailand- Unseen Thailand</td>
<td>Highlight the most extraordinary part of the country. Emphasize recovery and restore trust from SARS. Focus on niche markets, such as the MICE business, golf, wellness and spa, family diving, youth and honeymooners. Other target groups are senior citizens, women, eco and soft adventure, medical tourism, long- stay visitors and film- makers</td>
</tr>
</tbody>
</table>

Source: www.informaworld.com

For every year, a new campaign was introduced, for example, Tour Thailand - You Won't Know If You Don't Go and One Day Fun Trip. The government focused on PR (personal relation) in both the foreign and domestic markets to encourage travel and show tangible results of its work in terms of actual numbers. Many large-scale activities
were implemented like Maha Songkran Grand Festival, Grand Lanna Festival, Film Festival, International Sports and the Elite Card project. (Phayakvichien, P., 2005: 8-9)

Even though the crises of the past such as terrorism, SARS, bird flu, Iraq war, southern violence and the tsunami have slowed down tourist arrival in the country but later with the support of some of the organisations, government have managed well with all these crises. But there are still weaknesses that need to be improved such as lack of readiness to tackle the problems, lack of good systems, planning and authority to act and take responsibility, and crisis management centers.

From the above facts it is clear that the government carried many international market campaigns to attract tourists from outside and it has been a great success for the host country. The government keeps changing the slogan every year like: the campaign slogan now has changed from Amazing Thailand to ‘Happiness on Earth’ in 2005 so that the tourists who all have already visited the place come again to see what new things have been provided by the government this time. So, this market strategy has become the great hit in the present time in Thailand.

**Future**
The future of Thai tourism industry can be divided into two parts. The first is the vision to be pursued. The second is reality that is reflected by the current situation and the opportunities to fulfill the vision. The vision of Thai tourism is that of a sustainable industry, which means a sustainable approach, combining economy, ecology and society and not just investment in business and economic growth. There can be no tourism industry if the culture, society and environment are not preserved. (Phayakvichien, P., 2005: 10)

The government target to double visitors by 2008 again is giving more importance to quantity. In a way, this is good because it will generate more revenue and could help boost tourism and spread it around the country. But if there isn’t any clear policy related to management and preservation, balancing the supply-and-demand and carrying capacity of tourism destinations, improving service standard, security and Human Resources (HR), the rapid growth of visitors will not be appropriate for an industry that has problems accumulated over many years. This will create only more loss
in the long term and will affect the community's economy and society. (Phayakvichien, P., 2005: 11)

The development of tourism in Thailand shows distinctly different trends and patterns of tourism partly due to its differing physical characteristics and partly to its socio-cultural and political history. The socio-cultural environment is a man-made environment which includes the values, beliefs, behaviours, morals, arts, law and history of communities. The range of establishment's accessory to successfully run the industry is astounding, including hotels restaurants, dive shop, travels agencies, etc. The tourism industry in Thailand has become a “great value for money” destination today. To maintain the status in future, the country should have capacity to face all the bad situations which can hamper the industry. This is said because time to time Thailand have faced with several crises especially between the periods 1997-2004 like economic crises, SARS out break, tsunami and many political unrest.

Financial Crises and Tourism in Thailand

The Financial Crisis was a period of economic unrest (or financial contagion) that started in July 1997 in Thailand with the financial collapse of the Thai Baht, and affected currencies, stock markets, and other asset prices in a number of Asian countries. It is also commonly referred to as the East Asian currency crisis or locally as the International Monetary Fund (IMF) crisis.

The global economic crisis began in Thailand, on July 2, 1997. But the seeds of calamity had already been planted. In the early '90s, East Asian countries had liberalized their financial and capital markets—not because they needed to attract more funds (savings rates were already 30 percent or more) but because of international pressure, including some from the U.S. Treasury Department. These changes provoked a flood of short-term capital—that is, the kind of capital that looks for the highest return in the next day, week, or month, as opposed to long-term investment in things like factories. In Thailand, this short-term capital helped fuel an unsustainable real estate boom. And, as people around the world (including Americans) have painfully learned, every real estate bubble eventually bursts, often with disastrous consequences. Just as suddenly as capital flowed in, it flowed out. And, when everybody tries to pull their money out at the same time, it causes an economic problem. (Stiglitz, J., 2000: 49)
There was a time when Thai economy had really performed extraordinarily well. But with the start of the crisis in July 1997, the good performance played by the Thai economy got over. When we take a glance of the country between 1987 and 1996 the average annual GDP growth rate was 9.4 percent, the growth of real exports was 14.5 percent while inflation was 4.7 percent. The investment ratio increased from 27 per cent in 1987 to 41 per cent in 1996. The high level of investment and the rapid growth had been supported by large inflows of foreign capital in the period 1987-96. Annual capital inflows were on average equal to 8.7 per cent of GDP. This dependence on external capital is a longer-standing characteristic of Thai development. (Jansen, K. 2001: 125)

The financial crisis in Thailand immediately affected the scope and scale of tourism there, but perhaps more importantly, the changing financial circumstances of the region have begun to alter the structural characteristics of the tourism market. In particular, due to a rapid decline in tourist arrivals from East Asian countries, especially Japan and Korea, overall tourism growth for 1997 registered a relatively low rate of 0.7 percent, far below the projected 7 percent forecast earlier in the year by the TAT. Between January and June 1998, arrivals from East Asia had fallen by 5 percent compared to the same period in 1997. Since tourists from East Asia represent roughly 60% of all arrivals in Thailand, this drop in numbers at a regional level, and the speed with which it occurred, meant an immediate drop in overall arrivals to Thailand in 1997. (Kontogeorgopoulos, 1999: 322)

However, the impact of the financial crisis was not limited to arrivals from East Asia. As Thailand’s largest single source of tourists, Malaysia plays a significant role in the tourism industry of Thailand, particularly among destinations in the deep southern provinces of Thailand. Due to restrictions placed by the Malaysian government on the amount of currency allowed to be taken by tourists outside the country, Malaysian tourists stayed home in increasing numbers, causing a 6 percent decline in the crucial Malaysian market during the first half of 1998. In addition to forcing a drop in inbound traffic from Asian tourism markets, the financial crisis compounded difficulties already occurring in the travel trade of Southeast Asia. (Kontogeorgopoulos, 1999: 322)

Months after the beginning of the financial crisis, Thailand began to recover from the initial drops in tourist arrivals. Tourism contributed significantly to the country's
recovery after the 1997 crisis, and as result the government encouraged and supported the sector through the development of a new strategic plans and new marketing initiatives. All this started with the launch of the Amazing Thailand promotional campaign by the government of Thailand which spread awareness of the inexpensive and safe nature of travel to Thailand. Amazing Thailand campaign emphasizes lots of new agenda and exciting things like: shopping, adventure tours, the ‘Thai Food for the World’ exhibition, sporting events, conventions, and cultural demonstrations etc. to attract tourists from different countries.

With the help of the campaign the number of international tourist arrivals increased from 7.221 million in 1997 to 7.764 million in 1998 and up to 10.799 million in 2002. In 2002, the tourism industry became the top foreign currency earner. (TAT, 2002)

This campaign became was a big success for Thailand because both the arrivals and revenues from the tourism soared. The Amazing Thailand campaign reflects a desire among Thai tourism planners to maintain the momentum gained by the tourism industry and to promote Thai tourism in future.

Promoting Thai tourism
The Tourism Authority of Thailand (TAT) developed a campaign in the mid 1980s which received widespread recognition amongst the international tourism community. The period 1987-1996 can be termed the Golden Decade of Thai Tourism (Belinda, F., 1997: 14-24). The brands, Visiting Thailand Year in 1987, Thailand Arts and Crafts Year 1988-1989, Women's Visit Thailand Year in 1992 (Qu, H. and Ngamson, B., 2000: 5), and Amazing Thailand 1998-1999, were used to position Thailand under the slogan 'Treasures of the Pleasure of the World' as a tourist destination for both physical and mental relaxation and recuperation. TAT continues to use the theme of "Amazing Thailand 2000". It has adopted the sub-theme "Enchantment for the Next Thousand Years" which emphasizes the presentation of tourist activities supplemented with the local culture and way of life (TAT, 2000). TAT has also launched the "Be my Guest" campaign for 2002-2003. This aims to boost awareness of Thailand among international visitors and to promote the country as a value-added destination in the face of growing competition from around the world (TAT, 2001). This theme is also appropriate for promotion of the Mekong tourism region, and regional tour packages will feature

Beyond this, lots of effort has been made by the Government to enhance tourism in the country. For an example:

1. to develop Thailand as the main gateway for tourism, Government is trying to pick up the pace in restoration and strengthening the relations and cooperation with the neighbouring countries in terms of marketing, transport, investment and management as well as the solving of others problems and the overcoming of the obstacles pertaining to tourism development.

2. there have been continuous attempt to develop tourism by using proactive marketing tactics like it should be developed domestically and internationally, with the linkages to small and medium sized enterprises as well as community enterprises.

3. to create a new focus of tourism, Govt. is perpetually accelerating the development and restoration of values in the city areas. For this they are promoting the private sector through constructing of new shopping areas for tourists.

4. promoting different types of tourist attractions like, eco-tourism, health tourism and natural tourism.

5. Increase tourist facilities and ensure greater tourist safety, prevent unfair treatment to tourists, and set forth effective measures to eliminate the impediments faced by tourists.

These are some areas where government is trying to increase facilities and ensure a greater variety tourist sites in Thailand. This enhanced position of Thailand, must be elevated to the level that can serve as the center for conferences, seminars and exhibitions in Southeast Asia. With the promotion of tourism in Thailand the Thai way of life remains distinct and vibrant. But the promotion of tourism in any country depends upon the government and this promotion is successful with the appropriate policy and planning. So, in Thailand too the promotion of the tourism industry is based on the policies recommended by the government.
Policy and Planning of Tourism Development in Thailand

Policy means designing things, planning certain activities to enhance the quality and efficiency. This is necessary to minimize the negative impacts which come from different sources which can destroy the planning geared up to make a success for any activity.

