ABSTRACT

The tourism industry is expanding rapidly around the globe. Thailand has a tourism industry that is an effective tool in earning foreign revenue to reach economic goals. But many interesting things in Thailand are hidden under the rule of travel’s agency from the Tourism Business Industry. Most agencies view only packages’ prices to make easy a consumer’s decision. They build a program package for only their objectives purposes by choosing the same trips as the others or only some destination image of Thailand as Bangkok, Phuket, and Chiangmai only. It is easy to stimulate to compete in industry to cut the price more than find out new techniques at present to customers. Risks of beginners to handle new problems are obstacles in making Thailand tourism industry effective.

Cthai is developed to introduce Thailand tourism industry in every aspect of Thailand as an attractive place or the life style of Thais. Cthai encourages the opportunities to support and improve the tourism industry in Thailand and encourages the opportunities to support and improve the tourism industry in Thailand and facilities for the tourists in obtaining the relevant information about each travel place. In fact, some people don’t like the notion of tours at all. They perceive touring as an unpleasant form of travel, with limited freedom, forced companionship, and uncomfortable bus rides. Cthai fulfill the needs of consumers to enjoy-controlling their own travel experience rather than having someone else do it for them. “Cthai” stand for “Customize in Thailand” which absolutely concentrates on attaching all needs of consumers. Cthai assures to uphold an image of Thailand and is guidance of tourism industry to improve more services and concentrate focus on macro marketing.