Visual Content for Community Based Tourism Online Marketing

Communication: A Case Study of Ban Nateen, Krabi Province, Thailand

Thepthira Chaiinkham

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of

Master of Business Administration in Hospitality and TourismManagement

(International Program)

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I hereby certify that this work has not been accepted in substance for any degree, and is not being currently submitted in candidature for any degree.

....Signature

(Mr. Thepthira Chaiinkham)

Candidate

ชื่อวิทยานิพนธ์	การสื่อสารด้วยการใช้ภาพเล่าเรื่องสำหรับการตลาดการท่องเที่ยวชุมชนออนไลน์ กรณีศึกษาการท่องเที่ยวชุมชน หมู่บ้านนาตีน จังหวัดกระบี่
ผู้เขียน	นายเทพธีระ ชัยอิ่นคำ
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2561

บทคัดย่อ

การสื่อสารด้วยการใช้ภาพเล่าเรื่อง (visual content) นับเป็นอีกหนึ่งกระแสสมัยใหม่ของการสื่อสารการตลาดในแวดวงธุรกิจ ช่วยดึงดูดความสนใจ เพิ่มความตั้งใจซื้อ และสร้างปฏิสัมพันธ์ร่วมกับผู้บริโภคในสื่อสังคมออนไลน์หลากหลายช่องทางในปัจจุบัน อย่างไรก็ตามยังไม่มีการศึกษาเกี่ยวกับการประยุกต์ใช้หลักการการสื่อสารด้วยการใช้ภาพเล่าเรื่องกับการท่องเที่ยวชุมชน การวิจัยครั้งนี้ต้องการ (๑) สำรวจมาตรฐานการท่องเที่ยวชุมชนเพื่อหาตัวชี้วัดที่เหมาะสมในการสื่อความหมายด้วยภาพ (๒) พัฒนาแนวทางในการผลิตสื่อและเนื้อหาสำหรับการเล่าเรื่องด้วยภาพเพื่อการตลาดท่องเที่ยวชุมชนบ้านนาตีน

ตัวชี้วัด 76 ตัว จาก 6 เกณฑ์มาตรฐาน ในด้านที่ 5 (การบริการและความปลอดภัย) ของมาตรฐานการท่องเที่ยวชุมชนได้ถูกนำมาใช้เป็นแบบสอบถามออนไลน์ให้กับนักท่องเที่ยวทั่วประเทศไทย จำนวน 400 คนที่ใช้เฟซบุ๊กสืบค้นข้อมูลเกี่ยวกับการท่องเที่ยว จากนั้นนำข้อมูลที่ได้มาวิเคราะห์แล้วส่งให้ผู้ดูแลเนื้อหาเฟซบุ๊กด้านการท่องเที่ยวของทั้งภาคเอกชนและการท่องเที่ยวชุมชนจำนวน 19 เพจเพื่อตรวจสอบและให้ข้อเสนอแนะ การศึกษาพบว่าทุกตัวชี้วัดเหมาะสมในการใช้สื่อความหมายด้วยภาพ อย่างไรก็ตามมีเพียง 26 ตัวชี้วัดที่ถูกจัดลำดับและคัดเลือกมาพัฒนาต่อในการศึกษาครั้งนี้

การศึกษาพบว่ามีเนื้อหาที่สามารถพัฒนาเพื่อใช้เป็นแนวทางในการผลิตสื่อได้จำนวน 46 เรื่อง ผ่านสื่อ 4 ประเภท โดยคณะกรรมการชุมชนเลือกเนื้อหาที่หาได้จากภายในชุมชน 65.38% และใช้เนื้อหาที่ผสมผสานจากภายในและภายนอกชุมชน 34.62% เนื้อหาประเภทบอกเทคนิค ขั้นตอน หรือเคล็ดลับถูกเลือกใช้ 39.13% เพื่อแสดงถึงความใส่ใจต่อนักท่องเที่ยว รองลงมาคือเนื้อหาประเภทให้ข้อมูลทั่วไปถูกเลือกใช้28.26% เนื้อประเภทเล่าเรื่องเกี่ยวกับชุมชนถูกเลือกใช้21.74% และสุดท้ายเป็นเนื้อหาประเภทสร้างแรงบันดาลใจถูกเลือกใช้10.87% ในขณะที่เนื้อหาประเภทใช้เหตุการณ์ต่าง ๆ รอบตัวมาเล่าเรื่องยังไม่ถูกเลือกใช้ซึ่งชุมชนต้องทำการศึกษา ต่อไป และด้วยข้อจำกัดของศักยภาพในการพัฒนาสื่อของชุมชน ทำให้สื่อรูปภาพ40.8%ถูกเลือกใช้เป็นลำดับแรกเพราะผลิตง่ายที่สุด ตามด้วยอินโฟกราฟิค 26.5% สไลด์โชว์ 22.4%, และคำคม 10.2%.

โดยชุมชนเลือกใช้กลยุทธ์การสื่อสารการตลาดด้วยความคิด (cognitive) เพราะต้องการนำเสนอ
ข้อมูลเชิงบวกที่สำคัญ 85.7%รองลงมาคือเลือกกลยุทธ์การสื่อสารเพื่อกระตุ้นความรู้สึก (affective)
14.35% และ ไม่เลือกใช้กลยุทธ์ในการกระตุ้นการตอบสนอง (conative) เพราะต้องการใช้เป็นตัวคัด
กรองนักท่องเที่ยวที่เหมาะสมเข้าสู่ชุมชน

        การศึกษานี้แนะนำให้การท่องเที่ยวชุมชนบ้านนาตีนวางแผนในการพัฒนาเนื้อหา
ให้กับอีก 49 ตัวชี้วัดที่ยังไม่ได้ทำการศึกษาในครั้งนี้ กำหนดรูปแบบกลยุทธ์การสื่อสาร รวมทั้ง
เลือกประเภทสื่อให้เหมาะสม และเนื่องจากข้อจำกัดในการใช้เทคโนโลยีเพื่อผลิตสื่อ ทางชุมชน
ควรขอความร่วมมือกับเยาวชนในชุมชน หน่วยงานด้านการศึกษา องค์กรท้องถิ่น หรือชุมชนอื่น ๆ
เพื่อเป็นการในการพัฒนาการมีส่วนร่วมของชุมชนในหการพัฒนาสื่อที่ใช้ภาพในการเล่าเรื่องต่อไป

คำสำคัญ:การท่องเที่ยวชุมชน มาตรฐานการท่องเที่ยวชุมชน การสื่อสารด้วยการใช้ภาพเล่าเรื่อง
        การสื่อความหมายด้วยภาพ กลยุทธ์การสื่อสาร

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Major Program   Hospitality and Tourism Management (International

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ABSTRACT

Visual content has been used in business sector as one of a new trend of marketing communication strategies. It increases attraction, purchase intention, and engages customers in various social media platform currently. However, there is no study of applying visual content communication concept to Community Based Tourism. This study aims (1) to explore criteria of Thailand Community Based Tourism Standard that appropriate for visual communication and (2) to develop visual media and contents guideline for Ban Nateen Community Based Tourism marketing.

The 76 indicators from six criteria on pillar 5 (Service and Safety) were examined via online questionnaires by 400 tourists who use Facebook searching tourism information across Thailand. Then the data was synthesized and submitted to 19 social medial content editors both from tourism enterprises and Community Based Tourism Facebook Pages for the final feedback. The results showed all indicators are appropriate for visual media communication, however only 26 indicators are needed to develop in this study as the main priority.

This study found 46 contents and 4 media types were developed as a content guideline by Ban Nateen Community Based Tourism committee and the researcher. Therefore, 65.38% was the contents identified in CBT, while 34.62% was mixed from both contents found within and outside Community Based Tourism. Sharing hints and tips content was used at 39.13% to show concern toward tourists, follow by general current information 28.26%, community story telling 21.74%, and using inspiration content 10.87%, while using content relevant to social event was not mentioned so community need to identify in the future. Based on the community capability, photograph was the main visual communication form that Community

Based Tourism aims to develop for 40.8%, follow by infographic 26.5%, slide show 22.4%, and quote card for 10.2%. In terms of message communication strategy, cognitive was selected 85.7% as the main focus to provide positive and useful information to change tourist attitude toward the non-standard of CBT images, affective strategy with 14.35% to increase positive feeling, while conative strategy has not been selected due to they does not want to use a forceful approach as part of a tourist screening process.

The recommendations from this study were that Ban Nateen Community Base Tourism need to set an actual plan to develop contents for the remaining 49 indicators and identifies proper message that suitable for specific visual media types. Second, due to the technology barrier, community committee should ask for collaboration from young generation, education sector, local administrations, or other communities as part of community engagement to support when develop visual content media.

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Introduction and background

Over the decades, sustainable tourism has been discussed and promoted to balance the impacts of the significant growth of mass tourism worldwide. There are three dimensions that long-term sustainable goals aim to work with, the environment, economic, and socio-culture with over 180 countries declared to pursue relevant policies at the 2002 World Summit on Sustainable Development in Johannesburg, South Africa (UNEP&WTO, 2005; Wilson, 2002). Community Based Tourism (CBT) is one of the alternative sustainable tourism forms chosen by United Nations (UN) in World Tourism Day 2014 for grassroots development level started from 2015 and far beyond (WTO, 2015).

Thailand holds the record in top 100 destinations around the world with the five famous locations, Bangkok, Phuket, Pattaya, Chiang Mai, and Krabi for several years and reaches up to top 10 rankings of international tourist arrivals and receipts in 2018 (Geert, 2018; WTO, 2019). The statistics in the last 3 years from 2015 to 2018 also showed that domestic tourist increased numbers by 22.13% and international tourist by 18.74% (Economic Tourism and Sports Division - ETSD, 2016, 2019). This shows that Thailand has increasing tourist numbers each year and with the concern of the mass tourism impacts toward local communities, especially when tourism became one of the main incomes for the country. For this reason, the mission of sustainable tourism has started and carried over since1998 through several tourism national development plans. The lesson learned from the first decade revealed the local community is a significant key player that government needs to concern. As a result, Designated Areas for Sustainable Tourism Administration - DASTA (2015) explained that finally, CBT was promoted as part of sustainable tourism development and the government encouraged participation from other sectors, Civil Society Organizations, Non-Government Organization, and local administrations to support CBT for natural resources conservation and tourist destinations management and development. Although CBT is a sustainable tourism type that aims to balance impacts from mass tourism. It doesn't mean to ignore marketing communication due to community need tourists to visit as part of minor income for local development. Marketing

communication is a well-known strategy among marketers worldwide due to it shapes tourist perception toward brand values of products and services as well as influence decision-making (Yi & Cai, 2011; Wijaya, 2012). It can be seen as a combination set for advertising, personal selling, sales promotion, public relation, and direct marketing as part of a promotional strategy for marketing communication mix (Perreault & McCarthy, 2002).

As a digital era, the number of internet users is significantly grown with 4.021 billion users in 2018. Online marketing has an important role for the business, there were $1,474 trillion of sales revenue by 1.77 billion people that spent via e-commerce around the world, and the number people purchasing online increased by 8% compared to 2017 (Kemp, 2018). Moreover, social media is a powerful channel for online marketing communication. Facebook is a platform that helps marketers approach tourists easier and tourists also use Facebook to search for tourism information as well as share their experiences with others (Kelly, 2016). For this reason, Facebook is an opportunity for CBT to reach a potential market and some CBT started using Facebook for communication more than 111 CBT as in the business sector. Moreover, internet users tend to avoid direct advertisements as well as irrelevant information (Interactive Advertising Bureau, 2016). As a result, marketers shift original online marketing communication into content-based. This new strategy improves higher engagement by 56%, recalls and recognizes the brand 39% especially through the visual form, know as visual content communication (Beets & Handley, 2019; Boxer, 2016). Unfortunately, there is no study of visual content for online marketing communication with Thai CBT.

