



CLMV as the new
market for tourism
in Thailand

CONTENT

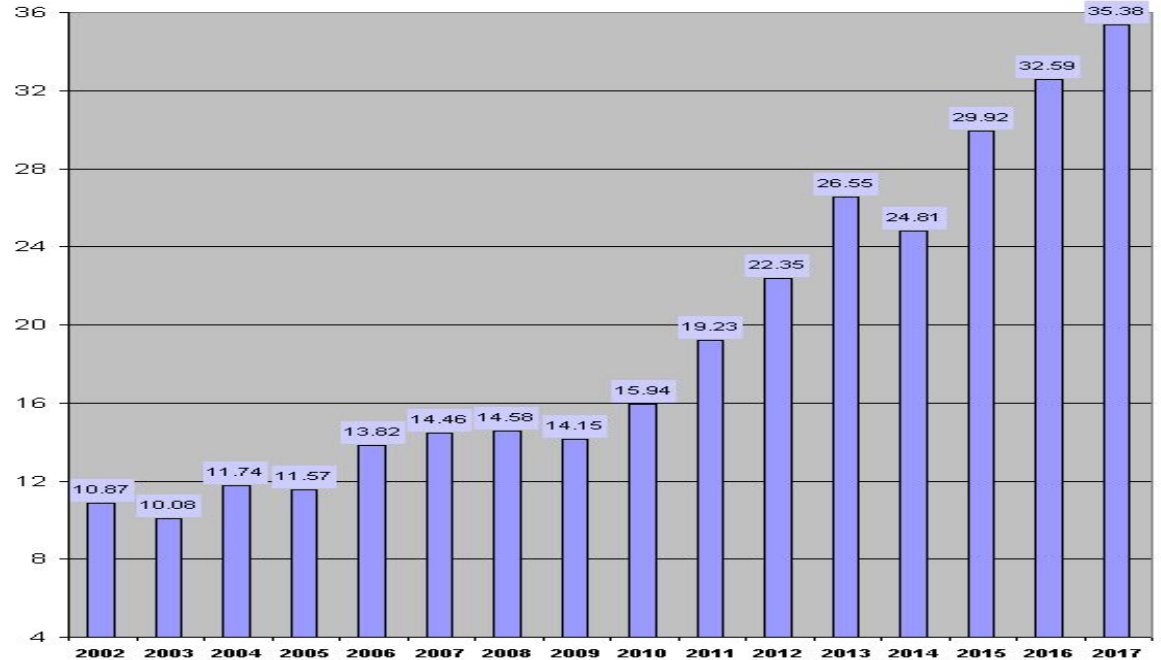
1. Introduction
2. Literature Review
 - Economic factors on tourism sector
 - Opportunities and Challenges
 - Types of Tourism in Thailand
3. Data
4. Methodology

