



MINISTRY OF TOURISM AND SPORTS

# Thailand Tourism Strategy for Post-Pandemic Era

#Resilience #Sustainability #InclusiveGrowth



## Thailand Tourism Economic Impact In 2019 – pre- covid



### The ratio of tourism GDP to the country's GDP

- Tourism GDP of 3,055,552-million-baht (**17.79%** of the **GDP**)
- Increase 1.77% from 2018 (slowing down from 4.51% growth in 2018)



### Tourism employment

- 4,366,392 employed in the tourism sector (**11.61%** of total employment)

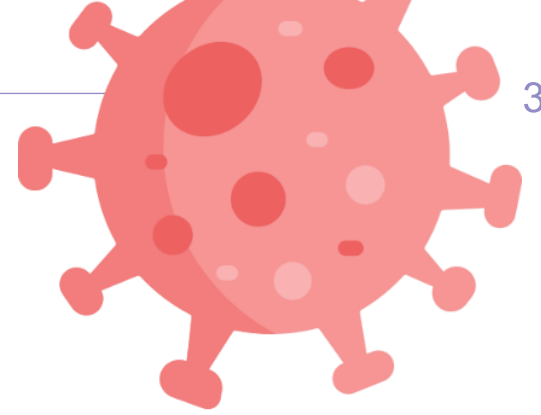


### The value of domestic tourism consumption

- Hotel and accommodation service sector 770.77 billion baht (highest)
- Food and beverage sector 648.28 billion baht
- Sales of tourism products 206.78 billion baht

Source :

- Summary report of the National Accounting for Tourism 2019, Tourism and Sports Economics Division, Office of the Permanent Secretary, Ministry of Tourism and Sports.
- Research on "Evaluation of Tourism Leakage to Create Balance in Income Distribution" by Office of the Science Research and Innovation Promotion Committee.



