

The reasons why Thai passengers choose Thai Airways

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Abstract

Travelling is a popular activity nowadays, people turn to interested in this area because they can open their new world and find out new things. Moreover, there are a bunch of careers which contain travelling in the responsible area such as a position of public relation, and there is also “work and travel” which comes to be more popular continually.

Travelling has to be concerned with many areas because not only passengers who are normal people, but business passengers are also included, so they have to choose the best choice which is meant to be an airline that trustful and beneficial. Thai Airways is one of Thai airlines that represent Thai cultures quite well, and also about their service that impress most of their passengers. The purpose of this research are to present the reason why Thai passengers choose Thai Airways the most and the pros of Thai Airways at the same time. Because of the scope of this research that leads the content to be about the advantages that the passengers will get and the area that nearly to be in Thailand more than others. From the purposes and the scope of the research, the information is found as the main point is clearly to simplify as the attractive offering of Thai Airways airline. As the result, the reason why Thai passengers choose Thai Airways is come into a various benefits that passengers will achieve.

Keywords: International, Advantages, Beneficial, and Convenience

Introduction

“Smooth as Silk” is the slogan of Thai Airways which means they will take the passengers to the destination as smooth as silk that passengers will feel relax and comfortable along the flight. Not only with the journey, but the service also, as Thai Airways is a Thai airline that means they will serve you with Thai culture. All the acts will come from their heart such as smiling, greeting (Wai), or taking care of you because the empathy is the main service.

If passengers want to travel in Thailand, the airline that they should trust will be Thai airlines because no one knows the house better than the owner. Especially, Thai Airways should be the first choice that comes in their thought, with the name that extremely represent Thailand. Service is important, however, safety is more important than anything else because your vacation can be turned upside down if any accident happens.

The benefits of travel with Thai Airways do not end with safe flight and high quality, but the company gives a forward gift point to the passengers within their card that means to valuable miles that passengers can collect from travel with Thai Airways. Because of being worldwide or international by being a member of the largest network airlines, Star Alliance, passengers can get benefits successively.

The good news for not only Thai passengers, but foreign passengers is Thai Airways expands their connection to PayPal, a huge digital payment service, which means booking and paying for the ticket are a piece of cake. The internet seems to be influenced on every area and Thai Airways always tries to adapt the company to be as easy as possible to passengers to access.

To be beneficial to all passengers and to provide an ease to all method that the passengers have to deal with are the most attractive things that make Thai Airways be the best airline in Thailand. More than that, with Thai culture which is very gentle as everybody in the world knows, passengers will impress with all things Thai Airways provides for them. Thai Airways is not popular in Thailand, but international.

The place that we will feel comfortable the most is absolutely our home, so that the kind of people that can make we feel relax as well will be people that live in the same home as our family. Thai people has a unique culture as others and we are familiar with our culture more than others for sure, so Thai passengers choose Thai Airways as the first choice because of these reason above and especially because we are the same. When we are same as each other, there is more percent to realize exactly what others want that Thai Airways can serve a definitely correct answer for their passengers.

Objective of the research

- To present the advantages that passengers can achieve when they choose Thai Airways
- To present the reason why Thai passengers choose Thai Airways the most
- To present the pros and developments of Thai Airways

Research Methodology

- (1) Thai Airways is a member of Star Alliance, the largest network of airlines in the world, so passengers can collect traveled miles not only with Thai Airways, but also other members in Star Alliance.
To be as a member of Star Alliance is not only mean that Thai Airways is international, but it also means that Thai Airways is trustful because there are lots of criteria to be in Star Alliance network. Thai Airways corrects all the needed area and proves that Thai Airways worth to be in the position. The company tries to provide all the best things for their passengers and they do not give the benefits to their passengers just when passengers travel with them, but even when the passengers choose another airline, the passengers still get the benefits from their connection.
- (2) The Royal Orchid Program has 4 levels of membership which are the entry level, Silver, Gold, and Platinum. The Platinum is the highest level that passengers will get benefits the most such as unlimited complimentary upgrades, additional luggage allowance, priority service at the airport, and access to Royal First Class Lounges.
- (3) There are the Super Deal sections on Thai Airways website which passengers can check and choose the special fares. These Super Deal sections are like the special benefits for passengers who wants to travel with a low payment. Thai Airways has these special promotion along the year with the different destinations that passengers can choose and compare the fares easily from the internet.
- (4) There are many package deals which include tours to various places, hotels, and other perks. If passengers want to travel, but they do not know the destinations where they should go or the accommodations where they should book, there are many offers with promotion that provided for them in Thai Airways website.
- (5) Foreigners can make a payment easily with Thai Airways because PayPal, a huge digital payment service, has made a contract with Thai Airways since 2017. This development stands for unstopability to grow up and make more connection to be international and provide the most convenient service for all passengers. Thai Airways does not give an empathy to only Thai passengers, but foreign passengers as well.
- (6) The most important reason of choosing Thai Airways is communication because communication is a key. Even nowadays English language is used as an international language, there are people who cannot use it as well. So, when Thai people fly with Thai Airways, they do not have to be worried about communication because we use the same language, moreover, our culture is the same that means Thai Airways will understand all of what passengers want.

Conclusion

Thai Airways should be one of the best choice of passengers in case they want to either travel to Thailand or travel in Thailand because all advantages seem to be nice for all passengers quite a lot, yet Thai Airways will make you impress of Thai culture for sure. Security system, service, special deals, and successively benefits are all provided to passengers with love and care to make all journey become the best journey ever.

Moreover, Thai Airways continually develops their systems and connections to create an easy way of booking and payment for passengers. Decreasing confusion that might happen to passengers, increasing clarity of each step that passengers have to deal with.

Empathy is the key of every service in the world and Thai Airways always give an empathy to passengers as much as possible. The company cares since a little dot to a giant point to make everything going well and impress passengers to travel with Thai Airways in every flight.

Discussion and Recommendation

Even there are lots of airlines as a big competition, Thai Airways still stands to provide the best service to all passengers. Passengers have more than one choice is a normal thing that happens all the time, but how to be the first choice that passengers choose is what Thai Airways always tries to do.

Passengers have their rights to check and choose what they want, moreover, the digital world right now can provide more than a thousand pieces of information that can prove to passengers very clearly. So, as a recommendation, passengers should go and check online, then they will not lose their opportunity to have a happy journey.

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