

Abstract

The main objectives of this project, “Strategy for Research and Development for Tourism after COVID-19” are:

- 1) To study the trends of Thailand’s tourism prior to COVID-19 and assess the impact of the COVID-19 epidemic on the potential and opportunity of Thailand’s tourism competitiveness;
- 2) To formulate possible scenarios of Thailand’s tourism during and after the COVID-19 epidemic; and
- 3) To suggest policies, strategies, and research roadmaps that will play a role in driving the recovery and adjustment of Thailand’s tourism economy during and after the COVID-19 epidemic.

In order to generate alternative scenarios, create policy, and strategies for research and development for short, medium, and long-term tourism, this study uses strategic foresight and mixed methodologies as major conceptual frameworks and techniques

The study is divided into three parts. The first part presents Thailand’s tourism situation before the COVID-19 epidemic in 2019. To gain a better understanding of Thailand’s tourism potential, the first chapter briefly discusses Thailand’s position in the context of global tourism and the impacts of the COVID-19 situation. The conceptual framework, research questions, and foresight framework are all included.

The evolution of global tourism from the standpoint of demand and supply is explained in Chapter Two. Tourism’s growth in developed countries has been discovered to follow a supply pull model, meaning that the surplus infrastructure invested for the local community is shared with tourists. Thailand’s tourism has evolved in a different way. It is based on demand push rather than a supply pull path, with visitor demand coming first and infrastructural needs following later. Furthermore, a provincial-level analysis of Thailand’s tourist potential found that 15 provinces are using their resources to their full capacity.

Chapter Three examines Thailand’s tourist market including both the regional and major tourist exporting partners such as China, Russia, and India. Our findings suggest that Thailand

should focus more on the ASEAN market along with the high-end markets in Hong Kong and Singapore.

Chapter Four examines Thailand's image in a large market: China's market. Using data mining techniques from China's online tourist communication platforms and a study of China's 14th Five-Year Plan for National Economic and Social Development, we can comprehend the new trends that would emerge after COVID-19 situation.

The second part of the study investigates Thailand's future tourism in the aftermath of COVID-19 on what our goals should be. Chapter Five details the traveler's experiences, as well as the traveler's concerns and negative reactions that differ from those of the service provider.

Chapter Six gives a summary of what other countries went through when COVID-19 was an issue in the previous year, along with industry recovery projections from several research groups. According to the findings, the global tourism industry will be fully recovered by 2024, while China is expected to recover one year before.

To prepare for future projections, Chapter Seven examines the theoretical system dynamics of tourism ecosystems. In Chapter Eight, the scanning results and global tourist patterns are presented to aid in the formulation of alternative scenarios and a baseline future under the COVID-19 circumstance. In Chapter Nine, the plausible futures of Thai tourism are depicted.

In Chapter Ten, two sub-strategies are presented as part of a strategic tourism plan for the immediate and short-term. Restart strategy, which calls for a gradual opening of the country to tourists. Rehabilitate strategy, or tourism business revitalization strategy. There are two strategies for medium-term and long-term goals. Restructuring is the first strategy, for raising Thailand's tourism to international standards and for Thailand to become the world's leading tourism country, with six tactics. The second strategy is Redistribution, which aims to diversify production bases and distribute tourism benefits more equitably and fairly. It is a four-tactics strategy that broadens the tourism sector's economic bases, allowing it to be more diverse in terms of value, with a strengthened local supply chain network and fairer income distribution.

The final part discusses a system-based tourist research and development strategy. It begins with Chapter Eleven, which reviews and synthesizes research materials on Thailand's tourism from 2012 to 2020 using data mining and bibliometrics methods, identifying the research's strengths and limitations. In Chapter Twelve, the final chapter, is concerned with the design of a comprehensive tourism research plan in accordance with the recommended strategy outlined in Chapter Ten. Larger and more critical research, as well as cross-disciplinary integration, are among the significant modifications suggested for future tourism research and development.