INTRODUCTION

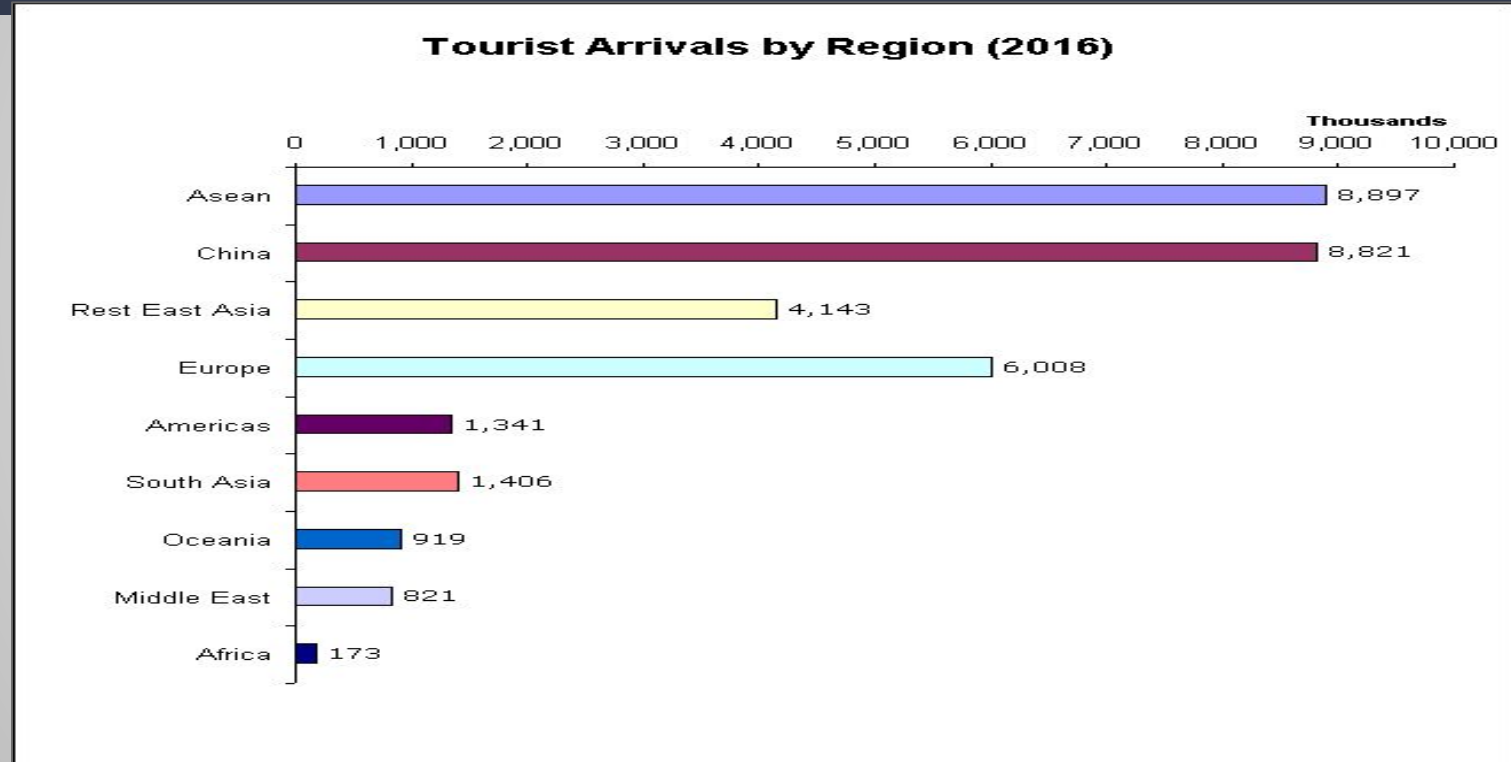


The amount
of tourist
arrivals
in Thailand

**Yearly Tourist Arrivals in Thailand
(2002-2017 ; in millions)**

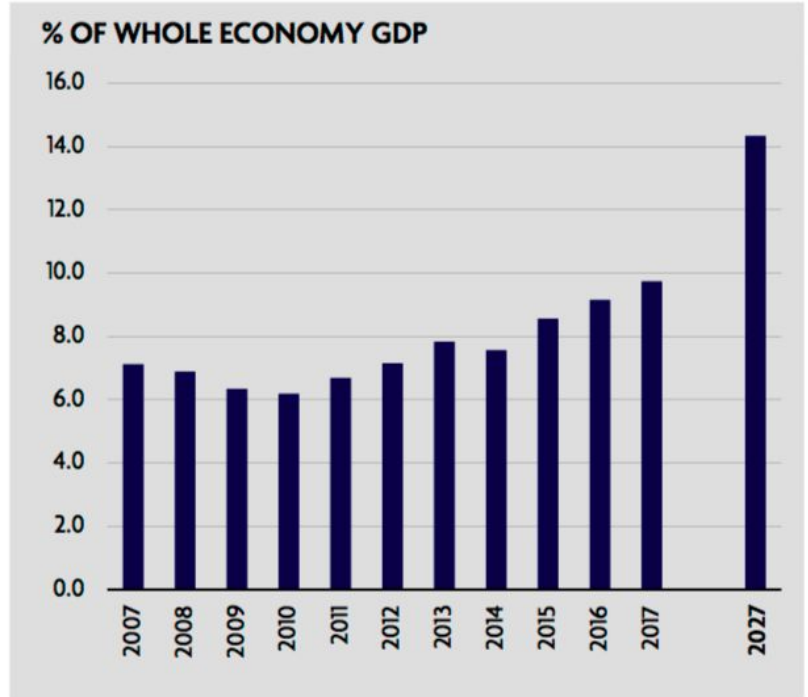
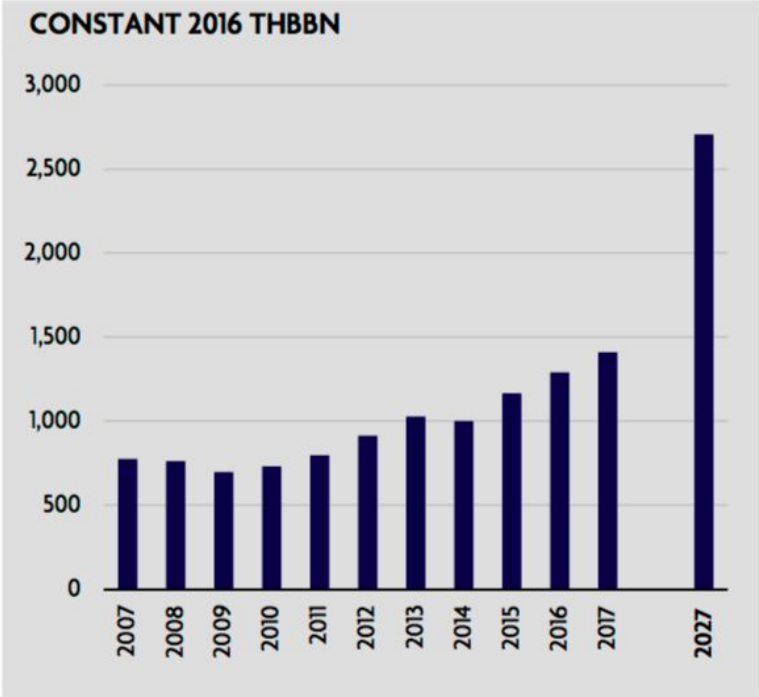


