

Thesis Title	The impacts of crime problem toward tourism industry in Thailand. (case study : Feeling of international tourist)
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ABSTRACT

The purpose of this research is to find out and study the issues pertaining to the security (safety) of, and possible criminal problems that could be faced by, international tourists visiting Thailand, and at the same time to look into the effectiveness of the relevant agencies and officials in helping and protecting the tourist.

The objective of the research was to find any weaknesses and suggest corrective action that might be taken, and new policies and strategies that could be adopted, to get the best results from our tourist industry promotional activities.

The methodology used for the study was to distribute questionnaires to departing tourists at the Bangkok international airport. The survey was carried out with 271 international tourists as the respondents. The feed-back from the results of the study indicates that most of the tourists think that the criminal problem in Thailand is not serious, and that this country is safe for foreign tourists. Most of them think that if they have the opportunity they will visit Thailand again.

The study also indicates that the female tourists feel less secure than the male tourist. Tourists above the age of 55 feel less safe than younger people. Tourists who have visited Thailand several times feel more secure than those who are visiting for the first time.

Tourists visit Thailand for many reasons and purposes, and they hold a variety of different types of visa, but one thing they have in common is a feeling of security while they are here.

The study and associated research has shown that the Government is very concerned about its policies and efforts to protect the life and safety of international tourists. The safety of tourists is, and will continue to be, an important factor in determining the success of the promotion and development of tourism in Thailand.

The Tourist Development Promotion in Thailand has received good co-operation from both governmental and non-governmental organizations. This co-operation will need to be continued and sustained to achieve the planned expansion of international tourism. Each and every relevant authority must continue to identify and exploit all possible ways and means of promoting the good name of the country to ensure the success of tourist industry policies for the future.

However from the research we found that, based on the estimated number of about 200,000 tourists who visited Thailand in 1987, a few could be faced with some kind of criminal problem whilst they are here. We must be very concerned with these few people because they might spread a bad image about Thailand and of course this could effect the promotion of the tourist industry. Newspapers and other mass-media play a very important role in giving information about any news items that are likely to be of interest to the general public. Criminal activities, particularly those involving tourists, if not solved immediately may become an important factor that will discourage tourism and, if this happens, it will affect the promotion of tourism in the future. Also tourists have been unimpressed and disturbed by the traffic jams, the lack of cleanliness, and the beggars in the streets. These problems must be solved.

The Government has set up the Tourist Police whose main function is to protect the security and safety of tourists, to give them a helping hand and to make the facilities available to investigate and solve any criminal problems. The police should also cooperate with other government agencies and the private

sector to collect relevant information, to prevent crime, to enforce law and order, and to ensure that criminals are charged with offences and taken to court. With the full cooperation of all sectors concerned crime statistics can be minimised. All sectors must play their part to make the tourists feel at home whilst they are here. The business and other sectors which provide and kind of service or facilities should not take advantage of tourists. They should charge reasonable prices for goods and services. All people concerned should give a helping hand to ensure that tourists enjoy their stay in Thailand.

The Tourist Police, who are responsible for the safety of tourists, must have effective planning and budgeting to ensure that they have the knowledge, manpower and equipment needed to properly perform their role. They should be prepared to handle and cope with the increasing numbers of tourists visiting this country. In parallel with its promotion to bring more tourists into Thailand the Government should also from time to time analyse possible areas of weakness in its services for tourists. It must seek to improve the quality of jobs and the productivity of the officers in the Tourist Police. It must develop a planning model or pattern for the further development of the Tourist Police and energetically pursue the realization of the best possible system. To achieve all of the goals mentioned above all agencies and people concerned should give their full support especially the Tourism Authority of Thailand.