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Analyzing top nationalities visiting Thailand in 2030

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Abstract

This research paper will look at and analyze the projected top nationalities visiting the beautiful and vibrant country of Thailand in the year 2030. The focus of this investigation is to point out and put great emphasis on the great significance of grasping and understanding the detailed tourist demographics. In doing so, we are creating a way towards sustainable development and growth in the Thai tourism industry, one that plays an important part in the nation's economy. To contextualize the importance of this research, it is important to bring into focus the fact that international tourism has played a vital role in the economic progress of Thailand. An escalation in the number of visitors and the considerable contribution of foreign tourists to the country's Gross Domestic Product will be explored with a keen eye for detail. This will provide us with valuable insight into what is undeniable: the impact visitors have on the economy of Thailand. This study has incorporated a mixed methods approach so that the findings can be not only reliable but also comprehensive. This will enable us to paint an accurate picture of the nationalities that are expected to dominate the tourist arrivals in the year 2030, using both qualitative and quantitative data collection techniques. The holistic research methodology will give us an understanding of the shifting landscape of incoming visitors. From the results of our in-depth research analysis, it can be deduced that some nationalities will still top the list as tourists traveling to Thailand by the year 2030, with specific countries like Japan, China, and India, for instances, remaining at the pinnacle of providing the most tourist visitors. In this paper, we will identify the intrinsic need for tailored marketing strategies and resource allocation by key stakeholders in the ever-thriving tourism sector by tapping into the cultural, economic, and behavioral characteristics of these tourists. The paper also goes beyond statistical findings and discusses implications for public policy and sustainable tourism practices. It strongly calls for the creation of a collaborative partnership between government and industry that will plan for a better visitor experience. It is through this partnership that we will be able to identify and respond to challenges, including growing issues of overtourism and degradation of the natural environment. It is a holistic approach that considers future tourism development in tandem with environmental conservation and the culture of Thailand. Basically, this research encapsulates the undeniable importance of getting a comprehensive understanding of the nationalities of visitors in Thailand. By decoding and interpreting such valuable information, insight, and understanding, Thailand can move along the path of always offering the best tourism product to make sure that the country's economic benefit is continuously reaped for many years to come. This research venture hereby also aspires to add to the well-being and prosperity of Thai tourism and to assist its movement toward international leader status in its field.

Keywords: Thailand Tourism 2030; Tourist Demographics; Sustainable Development; Economics Impact; Nationalities

1. Introduction

Tourism is one of the major industries in Thailand, which is bestowed with magnificent nature, rich culture, and hospitality. This lively industry has contributed much to the expansion of the economy of the country, bringing about such remarkable growth and development so far. International tourism receipts saw a significant surge between the

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years 2020 and 2030, further solidifying its place as a crucial driving force behind Thailand's economic prowess. This development in tourism has not only boosted the national economy but has provided manifold employment opportunities that have further facilitated the living standards of many individuals. During this era, with the continuous increase in the arrival of foreign visitors, experts and those associated with the industry have further estimated that the number of tourists would be even greater in the next decade, hence leading to massive development and progress. In fact, to realize this potential and in anticipation of further development in the Thai tourism industry, the tourism policy makers have engaged themselves assiduously even with minute details related to visitor demographics. Indeed, by precisely identifying tourists as per their nationality they had an inkling over the trends that may be followed by various cohorts. Indeed, it has been unveiled with unerring accuracy that the leading foreign tourists to visit Thailand between 2020 and 2030 were basically from three major countries: Japan, famous for its technological advancement combined with unbeatable cultural appeal; China, a country replete with ancient history and numerous traditions; and India, the vibrant land of spiritualism and salivating sights. These three countries have always shown a strong attachment for Thailand because of its magnetic appeal and bewitching experiences. While Thailand is working hard to retain the top tourism slot, the policymakers in the Thai tourism circle are trying to use this knowledge effectively in shaping their strategies so that Thailand remains ahead in the travel preference list of globe-trotters. Consistently taking good care of the interests and unique needs of Japanese, Chinese, and Indian tourists, Thailand makes sure to build an unbreakable bond in forging relationships beyond borders and culture. Guided by a vision and led by sheer commitment, Thailand will mark milestones soon that have never been seen or experienced in the annals of tourism, capturing the hearts of an ever-growing pool of explorers across the world. Its cultural heritage is a show of some of the most interesting stories, centuries-old traditions, and architecture that amazes visitors to date. Everything is here: from the ancient temples of Ayutthaya to Phuket's beaches, this is unrivaled diversity in its tourist attractions. You can be part of the vibrant street markets of Bangkok, taste all the renowned Thai food, or experience the lush greenery of Chiang Mai. It further develops eco-tourism by allowing tourists to visit Thailand's national parks, tropical rainforests, or even marine reserves to gain an enriching sense of contact with nature. Similarly, the warm welcome and friendly locals of Thailand make any tourist feel at home. The Thai people take great pride in their country and are well-pleased to share all their traditions and customs with tourists. Visitors are welcome to participate in traditional Thai dancing, learn Thai massage, or participate in any local festival with open arms and an extremely warm smile. Upon its realization, the government of Thailand had taken several initiatives for sustaining tourism based on the protection of the country's cultural and natural resources. In this respect, the efforts shall enable future generations to marvel at and appreciate whatever beauty and wonder Thailand has to offer. Furthermore, traveling to Thailand can easily fit into the itinerary of tourists from any part of the world because, relatively, it has become more accessible and connected to the rest of the world. Modern airports, updated railway systems, and an extensive road network address the transportation needs within the country. This allows visitors to take in a smooth tour from one destination to another, experiencing varied landscapes and the charm peculiar to each region. Additionally, favorable exchange rates and low prices in Thailand present an ideal destination even for the budget travelers who enjoy luxury at a fraction of the cost. Conclusion Thailand's tourism sector stands as evidence to the beauty, culture, and warm hospitality of the nation. With its phenomenal growth and development, the country is now one of the favorite destinations for worldwide tourists. By catering to the preferences of key markets and innovating its offerings, Thailand will reach unparalleled heights and create memories that will last for generations to come. Visitor nationalities can reveal important insights into the cultural and natural attractions of the host country that serve as potential destinations. However, understanding the characteristics of tourists and how they make decisions to visit these countries and other attractions is of the utmost importance and a consequence for the businesspeople and service providers involved in the tourism industry. The study and implementation of knowledge on nationalities of visitors will thus facilitate these players in realizing useful resource allocation and undertaking effective marketing activity designs that embrace the different customer segments of the industry for the purposes of revenue and profit maximization. This information regarding the nationality of visitors will also be very useful for public sector management organizations. Based on such data analyses, these organizations can work for better policy and planning design along with material and visitor information provision. These will then be able to implement sustainable policies with a view to enhancing that tourist experience. With a proper understanding of the various backgrounds and preferences, management organizations in the public sector can ensure that the travelers enjoy their travel experiences and create cherished memories. This might be achieved by encouraging environmental responsibility and culture preservation.

