
THE FIRST REPORT

**A STUDY OF THE
THAI
TOURISM
REVOLUTION**

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‘Visit Thailand Year Will Live On,
Serving As A Solid Foundation
From Which Our Tourism
Industry Can
Develop And Go Forward From
Strength To Strength.’

— **Prime Minister Prem Tinsulanonda,**
Addressing Thai International’s
Annual Marketing Meeting In Pattaya,
12 May 1988.

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Foreword

VISIT Thailand Year was a momentous year in the history of Thai tourism. Based on the 60th birthday of His Majesty King Bhumibhol Adulyadej, celebrated by the Thai nation on 5 December 1987, visit Thailand Year focussed international attention on the country, increased awareness of tourism as a major economic force and proved true the long-taught but rarely-practised slogan that the Kingdom's true strength lies in how well the private and public sectors can cooperate.

This is a report of how the Thai travel industry fared in that epoch-making year. It strives to examine the year's successes and failures and analyse the issues that have emerged.

The first comprehensive report of its kind, it is different in style and content from other research studies because it is written from a journalist's rather than an academic's perspective. The objective was to go beyond number-crunching and take a look at how the industry functions and the deeper issues that affect it.

The conclusions and analyses are based on my detailed interviews with numerous Thai tourism industry executives with whom I have maintained regular contact since starting to cover the industry in 1981, first for Travel Trade Gazette Asia and then PATA Travel News Asia-Pacific, both publications of the Asian Business Press Group. I have made every effort to ensure accuracy of the data but if small mistakes have crept in, my sincere apologies.

I trust readers will find the report useful in formulating future marketing plans, developing feasibility studies or just for information and reference. Above all, I trust it will be as enjoyable to read as it was to write. It is my sincere hope that the report will make a small contribution towards helping the economic development of the country I have long called home.

Imtiaz Muqbil,
Bangkok, Thailand.
17 June 1988