

The logo for Travel Impact Newswire is positioned at the top of the slide. It features the text "Travel Impact Newswire" in a bold, green, sans-serif font. The text is set against a rectangular background that shows a scenic view of a winding road through green hills under a cloudy sky.

Travel Impact Newswire

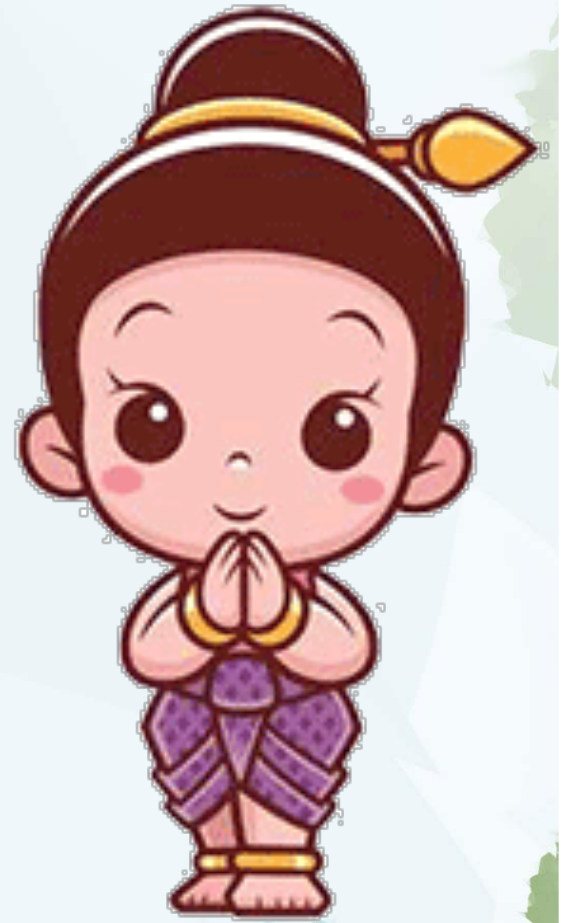
Enhancing Effective Communications in the post-Covid19 era

22 June, 2020

By Imtiaz Muqbil,
Executive Editor, Travel Impact Newswire

Tourism Authority of Thailand webinar series

Thank you to the
TAT
and to
all viewers
for joining.



Main objective

- (+) Challenge conventional wisdoms
- (+) Move beyond Recovery and Resilience
- (+) REset the Mindset
- (+) Provide a REality check
- (+) Make Travel & Tourism a Part of the Solution

On 17 June 2020, Prime Minister Gen Prayut Chan-o-cha made this declaration:

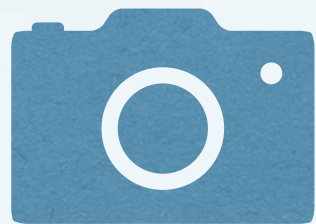
This crisis must help us re-shape our nation....We should emerge from this terrible Covid ordeal a new nation that is stronger, more respected, and as one nation bound together tightly by our common heritage, our common sacrifices, and our love for each other. We must now lay down the fundamentals for sustainable prosperity, and open the way for Thais to rediscover who and what they really are and all that they are truly capable of achieving.



Communications played a critical role in helping Thailand pull off a remarkable success story.

The global Travel & Tourism industry has an opportunity to use its widespread communications networks to do the same.

This webinar is designed to advance that agenda.



The world is in a mess.
Problems are becoming crises
Travel & Tourism is reeling from the fallout of the pandemic
Information is in a state of anarchy





The Communication and Information explosion is contributing to a global

DUMBING DOWN

Hence, the Most Important “Re” is...



REality Check

Thai Tourism's Biggest Challenge in the post-Covid Era

How to really "Build Back Better" and prevent a return to the "Old Normal"