Relation to Krabi as a famous location in the top 100 destinations globally and ranked as top three in southern that domestic tourists visited in 2018 (ETSD, 2019). This region has the highest number of CBT operates, there are a total of 115 CBT in southern and 16 CBT in Krabi (Permanent Secretary of Tourism and Sport, 2017). Among CBT in Krabi province, Ban Nateen is a community that The Krabi Provincial Administrative categorized as Level A which mean receiving standard and has the potential for other CBT to learn from. Ban Nateen, a very first CBT operated in 2003 with the main purpose to preserve local ways of life and prevent impacts from mass tourism due to a community located nearby famous tourist destinations. It was a starting point that other communities borrowed and apply CBT idea. At the beginning of the operation, marketing communication materials such as pamphlets and website were supported by

the government and local tour operators, thereby most of the media were not updated. They have tried several ways to develop their own marketing communication without waiting for support from others. The current ambition is trying to extend the benefits of Facebook for online communication. Unfortunately, they still face the problem to communicate the interesting contents uploading via Facebook consistency. Anyhow, it showed a strong commitment to self-improvement while some locations are waiting for the support only.

For these reasons, Ban Nateen CBT was selected to be a case study to develop visual contents guideline for online marketing communication on Facebook. In addition, the community has similar characteristics of other CBT in the areas which the result from the study can be applied for their visual online marketing in the future.

1.2 Research Questions

1. Which indicators of Thailand Community Based Tourism Standard are appropriated as a visual form for online marketing communication?

2. What type of visual content, media forms, and message strategies that Ban Nateen Community Based Tourism able to produce for online marketing communication?

1.3 Research Objectives

1. To explore indicators of Thailand Community Based Tourism Standard that appropriate for visual online marketing communication.

2. To identify visual content types, media forms, and message strategies for Ban Nateen Community Based Tourism online marketing communication.

3. To purpose visual content guideline for Community Based Tourism online marketing communication.

1.4 Significant of the Study

The study collected indicators identified by online tourists across the country. Therefore, the result from this study proposes an example of visual contents guideline that other Community Based Tourism can apply to their online marketing communication.

1.5 Scope of Study

The study focused on Ban Nateen Community Based Tourism in Krabi Province which shares main characteristics with other 15 CBTs in the area. The data collection was scoped only Thai tourists who search for tourism information via Facebook and social content editors both from tourist enterprise/private pages and CBT pages to identify appropriate indicators and suggestion for visual communication. While Ban Nateen Community members were focused to explore visual contents to develop a visual content guideline for CBT online marketing communication.

1.6 Definition of Key Terms

Community Based Tourism: stands for the community that uses tourism as tools for community development.

Thailand Community Based Tourism Standard: refers to CBT standards version 2013 developed by CHARM-REST, TEATA, Greenleaf Foundation, CBT-I, ECEAT, DASTA, and DOT that ensure Community Based Tourism meet the quality of products and services.

Visual communication: is a marketing communication that relies on visual forms such as Photography, Infographic, Meme, Quote Card, Slide Show/ Presentation/ E-Book, and Videos/ Motion Graphic

Visual contents: refers to valuable and important information that convey into different types of visual media.

Message strategy: refers to Cognitive, Affective, and Conative as part of marketing communication.

Online Marketing communication: is a communication strategy that aims to shapes tourist perception and influence decision-making.

CHAPTER 2

LITERATURE REVIEW

This chapter aim to review ideas, theory, and related concepts of Community Based Tourism, Online Marketing Communication, Visual Content Communication. The literature review covered in following area:

2.1 Community Based Tourism

2.1.1 Concept of Community Based Tourism

The Community Based Tourism (CBT) is an alternative sustainable tourism form developed under ecotourism shade more than ten years ago. The ecotourism was promoted as part of sustainable development goal at the international level after the declaration on 1992 World Summit at Rio De Janeiro, whereas Thailand proposed and implemented National Ecotourism Action Plan 2002-2006 to align with the world sustainable theme (Satarat, 2010). The main purposes were set to increase tourists awareness, minimize negative impacts spoiled from mass tourism, and provide benefits to local communities. Unfortunately, ecotourism faced several issues that tour operators and host communities in some areas lacking responsibility toward natural resources consumption and misconduct of ecotourism activity (Sangpikul, 2011).

As a result, community members were introduced as a main key player to mitigate the effect of ecotourism by allowing local communities managing their own natural

resources with responsibilities as well as ensuring positive local livelihoods. Finally, CBT has developed its own characteristics separated from ecotourism and become one of the main unique types of tourism activities. CBT is an operation by a local community providing active participation for tourists to experience traditional ways of life, local habitats, wildlife, and traditional culture instead of normal passive participation which limited to using services and facilities by hosts (Boonratana, 2010). The concept is not just only ordinary recreation purposes but it has underlying missions that intent to provide benefits back to the locals in forms of natural and cultural resources conservation and economic development (Goodwin & Santili, 2009; The Mountain Institute, 2000). Moreover, Suansri & Responsible Ecological Social Tour (2003) and Thailand Community Based Tourism Institute (2013) see CBT as a strengthening tool for community participation by working together among community members and relevant partnerships to develop tourism products and services with the concerning of possible negative impacts. In summary, it could say CBT different from other types of tourism due to the interaction between tourists and hots in three sustainability aspects including the increasing senses of environmental care, promotes means and values of socio-cultural responsibility, and fair share economic needs for local community members. (Asker, Boronyak, Carrard, & Paddon, 2010).

2.1.2 Community Based Tourism Standard in Thailand

The standard considers as an integrated framework for community development providing guidelines to improve products and services quality. The standard also aims to increase the confidence level of tourists in the CBT market. Once the CBT meet the standard, tourists can feel satisfied of the service qualities with value for money and also create a sense of meaning support to the local (Suansri, 2013). Although CBT standard is a development tool, it provides specific indicators and description of products and services quality in details which can be useful as a good starting point for marketing communication purpose. In addition, the Thailand CBT Network Coordination Center (CBT-N-CC) confirmed communities that pass the minimum criteria of CBT standard are eligible for marketing support (Suanri & Richards, 2014)

According to Gronroos (1990), describing the specific service qualities, providing relevant information of service types and service delivering methods generate images in the human mind and perform direct influence toward tourist attitude. Clow & James (2006)

highlighted service quality cues need to embed through advertisement to increase expectations and purchase intentions. These findings were similar to the study by Kim, Wang, Jhu & Gao (2016) they stressed on the service attributes message benefits to shape customer perception and decision making. Thus, information relevant to service quality is an important key to influence tourist attitude and intention. For these reasons, this study applied the indicators from CBT standard to develop visual content guidelines for online marketing.

Suansri (2013) and DASTA (2012) revealed the development process of the Thailand CBT standard involved with various sectors both international and local organization levels, government, tourism agencies, experts in tourism marketing, and local communities over 10 years. The first CBT standard version developed in 2006 aims to monitor the progress of four objectives, capacity building for local community members, supporting natural resource management, adding additional income, and exchanging cultural between hosts and guests. It was a self-monitoring and evaluation toolkit by Coastal Habitats and Resources Management Project (CHARM) in partnership with the Responsible Ecological Social Tours Project (REST). In 2009, CBT standard continued the indicators and assessment tools under the Corporate Social Responsibility and Market Access Partnerships Project for Sustainable Tourism Supply Chains (CSR-MAP). It was a partnership among five stakeholders, Thai Ecotourism and Adventure Travel Association (TEATA), Greenleaf Foundation, CBT-I, and the European Centre for Eco and Agro Tourism (ECEAT). In 2008, the CSR-MAP analyzed the Global Sustainable Tourism Council (GSTC) standard which proposed during the World Conservation Congress in Spain and received feedback from stakeholders in order to adjusted for Thailand context. Unfortunately, the development was no longer a part of the annual plan by the Department of Tourism (DOT) due to the internal structure changed. In 2011, the stakeholders started to work on the development process again and the CBT standard was implemented in 2012 by DASTA as a framework for CBT destinations awards and use as a key tool to assess improvement of target future communities for tourism awards. The original CBT standard was shifted its name into criteria for CBT development and finally received the recognition as GSTC standard (GSTC, 2018).

In conclusion, there are three main key players along the development process, started by Non-Government Organizations working directly with the communities and asked corroboration with the government sector. In the meantime, DASTA as a public organization

bridged all parties together and finally, the government takes full responsibility to announce this tool. The summary of the CBT standard development process from stakeholders can be seen as a timeline in Table 2.1

Table 2.1 Timeline of CBT Standard Development Process

Year	Non-Government Organizations	DASTA	Government
2006	CHARM-REST: - Proposed self-monitoring and evaluation toolkit. - Asked corroboration with Office of Tourism Development to develop the tools.	-	Office of Tourism Development considered to work on Homestay standard as a main priority due to the CBT standard was similar to the Homestay.
2009	CSR-MAP (TEATA, Greenleaf Foundation, CBT-I, and ECEAT): - Analyzes GSTC standard. Drafted new CBT Standard.	-	Department of Tourism (DOT): - Organized follow up workshop and received the proposed standard feedback from partners. - The CBT Standard development was paused due to the change of DOT structure.
2011	-	Studied the concept from CSR-MA to develop criteria for quality CBT development.	-

Table 2.1 (Continued)

Year	Non-Government Organizations	DASTA	Government
2012	-	Developed the criteria for assessing CBT destinations and pilot with 13 CBTs.	-
2013	-	Conducted the first revision of the pilot criteria.	-
2014	-	Pilot with 14 CBTs.	-
2015	-	Conducted the second revision and announced as the completed version.	-
2016	-	-	Tourism Policy Committee Announced to apply the "Criteria for Assessing CBT Destinations" developed by DASTA.
2018	-	GSTC recognized the "Thailand Criteria for CBT Development" as GSTC standard	-

Although this study applied the original CBT standard (version 2013) for the data collection in 2016. However, it needs to compare with the final version which recently launches on 16 July 2018. Both versions maintain the same five pillars, but different criteria and indicators as shown in Table 2.2.

Table 2.2 Comparison Number of Criteria and Indicators

Main Pillars	Number of Criteria and Indicators	
	CBT Standard (2013)	Criteria for Assessing CBT Destinations (2018)
1. Sustainable Tourism Management for CBT	6 Criteria 31 indicators	9 Criteria 79 indicators
2. CBT distributes benefits broadly to local area and society, and improve quality of life	3 Criteria 12 indicators	4 Criteria 20 indicators
3. CBT conserves and supports cultural heritage	4 Criteria 14 indicators	3 Criteria 12 indicators
4. Systematic, sustainable natural resource and environmental management	9 Criteria 37 indicators	5 Criteria 30 indicators
5. CBT Services and Safety	7 Criteria 82 indicators	8 Criteria 60 indicators
Total	**96 Criteria 176 indicators**	**37 Criteria 201 indicators**

In addition, this study focused to produce visual marketing content guideline by borrowing criteria and indicator from pillar 5. This pillar mentioned about service qualities, while other pillars are relevant to internal management within CBT. Moreover, CBT-N-CC also emphasized on pillar 5 with tour operators when support marketing (Suanri & Richards, 2014). The criteria of the version 2018 covered all the basic services areas that tourists encountered, whereas the criteria of final version extended to the information centers, souvenir shops, and tourist facilities for a person with special needs. It emphasizes and highlights on safety attribute for tourism routes and toilets while ignoring criteria on the bed, house, and homestay host as the previous version. Interesting that the new version has three main keywords in every criterion, effectiveness of, quality of, and safety of. The comparison of criteria between version 2016 and 2018 can be seen in Table 2.3.

