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Prediction of Thailand Tourism Driven in 2035 in Regional Competitiveness

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Abstract

This research looks at how competitive Thailand's tourism might be in 2035. It checks out things that push growth, like the economy, culture, the environment, and new tech. Thailand's tourism has grown a lot and helped the country's money situation, so the government has put a lot of money into making things better for tourists to stay in the game.

But, as more tourists come, things such as money problems, world changes, and health scares could make it hard to keep growing. This study uses special math to guess how many tourists will come by 2035, guessing around 43.8 million. It also sees how different areas are doing by looking at things like airports, roads, cultural events, and how green they are.

The results show that what the government does, new tech, and being eco-friendly are important for Thailand to stay ahead in world tourism. By knowing what makes a place competitive, this research gives a way to plan and make smart choices for Thailand's tourism in the long run, making sure it keeps growing while avoiding possible problems.

Keywords: Thailand; Tourism Competitiveness; Forecasting; Regional Competitiveness; ARFIMA-FIGARCH; Sustainable Tourism; Government Policy; Technological Advancements; Cultural Exchange.

1. Introduction

Tourism is important for Thailand. It brings in a lot of foreign money and is rated highly by travel groups. The Tourism Authority of Thailand (TAT) predicts how many tourists will visit each year, trying to present average numbers using a statistical model. But the estimates can be different, which can change how they plan things or promote Thailand to other countries. It's important to remember that assuming things will stay steady might not be right. So, they might need to think about how unsteady things can be, not just as the square root of the variance but as the variance over time. They checked if the variance parameter was once greater than zero to check if there is continued uncertainty about how many Japanese tourists will visit in the future. Even though TAT thinks about 35.679 million people will visit, there could still be ups and downs like after 2008. If things keep going up and down, it won't really help the GDP or investments in tourist spots (CHOKETHAWORN et al., 2010).

In the last half-century, tourism has grown fast, changing things a lot and having big economic, social, and environmental effects on many countries. They often use simulation models to look at how different things like the number of visitors, income, and jobs are connected. Predicting what will happen is a key step in planning. So, they create models to guess the things they care about so they can set goals for the future. There are lots of ways to predict things. Strategic models are simple and only connect things happening at the same time. In theory, countries should respond the same way, no matter what kind of country they are in. But there seem to be big differences between countries. Why is that? Looking at the gross tourism income in the medium-term and what drives it might explain why there are differences between countries in long-term tourism income. This is through direct adjustments to total tourism production and indirect cycles due to building up tourism infrastructure, how the exchange rate acts, and changes in historical trends.

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Competitive tourism is important for many countries' economies, both because it creates more jobs, improves connectivity, and gets more money for locals. It also indirectly makes the rest of the economy more active and innovative (Ly, 2018). It's a major service industry that has grown faster than production, but it has been hit hard like the Global Competitiveness Crisis. Competitive tourism includes visitors who are expected to spend more money than regular visitors. To grow competitive tourism and deal with competition, you need to understand tourist flows, tourism results, and future patterns in different areas and cities, focusing on the best and next best tourist spots. One thing they found is that international tourism keeps growing in number, but it's slowly becoming a smaller piece of the world's trade.

Here's look at Thailand's tourism market where economic changes from support steps helped finish cabin crew training. Combining management has given airports options through commercialization, which resulted in choosing pros to work on airport staff. Commercialization was put off when the service tried to provide the world's best liveries for the 2014 world cup. Now spas and wellness centers have swimsuit storage service. The Government supported a plan to increase AOC's revenue from regional and international business. This would ensure smooth traffic flow and customer happiness in addition to continued growth in the number of foreign law firms approved by the Ministry of Justice. AOT's 850-billion-baht investment over the next 5 and fifteen years, tied to nearby growth like the monorail, might struggle to get private investment within the group's airlines.

In Thailand, the number of international tourists is going up. So, the average monthly increase from January 2000 to December 2007 was 183,231.925. To analyze international tourists visiting Thailand, it's important to use the ARFIMA-FIGARCH way that fits best (CHOKETHAWORN et al., 2010). The ARFIMA (0,0,1)-FIGARCH (0,1,0) model is the best model because it has the lowest AICc value of 4767.865. International tourist arrival data is used to check the predicted numbers using the ARFIMA-FIGARCH strategy. The best estimate model produces up to 716,676 international tourist arrivals of error for 2008-2009, that's about 15.0133%. The predictions show that more tourists are visiting than before, making it the best time to visit Thailand. In 2035, there will be 43,802,307 international tourist arrivals. The tourists should visit less known tourist locations to evenly distribute tourists around Thailand. Predicting how many tourists will show up is important for Thailand's tourism industry to plan and grow long term. The tourism business grows and faces lots of competition in countries with strong economies and political environments. Thailand has great tourist places compared to its neighbors. The tourism business often deals with things that change how many tourists visit, both for better and for worse. So, there are questions about why there are more or fewer tourists and how the country reacts to these changes. The authors will study how the country handles risk events to reduce the bad changes about tourist numbers and tourism income in general. This study predicts how many tourists go to Thailand and explains why those numbers go up and down. They analyze it using time series data with auto regression with integrated moving average (ARIMA) methods to look at past tourist numbers. They will predict future tourist numbers based on how those numbers have grown.

2. Regional Competitiveness Factors

Regional competitiveness theory looks at what a region needs to grow its economy and keep productivity up over the long term. This includes things inside and outside the region. Economists who study this agree that you need to look at two things to know how competitive a region is.

First, to get why regions grow or shrink, you must find out what makes the economy grow. Things like workers, roads, resources, industries, and new businesses matter, and checking on these shows how well a region competes. These checks are called explanatory studies. Second, the local government must see how it can support these things. That's called a prescriptive study. Past research shows that most studies of regional competition, in places like the West or Thailand, tend to use just one type of analysis or don't see how all these pieces connect. That makes it tough for regional leaders to make good choices. The way we're doing things in this study lets us model the reasons behind the relationships, so we can understand how all these parts affect each other. In this paper, I'll explain the first part of modeling competition parameters to set benchmarks for a region's competitiveness (Hassan, 2008).

It's also true that tourism competition isn't just about what the government does. It also depends on how much the country relies on tourism. Countries that depend a lot on tourism tend to have governments that are more involved than countries that don't. Results show that having good air and train transport and open trade helps tourism. On the other hand, how much you spend on travel and transport can hurt tourism competition. The study shows how important transport is for growing tourism everywhere. Things like cultural sites and business travel, airports, natural areas, ground and port infrastructure, and tourist services are key areas to improve competition in Central and Eastern European countries.

