

THEMATIC TITLE	THE DEVELOPMENT OF LAWS REGULATING TOUR GUIDE
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ABSTRACT

At the present, the revenue from tourism is a significant factor which drives the business of Thailand. In this more opened society, granting more liberty of Thailand, it is indisputable that the people travel both domestically and aboard. Since the international travel is more comfortable as well as the international relations resulting in more communication internationally, the tour guide has become an occupation. Following that, there are more tour guides, it leads to the more competition and the tourism business becomes an industry that generates a great deal of revenue to the country. Therefore, the systematization of the tour guide occupation should be required.

Generally, the tourist expects to receive the accurate information in respect of the tourist attractions in various aspects including the background, culture, language and many others. There are two major problems with respect to the tour guide i.e. (a) tour guide without required license and (b) sitting guide, which is the event where a licensed tour guide accompanies with a tour group in order to satisfy the legal requirement that there is a licensed tour guide in a tour group, yet does not act as an actual tour guide. This results that the tourist may not receive the accurate information or receive any misleading information in relation to the tourist attractions. One root cause of the said problem is that the qualification of the licensed tour guide is specified in a very high level. Some tour guide whose education background does not meet the legal requirement is not eligible to request for a tour guide license.

According to the research, in requesting the tour guide license, unlike Thailand, the qualification of the licensed tour guide is not specified in a very high level. In contrast, fundamental qualification and requirement are specified; for example, only a pass of a designated course is required.

Therefore, the author is of the view that there should be an enactment of “the Council of Tour Guide of Thailand Act” in order to make the tour guide as a profession under the regulation of the same group of people in the same profession, like doctors or lawyers, which shall be beneficial and reduce the illegal tour guide and sitting guide problem since, in general, the same group of people has more understanding regarding the same circumstance and problems. Therefore, the establishment of the Council of Tour Guide of Thailand, which is conferred the governmental authority, should be required.