The major factors that contributed to the increase of tourist arrivals to Thailand were aggressive tourism promotions and mass marketing. A strategic management approach was adopted as a guideline for tourism planning, and implementation of tourism in Thailand. Under the strategic management concept, examples of external environment factors were indicated as sources of opportunities and threats for Thai tourism policy and planning. Globalization and the development of transportation and communications have changed the rules of the game from comparative advantages in natural resources to tourism. (Chaisawat, Manat, 2006: 1)

Goeldner & Ritchie (2003) give a good definition of tourism policy as “A set of regulations, rules, guidelines, directives, and development/ promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting long-term tourism development and the daily activities within a destination are taken.” The purpose of tourism policy is twofold: to provide maximum benefits to the stakeholders of a town, region or nation, while minimizing negative impacts. (Chaisawat, M., 2006: 2)

From this definition main purpose of tourism policy becomes clear. It suggest that policy is important for tourism to provide benefits to all the people of the country whether they are shopkeepers, buyers, sellers, local markets, local people etc. it all in all increases revenue for the country as a whole.

Becherel (2001) distinguishes four different stages in tourism policy formulation. In the first stage, tourism policy is “promotion” oriented, the pattern being that tourism authorities publicize attractions. Once tourism starts to become established as a significant economic sector, national, regional and local authorities endeavor to maximize the productive potential of a sector by investing in infrastructure and supplying marketing services that the private sector cannot afford or is not yet willing to provide. Thirdly, tourism policy becomes “promotion and product” oriented. As competition increases and tourism activity intensifies, tourism policy focuses on improving competitiveness by
creating a statutory framework to monitor, control and enhance quality and efficiency in the industry and to protect resources. But in today’s globalized marketplace, strategy and strategic planning are becoming key elements of tourism policy. In this fourth stage destinations must think strategically; policy must be designed to position the destination to attract identified markets, create value through innovation and encourage partnerships between stakeholders and co-ordinate actions and initiatives. (Chaisawat, M., 2006: 2)

The tourism industry is a global business. Chris Cooper & Eduarda Fayos (WTO, 2001) indicated that tourism is in a situation that Kuhn (1962) would clearly define as a paradigm shift, and which is not far from the globalization process of economy and society in general. The traditional tourism resources, the comparative advantages (climate, landscape, culture, etc.) are becoming less and less important compared to other factors in tourism competitiveness. Information (or rather the strategic management of information), intelligence (innovative capacity in teams within an organisation) and knowledge (know-how, or a combination of technological skills and technology, and organisational structure – humanology) now constitute new resources and are key factors in the competitiveness of tourism organisations (enterprises, institutions and destinations). Globalization is changing the competitive landscape of tourism, driving enterprises, communities, nations and governments to rethink their strategies and structures to allow them to operate successfully in a boundary-less world. Globalization, and the increased competition in tourism markets after the 1980s, has required a continuous improvement in the price/product-characteristics ratio; that is to say, a constant striving towards quality and efficiency. From the above development of tourism policy and planning, strategic management was already applied to tourism policy and planning. The basic definition of strategic management given by Wheelen & Hunger (2002) is that set of managerial decisions and actions that determines a long-run performance of a corporation. It includes environmental scanning (both external and internal), strategy formulation (strategic or long-range planning), strategy implementation, and evaluation and control. The strategic management emphasizes the monitoring and evaluating of external opportunities and threats in the light of a corporation’s strengths and weaknesses. Strategic management typically is more oriented to rapidly changing future situations and how to cope with changes organisationally. It is
more action-orientated and concerned with handling unexpected events. Therefore this concept is the best fit to tourism policy and planning. (Chaisawat, M., 2006: 3)

A model of tourism planning and implementation of tourism as well as tourism product in Thailand was proposed to exhibit demand factors (Fig: 1.1). To create added value for the customers or tourists, tourism products are associated with ideas, with knowledge, innovation and the creativity of frontline staff that have direct contact with tourists. Marketing, transportation and communication play a linking role with five groups of supply factors. A model for strategic implementation of tourism in Thailand was also proposed by putting the focal point of tourism education and training institutions as a catalyst and coordinating roles of all people and stakeholders in the region or destinations. (Chaisawat, M., 2006: 1)

Figure 1.1: Model for Tourism Policy and Planning of Thailand

![Diagram of Tourism Policy and Planning of Thailand](https://www.thailandtourism.com)

Source: www.thailandtourism.com
Above model given by TAT clearly shows that all the aspects like marketing, international tourists, domestic tourists, transportation and communication are related to other aspects like accommodation attraction and activities infrastructure etc. of the country for the development of tourism and influence each other. Following paragraphs accelerate some of the policies established by the Ministry of tourism in political, social and cultural, economic and technological fields; these are known to be the main sources towards tourism development. They basically try to explain through these statements that how country should promote tourism and tourists.

**Political/Legal Factors**

The political and legal factors can be explained briefly by national plan. The main principles of the tourism policy were established by the Ministry of Tourism and Sports:

- Develop as well as promote sustainable tourism with the least environmental, natural, social and cultural impact, so as to preserve the existing national resources for the benefit of later generations.

- Enhance the quantitative expansion of the tourism industry through the development as well as management of potential tourism resources in a manner that generates benefits.

- Standardize tourism products in order to attract quality tourists.

- Use Thai uniqueness as the country’s selling point while establishing a brand image for each region and push them to be developed accordingly.

- Present the products from different points of view in order to meet tourists’ demands due to fact that 51 percent of tourist visitors to Thailand are repeaters.

- Promote international sports events as a major tourist activity.

- Develop an integrated management of information, public relations and customer relations through the use of information technology. The topmost target set by the government is that Thailand will become the tourism capital of Asia within three years starting from 2004 to 2006. (Chaisawat, M., 2006: 3-4)

From the review of Thai Tourism Planning and Policy under the Ministry of Tourism and Sports, it is quite clear that the plan and policy is addressed specifically in terms of product development in the direction of sustainable tourism development as well as
trying to assume Thailand to be the central network of tourism development among the neighboring countries. But some policies and strategies are not clearly defined consistently enough for the proper implementation by the stakeholders involved. Some conflicting concepts of the plan are:

- It stresses both sustainable tourism and quantitative expansion to enhance target marketing side by side with mass marketing. These are conflicting policies. One type of developing forms of tourism should be “market-led” or “product-led” forms. The meaning of market-led forms of tourism development is to attract a broad market regardless of the impact of the development, but product-led is to develop forms of tourism that are most compatible with the environment and society, and targeting only those markets that are consistent with the product even though this may result in fewer economic benefits (WTO, 1995). Government policy is to try to balance these two approaches, but the divergence of these two policies needs to clarify clearly to which areas or provinces they must be applied.

- The Ministry policy poses a contrary meaning between standardized tourism products and to attract quality tourists. The marketing concept holds that consumer needs vary and that marketing programs will be more effective when they are tailored to each target group. But standardized tourism products mean to offer the same products to all market segments. Quality tourists always look for quality tourism. Therefore, much emphasis is now given to development of quality tourism as indicated in the eighth tourism plan as a continuing improvement of quality tourism. This concept implies protecting the environment, maintaining cultural identity and integrity and achieving a high level of tourist satisfaction, while still generating substantial economic benefits (WTO, 1995).

- The Ministry policy addresses to present the products from different points of view in order to meet the tourists' demands due to fact that 51 percent of tourist visitors to Thailand are repeaters (TAT Statistical Report, 2002, saying Revisit was 49.16 percent). This policy has more implications than only to offer varieties of products to meet the requirements of repeater tourists because it relates directly to a concept of tourist satisfaction. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived
performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

The concept of customer satisfaction implies that a highly satisfied tourist stays loyal longer, visits more in the future, and talks favorably about the destination. To talk favorably of the destination is a word-of-mouth source that is the best promotion method in tourism. To keep tourists satisfied with the destinations means that we have to continually improve our tourism products up to higher expectations of our repeating visitors. (TAT, 2002)

- Division of Role and Responsibility, the newly established Ministry of Tourism and Sports deals with the development of tourism products which used to be under the responsibility of the Tourism Authority of Thailand, now taking charge entirely of tourism marketing. This policy might have some problems as an integrated system of tourism product development. (Chaisawat, M., 2006:3-5)

**Social and Cultural Factors**

From the review of the tourism models we found that social and cultural factors have the strongest effect on demand factors. Demand for tourism system can be explained by psychological factors and consumer behavior. The following examples highlight some indicators of consumer behavior:

- Tastes are set to change; many developed world tourists, now that they can use the Internet to create much more individual vacations. Demographics will play a part in putting more travelers on the road. The graying population will be healthier and more active than their predecessors, spending less and less of their retirement at home.

- At the same time, a new hyper busy class of parents may be looking for a new form of “soft holiday”, combining work with leisure.

- Internet travel: many holidaymakers are already accustomed to arranging their trips on-line. Now they are using the Web to connect with residents at their final
destinations who provide everything from restaurant recommendations to a bed for the night.

- The World Tourism Organisation recently announced that cultural education makes up the fastest-growing segment of the tourism trade. (Chaisawat, M., 2006: 8-9)

**Economic Factors**

This refers to the purchasing power of the tourists for the destinations. Classical economic theory states that the quantity of goods or services demanded is a function of its price, the income of the consumer, the price of related goods, and personal preferences of consumer tastes. This statement suggests that income and price-related factors are likely to play a central role in determining the demand for international tourism (Crouch, 1994). The general economic environments of the original country of tourists such as GDP trends, interest rates, money supply, inflation rates, unemployment levels, wage/price controls, devaluation/revaluation, energy availability and cost, disposable and discretionary income will determine the potential market tourism industry of the country. (Chaisawat, M., 2006: 9)

**Technological Factors**

Technological forces have had the greatest impact on the growth of the tourism industry worldwide, specifically transportation and communications:

- Aircraft makers like Boeing and Airbus are building new planes designed to increase comfort and service in all classes. For example, on its next generation 7E7 Dream liner planes, which begin shipping in 2008, Boeing is swapping aluminum for lighter composite materials, which allow it to build a wider cabin. On its new 555-seat A380, which begins shipping in 2006, airlines would have the option to offer onboard conference and business centers, as well as bigger seats and separate armrests in every chair. Airbus is calling the plane, the world’s largest jet, the “Eighth Wonder of the World”.

- Mobile phones have now gone beyond just verbal communication. They can take pictures like digital cameras and gather information with IP connections. The transition to third-generation capabilities such as the GPS function, and the high-
speed data transfer ability, will have an immeasurable impact on the tourism
industry with its massive information and functionality. With the addition of
functions such as replacing the wallet, the ID card, house keys, and coin lockers,
it will become a tool that will make our lives more convenient. In Japan in the
near future, there may be people who go on sightseeing trips with only their
mobile phones.

• 727 million people worldwide have access to the Internet and are increasingly
  using this medium for booking travel.