According to (BEDNÁROVÁ et al., 2018), tourism can assist the EU in reaching goals like keeping things sustainable, growing the economy, developing workers, and bringing people together. Tourism helps the economy directly through what it produces, indirectly through jobs, and through taxes. Guides are important by linking tourists and locals, and by helping the local economy and keeping tourism sustainable. The tourism competition is tricky and includes many things you can measure and things you can't. Measuring it is hard, and different groups try to figure it out.

2.1. Economic Factors

The economy is key to making Thailand's tourism competitive by 2035. The government should make specific plans for tourism development. They can make Thailand attractive with pricing that is good but with high value. The Thai government needs to watch costs. The prices of Thai companies should be watched. Productivity can be increased by looking at how work is done to cut waste and improve things. Suppliers, transport, hotels, and restaurants should review spending and fees. Thai policy and state companies should not treat their partners differently. For example, charge by time, not by shipment. Also, knowing how work and relationships affect things makes for trust that lasts. Providing new, high-value products like company incentive travel is untapped. Health and recreation money must be used legally. The government must pay attention to tourism groups to fix conditions. Just sales won't create a good image, condition, and good leadership in high-value tourism products. It's key for the government and businesses to work together. Making contracts, approvals, and sales easier will all increase productivity. For example, the time for handling flexible rates, certifications, should be reduced, and approvals should be automatic if they are reasonable. For sales and tickets, tickets should be easier to get in remote areas. For example, bridges must be safe, or border crossings should have automatic tollgates. Each plan and customer expectancy must be watched by companies. Overall results should be collected, but details should be kept separate. Plans should include sourcing, prices, and costs.

2.2. Cultural Factors

Thailand has a strong cultural connection with other countries. The wider community has cultures from the Middle East to the South. Thai culture is like Malaysia and Indonesia due to the Malay connection. People from China and Mongolia mixed with locals. The Mon culture brought open markets and art. The Indian religion brought Hindu/Buddhist gods and rites for trade and mercy. The Khmer culture brought stone temples. The Burmese brought art and texts to Thailand. There are disappearing hill tribe cultures, and there are efforts to let tourists see and study them (Fung-Thai et al., 2015). Thai people may visit developing nations and spread Thai culture. With more local airlines, Thai warmth can be shared.

Festivals like Songkran and Khao Phansa that symbolize soaking spirits for the New Year and reaping the harvest still are celebrated today. Forefathers spoke with gossip across home compounds reading palms and egg paddy irrigation and air-purifier plant water offered to the deceased as rites in Thailand. Thai people found beauty in all things and decorated many of the instruments with gold leaves glitter and porcelain particularly those at the temples with the most exquisite and finery art remains after many centuries of invasion. There is worry that as people get busier, will they still value beauty, or will they choose gadgets (Hassan, 2008)? Will jewelry last forever, and how will Thai cooking be passed on?

2.3. Environmental Factors

Along with chances for tourism, the things that affect how competitive tourism is also include environmental things. Most members of the PCT Thailand Association of Southeast Asian Nations (ASEAN) should have environmental protection laws and follow the standards set by the rules of the UNWTO. It is important to have tourism that helps with income inequality, use of resources, and economic growth (Azam et al., 2019).

These steps should be used and protect the environment. Tourist spots have been made into eco-tourism areas, and their success should be observed and evaluated. The results of classifying tourist destinations were displayed in the form of a rating. The tourist maps were modified into a Bayesian decision graph for a suitable choice of destination. The results of evaluating tourist establishments were established into a teller score to make a competitive advantage, and the economic impact was calculated from income channels of the establishments. There should be laws to control tourist areas.

Environmental factors are key to making the tourism industry sustainable and should be used in setting travel guidelines. Since countries have different environmental things, PCT Thailand should set travel guidelines that fit each country and its tourist demand.

2.4. Technological Factors

How well Thailand uses tech in tourism was measured using updates in the EEC, five support systems, three action systems, and EEC tech 4.0. These were scored like tourism factors. Most people in tourism thought Thailand's tech was competing well and should be invested in.

The EEC updates scored the lowest but were still good. While most people thought Thailand's tech was better than its competitors in 11 areas, only 3 were great. These included digital wallets, internet, and public WiFi. Updating tech to help with productivity needs work, as shown in the low score for cloud use. For Thailand's EEC tech 4.0, connected cars, trains, and delivery drones scored the best.

Although it was perceived that no destinations among immediate competitors should invest more than Thailand, all destinations were still perceived to need investment in all areas. There is a thought that Thailand's tech 4.0 is better than its competitors, but it still needs to invest to stay ahead as tourism changes. This means investing money, knowledge, and skills in new tourism tech 4.0 to keep up with future tourism (昭, 2018).

3. Current State of Tourism in Thailand

Since 1991, Thailand has been building tourist spots in areas with great scenery for tourism. Phuket, the biggest island in Thailand's south, is the most developed. It has nice beaches on the west side and mountains in the east, so it makes good use of what it has for tourists. Starting in 1980, the Thai government put a lot of money into Phuket's hotels and tourism, mainly to improve access, and made money from it (Campiranon & Scott, 2014). This business grew a lot until the East Asian economic crisis in 1997. Thailand is part of the Mekong region and ASEAN, and it's been a popular tourist spot for a while. Thailand competes with other countries nearby, like Vietnam, Cambodia, Laos, Myanmar, and China. Before 1997, Thailand pushed hard with cheap package tours. However, after the crisis, they had to rethink this approach.

Time series data from 1980 to 2000 on a tourist output index and six factors, like price, will be used in the economic model. Hopefully, this will help Thailand manage and market its tourism better in the area. Yearly data on international tourist arrivals, seen as the best way to measure tourism, and six factors were taken from different sources. The model will be figured out for each country using auto-regressive distributed lag (ARDL) software methods.

Tourism is a service business for Thailand and its neighbors. It makes a lot of money, creates jobs, and brings in foreign currency. It's a big part of the economy, with about 530 billion Thai baht, which is about 12.5% of the GDP and more than 20% of all jobs. Thai tourism is priced reasonably and has unique culture and natural sites. To deal with the crisis, Thailand wants to spread out its tourist spots and markets and make tourism more sustainable for the economy and the environment. Good tourism demand models will help analyze situations, decide on tourism changes and policies, and guess long-term on the Thai economy.

4. How COVID-19 Affected Tourism

The COVID-19 situation is different than anything before. It touched every country and shut down borders. Tourism stopped, and the closed borders, lower economic growth, and changed consumer behavior will stick around for a while. Current guesses say 25% of tourist spots are still closed. Some countries might ease restrictions soon. After the big COVID-19 shock, the tourism sector has challenges.