The amount tourist arrivals by region



TRAVEL & TOURISM'S CONTRIBUTION TO GDP

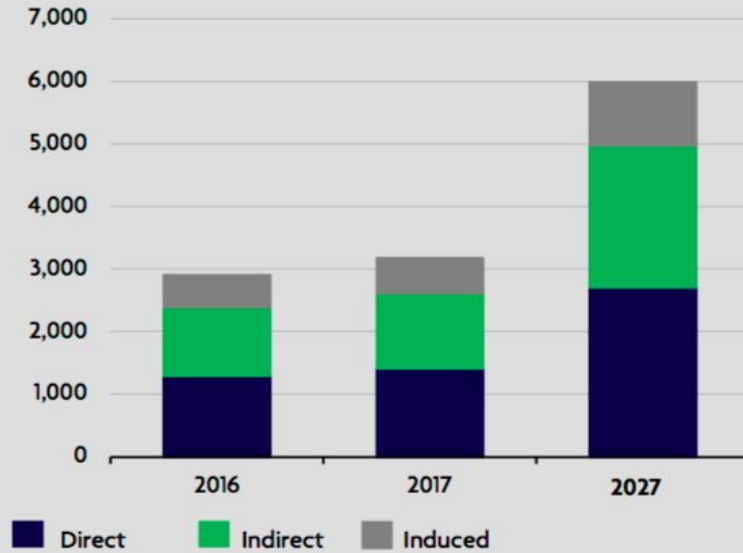
THAILAND: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



