FUTURE PERSPECTIVES ON COMMUNICATION MANAGEMENT FOR PROMOTING TOURISM IN CHACHOENGSAO PROVINCE (2024-2027)

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ABSTRACT

Purpose: This research aims to examine the communication management strategies employed to promote tourism in Chachoengsao Province from 2567 to 2570 and to elucidate the future perspectives of communication management within the framework of the theory of global unity, encompassing the concept of "one species, one society, one culture, one language, and one religion".

Theoretical Framework: This study employs communication theory, theory of management, particularly the POSDCoRB theory, providing a comprehensive framework for contemporary management.

Design/Methodology/Approach: This research employs a mixed methods design, combining qualitative insights from focus group discussions with expert opinions gathered through the Delphi Technique. The study focuses on tourism communication management in Chachoengsao Province, utilizing a sample of 91 participants for focus group discussions and engaging 14 experienced professionals in tourism and communication management for the Delphi Technique. The research employs a variety of data collection tools, including interviews, open-ended questionnaires, and closed-ended questionnaires, and utilizes content analysis, median values, and interquartile range calculations for data analysis.

Finding: The study findings reveal that 1) Chachoengsao Province boasts a variety of tourist attractions spread across its 11 districts 2) Tourism promotion through integrated advertising and public relations communication management involves various channels, including: (1) Online Channel which are communication initiated by tourists, influencers, and relevant organizations through platforms such as websites, Facebook, and Instagram. (2) Offline channels encompass a variety of traditional methods for promoting tourism, including vinyl banners, billboard advertising, mobile advertising, roadside banners, word-of-mouth, and cultural and traditional heritage events and activities.

Research Practical and Social Implication: In the future, tourism communication management in Chachoengsao Province should strategically embrace modern and expansive approaches. This includes implementing contemporary and wide-reaching tourism communication methods, such as: Organizing Online Events, Metaverse Technology, Artificial Intelligence (AI), Virtual Reality (VR) and Augmented Reality (AR) Technologies, Web 3.0 Technology, Customer 360° Technology, Internet of Things (IoT), 3D Printing and Blockchain Technology 3) Experts have the following consensus opinions as in projecting the future vision of tourism communication management in Chachoengsao Province (2024-2027), it is envisioned to be carried out through the concept of oneness, encompassing physical oneness, biological oneness, psychological oneness, and sociological oneness. This will leverage the province's potential across various aspects, including infrastructure, transportation, cultural heritage related to tourism, economic positioning, livability, and the residents' love for their province.

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PERSPECTIVES FUTURAS SOBRE A GESTÃO DA COMUNICAÇÃO PARA PROMOVER O TURISMO PROVÍNCIA DE CHACHOENGSAO (2024-2027)

RESUMO

Propósito: Esta pesquisa tem como objetivo examinar as estratégias de gestão de comunicação empregadas para promover o turismo na Província de Chachoengsao de 2567 a 2570 e elucidar as perspectivas futuras de gestão de comunicação no âmbito da teoria da unidade global, abrangendo o conceito de “uma espécie, uma sociedade, uma cultura, uma língua e uma religião”.

Estrutura Teórica: Este estudo emprega teoria da comunicação, teoria da gestão, particularmente a teoria PODCoRB, fornecendo uma estrutura abrangente para a gestão contemporânea.

Design/Metodologia/Abordagem: Esta pesquisa emprega um projeto de métodos mistos, combinando insights qualitativos de discussões em grupo focal com opiniões de especialistas reunidas através da Técnica Delphi. O estudo se concentra na gestão de comunicação do turismo na província de Chachoengsao, utilizando uma amostra de 91 participantes para discussões em grupo focal e engajando 14 profissionais experientes em turismo e gestão de comunicação para a Técnica Delphi. A pesquisa emprega uma variedade de ferramentas de coleta de dados, inclusive entrevistas, questionários abertos e questionários fechados, e utiliza análise de conteúdo, valores medianos e cálculos de intervalo interquartil para análise de dados.

Constatação: Os resultados do estudo revelam que 1) a Província de Chachoengsao possui uma variedade de atrações turísticas espalhadas por seus 11 distritos 2) A promoção do turismo através da publicidade integrada e gestão de comunicação de relações públicas envolve vários canais, incluindo: (1) Canal on-line que são a comunicação iniciada por turistas, influenciadores e organizações relevantes através de plataformas como sites, Facebook e Instagram. (2) Os canais off-line abrangem uma variedade de métodos tradicionais para promover o turismo, incluindo bandeiras de vinil, publicidade em outdoors, publicidade móvel, banners na estrada, boca-a-boca e eventos e atividades culturais e tradicionais do patrimônio.

