

Sample critical thinking on asian tourism in thailand

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



Abstract

The Tourism Authority of Thailand (TAT) has established its presence online. TAT has an online website and a news site and is also present in various social media platforms such as Facebook and Twitter. Considering the content of TAT's online website and social media accounts, however, the agency is missing out on various opportunities to improve its marketing strategies due to limited digital marketing. For this reason, the proposed marketing strategy for TAT involves digital and social media marketing that involves the creation of a promotional video with 'viral marketing' potential. Some countries, including those in Thailand's neighboring countries in South East Asia, has already created promotional videos for tourism marketing purposes. Some of which have millions of views online and have been shared in various social media platforms.

Considering the abovementioned proposal, the main objective of the proposed digital marketing plan for TAT and Thai tourism is to maximize digital platforms to improve social media marketing online. One of the platforms that TAT failed to take advantage of is YouTube or any similar video sharing sites that make it easy for users or subscribers to share videos or media content with their friends or followers on social media. Other countries in Southeast Asia such as Indonesia, Malaysia, and Philippines have created promotional videos to market their respective countries for tourists. Tourism marketing in these countries showcase the local culture, various destinations, and the people that tourists would meet and get to experience. One of the most important aspects of the promotional videos is theme. Apart from communicating a certain message such as "Malaysia, Truly Asia", as

an example, promotional videos also stay on theme. Some promotional videos promote enjoyment or fun for tourists, while others promote travel inspiration, and cultural education among others. It is important that TAT work on creating a promotional video that would accurately represent or reflect Thailand as a nation and as a tourist destination.

Considering the abovementioned points, the main goal or objective of the proposed marketing plan for Thailand and TAT is rooted on digital marketing and social media. The proposed marketing plan involves the creation of a media content - a promotional video - that reflects Thailand as a nation and tourist destination. TAT should create interesting content that would go viral to increase viewership of the media and make it 'shareable' through social media. The promotional video should showcase all destinations in Thailand, the people, and images that represent Thai culture. The goal of which is to illustrate Thailand as an interesting country - Amazing Thailand - that meets the diverse needs of tourists. Hence, TAT would have to invest in actors and videographers, as well as editing and media marketing experts to complete the video. Aside from creating a promotional video, improving social media content and activity is also important to intensify TAT's tourism marketing. TAT should improve its response and communication with tourists online by addressing concerns on social media. In addition, TAT should employ people to manage and monitor the agency's social media content by posting travel-related articles or content, pictures and other forms of media that illustrate tourism in TAT, and providing relevant information about traveling that online users would find useful and interesting.

Introduction

The introduction will describe the strategic marketing plan for TAT. The marketing plan will also include an assessment of TAT's current marketing plan, identification of flaws or shortcomings, and a discussion of how the proposed marketing plan would address these issues and improve TAT's marketing and advertising strategies.

The introduction will also describe the contents of the strategic marketing plan and the focus of the plan - digital marketing plan and social media approaches.

Digital Marketing Plan

Goals and Objectives of the Digital Marketing Plan

The main goal of the digital marketing plan is to take advantage of digital formats to create marketing content - a promotional video that showcases the culture, people, and destinations in Thailand. The objective is to align the theme and content of the video to Thailand's "Amazing Thailand" claim.

Recommended Content of Media

Recommended content of media include the various major destinations in Thailand, images that show Thai culture, and photos of Thai people welcoming tourists.

Resources Needed

Resources include budget to film the video including fees for videographers, actors, rent or fees to shoot in places, and editing, among others.

Intended Outcomes

The promotional video is expected to increase awareness about Thailand as

a destination with media content that will become viral and shareable on social media.

SWOT Analysis of the Plan

SWOT analysis of the plan.

Implementation of the Plan

A description of how the plan will be implemented.

Social Media Plan

Goals and Objectives of the Social Media Plan

The main goal of the social media plan is to show how TAT may take advantage of the social media to create engaging content and accommodate the concerns of tourists.

Recommended Content of Media

Recommended content of media include responses to posts, comments, feedback, and questions from online users, photographs, and videos.

Resources Needed

Personnel who will manage and monitor TAT's social media accounts.

Intended Outcomes

Social media marketing is expected to raise awareness about Thailand as a tourist destination.

SWOT Analysis of the Plan

SWOT analysis of the social media plan.

Implementation of the Plan

A description of how the plan will be implemented.

Conclusion

Summary of TAT's strategic marketing plan.

References

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