Table 2.3 Comparison of Criteria on Pillar 5

Criteria of Pillar 5: CBT Services and Safety	
CBT Standard (2013)	**Criteria for Assessing CBT Destinations (2018)**
1. Clear and safe tourism activities.	1. Safety of tourism activities and services that tourists satisfied.

2. Accommodation;
  - beds
  - toilets
  - around and inside the houses
  - foods and drinks
	2. Effectiveness of local guides.

3. Transportation.	3. Quality of tourism services;
	  - tourist facilities for person with disability, elderly person and other special needs
	  - toilets
	  - foods and drinks
	  - information centers
	  - souvenir shops
	  - information signs

4. Local guides.	4. Quality of coordination.
5. Homestay hosts.	5. Safety of tourism routes.
6. Communication and coordination.	6. Safety of toilets.
7. Safety.	7. Effectiveness of tourism route management.

	8. Effectiveness of emergency management.
	  - Safety plan
	  - Clear safety management system structure

Indicators from Pillar 5: CBT service and safety

The pillar 5 of the CBT standard version 2013 covered important areas of service qualities in details. However, the study browed only criteria 5.2 – 5.7 and ignore 5.1 due to it focused on the management process for tourism routes design. There are total 6 criteria and 75 indicators as shown in Table 2.4

Table 2.4 Indicators on Pillar 5

Criteria	Indicators
5.2 Accommodation	
5.2.1 Beds	5.2.1.1 Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests
	5.2.1.2 There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)
	5.2.1.3 The room is airy and there is no stale odour (smelly)
	5.2.1.4 There is a waste basket and clothes hangers or rail
	5.2.1.5 Drinking water is available near the bed
5.2.2 Toilet	5.2.2.1 The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated.
	5.2.2.2 The toilet is clean and private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light
	5.2.2.3 There is a waste basket and coat hangers / a rail
5.2.3 Around and inside the house	5.2.3.1 The house is solid and strong, not damaged or dangerous
	5.2.3.2 The roof does not leak
	5.2.3.3 The home is airy and comfortable without an odour
	5.2.3.4 There are no animals which may carry disease in the home
	5.2.3.5 There is a corner to relax in the home
	5.2.3.6 The number of tourists is appropriately managed, with consideration of the size of the house, the number of toilets and the ability of the hosts to provide good service
	5.2.3.7 The host restrains pets before the arrival of tourists
	5.2.3.8 The home is clean and orderly
	5.2.3.9 The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers

Table 2.4 (Continued)

Criteria	Indicators
5.2.4 Food and drink	5.2.4.1 Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking
	5.2.4.2 Food is made from mostly local ingredients
	5.2.4.3 Cutlery and equipment are clean, there are lids which can be closed tightly, and equipment is washed before and after cooking
	5.2.4.4 Kitchens are clean and airy, with sufficient light, and equipment is stored systematically
	5.2.4.5 Food is appropriate for the target group (e.g. Halal for Muslims, vegetarian food)
	5.2.4.6 Guests have the chance of cooking with homestay families
	5.2.4.7 The amount and quality of food represents good value for money and is sufficient for the number of tourists
	5.2.4.8 There are at least 3 dishes per meal, sufficient portions and different from meal to meal
	5.2.4.9 Food is served on time
	5.2.4.10 There are sufficient plates, cutlery, etc. for the number of tourists
	5.2.4.11 The host introduces the food
	5.2.4.12 Drinking water is clean, hygienic, kept in clean and sealable containers
5.3 Transport	5.3.1 The cost is appropriate for the distance, type of road and time
	5.3.2 Transport is cleaned and checked before use
	5.3.3 Appointments are made and drivers are on time
	5.3.4 Guidelines for transport providers and a contingency / emergency plan
	5.3.5 Appropriate and sufficient transport for the number of tourists, and clear guidelines for the number of tourists per vehicle.
	5.3.6 Drivers are chosen appropriately: local people with drivers licences, of sound mind, sober, knows the route well
	5.3.7 Safety equipment is available. E.g. life jackets, helmets
	5.3.8 The community have a clear map showing how to reach the community
	5.3.9 Vehicles are insured against accidents

Table 2.4 (Continued)

Criteria	Indicators
5.4 Local guides	5.4.1 Local people who are members of the CBT group and respected
	5.4.2 Qualities of a good guide: appropriate for the situation, punctual, able to solve problems, self- controlled, good judgement
	5.4.3 Trained and with good knowledge about the community
	5.4.4 Skilled at interpretation and interesting, clear and correct information
	5.4.5 Well behaved with tourists and not flirtatious
	5.4.6 In good physical condition, sober, healthy, of sound mind
	5.4.7 Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program
	5.4.8 Has necessary skills to assess the physical and mental condition of tourists, and give appropriate advice
	5.4.9 Has necessary skills to perform first aid
	5.4.10 Has necessary skills to warn tourists of dangers and risks
	Coordinates with CBT team / other partners in advance
	5.4.11 An appropriate number of local guides for the number and type of tourists, and informs tourists of the number of guides in advance
5.5 Homestay hosts	5.5.1 Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice
	5.5.2 Able to facilitate cultural exchange between community and tourists
	5.5.3 Family members are prepared and happy to welcome guests
	5.5.4 The host family knows about CBT and can is knowledgeable about the community
	Pillar 5.6 Communication and coordination
	5.6.1 Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact
	5.6.2 Qualities of a coordinator: friendly, communication skills and able to present information clearly
	5.6.3 Clear coordination system
	5.6.4 Communication equipment (which is always available)

Table 2.4 (Continued)

Criteria	Indicators
5.6 Homestay hosts	5.6.5 Booking system
	5.6.6 Able to give clear information to tourists, concerning CBT activities, services, prices
	5.6.7 Able to request basic information from tourists, e.g.: dietary requirements, allergies or illnesses
	5.6.8 Communicates information about guests with local guides, homestay families, drivers etc. so that they can prepare, and follows up to check on progress
	5.6.9 The CBT group has basic information about the community, CBT group and tourists which is recorded systematically
	5.6.10 The community group have a system for making contracts with marketing partners
	5.6.11 The CBT group has systematic information about partners (e.g. tour operators, government and NGO partners)
	5.6.12 There is a CBT Handbook with information about the community, for sale or distribution to tourists
	5.6.13 Feedback from tourists is collected and filed systematically
5.7 Safety	5.7.1 The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport
	5.7.2 Safety is included in planning (e.g. joining safety training)
	5.7.3 Insurance (safety / accident) for tourists
	5.7.4 The group has a guard to protect tourist safety and security
	5.7.5 The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.
	5.7.6 The CBT group works as a team with the local government, village clinic, volunteers etc. to make a joint safety plan
	5.7.7 Community members reach appropriate agreements to help tourists feel safe in the community
	5.7.8 Tourists are advised to keep their valuables safe

2.1.3 Community Based Tourism Marketing Situation

Marketing has a common goal for the business sector to maximize profits by fulfilling customer needs and expectations, while CBT sees profits as a minor income for local livelihood improvement. The income is not the main priority, but in order to achieve a successful sustainable CBT, marketing is necessary. There is a different marketing method for CBT comparing with general tourism business. UNEP (2015) mentioned that CBT marketing is authenticity with natural and cultural based rather than a market based. It needs to create a sense that tourists can feel the meaning of local products and services, emphasis on safety, quality, and caring by conveying into accurate images and information. Moreover, tourists are needed to be educated to familiarize with the local social norms (Asli, Kelly, Semrad & Semih, 2013)

In Thailand, there are more tourists interested in sustainable tourism than in the past. The data from CBTs revealed mostly tourists are groups of study trips from governments, local administrations, and education sectors. Boonratana (2011) found education institution is the main target market and Jiranukornsakul, (2014) revealed 20% of 22 million people search for information about CBT. This information showed CBT need to consider their marketing strategy in order to reach those targets. According to the relevant studies as shown in Table 2.5. The studies from Chaidejsuriya (2003), Laotong, Sangpoo & Parat (2007), and Budseeta, (2007) found CBT has potential tourism activities, however with the limited skills on marketing communication, only a few tourists. Whereas, CBT that delivered communication consistency showed greater tourist numbers (Chirachaichaowanon, 2011; Udomsilp, 2013). The findings suggested CBT seeking support from partners due to CBT had less marketing media and tourists mostly obtained information directly from tourism partners (Boonratana, 2011). Anyhow, a study from Suansri, Chamreunporn, and Therathitayakul (2016) mentioned that CBT that runs marketing activities independent has more likely to be sustained than CBT relies on support from outsiders. One of the reasons behind this suggestion is the online marketing trend, tourists changing the way to search information via online market especially by social media platforms which CBT can take advantage because of the suitable with tourist behaviors. Moreover, marketing communication by online social media is easier and consume low budget than the traditional marketing way in the past (Srisawang & Buaban, 2014). Thereby, Office of The Permanent Secretary, Tourism & Sport (2014) sees social media as a marketing communication

opportunity and proposed nine projects to support CBT online making around Thailand via the action plan for sustainable and creative CBT for 2018-2022. Finally, there is no study relevant to visual content marketing for CBT in Thailand, while it is one of the famous marketing strategies widely implemented by business online marketers (Beets & Handley, 2019; Manic, 2015; Rigutto, 2017).

Table 2.5 Relevant studies of CBT marketing in Thailand

Author and Year	Study Topics	Related Marketing Communication Results/ Conclusion
1. Kobkaew Chaidejsuriya, (2003)	Community Based Marketing Management on Tourism of Ban Thung Soong, Changwat Krabi.	Thung Soong community has 7 categories of ecotourism activity. The tourists, both international and local satisfied with all activity, except public relation and some facilities. The community needs to develop public relation to promote community in order to attract tourist throughout a year.
2. Atchara Laotong, Unknot Sangpoo & Sanit Parat, (2007)	A study guideline for marketing management of small and micro community enterprise in order to promote tourism in Lower North East Thailand.	The selling attention capacity of the lower North East communities was tourism attractions, ancient places and culture, and wisdom of villager. Marketing plan and public relations in the various form are recommended to reach the target market.
3. Petchara Budseeta, (2007)	Marketing Management of Community Based on Tourism of Ban Nakornchum, Kamphaeng Phet Province.	Nakornchum community has the potential to run traditional and cultural CBT. One of the marketing threats is lacking support on public relation. To support CBT for being well known, the community and partners should promote tourism activities with sales campaigns and public relation.

Table 2.5 (Continued)

Author and Year	Study Topics	Related Marketing Communication Results/ Conclusion
4. Chalairat Chirachaichaowanon, (2011)	The Administration Tourism Net by Area Tall Phetchabun Community, Marketing Administration for Something The Public Relations Tourism Net.	The public relation including television, radio, and the internet are critical factors for marketing communication for highland communities in Phetchabun province.
5. Ramesh Boonratana, (2011)	Sustaining and Marketing Community Based Tourism: Some Observations and Lessons Learned from Thailand.	Most CBTs lack of marketing capacity and relied on word of mouth from tourists, an occasional report by local media, and through the tour operators. CBTs need to seek partners to promote products and services due to tourist obtained information from tour operators.
6. Mutchima Udomsilp, (2013)	The Promotional Guidelines Eco-tourism for Sustainable Development of Klong Kone Community, Samutsongkram Province.	The community showed a good practice of collaboration and management for forest resources conservation. In order to received tourists regularly, consistency of public relation promotion by supported from provincial administration and other agencies is recommended.
7. Kwanyupa Srisawang & Maslin Buaban, (2014)	The Guidelines for Developing Integrated Marketing Communication to Promote Tourism in Bang Luang Market and Community, Nakhon Pathom Province.	Bang Luang community rebranded into food and festival tourism by using, webpage, Facebook Fan Page, and poster for marketing communication. The study revealed the effectiveness of media selection and found that they are suitable for marketing communication for CBT due to low budget and easy to update regularly.