## The impact of COVID-19 on tourism in 2020

**-83.2%**

Number of foreign tourists  
arrivals

Decreased

**-70.68%**

Tourists' expenditure

Decreased

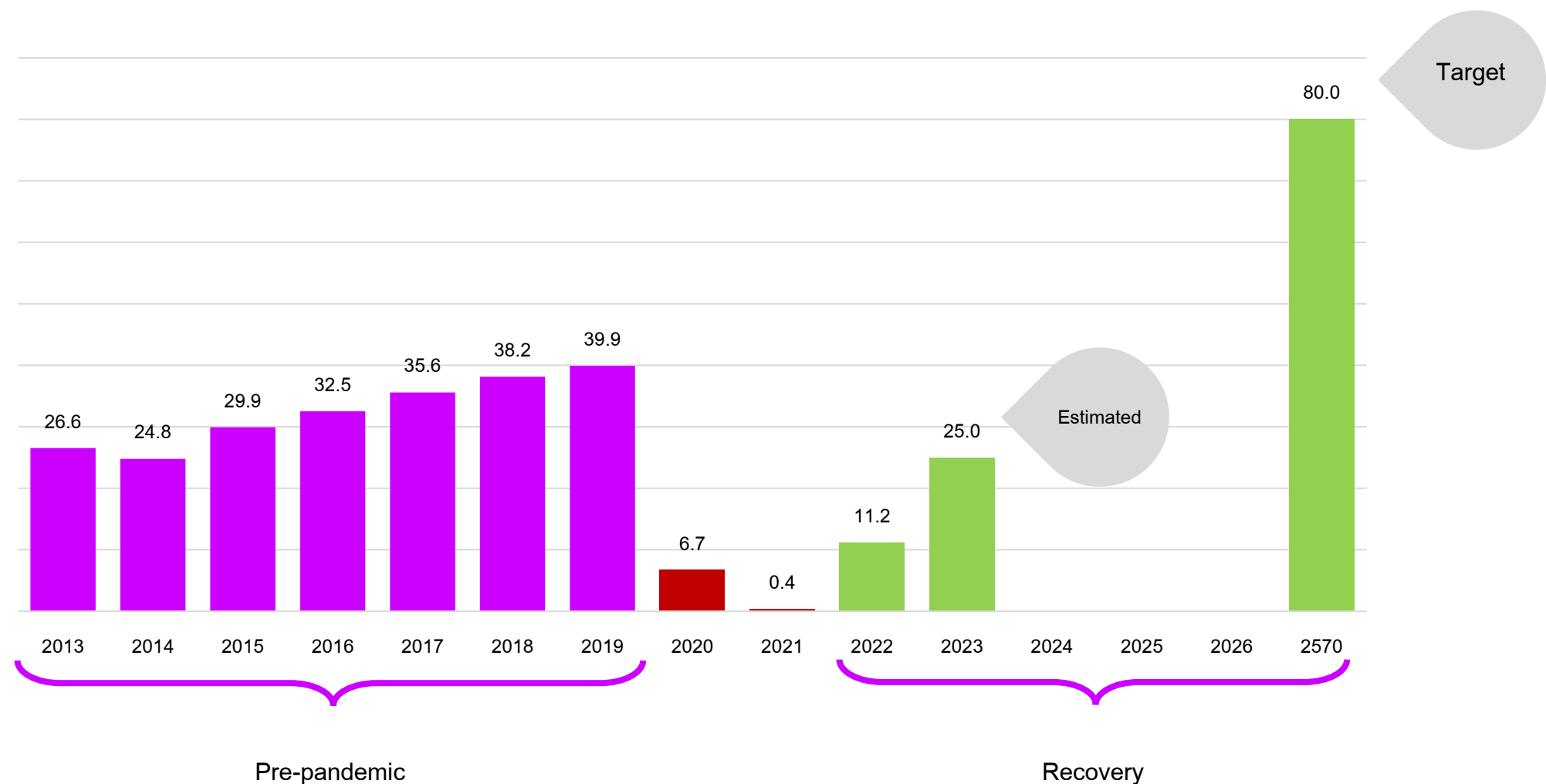
**-38.3%**

Tourism GDP in  
accommodation and hotel

Decreased



### Number of Thailand International Tourists (million)



Source :  
• Office of the Permanent Secretary, Ministry of Tourism and Sports, 2021. Tourism Development and National Accounting Project Fiscal Year 2020



## Current (Challenges)

-  Imbalance
-  Leakage
-  Disconnect
-  Risk
-  Outdatedness
-  Unsustainability

