

Approaches to The Management and The Promotion of Tourism under The Covid 19 National Tourism Development

by

Chaiyaporn Supanimitwisetkul¹ and Chawalee Na Thalang²

College of Management University of Phayao,
Bangkok, Thailand

E-mail: chaiyaporn_1@hotmail.com¹, E-mail: ajarnchawalee@gmail.com²

Abstract

Thailand attaches great importance to tourism promotion and development to drive tourism in a concrete way. The objectives of this research are 1) to study the potential of the tourism industry during the COVID-19 crisis, 2) to investigate the risks of the tourism industry during the COVID-19 crisis, and 3) to study management guidelines and tourism promotion according to the National Tourism Development Plan under the Covid-19 crisis. This research is a qualitative method. According to the National Tourism Development Plan, a sample group of people played an essential role in tourism management and promotion during the Covid-19 crisis. The research is constructed an in-depth interview structure (semi-structure interview) from key informants. They were classified into 3 groups; government representatives, 15 entrepreneur representatives, and 3 academic representatives, a total of 33 people, using in-depth interviews and data to analyze the content (Content analysis). The research results find that 1) the potential of all sectors in tourism industry has driven all stakeholders in the system to have a straightforward process of measures. To accelerate the promotion of tourism by working together to ensure safety and health in tourism with plans prepared in advance under the situation of COVID, an integrated plan will be adjusted to support the epidemic, 2) risks of the tourism industry in all organizations must have a risk planning to sustain their impact; up under appropriate for the business to survive. The state has to handle, heal and raise cleanliness or sanitation in safety standards, and 3) most management approaches focus on safety. Public health tries to control the epidemic by campaigning on social distancing for entrepreneurs to work from home and refrain from traveling. The first phase of the epidemic is unclear because the situation occurred before the high season. And the behavior of tourists still lacks of discipline, including in some types of tourism activities; they are not ready for safety measures in all aspects. Therefore, the access of vaccines is a solution that can control the epidemic and make tourism return to travel as quickly as possible.

Keywords: Management Approache, Tourism Promotion, National Tourism Development Plan, Covid 19

1. Introduction

1.1 Background and Importance of the Problem

Thailand attaches great importance to tourism promotion and development to drive tourism in a concrete way. The government has adopted the 12th National Economic and Social Development Plan (2017-2021), in terms of promoting tourism revenue, by taking advantage of identity. The identity of Thai has developed a travel cluster for restoring confidence, developing skilled personnel in the service sector and modernizing relevant laws to develop tourism for the future (Office of the National Economic and

Social Development Board, 2016 converted into the 2nd National Tourism Development Plan (2017-2021) under the 20-year National Strategic Plan).

There is an expectation that in the year 2563, the tourism industry is still important in generating income for the country which is a tool to stimulate the economy. This can also distribute local income sustainable. Thailand sets tourism goals in 2020 with an increase of 10 percent from 2019, it is expected to increase the number of foreign tourists to 40.8 million people (TAT Review Magazine, 2020). It is to generate additional revenue of 2.02 trillion baht and to increase the number of foreign and Thai tourists to travel in the country for 175.47 million times. The revenue 1.158 trillion baht resulting in total revenue increased in 2020 to 3.718 trillion baht by accelerating the policy of rebalancing the target group. This can reduce the risk of competition stealing customers and turn to focus on creating experiences and value of tourism products through the use of local wisdom innovations. While the tourists tend to become more interested in local lifestyle activities (TAT Review Magazine, 2019).

According to the situation of the world tourism, it has begun the crisis of emerging disease problems, which still do not know the cause of the disease. As a result, there could be some health problems that will occur in the future, so they will be ignored. The emerging epidemic started in December 2019 in China. There is no clear evidence of the epidemic, therefore, there is no central government attention. However, the incident signaled an epidemic crisis in Wuhan for the first time. At that time, people continue to live as their normal life without realizing the risk of the epidemic. During the Chinese New Year 2020, without protecting themselves and others, the epidemic spread around the world. The epidemic results in rapid death among infected people. After that, the government has recognized the importance of sanitation safety for their populations with concrete control. They measure and control the travel of foreign tourists, which is an important to measure during the epidemic situation of COVID-19 (Ministry of Tourism and Sports, 2020).

