ABSTRACT

This research is motivated by the major role of tourism for economic development Thiland as well as Thailand's political history that has been dominated by military coups. Military coup in 2014 occurred due to the fall of Prime Minister Yingluck Shinawarta, sister of Prime Minister Thaksin Shinawarta in 2006. The fall of Prime Minister Yingluck lead to conflict between the realists reactionaries and Shinawarta supporters as happened in 2006 and 2010. The political crisis Thailand have yet to find a solution is feared will continue to trigger another military coup. This could adversely affect Southeast Asia, especially ASEAN, which in December 2015 will implement the ASEAN Community, namely the integration of the member countries of ASEAN. ASEAN Economic Community (AEC) is one of the three pillars of the ASEAN Community that is engaged in the economic sector. AEC will transform ASEAN into a region with free movement of goods, services, investment, skilled labor, and freer flow of capital. With these, the Thai government should improve Thailand's competitiveness to be up against AEC by 2015, especially in the tourism sector. If tourism in Thailand falls apart, then the state will collapse. When a military coup, imposed a curfew, it will not last long, the impact went straight to lower-class people whose business depends on tourism.

Key Words: Thailand, Coup, ASEAN Economic Community, Tourism.