

# Imc factors influencing for foreign decision making towards thailand: phuket

[Business](#), [Marketing](#)



Thailand is a great destination for foreign tourists to take a vacation. Phuket province is one such destination. However, at the moment Thailand has many problems such as the hamburger crisis, EU crisis, and political crisis, all of which have contributed to declining tourist numbers in Thailand. Because of this, the Thai government should consider marketing communication plans for influencing tourists on whether or not to travel to Thailand. As such, Thai tourist centers should consider Integrated Marketing Communication (IMC) as a means to help form tourist marketing strategies. This type of strategy can assist tourists in deciding if Thailand is a safe tourist destination.

Integrated marketing communication tools are very important for every business, especially the tourism industry. Hence, the paper will discuss integrated marketing communication tools that can be used in the Thai tourism industry. For the purposes of this paper, Phuket has been chosen to be studied in-depth. In addition, the paper also examines which IMC tools can effectively reach and influence more tourists. Finally, this paper also studies the relationship between each IMC tool and the decision making of tourists toward Thailand.

Nowadays, many Thai tourist firms do not understand what marketing communication tools influence foreign tourists. This is due to a lack of knowledge of IMC. The purpose of this paper is to gain a better understanding of IMC in Thai tourist firms. Phuket province is a world-class tourist destination, so I chose this destination because we will conduct an investigation on how IMC strategies and communication tools are used.

I am interested in both quantitative and qualitative research in order to build validity and reliability in this paper. The questions of these research studies

will ask tourist how they know Phuket and why they chose Phuket to be their tourist destination. Also, the study will ask which tools influenced their decision making while they were research information and comparing potential tourist destinations.