Tourism is an important tool for the government to drive the economy and distribute income to the local area; the government projects are as a stimulus for tourism in the country. From January to November 2020, the cumulative number of Thai tourists traveling in the country was 107,983,332 people-times, a decrease of 47.93. The accumulated income from tourism was 428,091.49 million baht, a decrease in income of 56.33% compared to the year 2019. The government has accelerated the policy by promoting tourism in the country to earn more income and to drive the economy in the local communities where have problems from the country's lockdown. Furthermore, in some provinces, as destinations for specific groups of tourists such as Chinese, European or Indian tourists, have a severe damage due to the close of Thailand's long holiday season. The operators have deposited deposits such as hotels, car rentals, restaurants, domestic and international attractions, including issuing airline tickets. These cause the impacts on tour operators to all abroad, airlines, hotels, buses, tour vans, etc. and they must stop doing business since the end of January 2020 (Prachachat online business, 2020).

By adjusting business operations in a changing environment, the service has to take into account of safety and hygiene that affects the cost. Building confidence of tourists while some operators lack of liquidity causes insufficient workers; due to layoffs or the need to develop technology to support future travel behavior. This change called New Normal or new normal distance e.g., people are wearing mask. Tourism behavior is different from it used to be. Small group travel and self-travelling are very common; people do not travel with travel agencies, including the traveling in the places where are not crowded. Moreover, people focus more on health tourism (Wellness), hotels, and tourist attractions where can find a new management solution to achieve high security. As a result, the researcher is interested in studying the guidelines for tourism management and promotion accordance with the National Tourism Development Plan under the Covid-19 crisis. It is to create the potential of Thailand's tourism industry in the field of public health management, tourism promotion awareness, and management of travel risks that build

knowledge and understanding of management to support a new way of tourism. The management approach under the COVID-19 crisis and the epidemic of emerging diseases in the future sustainably are used in the study.

1.2 Research Question

- 1) What is the potential of the tourism industry during the COVID-19 crisis?
- 2) How to the management of risk in the tourism industry during the COVID-19 crisis?

1.3 Research Objectives

- 1) To discover the potential of the tourism industry during the COVID-19 crisis.
- 2) To investigate the risks of the tourism industry during the COVID-19 crisis.
- 3) To study management guidelines and tourism promotion according to the National Tourism Development Plan under the Covid-19 crisis.

2. Literature Review

2.1. Related Concepts and Theories

2.1.1 Management

Somphop Jaedsuk (2011, page 2) describes that management is to follow up on the effective implementation of the goals, resulting in effectiveness, by an individual or agency to achieve the set goals.

Patcharee Chomphamkham (2009, page 5) explains that management is the implementation of the planned decision. or organizing, leading, and controlling the basic resources of the organization, including financial resources Fixed assets, data, and human resources to enable organizations to achieve their goals effectively and efficiently the management consists of four things: planning organization management Leadership, and control.

Siriwan Sereerat (2002: 18-19) said that the meaning of the word “Administration” and “management” are as follows: Administration is used in high-level management with an emphasis on setting important policies and planning senior management. It is a popular term used in public administration or used in government agencies, and the word “executive” (Administrator) will mean executives working in government organizations. The management will focus on operating in accordance with the policy. which is commonly used in business management.

According to previously mentioned, it can be concluded that management is imperative to have knowledge and understanding of management theory and to understand the process of managing the tourism industry under the COVID-19 crisis. With the rapid changes in the management system, the aforementioned concepts are applied as a guideline for creating a research framework, including qualitative research questionnaire for government, private sectors and academics in post-COVID-19 crisis management.

2.1.2 Tourism Promotion

The Department of Tourism (2019) has set policies and directions in accordance with the government's policies according to the 20-year National Strategic Plan and the 12th National Economic and Social Development Plan. The mission is to promote tourism in various dimensions, such as promoting the evaluation and certification of tourism products, supporting and developing facilities, promoting and developing community tourism, promoting cooperation from all sectors in the development of the tourism sector, and promoting film production in Thailand, etc.

Chalongsri Phimonsompong (2014) presents that tourism marketing promotion means a tool which used to promote sales and marketing among target tourists and producers to induce behavior and buying attitudes.

Chan Taj Wannathanom (2011) said that tourism market promotion means a tool to communicate through various forms for tourists to learn, to gain awareness and to memorize quickly.

It can be concluded that tourism promotion is a type of marketing that is used to induce purchasing behavior as well as promote sales through a variety of communication tools. This helps tourists learn to realize their uniqueness and identity. Therefore, the researcher uses the conceptual information about tourism promotion to study as the management guidelines and also promotes tourism according to the National Tourism Development Plan after the Covid-19 crisis as a guideline for creating a research framework questionnaire on the part of quantitative and qualitative research.