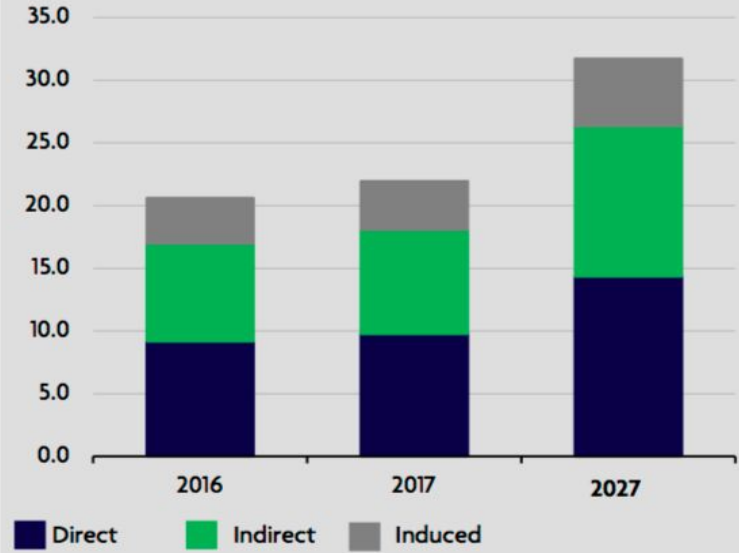
GDP of tourism in Thailand

THAILAND: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONSTANT 2016 THBBN

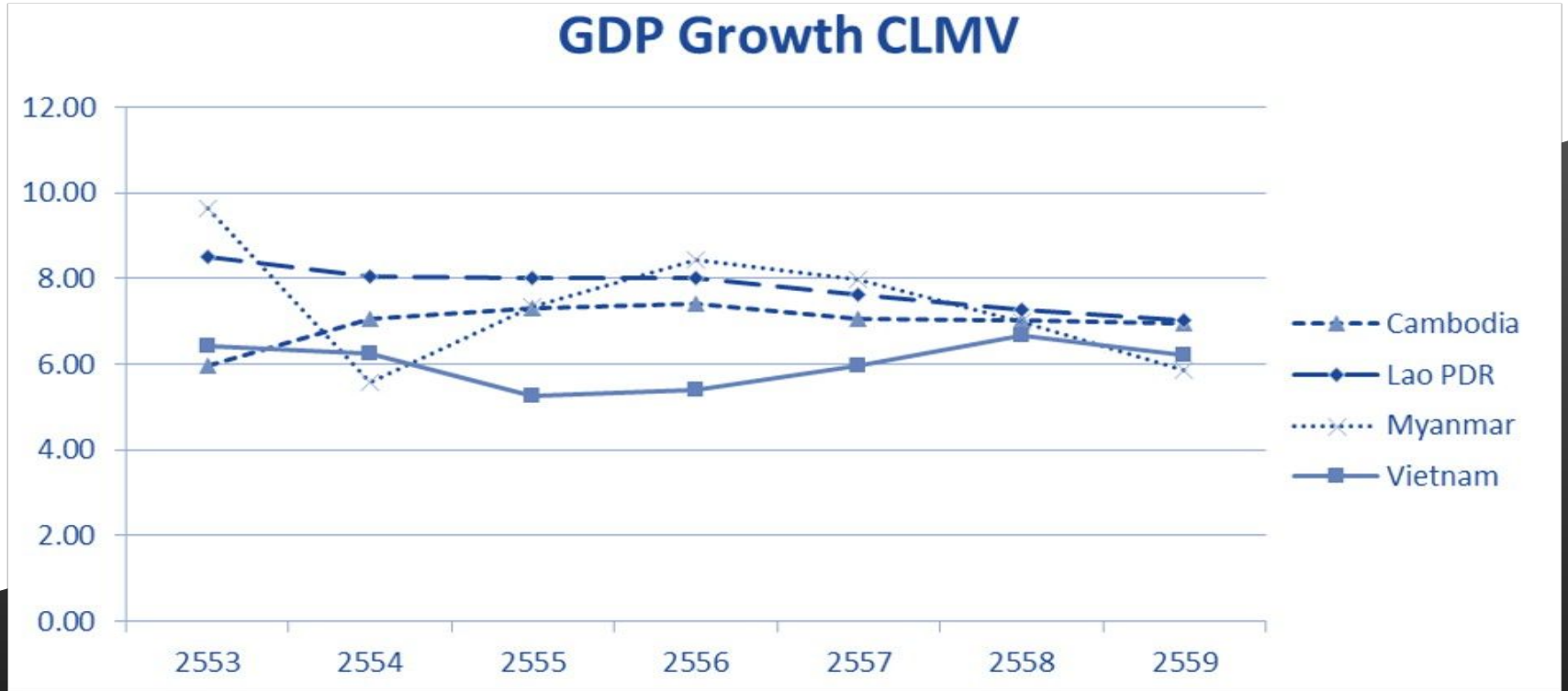


% OF WHOLE ECONOMY GDP



¹ All values are in constant 2016 prices & exchange rates

WHY do we consider CLMV countries ?



Research Questions

1

Are CLMV countries the new target market for tourism in Thailand ?

2

What are the factors for tourism in Thailand?

3

What are the comparative advantages/disadvantages of Thailand on Tourism?



LITERATURE REVIEW

ECONOMIC FACTORS ON TOURISM SECTOR

The demand for travelling has been increasing significantly over the past decade and also has the potential to grow continuously.

The studies of **Phannida Sangdang and Prasert Chaitip (2016)**, analyzed macroeconomic factors affecting tourism demand of foreign tourists in Thailand, followed by the studies of **Akarapong Untong (2015)**, and **Pannatorn Anansiriprapha and Xiu Wu (2016)** who took another factor, elasticity, into their studies.

CHALLENGES & OPPORTUNITIES

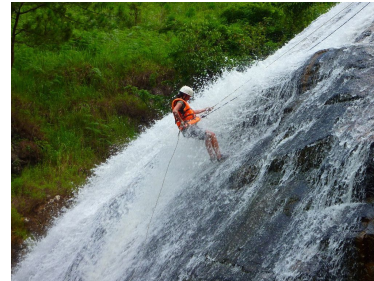
John Walsh and Pawana Tachavimol (2007) investigated the nature of Chinese tourism and their satisfaction in Thailand.

Moreover, the study of **Sompong Amnuay-ngertra and Hideki Sonoda (2013)** focused on the river tourism along Mekong river providing opportunities and concerns. Another study from **Suthinan Pomsuwan (2015)** identified the key success factors of Thailand tour business.



TYPES OF TOURISM IN THAILAND

Mohamed Ali Sharafuddin (2007) identified each types of tourism in Thailand.





