

Abstract

Research Title	The Investigation of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), Focusing on its Effect towards the Thai Economy.
Researcher	Prakaikavin Srijinda (Ph.D. Candidate in Communication)
Owner	Research Institute, Kasem Bundit University
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This research is qualitative research, by in-depth interview and reviewing document analysis, has set 3 objectives are (1) To study the evaluation of strategy plan from TAT (Tourism Authority of Thailand) (2) To study The Investigation of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), Focusing on its Effect towards the Thai Economy and (3) To study the result of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), this effect towards confidence in the tourist business in Thailand.

The results of the study that are

1. The evaluation of strategy plan from TAT (Tourism Authority of Thailand) started from the Tourism plan form government policy to the master plan for the Governor of the Tourism Authority of Thailand and set to police frame work of Tourism Board, and then TAT set for the promotional tour of the Tourism Authority of Thailand. In 1999, "Amazing Thailand" was the core of communication strategy by TAT, its communicate by Thai Identity. in other words, Thai attractions, Thai Culture, Thai Traditional.

2. The Investigation of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), Focusing on its effect towards the Thai Economy have growth every year in this the purposive of study have Variable are the situation within and outside the country effect to growth rate of revenues from tourism, both within and outside the country.

3. To study the result of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), this effect towards confidence in the tourist business in Thailand. Overview found the sequel made the tour operators have confidence level of the information after the study period. Hence, the important actors from internal and external problems. The informant still believe for the communication strategies form TAT will encourage Thais and foreign tourists in Thailand.