

ABSTRACT

A STUDY ON THAI OUTBOUND TOURISM- RECOMMENDATIONS ON HOW VIETNAM CAN GAIN A LARGER SHARE OF THAI OUTBOUND TOURISM

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Vietnam is a rich country in natural beauty and resources, which is very potential for tourism to develop. However, it is not widely known to international tourists. Thailand is Vietnam's neighboring country, and an important partner in economic cooperation, especially in tourism industry. The number of Thai outbound travelers to Vietnam is increasing every year; however, it just accounts for a small number of international arrivals to Vietnam as well as of total Thai outbound travelers. Therefore, the aim of this thesis is to find the way for Vietnam tourism to increase this number of Thai arrivals. The approach of this thesis is to analyze the historical trend of Thais traveling abroad to understand the characteristics and habits of this market in general, then to look for the future trend. Besides, it also investigates the readiness of Vietnam tourism in welcoming this market. Finally, from the analysis and findings recommendations are given mainly focusing on developing the marketing and PR strategies, education and training programs, and product improvement.