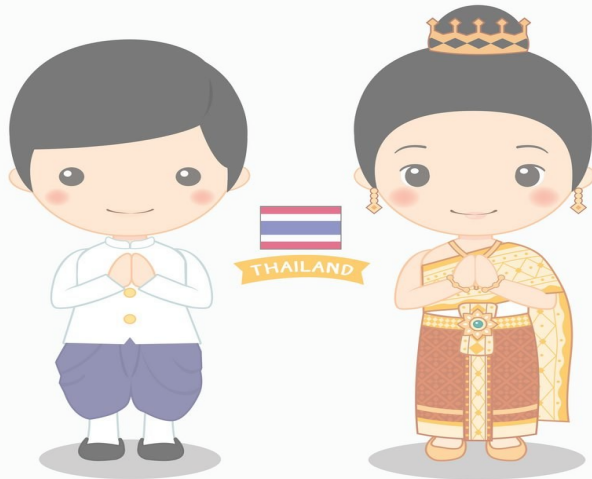
Data



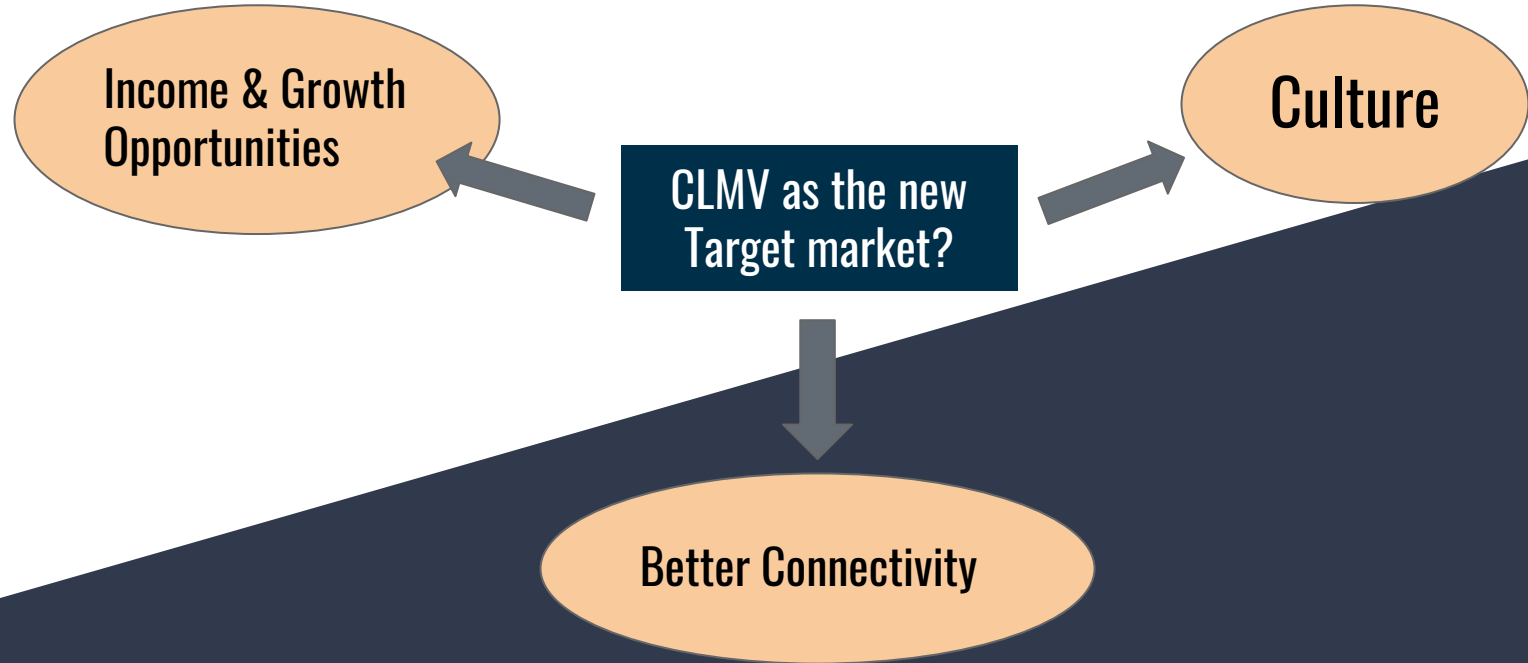
Data

- GDP growth rate of CLMV countries - World Bank 1990-2014
- Economic Growth Forecast - SCB EIC
- Direct contribution of tourism to Thailand GDP - World Travel & Tourism Council
- Total Contribution of tourism to Thailand GDP - World Travel & Tourism Council
- World real GDP growth - SCB EIC
- FDI flows to CLMV countries - SCB EIC
- Total Population size in CLMV - Thammasat Institute for Study of International Cooperation(TISIC)
- Income per head averagely in CLMV countries - Thammasat Institute for Study of International Cooperation(TISIC)
- Travel Tourism and travel competitive Index - World Economic Forum
- Travel and Tourism Competitive ranking among ASEAN - World Economic Forum
- Tourism policy framework - Pornphatu Rupjumlong, Ph.D., tourism.go.th
- Greater Mekong Subregion tourism development plan - asean.org

METHODOLOGY



Conceptual Framework



Research Design

Quantitative Research

- statistical, numerical analysis of data collected through research.

