Dissertation supervisor`s assessment

I. Author: Nuthanut Kewsuwan

Title: Digital marketing for promoting Thailand Tourism, case study: The Tourism Autority of Thailand

II. Objective of the thesis and its fulfilment

All objectives of the thesis stated in the assignment of diploma thesis were fulfilled according the requirements.

III. Content processing and approach to diploma work conception

Nuthanut thesis deals with very actual theme and managerial problem within the industry that is of a big importance for Thai economy. Digital marketing is not so costly as other marketing communication tools, but it is also not free of any costs and human work. And in tourism specifically digital marketing starts to be one of competitive advantage and an effective and efficient way to attract new and keep loyal existing customers – tourists when used properly. Nuthanut focused relatively very narrowly on chosen issues within digital marketing activities of Thai´s national tourism organization (TAT) and this relatively narrow focus makes possible to investigate effectiveness of its current digital marketing strategy among two segments of tourists – domestic and foreign. Both segments are of the same importance of Thai´s tourism and such decision of the author must be appreciated. Moreover, results can be compared and strategies can be adapted according the differences for individual segments.

What I would like to point out is the extreme effort of Nuthanut when writing the thesis. On top of that (although this is not maybe relevant for the assessment) she spent three months at internship programme (it is very important for her future life and not just career) when working on thesis. I am quite sure that despite some limitations that are in her thesis the work will be very useful for TAT and brings very interesting ideas.

Nevertheless, thesis has some limitations (as it was introduced above) that should be mentioned. The first one is the style of writing which means that it is not easy to read it and to hold the attention and reader can find him/herself lost in the text. The second is the statistical method applied for the analysis of data. Unfortunately I have not seen the questionnaire before the thesis was ready and the form of questions and their recodig does not correspond with the used method. So, some results loose its information power what can negatively affect some of suggestions. On the other side, numerous suggestions (16 pages) are based on literature review which is really very extensive and thus employable fully in the practice of TAT.

IV. Formal particulars of the diploma thesis and layout

All formal requirements are fulfilled in accordance to the requirements together with citing resources (10 pages of references) used.
V. Comments about the thesis

I have no comments both to the thesis and to the approach of the author to the process of writing.

VI. Questions recommended to detailed explanation during defence

1. There is one other limitation in your survey that concerns potential gaps between what people say and what they really do. Can this be reduced in surveys? And can it be also different in different cultures?

VII. Conclusion

The master thesis meets both the content and formal requirements.

As the supervisor of thesis being aware of the process of writing and despite some limitations I suggest the grade A. I am not aware of any plagiarism in this thesis.

Alena Klapalová, Ph.D.

Brno, 11.6.2014