

Abstract

The focus of this study is on the effects of crisis management capabilities on performance of Tourist Authority of Thailand. Specifically, answers to the following research questions were generated:

1. What is the perceived level of crisis management capabilities in terms of crisis strategy awareness, crisis systemic readiness and crisis speedy response of TAT?
2. What is the performance of TAT in terms of communication plans, public relation programs and promotion packages?
3. Do the crisis management capabilities in terms of crisis strategy awareness, crisis systemic readiness and crisis speedy response employed by TAT have effects on its performance in terms of communication plans, public relation programs and promotion packages?

In this study, the researcher used the survey method to examine the effects of crisis management capabilities on performance of TAT. The respondents were 275 TAT officers. For data analysis, the researcher used Average Weight Mean and Chi-Square Test

The results of the study showed that in crisis management capabilities, the perceived level is high in terms of crisis strategy awareness, however crisis systemic readiness and crisis speedy response have average rating as perceived by TAT officers. The perceived level of performance of TAT is high in communication plans and promotion packages, whereas the level of perception for public relations programs is average.

From the findings of the research, TAT needs to improve crisis systemic readiness and crisis speedy response to enhance its crisis management capabilities. To improve its performance, there is a need to develop public relations programs that could be implemented more effectively. A crisis management center with the following responsibilities should be established.

1. Crisis Detection and Monitoring
2. Crisis Management Plan Development
3. Develop and Implement an Effective Public Relation

