CHAPTER 4
ANALYSIS OF THAILAND INTERNATIONAL TOURISM INDUSTRY

4.1 Status of Thailand's international tourism development

As one of the great tourist countries, the international Tourism of Thailand brings a lot of foreign exchange income to the country every year. Thailand has mountains, there is sea, is a natural environment superior beautiful country. In addition to rich natural resources, Thailand has a long history, but also has a unique social customs and cultural traditions. (Tang, 2004) Bangkok, Pattaya, Chiangmai and Phuket are all familiar cities for foreign tourists, and these factors have contributed to the small country becoming one of the top ten tourism countries in the world. According to statistics, Thailand's international tourism income is about 550 billion per year, which accounts for 6% of gross domestic product. Tourism not only brings great economic value to Thailand, but also contributes a lot to the value added and employment rate. Since then, Thailand's international tourism industry is one of the major industries promoting the national economy in Thailand.

Thailand is located in Southeast Asia Center, land area of about 514000 square kilometers, with Burma, Laos, Cambodia, Malaysia and other countries bordering. Thailand is a tropical monsoon climate, the annual average temperature of about 18-34 degrees Celsius, divided into three seasons throughout the year: Jeti, rainy and dry season, 1 from January to April is Thailand's tourist season. Thailand has a wealth of tourism resources, whether it is the natural resources of sandy mountain scenery, or the cultural monuments of Buddhist culture and customs and culture, are attracting foreign tourists to watch, Bangkok, Chiangmai, Pattaya and Phuket are not unfamiliar with foreign tourists Thailand famous tourist destinations. In addition, there are many traditional festivals in Thailand, each traditional festival is unique, such as the water-sprinkling festival and the Lantern Festival. In addition to visiting the tourist attractions, foreign tourists in Thailand is essential to enjoy Thai food, famous Thai dishes such as: Winter Yang gong soup, wood fruit salad, green curry soup and Thai-style fried powder, these are tourists cannot miss a few Thai dishes. (Li, 2008)

ASEAN member countries, Thailand's International tourism comparative Early Development, in 1950 the government established the Thai Tourism Bureau, in 1987, the Thai Tourism Bureau began to promote tourism activities, Thailand for the first time held a "Thai tourism year." Since then, the number of foreign tourists traveling to Thailand has increased continuously to the present. After more than more than 60 years of development, international tourism has gradually become the main pillar of Thailand's development, whether in the economic, social, cultural or environmental, the industry has a significant impact on all aspects of development. The most obvious is that in the economic aspect, every year international tourism brings huge income to Thailand, according to the tourism income data shows that 1998 Thailand International Tourism Income of 788 million U.S. dollars, 15 years in the past 2013 years’ international tourism income exceeded 39.3 billion dollars.

In the past 20 years, Thai international tourism has developed at an alarming rate, with the
number of visitors visiting abroad increasing every year and the income of foreign exchange rising steadily. According to statistics, in 2002, only 10.79 million foreigners visited Thailand, 2010 this number has reached 15.93 million, an increase of 47.6%, and the number of visitors to 2013 to travel over 26.54 million people. Although some years of political unrest in Thailand, resulting in a decline in the number of foreign tourists, Thailand in 2009, the political crisis, foreign tourists from 2008 14.58 million people, reduced to 14.14 million people, down 2.98%. Last 2014 Thailand also encountered a military coup, the current political turmoil has affected the number of foreign tourists fell 6.66%, from 2013 26.54 million to 24.77 million people. (Jose, 2005)

The development of international tourism directly for Thailand to create a large number of foreign exchange, although the industry will encounter unfavorable development of the situation such as the world financial crisis, domestic political instability or natural disasters, but the industry can still struggle to stabilize the continued growth of obstacles. According to the Thai Ministry of Tourism. Statistics show that international tourism in 2008 created 17.247 billion of dollars in income, by 2009, the political crisis in Thailand affected the confidence of tourists, so that inbound tourists depressed, tourism income low to 14.88 billion U.S. dollars. Later, Thailand's political turmoil gradually returned to calm, each term of the government began to promote tourism policy to retrieve the previous development status. In the 2010, the visitor's crisis of confidence slowly revived, and it was also the first year of China's ASEAN & Bloc, and the extension of trade in tourism services in the FTA, which boosted international tourism revenue to $8.706 billion trillion. The Government's support for the development of tourism measures has promoted the repeated growth of the income of tourism services trade, and the growth rate of international tourism revenue in Thailand from 2009 to 2013 was 163.98%, achieving 39.282 billion U.S. dollars in foreign exchange harvest.

