

THE POLITICAL PARTIES AND THE ECONOMIC DRIVING POLICY OF THAI TOURIST INDUSTRY

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Abstract- Political parties and its policy had a tremendous impact to national economic policy. The purposes of this research were to study factors supporting politics that affecting the decision to invest in tourist industry from foreign investors in Thailand during 1996-2014 and to study the context of policy determination from political parties that affecting the economy of tourist industry during 1996-2014, and to study problems and obstacle and impact on tourist industry from political parties during 1996-2014. Primary data and secondary data was collected by utilizing qualitative method. Purposive sampling was conducted to obtain 10 informants. The research method was done by document study, in-depth interview, and observation. The findings of this research were to understand the problems and obstacles that affected the decision to invest in tourist industry of foreign investment as well as to recommend ways to enhance the successful public policy for tourist industry to be used as a role model for other policy to national development.

Keywords- Tourist Industry, Political Parties, Economic Driving Policy

I. INTRODUCTION

Public policy is one the most important tools for any government to use its legitimate power to maintain order and create wealth of the nation. In fact, the government of the people in the democratic way has to be the representatives of the people and come from the process of election and political system. The government that can implement the proper policies with effectiveness and efficiency often become very popular and should be able to stay in the power.

What is public policy? In the beginning, it must be the political party agenda and concepts of planning. Then, it becomes policy formulation, policy implementation, and policy feedback analysis. There are four important components of public policy. First, it is an activity of the government that has a legal right to implement the policy. Second, is must have a clear objectives and clear target group. Third, it must have a known process and step of doing or implementing the policy. Fourth, it is the activity that has been selected by the government and have a plan to implement it in short term or long term.

The author of this research is interested in the investigating the role of political parties and its political ideology that affect the public policy and the welfare of the people. The focus of this study will be on the effects of public policies on the tourism industry both that has been successful in the past and unsuccessful in the past. There are four research questions. First, what could be the factors that affected the foreign investors to invest in tourism industry in Thailand? Second, what are the public policy about tourism industry from the political parties in Thailand? Third, what are problems and obstacles from the implement of public policies regarding the tourism industry? Fourth, How to use the past successful policy as a guideline for future tourism industry policy? In fact, there are two

important ways of study. First is to focus the study on the practice or the process of activity and evaluate on the change of the output to achieve the objective or not. Second is to evaluate on the understanding of the situation to be a lesson learned.

II. RESEARCH METHODOLOGY

In the modern democratic world, political parties and its policy had a tremendous impact to national economic policy. Therefore, it is important to investigate its impacts on the economy. The major aims of this research were to study factors supporting politics that affecting the decision to invest in tourist industry from foreign investors in Thailand during 1996-2014 and to study the context of policy determination from political parties that affecting the economy of tourist industry during 1996-2014, and to study problems and obstacle and impact on tourist industry from political parties during 1996-2014. Primary data and secondary data was collected by utilizing qualitative method. Purposive sampling and convenience sampling method were conducted to obtain 10 informants. The research method was completed by document study, in-depth interview, and observation. The findings of this research were to understand the problems and obstacles that affected the decision to invest in tourist industry of foreign investment as well as to recommend ways to enhance the successful public policy for tourist industry to be used as a role model for other policy to national development.

II. RESULTS AND DISCUSSION

From the findings of the study, public policy is vital to the national development, social equity, and income distribution. Public policy in the tourism industry can help to promote the growth of tourism in

Thailand as well as the promoter of jobs and income distribution to the grass root people. In fact, the tourism sectors contributes to the national gross domestic products (GDP) at least 10 percent per year. There are seven factors that determine the success or the failure of the public policy. First, the characteristics of the policy is very important whether it is suitable with value, social and economic at the time. If there is a pilot project which can make an adjustment before implement the big project, it will increase the chance of success. Second, the objective of the public policy need to be clear, high standard, and have proper index. Third, the public policy that is political feasible and have support from both public and private as well as non-government organizations have a high probability of success. Fourth, public policy in the alignment with theory and technology as well as big special influence group have a high chance of success. Fifth, public policy that have a high support of sufficient resources, manpower, tools, and time have a high chance of success. Sixth, the attitude of implementation of the policy which are government officials. The strong support of government officials, the high rate of success. Seventh, the success of the implement of public policy depends on the relationship of many sectors. Moreover, the effectiveness of the implementation of the policy depend on cooperation factors. This means the factor of the cooperation of many government agencies. High cooperation means high rate of success. However, there are many obvious of success factors in implementation of the public policy such as source of policy, clarity of policy, support of policy, complexity of the administration, incentives of implementers, and resource allocation. In a nutshell, the positive supporting factors from political system from political party who are in the power will affect directly and indirectly to the public policy such as tourism industry. Then, both domestic and international investors will evaluate the public policy and other factors before making a decision to invest the money in tourism industry. If the public policy has many benefits and have a high potential of success, there will be a funds flowing from high confident investors. Therefore, the success of implementation of the policy depends on the ability to convince the investors to invest.

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