2.1.3 Coronavirus Covid 19

Sathida Tararattanasuwan (2020) explains that the epidemic of Covid 19 affects the tourism industry of Thailand. The record revealed that one of the countries affected the most by COVID-19 in the world is Thailand; due to the stasis since April 2020 (The Division of Tourism and Sports Economics, 2020). There are severe effects to all businesses involved in the tourism industry. Although the epidemic persists and results in ongoing infections, economic recovery is also important.

Avathip Wae (2020) said that Covid 19 is an epidemic caused by the coronavirus. The new virus is not only serious but it also causes the severity of the outbreak. The rapid rate of infection, spreading widely from person to person through phlegm, snot, saliva, and the Covid-1, outbreaks thoroughly. This made Thai people adjust from "fearful to awakening" to cope with the epidemic. They learn to take care of themselves, have social distance, and pay more attention to hygiene to prepare for the next step or jump further.

Sirasak Thepchit (2020) defines that COVID-19 is as an EMERGING DISEASE, with a longer infective period in the human body and symptoms that are somewhat longer than those of the same family of viruses with an average incubation period of 5.1 days and indicating the time of symptoms for 12 days. The disease can be contact via breath, secretions, and direct contact with the infection. In conclusion, the COVID-19 virus is an emerging disease that spreads rapidly until it affects the world, affecting both the economy and society greatly. It also makes all countries pay attention to such issues and adjust their health behaviors in public health sciences. Therefore, it is important to support the future protection, including the use of vaccines to control the spread of COVID-19 and to control safe travel hygiene.

2.1.4 Risk Management

Jiraporn Sumetheepravit (2013) presented that a risk is an event or action that may occur under uncertain circumstances. It can affect or cause damage, failure, as well as reduce the chances of achieving success which a goal of objectives at the level of organizations, agencies, and individuals.

Gennet Maninak (2005) defined that risk refers to any event or action that may occur within an uncertain situation and will affect or damage or fail or reduce the opportunity to achieve objectives at the national, organizational, and agency levels and personnel.

Weena Jeerapat (2006) said that risk refers to the chance of damage or unwanted things occurring in the organization. The risk permeates every moment of the operation.

Prachanda Klaphachan (2008) stated that risk refers to the chance that something might happen. which is the result of something dangerous This risk arises from uncertainty.

In conclusion, the definition of risk is the nature of the situation or the likelihood of experiencing a loss and it will affect both the organizational, departmental and personnel level.

2.3 Conceptual Framework

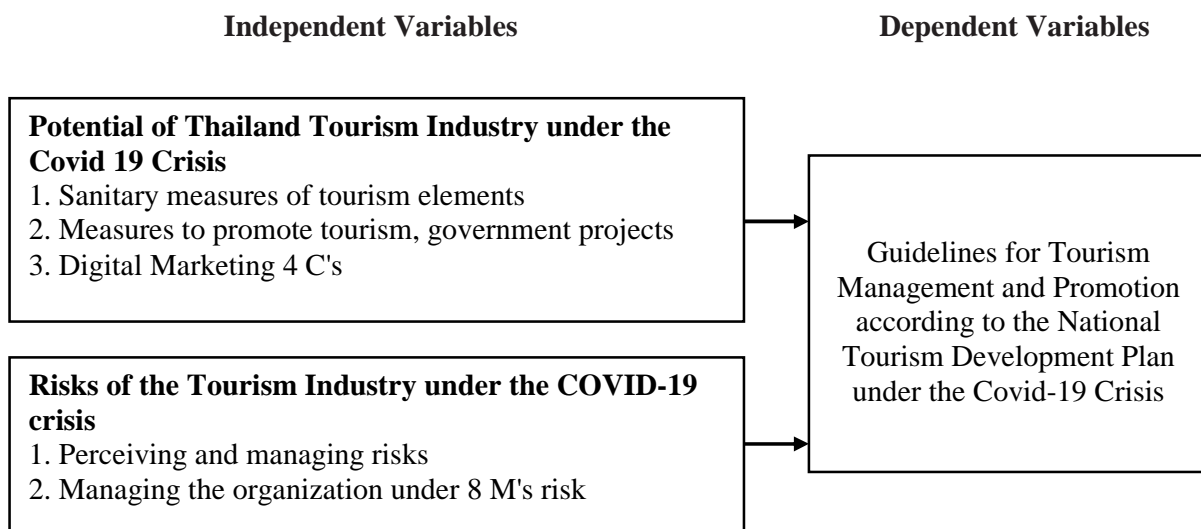


Figure 1 Schematic Diagram of the Conceptual Framework

3. Research Methodology

3.1 Research Design

This qualitative research uses a semi-structured interview with a sample of stakeholders involved in promoting tourism under the National Tourism Development Plan during the COVID-19 crisis. The data are selected from government representatives, entrepreneur representatives, and academic representatives; specific travel scholars to target is the key information.