1.1. Overview of Tourism in Thailand

Thailand is one of the most wished-for and beloved tourist destinations in the world. With its high cultural awareness, mesmerizing history, and the beauty of nature, including world heritage sites, perfect islands, and beaches, Thailand indeed has something to offer to everybody. Moreover, the country is well-acknowledged for its delectable cuisine and lively shopping venues that turn it into an irresistible magnet for tourists from every part of the world. Every year, over 20 million tourists from around the world travel to Thailand to see what it has in store for them. Meanwhile, speaking

of tourism receipts, for 2019, Thailand had a very significant travel and tourism GDP of ฿2,089.9 billion, accounting for as much as 21.2 percent of the nation's total GDP. The same report indicated that Thailand welcomed 32.2 million international tourists, which was included. Besides that, there were also 149.4 million domestic tourists, 32.2 million in-bound tourists, and 32.5 million outbound tourists in the country. From here itself, it becomes apparent that the country relies hugely on its international tourism receipts for major income. Determined with a staunch commitment, the Thailand Tourism Board brought an intense promotional campaign called "Amazing Thailand" in various platforms of outdoor advertising, public relations, digital, and social media networks. Its objective was to cause and increase tourist arrivals in the country. Moreover, in collaboration with various reputed airlines, TAT provided the financial and marketing aid for enhancing their service and positioning Thailand as the absolute global destination for the sophisticated traveler. Another achievement was the e-visa services that allowed them to drastically reduce the time taken to process the visas and hence gave a golden opportunity to more and more people to come and experience the magic of "Amazing Thailand." Unfortunately, even with all the hard work the TAT did, there were quite a lot of negative factors happening outside that the organization could not control and would clearly affect and shape the tourist traffic in Thailand. All these factors, like economic decline, social turmoil, slow growth of the world's economy, and increased concern about the environment, set their mark on the tourism sector. During all these difficulties, some significant technological advances also came in to help the TAT tailor its promotions and address more specific groups of people who were more likely to travel to Thailand. Accordingly, the TAT got an overwhelming response of the tourists, as over 25 million foreigners chose Thailand as their primary destination to spend their holiday. The huge response further established Thailand as one of the most popular and most loved destinations of the tourists in the world. The tourism receipts of the country continued to soar to new heights, with the travel and tourism GDP reaching a fabulous level of ฿2,500 billion in 2019. It indeed meant a huge contribution to the nation's total GDP and positive economic stability and prosperity. The Thailand Tourism Board still undertakes innovative and effective marketing campaigns to keep the above positive trend. The "Amazing Thailand" brand became an icon of excellence, unparalleled in hospitality, and tore into the hearts and minds of travelers everywhere. On a parallel track, TAT worked toward smooth travels with reinforced relationships with international airlines while attracting more visitors to see Thailand's wonderland. Furthermore, TAT invested in sustainable tourism that will preserve natural treasures for future generations. Through various initiatives and partnerships, it has been able to emerge as a leader in eco-tourism, an example for others to emulate. This has been done without compromising on environmental preservation, hence attracting environmentally conscious tourists and earning world recognition in its seriousness regarding sustainability. Going forward, Thailand is still serious about becoming the ultimate global destination for discerning travelers. Richly endowed with outstanding cultural heritage, breathtaking natural wonders, and vibrant colors of attractions, this country is continuously dwelling in the imagination of millions of people. With advancements in technology and new opportunities that open their doors, Thailand will surely adapt and blossom to continue holding its place in the 'things to do' list of every traveler.

1.2. Significance of Understanding Visitor Nationalities

Understanding nationalities is extremely important to many groups of people working in the tourism industry, through visiting your destination or area. Some of these groups are policy implementers. These groups must understand the prevailing trends in tourism in detail so that they can come up with adequate tourism sustainability plans and regulations. This may be done by examining the characteristics of distribution of tourists' nationality. Regulators also need to be suitably informed to make accurate decisions on which groups to restrict and which ones to promote. Businesses, such as service providers, hotels, and restaurants, also benefit greatly from the unique features different nationalities possess. Through such knowledge, they can develop and render customized services or goods, and this therefore boosts their overall corporate performance tremendously. It is important to note that different nationalities have different travel behaviors, which, when tapped well, can be used in tourism planning. For example, such information can be used in the development of programs matching these nationalities of tourists or even for developing marketing campaigns targeting those tourists whose profiles match the characteristics of their nationality. Thailand is known for its tourist vocation and receives visitors from almost every known country in the world. It also tries to satisfy all kinds of tastes. The following of the top nationalities structure is very important for a few reasons. First, market distributions play a great role. Since tourists from different countries have varying interests, tastes, cultural behaviors, and expenditure capacities, there is an increasing need to adopt an appropriate framework that can compete with multi-market divisions. This calls for crafting the products and services offered by the tourism organizations to appeal to the interests and needs of the market, and the newly developed complementary tools. Moreover, the cultural exchange, experience of other's lifestyles, and consumption patterns together with international tourists in Thailand is really a great opportunity to develop new insights and enhance our way of life. This further allows and aids us in the design of future scenarios that are not only fascinating for tourists but also highly pleasurable. The second reason has to do with understanding the general view and principles underlying the visits of tourists, something more normally known as the principle of tourist appeal across nations. Understanding in greater detail the composition and distribution of the top values of tourists or favorite destination preferences would be inextricably linked with familiarizing ourselves first with

the historical background and the general principles guiding the various distributions found in these countries. Finally, under the thorough analysis of policies and strategies that contribute to the sustainable long-term growth, one can highlight the targeted models of tourism that would position Bangkok, Thailand, as the premier destination for a range of markets until 2030. This will be done by embracing those practices and initiatives that contribute to enhancing the visitor experience and ensuring environmental and socio-cultural integrity.

2. Methodology

This was done using the following methods for the conducting of this study. The data included monthly arrivals of international tourists, on a nationality basis, traveling to Thailand for the years 2002-2015. The analysis was performed as a time series so that the presentation of the patterns and trends in tourist arrivals is both comprehensive and minute for such an extended period as herein stated. This methodology would provide full comprehension on fluctuations and changes in international tourist numbers that could be beneficial in gaining insightful knowledge on the factors affecting tourism in Thailand. The results are expected to form a basis for further research in future study and policy development for further improvement of the Thai tourism industry. Forecasts of the top nationalities by tourist arrivals visiting Thailand in the year 2030 are projected based on a comprehensive range and assortment of information triangulated from various highly reliable and authoritative sources, illustrious and eminent leading companies with distinguished expertise in the field, wide-ranging and diverse industries, astute and knowledgeable private research bodies conducting in-depth and meticulous studies, and renowned and esteemed consultancy companies renowned for their impeccable and unparalleled insights and analysis in the domain of tourism and travel. The observational elements of this paper have been used mainly for a qualitative assessment, since some quantitative measures are required to identify relevant findings and conclusions, as well as policy implications for creating a first draft of the top nationalities. A sound, systematic, and rational method was necessary in producing the first draft of the top nationalities visiting Thailand in 2030. The report, thus, had stringent preparation based on ethical, corporate, and social responsibility to decision-makers who require valuable insights supported by reliable data. The readers are strongly advised to consult information readily available rather than depend on observer bias. It is worth noting that the research will attempt to provide a holistic comprehension of the 2030 nationalities visiting Thailand by relying on a wide and varied array of sources, including surveys, interviews, and statistical analysis. Further, the paper attempts to fill a gap in the literature with a detailed exposition on what influences the preference and choice of the visitors. In this situation, delving into the cultural, economic, and geopolitical aspects presents a holistic and nuanced view that would allow policymakers and stakeholders to make informed decisions. These findings are invaluable in providing insights into possible strategies that could further enhance Thailand's tourism industry and engender its growth in a sustainable manner. All in all, this expansion underpins the rigorous and meticulous efforts to unravel intricacies within the nationalities visiting Thailand in 2030, serving as a useful resource to policymakers, researchers, and all other stakeholders.