Table 2.5 (Continued)

Author and Year	Study Topics	Related Marketing Communication Results/ Conclusion
8. Pojchana Suansri, Thiti Chamreunporn & Kridsada Therathitayakul (2016)	Developing Tourism Markets for CBT in ASEAN.	Marketing activities which run by CBT independently have more likely to be sustained than CBT which relies on support from outsiders. for community members and tour operators.
9. Office of The Permanent Secretary, Tourism & Sport, (2017)	The Action Plan for sustainable and creative CBT 2018-2022.	There are 3 types of marketing strategies, direct marketing on site by CBT, marketing through tourism partners, and using online platform. Online social media is an opportunity to promote CBT due to the trend of tourist behaviors. It easy to access updated information and easy to provide feedback. Moreover, comments and suggestions from social media benefits for CBT development.

In summary, marketing communication is an important area that CBT should emphasize, low communication refers that tourists do not know about the community. However, social media platform could benefit for online marketing approach because it is easy for community members to produce and update the latest information with low budget.

2.2 Online Marketing Communication

2.2.1 Online Marketing Communication Definitions

In the digital age, the rate of internet users is significantly growing. The statistic from Kemp (2018) revealed 3.419 billion users in 2016 and increased to 4.021 billion in 2018. This covered 53% of the world population and the statistic also showed that tourism economic through online marketing grows by 13% with $212.7 billion.

Online marketing is a web-based integrated with communication message and shares common terms with the traditional marketing communication of the off-line world.

Marketing communication is a strategy involved tools and media creating awareness and persuasion by conveying significant product information and value, then encourage customer purchasing behavior (Fill & Jamieson, 2011; MaRS, 2010; Mathew, 2014). It is not one-way communication but engages participation with styles and tones of messages between sender and customer (The Chartered Institute of Marketing, 2007). With the two-way approach, on the other hands, it takes roles to inquire and learn what customer values or needs to create a meaningful message (Blythe, 2005; Varey, 2002). Perreault and McCarthy (2002) further explained that marketing communication is a combination set of both online and off-line advertising tools, personal selling, sales promotion, public relation, and direct marketing as part of a promotional strategy for marketing communication mix. The study from Bala and Verma (2018) reinforced business company can be relied on various online marketing media due to they are cost-effective with great benefits impact.

In summary, online marketing communication is a communication process through various type of media via different distribution channels. It provides key information to a specific target market and influence customers to recognize the organization, product, service, and brand. There are common forms of online marketing media such as search engines marketing, e-mail direct marketing, social media marketing, and content marketing are widely used among marketers (Huson et al., 2012; Machado & Davim, 2016).

Search Engine

An online location that people search for information and see paid advertisements as part of integrated marketing communication. It has an effective role for communication which business companies invest to be listed at the top position of search engine services to catch attention by arouse users to click further information (Dodson, 2016; Netmark, 2016). The study from Mitsche (2005) and Fesenmaier, Xiang, Pan & Law (2010) confirmed search engine is a gateway for travel planning by destination-oriented keywords because of it fast and easy.

E-mail Direct Marketing

A direct way to contact customers with an online letter. It is a tool that saving cost which can be seen in forms of stand-alone campaign and newsletter (Schwarzl & Grabowska, 2015). A marketing campaign is a successful tool for the tourism industry, it

normally consists of three phases on the contact cycle, acquisition phase, campaign phase, and evaluation phase (Rita Paulo & Rita Cristina, 2019). A newsletter is a key tool for content marketing aims to support tourist loyalty by providing relevant useful information. However, this tool will fully function with customers who subscribe to the source (Machado & Davim, 2016).

Social Media Marketing

An interactive platform with 3.196 billion online users worldwide (Kemp, 2018). According to Manning (2014), social media has two main characteristics, a channel that user has to create a profile to access specific social media providers. Second, it involves an action to establish a link among users who can be friends, family members, colleagues, customers or even service providers. Further explained by Kietzmann, Hermkens, McCarthy, and Silvestre (2011), social media has seven functions of identity, sharing, conversations, groups, reputation, relationship, and presence which users can be different focused based on communication purposes. Top three global social media platforms in 2018 were Facebook with 2,16 billion users, Youtube with 1.5 billion users, and Instagram by 8 million users, while in Thailand, Youtube came at first, followed by Facebook, and Instagram (ETDA 2019; Kemp, 2018). Anyhow In the tourism industry, Facebook is a popular platform that various organizations use for communication and engage their target markets (Viviani, 2018)

Facebook

The Facebook become a primary of tourism information searching on the social platform and influent people to travel (Roque & Raposo, 2016; Hays, Page & Buhalis 2012; Mizrachi & Sellitto, 2015; Park et al., 2016; Xiang & Gretzel, 2010). It helps the business grow by updating contents consistency, posting reviews and testimonials from tourists, or take action when received feedbacks (Kelly, 2016; Yutyunyong, 2012). This indicates that tourist who uses Facebook often share their experiences with others in common and the tourists trust those reviews (Rodigues et al., 2016; Pantano & Di Pietro, 2013). Moreover, a case study from Nepal after the earthquake struck in 2015 showed Facebook can be used as a tool for image resto

2.2.2 Content Marketing for Online Marketing Communication

Online marketing mostly relies on paid advertisements (ads) as traditional methods throughout social media or website where internet users can directly see, for example on pop-up ads, banner, full-page ads, sticky banner ads, or background ads. However, people have

changed the way of internet surfing by install advertisement blocker application (Adblock) both on their desktops/laptops and mobile devices. A study from Interactive Advertising Bureau (2016) found users avoid advertisements to improve their perception during navigate websites and some users want to improve loading speed and reduce the bandwidth of internet consumption. Moreover, it founded 61% of users have less clicked the ads banner than previous due to they don't want to be diverted from current online activities and 58% said ads were not relevant to their interest (Marketwire, 2011). Report form PageFair (2017) showed blocking application grows slow each year and reaches more than 615 million users.

For these reasons, marketers identified that customers avoid direct advertisements, irrelevant information, and information overload. They shift original online marketing communication into content-based call online content marketing aiming to provide useful information to engage customers in business. The CMEX (2015) explained content marketing as the marketing of attraction because it helps to increase brand awareness, engage the customer to discover, experience, enjoy, and share contents with other users.

Report from Beets and Handley (2019) revealed Business to Business marketers in North America 91% use content marketing approach and increase engagement by 77%. Furthermore, they use content marketing tactics via social media 92%. Data collected from 10,000 website articles proved that content marketing enhances higher engagement customer with questions and answers by 56%, recalls and recognizes the brand 39%, and a new paradigm of content marketing strategy is to allow customers to be part of marketers by sharing advertisement content to new customers (Boxer, 2016).

The style for publishing content can be written word, using visual content, or through sound content via online channels that reach specific target markets. Content marketing is not focused to promote products and services directly as a usual way, instead, provide relevant useful information that customer needs. This approach aims to help customer decision making (Velocity, 2009). Macathy (2016) suggests types of interesting contents for communication as follow;

Business Story Telling

This helps customer knowing more about the brand, why launching business, achievement, failures, inspiration, or motivation of business not show only features of

products and services but storytelling connects customers with their personal emotion and experience. Furthermore, a marketer can encourage customers to get involved in the conversation. By this method gained 15% of engagement level.

Using Breaking News, Holidays or Special Events

It connects business as a forefront brand of current social issues or events. For example, using photos of tourist destinations and tell them to visit and take the most beautiful shot of photo once a year. Or marketer can create easy fun challenging game by adding some hidden objects to photo and ask customers to find. This gain trust from customers because it shows that business always trendy and inspire ideas to customers.

Sharing Inspirational, Motivational, Memes, Images or Quotes

It can be short quotes, testimonial, or interview. This method stirs a deep emotional response to customers, and they will share with others.

Sharing Hints, Tips, Tutorial, and benefits

This technique offers hints, tips, and tutorials to customers as step-by-step help customer feel that business is helpful in terms of supporting useful relevant information.

2.2.3 Visual Content for Online Marketing Communication

Visual content is a marketing tool that communicates interesting information through visual media. The fundamental is visual aspects, there is no image in the human brain before neuron response to the eye vision (Dake, 2005) so visual is a primary input pathway transmitted into messages (Goldstein, 1996). As a natural process of human being, children are able to see and recognize things before speaking (Berger, 1972). Moreover, the learning pyramid theory from Dale (1969) also explained learners are able to recall key learning after three days 65% if the teacher using visual learning materials in the classroom. Even nowadays, the visual image also telling the story more powerful than text.

With the characteristic of visual form, it merged into communication purpose and indistinguishable from marketing activities for centuries. According to Few (2006), Tam (2008), and Byrom (2014), people are familiar with visual communication in daily life through sign, poster, pamphlet, photograph, drawing, and television advertisement. They decode a message based on personal background by imaging themselves into a picture related to a certain product and service before purchasing (Dimitrova, 2015; Lohse, 1997; Urry & Larsen, 2011).

Visual communication appeals and reminders customers about products, services and relevant brand information (Tellis, 2004). It does not involve the communication process only but also creates intention and motivates persuasion to increase sales revenues (Fletcher, 2010). Messaris (1997) explained three major roles of the visual image in advertising which 1). draw out emotions, 2). support a being of the thing as a photographic proof, and 3). create a connection between being sold product and other mental images.

Visual communication also applies to tourism marketing and performs great impacts by arousing tourist gaze, provoking imagination, feeling, and desire (Chaiyarat, 1993). It can be used as a supporting tool for tourist destination images, the tradition visual communication by broadcasting and print media such as photos and postcards showed a significant relationship toward destination image (Lapawanttanphun, 2003; Milman, 2011, 2012). Whereas the visual information via an online platform such as websites, blogs, and social media established difference images of tourist destinations (Soojin, Xinram, & Alastair, 2006). Moreover, a study from Zeng and Gerritsen (2014) confirmed photo and information published on social media are a fundamental core that affected ways of searching, finding, and trusting on tourism information.

Anyhow, online marketers transformed general visual communication into visual content communication due to its more friendly and meet with the current behavior of online users. Visual content is a form of communication that aims to provide useful information and meaningful content as it has a strong relationship with human nature by avoiding a traditional direct-sale approach (Manic, 2015). It is a powerful medium widespread used by marketer for 80% on social media platforms (Stelzner, 2018), improve effectiveness three times than text-based for 20.3% (Chute & Digiday, 2015), increase interactive engagement with people 65% (Schoenfeld, 2016) because it coveys significant valuable information to the visual media that easy to understand. It works for brands to expand to potential market targets, build an authentic relationship with customers and it easy for customers to share the entire brand's media 70% to others (Colum Five, 2016 and Digiday, 2014). There are several types of visual media that can use to create visual contents based on a specific purpose.

Photo

It represents the brand by telling stories, showing behind the scenes, changes of brand/ milestone, visually funny moment, and evokes emotions (Johnson & Frankel,

2015). Photo attracts attention from customers to the content, the article with a relevant image gets performance more views 94% than without an image in the same category (Skyword, 2012). In 2014, eMarketer reported photo was a primary type of media people shared for 87%. It can be a standalone photo or with short descriptive texts. Photo or image is one area that CBTs can develop skills to produce visual content via their desktop or smartphones.