## During 2023 - 2027



Strengthening and  
balancing



Upgrading infrastructure,  
standards  
and connectivity



Delivering a traveler-centered  
experience



Sustainable growth  
and immunity

## 2028 - 2032



Sustainable and complete  
connection



Dependent more on  
domestic tourism

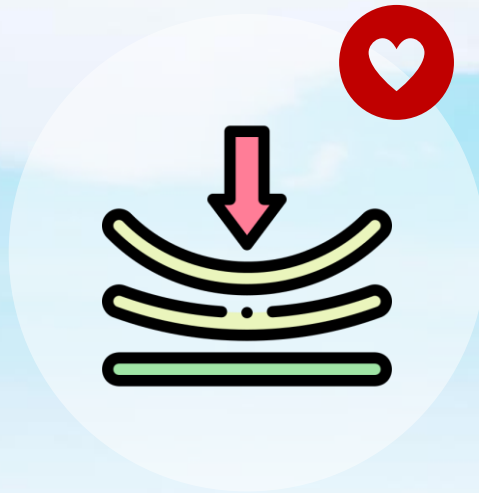


Resilient

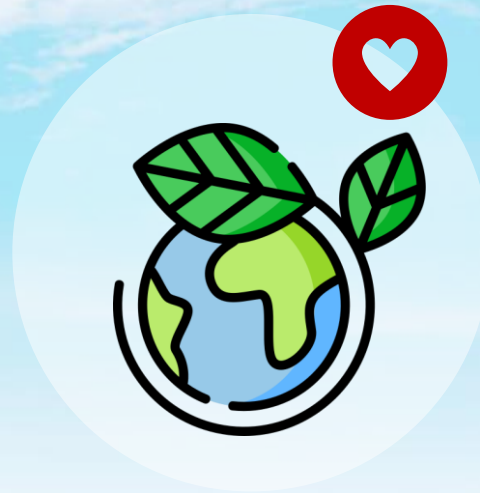


Comprehensive application  
of technology and  
innovation

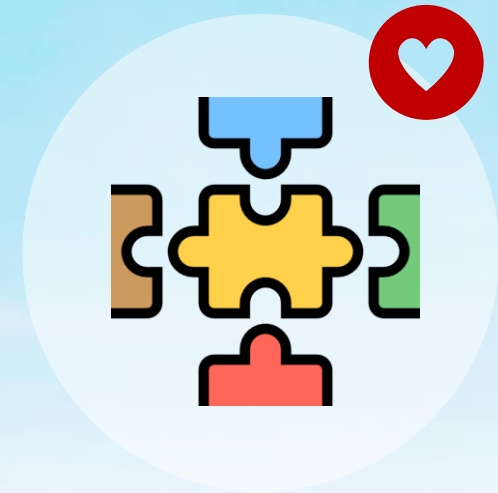
**Our new approach is centered around three key pillars:**



**Resilience**



**Sustainability**



**Inclusive Growth**

## Our Vision

Rebuilding High Value Tourism Industry with  
Resilience, Sustainability and Inclusive  
Growth

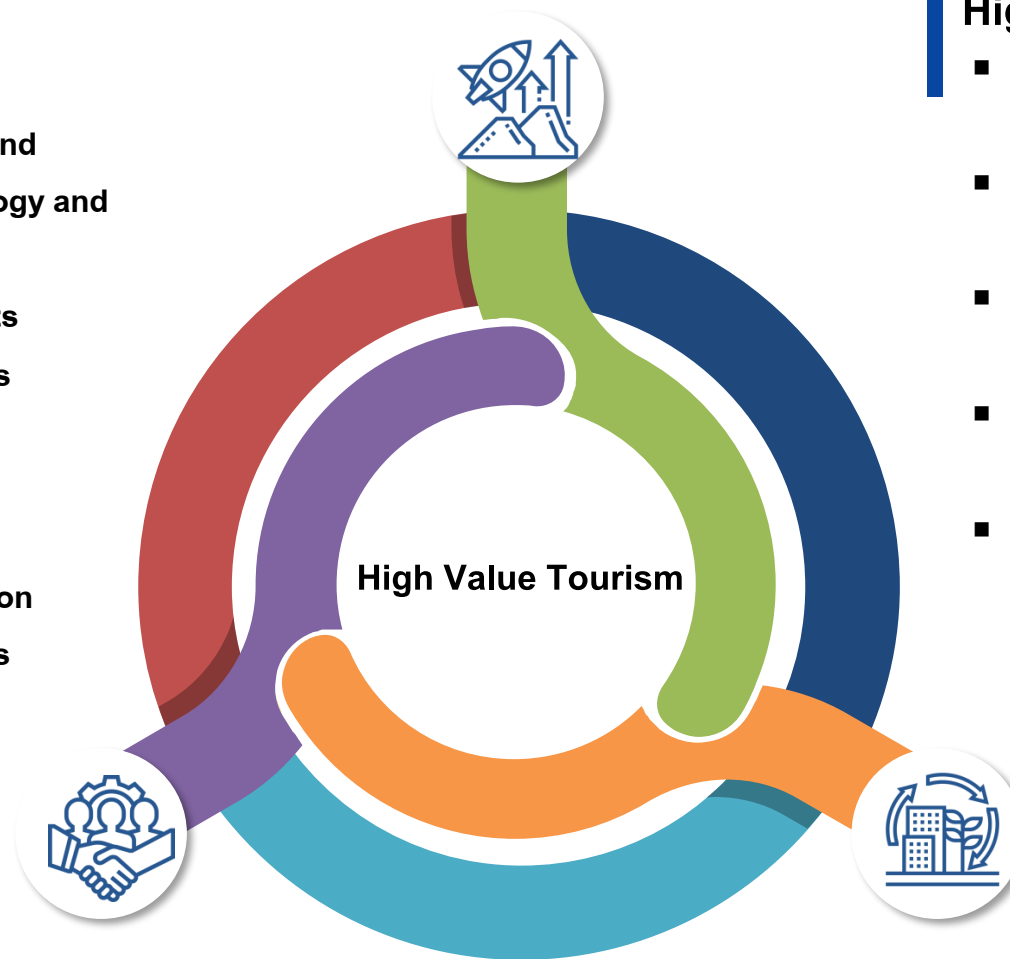


## High Value Economy

- Increase tourists expenditure
- Increase value in tourism products and services with the support of technology and innovation
- Less dependency on inbound tourists
- Up-Skill and Re-Skill tourism workers

