

The Digital Video and Online Media Development for Integrated Marketing Communication and Tourism Promote in Taling Chan District, Bangkok

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Abstract : This study purpose to develop video to promote cultural tourism in Taling Chan District. For qualitative research, the sample size was 40 people from 5 group of the tourism entrepreneur in Taling Chan district, conducted the key informants' content analysis by using focus group and structures in-depth interview from all stakeholders. Quota sampling was used for this kind of research. The findings indicated that get media video marketing and tourism contribute a set length 11.35 9 minutes there is plenty of social capital in Taling Chan District including detail like local wisdom, knowledge, and way of thinking related to nature, history, historic document, occupation, administration and attribute of local people. Additional research found the new path of travel through the water route according to Khlong Bang Ramat called Route 9 temples that travelers can travel by boat are available in the market in four areas Taling Chan also as well.

Keywords : digital video, integrated marketing communication, online media development, Taling Chan district

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