Pesquisa Implicação Prática e Social: No futuro, a gestão da comunicação turística na Província de Chachoengsao deve adotar abordagens modernas e expansivas. Isso inclui a implementação de métodos de comunicação turística contemporâneos e de amplo alcance, tais como: Organização de Eventos On-line, Tecnologia Metaverse, Inteligência Artificial (IA), Realidade Virtual (RV) e Realidade Aumentada (AR) Tecnologias, Web 3.0 Tecnologia, Cliente 360° Tecnologia, Internet das Coisas (IoT), Impressão 3D e Tecnologia Blockchain 3) Especialistas têm as seguintes opiniões de consenso como na projeção da visão futura da gestão de comunicação do turismo na Província de Chachoengsao (2024-2027), está previsto para ser realizado através do conceito de unidade, abrangendo unidade física, unidade biológica, unidade psicológica e unidade sociológica. Isso vai alavancar o potencial da província em vários aspectos, incluindo infraestrutura, transporte, patrimônio cultural relacionado ao turismo, posicionamento econômico, vivabilidade e o amor dos residentes por sua província

Originalidade/Valor: Neste processo, o estágio de planejamento é crucial, exigindo clareza e precisão. Além disso, uma gestão eficaz da comunicação turística na província de Chachoengsao dependerá de uma compreensão das estratégias políticas, leis, regulamentos e alinhamento com as opiniões da população local. Canais de comunicação bidirecionais, especialmente plataformas online, como sites, mídias sociais (Facebook, Instagram, Twitter, LINE OA, TikTok, Pantip, LinkedIn, YouTube) e tecnologias avançadas, incluindo IA, sistemas de pagamento sem toque e conceitos de turismo inteligente.

Keywords: Perspectivas Futuras, Gestão da Comunicação, Promoção do Turismo.
RESUMEN

Propósito: Esta investigación tiene como objetivo examinar las estrategias de gestión de la comunicación empleadas para promover el turismo en la provincia de Chachoengsao de 2567 a 2570 y elucidar las perspectivas futuras de la gestión de la comunicación en el marco de la teoría de la unidad global, abarcando el concepto de “una especie, una sociedad, una cultura, una lengua y una religión”.

Marco Teórico: Este estudio emplea la teoría de la comunicación, la teoría de la gestión, en particular la teoría POSDCoRB, proporcionando un marco comprensivo para la gestión contemporánea.

Diseño/Metodología/Enfoque: Esta investigación emplea un diseño de métodos mixtos, combinando los conocimientos cualitativos de las discusiones de grupo de enfoque con las opiniones de expertos recogidas a través de la Técnica Delphi. El estudio se centra en la gestión de la comunicación turística en la provincia de Chachoengsao, utilizando una muestra de 91 participantes para discusiones de grupos focales y la participación de 14 profesionales experimentados en el turismo y la gestión de la comunicación para la técnica Delphi. La investigación emplea una variedad de herramientas de recolección de datos, incluyendo entrevistas, cuestionarios abiertos y cuestionarios cerrados, y utiliza análisis de contenido, valores medios y cálculos de rango intercuartílico para el análisis de datos.

Hallazgo: Los hallazgos del estudio revelan que 1) la provincia de Chachoengsao cuenta con una variedad de atracciones turísticas repartidas en sus 11 distritos 2) La promoción del turismo a través de la publicidad integrada y la gestión de la comunicación de las relaciones públicas involucra varios canales, incluyendo: (1) Canal en línea: que son comunicación iniciada por turistas, influencer y organizaciones relevantes a través de plataformas como sitios web, Facebook e Instagram. (2) Los canales fuera de línea abarcan una variedad de métodos tradicionales para promover el turismo, incluidos los carteles de vinilo, la publicidad en vallas publicitarias, la publicidad móvil, los carteles en la carretera, el boca a boca, y los eventos y actividades culturales y tradicionales del patrimonio.

Investigación Implicación Práctica y Social: En el futuro, la gestión de la comunicación turística en la provincia de Chachoengsao debe adoptar estratégicamente enfoques modernos y expansivos. Esto incluye la implementación de métodos de comunicación turística contemporáneos y de amplio alcance, tales como: Organización de Eventos en Línea, Tecnología Metaverse, Inteligencia Artificial (AI), Realidad Virtual (VR) y Realidad Aumentada (AR) Tecnologías, Tecnología Web 3.0, Tecnología Cliente 360°, Internet de las Cosas (IoT), Impresión 3D y Tecnología Blockchain 3) Los expertos tienen las siguientes opiniones consensuadas ya que en la proyección de la visión futura de la gestión de la comunicación turística en la provincia de Chachoengsao (2024-2027), se prevé que se lleve a cabo a través del concepto de unidad, que abarca la unidad física, biológica, conciencia psicológica y social unidad biológica. Esto aprovechará el potencial de la provincia en varios aspectos, incluyendo infraestructura, transporte, patrimonio cultural relacionado con el turismo, posicionamiento económico, habitabilidad y el amor de los residentes por su provincia.