Videos/Motion Graphic

An effective way to tell the brand story and maintain communication. Video content is not a direct sell as general advertising purpose but provide shallow learning or useful information instead. An appropriate length of video content is based on purpose, 15-30 seconds to increase awareness, 60-120 seconds for foster trust and influence consideration. Video length longer than 120 seconds can act as an expert provides significant information to gain sustain loyalty and develop advocates customer (Gonzalez, 2013). Content Marketing Institute reported 59% of video content has most effective for a business to business organization in 2016. Therefore, videos content will be a new trend for future marketing, but its process is complicated than CBT to produce currently.

Infographic

Nowadays, people can access online information easily but sometimes struggle with overloaded information especially on internet world. Social network flooded with update contents daily which not easy for audiences to get through in a short time. Infographic is designed as a visual presentation of knowledge and data information with short, clear, and memorable in an attractive way. It transforms a set of complicated information into a statistic, graph, histogram, data map, sequence map, and other visual forms. It can be tools for learning, informing, and build brand awareness, (CMEX, 2015). The research form Levie and Lentz (1982) found illustration aid learning to text-based and lead direction to follow better than without illustration. Recently, infographic becomes an interesting topic that people searching for. Marketers are widely implementing infographic and reported the effectiveness by 63% (Content Marketing Institute, 2016 and Google, 2016).

Meme

The virally humor of a social idea transmitted in form of an image, video, GIF file, phase or, a combination of different media types grabbing people attention and

evoke emotion for reaction (Macarthy, 2016). It carries hidden meaning massage through commentary, imitations, or parodies of a current popular social event (Bauckhage, 2011). It spreads and influences people minds then affect to human behavior (Brodue, 2009) but it has a short lifespan due to it connected to real life situation (Clickfire, 2016).

Quote Card

A quote of inspiration or motivation from famous people stir a deep emotion with a positive response. It helps capture attention which can be a form of flash cards or photo with overlaying text with a small size of brand logo attached. When the quote connected to customer mindset, it encourages customers to share with others (Macathy, 2016).

Slideshow/Presentation/E-Book

An educational information to advice or inform brand, sometimes provides relevant useful information. There are three kinds of presentation, slide decks, narrated audio presentation (slide with synchronizing audio), and interactive video presentation (CMEX, 2015). The slide content can be edited, revised and updated which well known as a short form of E-book or easy data formatted (Johnson & Franke, 2015).

2.2.4 Message Strategies for Online Marketing Communication

Marketing communication has been used as one of the successful strategies for all times. It is not just only delivering messages to customers for increasing purchasing intention but also builds brands and attaches value to both tangible and intangible products with specific message strategy (Wijaya, 2012; Zonon & Teichmann, 2016).

Adetunji, Nirdin & Noor (2014) found message strategies is an essential core for all type of communication methodologies that shape outline for communication perspectives for brand awareness, brand image, and brand purchase intention. In addition, Blyth (2005) mentioned message should be clear with purpose, otherwise obscure. There are well-known message strategy theories among marketers and business consultants call Cognitive, Affective, and Conative strategies which have been applied together and conveyed through different media forms. Clow & Baack, (2004) explained choosing the right strategies affected successful communication objectives. This theory can be used as a single strategy or applied with multiple strategies to achieve goals.

Cognitive Strategy

It presents rational knowledge information and develop a positive feeling to make an impact on customers. Cognitive strategies use external stimulus environment attaching potential value, unique selling proposition, and benefit attributes into products (Belch, 2004). The advertising applies cognitive strategy shows a significant positive response for cognitive, behavior, value, and brand image change (Samreung, 2002). Tourism Authority of Thailand also successfully in applying cognitive concept through Marketing communication by selected a superstar singer and a folk music band to arouse domestic tourist traveling and spending during the year 2008 - 2009 under the theme "Amazing Thailand: Bustling Thai Tourism, Burgeoning Thai Economy" (Supadhiloke, 2011).

Affective Strategy

The technique that builds impression and image stored in memory, feeling, and emotion as a core principal. It functions by attracted products and services to mind, then matching and convincing customer. Felling is part of human being, sometimes purchasing is not always rely on benefits attributes so the trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance, and passion are attributes that able to make a connection to products (Clow & Baack, 2004). Dark Tourism also applies the affective strategy, that can be seen in the study by Podoshen (2013). He revealed one important factor of dark tourism motivation is tour companies provided emotional media through various sources such as tour program, films, song, web, and blogging.

Conative Strategy

The strategy that leads a customer to have quick response behavior for action, mostly support for promotional methodology. Creating a situation linking with cognitive knowledge can persuade purchasing intention, for example, apply strategy which customer can get free or get a discount when buying product on the specific date or time.

2.3 Tourism Decision-Making via Online Marketing Communication

The people in the 21st century enjoy spending time on the internet. The latest statistic from Kemp (2019) revealed people in early 2019 spent time on the internet average of 6.42 hours per day, while Thailand joined the top five by 9 hours per day. The study from

Cheranont (2016) showed tourism business mostly apply online marketing communication to the industry as its meet current behaviors trend. Among the online communication strategies, social media is selected by small and medium-sized businesses for their communication channel because of its open for tourists to make a connection and inquire further information with other tourists easily. Social media is the online platform that people mostly use, there are 3.49 billion users from 4.39 of overall internet users and spent 2.16 hours per day. Thailand social media users ranked 9th of the world highest social media users with 50 million accounts (Kemp, 2019). Social media plays an important role in tourism marketing communication by providing information as part of decision-making and using as a tool for tourism promotion (Zeng, 2013).

Social content editors are confronted with the divers of customer behaviors, understanding decision-making behaviors help in designing communication approach strategies and satisfy tourists needs. Johnston (2013) describes the theory of five stages buying process introduced by Dewey in 1910 in Figure 2. It is famous a framework for marketers as well as is an essential aspect for marketing communication research studies.

Figure 2.1 Five Stages Buying Process
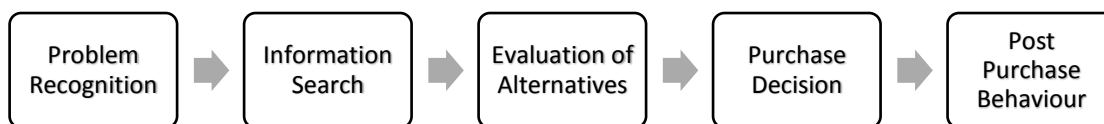
Source: Johnston, (2013)

1). Problem Recognition

first stage of buying process forming when customers realize need or want. Need or want occurs as a basic need or call as an internal stimulus, while sometimes rely on external stimulus as outside influencing factors. Chris (2013) explains when stimulus rises enough to a high level, it will lead to the drive. In the tourism sector, there are many researchers studied Need as a travel motivation, push and pull factors by Dan in 1977. It is a theory has been used to explain factors influencing tourist travel decision-making, push factors motivate people to travel from their own internal force while pull factors are attracted by destination image (Hudson, 2009). The example of destination pull factors are accommodation quality such as cleanliness,

basic furnishings, bathroom, safety and security and price affected tourist satisfaction (Gnanapala, 2014; Group ATN Consulting Inc., 2017). Food is considered as one of the basic needs, it can be local food, food choices, food uniqueness, nutrition, food quality, and affective image of food (Amuquandoh & Adjei 2013; Pestek & Cinjarevic 2014). Moreover, reasonable price for transportation, accommodation, and other products and services are affected as pull factors (Pars & Gulsel, 2011, Ragavana et al., 2014).

2). Information Search

In order to meet customer's need, they will collect data both internal and external information. Internal information refers to past experiences, while external information refers to the process of seeking information outside environments such as family, exhibition, and other alternative sources of information searching (Lombrado, n.d.; Jeddi et al., 2013). The marketer needs to provide the right information to demonstrate satisfying customers need (Hudadoff, 2009). When tourists recognize and attract leisure needs, it becomes a reason for action to search for more information. Currently, it reported Thai tourists share interesting photos of tourist destinations, share destination information, and share tourism programs for other tourists through social media (Setsri, 2017) Pan (2015) emphasis that visual media is strongly influence during the search process because it captures intention better than text form. Furthermore, provide relevant useful information, before the trip, during the trip, and after trip for tourists are needed consideration.

3). Evaluation of Alternatives

The customers mostly evaluate products and services on the basis as an alternative choice. A potential characteristic of product convincing customer intention (Saylor, 2015). Tourists also compare information and some of them reject destination due to the uncompleted or destination has negative information (Dionyssopoulou et al., 2013).

4). Purchase Decision

A purchasing process takes place during this stage. Purchasing place and methodology are important factors for the final decision process depend on how easy to access and pay. The study from Hanmongkolpipat (2015) confirmed that Thai tourists select social media because it easy to inquire the price and convenient for payment.

5). Post-Purchase Behavior

    This stage is significant for retaining customer due to customer comparing with previous expectation either satisfied or dissatisfied. Positive and negative feedback about product affecting purchasing decision in the future. Information to fix unsatisfied experience and extra or further information also required (Hudadoff, 2009). Several studies found the reviews of tourist opinions and experiences are reliable than marketing advisors and it useful for word of mouth online (Zeithaml et al., 2006; Zivkovic et al., 2014).

Figure 2.2 Conceptual Framework
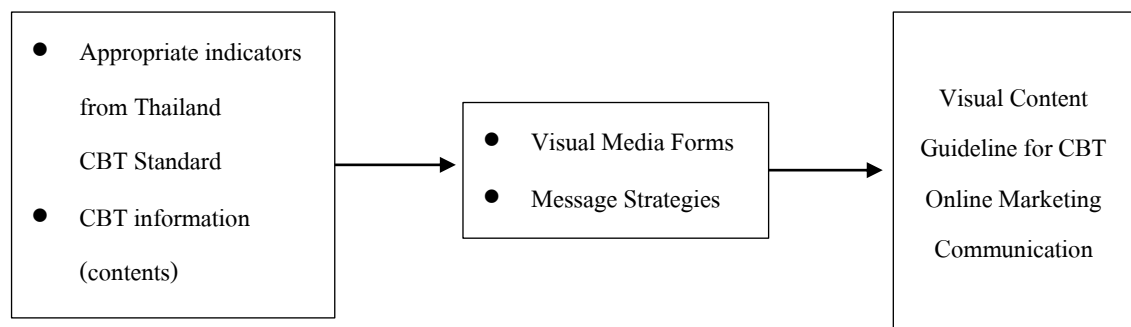
CHAPTER 3

METHODOLOGY

This chapter describes overall research design to answer research objectives. The study applied combination of qualitative and quantitative approaches referring to each objective. The chapter concludes with the data collection and analysis techniques.

3.1 Population and Sampling

There were three main populations in this study, Thai tourists, social content editors, and Ban Nateen CBT committee members.

3.1.1 Thai Tourists

Ban Nateen starts using Facebook as an online marketing communication channel. They aim to communicate CBT to be more well-known and reach more tourists in the market. For this reason, Thai tourists refer to general tourists who search for tourism information on Facebook. The latest statistic of Facebook users in Thailand during January 2019 were 50 million accounts (Kemp, 2019). There are more than 240 tourism Facebook pages including word "tourism" in the title with overall 139,000 subscriptions. Therefore, the non-probability with purposive sampling was applied. The population can be both groups of tourists who experienced in CBT or never visit in any CBT before, as the community needs to expand to the general market on Facebook, the information from non-CBT experience is value. The criteria of the sampling group are tourists who recently subscribe to tourism Facebook page and the page has minimum weekly update. The subscription on a Facebook page means users are interested in having information and wish to see more in the future, there are only 56 pages met the criteria. However, the number of overall subscriptions does not reflect the actual sample size due to a single user can subscribe more than one Facebook page. It could say that tourists who use Facebook searching tourism information is precisely unknown. The W.G. Cochran's formula (1977) was used to calculated unknown sample size in this case with a level of 95% confidence and 5% precision.