3.2 Population and Sample

The populations are those who are involved in management and promote tourism during the COVID-19 crisis, including the government, entrepreneurs, and academics, total of 33 people. The sample group is an important information provider. The researcher defines the sample criteria as follows.

1. The government representatives are from the tourism authority of Thailand, Ministry of Tourism and Sports Ministry of Health Provincial Tourism Authority of Thailand Office Provincial Tourism and Sports Office and the Provincial Public Health Office of 15 people.

2. The entrepreneur representatives are from the Tourism Council, Tourism Association of Thailand, Associations related to the tourism industry, and tour operators of 15 people.

3. The tourism academic representatives are from administrators, specializing in tourism of 3 people.

3.3 Research Instruments

The instrument used for data collection was an in-depth interview with structured questionnaires (Semi-Structure Interview). The significant issues have been set with the questions as follows: 1) the comments on the tourism industry's potential under the COVID-19 crisis, including the sanitary measured of the tourism component. The measures are used to promote tourism, support government projects, and adjust the current marketing model to digital marketing. 2) The opinions about the risks of the tourism industry in the wake of COVID-19, including risk perception and management and the management of the organization under risk. Finally, 3) the comments on management practices and promote tourism, according to the National Tourism Development Plan under the COVID-19 crisis passed the content validity check from 3 experts and made the improvements relating to the recommendations.

3.4 Data Collection

The researcher conducted in-depth interviews with key informants classified by groups, totaling 3 groups or 33 people.

4. Data Analysis

4.1 Data Analysis of the Qualitative Data

The researcher used all the data to analyze and find a management approach which can promote tourism according to the National Tourism Development Plan under the COVID-19 crisis. The analysis of the potential in tourism industry and the risks of the tourism industry has been done under the COVID-19 crisis by using the data obtained from the interviews. The records are collected from the interviews through the approach of content analysis.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

1) The potential of the tourism industry under the Covid-19 crisis found that the sanitary measures of the elements of the tourism industry has been conducted to promote tourism in government projects and to adjust the marketing model to digital marketing. The results of the study can be summarized into 3 main points, as the following details:

1.1) Sanitary measures of tourism elements are supported by the government. This drives all stakeholders in the system to have a clear process of measures. To accelerate the promotion of tourism by working together, it is to ensure that safety and health in tourism, the tourism problems among tourists may not keep their distance. Maintaining measures or lax in terms of prevention, the tourists should wear masks, therefore, they need to prepare as a plan in advance under the covid situation. This may require an integrated adjustment of planning to support the epidemic. Along with sanitary practice guidelines, there are some safety processes, such as screening measures and the preventive measures by following the measures of hygiene safety standards. As a result, this can build tourists confidence as well as pushing for SHA measures to increase tourism safety. Actually, they should be carried out all the time, not only during the Covid.

1.2) Measures to promote tourism, the government projects provide the amount of government subsidies which may not meet the demand for applications in combination with difficult project conditions. The main problem in the use of technology should be discussed as an integrated approach to all sectors in terms of planning for real stimulation. In which some projects, some entrepreneurs are not interested in participating, both directly or indirectly related to tourism. This causes the product variety does not cover all tourism promotion activities. Therefore, most of the government-subsidized revenue distributions went down to large and high-capitalized operators. Small and medium enterprises may not benefit as much as they should. The amount of government stimulus is a co-pay which is inconsistent with the tourism stimulus. The use of budget can encourage more domestic tourism, which may be paid directly to tourist attractions.

1.3) Adjusting the current marketing model in digital marketing nowadays, most of the online media for communication is as for the government sector; there is still a lack of development. Currently, small amounts of entrepreneurs have developed themselves to support the market demand, but still, they have trust in operator information. Therefore, the presentation of products through online channels or social media has a quick presentation to share variety of opinions. Including co-designing travel trips, they provide to meet the different needs. Moreover, the entrepreneurs should adapt to accommodate the future. The new lifestyle after covid 19 will move into digital process or a cashless society. There is the adjustment of the marketing model to digital marketing causing the online marketing determine the price of travel, goods, and services from the model of selling products. In the past, the purchase is from shop to tourists and now they are using online sales us on social media, particularly, in the sales of tourism products which is currently extremely important.

