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Abstract
National Tourism Organizations (NTOs) played a significant role on attracting inbound tourists to visit a country. The increasing number of the inbound visitors affects the national revenue, thus the country's economic growth.
In Thailand, there were many rising factors having negative effects on the inbound tourism. However, within the overtaking role and action of the Thai government via Tourism Authority of Thailand (TAT), the negative situation's impacts on tourism industry were alleviated. Thus, the primary aim of the research was to undertake a qualitative study of how TAT analyzed the tourism market and implemented its marketing strategies to encourage the inbound tourists.
A brief introduction of the Thailand's tourism policies and TAT organization were provided in order to give the basic understanding of Thailand's inbound tourism. The ground concepts of the study in relation to the market analysis, strategy formulation and marketing strategies were provided.
Based on the result of the interview, the marketing strategies after the 2004 tsunami incident showed that TAT was the most significant player in tourism industry that could justifiably allocate resources and lead the path of tourism marketing and development, essentially via the promotional mix and market-facilitation mix.
Key words: National Tourism Organizations (NTOs), Tourism Authority of Thailand (TAT), Thailand's inbound tourism, Marketing strategies, Competitive advantages.
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