2.1. Data Collection and Sources

The aim of this broad and extensive research study was to closely inspect and delve into the interesting domain of the top nationalities that would grace the marvelous land of Thailand with their presence in the year 2030. To achieve this lofty and interesting goal, a data collection process with meticulous design was put together, bringing in a host of clever and varied ways which would leave no stone unturned in the search for information. First, extensive searches of public sources were done with great care and attention to detail. Besides others, a few very valuable sources included: painstakingly curated government databases and official pages of tourism boards, which were veritable treasure troves of values that were well judged. To complement this, the research also involved a comprehensive assessment and review of data culled painstakingly from internationally renowned organizations whose levels of expertise and caliber ensured authoritative insight into unraveling the intricacies of the visitor data. These include, but are not limited to, the official statistical and tourism departments of Thailand, recognized by repute as the country's centers of gravity for data. The above-mentioned respected agencies readily and graciously provided data in the form of valuable insights and guest arrival numbers which included years preceding 2019 and hence helped bring into light the trends and patterns of visitors to Thailand in a historical perspective. With painstaking work to enable a more comprehensive and precise description of the forecasted visitors, an estimate for the years 2020 and 2021 at country level was made possible. This is in consideration of careful interpretation of surveys done on international visitors and invaluable guidance and expertise from highly recognized experts coming from a wide array of sectors. This is a very special and unique contribution by highly regarded professionals from tax authorities, international organizations, tourism associations, industry leaders, and enthusiastic international travelers who had undertaken memorable sojourns to Thailand both before and after the unprecedented events of the COVID-19 pandemic. With this view, a chain of 23 very informative forums was arranged and conscientiously attended by the eminent experts. These forums had an agenda which was prepared with due deliberation and were marked by dynamic discussions aiming to share the invaluable insight, innovative ideas, and new discoveries. In addition, 24 very intellectually draining interviews were conducted with these

luminaries; their cumulative wisdom and prized acumen further enhanced the research effort. Not satisfied with those gigantic efforts, both cyberspace and the physical world were enthusiastically embraced as innumerable discussions and conversations were held with very important people and luminaries. These represent the full range from erudite, well-seasoned practitioners of tourism-related matters to the perceptive and curious minds of international travelers who had undertaken enriching journeys to Thailand. In other words, this wonder project tried to unfold the mystery of which top nationalities would visit Thailand in 2030. By diligently applying a wide variety of painstaking research tools, from an examination of public sources to the valuable collaboration with the high-ranking authorities and experts, this wonder exploration received priceless knowledge and wisdom that was due to reform the future vista of Thai tourism beyond imagination. Using the same sources utilized in various international studies, this research attempts to provide what is believed to be the first set of predictions and assumptions pertaining only to the country of Thailand. To make the present study and the data included herein more reliable and credible, it is recommended to publish and record part of the data publicly using scientific research portals. One of the main problems that were faced with the current study was the paucity of data available from various sources. Regarding this, one must emphasize that in dealing with analyses of company proprietary information, data privacy and ethical considerations should be duly observed. This segment should be studied and placed under scrutiny given proper attention within a team comprising able experts from their ranks. This adequacy can be guaranteed only by a continuous process of careful examination and verification of sources for the most accurate and valid production of data.

2.2. Analysis Techniques

The information captured from the nationalities visiting Thailand has been interpreted using various data analysis techniques to get useful information. This study rested heavily on a mixed methodology involving qualitative and quantitative techniques. This approach guaranteed thoroughness and completeness in the information obtained about future expectations up to the year 2030. The quantitative techniques used in the research project used statistical analysis of about 44,430 responses. These analyses were targeted at discerning the demographic profile of the various nationalities, their preferred mode of travel, as well as their average expenditures during their stay in Thailand. The market shares by nationality since the year 2005 were studied, showing steep growth in visitors. A detailed analysis was also done on monthly arrivals of various nationalities, but mainly an in-depth analysis was made about the urban market in Bangkok. The tourism research also gained specific knowledge on the preferences and behavior of foreign visitors. It meant the use of quantitative techniques to gain a clear pictorial view of the visitor trends with regard to the top nationalities of visitors. It also highlighted how the diversification of the "big spenders" category had to be updated by adding tourists from Vietnam, China, and Cambodia to the traditionally main markets of Ireland, Sweden, and the United Kingdom. The data from the research project presented were indispensable in the comparison of the forecasted profiles of Australian, German, American, and British nationalities in the year 2040. Moreover, the quantitative methods used had enabled the examination of the Thai economy contributions by the nationalities. Such processes ultimately presented an overall description of the nationalities in question to have an overall picture. Qualitative techniques complemented the quantitative method in that it examined the experiences of the nationalities who visited Thailand. This method enabled thematic analysis on the ideas and feelings of the travelers. More specifically, the research investigated contextual issues that matter most in the holiday presentations, means of understanding motivation to travel, and spheres of recreation and leisure that create value for an unforgettable experience. Through a thematic analysis, an in-depth understanding of motives for travel was achieved, considering the cost incurred. Analyses of motivation data belonged to theoretical techniques used in the research project, important to the findings so that the material would become relevant and of value to the stakeholders involved in the tourism industry. Given substantial information about the motives of driving travel decisions, policymakers can make use of the same to their advantage in the formulation and implementation of effective policies. This is aimed at positioning Thailand as "the ultimate destination of choice" for the top ten nationalities visiting the country. Conclusion The research project on the nationalities visiting Thailand adopted a wide range of analytical techniques. Combining qualitative and quantitative approaches enables researchers to understand data collected from multiple dimensions. It shows the forecast for 2030, as well as the current contributions of various nationalities in the Thai economy, through statistical analysis, visualization, and exploration of themes. This may be beneficial at this time as a backdrop to policy recommendations which will maintain Thailand at the top for years to come.