2) The risks of the tourism industry under the COVID-19 crisis, it has been found that awareness, risk management, and organizational management under the risks of the tourism industry under the COVID-19 crisis can be summarized as two main points of the study with the details as follows.

2.1) Perceiving and managing risks in the current situation, the epidemic has an immediate impact on the economy, particularly in the tourism industry. Therefore, every organization should

have risk planning to sustain the growth of the business under its appropriateness or context; for the business to survive. However, small businesses will have a greater impact, they have to close or shut down a large number of businesses. The state has to take a part to help and heal both in the public and private sectors. SHA SHA+ standards have been established on the perception and management of workplace risks as well as raised standards of cleanliness or hygiene safety. This will be tight on products and services by marking a brand that will help build confidence for consumers.

2.2) Managing the organization under risk tourism industry, establishments have been done following public health measures during the COVID-19 crisis. Tourism industry establishments have to plan their business in accordance with public health measures. They should focus more on safety to build confidence in tourists in the future along with supporting various crises. These will arise the business planning of the tourism industry which has begun to change more since the start of the covid-19 epidemic. To stimulate travel and to plan more comprehensive services is to make the journey as well as the use of digital technology to produce tourism products by providing services efficiency in accordance with public health measures under the COVID-19 crisis.

3) Management approach and tourism promotion according to the National Tourism Development Plan under the Covid-19 crisis, it is found that most management practices focus on public health safety by trying to control the epidemic. They provide a campaign on social distancing for entrepreneurs to work from home and refrain from traveling. At the first phase of the epidemic, it was unclear because the situation occurred before the high season. The behavior of tourists is still lacks of discipline. For some types of tourism activities, they are not ready for safety measures in all aspects. Therefore, the accessing to vaccines is a solution that can control the epidemic and make tourism return to travel as quickly as possible. So that, to control and establish guidelines for public health safety, sanitation, and hygiene measures have to be established and promoted in niche markets for the future growth. In terms of hygiene procedures, there are the creating body of knowledge and understanding of the epidemic at all levels.

5.2 Discussion

1) The potential of the tourism industry under the COVID-19 crisis in terms of sanitary measures of the elements of the tourism industry measures is promoted to tourism by government projects. The adjustment marketing model to digital marketing has been presented in the discussion of the results in each aspect as follows.

1.1) The sanitary measures of the tourism component found that the government has been supported the movement of stakeholders throughout the system to enable a clear measures process. To accelerate the promotion of tourism by working together is to ensure safety and health in tourism. However, tourists may not keep their distance. The maintaining measures or lax in terms of prevention is wearing masks. Therefore, there are needs to prepare a plan in advance under the covid situation. This may require an integrated adjustment of the plan to support the epidemic. Along with sanitary practice guidelines, there are screening measures and preventive measures by following the measures of hygiene safety standards which can build confidence among the tourists. Pushing SHA measures is the way to increase tourism safety that should be carried out all the time, not only during the Covid. According to the research results of Ekachai Chamnina (2020), the research presents the ability of the government to manage tourism under the circumstances Coronavirus disease 2019 (COVID-19), its results showed that the state's problems of tourism management under the coronavirus disease 2019 (COVID-19) situation lead the government experience the lowest number of tourists according to the collection tourism statistics; the lowest since 1953. This causes a disruption to the tourism industry. According to the analysis of the capability of the government

sector and tourism management, the government has remedial measures to solve problems for entrepreneurs related to the tourism business in the form of tax remedies. Allowing the juristic group to postpone the filing of tax items is to go out first, so that the juristic group can bring money to circulate in the condition. Social Security Contribution Rate Reduction, including the use of various measures, stimulates the tourism economy in Thailand. Supporting to the Pansuk Tourism Project, the government adds extra holidays to people who have come out to loosen the locks to stimulate the economy. After the government promotes and stimulates more tourism, government has to convenience for tourists. By adhering to the principle of cleanliness, convenience, and safety for tourists, both Thai and foreign tourists, more tourists back to travel as well as create safety on the travel route to plan the distance in line. Supporting to Shih-Shuo's (2020), the study on tourism management strategies during the epidemic situation of COVID-19 was conducted to involve in government, private sectors, communities, entrepreneurs, and professional organizations in tourism. It is to conclude that the implementation of the establishment in Tourism Crisis and Disaster Management (TCDM) agency leads to open communication about the real situation that everyone needs to be aware of and being an agency to support and cooperate with the government. Therefore, helping and receiving grievances from the impact of the COVID-19 pandemic is important, the solutions have to be done intensively which cause a speedy recovery from the protection of the state.