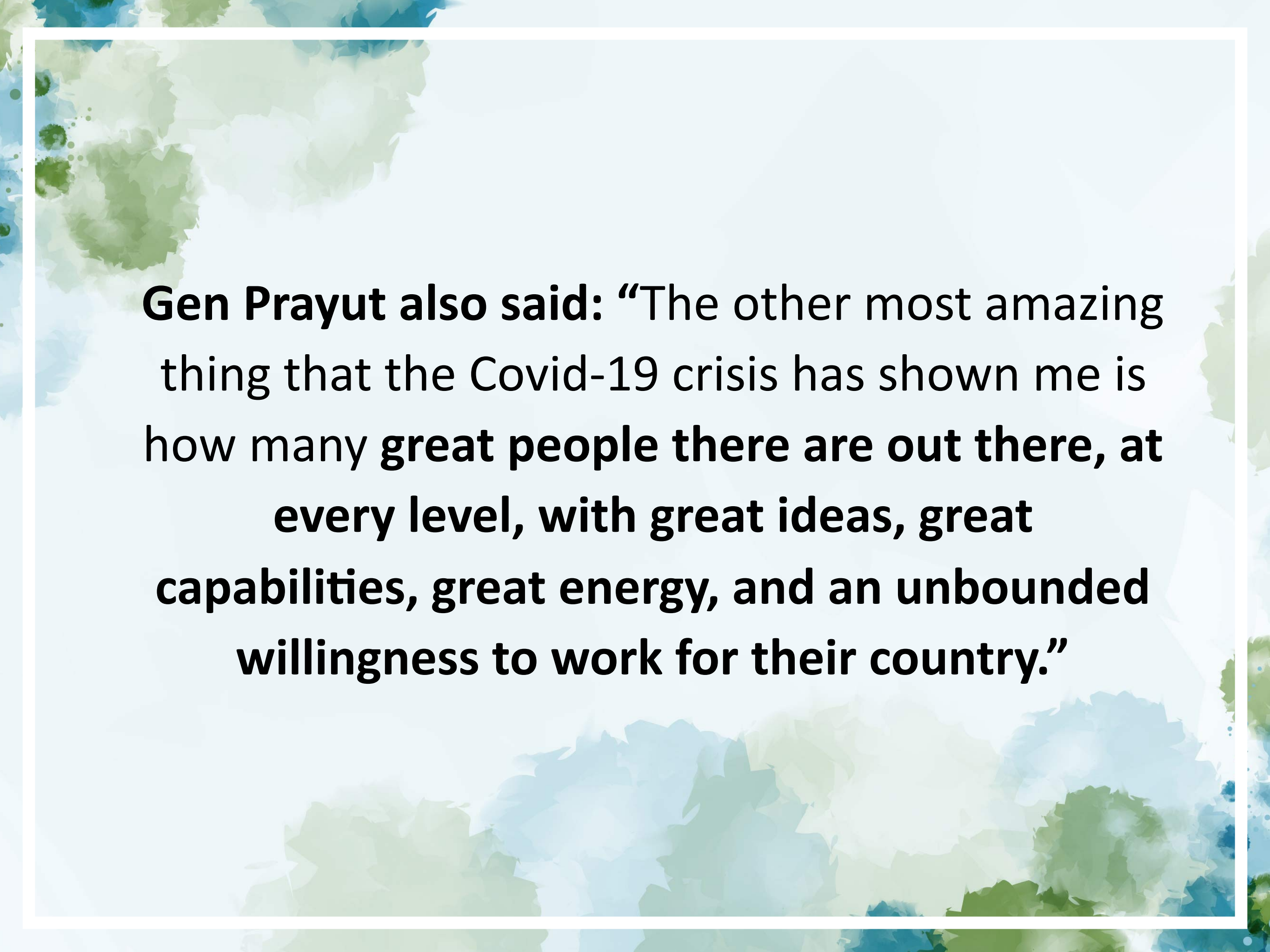


IT CAN BE DONE

Thailand is the Greatest Story in Global Tourism HiSTORY

Has overcome many past crises
Will do the same again





Gen Prayut also said: “The other most amazing thing that the Covid-19 crisis has shown me is how many great people there are out there, at every level, with great ideas, great capabilities, great energy, and an unbounded willingness to work for their country.”



