

Exploring Factors Influencing the Competitiveness of Thailand's Tourism Industry

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Abstract: Under the trend of global tourism industry development and the deepening of Thailand's tourism industry development. The competitiveness of its tourism industry is under threat, while many problems are gradually being exposed. Therefore, analyzing the advantages and problems of Thailand's tourism development can help improve its competitiveness. This article adopts the method of literature analysis, starting from the development advantages of Thailand's tourism industry, focusing on its own advantages and government measures, to analyze the reasons for the rapid development of Thailand's tourism industry. At the same time, the shortcomings and hidden dangers that exist during this rapid development were analyzed, and policy recommendations for sustainable development were proposed, elaborating on three aspects: protecting ecology, improving public security, and developing characteristic tourism. Assist Thailand in achieving sustained and healthy development models while maintaining rapid development. Analyzing the advantages and disadvantages of Thailand's tourism industry has far-reaching implications for the sustained good benefits of Thailand's tourism industry and the development of the world's tourism industry.

Keywords: tourism industry, tourism competitiveness, Thailand

1. Introduction

With the development of the world economy, the tourism industry has emerged in various regions and achieved good economic benefits. As an early developing country in the tourism industry, Thailand has relied on its unique resources and advantages to achieve good development in the tourism industry, bringing good economic benefits and rich development experience. However, in the increasingly competitive international environment and the deepening development of Thailand's tourism industry, many problems have also been exposed. If Thailand wants the tourism industry to continuously inject development momentum into the national economy, it must carefully consider the current development situation, clarify its advantages, clarify its problems, and leverage its strengths and weaknesses to reduce obstacles on the development path and achieve sustainable development.

In this regard, this article first explores the advantages that affect the development of Thailand's tourism industry, with a focus on the measures taken by the government. Analyze the driving force and side effects of government support on the development of Thailand's tourism industry, as well as the current shortcomings and problems encountered in development. As the basis for analyzing the development of the entire industry and exploring industrial structure. Based on this, corresponding

policy recommendations are proposed for the development of Thailand's tourism industry. Help them improve their competitiveness in the increasingly competitive world tourism market. Due to the significant driving force of Thailand's tourism industry for its economic development, and the profound driving effect of tourism on the development of the world economy. Therefore, analyzing Thailand, as a major tourism country, has profound significance for both Thailand's economy and the world economy.

2. Literature Review

In the article "Research on the International Competitiveness of Thailand's Tourism Industry", the author takes the international competitiveness of Thailand's tourism service trade in the Asian region as the research object, uses the comparative analysis method, selects 11 ASEAN countries, and analyzes Thailand's tourism competitiveness from three aspects: favorable environmental factors for tourism competitiveness, policy support factors for tourism competitiveness, and resource factors for tourism competitiveness, And provide policy recommendations on how Thailand can promote the development of tourism service trade [1].

In the article "SWOT Analysis of the Development of Thailand's Tourism Industry", the author uses the SWOT analysis method to summarize and analyze the strengths, weaknesses, opportunities, and threats of Thailand's tourism industry development in multiple aspects and proposes development suggestions. The author believes that the development of Thailand's tourism industry should follow the development of the global economy and change. Only by continuously improving the level of talent services in the tourism industry can Thailand's tourism move towards industrialization and internationalization [2].

In the article "Analysis of the Impact of Buddhism on Thailand's Tourism Industry", the author states that Buddhism is the internal driving force of Thailand's tourism economy. "Buddhist culture is the invisible hand that dominates and influences Thailand's tourism economy," emphasizing the deep-rooted influence of Buddhist culture on Thai culture and the impact of culture on the development of the tourism industry [3].

In the Comparative Study of Tourism Development Status in Three Southeast Asian Countries under the Belt and Road Initiative, the author explored the impact of the Belt and Road policy on Southeast Asian countries. For China, the policy sponsor, tourism is an important industry to achieve economic cooperation and cultural integration. Under the Belt and Road strategy, Chinese tourists are actively going out, while Thailand is in the eye of the storm of China's going out, The consumption of Chinese tourists has also had a profound impact on industries such as tourism, foreign trade, and investment in Thailand [4].

In the existing research, the main focus is on the advantages and rationality of Thailand's tourism development, with less analysis and research on its shortcomings, contradictions, and hidden dangers, which is not conducive to a comprehensive view of the development of Thailand's tourism industry. And there is less research on different regions of Thailand, and the content and perspective are relatively macro and consistent.

3. Self-Advantages

As shown in Figure 1, the advantages of Thailand's tourism industry mainly lie in its own advantages and government measures.