• Low-cost flights are generating new potential for individual destination in the
  price sensitive end of the market. In Europe, the rise of low-cost carriers like
  Ryanair and JetBlue has put even more pressure on the beleaguered industry.
  Experts say that since 2001, major airlines' revenues have fallen around 10
  percent. (Chaisawat, Manat, 2006: 9-10)

*Figure 1.1* demonstrates the model for Thai policy and planning of tourism products. It
shows demand factors in the middle, with marketing, transportation and communications
playing a linking role with five groups of supply factors. We put demand factors in the
middle of the model because the ultimate goal of tourism development is sustainability to
satisfy the needs and wants of local people, as well as local tourists and international
tourists. The importance of demand factors was recognized by many parties, as indicated
in their visions: to improve regional quality of life, peace and prosperity (ASEAN
Tourism Agreement); for the betterment of Asia and Asian peoples; contribution to
economic development, international standing, peace, prosperity, and universal respect
for human rights and fundamental freedoms (WTO). For the purposes of tourism product
development, we need to separate demand factors into two groups, international and
domestic tourists in one group and local people in other group. The reasons for the first
group are:

1. The old dichotomy between domestic and international travel has blurred in favor
   of a new concept called "total tourism". It lumps all travel into one global
category in which borders are increasingly irrelevant. Today's domestic tourist,
goes the logic, will become tomorrow's globetrotter, who will return with more
worldly tastes and create pressure to transform and modernize the travel industry back home.

2. For the needs and wants of local people, we have to look more closely at this group of demand. The Sustainable Tourism – Eliminating Poverty (ST-EP) is one approach to satisfy needs of local people. This approach is particularly potent in economic terms in respect of: job creation, investment attraction and foreign exchange earnings and in social terms in respect of: youth employment, community enrichment, gender equality and cultural preservation. The ST-EP logo represents both the linkage of Sustainable Tourism with Poverty Elimination and the concept of raising living standards through expansion of the sector (WTO, 2004).

The intermediary roles of marketing, transportation and communications between demand and supply factors play two roles, both as a physical link and an influence on destination choice.

- Marketing: TAT is now taking charge entirely of tourism marketing. In the model it recommends TAT to play only the role of national tourism marketing to do marketing intelligence, data disseminating and forecasting, as well as providing business opportunities between demand and supply sides. Its duties should include coordinating marketing activities with neighboring countries. To market specific product for specific target market should be the responsibility of each destination with the collaboration of TAT.

- Transportation and communications play two key roles, one to take tourists to and from the destinations in the country. The second role might have many indirect influences on the tourism system in terms of transportation and communications, especially in major new markets, namely, China, India, Eastern Europe, the Arab countries and Latin America. (Chaisawat, M., 2006: 11-12)

Sustainable Development

The idea of sustainable development did not become popular until the late 1980s. It was during this decade that scientific evidence began to mount, indicating that human actions were having a negative impact on the environment on a global scale leading to outcomes such as global warming. The idea of sustainable development became a widespread
Defining and achieving sustainable development has become one of the major policy debates of our generation. The concept of sustainability first came to public attention with the publication of the World Conservation Strategy (WCS) in March 1980. The WCS was a strategy for the conservation of the Earth’s living resources in the face of major international environmental problems such as deforestation, desertification, ecosystem degradation and destruction, extinction of species and loss of genetic diversity, loss of cropland, pollution and soil erosion. The notion of sustainable development espoused in the WCS emphasized the relationship between economic development and the conservation and sustenance of natural resources. According to the World Commission on Environment and Development (WCED) sustainable development is development that ‘meets the needs of the present without compromising the ability of future generations to meet their own needs’. Five basic principles of sustainability were identified by the WCED are:

1. the idea of holistic planning and strategy making;
2. the importance of preserving essential ecological processes;
3. the need to protect both human heritage and biodiversity;
4. to develop in such a way that productivity can be sustained over the long term for future generations; and
5. achieving a better balance of fairness and opportunity between nations. (Hall, C. Michael & Alan A. Lew, 1998: 1-3)

Pearce points out that at its simplest, sustainability means ‘making things last’—what is being made durable can be an ecosystem, an economy, a culture, an industry, an ethnic grouping and so on. (Pearce, D., 1988: 598-605)

The Brundtland Commission coined the most widely used definition of sustainable development, which contains two key concepts:

- The concept of “needs”, in particular the essential needs of the world’s poor, to which overriding priority should be given; and

concern when enough people concluded that the current path of human activity was unsustainable in the long term and changes in human society were needed. (Swain, G., 2006: 371-372)
The idea of limitations imposed by the state of technology and social organisation on the environment's ability to meet present and future needs. It stated that the Development must meet the needs of the present without compromising the ability of future generations to meet their own needs. (Brundtland Commission Report, 1987)

According to the report Sustainable Development is not a fixed state of harmony, but rather a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are made consistent with future as well as present needs. (Brundtland Commission Report, 1987) The Brundtland Report focused primarily on the needs and interests of humans and was concerned with securing a global equity for future generations by redistributing resources towards poorer nations to encourage their economic growth. The report also suggested that social equity, economic growth and environmental maintenance are simultaneously possible and that each nation is capable of achieving its full economic potential whilst at the same time enhancing its resources base. However, it recognized that achieving this equity and sustainable growth would require technological and social change. (Swain, 2006: 372)

From above all the definitions it can be said that sustainable development is meeting today's needs of development without compromising future generations' ability to develop. Sustainable development does not focus solely on environmental issues. More broadly, sustainable development policies encompass three general policy areas: economic, environmental and social.

**Tourism and Sustainable Development**

Close linkage are there between tourism and sustainable development. Tourism clearly has environmental impacts and it is suggested as one form of environmentally sustainable development. It can flourish any where in the country only when it follows the rules of sustainable development. Both the concepts influence each other and both of them plays a vital role in the development.

A theoretical framework provides a more complete understanding of the links between tourism and sustainable development; researchers need to build upon the diversity and complexity of the industry. (Tylor and Stanley, 1992: 66- 67) Tourism must
be viewed as a transaction process incorporating the exogenous forces of global markets and multinational corporations as well as the endogenous powers of local residents and entrepreneurs. (Chang, T. C., Milne, S., Fallon, D. and Pohlamann, C., 1996: 1-19) In tourism, there are a multitude of definitions for sustainability and sustainable development. (Butler, R. W., 1999: 7-25) The World Tourism Organisation (WTO, 2001) prefers the following definition of sustainable development:

*Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.*

Past attempts to theories tourism's role in the development process have tended to downplay the environmental dimension that is central to sustainable development. Whether one looks towards product life cycle-based approaches, the precepts of an explicitly political economy framework or the rapidly evolving constructs of the new political economy, one struggles to find detailed attention being paid to the impact of tourism on the condition of the natural environment and people's broader quality of life. (Hall & Lew, 1998: 37)

Prosser (1994) highlights four forces of social change that are driving the search for sustainability in tourism: dissatisfaction with existing products; growing environmental awareness and cultural sensitivity; realization by destination regions of the precious resources they possess and their vulnerability; and the changing attitudes of developers and tour operators. (Prosser, R., 1994: 19-37)

So, sustainability is a medium to indicate the problems created by tourism industry and it tries to reduce the tensions and friction created by the complex interactions between the tourism industry, tourists, the environment and the host communities so that the long-term capacity and quality of both natural and human resources can be maintained. Therefore, for sustainable tourism it is necessary to fulfill the needs of the people of the host country in terms of improved living standards, to meet
the demands of the tourists and to protect the natural environment. Tourism, sustainable tourism, sustainability and sustainable development are all interchangeable concept.

Understanding Sustainable Development in Thai Context

'Sustainable development' means different things to different people in different lands and cultures. In Thailand, it generally means that which brings 'happiness' (khawm suk), or in other words, a good, happy and fulfilling quality of life. For Thai people, it means that which brings social equity and justice, environmental rights and limits, economic and consumption sufficiency, ethical and respectful behavior, and good governance, for all. The traditional Thai way of life is very sustainable, a sufficient lifestyle. Thai people are concerned, as is common in Eastern cultures, with a holistic and spiritual approach that takes into account total ecosystems and the intricate relationship between humans and earth. Also, the local, indigenous community and local market economy are fundamental in Thai society. (Rio+10 Executive Reports, November, 2001)

Through modern globalization a number of both positive and negative impacts have transpired in Thailand. Economic growth has contributed to social advances and prosperity. Information and knowledge are more easily and rapidly transferred. International advocacy has helped promote positive transitions towards more civil society participation and partnerships, decentralization and local empowerment, and improved learning processes. At the same time, the negative impacts of globalization including rapid industrialization and urbanisation cannot be overlooked. Rampant natural resources degradation and unsustainable consumption and production patterns have now been firmly established in the country. Thailand is a land with strong cultural identity linked to religious values and a revered monarchy. These ethical values, which advocate for balance, or the 'Middle Path', are fundamental to a just, sustainable and peaceful global society. Moreover, this rich culture of peace and forgiveness that developed over many centuries, functions well in collegial teamwork with compassion and under complex hierarchical social moderating mechanisms. (Rio+10 Executive Reports, November, 2001)

Agenda 21 was principally defined by the Western world, where sustainable development operates within limited views. There is no guiding ethical framework to Agenda 21, and it also relies heavily on contractual market-based economic instruments,
and on strict enforcement of environmental law and regulation from global to local levels. There is no room for collegial partnerships, teamwork, compassion, spirituality, sharing and giving, humanistic values, guiding principles or forgiveness in Agenda 21. A new Global Deal is in order, because each country should have the sovereign right to plan and pursue a culturally-appropriate concept of sustainable development in their own country, carried out in the spirit of cooperation and partnerships, keeping the basic elements of Agenda 21 in mind. Also, a new Global Balance is needed between the North and the South, with more equity and more rights, effective limits, enhanced justice, more sincere participation and better governance. A 'spiritual maturity' for sustainable development - all applied in an ethical guiding framework - as defined in the international Earth Charter. Therefore, a new Global Deal and a Global Balance is suggested for the World Summit on Sustainable Development (WSSD) agenda in Johannesburg, South Africa, August 2002. (Rio+10 Executive Reports, November, 2001)