Three of the greatest communicators in Thai tourism history

1

TAT Chairman and Government spokesman Mechai Viravaidhya





“If you are coming to Thailand for sex, why not stay home and eat rat poison, as both will kill you”

(Mechai Viravaidhya, Minister in charge of tourism 1992)



2

Thai Airways President Chatrachai Bunya-ananta



3

General Manager of The Oriental, Kurt Wachtveitl

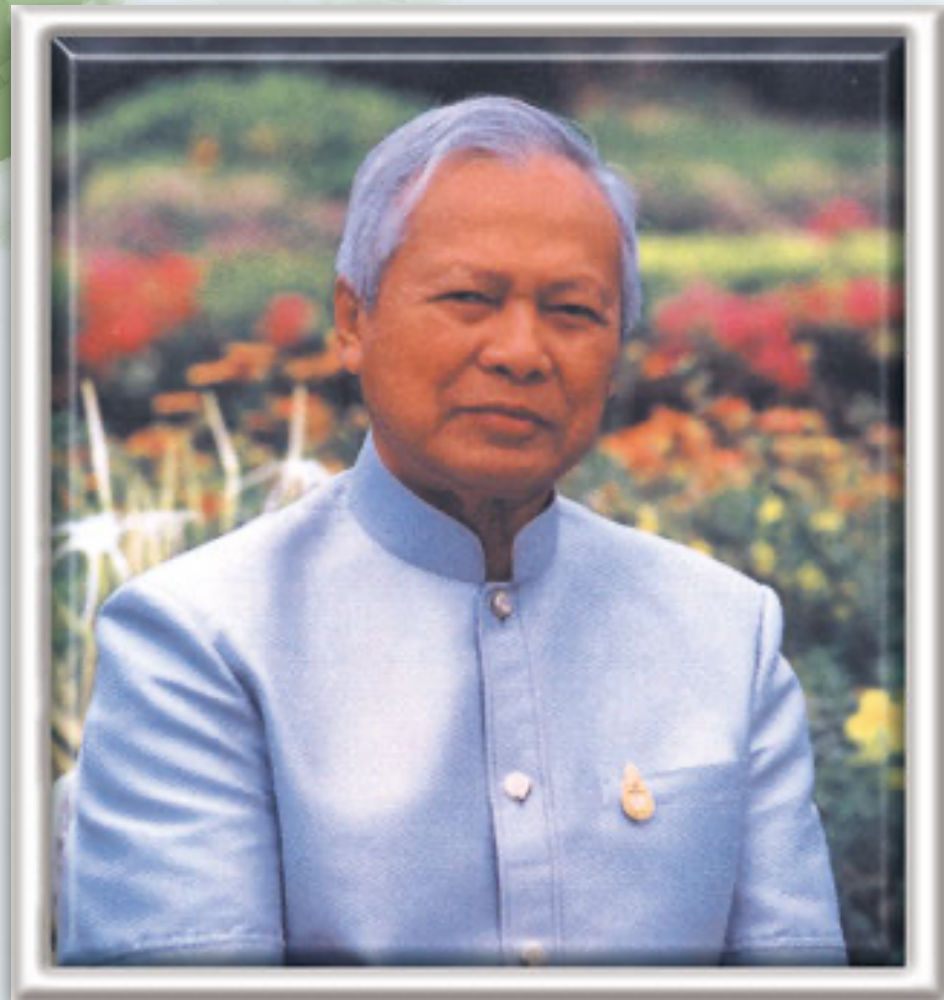


Oriental hotel in 1892

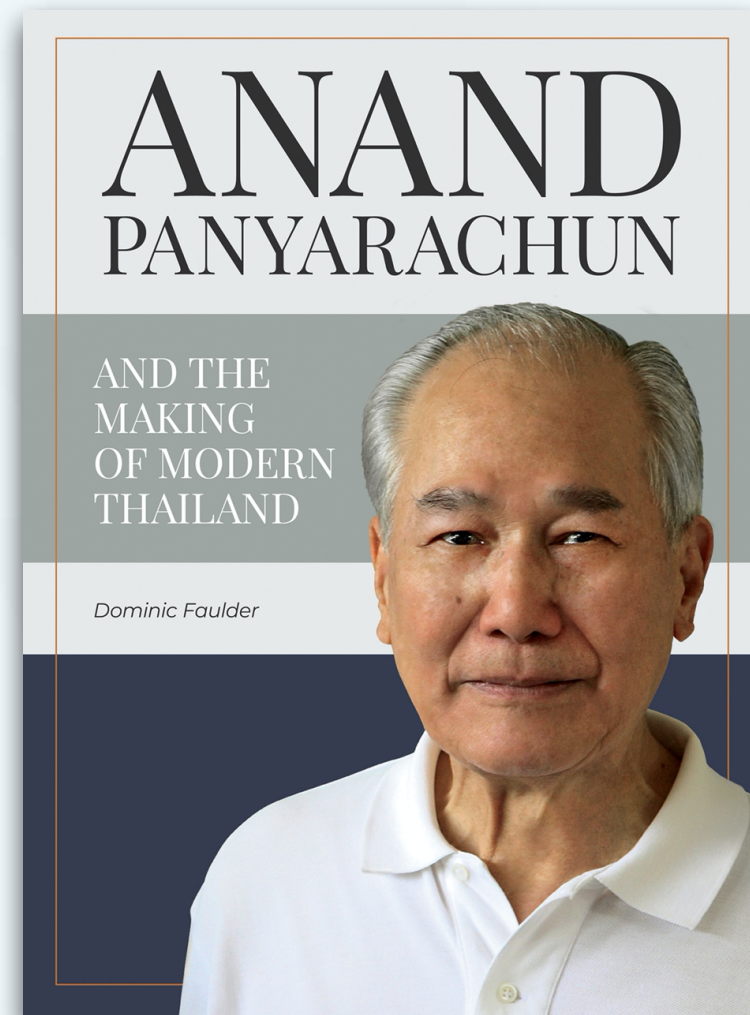
The background of the slide is a light blue watercolor wash. It is decorated with soft, painterly green and blue foliage in the corners, resembling leaves or clouds. The text is centered in a bold, black, sans-serif font.