Qualitative Research

- Questionnaire/ Interview

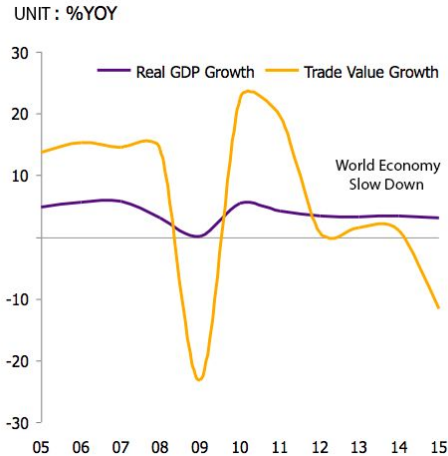
Research Instrument

Research Questions	Research Instrument
Are CLMV countries the new target market for tourism in thailand ?	Research, Questionnaire, Interview
What are the factors for CLMV tourists in Thailand?	Research, Questionnaire, Interview
What are the comparative advantages/disadvantages of Thailand on Tourism?	Research, Questionnaire, Interview

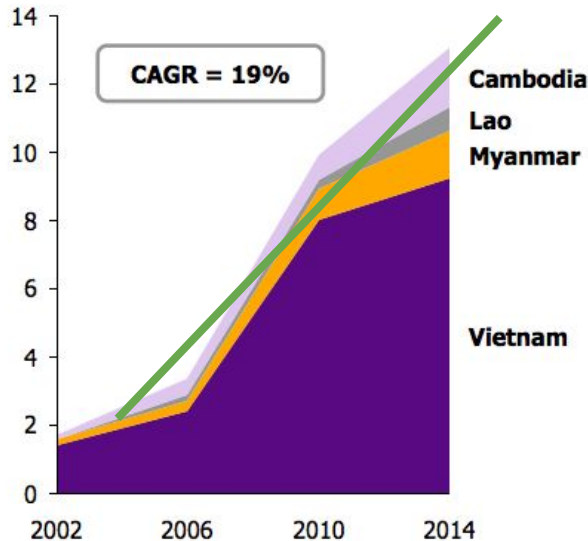
Income & demand for travel

“The more people have higher income, the more likely they travel abroad”

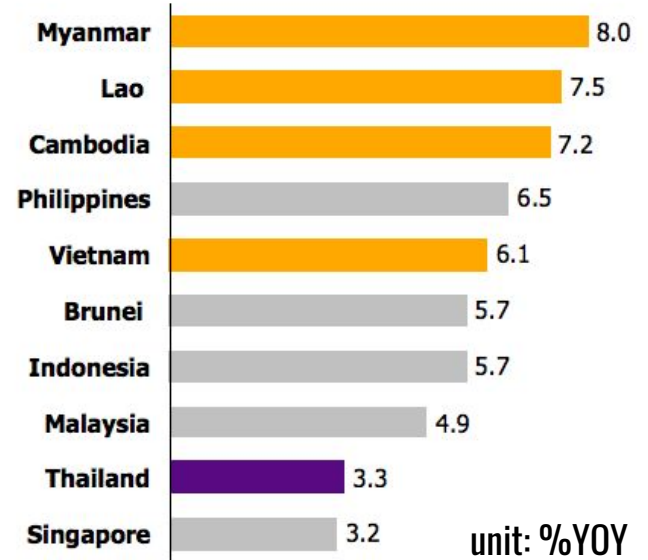
World Economy Slow Down

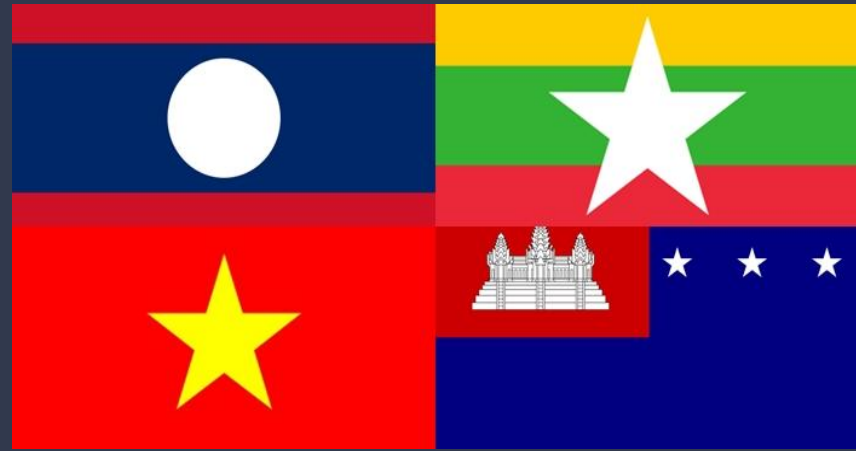


FDI flows to CLMV countries



Economic growth Forecast : 2015-2020





CLMV is the new interesting market for Thailand

- the total population size around **180 millions people**.
- Income per person around **\$700-2,000 per year**

Culture and Preferences

ถูกใจแล้ว | กำลังติดตาม | แชร์ | ...

Channel3 Cambodia FanPage ได้เพิ่มรูปภาพใหม่ 6 ภาพ
28 กันยายน เวลา 20:46 น. · 🌐

ពេញហង្សឌីយ៉ាតែម្តង ❤️

Channel3 Cambodia FanPage
@ch3cambodiaFC

หน้าหลัก
โพสต์
คำวิจารณ์
วิดีโอ
รูปภาพ
เกี่ยวกับ
ชุมชน

นี่ คนนี้ นางบอกว่ ขำโขง มาตามหาพี่หมื่น....