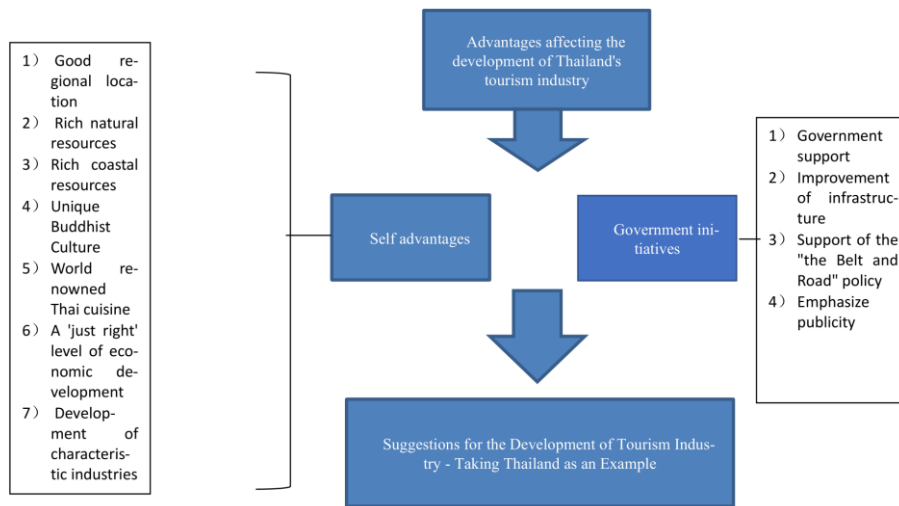


Figure 1: Advantages of tourism development in Thailand.

3.1. Good Regional Location

Thailand has a good geographical position. It is located in the center of Southeast Asia. It is an important hub connecting the Chinese Mainland and the Indian Ocean. It is close to the Strait of Malacca and is also the only way to connect the Pacific Ocean and the Indian Ocean. It is relatively close to China, which, as a populous country, provides a good source of tourists for the development of Thailand's tourism industry.

3.2. Rich in Natural Resources

Thailand has a typical tropical monsoon climate, with a small temperature difference throughout the year, and there is no too-cold or too-hot season. The warm and humid climate environment also makes its biological resources very abundant, with over 300000 plant species and a forest coverage rate of 25%. Adequate precipitation has also enriched Thailand's groundwater resources, with numerous rivers and lakes. These excellent natural resources have laid a solid foundation for the development of Thailand's tourism resources [1].

3.3. Rich Coastal Resources

Thailand, as a coastal country, has a coastline of 69900 kilometers and islands such as Phuket, Samui, and Samui, which are rich in resources such as bays, mountains, and cliffs. As a tropical country with abundant coastal resources, the numerous islands distributed in the Gulf of Thailand can provide seaside projects such as diving and motorboats all year round, attracting many tourists who enjoy water sports to come and experience.

3.4. Unique Buddhist Culture

Thailand has a long cultural history, and Buddhism is a traditional religion passed down from generation to generation in Thailand. It is also a national culture that the Thai government attaches great importance to maintaining. For hundreds of years, Buddhism has had a profound impact on Thailand's politics, culture, and life. Buddhist culture has permeated Thailand's architecture, sculpture, and handicraft products, becoming a unique tourism resource. Bangkok, the capital of Thailand, is also known as the "City of Buddhist Temples". The numerous Buddhist temples and pagodas provide visitors

from around the world with a channel to learn and experience Buddhist culture. The Buddhist worship culture in Thailand is also well-known around the world, and many people come to pray for peace. The history and culture of Thailand, from royal ceremonies and ruling ideology to lifestyle habits, all reveal the dominant position of Buddhism. It is precisely because of the teachings of Buddhism that the Thai people uphold peace and humility in their daily interactions, and always respond with the famous "Thai smile" [2][5]. This friendly attitude and enthusiastic service have made a significant contribution to the development of the tourism industry in Thailand [3].

3.5. World-renowned Thai Cuisine

When it comes to Thailand, it has to be said that Thai cuisine has received widespread praise world-wide. Thai cuisine is famous for its rich and unique use of spices, emphasizing seasoning. It often uses spices such as basil leaves, chili peppers, mint, fish sauce, turmeric, etc. to enhance its flavor, with a strong taste and unique Thai flavor. Famous Thai cuisine includes Dongyingong, green curry, mango glutinous rice, etc. It not only uses Southeast Asian unique spices for seasoning but also makes the taste unique and acceptable to the public. This Thai cuisine naturally becomes a destination for Thailand to attract people from all over the world to visit.

3.6. At a 'Just Right' Level of Economic Development

The overall economic size of Southeast Asian countries is relatively small, with most of them lagging in terms of economic development. Some countries are still in the stage of agricultural development, with poor infrastructure and social security conditions. Thailand is the second largest economy in Southeast Asia, leading in terms of food exports, heavy industry, and automobile manufacturing exports. Its good economic level provides Thailand with sufficient funds to support the construction of the tourism industry. However, compared to the main tourist source countries in the world, Thailand is still a relatively slow developing country, so the price level and tourism costs are relatively lower, and tourism has a higher cost-effectiveness. Therefore, it is often the preferred destination for people around the world to appreciate the charm of Southeast Asia.

