



The disaster of Thai airways research

For

IAL 3407

Customer Relationship Management
and Passenger Satisfaction Survey

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Abstract

I do this research for find the crisis of Thai airways , what causes of the disaster and how should this crisis be resolved by analysis qualitative research method.

The methodology used in this study is a qualitative research based on various theories and literature reviews with the conceptual framework of new public management and governance along with the experiences of many important contributors.

In term of finding, the researcher found factors causing problems in Thai airways is world change but Thai airways still do the same in the same problem for a long time.

Keywords: Crisis, Resolved Thai airways

Introduction

Thai Airways International Public Company Limited is the national carrier of the Kingdom of Thailand. It operates domestic, regional and intercontinental flights radiating from its home base in Bangkok to key

destinations around the world and within Thailand. Thai Airways International was founded in 1960 as a joint venture between Thailand's domestic carrier, Thai Airways Company (TAC) and Scandinavian Airlines System (SAS), Thai Airways is a founding member of the Star Alliance. Fly over 63 international destinations in 32 countries and 10 in domestic, using a fleet of over 100 aircraft (From official website). Thai Airways was once the operator of the world's longest non-stop routes between Bangkok and Los Angeles and New York City

Research methodology

This is the question that I asked from conceptual framework of new public management and governance along with the experiences and who work in aviation with many experiences.

- How do you think about Thai Airways?
- What made you think that the crisis of Thai Airways?
- Suggestion (About improvements or problems)

In this research is a qualitative research. The cause of the disaster of Thai Airways from my survey people mostly think that Thai Airways use their employee too much waste if compared with other airlines and ticket fare is really expensive until it's make customer buy ticket from cheaper airline and it's the truth but it have the cause it has a reason for not being able to reduce the ticket price that I summary it's 5 items

1. The aviation industry is a difficult industry, like a Warren Buffett said aviation industry is a death trap for investors because it's hard to manage, High competition and low profit airline nowadays Airlines must always adapt, use a new technology and have a new strategies all the time. but Thai Airways is not like that.
2. Loss of advantages that Thai Airways has ever had Thai used to be hub of Asia but nowadays is Singapore and open sky policy that make other airlines open the new route and cheaper than Thai Airways.
3. Problems from being State enterprise that makes it not flexible Making it difficult to perform various operations, including approval and other.

4. Very high cost in Available Seat Kilometer costs come from various costs in business such as aircraft, investment cost Office, garage, spare parts, flight lounge, fuel cost so for Thai airways it's higher than other airline that make Thai airways not being able to reduce the ticket price.

5. Problem inside in this part I won't tell much It is as many people have heard (such as Purchase of a340-500 without use, Internal corruption).

Objective To find and resolve the crisis of Thai airways by analysis form news and from who work in aviation with many experiences .

Conclusion

The qualitative research is explain The disaster of Thai airways so this topic is public attention it's make researcher easy to find the data and found the real crisis of Thai airways, Thai airways have crisis in management and the most important is internal corruption Both government and insider in this case researcher study how other airline recover their business and found one very interesting method.

Recommendation

The researcher found the most interested method to recovery Thai airways from Japan airline

Japan airline recovery plan (2013)

- Lay off 15,600 employees or over 30% of employee.
- Selling over 60 unused aircraft.
- Adapt and cancel non profitable routes
- Restructure and shareholding proportion (to public and private company)

As I study it's can adapt with Thai airways as well, moreover Thai airways Should be transparent and verifiable.

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