

Conference Abstract

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Thai Tourism Context: A Lesson for International Educators'

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Tourism, economic development and the internationalisation of education are interrelated. It is argued that the number of tourists visiting New Zealand from a particular country has a positive relationship to the number of students coming to New Zealand from that country for tertiary education. During the last few years, New Zealand has been acknowledged as one of the most attractive places in the world for tourists. As a result, not only have tourists coming from European countries increased but tourists have also increased from Asian countries such as China, India, Thailand, etc. The increasing trend of students from Asian countries might have a significant indication for New Zealand for adopting international education and tourism policy.

This paper explores the relationship between the internationalisation of education and the growth of tourism - with a particular reference to the country Thailand. The study suggests that policy formulation in favour of attracting tourists from Asian countries might contribute positively to the growth of the internationalisation of education. Lessons from this study might be interesting for the conference participants as well as for policy makers.