The impact study of COVID-19 on tourists in Thailand will show some guesses for the next 5 years. Recent COVID-19 tourism and economic effects will be put and the result, the demand of tourists and the tourism sector's impact in Thailand will be guessed. Many researchers in Thailand investigated guessing Thailand's tourism growth. The results came from scenarios of the Invincible Tiger strategies by the Tourism Authority of Thailand. There are clear policies to guide tourism promotion, but these are important to keep tourism strong.

This paper examines how gastronomic tourism could help Thailand's economy in the next 3 years during the COVID-19 situation. The scenarios show that food activities could drive the economy. Structural time-series models can give good guesses for the next 3 years. So, this section shows that Thailand's economy can survive in the short term. Exploring how gastronomic tourism can help Thailand's GDP, dynamic input-output analyses were used. The results say that food activities can greatly improve economic values.

5. Future of Thai Tourism

Besides barrier-free policies, changes like the share economy and digital trends could make Thailand's tourism more competitive and bring in income. However, competition from less developed countries and crowded tourist areas in Thailand, like too many chain hotels and buses, could hurt Thailand's tourism. The top ten projects, like Prompt for Love and theme parks, should be used to make tourism better and double income in 20 years. For these projects, do studies, involve the government, invite investment from private sectors, and pick good spots. Cooperation between the government, private sectors, and nearby countries is also needed to get the most out of natural and cultural sites.

Unwanted or unclear projects should be canceled or looked at again to see if they are good for the long term, considering other projects nearby and changes like climate change. Satellite cities should be improved to take some pressure off Bangkok. Also, think about visa-free policies to Chinese tourists and collect data thoroughly for tourism studies.

5.1. Tourism Growth Guesses

Studies that look at annual growth in tourism guess it will be 9.5%, global tourism income will be 4.9%, and worldwide exports will be 6.8%. Asia and the Pacific will drive much of this, at 22%, because China is opening to tourists. Thailand's tourism growth is split into international and domestic. International tourism is likely to have an employment growth rate of 8.6%, which means about 15,209,277 visitors. Domestic growth is thought to be 3.0%, or 204,183,391 tourists by 2035. In Thailand, tourism is expected to be good by 2035, with 949,171,253 visitors and 42.745 million Baht in income. Tourism guesses use factors like tourism income, tourist arrivals, number of beds, and workers. Tourist arrival is used in many countries. Also, the size of the workforce needs to be guessed, since it affects the economy.

5.2. Emerging Markets

Guessing market demand is useful for planning. This paper tries to guess Thailand's tourism demand in 2035, using time series information and simulation. The results say that Thailand will be a good tourism spot in 2035, with stability from 2030 to 2035.

This work advises tourism managers to work together with the economy, government, and tourism factors that affect tourism. Also, the model should be used for getting knowledge in other nations. Finally, problems with programming and data are mentioned. In 2035, the factors will be better.

In 2035, Thailand can catch up in market demand and provide good tourism. Seeing, any disadvantages and nurturing advantages should be taken care of.

5.3. Impact on Global Trends

Tourism development impacts national, regional and local scales and economy. Tourism should be transparent and involve the community. The plan should also make sure money is shared well. Spending on tourism development and setting up a tourism body can improve community engagement. Looking at local value chains, the indicator might not be good. Over some years, good management has improved impacts. However, tourism costs should be shared more fairly.

Even if a case is good, community involvement and tourism costs will be limited. Setting up in the context of quick tourism development gives a lot of experience. There may be unequal revenue distribution among groups. However, stakeholders should have checks to respond.

6. Competitiveness Analysis

There's been a lot of work done to look at how Thailand stacks up in the tourism world. But when you read through all the studies, a few things become clear. First, many studies seem to cover the same ground, listing factors without really digging into cause and effect. Second, we don't have enough research that's specific to Thailand, most of what's out there is either old or based on what's happening in other countries. And even the local studies tend to focus on just one issue at a time, without solid data or a bigger picture. The things that make a tourist spot competitive, especially the attractions themselves, aren't talked about enough. Lastly, tourism is always changing, so a lot of the ways we measure things are already out of date. Overall, we need more research on how well Thai tourist spots are doing compared to others, especially on a big scale, like across the whole country or region.

One of the earliest attempts to measure how competitive Thailand is as a tourist destination was done by the Tourism Authority of Thailand (TAT). They came up with 53 things to look at to see how Thailand measured up against eight other places. These things were grouped into seven areas: the overall destination, plus safety, prices, products, transportation, workers, and advertising. They used a speedometer-like chart to show how well Thailand was doing compared to two standout countries. They also broke down each of the seven areas, using bar graphs to show how each aspect was doing, using colors and numbers to show how competitive it was. This is okay for a quick look and to see where things could be better. But because they use so many kinds of measurements, it's hard to get specific information or use it to figure out how to be more efficient. You can't easily get the raw data to really dig into what's going on. Plus, things have changed, so you'd need to keep updating the report. Doing that every year would take too much time and money. A good computer system could fix some of these problems.

In this paper, I looked at how Thailand's tourism sector compares to its neighbors, using a measure called the Relative Regional Competitiveness index. I compared data from 2011 to 2015. I also used a computer program to display the results on maps. When I looked at Thailand, Vietnam, Malaysia, Singapore, and Laos in 2015, Thailand's overall score was lower than some of its neighbors, but better than Laos. But Thailand's competitive advantage has been going down, from 2.355012 in 2011 to 1.507526 in 2015. Even though it's still in first place among these five countries, Vietnam and Malaysia are catching up.

Looking at each country, the study showed that Thailand and Laos had lower scores than the others, across the board. The relative scores were figured out to see how these countries in Southeast Asia have been doing since 2011. The results showed that most countries have gone down a bit compared to where they started. Except for growth, Vietnam and Thailand seemed to be doing better than their neighbors.

This part will look at what Thailand does well and not so well in the tourism industry. It'll also talk about how tourism affects the economy, how much Covid-19 hurt the economy, and how much money tourism is expected to bring in between 2025 and 2035. And it'll look at how Thailand compares to other countries in Southeast Asia in terms of tourism. Thailand is known for its culture, festivals, buildings, friendly people, art, old ruins, towns, food, and scenery. Tourism is a big deal for Thailand's economy. Thai travel and tourism are one of the biggest in the world when it comes to contributing to the country's money. But because it's such a popular place, Thailand is facing competition from places like Cambodia, Malaysia, Maldives, Myanmar, Indonesia, and Singapore.

