

**CONCEPTUAL FRAMEWORK: MARKETING ADAPTATION STRATEGY AND AEC COMPETITIVENESS
OF THAI TRAVEL AGENCY ENTREPRENEUR**

Acharya Issarapaibool, Mahasarakham Business School, Mahasarakham University, Thailand

dx.doi.org/10.18374/IJBS-14-3.19

ABSTRACT

The purpose of this study is to examine relationships between the constraints of marketing adaptation strategies that influence the creation of competitiveness of travel agency entrepreneur's performances in Thailand as the ASEAN Economic Community (AEC) appears. A triangular research methodology is used to collect data concerning depth perspectives and awareness of a drastic change in entrepreneurship in the region of AEC. Data collection is designed into two phases. An in-depth interview is used as a first phrase to collect data from chief executive officers (CEOs) of travel agency companies in Thailand. A survey questionnaire is conducted as a second phrase to collect data from top executives from local business in the same region. This study develops 5 propositions. Simultaneously, this study tries to find out different formation overall factors. A result of the study will be to benefit the promotion of AEC competitiveness and encouraging creativity and innovation among successful entrepreneurs. Other important findings the propose of this study which is market information effect enough and more helpful to increase the business performance. Contributions and suggestions are provided for the future research.

Keywords: *Marketing Adaptation Strategy, AEC competitiveness's entrepreneurs, Entrepreneurs' performance.*