Formula:

$$n = \frac{z^2 pq}{e^2}$$

n = sample size

z = confidence level as 95%

p = maximum population variability as 50%

q = 1-p

e = precision level as 5%

Therefore, the result of calculation was below:

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

n = 384.16

n = approximately were 400

The online questionnaire created with Google Forms and sent to the sampling groups. One of the weak points when conducting an online survey especially by personal message via Facebook function, the questionnaire links might not be seen by respondents due to the researcher and respondents are not connect as a Facebook friend. In order to get enough at least 400 respondents, the survey links was sent to the latest 15 Facebook accounts who show on the subscriber list in 56 tourism Facebook business page which 840 links in total.

3.1.2 Social Content Editors

Social media content editors responsible to create content influent attention of the specific target audiences, inform relevant information, engage consumers to participate in communication, and track relevant conversation for evaluation. In this study, social media content editors of tourism Facebook pages from both tourism enterprises and CBTs according to the criteria were selected to be population. The total sampling size was 143 pages, by 32 tourism enterprise/private pages and 111 CBT pages in 2017. The online questionnaire links were sent to 26 pages, 19 enterprise/private pages, and seven CBT that meet criteria selection. The sampling criteria including;

    A. Tourism enterprise/private pages.

- promote local tourist destination.
- focus on budget tourist.

- has at least 3,000 subscribed users

- updated page weekly.

B. CBT pages

- has at least 1,000 subscribed users

- updated page monthly.

3.1.3 Ban Nateen CBT Committee

The study from Font and Carey (2005) explained sustainable products and services have different characteristics from general tourism products. It has important roles to shape tourists needs and expectations rather than promote or change products to fulfill tourists wishes as usual. Moreover, communication should reflect community visions and describe a realistic image of products and services. (The Mountain, 2000; Asker et al., 2011) Therefore, the population was Ban Nateen CBT committee, with a sampling size of 32 members in 2017. With the finite population, a census method was planned to be used. However, the data collection took place during low season which most of the members were busy with their main occupation. Therefore, the CBT leader assigned specific representatives that able to provide significant information and asked collaboration with Ao Nang Subdistrict Administrative Organization (SAO) for a different point of views. There were eight informants including the CBT leader, leader of five CBT occupation group (homestay group, batik painting group, coconut shell handicraft group, local wooden boat handicraft group, and transportation management group), boxing gym owner and the Deputy Chief Executive of SAO.

3.2 Type of Research

Quantitative Method

This study applied online questionnaires to survey with two groups. The first group was tourists who use Facebook pages searching for tourism information. Second, survey with social content editors both from tourist enterprise/private pages and CBT pages. The purposive sampling technique was applied to recruit respondents taking part in this study.

Qualitative Method

In order to gather information about CBT as well as the information during the visual content guideline development process. This research applied an in-depth interview and

the purposive sampling method with Ban Nateen CBT committee members and a representative from SAO to support result of the qualitative part.

3.3 Data Collection

Only the primary data used in this study. The online questionnaires aimed to identify the appropriate indicators of Thailand CBT standard for the visual content via online marketing communication. Therefore, the online survey links was distributed to tourists who use Facebook searching tourism information and sent to social content editors both from tourist enterprise/private pages and CBT pages. While the in-depth interview aimed to identify possible visual contents and media type for online marketing communication during the discussion with CBT committee members.

3.4 Research Instrument

Quantitative Instrument

The online questionnaire was applied to the quantitative method. There were two sets of the questionnaire surveys, for tourists who use Facebook searching tourism information and for the social media content editors.

The online questionnaire for tourists

1. The first part is a respondent demographic profiles: personal information including, experience in CBT, gender, age, monthly income, education level, occupation. ETDA (2016) categorized age group of social media users by Generation (Gen) , and the statistic showed Baby Boomer (born between 1946-1964) and Gen X (born between 1965-1980) had a low rate of using social media than Gen Z and Y. Therefore, the age group of Baby Boomer and Gen X were combined.

2. The second part is the closed-ended questions to evaluate the need for visual communication toward 75 indicators of Thai CBT standard in pillar 5.

3. The third part is the closed-ended questions for additional suggestions and comments on the visual content communication toward 75 indicators.

The online questionnaire for social content editors

1. The first part is a type of tourism Facebook page.

2. The second part is the closed-ended questions to evaluate the appropriateness of selected 27 indicators from tourist surveys for visual communication marketing.

3. The third part is the closed-ended questions for additional suggestions and comments on the visual content communication toward 27 indicators.

Qualitative Instrument

The interview was applied to answer qualitative method by conducted in-depth interview with Ban Nateen CBT committee members to get information about CBT, products, and services. Moreover, the interview also conducted during visual content design. It consisted with three parts.

1. The first part is a respondent demographic profiles: information of roles and responsibility related to Ban Nateen CBT.

2. The second part is about current CBT marketing situation including market targets, highlight of CBT, successes and challenges of marketing communication, and strengths and weakness of products and services.

3. The third part is the about opinions and idea toward the possibility of visual content, visual media types, and massage strategies as a marketing communication guideline for CBT in the future.

3.5 Data Analysis

Quantitative data analysis

There were two sets of online questionnaires for tourists and social content editors. The data from both respondent groups analyzed by the descriptive statistic. The frequency was used to determine the raw scores of "yes" and "no" answers, then converted into percentages. Lastly, the indicators from six criteria were ranked as a descending order, sorted from highest to lowest scores.

Qualitative data analysis

The in-depth interviews were tape-recorded and transcribed with the content analysis method in order to identify the common theme of data. There were two main areas of the data analysis as follows;

1. The relevant information of Ban Nateen CBT

    - Highlights of Ban Nateen CBT

    - Desire Target Market

    - Successes and challenges on marketing communication

    - Strengths and weakness of products and services.

2. The visual content guideline for online marketing communication

    - Possible and interesting contents

    - Propose of media types

    - Propose of message strategies

CHAPTER 4

RESULTS

This chapter provides a summary research results by research methodologies. The qualitative results with frequencies and percentage statistics from tourists who search for tourism information on Facebook and social content editors from both tourist enterprise/private pages and CBT pages. Whereas, qualitative results from in-depth interviewed with Ban Nateen CBT committee members.

4.1 Quantitative Results

The quantitative method aims to explore appropriate indicators of Thailand Community Based Tourism Standard for visual online marketing communication. The online questionnaires links were sent to two sampling groups. First, the tourists who use Facebook searching for tourism information. Second, the social content editors both from tourist enterprise/private pages and CBT pages. The final result fund 25 appropriate indicators to be used as visual online marketing communication for Ban Nateen CBT. The detail of quantitative results described by sampling groups.

4.1.1 Results from Tourists

The online questionnaire was collected with tourists who search for tourism information via Facebook in 2017. The survey links were sent out to 840 Facebook accounts. There were 400 tourists completed the survey. The result showed all indicators are needed to convey into visual form by tourist perspectives, but this study only focused the top three highest rank by criterion. The respondent demographic profiles were analyzed by frequency and percentage as shown in Table 4.1.

Table 4.1 Demographic of Respondents

Demographic Profiles			F	%
Experience in Community	Yes		255	63.75
Based Tourism	No		145	36.25
		Total	400	100.00
Gender	Female		243	60.75
	Male		157	39.25
		Total	400	100.00
Age	Under 18 years		5	1.25
	18 - 24		96	24.00
	25 – 29		81	20.25
	30 – 34		110	27.50
	35 - 39		54	13.50
	40 years or over		54	13.50
		Total	400	100.00
Monthly Income (THB)	Lower than 10,000		88	22.00
	10,001 - 15,000		145	36.25
	15,001 - 20,000		23	5.75
	20,001 - 25,000		55	13.75
	25,001 - 30,000		41	10.00
	30,001 or more		49	12.25
		Total	400	100.00
Education Level	Bachelor Degree		327	77.75
	Certificates and Diploma		37	9.25
	High School or equivalent		34	8.50
	Graduate Degree		16	4.00
	Primary School		2	0.50
	Other		0	0
		Total	400	100.00

Table 4.1 (Continued)

Demographic Profiles			F	%
Occupation	Employee		159	39.75
	Government and Office		86	21.50
	Student		80	20.00
	Self-employed		38	9.50
	Unemployed		33	8.25
	Agriculture-related		3	0.75
	Retied		1	0.25
		Total	400	100.00

Experience in Community Based Tourism

This study revealed the majority of the tourists who use Facebook searching for tourism information were 63.75% that had experience in CBT and followed by 36.25% of non-experience in CBT.

Gender

The most respondents who search for tourism information through Facebook were female 60.75%, followed by male 39.25%.

Age

Top three of respondent age ranges were between 30-34 with 27.50%, followed by 24% of age group between 18-24 and 20.25% of age between 25-19 years old. For the age groups between 35-39 and 40 years old or over had the same number of the respondent rate at 13.50% which quite low.

Monthly Income (THB)

The majority of respondents' income was 10,001-15,000 Baht with 36.25% and respondents who have an income lower than 10,000 Baht was 22%. while respondents who have income between 20,001-25,000 were 13.75%. The income range between 25,001-30,000 Baht had 10% and respondents who have income 30,001 Baht or more were 12.25%. The smallest number of respondents were a group of income between 15,5001-20,000 Baht with 5.8%

Education Level

The bachelor's degree was a majority of respondents by 77.75%, followed by 9.25 % of certificates and diploma level. Respondents who had an education background in high school or equivalent was 8.50%, graduated degree at 4% and at primary school level by 0.50%.

Occupation

The highest of occupation responded to online questionnaires was employees by 39.75%. Government officers were 21.50% followed by students 20%. The self-employed submitted online questionnaire back with 9.50% and unemployed by 8.25%. The lowest response rates were an agriculture-related with 0.75%, and retired group by 0.25%.

In order to explore appropriate indicators for visual online marketing communication. The respondents were asked to read all 75 indicators in six criteria and examined the need for visual media marketing communication regarded to the Thai CBT standard. There were two choices for each indicator, visual media is required, and visual media is not required to respond. The frequency and percentage were used to analyze indicators and the data was sorted into ranking form as shown in Table 4.2. The rank was assigned to values in descending order according to the frequency score. Although, respondents agreed all indicators able to convey into visual form, but this study focused only the top three of each criterion which totals 27 indicators as the most needed area to develop visual contents for marking as describe below.