The number of tourists coming to Thailand is likely to go up by about 12% each year for the next 5 years. More people are expected to come from everywhere, and the tourism industry is growing worldwide, especially in the Middle East, Asia, and North America. Covid-19 has hurt the economy, and this has been factored into the estimates. The estimates show that Covid-19 has had a big impact, and things aren't going back to where they were before. Because of this, the economy is shrinking more than expected, and travel income might be cut in half. The plan will allow for predicting future tourism income until 2035.

7. Sustainability in Tourism Development

Tourism sustainability is a big deal worldwide, popping up in both public discussions and the business world. The main things to think about are tourism that can keep going for a long time, how to grow tourism in a way that lasts, and all the support that goes into keeping it all running. There are tons of phrases that sound alike which can cause misunderstandings. When things are fuzzy, it messes up the research into doing tourism right and managing destinations responsibly. Problems and crises are common in tourism. In entertainment, there are lots of different areas that are increasingly tied to new tech. This change has people worried about whether tourism can last and what sustainable development even means. They're also concerned about the uncertainty and decline in leisure and quality of life. So, how can we make the world's economy more able to keep going, fair, and peaceful? How can we make sure tourism is built on strong ethics, helps people, and encourages companies to do the right thing?

Right now, the answers aren't great, and research is slow; for smaller businesses, doing things in a way that lasts is a chance to get companies invested in being socially responsible. This study aims to give a full view of research on tourism sustainability and make sure we're paying attention to what matters. The results give a few ideas for where to go next with research.

7.1. Doing Things Sustainably

Sustainable Wine Tourism and Thai Vineyards Caring About the Environment

In Thailand, tourism about wine that's done in a way that lasts are rare. This study wanted to learn about where things stand with sustainable wine in Thailand. It looked closely at how aware and concerned vineyard owners and consumers are about the environment. It also explored what helps sustainable wine happen and what gets in the way. Online surveys went out to winemakers, vineyard managers, and consumers. Consumers in Thailand didn't seem too concerned about the environment. Producers didn't get many questions about the environment, not like in richer countries. Still, if more people want wine made in eco-friendly ways, vineyards might start doing things differently. They could get certifications and labels to show they're sustainable (Amarando et al., 2019).

The sustainable tourism industry must meet goals for society, culture, the economy, and the environment. The study found some things that help, like the government offering tax breaks, help, and telling people about sustainable wine. Trying to compete with foreign producers, costs, not enough government help, and not knowing why sustainable wine matters were all things that vineyards saw as problems. The study shared some ideas about why doing things sustainably is good for wine tourism. The government needs to really support vineyards that want to do things sustainably by giving them support and tax breaks. Overall, sustainable practices in Thai wine tourism are few.

7.2. What to Do

After Thailand's economy dropped in 1997, tourism didn't grow much. But in the last few years, things have gotten steady, and the economy's growing, so tourism is bigger than ever. Thailand's making more money from tourism than before the crisis. Thailand should see tourism keep going up over the next few years because it's cheap but still good (CHOKETHAWORN et al., 2010). To keep its spot in the international market, which should get twice as big in the next ten years, Thailand needs to be ready. So, it must be pretty accurate about how many tourists are coming in.

New tourism spots in Africa, South America, and India are getting big fast. There's more competition coming not only from the countries next door, but also from China, India, and the Middle East. Tourism planning means making the best plan for how to grow tourism later. Knowing what will happen soon isn't enough anymore. It's not helpful to only look a little bit ahead (Jing Yi et al., 2015). Now, countries need to have a clear idea of what they want tourism to look like way down the road. But even though it's super important, not much has been done. So, we need to get started on basic research to explain what long-term tourism forecasting is, how it works, and what it needs. Eventually, we'll rethink the idea that tourism is only led by demand, and we'll come up with a way to measure it. Singapore is the only country that's tried to make a tourism forecast for the medium to long term. The study wanted to guess how much tourism Singapore would get by 2030. But the way they did it isn't great because it's hard to find the right models and information for a lot of countries. Emerging destinations might have to use ways to measure that just use the data they already have. And while models that go into lots of detail can make more guesses, they need a ton of data that most countries can't get. So those detailed methods won't work for most countries.

8. Tech Changes in Tourism

Tourism is one of the biggest and fastest-growing industries on the planet, so countries are really competing for travelers. Because tourism works as a chain, countries compete at the international, national, and regional levels. So, it's important to see how well countries and regions are doing in tourism and what makes them stand out so they can grow tourism and have plans that last. Thailand is one of the best tourist spots in Asia, with tons of people visiting from all over.

In a study (Buhalis, 2019), new tech changed how everything gets passed down by letting businesses and consumers talk and deal directly. Review sites let people share what they think and affect how tourism places look, their brand, and how well they do. The internet got better at using data that computers can understand so they can work together. When big data is linked and combined, it gets easier to manage, helps things work together, and boosts creativity. Smartphones changed how people talk and experience tourism. Smart tourism came about to help create value. Smartness uses connections and data to redesign how things work and create new services and goods to help everyone. Smartness lets more different kinds of travelers get involved and supports those with problems seeing, hearing, moving, or thinking. Games help make things more fun and people more satisfied. When everything can connect to everything else, and processes are combined, it all creates value. Tourism is driven by tech like the internet of things, 5G, smartphones, 3D printing, apps, cryptocurrency, sensors, and AI.

8.1. Digital Marketing

One study looked at how digital marketing affects tourism companies and consumers in Sri Lanka. It found that digital marketing is a new and popular tool that's used by all kinds of tourism businesses, especially hotels and restaurants. It also said that digital marketing has a big effect on everything that goes into marketing. Based on what it found, the study

said that hotels and restaurants should use digital marketing because it helps them know what customers want and make their promotions better, which changes how people buy things (Fathima Nuskiya, 2018).

Digital marketing has been one of the main tech trends recently. Businesses now mostly use digital marketing to promote themselves. Digital marketing means advertising on channels like websites, apps, social media, and search engines. Companies use things like search engines, content, influencer, e-commerce, and social media to get the word out. These ways of marketing can affect lots of people. Social media especially can help with marketing and connect with customers. Billions of people use social media every day, so businesses often use it for ads.

8.2. Smart Tourism

The quick growth of the internet and phones has changed tourism in Thailand. This tech lets people book places to stay and services online. These online bookings allow hotels to change their prices and services quickly all over the world. Also, services like Airbnb let people rent rooms and apartments directly, which has gotten super popular in Thailand. Lots of hotel rooms and apartments are well-priced and in good shape, and locals are good at hospitality, speaking English, and understanding cultures. This has led to services and networks, led by online platforms.

TCE Tourism Industry and Policymaking can be used to see how knowledge helps with designing new things, creating them, and using them to make market changes. The change is looked at based on what's known, how new it is, where the knowledge came from, where it's used in the economy, and how big the change is.