Originalidad/Valor: En este proceso, la etapa de planificación es crucial, requiriendo claridad y precisión. Además, la gestión eficaz de la comunicación turística en la provincia de Chachoengsao se basará en la comprensión de las estrategias políticas, las leyes, los reglamentos y la alineación con las opiniones de la población local. Canales de comunicación bidireccionales, especialmente plataformas en línea como sitios web, medios sociales (Facebook, Instagram, Twitter, LINE OA, TikTok, Pantip, LinkedIn, YouTube) y tecnologías avanzadas que incluyen IA, sistemas de pago sin contacto y conceptos de turismo inteligente.

Palabras clave: Perspectivas Futuras, Gestión de la Comunicación, Promoción del Turismo.

INTRODUCTION

Chachoengsao Province is one of the seven provinces in the Eastern Region of Thailand that possesses a distinctive identity within the context of the Eastern Region (Office of Small and Medium Enterprise Promotion, 2011) as follows; The Eastern Region holds great significance as it is a key destination for tourism and water sports. It is also a hub for the fruit and agricultural processing industry, and a prominent center for the production and trade of gemstones, particularly the renowned Siam Topaz. The gemstone industry is intricately
connected to the local culture, communities, and indigenous knowledge of the region. Notably, the Eastern Region is characterized by thriving businesses in the gem and jewelry trade, tourism, health resorts, as well as border trade activities. This encompasses a diverse range of enterprises, including hotels, resorts, and border trade, contributing to the region's rich economic landscape.

To promote the unique potential of the fertile basin area suitable for agriculture, it is advantageous to integrate agricultural activities with the coastal areas that are conducive to both fishing and aquaculture. This includes the cultivation and farming of marine life in pens, such as shrimp, prawns, crabs, various fish species, and various shellfish. This proximity to raw materials contributes to a competitive advantage, enabling fresh and processed food businesses to compete effectively. Moreover, there is a promotion of cultural identity by leveraging the available natural resources through the creative integration of ideas. For instance, the innovative use of coconut shells as a new product that adds value to the local economy. To promote the artistic and cultural identity of the Eastern Region, the focus is on creating a unique identity that serves as a pattern reflecting the essence of the sea, beaches, and tropical flowers. This is exemplified in the production of soft fabric clothing and souvenirs for beachgoers, featuring patterns inspired by the sea, beaches, and tropical flowers and there is economic potential in cultivating agarwood trees and processing agarwood-derived products, which are highly sought after in the market. These products include perfumes, incense, skincare items, aromatic teas, massage oils, creams, and more. To tap into international acceptance, there is a need to develop branding and standards on a global scale.

Currently, the tourism industry in Chachoengsao Province manages its communication through various social media platforms such as Facebook, WhatsApp, Instagram, YouTube, Twitter, LinkedIn, Messenger, Snapchat, Telegram, Quora, Medium, WeChat, Hike, Viber, Pinterest, Line, Tumblr, TikTok, Reddit, QQ, Flickr, Triller and numerous websites both domestically and internationally. These online social media, as well as potential future platforms, exert a significant influence on the present and future of the tourism industry in Chachoengsao Province. Online social media yields a significant influence on the current and future landscape of the tourism industry in Chachoengsao Province. This is due to its role as a dynamic and continuously evolving medium that provides clear visuals and accompanying sounds. Moreover, it enables rapid information sharing with other individuals within the network, particularly large-scale news and data that interconnects computers worldwide. It is considered the fastest and most efficient means of communication globally.
Therefore, this study aims (1) to examine the communication management strategies employed to promote tourism in Chachoengsao Province from 2024 to 2027 and (2) to elucidate the future perspectives of communication management within the framework of the theory of global unity, encompassing the concept of "one species, one society, one culture, one language, and one religion". This framework serves as a fundamental channel for basic communication that influences decision-making in transactions. As the context of communication management must adhere to principles for strategic communication, connecting information systems, communication systems, and fostering global communication partnerships referred to as "humanity." Thus, integrating multi-channel communication strategies into the management approach is likely to be successful. The findings of this study can serve as a reference document for formulating future tourism strategies for Chachoengsao Province.

THEORITICAL REFERENCE

This section provides an overview of the relevant literature, theories, concepts, and previous studies that communication theory, oneness theory and management theory as follows;

The Oneness Theory

The oneness theory in the context of a holistic view of communication combines principles from physics, biology, and communication sciences. It posits that humans in the world are of one species, one society, one culture, one language, and one religion (Somkhuan Kaveeya, 2012). Drawing from the realm of systems theories, especially General System Theory by Bertalanffy, it establishes a fundamental truth or fact that can be generalized: meaningful events, sustainability, processes, and transformations occur when entities come together as a unified system. The oneness of all things involves communication or interconnectedness, serving as a cohesive force that holds various elements with their inherent differences together. It transforms into a oneness of differences, where each component gains significance only when united into a singular system. The oneness can be categorized into: Physical Oneness, Biological Oneness, Psychological Oneness and Sociological Oneness. These dimensions denote systems of communication beyond the physical or social realms. True love is considered the epitome of oneness, applicable effectively in human communication to enhance the outcomes of life, family, community, organizations, societies, nations, and the world. This oneness is an internal awareness within humans, manifested through behavior,
perception, and acknowledgment. It is rooted in fundamental truths from science (knowledge), religion (goodness), and art (beauty).

