

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E46904

THAILAND'S TOURISM IMAGE AFTER THE 2008-2010
POLITICAL CRISIS

SCM-USA THONGNARK COLOMA

A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirements
in International Tourism and Hotel Management
(International Program)

May 2011

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This thesis entitled "Thailand's Tourism Image After the 2008-2010 Political Crisis" submitted by Som-usa Thongnark Coloma in partial fulfillment of the requirements for the Master of Arts Degree in International Tourism and Hotel Management is hereby approved.

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ACKNOWLEDGEMENT

I would like to express my appreciation to Dr. Kanchit Tagong (Advisor) and Dr. Eun-Ju Kim (The Head of ITU Regional Office for Asia and the Pacific) for their precious ideas and assistance in completing this study.

My appreciation also goes to Suwannaphumi International Airport, especially to Mr. Anusit Pethong, who obtained the pass card, which permitted me to gather the data from the international tourists at the airport for 14 days.

I am indebted to Mr. Donald Antone who helped me proofread my writing and Miss Sinsiri Homklin, my best friend, who taught me how to use the computer program to calculate the questionnaire data.

I wish to express my sincere appreciation to my aunts and my uncle including my husband who cheered me up whenever I felt overwhelmed with the problems and stress during the course of my writing this thesis. Moreover, I would like to thank all of my friends, for their helpful assistance during the study as well.

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Title THAILAND'S TOURISM IMAGE AFTER THE 2008-2010
POLITICAL CRISIS

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Academic Paper Thesis M.A. in International Tourism and Hotel Management,
Naresuan University, 2010

Keywords Political Crisis, Tourism Image, International Tourists or
Foreign Tourists, Functional, Social, Emotional, Epistemic,
and Conditional

ABSTRACT

E46904

This research is aimed to understand the current Thailand tourism image after the political crisis and seek the way to promote the positive image after the political turmoil which began in 2008 and ended in 2010. The data were gathered, using a set of questionnaires, from 400 foreign tourists, who constituted the samples of the study, at Suwannaphumi International Airport.

The findings of the study reveal the following:

1. that the foreign tourists were well informed about the situation of Thailand and that most of the tourists had an optimistic perception towards traveling in Thailand
2. that, on the average, Thailand tourism images were perceived to be positive
3. that as long as the country was seen as safe and secure, tourists would keep coming to visit the country
4. that Thailand should launch the campaigns to promote the country's images so that these misconception and negative images could be dispelled

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