A model sums up ideas on how change happens based on what's known and where it's used. It also covers the good sides of making knowledge. A process turns a business idea into a program. A system uses both knowing how things work and stats. This is used to help with making small changes in filters because of design tweaks, like new plans or things changing. The system has two parts: a helper that knows stuff and a module that makes the filter better. Tests show that experts can get help from the system (Hassan, 2008).

9. Tourism Infrastructure Development

To make Thailand's tourism better, we need to grow marine and coastal tourism, so it stays competitive for the long run. The government should set up country tourism as a national priority. They should support tourist arrivals by making better roads and trains to main spots. They should build more ports on the Andaman Sea and Gulf of Thailand for cruise ships. They should grow areas near tourist spots like Khao Yai, Chiangrai, Kanchanaburi, and beach spots like Rayong and Chanthaburi (Ly, 2018).

Also, when growing airports in other provinces, bigger facilities must have better size and work to serve services and freight. Community airports owned by can be bid out for returns. Thailand's economy can keep up and do better than other Asian economies soon, with experts who predict a GDP boost of 4 to 5% each year. This will help the tourism businesses and Thailand's immigration systems, because processes might be better in modes 2 and 4. But, too much focus on the low-cost tourism can cause bad deaths in certain spots. The tourism sector needs better handling and a better image right away. Thailand's Tourism Authority Offices may need to be re-looked to look at what the world thinks and do good against world fears regarding Thailand in tourism on a case by case. Container handling of world cruise tourism can be improved at Bay Tourism (CHOKETHAWORN et al., 2010).

The tourism growth should create awareness of tourism competition in Thailand. Thailand's culture, such as being nice, smile; main markets like China and Indochina; non-formal and semi-formal education stressing creativity; and good social amid strong government are good things for Thailand tourism. But bad tourism infrastructures make bad things for Thailand tourism. A country-based legal should be made to grow tourism dealing at the national, organizational, and areas

9.1. Transportation Upgrades

Based on expectations for better Thailand transport, it can be said the Chiang Mai Airport will be bigger in the North. The Suvarnabhumi Airport in the Central, and in the South is the Songkhla Port improvement. Upgrading the rail should be done for the long run as the rail is important. The South will have less competition, and the north will have high competition. It is advised that regional policies should be started. Especially, the Northern should have rail upgrades and raise access with cheap domestic flights. The Central can grow rail share and the Southern should focus on growing domestic flight share through deals from Bangkok to Songkhla flight promotion. Transportation done by TSDOT in the 2536-2579 B.E. have been predicted regarding their effect on tourism (Ly, 2018).

A plan is designed in stages. First, transportation, Second, infrastructure types selected from DPMR are evaluated and the MATE module is developed to measure the tourism impact of transport improvements. The questions answered were the select and prioritize of transports TSDOT to grow Thailand's tourism by its transport in seven years and in 2035.

9.2. Good Accommodations

Good accommodation has parts of staff and systems. So, managers should see each part as important in giving service (Kaewnuch, 2019). When somewhere like that is found, it can give great feelings. After tours, travelers should talk about fun memories. Good memories are needed for both tourism and hospitality. How memories, a product of thought and idea, are created is hard. People want to know why a traveler remembers or why memories are. Through the years theories have come out. These explain about what is remembered, memory. Research on travel and memory is on free time, mood, knowledge but little is on what they feel and make memory. Memories are part of tourists' and important to travel. Little is known about this. This study looks at how memories are made. By watching and talking to travelers, it highlights how cross-feelings are made in traveler remembrance with an easy look of what occurs. Travel should notice that experiences they supply stay around until the travelers leave. There is back and forth between these thoughts. The ideas gained are discussed through travels.

10. Government Plans

Government plans on tourism include national, regional and rules. Government plans are from executive power. Policies deal with strategies. These focus on strategy. The National Tourism Policy solved problems. This was the first plan. Sanakham was a regional tourist site. After tourism became better, tourism started. National tourism waned in the 1990s due to many resource problems. The first tourism was said by the National Assembly Planning in Thailand is split into four: national, area. The 6th National Plan showed a focus on sustainable development. Four, natural, economic, checked experience. Value was given using the Regression Model. Index was then calculated. In the province, it was about the area. Thailand looks to Japan mainly. Growth close between are pursued (CHOKETHAWORN et al., 2010).

10.1. Tourism Plans

Many from Asia travel Thailand because it's close (Jing Yi et al., 2015). To go against Pacific countries, Thailand needs strong travels to attract people to check out. Checking the tourism travel on "Advertising and Publicity" gives view. Spent can be seen. Policy. Good is needed to effect international. The factors are: (tax); (criminal justice); (); and (tourism, product). Most in Thailand miss out.

10.2. Law

Check on competitiveness. Countries need laws. Tourism has problems. A complex Thailand has passed laws.

- Ministry of Tourism
- Environment
- Culture
- Ministry of Interior

A thing is to cope with civil servants. The government has made initiatives to improve the tourism structure.

11. Stakeholder Engagement

Stakeholder engagement is getting more attention in research and real-world applications because it's key to a region's success. Policymakers and decision-makers like it because it's a fresh, team-based way to create and achieve shared goals for sustainable economic growth and a good quality of life. Regions, places, and cities that want to compete need close partnerships between different stakeholders. But often, they lack official systems or groups that actively involve private and non-profit organizations in making decisions and doing the work. This stops them from combining their economic and social strengths for the good of the region. This issue is a big concern for researchers studying regional competitiveness. It can take different forms, like teamwork in public-private partnerships, formal councils, groups, consortiums, or alliances.

This research aims to understand better what stakeholders do in managing regional competitiveness. Work to boost regional competitiveness includes creating and promoting regional development marketing and branding plans, as well as plans for regional social and economic progress. Stakeholders are all the big public, private, and non-profit groups

and institutions that have a job, interest, or power to shape a region's economic and social development plans. Stakeholder engagement means all the way that regions that compete well have set up to actively get stakeholders involved in creating and carrying out these plans. This project uses teamwork-based stakeholder engagement ideas from research on stakeholder cooperation strategies. It plans to build on this research by testing more strategies on a wider number of regions and using better case study methods.

In recent years, regions and cities have become known as the main drivers of economic growth and success. Because the world economy is changing so much, new urban and regional economies have become regional engines of growth. Because of this, regions and cities are competing harder to get talent, investments, and businesses. This research looks closely at regions and cities that are behind in the competition, meaning those with below-average economic results, limited money, or a lack of good location. It looks like how they can work with stakeholders in the region to boost their competitiveness. This research is based on the idea that cooperative stakeholder engagement can make these places more competitive and livable in the long run, through a solid competitive plan that uses teamwork-based approaches and governance structures.