**Their skill and talents bore fruit
thanks to teamwork and strong
support from people above and below**

Above



Prime Minister
Gen Prem Tinsulanonda



Prime Minister
Anand Panyarachun

Below



Khun Pornsri
Luphaiboon

Khun Angkana
Kalantananda

Khun Chitdee
Rangvara

The background of the slide is a watercolor-style illustration. It features soft, blended washes of light blue and pale green, suggesting a sky or misty atmosphere. In the corners, there are more defined, darker green and blue shapes that resemble foliage or trees. The overall effect is a calm, naturalistic aesthetic.

So, back to today....

Thailand's Victory over the Virus



- 1) Medical Expertise
- 2) Leadership
- 3) Precise Communication

TAT update

**Thailand ranked second
best in world for ongoing
COVID-19 recovery**

Quotes from CCSA spokesperson:



*“You have to be skilled in (probing the) personal history of patients to **understand their background**. And you have to be apt at using language.”*



“A sense of fear, panic and misunderstanding had to be transformed into courage and action. When the public is in the right frame of mind, they are willing to accept the message. It requires wholehearted public cooperation.”



**Travel & Tourism communications is
still in the “Old Normal” era**

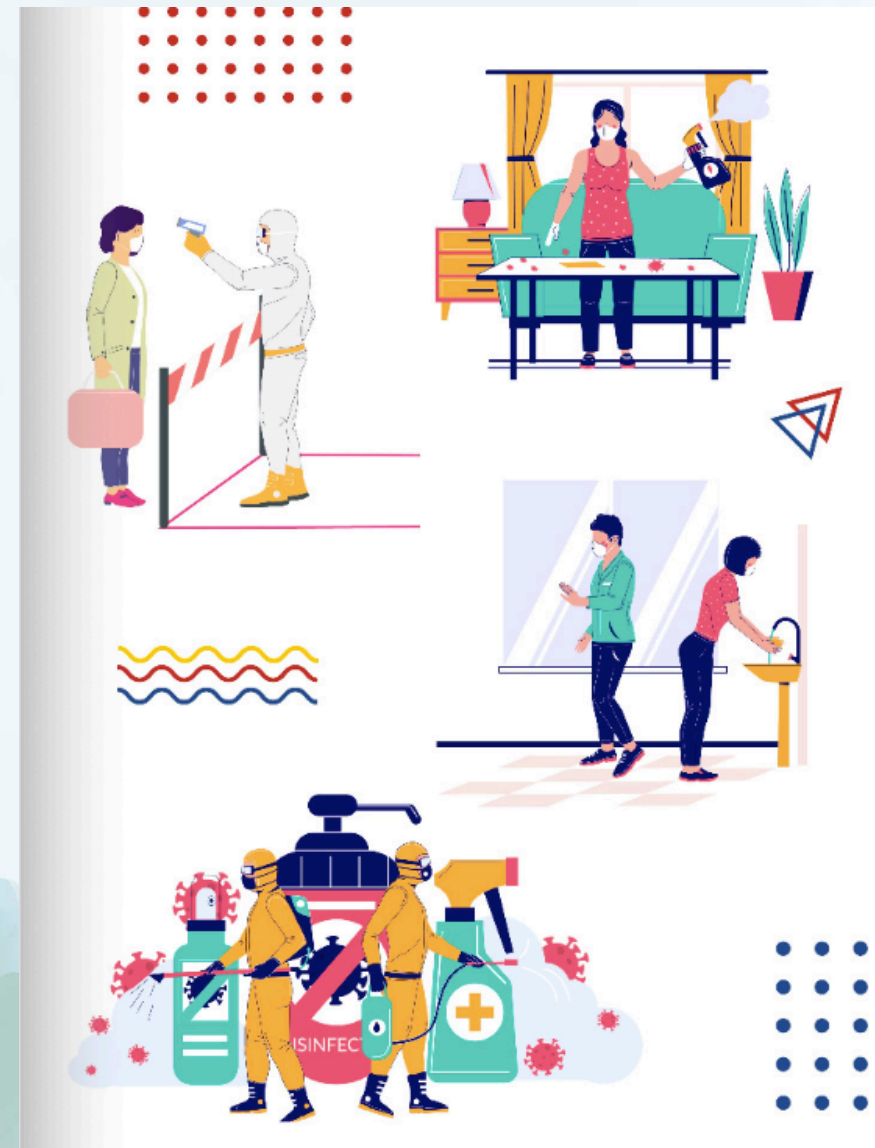
“New Normal” badly needed here, too

REset Your Mindset

In the past: “Understand Your Customer”



Today: Understand Your Operating Environment



1) Understand the country



1987 good reasons to see Thailand this year

Majestic temples and magnificent elephants, glittering roofs and garlands of orchids, enchanting people and exotic cuisine...one could write a long book about the land they call Thailand (and many seasoned travellers have). And never has there been a better year to see Thailand than 1987. For this is Visit Thailand Year in the Land of Smiles.