**Communication Theory**

The development of the components of communication (Somkhuan Kaveeya, 2003) suggests that communication components are not merely sources, messages, channels, and receivers. The addition of S I M M C R E F I to the traditional S M C R (Source, Message, Channel, Receiver) framework allows for a more comprehensive examination of each communication component: S: Source (originator of the communication), I: Intention (purpose or motive behind the communication), M: Message (content being communicated), M: Medium (channel or means of communication), C: Channel (the pathway through which the message is transmitted), R: Receiver (the individual or entity receiving the message), E: Effect (impact or influence of the communication), F: Feedback (response or reaction to the communication) and I: Interpretation (understanding and meaning assigned to the message).

**The POSDCoRB Theory**

The POSDCoRB theory, developed by Luther Gulick and Lyndall Urwick in 1937 (Kajcienski, Chester Donald, 1980), serves as a framework for modern management practices. It comprises the following key components: P: Planning - Defining objectives and laying out work plans, O: Organizing - Establishing organizational structures and social frameworks, S: Staffing - Selecting personnel and assigning responsibilities, D: Directing - Guiding individuals in the organization in their tasks, Co: Coordinating - Aligning activities and work plans, R: Reporting - Communicating the results of operations, B: Budgeting - Establishing budgets and controlling resource usage, E: Evaluating - Analyzing the effectiveness of operations and F: Forecasting - Predicting trends and possible future events. The POSDCoRB theory has gained popularity in organizational management and has had a significant impact on the development of management studies in the modern era.

**METHODOLOGY**

**Participants**

This research employs a mixed methods design, combining qualitative insights from focus group discussions with expert opinions gathered through the Delphi Technique. The study focuses on tourism communication management in Chachoengsao Province, utilizing a sample
of 91 participants for focus group discussions and engaging 14 experienced professionals in tourism and communication management for the Delphi Technique.

**Instruments and Validation**

The research employs a variety of data collection tools, including interviews form for focus group, open-ended questionnaires for Delphi Round 1 and closed-ended questionnaires for Round 2 and 3. The researchers conducted a content validity check by involving three subject matter experts who possess both knowledge and expertise in the content. The interview format employed the Index of Item-Objective Congruence (IOC), with a threshold set at 0.5 or higher for each item.

**Data Collection and Data Analysis**

The data collection was done through focus group and questionnaires. The data were analyzed by content analysis, median values, and interquartile range calculations for data analysis. Interpretation criteria: A median value of 4.50 or more and an interquartile range of not more than 1.50 indicates that the expert group has consistent opinions and is necessary at the highest level.

**RESULTS AND DISCUSSIONS**

**Results**

1. The study on tourism management in Chachoengsao Province reveals that the province has various tourist attractions in all 11 districts which include Sothon Wararam Worawihan Temple, Ban Pla Than, and the 100-Year-Old Klong Suan Market. The study also examines the development of Khao Hin Son, a stacked-rock hill related to the royal agricultural activities of Phra Ratchadamnern (Khun Yai Wiboonsri Khamchalee), the conservator of Ang Rue Nai Wildlife Sanctuary. The average spending on tourism is 4,708.44 Baht per person per day. Transportation in Chachoengsao Province is convenient, with options such as cars, trains, and waterways. Tourist destinations with a focus on "temples" are located near the Bang Pakong River, and the provincial transportation network connects to the Eastern Economic Corridor (EEC), transforming it into a central hub for trade, investment, and transportation. This development aims to elevate Thailand to the core of the Asian economic center.

   Advertising and public relations communication channels in Chachoengsao Province were 1) Online channels: Communication through online platforms involving tourists,
reviewers, and relevant organizations. Examples include websites, Facebook, and Instagram and 2) Offline channels: Traditional communication methods such as vinyl banners, billboard signs, mobile advertising, roadside banners, word-of-mouth, and cultural and traditional event activities.

The objectives of tourism in Chachoengsao Province include: 1) Photography: Visiting various coffee shops for photo opportunities 2) Learning: Exploring places like the Sufficiency Economy Philosophy Learning Center 3) Religious beliefs: Visiting different temples 4) Relaxation: Spending time in wildlife conservation areas like the Bang Khla Ang Rue Nai Wildlife Sanctuary and 5) Local products: Meeting the demand for agricultural and local products, such as shopping at the Bang Khla Floating Market. The tourism seasons. The rainy season, from July to December, is suitable for visiting waterfalls and wildlife conservation areas. The period from November to February, or the early winter season, is ideal for observing the migratory fish in the Bang Pakong River.