3.7. The Development of Characteristic Industries

Thailand has always been committed to launching unique tourism projects, such as the "human demon" performance, which is a highly distinctive presence in the tourism industry. The "human demon" is a specialty of Thailand and a unique cultural charm. The performance content of the "Human Demon Show" includes ethnic dances and representative songs from various countries, and these dancers often undergo strict training and dressing up, catering to the taste of tourists from various countries with their unique performances, making the human demon art performance a unique form of performance in Thailand. After the performance, tourists can also take a group photo with the "human demon" as a souvenir. Although the fee is high, many tourists are still willing to pay for this unique tourism project in Thailand. The elephant performance in Thailand is also one of the characteristic projects that attract tourists. Under the training of elephant trainers, elephants can perform Thai folk dances according to music. Although elephants are relatively large and bulky, their "dance posture" is also unique, bringing many tourists a lot of visual experience. Although animal performances should not be encouraged, they are indeed one of the characteristics of Thailand's tourism development, attracting many tourists to come and watch.

4. Government Initiatives

4.1. Government Support

The tourism industry has always been an important source of employment opportunities and income in Thailand. As early as 1960, Thailand established a tourism promotion agency (now known as the Thai Tourism Authority) and proposed the national policy of "tourism as the country", specifically targeting the development of the tourism industry. When the tourism industry is affected and facing difficulties by external factors, the government will also timely introduce corresponding policies to help the tourism industry overcome difficulties. After the Southeast Asian financial crisis, Thailand also used tourism as a breakthrough point for economic recovery, with a focus on developing the tourism industry. The Thai government has also announced the simplification of entry procedures and the reduction of entry restrictions for tourists, such as the implementation of landing visas for Chinese tourists. Thailand also vigorously cultivates tourism talents, offering courses in tourism at major universities, and cultivating professional talents for Thailand's tourism service industry.

4.2. Improvement of Infrastructure

The Thai government proposed a five-year strategic infrastructure development plan in 2015, which includes expanding airports and deep-sea ports, improving infrastructure to enhance transportation capacity, and improving service levels for the tourism industry. At present, Thailand has 37 airports and 89 international routes that can reach over 40 cities in Europe, America, and Oceania. The construction of highways in Thailand is also relatively complete, providing comfortable and convenient transportation for tourists during the tourism process. The fast transportation mode greatly enhances the international competitiveness of Thailand's tourism [6].

4.3. Support from the " Belt and Road" Policy

China is ASEAN's largest trading partner and export destination. Through the high-quality promotion of the " Belt and Road" construction, ASEAN countries can more easily enjoy the dividends brought by China's economic growth and China's strong consumer market. Thailand's "4, 0" development strategy and China's "Belt and Road" initiative are integrated, respected, and mutually beneficial [7]. At the same time, China is also a major source of tourists for Thailand's tourism industry. The friendly exchanges between China and Thailand not only bring Thailand experience in technology, infrastructure construction, and talent cultivation but also provide Thailand with a strong passenger flow and driving force for tourism development.

4.4. Emphasize Publicity

With the increasingly fierce competition in the world tourism industry, Thailand is constantly strengthening its efforts in publicity and using various means to attract tourists. Promote Thai culture through radio and television, postcards, tourism promotional videos, microfilms, and other means, inviting well-known online bloggers to experience and promote, to increase tourists' willingness to travel. And launch tourism slogans and other marketing methods such as media to comprehensively promote and expand the market influence of Thailand's tourism industry.

5. Analysis of Government Measures and Deficiencies

The tourism industry, as a pillar industry in Thailand, has brought very good economic benefits to the Thai government, making it increasingly important for the development of the tourism industry and relying more and more on the huge benefits brought by the tourism industry. To further develop the

market, the Thai government is actively developing tourism projects and expanding tourist sources. To expand the tourism market and enhance its attractiveness, the Thai government has continuously launched new tourism projects. For example, "Thailand Tourism Year". These tourism projects not only improve Thailand's tourism competitiveness but also bring many negative impacts. Firstly, in the stage of rapid development of the tourism industry, many tourism developers are more concerned with how to quickly develop projects, allowing tourists to quickly enter scenic areas and quickly accumulate wealth. This has led to the destruction of more and more natural resources in Thailand. Not considering the slow and even nonrenewable nature of natural resource recovery. The advantage of Thailand's abundant natural resources is increasingly declining. Secondly, when the country opens, not only will excellent and advanced Thai culture go global, but there will also be backward and illegal ones. In Thailand, drug abuse, gambling, and pornography industries still exist and have a certain history of development, making it difficult to eradicate them. If the government does not carry out an effective clean-up, it will seriously damage Thailand's international image and may also bring many social problems.