Among the kaleidoscope of festivities planned for 1987 you should try to catch some of these:

Feb. 6-8. Chiang Mai Flower Festival. A million blooms, a thousand smiles. One of the unforgettable moments of your life.

April 13. Songkran Festival. A nationwide water festival celebrating the Thai Lunar New Year.

May 9-10. Bun Bang Fai Festival. "Bang!" indeed. Held in northeast Thailand, a fireworks show like no other you've ever seen.

Oct. 16. Royal Barge Procession. An armada of brilliant colours, pageantry and rare splendour not to be missed.

Nov. 5. Loy Krathong. Celebrated nationwide, this is Thailand's loveliest festival.

Nov. 14-15. The Elephant Round-Up. Come to Surin in northeast Thailand for this extraordinary display.

Nov. 22. Bangkok Marathon. A major sporting event commemorating His Majesty the King's 60th Birthday Anniversary.

Dec. 15. Light and Sound Presentation. A glittering occasion to be held at the Royal Grand Palace and the Temple of the Emerald Buddha.

These are only a small selection of the truly stunning special events that mark 1987 as Visit Thailand Year.

Make your holiday plans now. And make sure you fly on Thailand's own airline, Thai International. Where the exotic sensations that are Thailand start from the moment you step on board.



2) Understand the region



3) Understand Travel & Tourism



5) Understand your Destination



6) Understand the SDGs



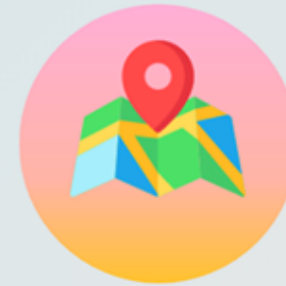
7) Understand your product



Restaurants / diners



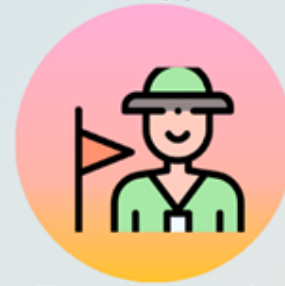
Hotels, accommodations
and meeting places