Psychological factors influencing tourism in Chachoengsao Province include: 1) Perception and learning: Promotion through online media, particularly the internet, makes it convenient for tourists to search for and access information easily 2) Attitudes, needs, and motivations: Understanding the attitudes, needs, and motivations of tourists 3) Focused tourism resources: Management should align tourist destinations with the preferences of visitors 4) Products and services: Effective management is required to maintain the uniqueness of tourist destinations in Chachoengsao Province 5) Quality of personnel: Training the community leaders and those involved to enhance their skills in providing better services 6) Tourism facilities: Improving cleanliness, diversifying services, and offering various activities for tourists 7) Government assistance: Ensuring organized parking spaces, prioritizing tourist safety and 8) Accessibility to tourist destinations: Emphasizing improved traffic systems and providing information services during holidays.

Psychological factors related to personal image, values, and lifestyle in tourism include: 1) Self-impression and online presence: Capturing and sharing personal experiences through social media platforms like Facebook and X to create lasting memories and publicize them 2) Intention to revisit: Focusing on services that leave a lasting impression on tourists to encourage them to return and 3) Word-of-mouth recommendations: Those involved should create promotional materials for tourism, advertise, and provide informational guidance to tourists to encourage positive word-of-mouth recommendations.
To enhance future tourism communication management in Chachoengsao Province, there should be preparations for utilizing modern and expansive tourism communication methods. This includes organizing online events, leveraging technologies such as the Metaverse, Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR). Additionally, incorporating Web 3.0 technology, Customer 360° technology, Internet of Things (IoT), 3D printing, and blockchain.

2. The study on the future perspective of communication management in the Oneness theory among experts reveals that the expert group shares similar opinions (interquartile range not exceeding 1.50) and deems it highly necessary (median value equal to or above 4.50) on each issue as follows:

<table>
<thead>
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<th>Issue</th>
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<tbody>
<tr>
<td>1. The oneness in tourism that emphasizes quality and sustainability in the future.</td>
<td>1) Planning, designing strategies, and utilizing quality communication technologies 1.1) to promote equal and sustainable tourism-related activities for the local communities, considering the potential of each area. 1.2) to support continuous learning about sustainable tourism for both business operators and the general public. 1.3) to promote sustainable tourism that conserves resources. 1.4) to promote collaboration in the sustainable management and promotion of tourism for the province. 2) Utilizing technology in communication, such as online social media, internet communication tools, audio and video technologies, to create interesting and sustainable tourism experiences for travelers. 3) Creating an Intelligent (AI) that functions as a communication agent in circumstances where tourists look for information.</td>
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<td>2. The oneness in a model province for tourism and a destination for tourism promotion communication management that emphasizes quality and sustainability.</td>
<td>1) Planning, designing communication strategies, and utilizing high-quality communication technology 1.1) to present to the public in the province that Chachoengsao Province is the target for tourism promotion 1.2) to present the identity of Chachoengsao Province 1.3) to promote a love for Chachoengsao Province as a target for tourism promotion. 2) Creating understanding and supporting local culture by emphasizing public relations regarding the culture and local traditions of Chachoengsao Province, and supporting community cultural activities. 3) The utilization of digital technology and innovation in communication and tourism management, such as tourism applications that provide information and navigation</td>
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<td>3. The oneness in tourism by promoting high-value tourism-related products and services in the context of future tourism communication management.</td>
<td>1) Planning, designing a communication strategy, and utilizing high-quality communication technology to convey widespread information that Chachoengsao province offers high-value tourism-related products and services. 2) Organizing events to communicate widely about the promotion of high-value tourism-related products and services in Chachoengsao province, such as exhibitions and competitions showcasing high-value products. 3) Organize exhibitions to promote high-value tourism-related products and services on the website, provincial pages, online platforms, and social media. 4) Promoting the development of small-scale industries that enhance trade and stimulate high-value tourism-related products and services.</td>
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| 4. Factors related to managing communication to promote tourism in Chachoengsao Province (2024-2027) and associated with the development and elevation of tourism potential in the future. | 1) The clarity of the goal for developing and elevating tourism potential in the future is to create sustainable increases in income.  
2) Two-way communication between stakeholders involved in the development and elevation of tourism potential.  
3) Promoting learning and knowledge to facilitate the development and elevation of tourism potential among stakeholders through local government organizations.  
4) Creating a clear and long-term tourism strategic plan that focuses on fostering understanding of sustainable tourism philosophies and concepts with potential by SWOT analysis to define goals and appropriate tourism strategies.  
5) Creating high-quality tourism products and experiences by developing attractions that are interesting and captivating.  
6) Developing tourism personnel with appropriate knowledge and skills to provide quality services and meet the needs of tourists through education and training management  
7) Elevating safety, health, and tourism standards along the entire tourism route. |
| 5. Factors related to managing communication to promote tourism in Chachoengsao Province (2024-2027) and elevating tourism standards to be globally recognized | 1) The infrastructure supporting the elevation of tourism standards to be globally recognized includes initiatives such as promoting sustainable tourism industry, adhering to the Amazing Thailand Safety & Health Administration (SHA) standards, and implementing the enhanced Amazing Thailand Safety & Health Administration plus (SHA+).  
2) The citizens have a strong sense of love and pride for their province, and they are ready to elevate tourism standards to be globally recognized.  
3) Two-way communication between stakeholders is crucial in elevating tourism standards to meet global recognition  
4) *There is information on channels to enter the global market.*  
5) Developing and enhancing the quality of products and tourism experiences to be attractive and high-quality in order to meet the needs of tourists such as creating intriguing tourist destinations and fostering valuable tourism activities.  
6) “Developing the tourism industry with potential in Chachoengsao Province, such as constructing tourist attractions, entertainment complexes, hotels, souvenir shops, and convention centers, to enhance opportunities for high-value business and tourism activities.  
7) Enhancing and elevating the knowledge and skills of tourism personnel through education and training programs in tourism, customer service, intercultural communication, foreign language proficiency, and other tourism-related competencies. |
| 6. Factors related to managing communication to promote tourism in Chachoengsao Province (2024-2027) and developing the potential skills of personnel in the tourism sector | 1) Infrastructure to support the development of skills and potential of personnel in the tourism sector, such as the establishment of sustainable institutions for the development of tourism-related skills.  
2) Developing a clear vision, mission, plan, and communication strategy, along with modern communication technologies, to enhance the skills and potential of personnel in the tourism sector.  
3) The citizens have a strong sense of love and pride for their province, and they are ready to enhance the skills and potential of personnel in the tourism sector  
4) Two-way communication among stakeholders involved in developing the skills and potential of personnel in the tourism sector. |
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<td>7. Promoting tourism communication in Province (2024-2067) and regulations that are outdated and hinder tourism business operations</td>
<td>5) Promoting learning and knowledge dissemination to elevate tourism standards to meet global recognition among relevant stakeholders by creating a network of personnel in the tourism sector both within and outside the province.</td>
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<td>1) Laws and regulations should promote sustainable tourism and foster responsibility towards the environment and society by establishing high standards service such as the Personal Data Protection Act (PDPA) and various other enactments, including the Hotel Act and National Park Act.</td>
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<td>2) Collaboration between the private sector and the government in improving laws and regulations related to the tourism industry.</td>
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<td>8. Comments and Opinions for Managing Tourism Promotion Communications in Chachoengsao Province (2024-2027) in the Context of Developing an Intelligent Tourism Information System that is Accessible and User-Friendly</td>
