

Nuttapol Kaemchinda 2014: The Study of Potential and Competency of Thai Entrepreneurs in Servicing the Chinese Tourists. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Darawan Virunhaphol, Ph.D. 114 pages.

This study aimed to 1) study the potential capabilities of Thai tour operation for supporting Chinese tourists 2) study problem and threat in operating tour operation for supporting Chinese tourists 3) recommend strategic for Thai tour operators. By using questioners as a tools to interviewing 15 tour operators, transportation providers and restaurants to finding what kind of problem and threat in selling products and service to Chinese Tourisms in Bangkok and Chonburi during 2013-2014 which interview from responder during October 2012 to January 2013 and gathering additional data during 2009-2013 and analysis the potential of tour operators to support Chinese Tourisms by using SWOT Analysis and Diamond Theory and Diamond Model to analysis each potential then analysis TOWS Matrix to strategize the most travel efficiency.

The results showed that Tour operators and Tour Leaders have potential and capabilities to support tourisms at middle level with highly potential in Supply and then strategic instructor. Competitive situation, Transportation and Car renters have potential and capabilities to support tourisms at middle level with highly potential in related and supported industry. Restaurants have potential and capabilities to support tourisms at High level with highly potential in product, strategic instructors and Competitive.

The problems and threats are short of Chinese language skill labor, capital problems as most of business belong to small Tour operators, problem of the new Chinese travelling law which cost price adjustment and reducing of travellers, reduction of travellers from protest effect and Chinese Travellers behaviors cost problem to restaurant by bothering foreign and Thai travellers.

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Thesis Advisor's signature