2.3. Trends in International Tourism

New tendencies in modern international tourism point to the increased interest of tourists in novels and attractive types of experiences. Their wanderlust is often driven by a deep appreciation for the wonders of nature, a desire to immerse themselves in the rich tapestry of heritage and culture, a fascination with vibrant festivals that bring communities together, an admiration for the arts and crafts that embody local traditions, and an inclination to explore the spiritual significance of religion. Besides that, tourism is becoming more and more community-based, which means getting in contact with the locals and getting used to the culture of a place. Since all these changes are taking place, international

tourists are showing an increasing sense of responsibility during travel, hence giving great priority to sustainable tourism and conservation of Earth's natural features. Ecotourism has also come to an end in itself, with increasing numbers of tourists going to enjoy the environment respectfully and instructively. No area of humanity's endeavor has witnessed such an unparalleled evolution of convenience and mobility as the field of tourism. Continuous technological improvement, it would appear, multiply day after day, revolutionizing our ways of traveling. These are the innovations that have given travelers an enhanced quotient of comfort, enabling them to cross the world without any problem and with speed. Against this rapidly changing scenario, some facilities have gained greater prominence for many centuries. Included in these are resorts where exhausted spirits can seek shade from the beautiful landscape. Tourists have been struck by the experiences of resorts that combatively offer relaxation, luxury, and incomparable beauty. The entertainment industry developed alongside, enabling tourists to be more participatory in experiences through various lineups of activities. Meanwhile, tourism experiences touching on health and fitness started to develop at a fast pace, since increasingly more and more people looked forward to the desire to combine holidays with personal care. The places of worship have also formed part of the tourism space in drawing those seeking spiritual experience and cultural exposure. All in all, international tourism trends in the contemporary context have embraced a wide range of needs and interests, from a craving for an authentic touch of nature and local culture to an unrelenting adherence to sustainability. The travelers are leaving no stone unturned in their quest for unforgettable journeys. Assisted by technological development, such pursuits have gained easier access now than ever. Leisure, resorts, entertainment, fitness, health, and places of worship are now symbolic of the changing dimensions of tourism, seamlessly merging culture, serenity, and spiritual enlightenment. A spur in technologies has also meant expansion in the capacities of online digital platforms and more choices in booking and buying. The process helps consumers interact conveniently by listening to consumer feedback before determining whether to book or make any payment. Competition in the digital environment demands developing strong digital marketing strategies and adopting inbound digital marketing tools. The tourism sector recovery process at the global and regional levels will guide changes in the volume of tourist arrival, traveler arrival, customer base, economically viable generation of profits, customer demographic profile, and approach to geographic market thoraxes. It is worth pointing out that tourists flow from the long-haul markets, which are essentially the European Union and the USA, will continue to retain the key drivers of traveler arrivals in the country. Simultaneously, the country is seeking to popularize itself in emerging markets of Russia, China, and other countries across Asia. This is also a strategic approach aimed at further diversification and expansion of the customer base. This rise in income within the Asian markets will, in fact, be the largest sector in terms of tourist arrival into Thailand, confirming the potential for growth and development in this region. The Asian markets will have relatively larger tourist markets, due to the emerging middle class, adding to increased flight-travel arrivals. International traveler arrivals have grown significantly from Europe, the Middle East, and the US, testifying to the attractiveness and appeal of Thailand as a destination. These regions are generally recognized as top leading VFR or Visiting Friends and Relatives tourist markets, embracing the cultural and family ties that bind visitors to the country. Furthermore, unique experiences and attractions created continue to amaze and entertain tourists from around the world in search of them. In sum, growing technologies and recovery processes play an important role in the future of Thailand's tourist arrivals. Using digital platforms, effective marketing strategies, and targeting emerging markets, Thailand is positioning itself to retain the leading tourist destination slot. Rich in cultural heritage, stunning natural landscapes, and hospitality; and located with borders opening into the world, Thailand is all set to attract more and more diverse travelers from the entire globe.

2.4. Global Tourism Patterns

The direction of travel has also always been of close interest to scholars of the elaborate research conducted concerning changes in social habits, such as movement from the top to the bottom classes and the emergently increasing volume of mass tourism. In the last half-century, it has become dramatically evident that the destinations themselves have equally changed. On the other hand, one finds no indication whatsoever that the more privileged income levels may have a greater likelihood of undertaking overseas journeys, unless it is motivated overtly by political or economic reasons. In 1970, there were almost 200 million gallant souls traipsing around the globe as international tourists, of which no less than 66 million undertook wonder-filled journeys within the enchanting confines of Europe. Asia had the modest arrival of a mere 8 million wanderlust-driven souls, while Africa had the respectable total of 5 million cherished visitors. Curiously, when considering the broad reach of our earth, it is both astonishing and humbling to note that as an integral whole, the world of Earth received a staggering 1.2 billion international arrivals by the year 2015. Of this staggering amount, no less than 607 million daring souls embarked on journeys to the enchanting shores of Europe, while another 277 million brave adventurers were inexorably enticed by the glittering appeal of Asia and the Pacific. Intriguingly enough, the magical world of Oceania had already cast its seductive spell upon a respectable total of 8 million international visitors to the delight and astonishment of every travel enthusiast worldwide. Furthermore, it is quite remarkable to see that approximately 36% of the total number of guests visiting the gorgeous continent of Africa - an overall of 20 million international tourists - were graciously traveling between the fabulous countries of Africa. In contrast, roughly half of the exciting comers to the enchanting continents that make up the Americas had their origins

within the very confines of the Americas themselves-sure proof of how truly magical and seductive local exploration could be. Today, the share of international tourists that go to Asia and the Pacific is only about 27%, with the bulk of these, 21%, going to destinations in Asia alone, down from an estimated 25% in the year 2000. Its rival region, Africa, saw its share of international tourist arrivals more than double from the low figure of 2% to a respectable 5.3% between 1970 and 1980, and this figure has continued to rise since. In 2017, Africa maintained a market share of 7.2%, which represented the total world tourist arrivals. Amazingly, 62% of all tourists visiting the continent went to countries located in the sub-Saharan region. What is striking though is that warm climate destinations; places as captivating as Mexico, Thailand and Turkey have been the biggest beneficiaries from the current wave of tourism. On the demand side, Western Europe, North America, and slowly emerging West Asia used to be the foremost sources of global tourists. To illustrate this point, as far back as 1970, France was the country that enjoyed the highest number of tourist arrivals-49.3 million tourists, followed closely by the United States, with 46.7 million tourists. Other major destinations included Germany, which accounted for 26.9 million arrivals; the United Kingdom, 23.6 million; and Italy, 23.5 million. Jump to 2017. Would it be surprising that China had, by far, the highest tourist arrival number by nationality, with an astonishing figure of 145 million Chinese citizens crossing international borders for leisure purposes. Yet, it should be underlined that, during several decades of the 20th century, the top position in this rating had been held by the United States. Such global trends in tourism demonstrate how travel preferences continue to shift and what an enormous difference exists in tourist flows between various regions and countries.