<td>1) Developing a smart tourism system involves integrating web-based communication technologies, such as online accommodation reservations, booking tickets for tourist attractions, and online shopping.</td>
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<td>2) Developing a Smart Tourism system involves integrating communication technologies through applications, smart devices, and wearable. This includes features such as booking accommodations, purchasing tickets for tourist attractions, and online shopping.</td>
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<td>3) A digital payment solution that can elevate the travel experience includes enabling contactless payment methods, mobile wallet functionalities, and integration with popular payment platforms for easy transactions related to tickets, accommodations, and other travel services.</td>
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<td>4) Interactive maps and navigation systems in smart transportation display real-time traffic conditions, providing responsive maps with real-time navigation features. They highlight points of interest, tourist attractions, local restaurants, and services, integrated with GPS technology.</td>
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<td>9. The concept for managing promotional communications for tourism in Chachoengsao Province (2567-2570) involves aligning with the transformation of the production and service sector towards an innovation-driven economy based on quality and sustainability tourism</td>
<td>1) Promoting the development of the environmental and tourism industry infrastructure of the province for the future focuses on upgrading and developing fundamental structures. This is to sustainably support the growth of the future tourism industry, including smart environmental initiatives and intelligent transportation and logistics.</td>
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<td>2) Successful collaboration and structural adjustments rely on cooperation between public agencies.</td>
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<td>3) Creating a destination brand that emphasizes quality and sustainability in tourism can help promote unique and unparalleled experiences. Additionally, cultural heritage, natural tourist attractions, and sustainable practices can create distinctiveness and attract conscientious and discerning travelers.</td>
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<tr>
<td>10. The concept for managing promotional communications for tourism in Chachoengsao Province (2567-2570) aligns with developing individuals for the new era of tourism, emphasizing quality and sustainability.</td>
<td>1) Promoting the development of sustainable tourism curriculum at all levels of education.</td>
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<td>2) Designing training programs for developing individuals for the new era of tourism with a focus on quality and sustainability in various dimensions including communication skills, language proficiency, tourism management, technology utilization in tourism, service mindset, and staying updated with media.</td>
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<td>3) Facilitating continuous learning and sustainable tourism knowledge exchange opportunities for personnel, such as organizing field trips within and outside the province, hosting seminars, lectures from tourism-related organizations, and fostering innovation in tourism.</td>
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<td>4) Raising awareness and consciousness regarding the environmental, local community, and cultural heritage impacts of tourism, while promoting knowledge, responsibility, and encouraging individuals to make informed decisions that lead to sustainable tourism practices.</td>
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<td>5) Building cultural understanding and social inclusivity involves deepening awareness and recognizing the value of diverse cultures, traditions, and various aspects of social dynamics. It also includes fostering respect for local communities.</td>
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<td>11. A perspective on managing promotional communications for tourism in Chachoengsao Province (2024-2027) in the context of transitioning towards sustainable tourism, emphasizing quality and sustainability.</td>
<td>6) Developing ethical leadership and responsible management capabilities can lead the tourism industry towards sustainability, ethical decision-making, transparent oversight, and accountability</td>
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| 12. Comments on managing promotional communications for tourism in Chachoengsao Province (2567-2570) with the aim of ensuring quality tourism that disperses income equitably to local communities. | 1) Transitioning towards sustainable tourism with a focus on quality and sustainability should adhere to the principles of causality, considering the impact of actions based on complete and accurate information and decision-making may affect both others and the global environment.  
2) The economic potential of adopting sustainable practices can lead to cost savings, efficiency, and improved competitiveness for the destination.  
3) Flexibility in long-term tourism development is crucial in facing global challenges, such as climate change and resource scarcity. Utilizing sustainable practices allows adaptation to changing conditions, reduces risks, and ensures the long-term survival of the tourism industry.  
4) Being prepared and continuously updating plans to keep pace with changes. |
| 13. Comments on managing promotional communications for tourism in Chachoengsao Province (2567-2570) in the context of the tourism statement: "Chachoengsao is a modern, livable city that accommodates the expansion of Bangkok and the Eastern Economic Corridor (EEC)." | 1) Planning, designing communication strategies, and utilizing communication technology for promoting tourism to foster sustainable income distribution and long-term poverty reduction.  
2) Long-term sustainability stemming from tourism income distributed to communities can help create a more sustainable tourism model. Diversifying and broadening the sources of income can reduce dependence on tourism and create flexibility to withstand external shocks. |
| 14. The most impactful media innovations in managing promotional communications for tourism in Chachoengsao Province (2567-2570). | 1) Digital marketing and online social media through digital marketing platforms and online social media platforms can reach a large audience, engage with tourists, collaborate with influencers through user-generated content, and real-time interaction with tourists. These channels offer effective and measurable methods to increase awareness, attract viewers, and create highly efficient online communication  
2) The utilization of emerging technologies in the virtual world, such as the Metaverse or virtual reality (VR) and augmented reality (AR) systems, can enhance the connection of tourists with Chachoengsao province before their actual visit. For instance, virtual tours, 360-degree videos, and interactive storytelling can create expectations and inspire travelers to choose Chachoengsao as their destination.  
3) A dedicated Destination Mobile Application and QR Code designed specifically for tourists planning to visit Chachoengsao province can provide valuable information, personalized recommendations, and convenient tools. This includes interactive maps, travel planning features, and local transportation information. |
| 14. Sequence of elements affecting tourism promotion communication | The rankings are as follows:  
1) The top-ranked factor is Social Media Trends |
CONCLUSION