1.2) Measures to promote tourism in government projects, it was found that the amount subsidized by the government may not meet the demand of use, including complicated project conditions. The main problem in the use of technology should be discussed as an integrated approach to all sectors in terms of planning for real stimulation. Moreover, some projects and some entrepreneurs are not interested in participating, both directly and indirectly related to tourism. This causes the product variety do not cover all tourism promotion activities. Therefore, most of the government-subsidized revenue distribution goes down to large, high-capitalized operators. Small and medium enterprises may not benefit as they should. The amount of government stimulus is a co-pay which is inconsistent with the tourism stimulus and they should use the money to encourage more domestic tourism, which may be paid directly to tourist attractions. Supporting the research of Sathitda Tararattanasuwan (2020), the research shows the impact of the COVID-19 virus on Thailand's tourism crisis. The results of the research find that the epidemic situation of the novel coronavirus disease 2019 or COVID-19 in Wuhan, Hubei Province, and China has spread in many countries around the world, including Thailand. The outbreak of the COVID-19 virus has affected people's living. It also has a wide impact on the economy. However, the measures to help recover and mitigate the aftermath of the situation of the spread of the COVID-19 virus continue to unfold. The way to stimulate domestic travel is to build consumer confidence and to allow tourists to spend time traveling more in the country. It is important to ensure that travel to Thailand is safe enough. Moreover, the hosts should maintain their quality of service and focus more on promoting responsible tourism (Responsible Tourism).

The government has organized a tourism fun project to revitalize Thai tourism which had been affected by the COVID-19 virus in two packages. For example, We Travel Together and Encouragement. The strategic goals are set of the tourism revitalization that plan 1) to create jobs, generate extra income stimulate consumption in the public sector through domestic travel, and 2) to generate income from the foreign tourist base. With high spending potential, they can create a new structural balance for sustainable tourism. The driving mechanism is 1) to reboot and stimulate domestic tourism to build consumer confidence, 2) to rebuild and adapt to the new normal to increase the ability in long race develop products and services; having higher added value, 3) to rebrand marketing communication with a new image to make Thailand a tourist destination. Thai and foreign tourists think of and decide to travel 4) to rebound stimulate the market of foreign tourists to revive in a fast time, and 5) to rebalance for sustainability.

1.3) Adjusting the current marketing model to digital marketing, it has been found that online media in communication for the government sector nowadays has still a lack of development. Currently, small entrepreneurs have developed to support the market demand, but still, they have trust in operator information. Therefore, the presentation of products through online channels or social media has a quick presentation and sharing. In addition, co-designing travel trips can meet different needs. The entrepreneurs should adapt to accommodate the future. The new lifestyle after covid 19 will go digital and cashless society and will replace the old version. The adjustment of the marketing model in digital marketing and online marketing is to determine the price of travel goods and services. The model of selling products in the past has been changed from selling the shop to tourists to online sales using social media in the sales of tourism products. It is currently extremely important. Supporting to research results, Naruemon Anusonthipat (2020) conducted research on the economic adaptation of tourism in the midst of the Coronavirus Disease 2019 (COVID-19) crisis in Thailand. Thailand's tourism adaptation amid this epidemic. There should be adjustments in five areas: 1) adaptation in enhancing community tourism potential raising the standard of community tourism to create more confidence in tourists as well as develop and increase the competitiveness of the community. 2) adjustment in economic recovery in tourism Promote the exchange of timely, reliable information and seek cooperation with dialogue partners and strategic partners. and stakeholders in support and relief measures in the tourism sector to deal with the challenges in this situation. 3) tourism business adaptation uses the 9Ps principle to increase the competitiveness of the Thai tourism industry. 4) the adaptation of modern tourism behavior by using these principles to be useful includes globalization, and niche tourism. digital life safety during travel low-cost airlines political policy and the aging society. Lastly, 5) the adjustment in crisis response and communication effect on the tourism business that needs to be adapted. There has been a development of communication channels on disease control risks and to create knowledge for people to feel safe in tourism.