Over the last two decades, awareness of environmental conservation needs has attracted widespread interest and support, especially in developing countries. (McCool and Moisey, 2001: 1-15) document the genesis of the new sustainable development paradigm from its inception (Meadows, et al, 1972) to its adoption in the World Commission on Environment and Development (1987). According to the United Nations Conferences on Environment and Development (known as the "Rio Earth Summit"), the goal is to establish a new and equitable global partnerships through co-operation among states, key sectors of societies and people. The Rio Declaration also proclaims that human beings are the focus of concern for sustainable development. It recommended that international agreements be developed which respect the interests of participants and protect the global environmental and developmental system. The World Tourism Organisation, the World Travel and Tourism Council, and the Pacific Asia Travel Association are among the many international and regional organisations to develop policies, codes, and guidelines regarding conservation and protection of natural resources (WTO 1997: 36). Lindberg, McCool and Stankey (1997) defined ecotourism as tourism and recreation that is both nature-based and sustainable. (Lindberg, K., McCool, S. and Stankey, G., 1997: 461-464). McCool and Moisey (2001) point out that the environment and cultures are inextricably linked in tourism development. (McCool, S. and Moisey, R.,
2001: 1-15) Ross and Wall (1999) note the potential of ecotourism to contribute to both conservation and development. (Ross, S. and Wall, G., 1999: 123-132) Sustainability has become an attractive concept that has received widespread interest and support from the tourism industry which has adopted this concept and advocated the phenomenon of "sustainable tourism" (Timothy, J. Tyrrell, 1998: 29-34). Sustainable tourism may be achieved through the development of forms of tourism appropriate to particular destinations, incorporating activities that help to perpetuate an area's natural and built heritage, cultural history and special places through tourism planning and selective development (Tosun, C. and Jenkins, C. L., 1998: 110-114). Since the Earth Summit Declaration, many countries, including Thailand, have made efforts to protect the environment. Hvenegaard and Dearden (1998) have analysed conservation and ecotourism policy issues for a Thai National park. Associated with the increased recognition of the importance of environmental issues, there are a growing number of enthusiasts for novel forms of travel. Alternative tourism, responsible tourism, green tourism, bio tourism and ecotourism are terms describing various strategies to promote both conventional and sustainable tourism destinations. The term NEAT (Nature-based, Ecotourism and Adventure Travel) tourism is introduced to encompass these related concepts, embracing Nature-based, Ecotourism and Adventure Travel (soft adventure) forms of tourist activity. NEAT also takes into consideration the need to promote public awareness of natural and cultural conservation policies, tourist satisfaction and the participation of local communities (Hvenegaard, G. and Dearden, P., 1998: 700-720).

Strategies for Sustainable Tourism Development

To achieve the aforementioned objectives the strategies have to develop for sustainable tourism. Chaisawat (2003) proposes a scenario of tourism planning and policies in Asian countries acknowledging the fact that globalization has changed the rules of the game from comparative advantages in natural resources to tourism products. Tourism policy and planning requires strategic thinking by differentiated tourism products and the improvement of quality tourism products and the efficiency of the tourism operation in order to compete with other regions. In terms of the diversity in cultures, economy and natural resources of the nations in the Asian region, we must take advantage of these
diversities to create complementary advantages across the region. This leads to the positioning of its tourism destinations according to the diversity of each nation. In terms of competition among nations in the region, each nation has to compete in the light of competitive differentiation, service quality and productivity. (Chaisawat, 2006: 12)

In order to form the strategies for Thailand, there are two major issues to be considered. The first is the involvement of local people. According to the Constitution of the Kingdom of Thailand (BE 2540, 1997), the right of a people to give the State and communities participation in the preservation and exploitation of natural resources and biological diversity and in the protection, promotion and preservation of the quality of the environment for usual and consistent survival in the environment which is not hazardous to his or her health and sanitary condition, welfare or quality of life, shall be protected, as provided by law. Planning is for the benefit of the people, and they should be involved in the planning and development of tourism in their areas (Appendix: II). The second issue is human resources development, because the success of any tourism development strategy will be determined to a large extent by human resources, which can deliver efficient, high-quality services. As a consequence of Thai rapid growth in tourism, the need to develop the required human resources in various segments of the industry has become imperative. (Chaisawat, 2006: 12)

In this world, top-down planning is replaced by simulation and experimentation. In a loosely coupled world of distributed intelligence, infrastructure is almost more important than a marketing plan. Success depends upon ensuring that those front-line individuals in daily contact with the guests are able to share what they are learning about them with the rest of the “body corporate” as the learning occurs. The success depends on enabling each of those front-line sensors to adapt and respond in real time. Modern commerce and economics are based on an assumption that is now proving false – that the value is created from things and that things are scarce and that we must compete for a share of those limit resources to survive. But we live now at a time when value is associated with ideas, with knowledge, innovation and creativity of which there is no shortage. The scarcity principle that underlines all economics is replaced with an abundance principle that requires us to share, and to collaborate rather than withhold and compete. (Chaisawat, 2006: 12-13)
It is clear that to compete and survive in the current global environment, we must understand the rules and scope of competition, and the competitors involved. To improve the competitiveness of the Thai tourism industry, we have to identify specific target markets we want to serve and to create more value added products and services to satisfy our customers. Market segmentation, target market and product positioning, quality and efficiency, and human resources development are the key strategies for competition within the Asian region. The proposed strategies are prioritized as follows.

Figure 1.2: The Strategic Implementation of Planning and Policy for Thai Tourism Product Model

Source: www.thailandtourism.com

Strategy 1
Position Thailand to be a center for hospitality and tourism studies and training, locating at major tourism destinations. Human resources development is especially important in tourism because service activity depends in large part for its success on the quality of personnel working in tourism. Persons working in the many aspects of tourism must be
properly trained. The general public and people living in tourism areas must be educated about tourism. Even the tourists themselves must be informed about their destination – its geography, history, cultural patterns and society – and encouraged to respect it. In terms of strategic implementation of tourism product development, tourism education and training institutions should play the catalyst and coordinating roles with all stakeholders in each region or destinations. (Chaisawat, 2006: 13)

**Strategy 2**
By adopting product-led type of tourism development, we set our target markets at higher quality or special interest markets by positioning Thailand as a quality destination. The promotion efforts will aim directly at those target markets and make use of the word-of-mouth of repeat visitors for the campaign. In terms of competitive strategy we have to compete in the light of competitive differentiation, service quality, and productivity to delight the tourists, as discussed earlier. (Chaisawat, 2006: 13)

**Strategy 3**
Setting up preventive measures and assistance facilities for the safety, security and sanitation of tourists is highly important, as tourists may base the decision to travel to a destination on these factors. The measures should cover the accessibility of tourists to countries’ diplomatic and consular representatives as well as repatriation of tourists. (Chaisawat, 2006: 13-14)

**Strategy 4**
Setting up Standard Procedure of Operation (SOP) for service providers in the hospitality businesses such as tourist guides, hotel personnel, transportation, immigration officers, local administrators, administrators, souvenir vendors and so on. Development standards and design guidelines for tourist facilities should be applied to ensure that tourism development is environmentally appropriate, and meets tourists’ and residents’ expectations. (Chaisawat, 2006: 14)
Strategy 5

Empower the local administration organisation in managing tourism products, such as environmental protection, reducing adverse social impacts, and conservation of the cultural heritage of people in their areas. (Chaisawat, 2006: 14)

Strategy 6

Set up a collaboration organisation for tourism development, according to national policy, to decentralize more of economic policy to the regional level and a cluster of provinces. It is important to set up an autonomous coordinating organisation to handle all activities relating to strategic management of tourism in the provinces. Marketing and tourist information units should be established in this organisation too. (Chaisawat, 2006: 14-15)

Policies basically provide broad guidelines for the implementation of the strategies proposed for the development of tourism and its products in the country. To implement these policies some guidelines should be given by the government for the tourists as well as to the country as a whole and only then, fruitful results will come out from the policies which have been proposed for the country. Guidelines related to tourism are very essential because through this only cultural heritage, flora and fauna and environment of the country can be saved. The guidelines should be like, for example:

- Government should set up an international program in hospitality and tourism education in all the major destinations of the country. Funding related to this should be financed properly.
- Products related to tourism should have higher potential for linkages with other national economic sectors, so that more economic benefits will provide to reduce the poverty of the local people of the country.
- Government should even take care of their tourists in terms of security, safety, sanitation etc. while providing them information on tourism safety, health and emergency medical assistance.
- There should be a participation of all local residents and local government in the process of tourism planning, implementation and monitoring of tourism activities in their areas.
• The tourist should be provided pre-hand information about the destinations they are willing to visit. Information about the general geographical, historical and cultural background of the area, services that are available, transportation schedules, location of shopping, medical facilities and other important things related to the destinations should be provided to the tourists.

• Government should also take care about fact that any places or destination should not in any way promote sex tourism.

It has been noted from the above strategies that necessary step is to train and educate the local people and this will help them in getting jobs and other livelihood benefits which can make pro-poor tourism significant to local poverty reduction. Government has also joined hand with the global agenda of the Millennium Development Goals (MDGs) to promote human development and reduce global inequalities. The linkages between tourism and the eight ambitious goals of MDG clearly illustrate the potential to have greater socio-economic and environmental impacts on the local inhabitants and on the country as a whole.

Tourism and Millennium Development Goals
The Millennium Development Goals (MDGs) represent a global partnership aimed at responding to the world's main development challenges, including poverty reduction, opportunities for education, better maternal health, gender equality, and reducing child mortality, AIDS and other diseases. The MDGs are an agreed set of goals to be achieved by 2015 based on all actors working together at global, regional and national levels. Strategies based on working with a wide range of partners can help create coalitions for change that support the MDGs at all levels; benchmark progress; and help countries build the institutional capacity, policies and programmes needed to achieve the MDGs (UNDP, Millennium Development Goals. www.undp.org). It is generally assumed that tourism can generate benefits for people and other communities of the country in the context of sustainable tourism development.

However, greater attention has been given to the argument that tourism could be more effectively harnessed to address poverty reduction in ways that are more direct. For example, according to UNWTO, tourism can contribute to development and poverty reduction in a number of ways. Although the focus is usually on economic benefits, there
can also be social, environmental and cultural benefits too. Poverty can be reduced when tourism provides employment and diversified livelihood opportunities, which provides additional income. This can contribute to reducing the vulnerability by increasing the range of economic opportunities available to individuals and households living in conditions of poverty. Tourism can also contribute through direct taxation and by generating taxable economic growth since taxes can then be used to alleviate poverty through education, health and infrastructure development (WTO, *Tourism and Poverty Alleviation*, 2002: 31). These points refer to the general contribution of tourism at the macro level. It is also necessary to raise the issues under the Millennium Development Goals, which require some of the linkages between tourism and poverty. These linkages are shown in the further chapters.