With the World Economic Forum announced the "Tourism Competitiveness Report", the report ranked 140 countries in the world's tourism competitiveness. The World Economic Forum's Travel and Tourism Competitiveness Evaluation Index system is designed by the joint efforts of the World Economic Forum and the strategic Technical consulting company, the International Air Transport Association (IATA), the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC). The travel and Tourism Competitiveness Report was first released in 2007, and the report ranked countries according to the travel and tourism competitiveness indicators, comprising three main indicators: first, the tourism regulatory system; second, tourism business environment and infrastructure; iii. tourism human, cultural and natural resources.

From the World Economic Forum's "Tourism Competitiveness Report" found that Thailand is still able to maintain levels, although faced with a variety of risks and crises. From the three main classification indicators, Thailand has great potential in tourism, human, cultural and natural resources, from 2013 in the 140 countries in the world rankings, Thailand ranked as the world's 23rd, to obtain 4.68 points. Thailand's tourism industry ranked the top 10 in the Asia-Pacific region, replacing China's 9th-largest Asia-Pacific region with Thailand in 2013.
International tourism is not only conducive to promoting the development of Thailand's tourism, but also conducive to improving the level of economic development in Thailand, the rapid growth of foreign tourists to promote a large number of foreign exchange income into the Thai economic system, the influx of tourists to the tourism industry to obtain good opportunities for development, whether catering, handicrafts, department stores and so on have been rapid development. In addition, the development of international tourism has promoted foreign investment and provided a great deal of employment opportunities for the Thai economy.

4.2 Analysis of international competitiveness of Thai international tourism

4.2.1 The indicator comparative Advantage Index of Thailand's international tourism trade

Revealed Comparative Advantage (RCA) Index, refers to the ratio of exports of a product or service trade in a country to the total export of goods or services in the country to the total exports of goods or services traded in the world.

In order to analyze the competitiveness of Thailand's international tourism, this paper compares the comparative advantages of Thailand, China and other ASEAN member countries in international tourism service trade by using the RCA index calculation method and using the data of the WTO Statistical data base.

On the whole, the results from the RCA index of tourism services trade between China and ASEAN 10 countries indicate that Thailand's international tourism has a strong international competitive advantage in the region but having a strong competitive advantage does not mean that Thailand is a powerful tourist country and will analyze the international competitiveness of a national tourism industry, Other factors need to be taken into account. (Jose, 2005)

4.2.2 Analysis of diamond model of Thai International tourism

According to Porter Michael JB. Porter's theory of national competitive advantage, based on the theory of diamond model, this paper analyzes the international competitiveness of Thai international tourism, according to the theory of diamond model, it has four main factors that affect the industry's international competitiveness, such as production factors, demand conditions, the performance of related industries and supporting industries, the enterprises ' strategy, structure, Competitor performance.

4.2.2.1 essential productive factors

Thailand is a rich country with tourism resources, whether it is the nature of the Beach Valley tourism resources, or people of Thailand's traditional culture tourism resources, can attract a large number of foreign tourists. Thailand's tourist attractions have a pattern, beaches,
palaces, museums, gardens or world heritage, foreign tourists more familiar with the cities such as Bangkok, Pattaya, big city, Chiangmai and Phuket. All the above famous cities have perfect tourist facilities. Thailand has about 104 well-known tourist destinations, including 17 beaches and 9 shopping malls. Thailand has a wide range of world-renowned guesthouses and resorts, three-star hotels, five-star hotels, guesthouses or hostels, are visitors can according to their own needs to choose.