2) The risks of the tourism industry during the COVID-19 crisis are presented in the discussion of each aspect as follows:

2.1) Perceiving and managing risks, it has been found that the current epidemic situation has an immediate impact on the economy, Particularly in the tourism industry. Therefore, every organization should provide risk planning to sustain the impact of the business under its appropriateness or context; the business to survive. However, some small businesses will have a greater impact in closing or shutting down a large number of businesses, whereby the state has to come up with helping and healing. Therefore, in the public and private sectors standard, the SHA SHA+ standard, is established for recognizing and managing the risks of the establishment as well as raising standards of cleanliness or hygiene safety. This standard will be concise with products and services by marking a brand that will help building confidence to consumers. This is in line with the findings of Thaksina Saenyen and colleagues (2020), the conducting research on COVID-19 is responses to display the impact on the aviation industry. The result showed that the impact of COVID-19 on the aviation industry is understandable in current situation, as a result of the changing behavior and self-defense awareness in today's journey. The result of change occurs in a new lifestyle change, such as in social distancing causing the travel style change and affect the aviation industry both directly and indirectly. It is essential to address that the change of lifestyle after the easing of the COVID-19 situation and the survival of the aviation industry are key concerns. The stakeholders need to take seriously to address on the issue because the aviation industry is a variable and it is important for driving the country's economy.

2.2) Organizational management under risk, it was found that the organizational management under the risk of tourism industry enterprises in accordance with public health measures during the COVID-19 crisis. Tourism industry establishments have to plan their business corresponding to public health measures by focusing on safety. It is important to build confidence to tourists in the future along

with supporting various crises to arise the business planning of the tourism industry, which has begun to change more since the start of the covid-19 epidemic. To stimulate travel and to plan more comprehensive services are to make the journey along with the use of digital technology to produce tourism products and services with efficiency. According to the providing services in public health measures under the COVID-19 crisis, the research results of Phra Maha Arun Panyaruno et al. (2020) display that government management in the coronavirus disease 2019 crisis, government administration, has considered an important part of the treatment of suffering and happiness for their members. During the coronavirus disease 2019 situation, it is very important to manage the country as well as to drive the country at the same time. The government is a key player in the performance of the Constitution of the Kingdom of Thailand B.E. 2560 (2017). The measures are regulated by the policy and government agencies which are as tools or important part in the management of the novel coronavirus disease 2019. The measures have been taken by both the public and private sectors, as well as various agencies, therefore, this part helps the government to perform the duties of the state; under the constitution in full force. The purpose of this article is to explain how is the management and how the organizations deal with the spread of the coronavirus disease 2019 to the fullest potential of the government, the private sector, and all medical personnel. It is important to prevent and drive the country through this epidemic crisis as well as discuss an overview of relevant countermeasures by government agencies which have been studied. To assess the impact on the quality of life, environment, and health of people or communities and organize are to share the opinions of stakeholders, people and communities involved, and at present, Thailand is able to cope with the epidemic very well at the top of the world level.

3) Management approach and tourism promotion according to the National Tourism Development Plan under the Covid-19 crisis, it was found that most management practices focus on public health safety by trying to control the epidemic and campaigning the social distance for entrepreneurs to work from home and refrain from traveling. At the first phase of the epidemic, it is unclear because the situation occurred before the high season and the behavior of tourists still lacks discipline. In addition, for some types of tourism activities, they are not ready for safety measures in all aspects, access to vaccines is therefore a solution that can control the epidemic and make tourism return to tourism as quickly as possible. Furthermore, controlling and establishing guidelines for public health safety and sanitation, including hygiene measures should be applied and promoted in niche markets where help to grow more in the future. Moreover, there should be a clarification in terms of hygiene procedures by creating a body of knowledge and understanding of the epidemic at all levels. This is consistent with the research results of Thipat Yimprasert (2020) researching on Applying Sufficiency Economy Philosophy and Tourism Psychology. The guidelines to Drive and Revitalize Community-Based Tourism After the Novel Coronavirus Disease 2019 (Covid-19) showed that the application of Sufficiency Economy Philosophy and Tourism Psychology are suit to drive and revitalize community-based tourism after the novel coronavirus disease 2019 (Covid-19) crisis. It can be concluded that the community consists of 1) “moderation” is planning that understands the potential and what the community has through the analysis of key factors called "community capital", 2) "reasonable" is to drive the community for tourism to be attractive, easy access, accommodation, facilities, and standardized tourism activities, 3) “good immunity” is planning in various areas with efficiency, transparency, and accountability, and 4) operating under the conditions of knowledge and morality for sustainable tourism development of the community.

Therefore, the application of psychological processes or factors will create good morale for tourists to build confidence in the community, including the community's population who are be able to effectively drive the operation of community tourism and to develop the skill, according to the Sufficiency Economy Philosophy.

5.3 Recommendation

The results of this research can be applied to the guidelines of tourism management and promotion according to the National Tourism Development Plan under the COVID-19 crisis as follows.

