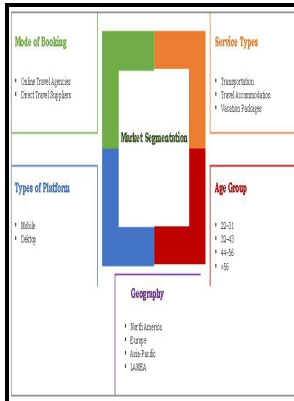


# Evaluation of the strategy of Thailand's travel and tourism industry: customer trends and markets.

Oxford Brookes University - Tourism market segmentation



Description: -

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## Evolution of New Tourism Feeder Markets in Thailand

Phiphat said Thailand sees the crisis as an opportunity to address problems that existed before the pandemic, including over-crowding at some beaches and temples and environmental destruction.

## OECD Tourism Trends and Policies 2020

The companies providing tourism services offer various products and services to their customer.

## Competitive Strategy for the Hospitality Industry. : 4Hoteliers

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## Thailand

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