In addition to tourist destinations, Thailand's traditional culture and festivals are another feature of the country, Thai food in the impression of foreigners is hot and sour, but in fact it has five and a taste, the main ingredients of Thai food such as tuck milk, lemon, chili and basil, the most famous Thai dishes such as winter Yang Kung Tang, green curry soup and Thai-style fried powder.

4.2.2.2 Demand conditions

The main tourist market for tourism in Thailand, the first is the Chinese tourists, 2014 tourist volume of 4.623 million people, the second is Malaysia, the number of visitors to 2.644 million. If, according to the world's regions, the largest number of visitors to Thailand are tourists from East Asia and then from Europe, America, South Asia, Oceania, the Middle East and Africa.

In terms of the average tourist stay (Average Length of Stay), the average stopover time for foreign tourists in Thailand was 9.12 nights in 2010, while the average stays of visitors increased to 9.64 nights by 2011. The longer the tourists stay in Thailand, the more economic benefits they bring, as for the duration of their stay in Thailand, foreign tourists spend $150.23/person/day in Thailand, up 5.09% from 2012.

4.2.2.3 Performance of related and supporting industries

Thailand's tourist accommodation, travel agencies, tourism and other tourism-related and supporting industries have developed rapidly, the hotel industry, the average annual price of 5% to 10%, Thailand has 10,018 hotels nationwide, including the number of rooms for 457029 (average 45/hotel), The first five cities with the highest number of hotels are Surat Thani (331), Bangkok (282), Chonburi (269), Phuket (243) and Chiangmai (192 rooms). The decline in the number of inbound tourists, affected by the political turmoil in Thailand, has led to a drag on the hospitality industry in its main tourist destinations. However, the Thai accommodation in the hotel industry has more adaptation strategies, residential service types more diversified, in order to cope with the situation is not conducive to development, Thailand is one of the future industries.

Travel agency industry, with the annual entry of Thai tourists continue to develop, so that the travel industry has been greatly benefited, each year to the country, entrepreneurs and local bring a lot of income. The main business of the travel agency is to provide tourist itinerary, leader, tour guide or Visa. Thailand has a total of 261 companies are divided into two main
Catering, Thailand is known as the "Paradise on earth" laudatory name, that because Thailand has a fascination with food, tourists to Thailand is essential to try Thai delicious local dishes. The reputation of Thai cuisine plays an important role in the development of the Thai catering industry, and the catering industry also contributes to the development of international tourism in the country, with two industries supporting each other.

4.2.2.4 Enterprise's strategy, structure, competitor's performance

At present, the global tourism competition is more and more fierce, many countries see tourism industry as one of the important gears to promote the national economic development. Although Thailand's international tourism industry in 2013 to upgrade to the world's top ten tourism countries, but also to meet a lot of strong competitors, especially in the region. The ASEAN countries have positioned the tourism industry as the main pillar of the country's economic development, and the tourism resources of ASEAN countries are similar, whether they are natural resources or human resources. ASEAN has a lot of the same culture, such as food culture, Buddhist culture and clothing culture. Food culture, the main food in Southeast Asia, including local rice, vegetables and meat, the main condiment is coconut milk, chili and spices, Southeast Asian countries have a wide range of food, Myanmar, Laos and Cambodia, these countries are similar to Thailand cuisine. Natural tourism resources, Thailand and other ASEAN member countries of the tourist attractions are more approximate, such as: Thailand and Vietnam Halong, Thailand Chiangmai Sunday Bazaar and the Lao Louang Prapang Night Market. Therefore, it can be predicted that the future of the ASEAN region in the tourism competition trend is more and more intense.

4.2.2.5 Opportunity and government

With the continuous development of international tourism, Thailand's international tourism has also been a lot of favorable influence. In addition to the current global tourist behavior has been changing, information and network technology development, the emergence of the world's low-cost routes, and other factors to promote the sustainable development of tourism in Thailand. In the performance of the Thai network, because the international tourism is very important to the economic development of Thailand, the annual tourism created a huge foreign exchange income and created a lot of jobs, so every term of government attaches great importance to the industry, the Thai government every year to promote tourism development policy.