1) Measures to improve the quality of remedial management should be established for uncomplicated people and should heal people in the epidemic situation of infectious disease, for example, people who use push-button phones cannot register online to receive compensation should go to local leaders.

2) There should provide the measures to improve the quality of travel management, both domestically and internationally, to be more stringent to reduce the spread of COVID-19.

3) There should be measures to improve quality of life management. People's society, coupled with healing people in the situation of the epidemic of the coronavirus disease (COVID-19).

4) Zone policy should be set and the combination of utilization of the area has to be diverse and completed. Moreover, setting a policy to improve the hygiene of the travel service industry should be raised to the standards of public utilities and security and should focus more on marketing and branding the city as a sterile area. The tourists who seek for safety and want to live in long-term will be able to make their traveling to Thailand as a Hi Trip and Hi Trust.

5) Improving the hygiene of the tourism industry requires to raise public utility and safety standards, such as accommodation and entertainment services. Thus, the investments should be made to improve epidemic security.

References

- Anusonphat, N. (2010). Economic adjustment. Tourism in the time of the COVID-19 crisis. *Humanities Journal and Social Sciences*, 8(1), 21-35.
- Chamnina, E. (2020). The competence of the government sector and tourism management in the south of Thailand. Coronavirus Disease 2019 (COVID-19). *Journal of Buddhist Social Sciences and Anthropology*, 1(1), 110-120.
- Department of Tourism. (2019). *Tourism Development Strategic Plan B.E. 2018 – 2021*. Retrieved December 13, 2020, from <https://www.dot.go.th/storage>.
- Jaedsuk, S. (2011). *Organization and management*. Bangkok: Kesin.
- Office of the National Economic and Social Development Council. (2020). Economic and social recovery plan from the impact of the Covid-19 virus. Retrieved 3 January 2021, from <http://nscr.nesdb.go.th/wp-content/uploads/2020/07>.
- Jeerapat, W. (2006). *Nursing Information System in Teaching Documents*. Nursing Information and Research Units 1-5, P.131-173, Print No. 5. Nonthaburi. Sukhothai Thammathirat Open University.

- Klaphachan, P. (2008). *Risk Management*. Bangkok: Prachaya Publishing. Maninak, J. (2005). *Enterprise Risk Management*. Bangkok: Final Printing.
- Ministry of Tourism and Sports. (2020). *Report on the economic conditions of tourism in the 3rd quarter of 2019*. Retrieved 18 December 2020, from [https://www.mots.go.th/Tourism Economic Report](https://www.mots.go.th/TourismEconomicReport).
- Panyaruno, A. (2020). Government Management in the Coronavirus Disease Crisis 2019. *Journal of Education*, 8(1), 112-122.
- Prachachat online business. (2020). *Driving the economy and distributing income to the local area*. Retrieved 18 December 2020, from https://www.prachachat.net/news_detail.php?newsid=1498522033.
- Pimonsompong, C. (2014). *Planning and development of tourism markets*. Bangkok: Kasetsart University.
- Sereerat, S. (2002). *Organization and management*. Bangkok: Thammasarn Printing House.
- Seanyen, T., Wentbap, W., Chuayprasit, W., Srayudh, K., and Hasoh, A. (2020). Analysis of the COVID-19 response: impact on the industry. *Aviation. Interdisciplinary Journal of the Humanities and Social Sciences*, 3(2), 210-220.
- Tat Review. (2020). *Forecast the trend of tourism situation*. Retrieved December 5, 2020, from <https://www.tatreviewmagazine.com/article-category/snapsho>.
- Tat Review. (2019). *The direction of Thai tourism in 2019*. Retrieved December 5, 2020, from <https://www.tatreviewmagazine.com/article/tourism-thailand-2019>.
- Tararattanasuwan, S. (2020). *The impact of the COVID-19 virus on Thailand's tourism crisis*. Bangkok: Secretariat of the Senate.
- Thepchit, S. (2020). *COVID-19 Pandemic: Public Policy Responses to Coping with Issues of the Civil Service Commission*. Retrieved October 22, 2020, from <http://www.setthasarn.econ.tu.ac.th/blog/>.
- Wae, A. (2020). COVID-19 and learning to change health behavior today. *Journal of the Association of Health Education Professionals*, 35(1), 24-29.
- Wannathanom, C. (2011). *Planning and organizing tour programs*. Bangkok: Wirat Education.
- Yimprasert, T. (2020). Application of Sufficiency Economy Philosophy and Tourism Psychology: Guidelines Driving and revitalizing community-based tourism after the new coronavirus crisis 2019 (COVID-19). *Journal of Arts*, 20(2), 402-420.