





Trends of Thai Tourists Expansion to Central Vietnam through Usage of Media in the Globalization Era

Asst. Prof. Dr. Keeratiporn Jutaviriya
Deputy Director for Academic Service
Center for Research on Plurality in the Mekong Region
(CERP)
Faculty of Humanities and Social Sciences
Khon Kaen University
Thailand


Introduction

- Forms of travel and tourism development found in the Southeast Asia's destinations in the past are classified into 3 main types.
- 1. Sun-Sea-Sand-Sex Tourism
- 2. Cultural Tourism
- 3. Eco Tourism (or Sustainable Tourism)

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- According to the globalization, the forms of travel become various. The number of tourists visiting and traveling within Southeast Asia tends to increase continuously.
 - New generation of tourists can get access through many kinds of media, especially via the television and internet which are more available in the present.

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 - Hoi An became known by Thai tourists more and many of them went to travel as groups of tour or backpackers.



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- Broadcasting the tourist attraction through the Internet increased and the cultural tourism in Hoi An was focused and presented to the eyes of the tourists.





The concept of Soft Power

- This kind of presentation through media is the Soft Power's approach which affects the tourist expansion. With this approach, Vietnam was known by Thai tourists more.
- Many went to visit the tourist attractions appeared in the drama's location.




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- Soft Power is the concept proposed by Joseph S. Nye in 1990 in the book entitled “Bound to Lead: the Changing Nature of American Power.”
 - The concept of Soft Power indicated the persuasion in order to receive or obtain what is wanted from others instead of forcing against them or using hard power including military force, whose effectiveness is currently incomparable to the past and this also costs a fortune.


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- Soft Power is found from 3 different aspects: culture, political values, and international policies.
 - This study focuses on soft power in the culture aspect. According to the study, Viet Nam used their culture as the soft power persuading tourists to experience their fascinating culture.


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- Today Hoi-An, Hue, and Da Nang become Thai tourists' favorite destinations when focused on cultural tourism.
 - This gives out an opportunity for the tourists to learn the basic knowledge of the culture, society, and history well. Besides the increase of Thai tourists' number, the cultural tourism also increases the economic value and strengthens the relationship between countries through this kind of travel.


Conclusion and Suggestion


- Using soft power in the cultural way is one important channel to develop the tourism to grow continuously and sustainably.
- This, however, needs to develop simultaneously with using up-to-date technology in tourism promotion.


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- This needs to emphasize on promoting via various online media, specifically on websites in order to facilitate the tourists with information on middle Viet Nam and other essential data for travelling to Viet Nam.

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- The intangible products are any kinds of service that cannot be seen or touched, for example, hotel rooms, services provided by travel agencies, and flights.
 - Many travel agencies have adapted to providing retail selling on their own websites.


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- Information technology has been continuously developed since the beginning of the 20th century.
 - This considers a complete entrance to the digital era resulted from the development of hi-speed Internet.


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- From the globalization and the development of information technology, most Thai tourists rely on online media to facilitate themselves in travelling in Viet Nam. It was discovered that there was a variety of expansions of information provision about travelling in middle Viet Nam, and the expansions were likely to increase in the future.

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- Giteson and Crompton (1983, as cited in Sparks & Tideswell, 2003) found that not only was level of information pursuit determined by the tourists, but there was also positive relationship between such a level and the distance to destinations.

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- This showed that the tourists who traveled far from their homes presented higher level of information pursuit than those who traveled near their homes.
 - In the same study, both researchers also proposed that the tourists would do their utmost to pursuit information when destinations were unacquainted.

- This also agrees with Narumon Permcheewit (2009) that those who intended to travel but lacked experience about the particular destination would pursue information to decrease uncertainties and to support the decision to buy tourist intangible products, which they always did.

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- The media chosen in the pursuit was Internet media because it was the media created by consumers, for example, travelling information from other people who have used products and services in which the persuaders were interested.

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- Therefore, if there is a definite policy in expanding channels to access Internet information for people to choose, it would positively, and hopefully, increase more amounts of new tourists to middle Viet Nam.

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- **Thank you for your attention.**