Recreational activities
and tourist attractions



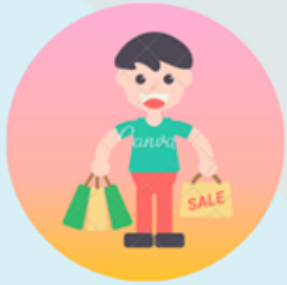
Transportation



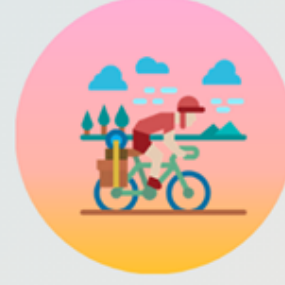
Travel agencies



Health and beauty



Department stores and
shopping centers



Sports for tourism

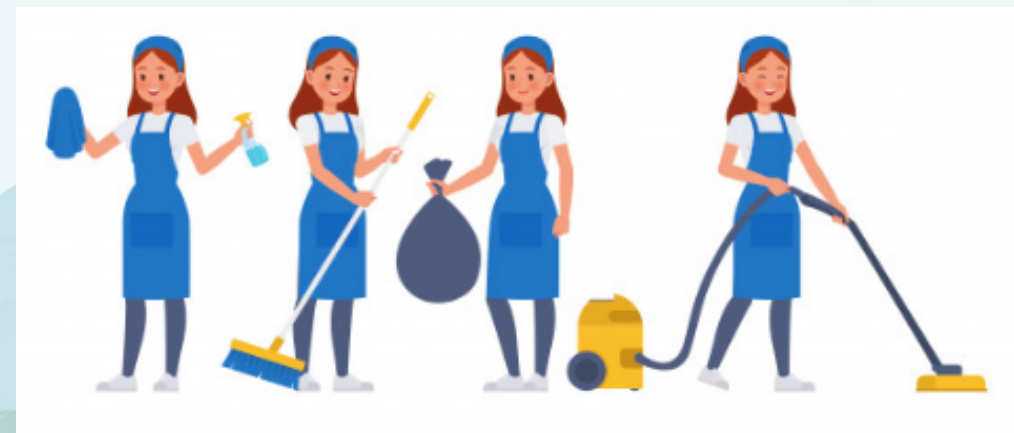
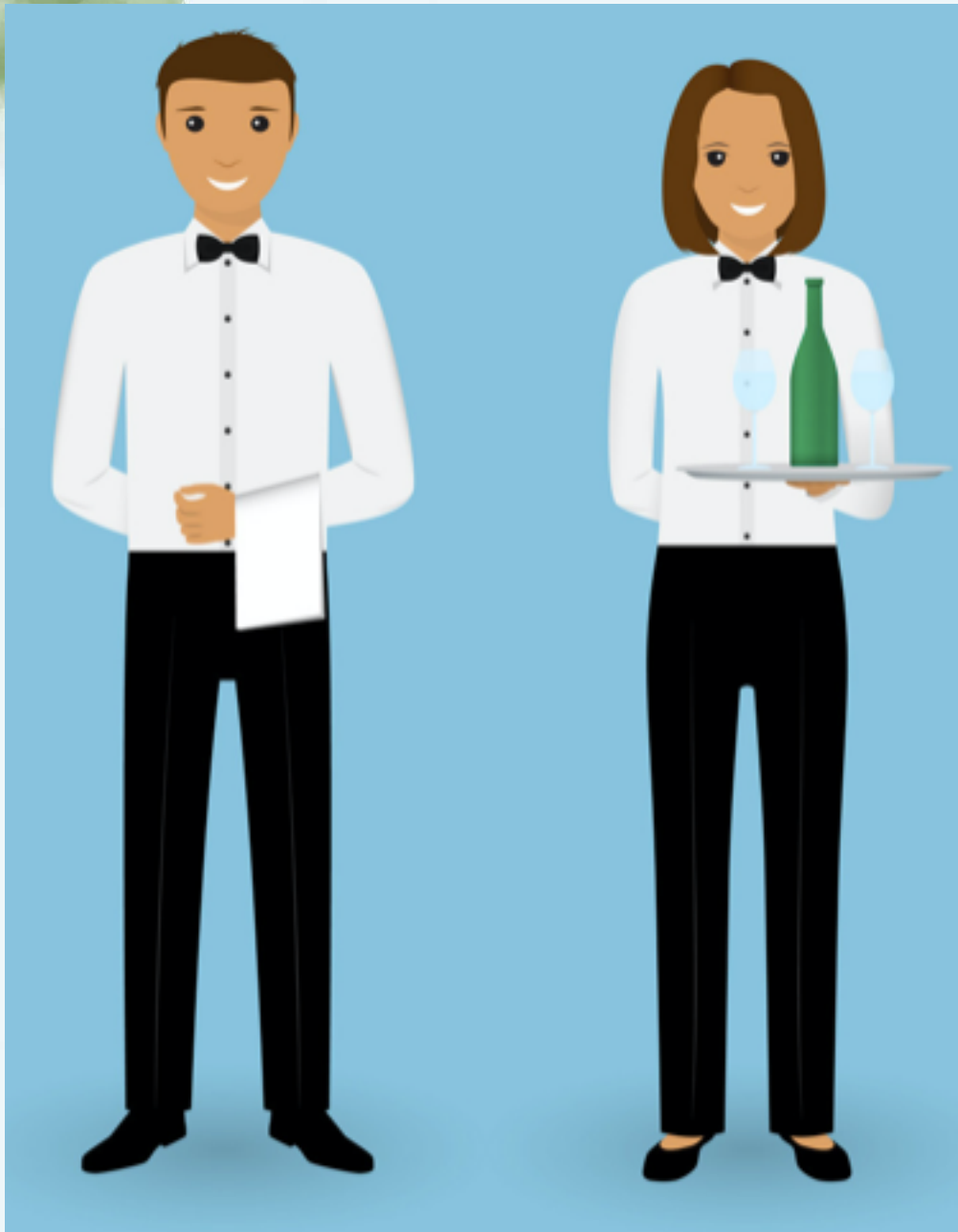