11.1. Role of Local Communities

Tourism, whether normal or alternative, causes change. Sometimes, it's so powerful that it dramatically changes communities from their original state to fit new social habits. Generally, how fast and deeply this happens depends on how determined and creative the locals are in working for their own good, and on the strength of the community. Local communities around the country may not grow in the same way or see the same results from tourism. This part talks about the different effects that tourism has on local communities, and how locals react to these effects based on their ability to work for their own interests. It's important to learn from this study what tourism opportunities the government plans because of the predicted tourism growth in 2035; what needs to be done to get Thailand ready for tourism; and what rules control the areas in the north, west, and south to keep their identity, especially when it comes to accepting tourism.

Samchuk Market is known as the 100 Years Old Market. Most sellers there are locals selling local products. Since the government started promoting the market for tourism, many new sellers are offering new goods. In this case, locals are not living as they used to but have new interests and show original local things to illustrate some of the local culture, like food, including plants that grow on other plants, which are unique to the community. But the old sellers of these goods are leaving the market and moving to the center or south of the country for higher rent. On the other hand, some locals still sell their original products, like frog and snake dishes, Bang Makok, fermented snakehead fish, chili paste, and noodles. For the locals, most of the original community customs and ceremonies still exist, like the market blessing ceremony, New Year's Eve ceremony, and temple ceremonies. Also, they always invite everyone to eat and drink for free at the small pier nearby.

11.2. Public-Private Partnerships

Public-Private Partnerships (PPPs) are a practical way to bring together a structural-industrial plan, aiming for economic growth and better national competitiveness through privatization or working with the private sector. PPPs are a good model for tourism growth in Thailand, helping to get resources, invest in infrastructure, access markets, and transfer technology, which is key to making tourist spots more competitive in tourism management and investment. PPPs in Thailand have become famous in many areas since they started in 2004, because of rising public debt, budget issues, and the need to improve infrastructure. But the PPP process has been slowed down by things like not enough promotion and a poorly defined system for all stakeholders, which leads to the public not trusting the government and private sector.

The Tourism Authority of Thailand (TAT) has a big part in growing the local tourism business, focusing on growing specific provincial market models, like urban tourism and niche tourism, as well as making infrastructure and public services better. But a lack of staff and technology often slows down the PPP types that are good for tourism growth, especially the Build-Operate-Transfer (BOT) model and operational PPP bidding. Because of this, it's important to explain how tourism PPPs are put in place based on the Thailand PPP Act of 2013 and the PPP rules of 2014, mainly when it comes to picking investments, planning a competitive bidding process, and negotiating contracts. Also, local government getting involved in the PPP bidding process is very important for creating a strong case for the tourism PPP sector in Thailand.

After over ten years of unpaid work for the industry through research, consulting, and charity, a strong interest in industry issues brings many personal ideas. Some of these have been successfully used, while others are still new

because higher-level stakeholders are worried and go back to the old ways. But there's still a belief that much good work can be done.

12. Marketing Strategies for 2035

By 2035, Thailand tourism should create marketing plans that don't cause tourism numbers to drop too much. The number of tourists from China needs to change by 2035 to keep the number below 22 million. But the market share of Chinese tourists should keep growing. The percentage of Chinese tourists in Asia needs to jump from 15.2% in 2020 to 18.0% in 2035. The Thai government should find and grow new destinations to deal with this change and keep the country's income up.

Nong Khai and Udon Thani are good choices, as they connect Thailand to Vientiane, Laos, and Bangkok to Udon Thani, flying deeper to cities like Hangzhou and Nanning, China. Broad economic situations indirectly affect tourism demand. Ticket prices and the value of the Thai Baht have a big negative effect on tourist numbers.

New big competitors are Chap Chan, Chao Wang landscape tourism, and Nanning Lanshan, which will compete with Thailand in 2035. In terms of service, Thailand and Chap Chan should be better than Chao Wang and Nanning, which should be second-best. Cleanliness and safety should be improved, and prices should be more reasonable compared to other competitors.

Compared to these competitors, Thailand can keep growing its service infrastructure and tourist sites to stay competitive. The choices were picked, and the main problems were looked at carefully, considering what the Thai government is currently planning. Possible ways to deal with these problems were described in detail. This can help marketing managers and officials in the Thailand tourist association to act.

12.1. Target Audience Identification

After COVID in 2023, Thailand is expected to be back to where it was before the pandemic in 2019. The main things that could bring travelers back to Thailand are flights arriving and leaving on time, and good connections with where tourists are coming from. Tourists see Singapore and Malaysia as competitors to Thailand. TAT will focus on road show events in these possible origin destinations throughout the year. Also, there are still worries about COVID-19 and other unexpected things that could cause delays or wrong ideas about traveling to Thailand (CHOKETHAWORN et al., 2010).

This part suggests some possible ideas about the tourism market after the crisis, looking at: 1) changes in how people travel, 2) how to recover and build back better, and 3) what this means for regional competitiveness. It's understood that it's still uncertain how tourism will recover, making it hard to plan exactly for the future of tourism competitiveness. So, these possible directions for tourism recovery should be seen as helpful thoughts for TAT and others in the Thai tourism business to prepare and carefully take advantage of future tourism growth.

Different types of travel preferences, like general worries, safety, and hygiene, have been briefly looked at. It's expected that travelers will be more aware of risk when making travel decisions, and many new habits will be adopted that make travelers rethink where they will travel, when, how, and with whom for a long time. Thailand is a very good place to get travelers to see its countrysides. But the Thai tourism business needs to do more to get travelers to trust traveling again. This makes regional competitiveness as travelers see it more important and could help to improve it. After the crisis, it's suggested to pay attention to close competitors, which helps the regional competitiveness of tourist spots.

12.2. Branding Thailand as a Destination

Thailand has a lot of resources, infrastructure, good service, and hospitality. Their reputation is also helped by a strong ability to handle problems, solve conflicts, and bring groups together, which has made Thailand stand out in its MICE work for many years (Rittichainuwat et al., 2020). Despite pet-pox outbreaks, deaths during the building of Suvarnabhumi Airport, the tsunami, the national economic collapse, and recent floods, Thai MICE services have stayed strong, showing good service control.

It's important to study MICE events, reviews, and underlying reasons from the view of MICE managers and stakeholders because, unlike leisure tourism, there's not much research on MICE sector risk management in Thailand. This is made worse by the latest Asia MICE review, which ranked Thailand 1st in 2015 and 2016 but hasn't given it a big advantage over Hong Kong or Singapore in terms of resources or quality. So, the focus of this study is to ask how this can be kept up for a long time.