There are eight ambitious goals of the Millennium Development Goals, they are as follow:

- **Goal 1.** Eradicate extreme poverty and hunger
- **Goal 2.** Achieve universal primary education
- **Goal 3.** Promote Gender equality and empower women
- **Goal 4.** Reduce child mortality
- **Goal 5.** Improve maternal health
- **Goal 6.** Combat HIV/AIDS, malaria and other diseases
- **Goal 7.** Ensure environmental sustainability
- **Goal 8.** Develop a global partnership for development

The tourism sector can make the potential contributions to the achievement of each of the MDGs. For an example: in the tourism industry and the tourism economy would contribute to reducing the proportion of people living in poverty (target for Goal 1.). Similarly, to enhance tourism sector in future education of people from primary level is necessary (target for Goal 2). The provision of infrastructure facilities and services for tourists (roads, communications, health and sanitation services) can be designed to benefit local communities at the same time. Such facilities can contribute to the achievement of Goals 4, 5, 6 and 7. In the area of gender equality and the empowerment of women (Goal 3), tourism is recognized as a sector that employs a high proportion of
women. However, careful attention needs to be given to gender patterns in tourism careers and employment should be carefully studied and analyzed with particular attention to gender segregation by job category or wage gaps according to gender. (ESCAP, UN, 2007, p: 76-77)

Further Table 1.3 develops the figure and lists of tourism in achieving the MDGs.

Table 1.3: Contribution of Tourism in Achieving the Millennium Development Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Contribution of Tourism</th>
</tr>
</thead>
</table>
| 1. Eradicate extreme poverty and hunger   | • Tourism stimulates economic growth both at the national and local levels and promotes the growth of the agricultural, industrial and service sectors;  
                                           | • Tourism provides a wide range of employment opportunities easily accessible by the poor. Tourism businesses and tourists purchase goods and services directly from the poor or enterprises employing the poor. This creates opportunities for micro, small and medium-sized enterprises in which the poor can participate.  
                                           | • The development of tourism infrastructure can benefit the livelihood of the poor through improvement in tourism-linked service sectors, including transport and communications, water supply, energy and health services. |
| 2. Achieve universal primary education    | • Tourism can help local resources mobilization, part of which can be spent on improvement of education facilities. |
| 3. Promote gender equality and empower women | • The tourism industry employs a high proportion of women and creates micro enterprise opportunities for them. It promotes women's mobility and provides opportunities for social networking. |
| 4. Reduce child mortality                 | • The construction of roads and tracks to remote areas for tourists also improves access to health services;  
                                           | • Revenues accruing to national and local governments through taxes on the tourism industry can be used to improve health services and nutrition for young children and their mothers;  
                                           | • Tourism raises awareness about HIV/AIDS                                                  |
| 5. Improve maternal health                |                                                                                         |
| 6. Combat HIV/AIDS, malaria and other diseases |                                                                                         |
| 7. Ensure environmental sustainability | issues and supports HIV/AIDS prevention campaigns;  
| | • Tourism aggravates the spread of HIV/AIDS (negative effect) |
| 8. Develop a global partnership for development | • Tourism can generate financial resources for conservation of the natural environment  
| | • Tourism raises awareness about environmental conservation and promotes waste management, recycling and biodiversity conservation;  
| | • Uncontrolled tourism may generate negative externalities as a result of pollution, congestion and depletion of natural resources (negative effect). |

|  
| Source: United Nations ESCAP, Transport and Tourism Division, Transport Policy and Tourism Section |

From the above MDG agenda and contribution of tourism in achieving the goals of MDG indicates that tourism has increased its significance all over the world because it is now the leading industry in the service sector at the global level which provide jobs to unemployed, equality among gender, empowers women, encourage for education, provide good infrastructure to people and the country and beyond all this, it is a significant generator of foreign exchange earning. That is why tourism today, has become one of the largest and fastest growing industries in the global economy.
Thailand Policies Regarding Regional Tourism

Bilateral cross border tourism development

At present, the most important transborder tourist area for Thailand is the southern border with Malaysia. This is well served by land and air connections, with well-developed resorts in both countries and regular travel by nationals of both Thailand and Malaysia. In addition, many foreign visitors cross the border in both directions. Thailand, as a Buddhist kingdom, pursues a peaceful policy and has been developing bilateral relationships with each of its neighbours, two examples are outlined here.

- Thailand and Vietnam are participating in various agreements, with travel and tourism being a pilot project for trade in services. Liberalization of trade policies, the easing of travels restrictions, the opening free trade on CRS (computer reservation system) and international co-operation in economic development has had significant impacts on international tourism (TAT, 1997: 8).

- Thailand and Cambodia have also renewed their bilateral Agreement for Implementation of Tourism Co-operation for the year 2001-2002 to facilitate visitor arrivals to and within the two countries (TAT, 2000). This will see the two countries undertaking a series of cooperative tourism marketing ventures designed to position them both under the new slogan of "Two Kingdoms, One Destination". The joint marketing campaign will be supplemented by joint surveys of tourism routes to develop package tours that will combine the attractions of the two countries. Additionally, the agreement commits TAT to help Cambodian tourism authorities with the development of the Tourism Master Plan for the Preah Vincar, Ratanakiri and Mondolkiri Provinces of Cambodia. (TAT, 2000, e).

The Mekong Tourist Areas (GMS)

Contemporary political boundaries may have the effect of fragmenting areas which tourists regard as cohesive. One such case is the region bordering the Mekong River, comprising parts of Burma, Lao PDR, Cambodia, Vietnam, China and Thailand. The Greater Mekong Subregion has a complex history which has left a legacy of temples, palaces and it is now being both developed and promoted as a mysterious tourist destination region (TAT, 2001). Thailand and other nations bordering the Mekong have
extensive tourist potential with shared history, heritage, cultural diversity and natural landscape resources. The groups of countries in the Mekong Sub-region have collaborated to develop the potential of the Mekong Basin to become one of the dominant world tourist destinations through the "30 Subregional Tourism Jewels" project. Examples of these jewels are Prasat Hin Khao Phanom Rung, The Old Royal City or Ban Chiang in Thailand; Vientaine, Luang Prabang, Plain of Jars or Champasak in Laos; Angkor Wat, Tonk Sap Lake in Cambodia; and Da Nang, Ninh Binh or Hanoi in Vietnam. Some of these are World Heritage sites recognised and protected under UNESCO guidelines. When the primary purpose of visitation is motivated partly by an interest in the culture or ecology of a region, in contrast to a single centre holiday typified by beach resort tourism, politically defined boundaries may exclude significant areas which tourists would otherwise wish to visit. Some of the early GMS tourism initiatives are aimed at enhancing tourist movement between these countries both through the development of infrastructure and the easing of administrative restrictions on travel. For example, a multilateral tourism co-operation initiative, the Mekong Tourism Agreement, has recently been signed by tourism ministers of Cambodia, Laos PDR, Myanmar and Thailand. The agreement is designed to boost visitor flows to and within the region. Under this agreement, the four national tourism organisations will work with relevant authorities in their respective countries to facilitate travel and tourism. They would consider the opening of more border checkpoints, authorizing visas on arrival, provide enhanced facilities for tourists and improve the convenience of traveling by overland routes (TAT, 2000). Joint marketing campaigns and a strategic alliance among countries in the Mekong Sub-region would offer tourists a wide range of interesting experiences and knowledge through diversified tourism products and a new destination marketing identity. This is potentially lucrative for the operators and communities involved in the development of these products (TAT, 1996: 44-51). Matzig (1996) noted a range of new and interesting package tours which combine multi-nation itineraries in the region including Laos / Vietnam, Golden Triangle three countries tour (Thailand / Myanmar / Laos), Mekong Four Countries tour (Thailand / Laos / Cambodia / Vietnam) and Laos/ Yunnan (China) / Thailand. Table 1.4 shows that although tourism to most Mekong sub region, country is still quite small scale, it is developing rapidly, with a 6.7% annual
growth in 2001 to a regional total of 14,669,428 arrivals. Sensitive development of tourist activities can potentially address a wide range of concerns in the Mekong region such as economic needs, the sustainability of society and the long-term conservation of the environment and culture. (Appendix: III)

Table 1.4: Tourist Arrivals to the GMS Region

<table>
<thead>
<tr>
<th>Country</th>
<th>2000 (% share)</th>
<th>2001 (% share)</th>
<th>% change</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>351,661 (2.56%)</td>
<td>408,377 (2.79%)</td>
<td>+16.3%</td>
<td>By air only</td>
</tr>
<tr>
<td>Laos</td>
<td>534,396 (3.89%)</td>
<td>543,189 (3.64%)</td>
<td>-0.03%</td>
<td>By air only</td>
</tr>
<tr>
<td>Myanmar</td>
<td>207,665 (1.51%)</td>
<td>204,862</td>
<td>-1.35%</td>
<td>By air only</td>
</tr>
<tr>
<td>Thailand</td>
<td>9,508,623 (15.57%)</td>
<td>10,061,950 (15.58%)</td>
<td>+5.82%</td>
<td>Exclude Overseas Thai</td>
</tr>
<tr>
<td>Vietnam</td>
<td>2,140,100 (15.57%)</td>
<td>2,330,050 (15.58%)</td>
<td>+8.87%</td>
<td>By air only</td>
</tr>
<tr>
<td>Yunnan</td>
<td>1,000,000 (7.28%)</td>
<td>1,130,000 (7.70%)</td>
<td>+13%</td>
<td>By air only</td>
</tr>
<tr>
<td>Total</td>
<td>13,742,445 (100%)</td>
<td>14,669,428 (100%)</td>
<td>+6.75%</td>
<td></td>
</tr>
</tbody>
</table>

Source: TAT, 2002

Thai Tourism and GMS

Benefits and issues

The success of Thailand in tourism promotion has encouraged its neighbors in the Mekong region and Indo-China to promote their tourist resources with the world (with varying degrees of success as indicated previously in Tables 1). This has increased the degree of tourism competition in the Asia Pacific Region (Belinda, F., 1997: 14- 24). However, the Thai authorities, whilst conscious of the potential loss of some tourists to its new regional competitors, prefers to focus on the benefits arising from the evolution of a new world-class tourist region. It is positioning itself as the natural international gateway to the region and as a hub for short visits to neighbouring attractions. In addition, some of the transborder projects will be of direct benefit to the remoter and poorer parts of Thailand, which relatively few tourists visit as yet. The development of a strong culture and ecology sector which is integral to the GMS initiatives and to Thai
tourism policy is also seen as an effective way of countering one of Thailand's potential weaknesses. Growth of the traditional resort based tourism sector appears to be slowing, and it is facing increasing competition. Strategically, the Thai authorities regard the development of regional tourism as an opportunity to revitalize Thailand's inbound tourism through participating in GMS initiatives and by capitalizing on Bangkok airport's existing status as the best gateway to the subregion's various attractions (United Nations, 1997).