Chachoengsao Province stands out as a prominent region in the Eastern part of Thailand, excelling in various dimensions. It is not only a cultural and natural tourism destination but also boasts convenient transportation infrastructure connecting to other regions. Furthermore, it is identified as one of the three target areas receiving support from the Eastern Economic Corridor (EEC), indicating its potential for leveraging tourism promotion. Given its strategic location and support from the EEC, there is a need to develop the tourism industry in the province to capitalize on the opportunities arising from regional development initiatives. This includes aligning with advancements in technology, particularly the increasing use of social media for various communication purposes. The province should anticipate and adapt to the growing reliance on technology, as it is likely to play a more significant role in the future.

According to the study, experts have the following consensus opinions as in projecting the future vision of tourism communication management in Chachoengsao Province (2024-2027), it is envisioned to be carried out through the concept of oneness, encompassing physical oneness, biological oneness, psychological oneness, and sociological oneness. This will leverage the province's potential across various aspects, including infrastructure, transportation, cultural heritage related to tourism, economic positioning, livability, and the residents' love for their province. Moreover, the expert's opinion highlights that 'Social media trends' rank first in terms of importance among the components influencing the management of communication to promote tourism in Chachoengsao Province. The results of this study are consistent with the findings of Jiranya At Pikhun and Warat Matayom Burut (2012), which stated that the potential of tourist attractions can determine the development direction of tourism in Chiang Rai province by improving roads or transportation routes for convenient and accessible travel to tourist destinations throughout the year. Conserving the natural beauty or preserving the original state to create value and benefit for research purposes and Wachaporn Manajit (2007) found in their research that the SAB HLAI MODEL, which consists of S-elf, Social, Safety, Strategy, Sustainability, B-Buddhist Culture, Background, Balance, and L-Local, Locality Consciousness, Locality Continuity, serves as a framework for the image-building process in
communication management to promote tourism in the Thai-Lao border areas in the upper northeastern region of Thailand.

Moreover, the execution of this vision will be guided by the Theory of Management, particularly the POSDCoRB theory, providing a comprehensive framework for contemporary management. In this process, the planning stage is crucial, requiring clarity and precision. Additionally, effective tourism communication management in Chachoengsao Province will rely on an understanding of political strategies, laws, regulations, and alignment with the opinions of the local population. Two-way communication channels, especially online platforms such as websites, social media (Facebook, Instagram, Twitter, LINE OA, TikTok, Pantip, LinkedIn, YouTube), and advanced technologies including AI, touchless payment systems, and smart tourism concepts. The results of this study align with the concept of results-oriented management as stated by Tosaporn Sirisampan (2000), which emphasizes planning, goal setting, and strategic development, participatory and inclusive operations, and flexibility. This is also in line with the findings of Yongvinit Phanich (2007) on the potential of border areas for strategic tourism development in the Thai-Lao border provinces, specifically Nong Khai and Nakhon Phanom. The study concluded that the strategic tourism development plan focuses on linking tourism between the two countries, improving infrastructure, and effective tourism management. This is also consistent with the study by Narisara Nongnuch (2001), which found that communication patterns emerged in the tourism management of the Mon community in Ko Kret. It consists of non-formal two-way communication, formal two-way communication with high responsiveness, formal two-way communication with low responsiveness, and informal one-way communication.

However, online communication, which is the most crucial communication channel nowadays, significantly impacts people's lifestyles. From the study, it is found that advertising and public relations communication for Chachoengsao province through online channels involve innovative online communication technologies across various platforms in communicating with tourists. These communication innovations have advantages, such as sharing news and information in the digital world, which incurs lower communication costs than traditional media. The dissemination of information is widespread and cannot be specifically targeted, but at the same time, the sender can share it in a non-specific format to the recipients which is a form of public sharing. The act of sharing transforms various information in the online world into living entities, distinct from information in the form of paper or even television screens. The sharing of information online is considered the heart of
communication in the digital era. This reflects that tourism communication in Chachoengsao province, conducted through technology or online channels and platforms, can distribute information to recipients more extensively. This aligns with the Triple Matrix of Positive Communication Theory (Somkhuan Kaveeya, 2004), which suggests that fostering a beautiful mind leads to positive thoughts and, consequently, positive communication. This, in turn, results in triple positive effects.

In conclusion, the study on the future perspectives on communication management for promoting tourism in Chachoengsao Province (2024-2027), as envisioned by experts, reveals that the period from 2567 to 2570 involves activities aimed at creating unity in various aspects based on the province's potential. The management approach follows modern principles, particularly in the planning phase, emphasizing clarity, understanding political strategies and legal frameworks, utilizing public referendums to align with local opinions, and employing two-way communication through various channels, especially online platforms and cutting-edge technologies.

**RECOMMENDATIONS**

**Recommendations for Implementation**

1) Recommendations for policy: Chachoengsao province should establish a dedicated agency responsible for managing tourism communication in the province and create centers to provide tourism services through both offline and online communication, including real-time interactions, to serve tourists. Furthermore, Chachoengsao province should establish and articulate policies, plans, and strategic communication designs, utilizing high-quality communication technology to promote tourism activities at all levels. This should align with the local context and outline a development plan for tourism personnel, both at the leadership and operational levels. It should be continuous and flexible, adapting to global situations and contexts.

2) Recommendation for application: Chachoengsao province should study and develop communication technology, utilizing various online channels to enhance tourism promotion. There should be continuous monitoring and evaluation of the operations, and the implementation of Smart Tourism practices. This includes developing, promoting, or installing devices that support Smart Tourism, such as applications and smart devices, for accessibility by personnel, business operators, and the general public.
**Recommendations for Future Studies**

There should be a study on the management of communication to promote tourism in Chachoengsao province, categorized according to the nature or type of tourism. Utilizing SWOT analysis would be beneficial in defining more appropriate tourism goals and strategies. Additionally, conducting specific group studies, such as on the elderly population, would provide insights into how they influence the management of communication to promote tourism in Chachoengsao province.

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