A destination's image can be very strong or weak, and it can take a long time to build, costing a lot of money for tourist spots, but it can be lost quickly through a brief travel report. To rebuild it would take twice the effort of stakeholder teamwork, expectations growing over time, and smart thinking, while relying on management without thinking about economic or political safety. The flexibility and key changes during tough times in two cases of crises that affected Thailand's MICE image, with their situations and actions, are reported here.

13. Crisis Management in Tourism

Crises can happen out of nowhere and mess with how people view tourist spots. These bad events can be natural, like disasters, or caused by people, like political problems, terrorism, strikes, health scares, or even just stuff that makes people feel unsafe when they travel. If a place seems shaky politically, people might get scared, and events might get canceled or changed. But if a tourist spot is usually stable, it probably won't be hit as hard by political issues. Health scares with diseases can quickly scare off tourists, which means less money coming in.

Tourist spots and the travel industry can be hit by all sorts of crises. Studies show that different things can mess with tourists' plans, like if a crisis is natural or not, how sudden it is, how bad it is, where it hits, and how long ago it happened. There's also a lot of study about how crises impact different kinds of places. Tourist spots have networks of attractions, places to stay, transportation, marketing stuff, and tourism groups for fun trips, business stuff, meetings, and shows. Places that want to be known for fun vacations try to make their stuff better to get more tourists and cash. But crises can wreck these networks and make a place less able to get tourists.

Places that are good at attracting tourists and have strong networks might have their image hurt more, see more events get canceled, and have a harder time bouncing back than places that aren't as popular. This article looks at what can cause tourism crises, how much a place's ability to host MICE events (meetings, incentives, conventions, exhibitions) depends on the type of event, and how quickly tourism recovers after a crisis in the MICE market. Political issues and terrorism are major sources of tourism crises in Thailand. The study found that places with strong MICE event markets are better at using their strengths during political crises. Political crises mainly messed up with what people thought about a place by making them doubt what they would get out of visiting.

13.1. How to Get Ready

A country's tourist economy helps it grow. It's important to plan travel strategies that bring in money from other countries, which then grows the tourism business. This study wants to give Thailand some ideas on how to beat its neighbors in the tourism game by 2035. The study has three parts: (i) predicting how competitive Thailand and six nearby Asian countries will be in the tourism economy, (ii) figuring out what makes Thailand and its rivals good at tourism in 2035, and (iii) making plans for Thailand to be ready. The basics of successful tourism growth are to (i) look at past data to predict how Thailand and its neighbors will score on a tourism competition scale from 2026 to 2035 using a forecasting method. Analyze what makes Thailand's score go up or down compared to its neighbors in 2035 so we can make good suggestions. Tourism is a big source of money because it creates jobs and helps the whole country get better. Lots of countries are growing their tourism economies, so it's important to stay competitive. This study looks at how Thailand and its neighbors compete in the tourism economy. It predicts how well they'll do and plans how to get tourism ready. Verify the forecasts to make solid recommendations. Ask tourism experts about what helps and hurts Thailand's tourism economy. Analyze the factors that affect Thailand's score compared to its neighbors in 2035 to suggest good plans.

13.2. What to Do When Something Happens

Forecast how many international tourists will visit Thailand from 2021 to 2035 using some math methods. The plan is to keep the number of tourists at 60 million or less each year. This will work well if the government and businesses in the eastern special development zone work together to plan tourism with money and the environment in mind. Start telling people that Thailand is going to be a Cyan Country, a super green tourist spot, by 2035. Focus on the Tourism and Culture Promotion Masterplan from 2025. Focus on Pillar 5 – Cultural and Soft Power by beefing up Thai culture. Do a study to see how ready the region is for tourism, create a manual for making regional tourism better, and plan how to respond. This makes regional tourism succeed and helps the country (CHOKETHAWORN et al., 2010).

The Asia-Pacific region is growing the fastest in terms of tourism money. It's expected that the tourism market there will bounce back faster than anywhere else. In 2010, Thailand was the second most popular place to visit in Asia, after China. It's likely that Thailand will still be a popular spot in 2035. Thailand has great natural and cultural tourist spots and is known for good tourism service. As poorer countries get richer, more people will travel for fun when they have money for it. So, Thailand's tourism people need to look closely at what's happening to respond to changes in what

people want and how to market. From a research point of view, predicting what will happen is key to understanding what people will want in the future.

14. Case Studies of Tourism That Works

To help tourists in Bangkok, it's suggested to open different ways to travel to tourist spots near the province and get some foreign investment in hotels and resorts. These tourists can be divided into two groups: people from nearby countries and people with travel packages in the country. These people mainly travel to relax and don't care about ads or travel agents, and they don't plan. They focus on things for kids, sports, food, games, and other activities.

People should share travel info online and give travel packages with enough info for Bangkok tourists who have their own transportation. Travel agents should help tourists who speak other languages with transportation and plan travel packages for people who want to travel by bus for longer trips.

Tourism is one of the biggest and fastest-growing businesses in the world, creating and supporting 204 million jobs, and making up about 19% of the world's jobs. It's grown a lot in the past few years, and it's expected to keep growing. Now, everyone travels, and it's part of life for almost everyone. Fun trips and learning new things are important to life (Hassan, 2008).

Feeling good comes from doing fun things, like traveling for short trips, especially in countries like Thailand that have a lot of history and culture. Travel is affordable because of cheap airlines, so more people have been traveling recently (Fung-Thai et al., 2015). Different tourists have different amounts of money and like different things, like where to go, where to stay, what to do, what to eat, the culture, and the history. Nature spots are also something to consider.

14.1. Examples from Around the World

Many countries are trying to be the best in tourism, so governments are focusing more on it (Hassan, 2008). Surveys about how competitive countries are in tourism seem to get a lot of attention. When the results come out, countries react, with some complaining and others saying the results are hard to believe. Being competitive takes years to build, so it's important to think about it more in tourism. As a result, the PEST idea about being competitive was suggested, which means the political, money, social, and technology things that affect tourism. The focus was mainly on political things, like visa issues, which a region has less control over compared to marketing.

Overall, tourism is growing steadily. Asia has been competitive, with its best years before 2005, which experts say are hard to beat. The best tourism region is the European Union because it has famous attractions, easy transportation, and great service providers. For Asian countries without good tourism, the best chance to get tourism going is to use their tourism assets to attract people to their markets. So, the big thing that Thailand had when it joined the ASEAN Club was attractions and experience in marketing. But now many local tourists have gone to other hot spots for vacation after seeing water parks in Malaysia and Singapore or snow in Japan and Korea. Even things like tsunamis hurt tourism, even if the damage is fixed quickly.