The types of GMS tourism products likely to be available initially are a good match to the Thai government's own priorities. Its policy is to extend the benefits of tourism into rural areas in a sensitive and sustainable way. Projects focus mainly on niche market products such as village based tourism, nature tourism, eco-tourism, community based tourism and home stay, soft adventure, health, spa, agro-tourism, cultural tourism and Buddhist tourism. The objective is to encourage future developments, which offer alternatives to established resorts and have the potential to become year-round destinations for the world tourism market. Both the Thai government and the flag carrier, Thai Airways International, regard Thailand as the natural gateway to the region. The airline has a more extensive intercontinental and intra regional network than any of its neighbours, and is used by many, overseas operators (and individual travelers) to access both Thailand and South East Asia from Europe and Australia. Thai Airways International has signed a series of marketing alliances with other international carriers, and is a member of the Star Alliance. A further strength is Don Muang Airport at Bangkok, which is served by many international carriers, and is undergoing extension until a new airport is constructed; this is currently expected to be operational by the year 2010. The majority (85 – 90 percent) of intra-GMS tourism travel is still conducted by air with Bangkok acting as a primary gateway to the GMS countries. Consequently, Thailand benefits as the country most frequently combined with neighbouring countries in in-bound tour itineraries. Furthermore, interest in land travel in the GMS region is increasing, with several commercial itineraries being developed for backpackers and other travellers. Most of Thailand already has a good road network, and more roads linking the member states of the Mekong region are regarded as a high priority. The Thai

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border crossing to Vientiane at Nong Khai is the busiest in the region for International tourists (United Nation, 1997).

Tourism Impacts
This thesis basically aims to explore actual impacts of tourism development in the country. Secondary data has been obtained to identify both positive and negative impacts of tourism on economic, socio-cultural and environment of the destination and on the people residing in the host country. Tourism is observed as a tool for economic development, natural resource conservation and an opportunity for local people and poor women. Tourism keeps changing year by year because demand change and of course these changes sometimes bring negative impacts on various aspects. But these negative impacts are minor due to the policies maintained by the government and the inhabitants.

For decades tourism industry growth has been a major contributor to increased economic activity throughout the world. It has created jobs in both large and small communities and is a major industry in many places. It is the dominant economic activity in some communities. Yet, the impacts of tourism to a community are not widely understood – even where tourism is growing dramatically and should be of the greatest interest or concern. Most people think of tourism in terms of economic impacts, jobs, and taxes. However, the range of impacts from tourism is broad and often influences areas beyond those commonly associated with tourism. Leaders as well as residents who understand the potential impacts of tourism can integrate this industry into their community in the most positive way.

The impacts of tourism can be arranged into three general categories:
- Economic
- Social and cultural
- Environmental

Each category includes positive and negative impacts. Not all impacts are applicable to every community because conditions or resources differ. Community and tourism leaders must balance an array of impacts that may either improve or negatively affect communities and their residents. Leaders must be sensitive and visionary, and must avoid the temptation of glossing over certain difficulties tourism development creates. Tourism leaders must also balance the opportunities and concerns of all community sectors by
working against conditions where positive impacts benefit one part of the community (geographic or social) and negative impacts hurt another. Conversely, community sensitivity to tourism means avoiding undue burdens on the industry that could thwart its success. Local leaders should not expect tourism to solve all community problems. Tourism is just one element of a community. While creative strategic development of tourism amenities and services can enhance the community or correct local deficiencies, tourism, like all business development, must assure that its products (attractions and services) attract customers. Overbearing rules and restrictions, and overburdening taxes can make tourism businesses less attractive or competitive. (Kreag, 2001: 3)

Different groups are often concerned about different tourism impacts. To generalize, where one group embraces the economic impacts of tourism, other group experiences social and cultural impacts, while another is affected by tourism’s environmental impacts. In theory, the interests of each group could be completely separate, as in Figure 1.3. For example, Group A could include the business community and people who are in need of the jobs offered by tourism. Group B might include residents who feel displaced by an influx of visitors. Group C could be local outdoor enthusiasts concerned about changes in natural resources. In such a case, each group would have completely different outlooks on tourism. Ideally, all groups could be positively affected and would support the community’s tourism efforts. However, when group interests are divergent, differing perspectives can make consensus on tourism development difficult. In most cases, groups with interests in one area of tourism will also have interests or concerns about other tourism impacts as diagramed in Figure 1.3. In these situations, there are common areas of interest and a greater likelihood that each group will show more appreciation for the concerns of the other groups. (Kreag, 2001: 3-4)
The above shown diagram reveals three different areas where tourism has its impact and all these areas are interconnected with each other and influence them. For an example: tourism provides a job which is an economic impact. Due to the job standard of living of a people improves which is a social impact. And all these are possible when tourism is friendly with environment. So, overlapping of all these aspects is obvious because they are interconnected to each other in some or other way. A goal of developing the tourism industry in any country is maximizing positive impacts while minimizing negative impacts. That is why for the better development of tourism industry in Thailand is based on complete planning of the area. The historical overview of the area will help in developing tourism impacts.

Impact studies could be considered a sub-group of more general ‘historical studies—studies which deal with the historical process of evolution of a tourist spot over time. The more specific aims of impact studies are to quantify employment or income.
generation by tourist flow that has occurred in a tourist region in the immediate past. The other objectives of impact studies could be to quantify the contributions of tourism to public revenue stream and in the case of international tourism, to the earnings of foreign exchange. Often, the impact studies also deal with social, cultural and environmental impact of tourism. Impact studies also deal with nature and importance of seasonality in the tourist traffic. (Chattopadyaya, 2004: 3)

Policy oriented studies aim at ensuring certain policy issues like what should be the priorities in nurturing the growth and development of tourist industry in its incipient stage or what should be the best allocation of government investment in tourism sector. More specifically, it addresses issues like what particular tourist spot should be developed, how to optimize economic investment in the development of tourist oriented facilities in a particular spot to maximize net economic benefits and so on. (Chattopadyaya, 2004: 3)

The great bulk of the impact studies focus on the host community or society; the effect on the tourists’ country of origin is neglected. Anthropological and sociological analyses of the impacts of tourism have increased rapidly in the past decade (Maithieson and Wall, 1982: 159). Many scholars have assumed

1. that tourism may bring about speedy and vivid changes in the land- use patterns, value systems and many portions of economy of the country;
2. that tourism is a genuine and essential area of cultural change research and
3. that tourism study may carry on anywhere for the testing of acculturation theory.

The impact of tourism on customs and the arts has been extensively drawn into the economic domain or commoditized (Greenwood, 1989) as resources to encourage tourism. To understand tourism, Jafari’s model is also equally important. He sees tourism through four major platforms known as advocacy platform (which always subscribes to tourism development and promotion), cautionary platform (which warns against the consequences of tourism), adaptancy platform (which prescribes alternative form of tourism and knowledge – based platform (which is always in search of a deeper understanding of tourism) (Nash, 1996; p: 45)

Anthropologists have observed that people from their everyday routine life need some sort of breaks. Earlier in the past when people had to take break from their routine
life then they used to engage themselves in some form of play, ritual, ceremony, worship
meditations pilgrimage, festivals and many more things. But now a day things have taken
drastic changes. These days’ people want to go out to other countries to explore things. In
other words we can say that people are getting attracted to different cultures, life- styles
dressing etc. of other countries. The ‘pull factor’ is motivating people to travel from one
place to another. During the last few years ‘push factors’ are also motivating people to go
out for some time. The push factor can be individual’s internal reason for going out to
travel.

The push factor for some people is to escape to a new environment. Some group
of travelers experience the push factor through a need to escape from a busy and
demanding work and home environment. The tourists like honeymoon groups, divorcees,
pre or post college drifters, retired cruises and major occupational change breaking
groups make tour due to their internal reasons. (Kunwar, 2002: 39) Those who are into
jobs sometime get pressurized, jobs which are stressful, jobs in which decision- making is
taxing they need breaks for mental and physical revitalization. Peace and tranquility and a
change of pace come to them through a holiday destination. So, we can say that tourism
in the 21st century and in the modern industrial societies have become very legendary.
The push factors have encouraged individuals’ expectations.

In conclusion, it may be noted that though we have demarcated sharply impact
studies from the policy oriented studies, impact studies may often serve as inputs to and
guidelines for policy oriented studies. For instance, impact studies may throw light on
economics of scale in the way of providing different types of accommodation or other
facilities based on ‘cost- studies’ of different accommodation categories. (Chattopadyaya,
Kunal, 2004: 5)

**Theoretical Perspectives:**

Tourism is a social, cultural, political and economic phenomenon. The impacts of tourism
are enormous not only for whole countries, but also for small communities and
wilderness areas. The theoretical part will take a broad approach to understand the impact
of tourism on the society, culture, economy and environment of human around the world.
Scholars will draw the emphasis upon the contributions from many other disciplines. It is
a multidisciplinary field, because (1) it is of interest to researchers and practitioners from
many different fields, (2) the data gathered by researchers in one field are used by those in another and (3) people from both applied and theoretical perspectives find it to be interesting to study. Furthermore, and perhaps, more important, the tourism industry is one of the largest and most dynamic of any in the world.

The scientific study of tourism originated in continental Europe, which was the first region to experience the impact of mass tourism. The Italian L. Bodio published the first social scientific article on the subject in 1989. (Homberg, 1978: 36-37)

Fieldwork for the study of tourism is compulsory but through secondary data it is observed that the interactions between hosts and guests’ often being instrumental, temporary and distanced and is performed on a stage where stereotypical masks are attributed to others and also worn by one self.