4.3 SWOT analysis of Thai International tourism

SWOT analysis is currently one of the main analytical tools of marketing and strategic management. SWOT is the first acronym of Strengths, Weaknesses, Opportunities and Threats, and SWOT analysis can analyze the advantages and disadvantages of the internal environment
of industry, and recognize opportunities and threats from the external environment. (Yang, 2004)

As for the field of tourism development research, swot-tows analysis is often used to analyze the advantages, disadvantages, and threats of tourism industry, and then use the TOWs analysis method to make strategy for tourism industry. (Hu, 2007) This paper analyses the Thai international tourism in CAFTA environment with the help of this method.

4.3.1 Superiority
4.3.1.1 Thailand is rich in tourism resources

Although it is a small area of the country, but Thailand has a very rich tourism resource. Whether it is the natural tourism resources of the Beach Valley or the cultural tourism resources of traditional festivals, it is the key to promote the growth of Thai international tourism. Thailand has mountains and seas, is a beautiful natural environment, the south of Thailand, beaches, bays and islands are the world's leading tourist attractions, tourists in the resort can fully share the diving, sunbathing, water surfing, plate sailing sports fun, foreign tourists more familiar with the city such as: Phuket, Krabi, Trang and panya. In addition, northern Thailand also has a beautiful natural environment, where visitors can participate in Thailand's popular tourism projects such as riding on the back of the elephant through the mountains across the river, enjoy the natural scenery of the jungle. As the northern part of Thailand has a beautiful view, tourists can also walk in the mountains along the border or mountain to watch the scenic peaks. Thailand is rich in tourist destinations throughout the country, many of the world's famous attractions, and other regions only different.

In addition to natural landscapes, Thailand's traditional culture also has a magical appeal to foreign tourists. Thai Traditional Festival R like the water-splashing festival, every year during this period the country can attract foreign tourists to travel about 400,000 people, creating a travel income of about 6 billion Thai beads. Thailand is known as the "Paradise on Earth", not only because of the breathtaking beauty of Thailand, but also because of the prestigious Thai cooking. Thai cuisine with five flavors, the ups and downs of the sweet and sour taste of the balance of harmony, coconut juice, green coffee, lemon are the famous ingredients of Thai cuisine, the world's major cities have Thai restaurants can prove the extraordinary charm of Thai cuisine. Whether it is natural scenery, folk festivals, or a variety of food are all foreign friends can remember the Thai characteristics. Its people, food, nightlife, historical sites and cultural events. It should also be noted that “nice people”, is the key success factor which requires an effort to ensure its sustainability. Local Thai people have reasons to be pleasant to tourists if they feel that the tourism industry in beneficial and advantageous for them. The benefits need not be pecuniary or evident. A recent survey in Thailand suggested that rather than focusing on income, the main benefit perceived by the Thais was that they feel proud that foreign tourists like to come to Thailand.

4.3.1.2 Thai Government attaches great importance to international tourism

Because international tourism is very important to the economic development of Thailand,
the annual tourism creates huge foreign exchange income and creates many jobs. The development of international tourism to Thailand's cities to build prosperity, so every term of government is very important to the industry. In the history of tourism development in Thailand, the first tourism policy was officially launched in 1936, at that time, the policy target had three main contents: first, to the foreign tourists to do more promotion; second, to enhance the level of tourism service capacity; Third, enhance the tourist attractions and hospitality service level. The government established the Tourism Authority of Thailand (TAT) in 1960, Thailand's first dedicated government organization for tourism Promotion, Thailand Tourism Bureau currently has 35 domestic offices and 26 overseas offices. The Tourism Bureau of Thailand has been launching tourism promotion activities every year, the department will present different theme year, 1980 and 1987 Thailand travel Year, 1998 to 1999 of the magical Thailand, the 2003 of the observation of Thailand, and even this year 2015.

Thailand, which has been buffeted by political turmoil, has left the country's international tourism in a state of decline, so the government has consistently found a variety of policies to excite its industry. (Ba, 2005) In 2015, with the Government aware of the importance of Chinese tourists, the government introduced a short-term visa-free policy for Chinese tourists this year. According to the data published by CT rip the number of visa and booking travel has increased significantly, two months Chinese have handled Thailand's personal travel visa more than 40,000, the chain growth of more than 4 times, this time the peak of the visa office to deal with a day near 3000 copies of the Thai sign. The above government policy shows that the Thai Government attaches great importance to international tourism.