Table 4.2 Summary of overall needed indicators for visual media

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.2 Accommodation					
5.2.1 Beds					
5.2.1.2 There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)	344	86.00	56	14.00	1
5.2.1.1 Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests	326	81.50	74	18.50	2
5.2.1.4 There is a waste basket and clothes hangers or rail	289	72.25	111	27.75	3
5.2.1.3 The room is airy and there is no stale odour (smelly)	288	72.00	112	28.00	4
5.2.1.5 Drinking water is available near the bed	278	69.50	122	30.50	5
5.2.2 Toilet					
5.2.2.1 The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated	339	84.75	61	15.25	1
5.2.2.2 The toilet is private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light	312	78.00	88	22.00	2

Table 4.2 (Continued)

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.2.2.3 There is a waste basket and coat hangers / a rail	276	69.00	124	31.00	3
5.2.3 Around and Inside the House					
5.2.3.5 There is a corner to relax in the home	335	83.75	65	16.25	1
5.2.3.8 The home is clean and orderly	326	81.50	74	18.50	2
5.2.3.9 The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers	325	81.25	75	18.75	3
5.2.3.1 The house is solid and strong, not damaged or dangerous	309	77.25	91	22.75	4
5.2.3.6 The number of tourists is appropriately managed, with consideration of the size of the house, the number of toilets and the ability of the hosts to provide good service	294	73.50	106	26.50	5
5.2.3.3 The home is airy and comfortable without an odour	255	63.75	145	36.25	6
5.2.3.7 The host restrains pets before the arrival of tourists	252	63.00	148	37.00	7
5.2.3.4 There are no animals which may carry disease in the home	222	55.50	178	44.50	8
5.2.3.2 The roof does not leak	214	53.50	186	46.50	9
5.2 Food and Drink					
5.2.4.11 The host introduces the food	335	83.75	65	16.25	1
5.2.4.1 Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking	313	78.25	87	21.75	2

Table 4.2 (Continued)

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.2.4.4 Kitchens are clean and airy, with sufficient light, and equipment is stored systematically	299	74.74	101	25.26	3
5.2.4.5 Food is appropriate for the target group (e.g. Halal for Muslims, vegetarian food)	298	74.50	102	25.50	4
5.2.4.12 Drinking water is clean, hygienic, kept in clean and sealable containers	286	71.50	114	28.50	5
5.2.4.8 There are at least 3 dishes per meal, sufficient portions and different from meal to meal	278	69.50	122	30.50	6
5.2.4.6 Guests have the chance of cooking with homestay families	267	66.75	133	33.25	7
5.2.4.2 Food is made from mostly local ingredients	255	63.75	145	36.25	8
5.2.4.3 Cutlery and equipment are clean, there are lids which can be closed tightly, and equipment is washed before and after cooking	252	63.00	148	37.00	9
5.2.4.7 The amount and quality of food represents good value for money and is sufficient for the number of tourists	245	61.25	155	38.75	10
5.2.4.10 There are sufficient plates, cutlery, etc. for the number of tourists	212	53.00	188	47.00	11
5.2.4.9 Food is served on time	196	49.00	204	51.00	12
5.3　Transport					
5.3.8 The community has a clear map showing how to reach the community	364	91.00	36	9.00	1
5.3.7 Safety equipment is available. E.g. life jackets, helmets	340	85.00	60	15.00	2
5.3.1 The cost is appropriate for the distance, type of road and time	304	76.00	96	24.00	3

Table 4.2 (Continued)

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.3.5 Appropriate and sufficient transport for the number of tourists, and clear guidelines for the number of tourists per vehicle	283	70.75	117	29.25	4
5.3.6 Drivers are chosen appropriately: local people with drivers licenses, of sound mind, sober, knows the route well	265	66.25	135	33.75	5
5.3.2 Transport is cleaned and checked before use	261	65.25	139	34.75	6
5.3.4 Guidelines for transport providers and a contingency / emergency plan	260	65.00	140	35.00	7
5.3.3 Appointments are made and drivers are on time	251	62.75	149	37.25	8
5.3.9 Vehicles are insured against accidents	202	50.50	198	49.50	9
5.4 Local Guides					
5.4.10 Has necessary skills to warn tourists of dangers and risks	301	75.25	99	24.75	1
5.4.9 Has necessary skills to perform first aid	283	70.75	117	29.25	2
5.4.7 Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program	268	67.00	132	33.00	3
5.4.12 An appropriate number of local guides for the number and type of tourists, and informs tourists of the number of guides in advance	264	66.00	136	34.00	4
5.4.3 Trained and with good knowledge about the community	256	64.00	144	36.00	5
5.4.1 Local people who are members of the CBT group and respected	256	64.00	144	36.00	5

Table 4.2 (Continued)

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.4.6 In good physical condition, sober, healthy, of sound mind	237	59.25	163	40.75	6
5.4.11 Coordinates with CBT team / other partners in advance	228	57.00	172	43.00	7
5.4.4 Skilled at interpretation and interesting, clear and correct information	223	55.75	177	44.25	8
5.4.2 Qualities of a good guide: appropriate for the situation, punctual, able to solve problems, self- controlled, good judgement	220	55.00	180	45.00	9
5.4.8 Has necessary skills to assess the physical and mental condition of tourists, and give appropriate advice	217	54.25	183	45.75	10
5.4.5 Well behaved with tourists and not flirtatious	207	51.75	193	48.25	11
5.5　Homestay Hosts					
5.5.1 Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice	271	67.75	129	32.25	1
5.5.2 Able to facilitate cultural exchange between community and tourists	260	65.00	140	35.00	2
5.5.3 Family members are prepared and happy to welcome guests	247	61.75	153	38.25	3
5.5.4 The host family knows about CBT and can is knowledgeable about the community	240	60.00	160	40.00	4

Table 4.2 (Continued)

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.6 Communication and Coordination					
5.6.12 There is a CBT Handbook with information about the community, for sale or distribution to tourists	341	85.25	59	14.75	1
5.6.6 Able to give clear information to tourists, concerning CBT activities, services, prices	322	80.50	78	19.50	2
5.6.1 Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact	292	73.00	108	27.00	3
5.6.5 Booking system	289	72.25	111	27.75	4
5.6.4 Communication equipment (which is always available)	282	70.50	118	29.50	5
5.6.3 Clear coordination system	266	66.50	134	33.50	6
5.6.9 The CBT group has basic information about the community, CBT group and tourists which is recorded systematically	264	66.00	136	34.00	7
5.6.13 Feedback from tourists is collected and filed systematically	260	65.00	140	35.00	8
5.6.11 The CBT group has systematic information about partners (e.g. tour operators, government and NGO partners)	249	62.25	151	37.75	9
5.6.7 Able to request basic information from tourists, e.g.: dietary requirements, allergies or illnesses	239	59.75	161	40.25	10

Table 4.2 (Continued)

Indicators of Thai Community Based Tourism Standard	Visual media is required		Visual media Is not required		Rank
	F	%	F	%	
5.6.2 Qualities of a coordinator: friendly, communication skills and able to present information clearly	239	59.75	161	40.25	10
5.6.8 Communicates information about guests with local guides, homestay families, drivers etc. so that they can prepare, and follows up to check on progress	230	57.50	170	42.50	11
5.6.10 The community group have a system for making contracts with marketing partners	215	53.75	185	46.25	12
5.7 Safety					
5.7.8 Tourists are advised to keep their valuables safe	324	81.00	76	19.00	1
5.7.1 The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport	300	75.00	100	25.00	2
5.7.5 The CBT group have communication equipment which can be used 24 hrs.	283	70.75	117	29.25	3
5.7.4 The group has a guard to protect tourists safety and security	271	67.75	129	32.25	4
5.7.2 Safety is included in planning (e.g. joining safety training)	264	66.00	136	34.00	5
5.7.3 Insurance (safety / accident) for tourists	252	63.00	148	37.00	6
5.7.6 The CBT group works as a team with the local government, village clinic, volunteers etc. to make a joint safety plan	250	62.50	150	37.50	7
5.7.7 Community members reach appropriate agreements to help tourists feel safe in the community	240	60.00	160	40.00	8

Accommodation – Bed

The top three indicators that tourists are needed to interpret into visual form were indicators that show a private area of bedroom (5.2.1.2) by 86%, followed by showing the cleanliness of bedroom (5.2.1.1) with 81.50%, and an indicator of the wastebasket and clothes hangers or rail (5.2.1.4) for 72.25%. While the airy of room (5.2.1.3) received 72%, visual media that showing drinking water in room (5.2.1.5) was required only 69.50%. For open-ended question, one respondent who had CBT experience mentioned that safety of the bedroom should reveal in visual form to show how the privacy of the room.

Accommodation – Toilet

The highest score in this criterion referred to an indicator of the cleanliness and hygienic toilet (5.2.2.1) with 84.75%, while an indicator of a private place for toilet (5.2.2.2) by 78%. The last indicator in this criterion is about providing wastebasket (5.2.2.3) at 69%. One of the CBT experienced tourists suggested to show a type of toilet (indoor or outdoor) because the toilet is one of the main important criteria when selecting accommodation to stay, especially for female tourists. There might be a tiny hole on the toilet wall/door or walking to the outdoor toilet at night for example.

Accommodation – Around and Inside the House

Top three highest scores for around and inside the house criterion were shown an indicator that mentions about corner to relax in the house (5.2.3.5) for 83.75%, show the cleanliness and orderly inside the house (5.2.3.8) was 81.50%. , and outside the house (5.2.3.9) was 81.25%. Other indicators such as the solidity of the house (5.2.3.1) had 77.25%, the number of tourists is appropriating to the size of house amenities (5.2.3.6) by 73.50%, the house is airy (5.2.3.3) by 63.75%, and the hosts need to restrain pet (5.2.3.7) for 63% with no harmful and disease carrier animal in house (5.2.3.4) by 55.50%. The lowest score was the indicator of solidity roof (5.2.3.2) at 53.50%.

Accommodation – Food and Drink

The most three areas of food and drink that tourists need to see through visual form were the food introduced by hosts (5.2.4.11) by 83.75%, followed by the cleanliness and hygiene of the food (5.2.4.1) by 78.25%, and the last score was about cleanliness of kitchen (5.2.4.4) by 74.75%. The indicator shows food based on tourist's diet (5.2.4.5) received 74.50%,

the cleanliness of drinking water (5.2.4.12) by 71.50%, the showing of at least 3 dishes per meal (5.2.4.8) for 69.50%. Tourists also need to see the guests have an opportunity to cook (5.2.4.6) by 66.75%, local food ingredients also need to be seen (5.2.4.2) for 63.75%, cleanliness of cutlery and equipment (5.2.4.3) was 61.25%. Food amount and quality (5.2.4.6) were 61.25%, the sufficient and appropriate of plates and cutlery (5.2.4.10) by 53%, and punctuality of food serving (5.2.4.9) by 49%.

Transport

Tourists need to see a clear map to reach community (5.3.8) received the highest score at 91%, followed by seeing safety equipment (5.3.7) with 85%, and the third rank in this criterion was to see the appropriate transportation cost (5.3.1) by 76%. The appropriate and sufficient transport number for guests (5.3.5) received 70.75%, appropriate drivers (5.3.6) by 66.25%, the cleanliness transport (5.3.2) by 65.25%, and the need of transport guidelines or emergency plan (5.3.4) was 65%. Punctuality of driver (5.3.3) was 62.75% and vehicles assurance (5.3.9) came to the lowest rank at 50.50%.

Local Guides

The most of necessary indicators for local guides referred to relevant to safety like skills to warn tourists of dangers (5.4.10) by 75.25%, skills to perform first aid (5.4.9) by 70.75%, and skills to welcome tourists (5.4.7) by 67% were rank as top 3 scores in this criterion. There was an appropriate number of local guides for tourist (5.4.12) by 66% to be seen in visual, the well trained of local guides (5.4.3) and being someone that local members are respected (3.1) had the same score at 64%. The guides need to present in a good physical condition (5.4.6) for 59.25%, skills to coordinates in advance (5.4.11) by 57%, skills of interpretation and provide correct information (5.4.4) with 55.75%. Local guides with good characteristics (5.4.2) were needed in visual form only 55%, skills to assess tourist conditions (5.4.8) was 54.25%, and the last indicator went to the appropriate behaviors of local guides (5.4.5) for 51.75%.

Homestay Hosts

Top three areas of needed indicators for homestay hosts were hospitality skills (5.5.1) by 67.75%, skills on cultural exchange facilitation (5.5.2) with 65%, and willingness of hots (5.5.3) by 61.75%. The knowing of CBT information (5.5.4) had the lowest score with

60%. For the open-ended part, one respondent who never has experience with CBT suggested to promote photo of local guides who also being a homestay host to increases the level of professionalism. The second respondent who experienced in CBT wanted to make sure that a host is really willing to welcome tourist rather than forcing by the community committee otherwise the atmosphere while staying will feel uncomfortable.

