

## ABSTRACT

Thesis Title : The Effectiveness of Policy Implementation :  
A Case Study of The Amazing Thailand 1998 – 1999

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This research is aimed at studying the effectiveness of policy implementation and problems involved. The documentary research is used to analyse policy, plans and reports from The Tourism Authority of Thailand (TAT) concerning “The Amazing Thailand 1998-1999”; whilst the survey research, using three hundred questionnaires is used to ask opinion of those involved: fifty tour entrepreneurs in Bangkok, two hundred tour guides, and fifty officers from TAT by simple random sampling. Descriptive statistic is used to analyse the data.

Since two forms of questionnaires are designed to distinguish opinions of those involved in tour business from the TAT officers, the people in tour business, thus, are asked to evaluate the policy formulation, the policy implementation, the TAT's attempts to develop the existing and the new touring spots, and the effectiveness of

such policy and its benefits; whilst, the TAT officers are asked to evaluate the operation of several projects involved such as the marketing, the advertising and so forth in term of the sufficiency of budget and personnel.

As a result, the sample groups from tour business agree that such policy is much successful in presenting Thailand, especially those marketing and advertising strategies used, to the potential foreign visitors, though the benefits resting on the domestic small and medium scale tour business are quite less. Those large Thai – foreign joint-ventured companies are more seriously taken into account in the policy formulation stage, and thus are more beneficial. Furthermore, the TAT's attempts to develop new touring spots and to provide impressive services are seen not too satisfactory.

On the part of the TAT officers, they are quite agree with the policy. To carry on project management along with the policy, however, more personnel with cabability are needed. Last but not least, insufficient budget is seen to be most crucial problem.