

ABSTRACT

Project Code : ABTC/ATR/00003
Project Title : ASEAN Image Positioning: The Case Study of Brunei and
Republic of China
Investigator : Surapit Promsit
Suan Dusit Rajabhat University
E-mail Address : drsurapit@yahoo.com
Project Duration : 1 April 2006 – 30 November 2006

This research reviews related academic work on Brunei and China as well as their tourism development. By using a qualitative research approach, interviews with key informants were conducted in order to uncover the current and future tourism situations in both countries. SWOT analysis is formed based on the literature and the interview results.

Brunei is considered a new tourism destination to several tourist markets. It is also found that Brunei is working to cope with diversity of tourism facilities in order to serve different tourism markets.

It is found that China is on the move and continues to move in order to gain an attention from international tourists. It is also found that China is a country with great potential and challenge. Being new to the industry and to the competition, China is confronting with expectations from tourists and it is working hard to make itself 'better' than what the public thinks.

Keywords: image, positioning, ASEAN tourism, Brunei and China tourism