Goffman’s dramaturgical theory would support this claim and add that to every staged performance there has been a backstage preparation where hosts and guests have somehow prepared for stage. Basically, the study’s theoretical analysis of tourist interaction is related to Goffman’s action-oriented approach. Applying this theory to tourism, one could say that in the ‘front stage’ world, the interaction between tourists and natives takes place in play acting. ‘Back stage’ would be the native’s daily lives when they get away from the tourists, when they go back to living out their own culture and life rhythm. In some destinations where there are tourists throughout the seasons, the natives will be on the ‘front stage’ and their culture adds more and more features of service culture. (Kunwar, 2002: 24-25)

According to Lanfant, “Tourism is perceived as being within society and the tourists as being an actor in society”. He further expresses, ‘on one hand, the spread of tourism in the world economy leads to extroversion and on the other hand, it works towards the retrenchment of identities in a territory, a system of filiations and patrimony, all acting as a fulcrum. There is a constant tug-of-war between mobility, which is motivated by zest for, granted the equality of cultures on their own terms. (Lanfant, Allcock and Bruner, 1995: 34)

As far as tourism is concerned, it is the field of socio-cultural anthropology, which on the whole focuses on peoples’ behaviour. Anthropologists have used the term culture to refer to the various activities of human groups or societies. Even they say that
the activities such as tourism do not occur in vacuum, and are not unrelated, but they comprises more or less integrated systems which are laden with the associative and dissociative tendencies that mark all social life.

With tourism there has been one more important recent concern about culture contact and culture change. The study of social and cultural change through cultural contact is known as acculturation. This came out from the study of Mead on the Plains Indian people. This later on gave birth to another new dimension in the field of anthropology, which is known as “anthropology of tourism.” The anthropology of tourism focuses mainly on cross-cultural relationship, interaction between hosts and guests in terms of the natives-the weaker hosts and the tourists, the stronger guest and socio-cultural impact of tourism in the host society.

It is Nunez, the first anthropologist, who wrote a paper on anthropology of tourism entitled, ‘Tourism, Tradition and Acculturation: Weekendismo in a Mexico village’. Anthropologists studying tourism have tended to approach tourism as a form of acculturation or development, as a personal transition for the tourist and as a kind of social superstructure. (Nunez, Theron A., 1963: 347-352)

The Anthropology of tourism gives much publication space to this discussion framed in the debate about what effect tourism has on local ritual traditions. Dean MacCannell (1971) - is a post-modernist, sociologist who says that the "ethnography of modernity is the quest for authenticity." Tourism is a universal quest for authenticity, which is a reflection for the human concern for the sacred.

- Tourist attractions are symbols of the modern world.
- Modernity incorporates the pre-modern and "museumizes" it.
- Attractions/displays are heterogeneous.
- Attractions are highly significant social symbols.
- The fundamental motivational basis for the tourist journey is the quest for authenticity rather than contrived illusions.
- "Staged authenticity" occurs when tourists try to get to the "back" or "real" regions of daily life of the people/area they are visiting and are prevented by the natives who (sometimes) develop "contrived tourist spaces" in which spurious
attractions are decorated and presented as if they were "real." Thus, in authenticity arises out of the development of tourism. (MacCannell, D., 1973: 589-603)

For MacCannell, tourism is the quest of modern man, the tourist is a post-industrial man doing ritual obeisance to elaborate and experientially fragmenting division of labour that requires the search for authenticity in other cultures. His work on tourism gives more significant impact on the sociological study of tourism than any other thinkers. He looks for the ways in which modern man seeks to overcome his predicament and here his interest turns to the tourist. He represents the modern human version of a universal human concern with the sacred. The tourist is seen as the pilgrim of the contemporary secular world, paying homage to attractions, the symbols of modernity, just as the traditional religious pilgrim paid homage to sacred center. He is correct here in the sense that tourism is a ritual paid to the progressive differentiation of modernity. (Kunwar, 2002: 31-55)

He had tried to explain through his 'theory of tourism' that when a modern man become alienated from his own environment then he hunt for authenticity elsewhere and this enforces him to become a tourist. He also say that the greater the alienation, the more intensive quest for authenticity. With all his explanation on the topic tourism he has also emphasized on this that tourism is an attempt to grasp the whole of modern life and the search for it in totality cannot be completed in one go.

MacCannell was the first sociologist to anchor the study of tourism in the mainstream of sociological theory, by relating his analysis to the work of Marx, Durkheim, Levi-Strauss and Gauffman in an effort to develop 'ethnography of modernity'. (Kunwar, 2002: 33)

Modernization Theory, which combines economic, psychological and sociological factors, emphasizes on the values, norms and belief-structures that play a pivotal role in the transformation of a traditional society into a modern one. Huntington (1968) stresses on stability that accompanied modernisation as a consequence of rapid social and economic changes. Modernisation according to him means industrialisation, economic growth, increasing social mobility and political participation. Parsons observes that traditional society stood for ascriptive status, diffused role and particularistic values,
while modern society accepts achievement statuses, specific roles and universalistic values.

Victor Turner (1967) himself have not worked on tourism but his work on pilgrims, his processual approach in anthropology and his ideas about liminality, anti-structure etc have provided an important point for some of the work in the sociology of tourism. "Rites of passage" treatment is very useful for understanding tourist motivations.

Turner's approach can be summarized as follows: people in ordinary, profane life live in social, economic and political structures. In ritual and particularly the rites-de-passage the individual is turned out of this structural context. He typically goes through the following three-stage ritual process: first is Separation, both spatial and social. The individual is taken to an unfamiliar place peripheral to his ordinary place of abode and separated from his ordinary social group. Second is Liminality: through the separation, the individual has crossed the threshold of his ordered world and finds himself in a state of 'anti-structure', out of time and place, where his ordinary role and status obligations are suspended and where general human bonds are emphasized. In this liminal stage, he is confronted with the fundamental symbols of his culture and undergoes a 'direct experience of the sacred, invisible, supernatural order'. Third is Reintegration: the individual is reintegrated into his ordinary social group usually in new roles and at a higher social status. (Turner, V., 1973: 214)

Turner's ideas help to understand tourism as part of a liminal process that includes rites of separation, transition and re-incorporation. Tourists are separated from their normal world and enter a tourist setting that is unusual and confers a "learner" status on them (hence liminal stage). When they return home they are "reincorporated to their old status, but are changed in some way from their tourist experience. While in the tourist destination they have a "communitas" experience (community) with fellow travelers and with natives they meet. The passage from old status to changed status is like a rite of passage and is a "sacred pilgrimage" in some ways.

From the above elucidation it is clear that his approach opens completely new and unsuspected perspectives and interpretative possibilities on touristic phenomena. He also says that tourist, like the pilgrim, moves from a "Familiar place" to a "Far place" and
returns to the "Familiar place." (Turner, 1973: 213) So, it can be said the Turner in the
study of tourism, created a 'tradition' in the fullest sense of tourism, with several
important empirical studies, conducted mostly with anthropological research methods,
adopting an expressly Turnerian theoretical approach. Thus, in principle, he opened the
field to analysis from an unbiased sociological and anthropological perspective. (Kunwar,
2002: 58)

Cohen dates the first full length sociological study of tourism to the 1960s.
(Crick, 1989: 310) He clearly writes, the impact of tourism is by far the most intensively
researched issue within the sociology of tourism. The sociology of tourism is an emergent
specialty concerned with the study of touristic motivations, roles, relationships and
institutions and of their impact on tourists and on the society who receive them. (Cohen,
1984: 373-383)

He has also identified eight main sociological perspectives on tourism as:

- Commercialized hospitality.
- Democratized travel.
- Modern leisure activity.
- Modern variety of traditional pilgrimage.
- An impression of basic cultural themes
- An acculturative process.
- Type of ethnic relations and as a form of neo-colonialism. (Cohen, 1984: 373-383)

Many other anthropologists have dealt with the literature on the tourism subject which
has several predictable results. There are two different literatures on tourism. On the one
hand, Graburn (1989) tries to explain the culturally defined meanings of tourism which
is experienced by the tourists and on the other hand Nash (1989) wants show the
empirical effects of tourism on the socio-cultural systems of the host countries.

Professors Graburn and Nash, in fact, has been actively involved in a debate about the
best way to study tourism since 1977. In the past decade, two major theoretical overviews
on the anthropology of tourism have appeared, one by Nash (1981) and the other by
Graburn (1983). Graburn has argued that tourism can best be analyzed as a near-
universal manifestation of the pan-human need for play and recreation whose origin is
grounded in the invariable tendency for human beings to assign meaning to their activities, while Nash has argued that tourism can be best viewed as a near-universal form of travel pursued by people at leisure whose origin cannot be determined but whose cultural variability can be assessed. While Graburn would prefer to explore the symbolic meaning of tourism, Nash would prefer to analyze the political and economic effects of touristic development. (Kunwar, 2002: 41-42)

According to Nash, the study of tourism from the anthropological perspectives has been carried out from three broad points of view which have provided the basic framework for anthropologists to approach this multifarious subject. First, consider that tourism involves social contact between people from different cultures or sub-cultures. Like migration, it is an intercultural phenomenon. This contact, which involves leisured travelers and those who serve them, takes place in a context that includes at least social groups- home and host- and involves various social transactions between the people involved. Second, the social relationship (in this touristic) has consequences for the individuals and their cultures or sub-cultures. Third, the more or less autonomous groups involved in tourism transactions may be seen to be producing cultures in which tourism plays a part. (Kunwar, 2002: 30)

Thus, from the above explanation given by the different anthropologists, it is quite obvious that, though they differ in their thoughts but the main objective to understand tourism as a fact of life today is the same. Whether tourism is used as a symbolic means of expressing and maintaining human identity or it has been described as an economic, social, political and environmental effects the outcome is to maintain human life through touristic modes of production.

Analyzing Contemporary Theory, Lett has suggested that the paradigms of cultural materialism and symbolic anthropology are best suited for the analysis, respectively, of human life and identity and he would suggest that holds true as well for the study of tourism. The major paradigmatic challenges facing contemporary anthropologists are ones that can readily be pursued in the context of touristic studies, as Greenwood notes, when he observes that the ‘broadest theoretical issues in the discipline’ include ‘culture as representation’ and ‘the links between political economy and systems of meaning’. (Greenwood, 1989: 171-186)
Anthropologists tend to take the broad view, examining the historical growth of tourism, tourism in relation to class, life-style and nationality and in relation to stages of the life-cycle. (Graburn and Moore, 1994: 234) These authors have discussed anthropology of tourism under the sub-headings of tourism: everyday life, the push factors, i.e. a change is a good as a rest, symbolic reversals, attractions and goals; the pull factors, i.e. touristic representations between the tourist and the target, anthropological research on the impacts of tourism, social impacts of tourism, ethnicity, unequal relations on large and small scales, ethnic and tourists arts, interaction between host and guests, alternative tourism, anthropologists as consultants. (Kunwar, 2002: 30)

According to the Marxist theorists, under-developed countries have preserved non-capitalist modes of production and the supply of cheap labour to the capitalist system is done by these household economies. The requirements of capitalism, [the worker] is either incorporated - in various ways - into the capitalist productive process or thrown back into the household. This household feeds the worker during unproductive periods and thus reproduces the worker's labour power.