## High Value Society

- Expand participation and collaboration between private and public sector, as well as the locals.
- Highlight and promote Thai identity
- Inclusive distribution of the benefits of tourism
- Promote Thailand as the year-round destination



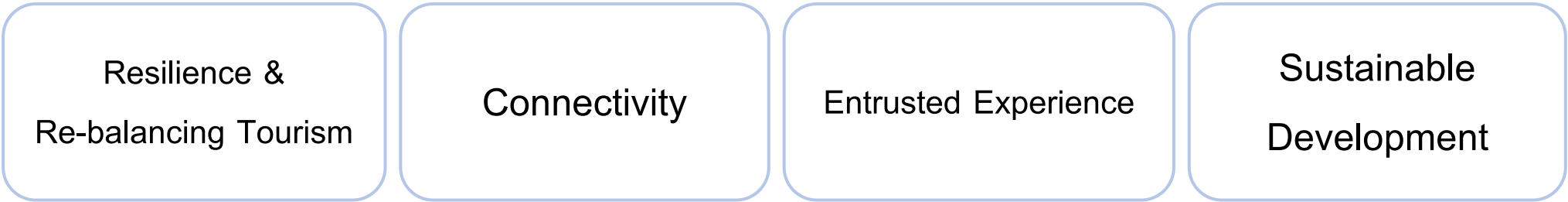
## High Value Environment

- Add more value to the natural and environmental capital in tourism sector
- Effectively manage tourism attractions and natural resources
- Support effective consumption of water and energy in the tourism sector
- Reduce tourism's greenhouse gas emission
- Mitigate the impacts of climate change

