

ABSTRACT

Thesis Title : The Roles of Cruise Line Business to Thai Tourism : a Case Study of the Successful of Carnival Cruise Lines, Inc. in The United States of America.

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The volatility of Thai economy during 1996, made Thai tourism become a major source of incomes for foreign currencies. Cruise lines business is one of the most lucrative business that the neighbors (Singapore, Japan, Malaysia) of Thailand have profited immeasurably. Foreign investors wish to have Thailand become a port of call by the cruise lines. As a result, a cruise line business merits the study.

The purposes of research were : (1) To study the investment pattern of foreign investors in cruise line business in Thailand. (2) To study the roles of tourism in international relations. (3) To study the roles of public and private sectors in tourism. (4) To propose a new policy to attract more foreign currencies.

The major conclusions of the study are :

1. Most Asian countries have become a focal point for international investors. Since Asian investors have not had much experience in cruise lines business. Consequently, many multinational corporations, expanding their market and its operations in order to attract tourist's attention, are willing to pool financial resources together with the local investors in Asia. If everything goes well according to the plan, Asia will become the second largest outlet of used cruise ships in the world.
2. Tourism, In fact, creates international cooperation through World Tourism Organization (WTO), Organization for Economic Cooperation and Development (OECD). In addition, tourism generates more politico-socioeconomic contacts that lead to more international understanding.
3. Both public and private sectors can play significant roles to support Thai tourism, especially, the allocation of government budget for various sectors concerned, and the promotion of Thai tourism.
4. Cruise Lines Business can draw a lot more foreign currencies to a port of call with good facilities.

Hence, a feasibility study must be conducted in order to promote the investment policy in cruise lines business, specifically deep sea ports and facilities for a port of call.