

# Post-tsunami marketing plan for inbound travel agency(s) in Phuket

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## **Abstract**

The main revenue of Thailand is tourism by international tourists travel and expend into the destinations. Researcher needs study to Post-tsunami marketing plan for inbound travel agencies in Phuket in order to help recover Phuket tourism. Therefore, crisis is SARS, Bird Flu and 9-11 terrorism which affected tourists decreasing and Thai economy. Tsunami is natural crisis which occurs immediately; Thai and foreign people were suffered and affected directly to tourism industry and following impact fewer customers. Marketing plan can be an essential implement to manage situation after Tsunami, researcher found that promotion and advertising is very important to adjust marketing plan but each type of inbound travel agents design a different activities in 4Ps (Price, Place, Product and Promotion) to be appropriately. Respondents need assistant from TAT collaborate airlines, tour operators and accommodations with arranging promotion for packages and local government redevelop attractions and atmosphere in order to attract tourists. On the other hand, researcher found that the most tourist type after Tsunami are a low income earner as 42.9% and prefer to stay in city hotel. However, inbound travel agencies need assist from other organization help operate to recovery especially TAT and need local government assistant in advertising and public relationship about safety as 68.6%. From this paper showed respondents do not have business insurance as 82.90%, natural disaster insurance 75.60% and property insurance 56.10% so researcher suggested respondents arrange those insurance in order to help business when business affect.

**Keywords:** Inbound travel agency(s), marketing plan, Tsunami