6. Policy Suggestion: Sustainable Development

As one of Thailand's pillar industries, the tourism industry has brought more benefits than traditional labor-intensive industries such as parts and textiles. Therefore, enabling Thailand's tourism industry to develop sustainably and healthily in the long term, and bringing considerable economic benefits to Thailand with sustained development prospects, is an issue that the Thai government should pay attention to, and also an issue that countries should pay attention to in the development of tourism industry.

Due to Thailand's dependence on the tourism industry and eager pursuit of economic benefits, excessive development, environmental pollution, and a decrease in the experience of tourists after playing have all become obstacles to the sustainable development of Thailand's tourism industry. Therefore, corresponding policies should be formulated to regulate and constrain the development of the tourism industry [8].

6.1. Pay Attention to the Protection of the Ecological Environment and Scenic Spots

Due to the long history of tourism development in Thailand. In the early stages of development, insufficient attention was paid to the natural environment, and there was insufficient awareness of protection during the development process, resulting in gradually serious environmental problems and disruption of ecological balance, resulting in a series of problems. For example, the pollution of water resources, air pollution, garbage pollution, etc., and the unrestricted entry of tourists also makes natural scenic spots unbearable, not only causing damage to them, but also making tourists unable to have a good tourism experience, and the attractiveness of natural scenery will decrease. Therefore, the government should introduce corresponding policies to limit the number of tourists, strictly plan development conditions, limit development speed, and promote awareness of green development and green tourism [9].

6.2. Improve Service Levels and Ensure Social Security

Thailand has superior natural resources as a natural advantage in attracting tourists to the tourism industry, but due to its relatively backward economic development, the service awareness and training work of service personnel are still relatively lacking. To maintain Thailand's advantage, improve service quality, and win "repeat customers" in the increasingly fierce international competitive environment, the tourism industry can continue to develop [10]. To fundamentally improve service capabilities, improve the ability to solve problems for tourists and handle unexpected situations, the Thai

government should strengthen the management of the tourism service industry, provide professional training for tourism practitioners, establish assessment and evaluation standards, regularly reward staff for good performance, and punish staff who receive complaints. Enhance the tourist experience [11]. At the same time, it is necessary to strengthen the supervision of the pornography industry and drugs to prevent their development and proliferation, which will affect the personal safety of tourists. Regular inspections of hotels and other locations, cleaning up factors that are not conducive to social stability, and maintaining social security are important aspects of ensuring the safety of tourists.

6.3. Strengthen Local Characteristics and Advantageous Tourism Projects

Doing a good job in exporting and constructing local unique cultures can help distinguish Thailand from other countries and make the tourism industry in Thailand more personalized. Based on Thailand's unique culture, it can strengthen Thailand's characteristics by following several points:

Developing Buddhist Travel Routes. Those who mainly want to experience Buddhist culture in Thailand can pray or seek spiritual comfort [2]. Tourists can choose classic Buddhist temples and experienced staff who understand Buddhist culture as guides. It helps tourists to have a more comprehensive and professional understanding of Buddhist culture and improve their gaming experience.

Develop Thai Massage and Food Tourism Routes. Thai spas and Thai cuisine have a high reputation worldwide, but at the same time, many mixed merchants prevent tourists from truly experiencing the charm of Thai spas and Thai cuisine. Specifying a specific route can help tourists screen out the most authentic projects to experience, without greatly compromising their experience of Thai characteristics due to the uneven quality caused by various merchants on the market.

7. Conclusion

This article mainly starts with the advantages of Thailand's tourism development and explores the reasons for the rapid development of Thailand's tourism industry. Research has found that the main reasons for the development of Thailand's tourism industry are its own advantages and government support. Due to its advantageous geographical location, natural resources, and cultural characteristics, as well as government support and corresponding policy support from neighboring countries. Make Thailand's tourism industry its pillar industry and bring high economic benefits. However, at the same time, the Thai government's dependence on the tourism industry has also become increasingly strong, causing the acceleration of development without considering ecological and environmental issues, damaging Thailand's natural resources and gradually weakening its advantages. At the same time, social security and the development of unhealthy industries are also shortcomings of the Thai government at present. This article believes that for Thailand's tourism industry to continue to bring impetus to the Thai economy, it is necessary to adhere to the concept of sustainable development. Paying attention to resource protection and improving the tourism experience has become a problem that Thailand's tourism industry should face now.

In future research and investigation, extremely looking forward to exploring the characteristics and experiences of tourism industry development in various regions of Thailand from a more micro perspective. In-depth exploration of the experiences of different regions and cultures contributes to the comprehensive construction of the tourism industry development.

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