4.3.1.3 Thailand's geographical location for tourism development

Tourism is one of the main goals of the development of ASEAN community, the ASEAN Highway Network Project, the ASEAN Railway Network project, the logistics system in the region, the promotion of service quality and the development of human resources, all of which are helpful to the development of tourism in the region. In recent years, as an up-and-comer of World Tourism Development, ASEAN countries received 98 million foreign tourists from around the world in 2013. According to the World Tourism Organization, the highest growth rate of tourists in the region reached 10%, and ASEAN countries have always supported and cooperated with each other, such as the implementation of a single ASEAN visa, in order to achieve a single tourist destination. In this way, tourists come to the region, not only to visit a country, but visitors can link to other countries in the region to travel.

Thailand is located in the central South-East Asia Peninsula, the country's geographical location is the center of the South-East Asia region, as one of the ASEAN members of Thailand, the country's geographical advantages, convenient air and land, and suitable for other countries, the Thai government to the ASEAN tourist Centre as the goal. International tourism to Thailand to create a large income, for the country as much as 39.282 billion U.S. dollars, from the past 5 years of tourism income, although Thailand's international tourism will encounter obstacles to development, but the development trend of international tourism is still promising.
With the World Tourism Organization's speculation that the number of international visitors in 2020 will reach 1.36 billion, and in the near future, northeast Asia and Southeast Asia will become the world's new hot tourist destinations, so through the world tourism development Trend and ASEAN Community Tourism Development, Thailand's international tourism can flourish together.

4.3.1.4 Value-for-money tourist destinations

The world-famous tourist attraction of Thailand, it has an addictive cuisine and beautiful beaches, attracts tourists from all over the world, and Thailand is also known as the "Country of Smiles" by the world, because when Thais meet foreign tourists often give them a smile, so the name of the country of smile is the foreigner to warm and friendly Thai people echo and attention. In addition to its warm and friendly attitude and superior tourist resources, Thailand is considered one of the world's best value-for-money destinations, with the 2006 The Country Brand Index (CBI) showing Thailand selected as "Best Country Brand for Value for", It's the country that pays for it. 2012, Bangkok, Thailand was also ranked as the world's best tourist shopping in the second place, as well as the world's best value for money tourism. Shopping is an activity which is favored by tourists. Shopping paradise is often used as an attraction for tourism. In Asia, Hong Kong and Singapore are known for their diversity of shops, brands and products. Being tax-free trading ports, these islands offer a wide range of tax-free luxury goods of international brands. Some developing countries try to emulate this strategy by setting up tax-free shops to lure additional spending from tourists. luxury shopping may be a good attraction strategy but is hardly beneficial from the point of view of local income and employment. On average, foreign tourists spend most of their budget on accommodation and food accounting for almost half the daily spending. The shopping strategy in Thailand is geared towards local products. Thailand is a well-known production base of textiles, leather wear, gems and jewelry. In Thailand, on average, tourists spend about 35 percent of their expenditure on shopping. This average for women is of course greater than that for men. Within the shopping budget, about 27 percent go to clothing and 12 percent each on leather goods and gems and jewelry.

An average spending for jewelry per person was 10,500 baht per day or approximately US$ 239. Biggest spenders in this category are the Middle East travelers followed by Americans and South Asians. An average of 6,700 bath was spent on brand products. The most preferred prices for gold products are between US$100 - 500 and less than US$ 50 for silver products. Recently, the Thai government has implemented a “one village one product strategy” which could enhance tourism activity in Thailand.