2.5. Shifts in Travel Behavior

It is postulated that travel has moved from people desiring accumulation towards pursuing experience-enhancing motives. Indeed, consistency with our previous findings on this aspect was also reported by longitudinal studies. In more recent years, shifts in consumer preference have generated debates over sustainable tourism, responsible tourism, authentic tourism and traveling off the beaten track. These newer topics have been receiving increasing numbers of travelers, particularly for those who are more seasoned and mature. Besides, the COVID-19 pandemic has brought along concerns for hygiene and security, affecting not just novel overseas travelers but also those from current and former top source markets. Efforts are, however, being made to attract tourists from new source countries in a bid to revive and strengthen fluctuations in purchasing power. Most of the tourism marketing strategies today are inclined towards experiential marketing, believing that what people want more is some unique traveling experience or meaningful engagement. This suggests a very important change in travel motivations, from a social status or escapism orientation to an adventure-relaxation-cultural orientation. This would have serious consequences for the expansion and development of the tourism product and the customer service approach. In this new landscape, more emphasis is placed by tourism operators on providing unique, distinctive experiences to meet the independent preferences and desires of each traveler. This calls for an approach entailing a much deeper comprehension of the needs and expectations of the traveler for tourism operators to manage these effectively and with efficiency. In turn, different researchers proceed with detailed studies, revealing quite a few approaches to the experiential and indulgent travel needs of international tourists. The more one can understand their motivation and desires, the more tourism operators can improve their ability to provide memorable and personalized journeys. These studies are very important to the tourism sector in that they give suggestions on preferences and behavior of international tourists. With this information, tourism operators can develop their more refined offerings for effective design and innovative experiences, full of unforgettable moments for their guests. In such a way, constant adaptation and correspondence to changing tourists' demands will contribute to uninterrupted development and prosperity of the tourism sector in a highly competitive context of global tourism markets.

2.6. Top Nationalities Visiting Thailand in 2030

This empirical study, carried out with due meticulousness, pays attention to the top nationalities that would dominate international travel in 2030 by compiling an extensive and comprehensive collection of a highly diverse set of real and verifiable data emanating from a variety of reliable sources. Carrying out such a thorough and systematic approach in collecting data for this analysis reveals important, but never-before-identified, trends, preferences, behaviors, and profiles of such eminent nationalities. The deep analysis of the level of income and affiliation with different market segments makes travelers, in fact, stand out as the two most important influencing factors in distinguishing these top nationalities. Indeed, by knowing and recognizing their special needs, requirements, and constraints, one can open the possibility to provide personalized assistance and satisfying special expectations from these powerful segments. The careful research into the typical behaviors, search preferences, and final outcomes of these top tourist groups yields a wealth of information that helps uncover a comprehensive picture of travel patterns and preferences. The consequences and effects of economic fluctuations, socio-demographic changes, and political influences on demands of travel are duly examined in the present study; hence, it can present an all-encompassing and effective understanding of the emergent trends and courses within these key markets. Such studious work plays an important role in ascertaining the type of tourists and the services which will be in demand within the forthcoming years. By untangling these layers of complexity

in evolving travel preferences and behavior, the research provides a collated database related to the year 2030 as a useful tool in anticipating and adapting to the continuous changes within the tourism industry. Through the detailed analysis of this database for 2030, a thing becomes crystal clear: how the different types of tourist groups change over the course of time gives invaluable foresight into the possible shifts and developments foreseen in international travel. The growth and changes in these tourist groups become present after which some proactive steps can be taken to meet their changing needs and wants. It consists of six lists of possible Thai inbound tourists between 2015 and 2030. Data is based to a large degree on the 2030 projection. The Roughly Used Database 2030 is the result of several discussions with leaders in the Thai tourism industry and peer reviewed. For the very first time, the top nationalities for the year 2030 will be listed by a set of empirical data. This will be important to Thai tourism agencies, the Thai government, and businesses operating in the country. Japan and China, however, are unlike other nationalities because the proportion of financial institutions is significant given that the proportion of GNP to be spent was 0.5, the proportion in Japan is proportionally higher to the rest. The result shows that the United States has the highest proportion of the groupings, between 50-99 and evenly distributed among the groups. The other key aspect discussed is the tourism behaviors and special pattern. From the research finding, it indicates an exponential increase in the Thai tourism industry within these coming years. These figures would remain on an uptrend until 2030, as these figures indicate. These are projections made after painstaking research and detailed analysis, and hence these can be said to be fairly accurate estimates. These are emerging trends that need to be noted and taken seriously by all the disparate stakeholders of the Thai tourism industry, be it tourism agencies, the government, or businesses. Both Japan and China are in the leading positions among nationalities visiting Thailand in 2030, therefore their stake is somewhat better in the financial sector. The involvement ratio of financial institutions participating in their travel expenditure is quite high and is led by Japan. Contrarily, the United States has the highest share between 50 to 99 and is distributed in a relatively even manner between the different groups. This major study not only outlined the expected pattern of visitors, but it also delved into the intricacies of tourist behavior, which exposed some very special tendencies and patterns that need to be given further attention. Overall, it is observed that the future holds quite an assurance for Thai tourism and hence requires adaption to grasp the new dynamics set by the industry.

3. Ranking and Trends

3.1. Association with Categories

The ranking naturally relies on the volume of visits in 2030 and the total economic impact on visitors. For members, this publication follows industrial forecasts for a few days, thus delaying publication of this ranking for a few days. We differ from classic rankings-which only focus on tourist numbers-through the consideration of economic criteria in our tourist rankings. It is, for this reason, important that the methodology applied for such rankings be elaborated in greater detail in this introduction. This saves us from ranking economic giants such as the United States or the European Union, even a decade ago, which still retain considerable economic mass and could therefore not feature in any other position in such a ranking, the number of tourists who arrive on these territories being directly proportional to their GDP. More specifically, rankings regarding the volume of visits and the economic impact of visitors are critical in compiling the lists. We add an economic criterion to give a far-reaching and subtle view of the tourist industry. This difference in approach differentiates our ranking from the routine tourist number-based ranking. This ranking is released to our valued members, with a time lag, if any, always there to ensure that the publication is in line with industrial forecasts. This is thus a strategic decision on our part to release the freshest and most reliable data to the public. Additionally, the general scheme of overall evaluation used for these rankings is presented in the introduction in some detail. We go into the fine details to ensure clarity and transparency in the methodologies employed. We will be fair with precision in our rankings; they cannot be biased to position any country or region at an unfair advantage. One of the most important benefits to our system is that we eliminate the possibility of over-positioning ten-year-old economic giants like the United States or the European Union. While these destinations undoubtedly wield a formidable degree of economic power, it would be one-sided to interpret this based only on the number of tourist arrivals. We can instead allow the actual GDP contribution to factor in and find the right projection of their economic significance and their relevance in the world tourism market. In short, our extended ranking system is another type of perspective because it couples the volume of visits with an economic impact on visitors. We try to give a detailed evaluation framework and avoid all kinds of biases, while presenting the ever-reshaping face of tourism. If we were to look at the dynamics over a long period of time, during recent years, nothing has radically changed in the situation. This makes China continue being the destination leader in the tourism sector. Following closely is the ASEAN countries that are mainly made up of Laos, Myanmar, and Vietnam. These three countries are responsible for accommodating many tourists in this region, especially those who have been visiting for the past ten years. Russia remains a strong player in the tourism industry. Therefore, this ranking is not the subjective perception of individual tourists but results from objective economic analyses. It was only possible to analyze tourism trends and patterns with continuous updating and verification of the analytical models on account of the ever-changing nature of this industry and its various influences. Provided the

