



The Impact of 9-11 on Thailand's Tourism Industry By Focusing on the First-Class Hotel Market In Bangkok

By Christian Westbeld

Grin Verlag Okt 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. - Diploma Thesis from the year 2002 in the subject Business economics - General, grade: 1.8, University of Applied Sciences Wernigerode, language: English, abstract: The tourism and hospitality industry is a major economic driving factor not only for Thailand, but also for many other Asian nations. Therefore, the beginning of this report deals with the regional development after the terrorist attacks. This way the reader will get an understanding of the current situation in Asia and the general impact of 9-11. After a general overview of Thailand, the first class hotel market of Bangkok will be analyzed by its occupancy, ADR and RevPar development. These performance related information create the backbone of this report and support further assumptions and findings. For validity reasons, the results are then compared to two independent surveys. The fourth section is made up of the changes in travel patterns, tourism demand and strategies, followed by a comparison of the two best performing individual hotels and their advantages over competitors. A short outlook for the first-class hotel market and the survey's limitations and...



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