4.3.2 Inferiority

4.3.2.1 Political unrest in Thailand

Thailand has often been in a state of political unrest for nearly 10 years, and Thailand's politics have been on the rise 200 years ago, and Thailand's politics have been chaotic since the 2006 military coup. Political issues not only affect Thailand's economic development, but
also seriously affect the prosperity of international tourism, which is the backbone of the country. Asian tourist market, such as China, Taiwan, Japan and South Korea, these countries are more sensitive, the political unrest in Thailand has a great impact on its tourist market, such as in 2008 according to Thailand Tourism Department statistics show that the number of inbound Asian tourists, Thailand, 8.312 million people, by 2009 Thailand was in serious political turmoil, resulting in a drop in the number of inbound Asian visitors to 7.902 million, down 4.94% per cent year-on-year. 2008, Thailand's international tourism created 17.247 billion of dollars of income, to the 2009 political crisis affected the tourist letter thousand, tourism income low 14.88 billion U.S. dollars. In the U.S.-Europe source market, although the market is not more sensitive than the Asian source market, but when Thailand's political changes, but also caused anxiety in the United States and Europe tourists.

International tourism is an indispensable key part of Thailand's economic and social development, from 2001 to now Thailand's political situation has been uneasy, the instability of the political environment of Thailand's international tourism to encounter many obstacles cannot be rapid growth, this situation not only affects tourism, but also necessarily affect the development of all aspects of the country.

4.3.2.2 Degradation of tourist attractions

The most important advantage of Thailand's tourism development is tourism resources; every year Thailand's various tourist attractions can attract many foreign visitors. However, the current situation of many tourist attractions gradually declines, this issue will be Thailand's tourism industry's biggest impact in the future. Due to the increasing number of tourists in Thailand each year, but the tourist attractions and tourism environment management norms are imperfect, still do not take into account the tourist attractions and the sustainable development of tourism industry, so that many natural tourism resources slowly degenerate. According to a survey of the satisfaction of foreign tourists traveling in Thailand's famous Krabi, 7% of foreign tourists will no longer return, 70% are not sure, 23% will return to travel, will not return to travel is the main reason is a Krabi beach recession. According to the Ministry of Tourism of Thailand, the environmental survey of 2,154 tourist attractions in the country found that 138 tourist attractions with severe recession, most of which are natural tourist attractions, including 50 natural tourist attractions, 38 historical tourist attractions and 21 cultural tourist attractions, all destinations need to be revived as soon as possible.

When the focus is on increasing the number of tourists and pursuing income, it cannot cope with the negative impact of this expansion, leading to a decline in many tourist attractions and possibly a decline in tourism competitiveness in Thailand. This is the main topic of the Government and relevant departments, if not quickly, and serious management, Thailand's international tourism development will cause great losses.

4.3.2.3 Negative impressions of tourism security

Thailand is a popular tourist destination in the belly, and it is a paradise on the mind of
foreign tourists. But crime against foreign tourists has increased in recent years. Safety is a primary concern for foreign visitors to Thailand, according to a survey of travel safety conducted by the National Tourism Administration of Thailand (TAT). The survey also concluded that Thailand's tourism security problem is destroying Thailand's image of tourism, from China, Hong Kong, Malaysia, Taiwan and Italy and other foreign tourists to Thailand's tourism security is very low, because some in Thailand have encountered bad tourism experience, such as fraud and services misunderstood. Not long ago, Thailand also appeared in the case of British tourists killed, so that foreign tourism security issues in Thailand more attention. In 2014, an Australian journalist, John Stapleton, wrote a book about Thailand's tourism security, called "Thailand: The End of Life," English title "Thailand: deadly destination", the content of this book refers to Thailand is "The most dangerous tourist destination in the world, Stapleton also cited figures published by the British government, where British tourists lost 296 people in Thailand between 2011 and 2012, and up to 389 in 2013. Thailand to the mouth once a pleasant and safe tourist destination, Stapleton This section sold, will inevitably destroy Thailand has been implicit accumulation of the beautiful image, and Thailand's international tourism development has serious impact. According to the Thai Tourism Police Department of Statistics, Thai foreign tourists have increased the rate of victimization, from 2008 464 victims to 2012 years of 2183 people, or increase 4.7 times. The increase the number of outsider’s victims, the higher the amount of compensation to be paid, and the compensation paid to foreign visitors in 2008 was 490 million Thai beads until 2012, when the amount of compensation was increased to 2.12 billion Thai beads. The main cause of foreign tourists suffering in Thailand is traffic accidents, followed by injuries. The international tourism industry brings a yearly income of about 550 billion Thai beads, or about 6% of gross domestic product, while providing plenty of jobs for the country. With the gradual revival of political unrest, the issue of tourism security has become a new hardship in the development of international tourism. Every year, many foreign tourists in Thailand encounter a variety of dangers, whether it is traffic stories, drugs, robbery or pick pocketing, some seriously injured, some even dead busy, this situation not only damaged the image of Thailand, but also caused the distrust of tourists, and even affect the future development of national tourism.