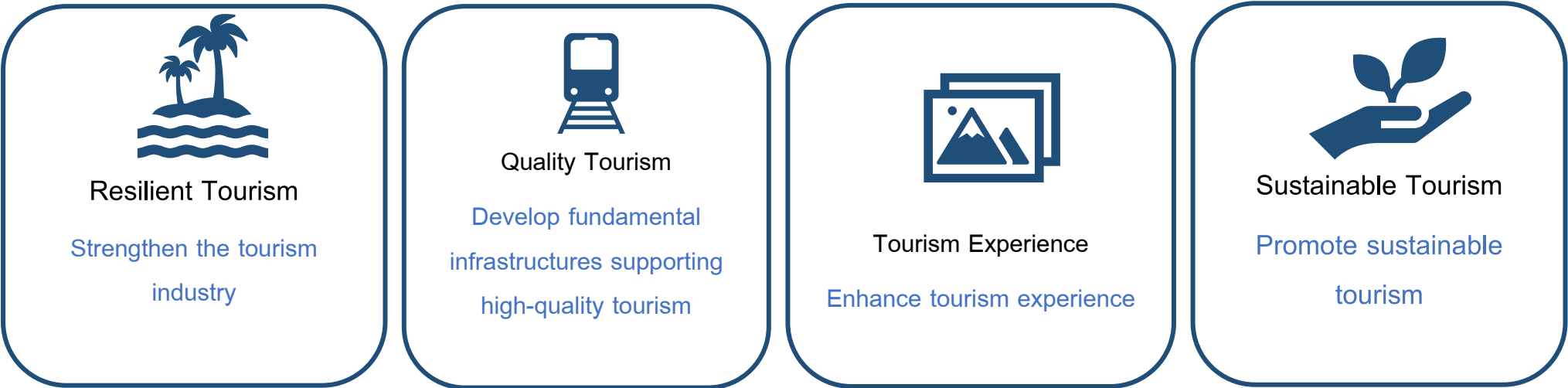


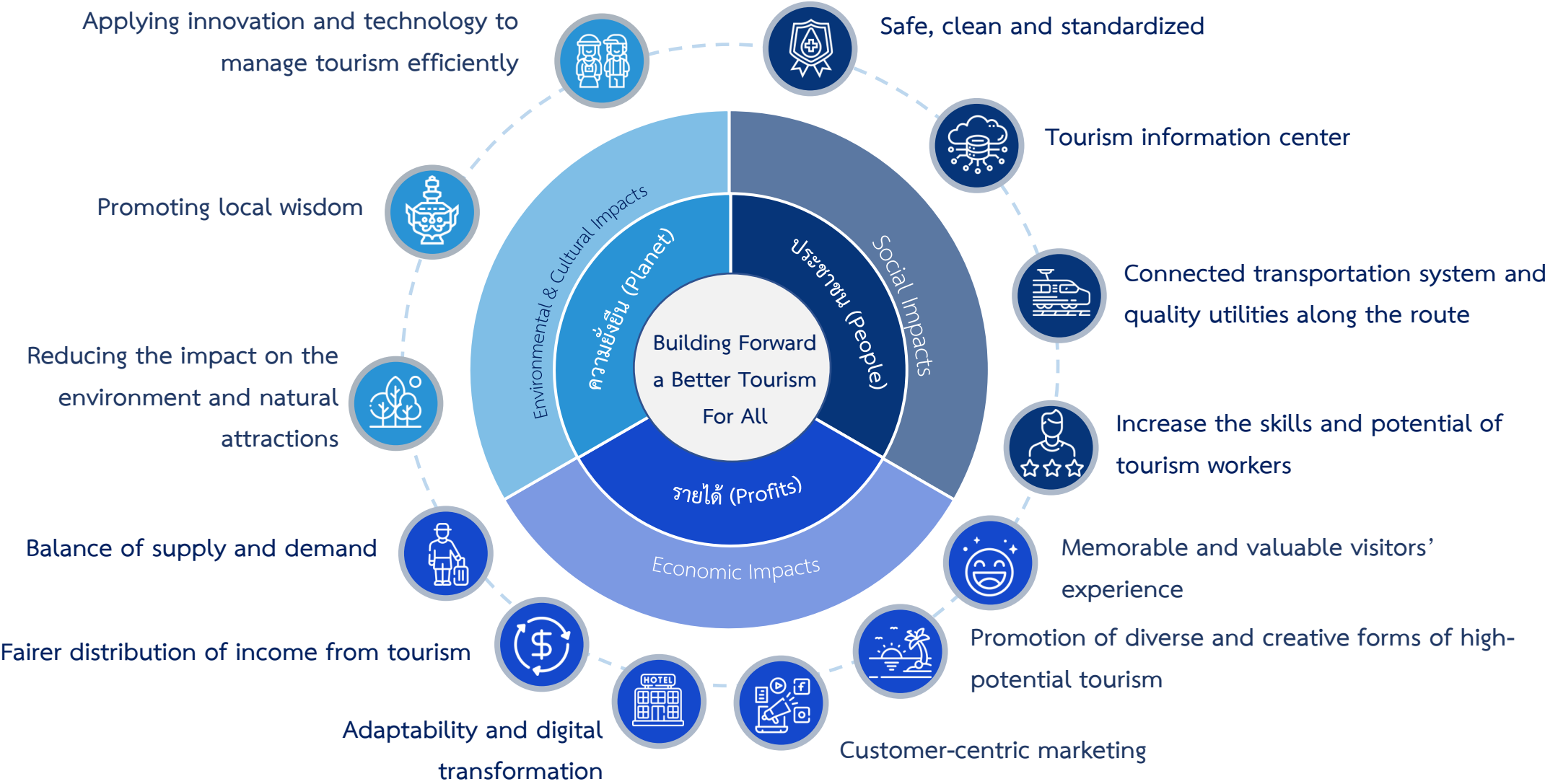
**VISION**      Rebuilding High Value Tourism Industry with Resilience, Sustainability and Inclusive Growth

**GOAL**



**PRIMARY  
STRATEGIES**





# Let's work together to build a brighter future

## For the tourism industry

#Resilience #Sustainability #InclusiveGrowth



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