06:11:29

ร่วมแสดงความคิดเห็นผ่านรายการ 'เรื่องเล่าเช้านี้'

แฟนละครชาว สปป.ลาว

SMS 4838990

Phim Thái Lan CH3
7 ตุลาคม เวลา 15:37 น. · 🌐

TIN MỚI :
Theo tin từ tạp chí F3 thì sắp tới James Ma & Urassaya đóng cặp trong phim mới tên là " Klin Kasalong (dịch tạm : Hương Hoa Đất Phước) " được chuyển thể từ cuốn tiểu thuyết cùng tên , sẽ do Mam Thitima sản xuất cho đài CH3 .

Sơ lược nội dung :
Phim nói về kiếp trước và hiện tại xoay quanh hai nhân vật chính . Ở quá khứ là chuyện tình giữa anh chàng bác sĩ người Trung Quốc tên là Shab , làm việc tại bệnh viện ở Chiang Mai , anh có một tình tuyệt đẹp cùng c... ดูเพิ่มเติม

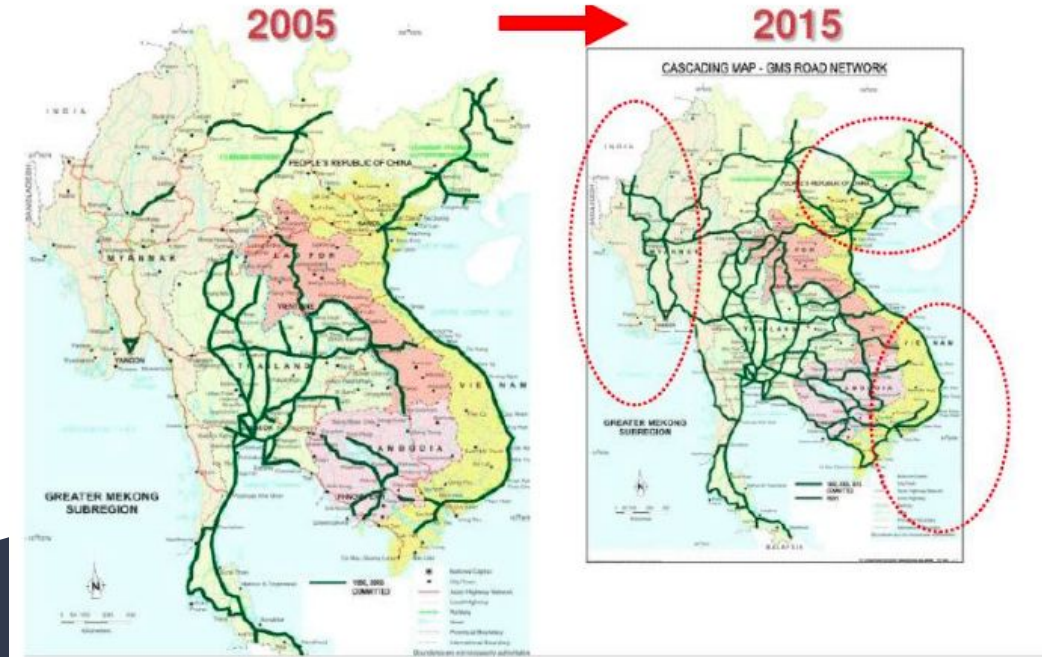
ดูค่าแม่

หน้าหลัก
โพสต์
วิดีโอ
รูปภาพ
เกี่ยวกับ
ชุมชน

สร้างเพจ

Greater Mekong Subregion Network

GMS Tourism Development



“New Opportunities for Better Connectivities”

GMS Tourism Development

Greater Mekong Subregion

- Position the GMS as a single tourism destination
- Promote multi-country tourism in the GMS economic corridors
- Target high-yield markets
- Improve the business-enabling environment for product development by the private sector
- Emphasize development of pro-poor tourism
- Improve quality standards for accommodation, food, and tourist site management
- Promote intra-GMS travel

Tourism Policy Law and Regulatory Framework for Competitiveness in AEC

- The Act of National Tourism Policy, B.E. 2551 (2008)
 - Travel & Tourism Regulatory Framework
- 
- A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Tourism Policy Law and Regulatory Framework for Competitiveness in AEC

The Travel & Tourism Competitiveness Index 2017

Country/Economy	Global rank	Enabling environment				
		Business environment	Safety and security	Health and hygiene	Human resource and labour market	ICT readiness
SOUTH-EAST ASIA						
Singapore	13	6.1	6.5	5.5	5.6	6.1
Malaysia	26	5.4	5.8	5.2	5.2	5.2
Thailand	34	4.7	4.0	4.9	4.9	4.8
Indonesia	42	4.5	5.1	4.3	4.6	3.8
Sri Lanka	64	4.7	5.5	5.3	4.5	3.7
Vietnam	67	4.4	5.6	5.0	4.9	4.2
Philippines	79	4.3	3.6	4.8	4.8	4.0
Lao PDR	94	4.7	5.4	4.3	4.6	3.1
Cambodia	101	3.7	5.1	4.0	4.1	3.6
South-East Asia Average		4.7	5.2	4.8	4.8	4.3