4.3.3 Opportunity
4.3.3.1 China's economic growth

According to the World Tourism Organization, the number of international visitors will reach 600 million in 2020, and the future will be the most popular tourist destinations in East Asia, Asia-Pacific region and Southeast Asia. As the United States and Europe face a serious economic crisis, the Western tourism market growth rate continues to slow. Although Europe remains the world's largest market for international tourism, emerging markets like Asia and South Africa have growth rates several times higher than in developed countries. Emerging market such as the Bric, the market per capita income continues to increase, in the future it will provide more international tourists to the world tourism market. UNWTO on the future trend of world tourism market speculation, 2020 international tourists compared with 2010 will be almost one-fold, which UNWTO forecast China will become the world's largest tourist source. In 2013, it was speculated that China's outbound visitors will reach 100 million in 2020, but
According to statistics from China National Tourism Administration (CNTA), the number of outbound tourists in 2014 has broken through 1 billion, and the rapid development of outbound tourism in China is far beyond the World Tourism Organization's speculation. The growing Chinese economy has kept the Chinese people's income per capita rising, and the Chinese are not only the tourist groups that are actively competing for international tourism, but also the world's most capable international tourist.

According to the China National Tourism Administration (CNTA), Chinese tourists spent 164.8 billion of billions of dollars on foreign travel in 2014, still ranked first in the global rankings. The development of China's outbound tourism has a positive effect on the prosperity of World international tourism, and for Thailand and ASEAN, the establishment of CAFTA not only promotes the trade of tourism services between China and ASEAN, but also causes tourism cooperation among Governments, which is not only a good opportunity for the ASEAN region, And also Thailand's international tourism as a rare development opportunity. (Guo, 2004)

4.3.3.2 Change of passenger behavior

Modern tourist behavior has been changing, the impact of the global recession has caused many tourists to choose travel to become more careful, value-for-money tourism has become the theme of contemporary tourists decided to travel, many tourism-related enterprises to adopt a variety of pricing strategies to attract tourists’ attention, such as Low-cost Hotel packages, low-cost flights, Airport Duty-free shop. (Drew, 2008) In addition, modern visitors are more focused on "special interest tourism." For example: health tourism; Adventure; Spiritual Travel, prize tourism, body travel, etc. (Li, 2007)

In addition, regional economic integration has facilitated the development of tourism in the region, whether in the context of economic integration, free trade and tourism cooperation, such as the World Tourism Organization (UNWTO), the Asia-Pacific Economic Cooperation (APEC), ASEAN and the China-ASEAN Free Trade Area (CAFTA) and so on, has helped to reduce travel barriers and constraints within the region. Therefore, Thailand, as a country with a pattern of tourism products, Thailand has a lot of famous tourism products, whether it is golf course, Thai massage, or higher hospitals, so with the changes in tourist behavior of the new trend of the country's tourism industry will be good opportunities for development.

4.3.3.3 Development of network technology

With the development of information and network technology, the emergence of many tourism websites shows that the way of global tourism marketing has changed. The information-based Internet can respond to the needs of modern tourists in time, Agoda hotels, tours, or where to go. The success of tourism websites in business can prove that network technology has become the main tool of future tourism development. New Age visitors will use the Internet more to search for travel information, through internet visitors can compare prices, as well as reading a tourist destination and tourism products evaluation, now the world
has more than 1.5 billion internet users, and more than 600 million people use social networks, such as Facebook, Twitter or Weibo. (Ji, 2013)

In addition, the rise of smartphones is another factor contributing to the development of tourism, with mobile internet making people's sales behavior completely changed. Just click on it, whether it is search travel information, booking a hotel or booking a plane ticket, you can use a mobile phone operation. According to the China Internet Network Information Center (CNNIC) report on the status of Internet development in China, the number of Internet users in China increased by 649 million in 2014, an increase of 31 million in the year, with 557 million people or about 86% accessing the internet via mobile phones, China's internet penetration rate has reached 47.9%.

