Abstract

Tourism has developed into a major industry that supports the economy in many countries of the world, especially when many other countries suffered economic crisis. This benefit makes the tourism as one of the priority development of the various countries as it tends to be able to continue to grow and generate revenue, despite the crisis still happened. This situations can occur because tourism generates a large foreign exchange with the arrivals of foreign tourists who visit of a country.

This thesis will focus on the theme of tourism recovery in Thailand. Thailand known as tourism as the most successful country in Southeast Asia and even the world. Each year, Thailand has succeed visited a dozen to twenty millions of foreign tourists from various countries. This success was achieved even when Thailand suffered various political crises between 2010-2013. This can be achieved because Thailand succeed implement various strategies for tourism recovery during and after a crisis occurs.

Based on the data that have been obtained, the author will try to answer what are the strategies that implemented by Thailand to recovery of their tourism industry during and after the political crises occurs. Concept of Tourism strategy, primarily the crises recovery management and the Public Sector Management by James T. Elliot will be used as the theoretical frameworks for the thesis.

Keywords: Thailand, Political Crises 2010-2013, Crises revovery management, Public Sector Management, The Tourism Authority of Thailand.