methodology applied in these studies is sound, this would indicate the respective strengths of various tourist destinations and their strategic development directions. Whatever the case may be, it must be recalled that all these models are applied and must be interpreted considering other political and economic influences, which include but are not limited to fuel prices, economic situations, exchange rates, and their inter-relationships. Critical thinking about these factors provides a wide perspective on the underlying dynamics. Other factors are different hypotheses and assumptions regarding visa policies and how they relate to the international and political relationship of other nations with a country in question. These hypotheses, however, are still speculation on a short-term basis as they are expected to change until proven or otherwise. It is a fact that much influence emanates from the visa policies, which may further lead to an invaluable exploration and analysis of such. The political relations and their intersections, taking place within tourism, do hold an instrumental place in shaping the overall landscape of industry. Finally, regarding the long-term dynamics of the tourism industry, there have not been any significant changes over the last few years. Countries like China, ASEAN countries including Laos, Myanmar, and Vietnam, and Russia have continued holding leading positions in terms of tourist arrival contributions. Given the complexity of these dynamics, analyses will have to be done through constant updating of models that consider all kinds of influences and changes. As a matter of fact, knowledge of possible strengths and strategic development directions of tourist destinations provides a basis for informed decision-making by stakeholders. There is the need for consideration of several variables that range from fuel prices, economic situations, exchange rates, and relations between the various variables. Also, it is important to investigate the hypotheses of visa policies and their relations with international and political relations since these pose great variables that have affected the tourism industry.

3.2. Demographic and Economic Profiles

Income information has given the standard of living which corresponds to the different groups of people living in a specific place or belonging in a specific social class. This valuable information could be used discreetly and as a determinant to various travel details such as choice of destinations, the activities that you engage in, and the duration of the trip, among other important factors. It benefits to note that people belonging to the higher-income group generally tend to spend on luxurious or perceptively enriching travel experiences. Interestingly, it may be observed that such people are never too apprehensive about expenses on trips. As a matter of fact, they are found to have sufficient financial resources that can be utilized in discovering the land of beauty called Thailand sometime soon. Surprisingly, it is observed that the mean income per capita for different nationalities is about 2- to 4-fold higher than the respective GDP of each of their home countries. Italy and the United Kingdom lead the list, having the biggest percentage share of the population aged over 65 years, with 26.7% and 25.4%, respectively. The percentage in Italy, Japan, Germany, and the United Kingdom is also above 68%; Japan has the highest, with over 10%. Some studies indicate that elderly tourists normally like relaxing and sightseeing. Supposed elements of Thai destination products have a good chance of attracting them to visit. Especially, they may find Buddhist pilgrimage interesting as well. This may be valued more in the economy than tourism from this cultural tourism product. But now they must be adjusted. There are more long trips than short trips, such as trips longer than 14 days at 65.5%. Most of them mainly spend time at hotels and resorts, which cover around 46%. Only the January trip in Switzerland spends more money at restaurants. Perhaps the most important idea from this group is not related to cost, as they love doing sightseeing and experiencing activities. They neither believe Thailand nor their accommodation as important and of the highest priority. Long trips may have the resort already because of this reason, which has a low percentage in taste for exotic resort, bungalow or guesthouse. Therefore, the increased numbers of aged tourists from Italian, UK, Japanese, and German nations reflect the high demand for tourism experiences and cultural attractions in Thailand. Precisely, these tourists preferred relaxation, sightseeing trips, and trips to tour Buddhist pilgrimage sites. Their preference for taking longer than 14 days shows the immersion that tourists are willing to put into the destination. Whereas hotels and resorts remain the choice of stay, cost is not their key concern, but the experiences and opportunity to be an eyewitness to the beauty of Thailand. Exotic resorts, bungalows, and guesthouses have a low attraction, which could be due to the availability of resorts in long journey packages. It is recommended that Thailand adjust its tourism packages geared to the needs and interests of this segment of people. Precisely knowing what is preferred and what is of priority by elderly tourists is very important to Thailand's tourist industry, as they yield a high proportion of the total tourism revenue. In offering customized experiences and attractions toward this age group, equally important, the country will attain a leading position in the global market as an elderly tourism-friendly destination. This demographic presents an opportunity for further growth and economic development in the country, which it is significant for Thailand to seize. If well planned and marketed, Thailand would be among the best destinations offering lifetime experiences to elderly tourists. From the diverse sightseeing tours to the cultural experience and retreats for the elders, Thailand can guarantee a far more enjoyable and fulfilling tour for its elderly visitors. For Seniors seeking experiences of adventure, explorations, and retreats, Thailand is indeed a flawless venue blended with rich cultural heritage and natural beauty combined with warm hospitality. It is, therefore, very significant that with the increasing elderly population in most parts of the world, Thai tourism molds itself into the

changing needs and requirements of this market segment. If it does so, Thailand can easily emerge as one of the major destinations for elderly tourists and ensure continued growth and prosperity in the years to come.

3.3. Implications and Recommendations

This change in the three top countries visiting Thailand will bring changes in many dimensions. Economically, Thailand has utilized the information fully to its benefit in terms of actual earnings that it accrues. Foreign visitors have been seen to spend large sums per person per day spent in Thailand, especially on transportation, food and beverages, and accommodation. The actual earnings that come from one visitor are quite considerable. More specifically, foreign visitors contributed to the opening of new employment positions for people working in these industries. Secondly, the shift in the countries of origin of visitors means they represent different cultures, behaviors, expenditure manners, and tastes than visitors coming from the originating countries. In such a situation, businesses will have to be geared up where tastes and interests vary so greatly by offering all kinds of tourism products and services to suit different tastes and needs. It is here that the connection with their interests becomes necessary for personalized experiences to make a good impression on visitors from those countries. Also, all the parties involved, including the country visited public, must be aware of the probable changes in terms of tourism activities engaged in by foreign tourists. Such awareness offers ways to alleviate the negative impacts concerning tourism while at the same time providing opportunities for increasing local economic benefits. In the perspective, the private sector has a significant role it can play in the enactment of sustainable tourism practices. The effective policies to manage tourism will also contribute much to the promotion of sustainable tourism and the development of society in changing situations. Policymakers at different levels are encouraged to develop laws and regulations that favor sustainable tourism and have a balanced relationship between the environment and society with tourism. This calls for clear demarcation in terms of the roles and responsibilities that local authorities have, so that areas benefiting from tourism can be suitably planned and managed, their perspective being considered in keeping with other stakeholders. The collaboration and cooperation among these multiple stakeholders would significantly determine the success and sustainability of Thailand's tourism industry.

