

INCREASED EQUALITY OF OPPORTUNITY THOROUGH INTERNATIONAL TOURISM

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ABSTRACT

There is debate over the impact of international tourism on creating quality jobs and reducing poverty in developing economies. This paper explores the perceptions of entry level and non-managerial workers of the impact of international tourism on both their own lives and the country as a whole. A matched-pairs analysis was used to compare the views of workers in Thai-owned versus foreign-owned companies. Overall the workers perceptions were positive on the impact of tourism on their own lives and the country as a whole, while there was no significant difference between the workers' attitudes in the two categories attitudes towards the impact on their own lives although workers in foreign-owned firms had significantly more positive attitudes towards the impact on the country as a whole than workers in Thai-owned companies.

Keywords: international tourism,Thailand,workers perceptions, foreign-owned firms