

**Christian Westbeld**

# The Impact of 9-11 on Thailand's Tourism Industry by Focusing on the First-Class Hotel Market in Bangkok

**Diploma Thesis**

**Bibliographic information published by the German National Library:**

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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ISBN: 9783832459079

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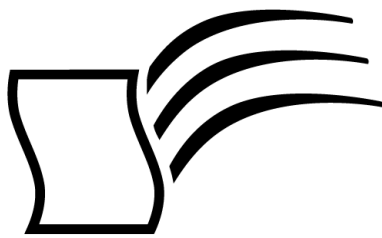


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**Diplomarbeit  
an der Hochschule Harz (FH)  
Fachbereich Wirtschaftswissenschaften  
3 Monate Bearbeitungsdauer  
August 2002 Abgabe**



***Diplom.de***

Diplomica GmbH \_\_\_\_\_  
Hermannstal 119k \_\_\_\_\_  
22119 Hamburg \_\_\_\_\_

Fon: 040 / 655 99 20 \_\_\_\_\_  
Fax: 040 / 655 99 222 \_\_\_\_\_

agentur@diplom.de \_\_\_\_\_  
www.diplom.de \_\_\_\_\_

ID 5907

Westbeld, Christian: The Impact of 9 - 11 on Thailand's Tourism Industry by Focusing on the First - Class Hotel Market in Bangkok

Hamburg: Diplomica GmbH, 2002

Zugl.: Wernigerode, Fachhochschule, Diplomarbeit, 2002

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<http://www.diplom.de>, Hamburg 2002

Printed in Germany



*The Impact of 9-11 on Thailand's Tourism Industry*

*By Focusing on the First - Class Hotel Market*

*In Bangkok*

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# List of Abbreviations

ADR	Average Daily Room Rate
ASEAN	The Association of Southeast Asian Nations
BITEC	Bangkok International Trade and Exhibition Center
BMW	Bayrische Motorenwerke
BTS	Bangkok Transit Skytrain
CEO	Chief Executive Officer
CFO	Chief Financial Officer
COO	Chief Operating Officer
E.g.	For example
EU	European Union
Etc.	Et cetera, and so forth
FDI	Foreign Direct Investment
FIT	Foreign Individual Traveler
GDP	Gross Domestic Product
GDS	Global Distribution System
GM	General Manager
IATA	International Air Transport Association
ITB	Internationale Tourismus Boerse
JTB	Japan Travel Bureau
MICE	Meetings, Incentives, Conventions and Exhibitions
NIC	Newly Industrialized Countries
PATA	Pacific Asia Travel Association
Ph.D.	Doctor, Dr.
PWC	PriceWaterhouse Cooper
RevPar	Revenue per available room
SAS	Scandinavian Airline Systems
SPG	Starwood Preferred Guest Program

TAT	Tourism Authority of Thailand
THA	Thai Hotel Association
U.K.	United Kingdom
U.S.A.	United States of America
U.S.	United States
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council