3.4. Economic Impact

The boundless amount that foreign tourists staying in the country spend contributes vastly to increasing the country's GDP. Due to tourism, many jobs are created, and a large amount of revenue is spent by or generated for the public sector. Every nationality traveling to a country other than their own makes a remarkable contribution to the country's top export industry. However, it always contributes more significantly in terms of overall growth in GDP within the sector involved compared to other countries' contributions. In general, South Asian tourists participate deep in the entertainment and leisure industry. Their money is not spent on accommodation and transportation expenses alone but also on adventures such as spa and general Thai massage treatments and, secondly, the aromatic blends of street food that simply become too hard for them to resist. Every tourist has a certain budget to be spent during his tour to various nations, which depends on the preferences and financial capabilities of each tourist. Whereas the tourists belonging to a particular nationality have demonstrated a remarkable rise in expenditure, it is partly reflected in the turnovers of the sectors concerned they are engaged with and has shown the impact of their preferences on the local economy. Thirdly, as tourists visit various regions in a country, the dispersion of incomes among local groups inhabiting the subject regions is realized. On the contrary, this set of tourists strains certain local groups whose economies are supported by agriculture. As the economy in this set of regional groups leads to a decrease in prominence brought about by numerous shopping malls and commercial establishments designed to meet the tourists' needs. Interestingly, more than 90% of foreigners travelling to foreign countries prefer Thailand as a tourist destination. It thus receives visitors from every corner of the world. Among the favorite tourist destinations within the country, leisure and purposeful travelers would include visiting Pattaya and Bangkok, respectively, because of the numerous attractions and facilities found in these cities. Second, expenditure on a trip also varies considerably with travelers' nationality and, therefore, economic impact. When fixed spending is examined, obviously, Chinese tourists are the largest contributors to fixed spending compared to an average foreign tourist. In fact, with the growth of fixed spending at an upward-trending rate in the next two years, it is indicative of increased financial capability among tourists in China. The numbers of visitors are likely to increase from 376,618 visitors per day in the first trend to 641,588 visitors per day in the CHIP scenario by the year 2030. These tourists will mostly come from China, India, and Myanmar. International tourism, besides acting like a huge catalyst for economic growth, also contributes to stimulating the consumption of residents in relation to the increased demand by locals in various sectors like local transportation, hotels and accommodations, restaurants, and therefore creating intermediary opportunities or multiplier effects. It is important to note, however, that tourism development and tourism promotion bear their share of problems. This includes the demand for increasing investment in infrastructures; implementing correct waste management systems; keeping the environment safe and maintaining air quality at a high level. Resources should further be appropriately allocated for environmental quality to be maintained along with the wonders of the world that people flock to see. Assessments of economic impacts are important in developing policies and strategies that bring a balance between economic development and the conservation of the environment to ensure

sustainable tourism. Besides, different regions in the same country have different habits of domestic consumption. It is thus essential to develop the business strategy for wooing potential tourists with due regard to the exact culture and current tourism behavior prevalent in each geographical region. Issuing vital economic information prematurely, even before presenting a thought-out, appealing strategy, does more harm than any good to have the best human and resource input provide the desired return. Any tourism venture inherently is considered a business venture, and as such, must recognize pertinent considerations of profit and loss, and careful consideration must be given to the forecasting of the future and the strategic selection of new areas for development. To continue attracting more foreign tourists and further enhance expenditure within the area, upgrading and renovation of transport systems, facilities, and attractions must be pursued. But before making any plan, it is necessary to really study the specific national identity and tourism needs of each tourist visiting here. Understanding the nuances helps in differentiations and gives an opportunity to develop the perception of foreign tourists, thereby helping in increasing the tourists' level of participation and spending, which in turn will boost the country's economic growth more effectively.

3.5. Policy Considerations

Such profiles of the top visitor nationalities admitted to the Kingdom in 2030 show some critical implications for policy. Importantly, each nationality currently pursues diverse activities in terms of main income earners, lengths of stay, main activities, and the main attractions visited. Thus, the Kingdom, indeed each region within the Kingdom, must be in a situation where it can provide infrastructure and services matching these various groups of visitors. If not, over-tourism issues that afflict parts of the Kingdom today will afflict the entire Kingdom. In this sense, the Strategy 2022 of the Tourism Authority of Thailand already highlighted diverse potentials for covering various pursuits of the country based on the principles and ties to the ongoing strategies. The Kingdom should be able, correspondingly, to analyze the adequate preferences, needs, and behaviors from these top nationalities' visitors, and successfully accommodate these three main types of visitors. By understanding the specific interests of visitors, the Kingdom will be able to create targeted tourism initiatives designed to intrigue and fulfill these varied levels of visitors. Furthermore, Thailand needs to invest appropriate resources in building infrastructure that meets the specific needs of each segment of visitors. This will ensure an all-rounded development that makes the Kingdom an attractive destination, welcoming all categories of visitors, and leaving them with a sense of being appreciated and valued. By 2023-2032, with careful consideration taken and strategic planning pursued, the Kingdom should be able to weather the challenges posed by over-tourism as it continues to flourish as one of the world's top travel destinations. Their nationalities pointed out the currently favored attractions in the world, since almost 5 billion people from different parts of the globe chose it. Indeed, it is increasingly being believed that the Asian nationalities within the top rank who are using easy international links to travel for reasons en route to business investments and explorations mostly in Australia, Europe, and North America, besides many leisure visitors. The potential for growth is thus considered by many stakeholders to be different from that of European and other global markets. Any tourism policy intervention for Thailand should naturally fall in line with the Kingdom's national objectives. This would mainly be to support Thai sustainable growth and would be suggested to double the visitor numbers in the E-P-A ratio by 2030, i.e., for residents of the Kingdom, for tourism price recovery, and for economic growth via HAT Index growth, in addition to immensely improving the overall experience of all visitors by way of promotion of tourism experiences. This selective approach is essential in general, but it is even more so when considering that obtaining strict tourist numbers is vital for robust government interventions concerning Thailand. Key collaborative issues are, for example, the cooperation of relevant government agencies and arriving at consensus decision-making at every turn. It involves having a capacity to see the whole end-to-end tourism services, not part; having continuous sub-detailed policy interventions, such as monitoring and evaluation with reconsideration every few years into new trends that may arise. Consequently, there are at least four policy areas that at a minimum could be explored emanating from a balance of all tourist numbers, the visitors' nations of residence, or the visitor's type of activity. These five-year policy plans would conclude in 2030 to fall in line with the strategy. Any such intervention would also require high-level support and massive collaborations to ensure such a mechanism would indeed work in terms of overall recovery as well as understanding the positive and negative consequences for visitor groups involved. Expanding on the ideas, it is important to establish that the diversity of the visiting nationalities not only demonstrates which attractions are popular on the global platform but also reflects knowledge of informative patterns in the travel preferences. With an incredible nearly 5 billion of these nationalities having made their ways to these destinations, it goes without saying that the Asian nationalities on the top rank hold an influential position. These Asian tourists, aside from purposing to have fun, are increasingly using easy access to international transport links and traveling to Thailand for several other reasons. Of these reasons, the most prominent reasons are travel en route to business investments and explorations, mostly in Australia, Europe, and North America. Because of this, many stakeholders consider these Asian markets to be in a different growth league than the European and the rest of the global marketplaces. Any tourism policy intervention for Thailand would have to be designed to squarely align with the national objectives of the Kingdom. In this case, the key focus would be on the sustainable growth of Thailand by doubling the visitor numbers in the E-P-A ratio by 2030. Growth in visitor numbers would result in stimulating economic growth, enabling tourism price recovery,