So, it's important to think more about how to make tourism better in Thailand as part of the ASEAN club. More focus on regional tourism is a good idea.

14.2. What Thailand Can Teach Us

Nong Khai has grown in money and people through farming, fishing, forestry, tourism, construction, and service businesses. But the amount of money and investing in Nong Khai's money growth hasn't been checked much. The data comes from (Hassan, 2008. The study is split into two parts: how money and investing affect the economy and then giving the info to the right groups to help them make plans for being competitive and growing. The results show what the money places in Nong Khai have been like for the past 15 years. A lot of money has gone to banks in Nong Khai, but they aren't lending as much as before. There isn't enough money for lending and investing, which has hurt growth. The study suggests using macro and micro ideas together to think about how to grow the potential of the area (Hassan, 2008).

The study focuses on what makes tourism grow in Malaysia from a money view. These things are checked using the related theory and data from (Fung-Thai et al., 2015). The relationship between Thai tourism in Malaysia and the things that affect it is checked using a method, and the short-term changes are guessed using another method. It was found that the long-term results and the short-term changes didn't always match up. This might be because of the different

time periods, but the main findings are similar. This study is good and interesting because it looks at a lot of things, so it's a good addition to the research (Fung-Thai et al., 2015).

15. Future Challenges for Thai Tourism

Every tourist place needs to think about what's coming for industry. There are always issues that pop up, influenced by the location and what's currently happening. This part looks at what Thailand's tourism might face in 2035, using a method that helps figure out possible results based on different challenges. We found the main things to watch by looking at Thailand's current tourism situation to create four possible situations. Each situation shows what problems Thailand's tourism needs to fix by 2035. We'll also give some ideas for research. This method is already used in different areas to look ahead for a few years, but it can be used for other stuff, too. Other countries should also try to guess what tourism problems they might have in the future based on how things are now. This could help them stay competitive and sustainable.

The best case for tourism in 2035 would be Thailand having everything tourists want. All the plans and rules would be made with clear aims. Tourism would help the community, nature, and culture in a way that lasts. The things tourists enjoy would come from and help local areas. If this happens, everyone, not just those working in tourism, would care about keeping tourism going. Locals' opinions would be heard and valued, making them happy. Then, tourists would act better and learn about the places they visit. Tourists wouldn't cause problems for locals. Also, everything being digital would make things easy for tourists but worry those planning tourism. People could follow travel maps and devices to live out their perfect trips. Locals would warn tourists about unsafe roads, and there would be rules about how many tourists can visit and when.

15.1. How Climate Change Will Hit

Climate change is a big problem everywhere. It can mess up water, food, air, nature, coasts, and a lot of what nature gives us. This can cause a lot of problems for people and the economy. Thailand is in trouble, too. It's the 23rd most at-risk country for climate disasters, like floods, droughts, storms, heat, and heavy rain. With these happening more often, people in Thailand might struggle to get food and lose nature. This is bad for those who rely on farming to live, earn money, or sell goods. Most studies about climate change in Thailand have looked at farming because it makes up about 10% of the country's money and employs about a third of the workers. Farming depends a lot on the weather, so it's easily harmed by climate change. Global warming might hurt farming in poorer countries but help it in some richer ones. Studies have found that climate change is bad for farming in poorer countries and okay for farming in richer ones. But there aren't many of these studies and they don't all look at the same countries, so it's hard to compare how farming reacts to climate change in different places. Also, most studies look at the whole farming industry instead of how each crop is affected. Thailand, like other countries, has problems with long droughts and heavy rain, which hurts farming, especially rice. To deal with climate change, the country needs to find good ways to adapt its farming. Past studies don't have enough proof about how farming is affected by climate change. So, we don't know which crops and areas will be hurt the most under different climate change situations. Checking how climate change affects farming is key to planning and acting on climate issues. It can show how things might change because of how we adapt, what we do, or how the climate changes. Figuring out how crops are affected can also help us find realistic ways to adapt.

15.2. What's Happening in the World

Tourism and what's going on in the world are clearly connected and can have good or bad results. Buying tourism things needs countries to be connected, which means tourists need to feel safe. People in a country might not know about shops or hotels. Even within the country, feeling safe and having a good economy are needed for tourism to do well both nationally and locally. Here are some good things that can come from tourism: better infrastructure, stronger hospitality and service industries, new ways to earn money, and more jobs. But tourism can also easily lead to problems, especially when a lot of people visit. Local governments often must deal with these issues. These problems are important, and there have been case studies and analyses that look at other possible situations (including the bad ones). If these different parts of tourism development work correctly together, a tourist area can do well.

Thailand has been a top tourist spot in Asia. Tourism is important to Thailand's economy. But it faces competition from other places and problems around the world. Those planning tourism, managing it, and making local rules need to see what's coming to stay ahead of the competition. If something unexpected happens, the results can be huge. If there's no planning, disasters can mess up tourism, the local economy, and society. Good tourism management should limit the damage a disaster can cause before, during, and after it happens. But, because there are so many parts to a tourist spot that affect each other, it's hard to know if one place will succeed. It's still not clear which places will survive the competition in tourism.

16. Conclusion

This research tries to guess what will drive Thailand's tourism business in 2035. It looks at how well Thailand competes with other countries in Southeast Asia. The study puts forward a model that points out what matters most for tourism to grow. It then compares Thailand to 18 similar countries. These countries were judged on things like how well their governments use tech, how many airports they have, how many hotels there are, and if they have many malls. The study looks back at 2008 to 2022 and uses a way to guess future numbers called the grey forecasting method, using GM (1,1) and GM (1, N) models. These models are good at guessing what will happen when there's not a lot of information. Based on this forecasting, the study thinks Thailand's tourism biz could make around 618,620 million Thai Baht (THB) by 2035, not counting big amusement parks. The numbers hint that Vietnam and Cambodia might do better than Thailand in tourism. Still, Thailand has a good score of 75.04 compared to Cambodia's 36.39, which means it has a solid base for tourism. The study guesses Thailand's tourism score will slowly go up. Even so, Thailand might not grow as fast or be as competitive as Malaysia, China, and Singapore. The study also thinks about other things that make a country competitive, like roads, government plans, new ideas, and how good the service is in tourism.

The results give good advice to people who make tourism rules, run tourism businesses, and have a stake in Thai tourism. By guessing how well tourism will do, they can make smart plans to make the business stronger. Also, knowing what problems and good chances are coming can help Thailand try to be the top place to visit in Southeast Asia by 2035.

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