In this way, reproduction takes place at no cost to capital. In Thailand, it seems that a prostitution economy serves precisely this same function, for not only are women thrown into this economy whenever their labour is surplus to capital's requirements, but also women's sexual labour often wholly or partly supports the households that furnish both national and international capital with a cheap, disposable workforce.

Marxism theory may have been original, but Marx himself retained a somewhat 18th century concept of human nature in terms of labour and production. We now live in a post-Marxist world of the “political economy of the sign”, the emphasis has shifted away from production. We are now interested in what Baudrillard has termed the “mirror of production” and tourism, being so much a matter of leisure, consumption and image is an essentially (post)-modern activity. (Kunwar, 2002: 31)

Conceptualizing Theoretical Approaches
From the above explanation of the theories, it is quite obvious that different views of the concept tourism will arise and because of the differences in the views of the thinkers who have discussed and defined the concept of tourism, there have been varieties of
conceptual approaches. Some the important conceptual and theoretical approaches have discussed as follows:

1. **Tourism as commercialized hospitality:** The focus is on the visitor component (Cohen, 1974: 545-546) of the tourist’s role. Its proponents conceive of the touristic process as a commercialization of the traditional guest-host relationship through which strangers were given a temporary role and status in the society they visited. Tourism is thus viewed as a commercialized and eventually industrialized form of hospitality. (Leiper, 1979: 400-403) This approach proved fruitful in studying the evolution and dynamics of relationships between tourists and locals and in analyzing conflicts within roles and institutions dealing with tourists. (Cohen, E., 1984: 375)

2. **Tourism as democratized travel:** The emphasis is on the traveler component of the tourist role, the tourist is viewed as a kind of traveler marked by some distinct analytical traits. (Pearce, P. L., 1982: 28-40) The authors who pioneered this approach saw modern mass tourism as a democratized expansion of the aristocratic travel of an earlier age. (Boorstin, 1964: 77-117) Though anchoring tourism in an area that has not been explored by sociologists, this perspective generated some important work on the historical transformation of touristic roles. (Nash, 1981: 462)

3. **Tourism as a modern Leisure activity:** Tourism is seen as a type of leisure (Pearce, 1982: 20) and the tourist as a “person at leisure who also travels.” (Nash, 1981: 462) Its protagonists see leisure as an activity free of obligations (Dumazdier, 1967: 14), but they usually abstain from investigating the deeper cultural significance of leisure activities. They take a functionalist view, identifying leisure and hence tourism with recreation. This approach informs much of the macro sociological and institutional research on modern tourism. (Dumazdier, 1967: 123-138)

4. **Tourism as a modern variety of the traditional pilgrimage:** This perspective focuses on the deeper structural significance of modern tourism and identifies it with pilgrimages in traditional societies. (MacCannell, 1973: 589) Graburn’s
paper, identifying tourism as a form of the “sacred journey,” brings the study of tourism even closer to that of the pilgrimage.

5. **Tourism as an expression of basic cultural themes:** The emphasis here is on the deeper cultural meaning of tourism. Rejecting the general, “etic” approach to tourism, its advocates are trying to reach an “emic” understanding of its culture-specific, symbolic meaning that is “based on the views of the vacationers themselves.” (Gottlieb, 1982: 167) The programme implicit in such an approach would eventually do away with tourism as an analytic concept and would lead to a comparative study of different, culture-specific varieties of travel. (Cohen, 1984: 375)

6. **Tourism as an acculturative process:** Proponents of this viewpoint focus upon the effects that tourists have on their hosts and strive to integrate the study of tourism into the wider framework of the theory of acculturation. (Nuenz: 1963: 347-378) It has not been very popular, however, even though tourists in many remote areas appear to be important agents of an often caricatured form of Westernization. (Cohen, 1984: 375)

7. **Tourism as a type of ethnic relations:** Advocates of this approach strive to integrate the analysis of the tourist-host relationship into the wider field of ethnicity and ethnic relations. This approach dovetails with some work on the impact of the production of ethnic arts for the tourist market on ethnic identities. (Graburn, 1976: 23-30)

8. **Tourism as a form of neocolonialism:** The focus is on the role of tourism in creating dependencies between tourism-generating, “metropolitan” countries and tourism-receiving, “peripheral” nations that replicate colonial or “imperialist” forms of domination and structural underdevelopment. This approach was explicitly formulated in a paper by Nash; Matthews has discussed its various forms. (Matthews, 1978: 74-86)

Though the views of authors differ a lot in research on the tourism, but the immensity of work in this field are purely empirical, “touristological” surveys and the analyses here are oriented toward meeting the practical needs of governments and the tourist industry. They have dealt primarily about the demographic and socio-economic characteristics of
tourists, the frequency, purpose, length and type of trip and the nature of tourists' destinations and the kinds of activities undertaken. The findings done by the sociologists as well as the anthropologists, Marxists etc. enabled them to identify the trends in the field of tourism. The data collected by them have become important resources for secondary analysis.

Theories of Tourism Development
Various authors have made their valuable effort to promulgate the theories of tourism development since long time. On the basis their work the theory of tourism development can be classified into three broad categories. They are:

• Diffusionist theories
• Dependency theories
• The Formal and Informal sector.

The main idea of the diffusion theory is that at one point of the development process, there will be a spread, a filtering or a diffusion of growth/ development impulses from the most developed to less developed area. (Browet, 1982: 67)

Thus we can say that the diffusion theory relies on the assumption that there is a spread or filtering effect from most developed to less developed areas. It is argued that in order to eradicate backwardness, growth poles are required to be developed. These growth poles can be some of the regions having a high multiplier effect. (Kunwar, 2002: 63)

From the above discussion on diffusion theory theorists give their view that those regions or countries which are economically underdeveloped, tourism gives them a chance to develop. Tourism is not just a positive influence on the economy but it is seen as a mechanism or a tool which help in enhancing the economy of peripheral regions.

The dependency theory arose out of dissatisfaction with the diffusionist paradigm. Dependency theory provides an example of ‘organizing the dependence on the core’ in order to foster development of the periphery. It maintains that ‘as a result of dependency, capitalist development in the core continuously creates and perpetuates underdevelopment in the periphery.’ The paradox arises, therefore, where tourism is
being used as a tool for the development of the periphery but the entire organisation and control resides in the core region. (Kunwar, 2002: 64)

**Khan** analyses the impacts of mass tourism based on dependence theory. He argues that while modern theorists might look at the mass tourism development in the third world as beneficial to the economy with its employment, income and balance of payments effects, the dependency theory on the other hand views this kind of development as propagating capitalism in developed countries due to its benefits to tourist generating economies. He concludes that most of the goods and services required by the foreign tourists are imported into the developing countries from the developed countries in order to overcome the situation, he recommends ecotourism as an alternate form of tourism to avoid dependency. (Khan, M. M., 1997)

**Wahnschafft**, in his study of formal and informal tourism in Pattaya of Thailand, distinguishes both sectors based on the size of the business. According to him, the formal sector of tourism includes accommodation, restaurants, recreation centers and souvenir shops whereas the informal sector of tourism includes hawkers, street vendors, prostitutes and craftsman. (Wahnschafft, R., 1982: 429- 451)

**Oppermann**, according to his hypothesis of formal and informal sector tourism argues that there is a one factor common in all the above theories and that is there is a negligence of the phenomena of drifter tourism. (Oppermann, M., 1993: 535- 556) Although the tourists are divided into two groups, institutional and non- institutional tourists, only institutional tourists are analyzed in research even though the differentiation of formal and upper circuit tourists and informal and lower sector tourists have vital socio- economic implications. The upper circuit tourism is characterized by high dependency on foreign exchange and low multiplier effects while the informal sector has a very high integration with the local economy. (Batta, 2000: 46)

Therefore, to sum up it can be said that tourism can be termed as a socio-cultural institution with different economical, environmental, psychological, and political dimensions. Its impacts rest on host society whose ways of life are affected and on the tourists who take it as a very important part of their life time. Tourism is enormously popular in Thailand. Obviously, tourism itself as a peaceful phenomenon can be well linked in no time, once it has firmly started. Thailand has been attracting and
accommodating tourists from different parts of the world from many years and furthermore this trend is increasing. At present, tourism is the second largest area in world trade, next only to oil. It is, moreover, one of the fastest growing sectors of economic activity. In most countries including Thailand since the late 1997, tourism has grown from being a marginal aspect of national economic life to an important socioeconomic asset.

A number of countries in Asia and the Pacific consider tourism to be an important vehicle for economic and social development. The tourism industry has the potential to generate foreign exchange earnings, create employment, promote development in various parts of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty. However, this standard view of the tourism industry does not give a complete picture of the potential contribution that tourism can provide for developing countries.

The concept of sustainable tourism development provides a complete viewpoint on tourism because it can help policy-makers make more effective policies and plans designed to realize the full social and economic potential of the tourism industry. Sustainable tourism development is premised on the responsibility of governments and all stakeholders in the tourism sector to ensure that long-term prosperity and the quality of life of future generations is not placed at risk.

Countries perceive tourism as a fast track to economic growth. They assume that tourism development requires less investment than other industries; and they believe tourism to be an effective means of creating job opportunities and increasing local income. Thailand has long ascribed to this point of view; and it has devised a tourism marketing approach which encourages low-, medium-, and high-cost mass tourism to nearly all regions of the country. With the ubiquitous "Land of Smiles" advertising slogan promoted around the world, Thailand has become one the best known and most sought after, international tourist destinations.

Despite this success, however, the tourism industry in Thailand is not without problems and controversy. Critics charge that tourism promotion in Thailand has aimed at quantity rather than quality. The explosion of tourism has brought uneven distribution of financial benefits, in favor of large enterprises, while costs are shouldered by local
people who have no direct gain from tourist promotion. Worse still are the environmental effects of unbridled tourism development. While the Thai tourism industry touts and actively markets the country’s unique cultures, this commercialization of culture also causes its erosion or corruption. Additionally, interaction between rural Thai dwellers and sophisticated urbanites from more developed countries introduces values, behavior and attitudes which may have corrosive or negative effects on local residents. The future of the Thailand tourism industry depends on two critical factors: success in controlling the negative aspects of tourism and in promoting Thailand as a tourist destination.