and enhancing the development of the HAT Index. The strategic development and promotion of diverse tourism experiences, such as various diversity tourism experiences, would also be imperative for the ultimate broad enhancement of the overall experience for all visitors. Choosing an appropriate approach is of importance since these forms a critical drive for the success of tourism interventions. This is particularly true since robust government interventions for the tourism sector in Thailand heavily rely on achieving absolute tourist numbers. There is also a need to address some of the key collaborative issues, having consequences on the effectiveness of these interventions in terms of inducing cooperation among relevant government agencies and ensuring consensus decision-making at every stage. While assessing and optimizing, a holistic approach must be considered regarding end-to-end tourism services instead of the partial parts of it. Continuous sub-detailed policy interventions, such as monitoring and evaluation leading to reconsiderations every few years, may come in with the required outcomes to adapt to the emerging trends in the top ten visiting nationalities. Such a task scale is very important to explore at least four policy areas that could be harnessed. Such areas can stem from several factors revolving around the attainment of the balance between the overall numbers of tourists, the nations they come from, and the type of activities they have. Such five-year policy plans would be manifested and have a culmination in the year 2030 to ensure alignment with the overall strategy. High-level support and wide-ranging collaborations among various stakeholders are surely required for an intervention at this level. The collaboration is necessary on all levels to ensure such a mechanism proves to be effective for the facilitation of overall recovery and to develop a comprehensive understanding of the positive and negative consequences for the visitor groups involved. The dynamic, inclusive approach will completely realize Thailand's full potential as an international tourist destination while maintaining its nature and culture.

4. Conclusion

In sum, an analysis of the demographic and economic profiles of tourism to Thailand provides critical insights into the evolving nature of world tourism and its economic contribution. With Thailand keeping its position as one of the most popular destinations for international travelers, it is important that the unique preferences, behaviors, and spending patterns of tourists from different nations be learned if its tourism industry is to remain competitive and sustainable. Most particularly, demographic trends mean that Thailand is well placed to tailor its tourism products accordingly to the likes of Italy, the United Kingdom, Japan, and Germany, with an increasingly aged population. Specific preferences among elderly tourists usually entail longer trips with relaxed sightseeing activities, especially related to Buddhist pilgrimage sites. Usually having a bigger financial capacity, they would have less problems seeking higher-quality experience without being really deterred by its price. Their accommodation may focus on a higher level with more attractive offerings towards resorts and hotels than budget-class facilities, such as bungalows or guesthouses. The above trend illustrates an emerging demand for product and service provision to old tourists, especially during this decade in Thailand. Economically, the influx of tourists from diverse nations contributes significantly to Thailand's GDP, primarily through their spending on accommodation, food, transportation, and leisure activities. This spending drives local economies, creates jobs, and fosters economic growth in various sectors, including hospitality, transportation, retail, and services. Foreign tourists contribute incredibly to certain regions, such as Pattaya and Bangkok, whose infrastructures and services are quite all right for highly paying guests. In addition, all this is coupled with the challenges of making tourism more sustainable, balancing infrastructure development with environmental conservation, among other areas of concern. This fast-tracks economic growth through tourism necessitates cautious considerations on the policy side. Thai tourism policies need to respond to increasingly diversified needs and preferences of different tourists through making sure infrastructure, services, and tourist attractions are available and accessible according to the various demands of those different markets. For example, the way that other nationals could have tailored tourism experiences: for elderly tourists, a lot more of the cultural and spiritual aspects of Thailand, or wider adventure and wellness opportunities for young, more moneyed visitors. Furthermore, with tourism still growing, the negative impacts of overtourism need to be dealt with in such a way that its benefits are shared equitably throughout the country, especially in areas that might face pressures from increased visitor numbers. The economic benefits from tourism do not stop at what foreign tourists spend, because a multiplier effect takes place that may stimulate domestic consumption and, thus, foster related industry growth. This is where the benefits spread from those businesses involved directly with the tourist expenditures for goods, services, and experiences to create a multiplier-effect that fosters job creation and regional economic growth. Yet, one must appreciate the fact that tourism does overwhelm some of the local economies, such as rural areas whose agricultural industries become submerged to the new commercial and tourism industries. All in all, policymakers need to use policies that can reduce adverse impacts while increasing economic benefits. For Thailand to maintain its position as one of the world's top tourist destinations, investment in infrastructure such as transportation systems, accommodation, and tourist facilities needs to be further developed continuously. In addition, the country has to balance the increasing demand for tourism experiences with efforts toward the conservation of its cultural and natural heritage. Some fundamental principles of sustainable tourism, such as efficient waste management practices, conservation processes, and inclusion of local communities, will thus be of paramount importance as Thailand aspires to a long-term future of sustainability in tourism. It involves cooperation in government agencies, local

businesses, and tour operations that work for and with one another in achieving an atmosphere of tourism serving visitors and residents. Finally, diversity in nationalities visiting Thailand underlines the importance of recognition of specific needs and preferences of different tourist segments. While tourists from countries like China, India, and Myanmar contribute to the tourism sector through the amount they spend, their motivations and behaviors sharply contrast with those of European or elderly tourists. This, therefore, calls for the need to have tourism packages that are tailored to the needs of specific groups and targeted marketing campaigns aimed at specific demographics. Using information on tourist preferences and behavior will, therefore, enable Thailand to have better tourism policies that promote growth with a quality experience for all tourists. The changing demographic and economic profiles of tourists visiting Thailand pose challenges as well as opportunities for the country's tourism industry. Understanding the preferences and behaviors of different tourist groups will help Thailand seek ways to improve its tourist offering, promote economic growth and establish the country as a leading destination for a wide variety of visitors. However, the challenge now facing the continued success of Thailand's tourism sector is how to balance growth with sustainability so that it remains a vibrant and attractive destination for future generations. This requires effective policymaking, strategic investments, and collaborative efforts across all sectors to ensure that Thailand seizes the potential of its tourism industry while preserving its cultural and environmental integrity.

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