

Innovative Communication for Promoting Tourism in Southern Thailand

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Abstract : This research aim (1) to determine the content of communication, social capital and cultural capital to promote tourism in the province to create awareness, motivation and desire to tourists visiting Thailand (2) to evaluate the performance of innovation communication social capital and cultural capital to promote tourism southern of Thailand. This research is a qualitative research. A research synthesis projects on social capital and cultural capital by use focus group discussions with media professionals and academics to communicate using a random sample specific. The result show that (1) Innovative communication, social capital and cultural capital and effective communication innovations after everyone wants to travel to Ranong province is the very highest level. (2) Information and experience about Ranong at a high level. (3) The data shows the strengths of each of the attractions at a high level. (4) The data shows a lifestyle that is unique to the province is moderate.

Keywords : innovative communication, promoting tourism, southern of Thailand, social capital

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