Tourism Policy Law and Regulatory Framework for Competitiveness in AEC

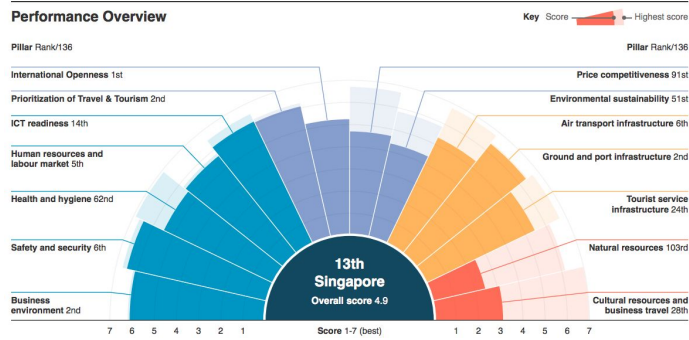
The Travel & Tourism Competitiveness Index 2017

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International Openness	Price Competitiveness	Environmental Sustainability	Air Transport Infrastructure	Ground and port infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Resources & Business Travel
SOUTH-EAST ASIA									
Singapore	6.0	5.2	4.7	4.3	5.3	6.3	5.4	2.4	3.1
Malaysia	4.7	4.1	6.1	3.5	4.5	4.4	4.7	4.1	2.9
Thailand	5.0	3.8	5.6	3.6	4.6	3.1	5.8	4.9	2.8
Indonesia	5.6	4.3	6.0	3.2	3.8	3.2	3.1	4.7	3.3
Sri Lanka	5.2	3.1	5.6	3.9	2.6	3.9	3.2	4.1	1.6
Vietnam	4.0	3.0	5.3	3.4	2.8	3.1	2.6	4.0	3.0
Philippines	4.8	3.4	5.5	3.6	2.7	2.5	3.4	4.0	1.9
Lao PDR	4.7	3.0	5.7	3.8	2.1	2.4	3.5	3.0	1.3
Cambodia	5.1	3.5	5.1	3.3	2.1	2.4	2.9	3.2	1.6
South-East Asia Average	5.0	3.7	5.5	3.6	3.4	3.5	3.9	3.8	2.4

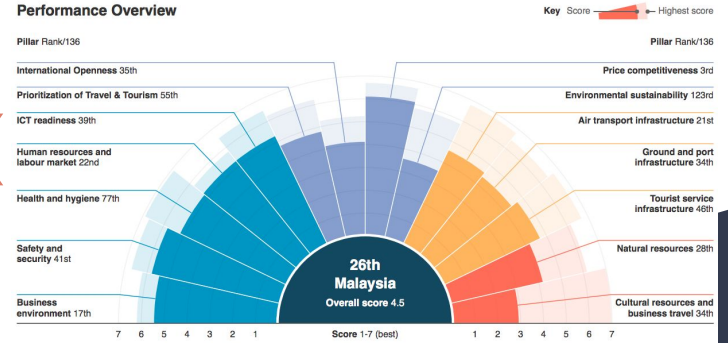


Threat and Opportunities

1

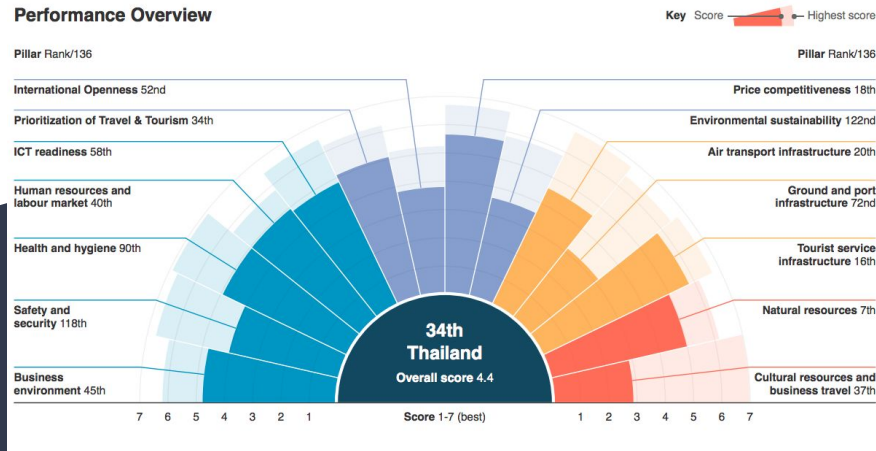


2



weforum.org

3



THANK YOU

Member:

Thanaporn Pornvuthikorn 5804640034

Rungrawin Teeramongkol 5804640042

Yosita Jitchaicharoen 5904640868

Benjaporn kitsirilarp 5904641056