

ABSTRACT

Project Code : ABTC/ATR/00004
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Tourism of Thailand presently has been in the world market competition. Therefore, is necessary to build up cooperation with neighbor countries in order to prevent Thailand's economics and resources from negative consequences. Thai government has realized this issues then drive of originating the ASEAN Tourism Integration accordingly occur.

Tourism associate member networks have been evolved internally and internationally. Furthermore, information bank of tourism has been formed in order that related essential information or knowledge can be searched and used practically in local areas.

Nevertheless, ASEAN members' weak point is tourism planning or tourism development. For some countries, tourism planning and development is subject to international organizations. Insufficiency of tourism specialists is also an issue in ASEAN group. Furthermore, authentic cooperation regarding to marketing of tourism and tourism effect management is not established. Therefore, to push ASEAN countries to be "One destination" of tourist attractions in Asia must be emphasized

The most challenge of "One destination" project of the ASEAN Tourism Integration is to keep positive image of each member country towards tourists' attitude over tourist attractions in other regions.

In addition to promote "One destination" project of the ASEAN Tourism Integration, it integrity for tourism should be emphasized on variation of experience.

As above, ASEAN Image Positioning Project led by the ASEAN Tourism Integration cooperating with ASEAN tourism business sector is set up for the purpose of originating ASEAN tourism network as well as to find out a different theme of tourism in each country and promote theme as ASEAN one destination. For this research, Case Study of Thailand is focused. Situational analysis of tourism at present is applied. Moreover, Thailand's tourism

image position is presented in order to create cooperation in tourism planning among ASEAN countries as well as to seek out appropriate ways of presenting tourist attractions theme of Thailand.

Keywords: image, positioning, ASEAN tourism, Thailand tourism