Theaters, entertainment
and activities

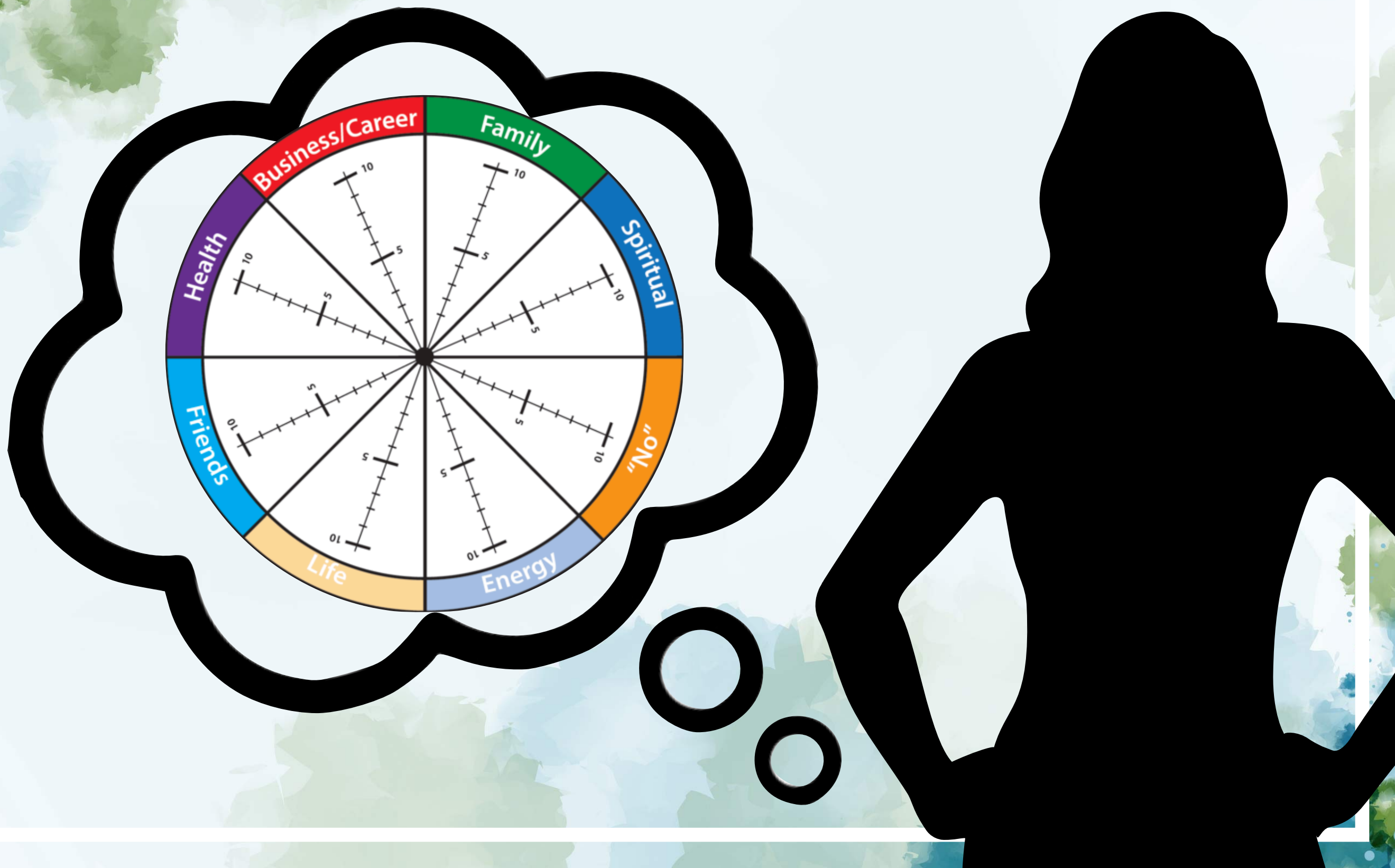


Souvenir shops
and other shops

8) Understand your people



9) Understand yourself



**10) Focus not on what is changing
but on what is**

NOT CHANGING

AND WILL NEVER CHANGE

The Permanent Normal



**Peace, love, friendship, happiness, beauty, justice,
compassion, humanity, goodness**





**11) Communicate not
to sell or market your
product but to solve a
problem**

Finally, a few personal reflections on the future of travel in an unstable, insecure and volatile world.



COSTS OF WAR



search... all

ABOUT COSTS FIGURES PAPERS IN THE NEWS

The average taxpayer owes \$23,386 for wars in Afghanistan and Iraq.



THAT'S EQUIVALENT TO:



A year at a public university



A new Honda Accord



The average down payment on a house

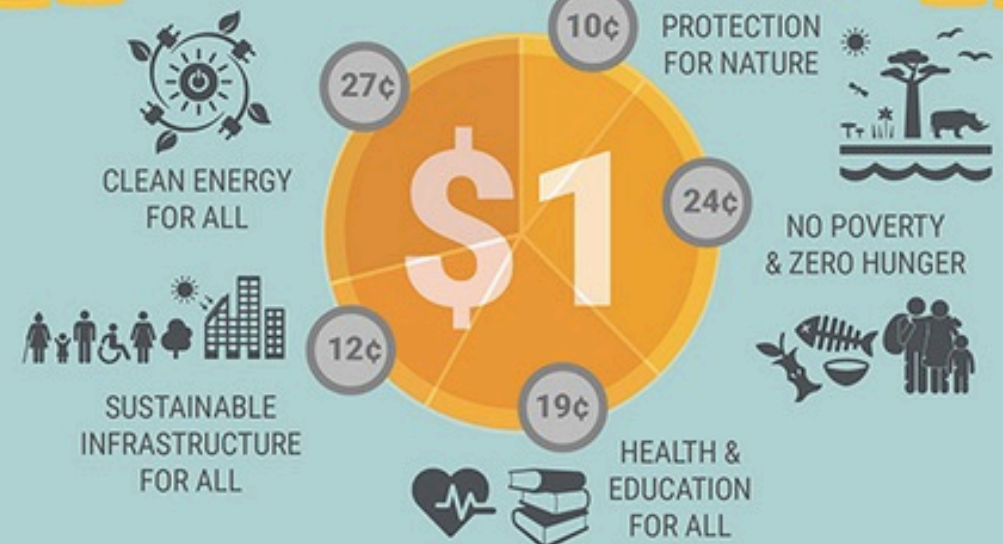
The \$5.6 Trillion Price Tag of the Post-9/11 Wars

To realize the dreams of
4.3 billion people
in Asia and the Pacific,
it will cost an additional



\$1.5 trillion per year
≈ \$1 per person per day

What can a dollar a day buy?



For South Asia and Least Developed Countries

\$2 to \$3
per person per day



It's affordable,
if we all work together!



To get Quality Tourists, support Quality Communicators

If you want Quantity, support “Bloggers and Influencers”

If you want Quality, support quality debate and critical thinking to avert The Great Global Dumbing Down

Re-direct marketing to Quality media, NGOs, specialised journals and others working for wider causes

REalise that Covid-19 was NOT a Health
Crisis but a **National Security Crisis**

Fought and curbed with the same tools
and strategies used in regular warfare

Manage your Communications in the
same way



Thank you

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