4.3.4 Threaten
4.3.4.1 Intense competition in the international tourism market

With the steady development of the world tourism industry, the tourism industry is the main pillar of the economic development, and the development of the world's emerging tourist market has caused more attention to the tourism industry. In the future, East Asia, Asia-Pacific region and Southeast Asia will become the world's popular tourist destinations, in the Asian region with many of the world's major tourism countries, such as China, Japan, Korea, Singapore, Malaysia and Thailand, in the World tourism competition in the situation, countries try to maintain their national status. For Thailand, the most fearsome competitor is not the one mentioned above, but the other ASEAN member countries in the same region as Thailand. The Regional tourism resources of ASEAN are similar, whether they are admission resources or human resources. At present, the ASEAN countries have fierce competition in tourism, each country launches a variety of tourism activities, in order to attract foreign tourists. Each country wants to make up for its own export slowdown with tourism revenues, especially Thailand, Malaysia and Singapore, which wants to be the top of ASEAN's tourism industry.

The future growth trend of ASEAN regional tourism will continue, with each ASEAN member home awakening and beginning to focus on the development of tourism industry, in order to support the growth of tourism. In addition, the ASEAN Economic Community (AEC) will be officially launched in 2015, and ASEAN members will be and, in many ways, including tourism. The most popular ASEAN members with foreign visitors are Malaysia, with 2.5 million visitors, followed by 2.2 million in Thailand and 1.4 million in Singapore. In addition, according to this paper, the results of the RCA index of China and ASEAN countries have been studied, the RCA index in Laos and Cambodia is largely ahead of Thailand, while the RCA index in Vietnam is similar to Thailand, although the number of foreign tourists in three countries is still less than that of Thailand, so it is possible to predict, Vietnam, Laos and Cambodia may become important competitors in Thailand's international tourism industry in the future.

4.3.4.2 Natural disasters and world climate change
The impact of the world's climate change has been evident, and natural disasters have intensified in recent years, whether storms, floods, droughts, earthquakes, volcanic eruptions or tsunamis. In the past 30 years, the frequency of natural disasters has increased, the incidence of water damage has grown by 30.7%, the storm has increased 26.6% and the earthquake has increased by 8.6%. Thailand's international tourism is also affected by natural disasters, a tsunami occurred in the southern Andaman Sea of Thailand in 2004 (Tsunami), 6 Thai important and world-famous beach tourist cities, namely: Phuket, Krabi, Ranong, climbing, Trang and Satun suffered heavy losses and economic losses of more than 70 billion Thai beads. Later, in 2011, a flood occurred in central Thailand, some parts of the capital Bangkok were lost and international travel revenue lost about 50 billion Thai beads. Natural disasters have the most serious impact on the development of Thailand's international tourism, it is unable to prevent and control the tourism crisis, each occurrence not only makes the international tourism income less, or to the tourist business and local people to keep a painful memory. The trend in the frequency of natural disasters in the future continues to increase, and the Thai Government and relevant departments are prepared to deal with the natural disaster cannot be guessed.

4.3.4.3 International terrorism

The MH370 event remains a global memory, and the disappearance of this flight has had a significant impact on Malaysia's tourism industry, although Malaysia's tourism year was held in 2014, but it was not possible to remove foreign tourists' perceptions of tourism security in Malaysia, especially among Chinese tourists. This is an example of the impact of international terrorism on tourism. International terrorism has been happening all over the world, and in the ASEAN countries such as Malaysia, Indonesia and Thailand, there have been cases of cattle bombings. In early 2015, there were several bombings in Thailand, which, although not much, could also trigger mistrust of tourist destinations, particularly in tourist resorts. International terrorism will be a big problem in the future of the world, and also a threat to the future of international tourism development.