

# Assessment Thailand's Tourism Industry

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## Abstracts

Thailand is among the leading tourist destinations, with the industry driving the growth of the economy. The country offers as a rich culture and serves as a well connected market for most tourists, especially from neighbouring countries such as Malaysia, Japan, etc. It offers a various tourist attractions, such as sandy beaches, various tropical islands, Buddhist temples, archaeological sites, along with many world heritage sites. Despite the various natural disasters in Thailand, the number of arrivals has continued to see register growth. However, many industry experts believe that these disasters, along with the political unrest in the country have constrained the growth of tourism in the country. The tourists view of Thailand as a value for money destination for shopping and lodging has also enhanced the attraction of the country as a travel destination. The government of Thailand has also undertaken various initiatives to improve Thailand's attractiveness, and to overcome the competition from the neighbouring countries of Singapore, Indonesia and Malaysia.

## Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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## About Smart Research Insights (SRI)

SRI is a research organization specializing in industry research reports and custom

research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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