Communication and Coordination

The three highest indicator scores in this criterion were about CBT handbook with community information (5.6.12) by 85.75%, activities and services information also need to illustrate in visual form (5.6.6) by 80.5%, and clear responsible coordinator (5.6.1) at 73%. The coordination system revealed that tourists want to see the booking system (5.6.5) for 72.25%, communication equipment (5.6.4) for 70.50%, and clear coordination system (5.6.3) at 66.50%. The need for CBT to have basic information about community (5.6.9) was 66%, collected feedback from tourist (5.6.13) was 65%, the systematic information about partners (5.6.11) by 62.3%. Tourists want to see CBT able to receive their basic information (5.6.7) and see the qualities of coordinator (5.6.2) for 59.75%. Communicates information about guests to local guides (5.6.8) had 57.50% and the CBT system to make a contract with marketing partners (5.6.10) was received the lowest score with 53.75%.

Safety

Highest score of indicators in safety criterion was about visual media that advise tourists to keep their valuables safe (5.7.8) for 81%, followed by a provided safety plan dealing with an emergency (5.7.1) for 75%, and visual media illustrate that there is communication equipment (5.7.5) with 70.75%. The other four indicators were, photo relevant to the security guard (5.7.4) by 67.75%, CBT has a safety plan (5.7.2) by 66%, insurance for tourist (5.7.3) with 63%, CBT has a safety plan with other stakeholders (5.7.6) by 62.59%, and the lowest score belongs to community members reach appropriate agreement for the feeling of safety while tourists visit (5.7.7) with 60%. Three CBT experienced respondents mentioned that this safety criterion influencing tourist attitude toward trust to, visual media relevant to the safety during staying in CBT with short description are needed than formal information as usual.

4.1.2 Results from Social Content Editors

The top three indicators by criterion obtained from tourist surveys were selected to be questionnaire questions for social content editors both from tourist enterprise/private pages and CBT pages for the final decision. There were 27 indicators that social media content editors have to evaluate the possibility of conveying indicators into visual form and evaluate that they are appropriate for marketing communication on not. There were 26 online questionnaire links sent to social content editors. Unfortunately, only 19 pages completed the form, 14 surveys from tourist enterprise/private pages and 5 surveys from CBT pages. Although respond rate was 73% which not covered all target informants as planned, the data provided a similar result. The open-ended part was useful in terms of suggestions, five respondents suggested to exclude the indicator 5.7.8 (tourists are advised to keep their valuables safe) out of the list for marketing purpose due to it creates a sense of unsafe and insecure attitude toward tourists. It might suitable for marketing communication purpose, instead, it will be useful to inform when tourists visit CBT. Thereby, the respondents agreed all indicators are able to convey into visual form, but in terms of the marketing purpose, there were only 25 indicators identified. The frequency and percentage of indicators are summarized and showed in Table 4.3 with the description below.

Table 4.3 The Evaluation of CBT's indicators for visual marketing communication purpose

	Indicators are able to convey into visual form				Indicators are appropriated to be use for visual media marketing			
Indicators of **Thai Community Based Tourism Standard**	Yes		No		Yes		No	
	F	%	F	%	F	%	F	%
5.2 Accommodation								
5.2.1 Beds								
5.2.1.2 There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)	19	100	0	0	19	100	0	0
5.2.1.1 Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests	19	100	0	0	18	94.74	1	5.26
5.2.1.4 There is a waste basket and clothes hangers or rail	19	100	0	0	10	52.63	9	47.37
5.2.2 Toilet								
5.2.2.1 The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated	19	100	0	0	19	100	0	0
5.2.2.2 The toilet is private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light	19	100	0	0	11	57.89	8	42.11
5.2.2.3 There is a waste basket and coat hangers or a rail	19	100	0	0	6	31.58	13	68.42

Table 4.3 (Continued)

Indicators of Thai Community Based Tourism Standard	Indicators are able to convey into visual form				Indicators are appropriated to be use for visual media marketing			
	Yes		No		Yes		No	
	F	%	F	%	F	%	F	%
5.2.3 Around and Inside the House								
5.2.3.5 There is a corner to relax in the home	19	100	0	0	19	100	0	0
5.2.3.8 The home is clean and orderly	19	100	0	0	19	100	0	0
5.2.3.9 The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers	19	100	0	0	19	100	0	0
5.2.4 Food and Drink								
5.2.4.11 The host introduces the food	19	100	0	0	17	89.47	2	10.53
5.2.4.1 Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking	19	100	0	0	15	78.95	4	21.05
5.2.4.4 Kitchens are clean and airy, with sufficient light, and equipment is stored systematically	19	100	0	0	10	52.63	9	47.37
5.3 Transport								
5.3.8 The community has a clear map showing how to reach the community	19	100	0	0	19	100	0	0

Table 4.3 (Continued)

Indicators of Thai Community Based Tourism Standard	Indicators are able to convey into visual form				Indicators are appropriated to be use for visual media marketing			
	Yes		No		Yes		No	
	F	%	F	%	F	%	F	%
5.3.7 Safety equipment is available. E.g. life jackets, helmets	19	100	0	0	10	52.63	9	47.37
5.3.1 The cost is appropriate for the distance, type of road and time	17	89.47	2	10.53	15	78.95	4	21.05
5.4 Local Guides								
5.4.10 Has necessary skills to warn tourists of dangers and risks	10	52.63	9	47.37	6	31.58	13	68.42
5.4.9 Has necessary skills to perform first aid	16	84.21	3	15.79	7	36.84	12	63.16
5.4.7 Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program	12	63.16	7	36.84	8	42.11	11	57.89
5.5 Homestay Hosts								
5.5.1 Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice	14	73.68	5	26.32	13	68.42	6	31.58
5.5.2 Able to facilitate cultural exchange between community and tourists	11	57.89	8	42.11	14	73.68	5	26.32
5.5.3 Family members are prepared and happy to welcome guests	12	63.16	7	36.84	11	57.89	8	42.11

Table 4.3 (Continued)

Indicators of Thai Community Based Tourism Standard	Indicators are able to convey into visual form				Indicators are appropriated to be use for visual media marketing			
	Yes		No		Yes		No	
	F	%	F	%	F	%	F	%
5.6 Communication and Coordination								
5.6.12 There is a CBT Handbook with information about the community, for sale or distribution to tourists	16	84.21	3	15.79	14	73.68	5	26.32
5.6.6 Able to give clear information to tourists, concerning CBT activities, services, prices	15	78.95	4	21.05	19	100	0	0
5.6.1 Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact	16	84.21	3	15.79	15	78.95	4	21.05
5.7 Safety								
5.7.8 Tourists are advised to keep their valuables safe	11	57.89	8	42.11	3	15.79	16	84.21
5.7.1 The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport	11	57.89	8	42.11	6	31.58	13	68.42
5.7.5 The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.	11	57.89	8	42.11	2	10.53	17	89.47

Accommodation – Bed

Three indicators in this criterion refer to the bed is a private area to sleep (5.2.1.2), room cleanliness (5.2.1.1), and showing of wastebasket and clothes hangers or rail (5.2.1.4). The survey revealed all three indicators able to interpret into visual form with 100%. In terms of visual media communication, social content editors saw the acceptation of indicator 5.2.1.2 for visual marketing 100%, followed by indicator 5.2.1.1 with 94.74%, and indicator 5.2.1.4 with 52.63%. The suggestions part revealed, due to CBT refers to a local accommodation provides by the host family, CBT needs to show a detail of room as much as possible to provide positive attitude toward tourists, especially the feeling of cleanliness. In addition, information and type of accommodation are needed to be clear because most of the Thai tourists believe that CBT accommodation is a spare bedroom with a host which uncomfortable to stay. In fact, a private room within the house or in the area of the house is available. Furthermore, CBT operates by the local community, some tourists might compare with the hotel functions, especially mode of safety and security while staying overnight. Therefore, visual media that creates a feeling of safety accommodation is important. In summary, all three indicators are appropriate to use for visual media communication.

Accommodation – Toilet

The top three indicators refer to a toilet is clean and hygienic (5.2.2.1), a toilet is a private place (5.2.2.2), and toilet provides wastebasket and coat hangers (5.2.2.3). This criterion showed that all indicators are able to interpret into visual form with 100%. For visual marketing communication purpose, indicator 5.2.2.1 appropriated for marketing media with 100%. The respondents agreed on indicator 5.2.2.2 as marketing media 57.89%, while 42.11% showed no interesting. Two respondents emphasized that marketing media of toilet needs to show the cleanliness and privacy as tourists mostly concern. The indicator 5.2.2.3 revealed 68.42% that most of the social content editors were not interested to use for communication. One respondent explained that this indicator also refers to other equipment which can be an option for CBT to remind for the communication, however, it does not necessary to focus on the wastebasket. For these reasons, only 5.2.2.1 and 5.2.2.2 indicators can be developed for marketing visual media.

Accommodation – Around and Inside the House

This criterion included indicators of a corner to relax in the house (5.2.3.5), cleanliness and orderly inside the house (5.2.3.8), and outside the house (5.2.3.9). Interestingly that respondents confirmed all indicators able to interpret into visual form 100% and agreed to use for marketing communication 100%.

Accommodation – Food and Drink

Three indicators in this criterion referred to a host introduces food (5.2.4.11), cleanliness and hygiene of the food (5.2.4.1), followed by the cleanliness of kitchen (5.2.4.4). From the surveys, all indicators in this criterion showed 100% able to interpret into visual media. Indicator 5.2.4.11 was appropriate for marketing media 89.47%, while indicator 5.2.4.1 had 78.95%, followed by 52.63% of indicator 5.2.4.4. Therefore, all indicators are appropriate for marketing purpose.

Transport

Indicators in this criterion are the CBT has a clear map (5.3.8), has relevant safety equipment (5.3.7), and showing appropriate cost about transportation (5.3.1). The surveys showed indicator 5.3.8 and 5.3.7 were able to interpret into visual form with 100%, while indicator 5.3.1 had 89.47%. In terms of media for marketing, indicator 5.3.8 received 100%, indicator 5.3.7 had 52.63% which close to 47.37% of respondents who said this indicator is not necessary to use for marketing. Indicator 5.3.1 was appropriated for marketing 78.9%. In summary, all three indicators are suitable for marketing communication purpose.

Local Guides

This criterion included indicators of a local guide with the skills to warn tourists of dangers and risks (5.4.10), skills to perform first aid (5.4.9), and skills to welcome and give tourists information (5.4.7). All three indicators able to interpret into visual form with 52.63%, 84.21%, and 63.16% but in term marketing was different. The opened-ended part revealed all three indicators are not appropriate to use standalone photo or image for marketing 68.42% followed by 63.16% and 57.89%. This criterion appropriate for video or infographic than only photo form. Two of the three indicators are relevant to safety issue which tourists might concern and want to see and make sure before entering CBT. The standalone photo might not interesting and hard for tourists to understand in one short of a photo. Instead, creates several

graphics of "first aid tips" and end with the sentence "Don't worry, our local guides were trained on basic skills of first aid", or use photo of local guides attended a first aid training session with short description to show that CBT is ready to handle security and incident. This suggestion was similar to the guideline of using a photo on social media from Macathy (2014). He mentioned to show behind the scenes of the service for customers to see and feel privilege, it is a sense of knowing things that few customers knew. For these reasons, all indicators can produce marketing media. Moreover, it is suggested to provide infographic of the protocol in case of an emergency during a sea trip or trekking trip.

Homestay Hosts

The three indicators in this criterion were a host family has friendly and polite skills to introduce places in CBT (5.5.1), a host has skills on cultural exchange facilitation (5.5.2), and family members have the willingness to be homestay host (5.5.3). All indicators were possible to interpret into visual form with 73.68%, 57.89%, and 63.16%. Moreover, all of them also appropriate for marking with 68.42%, 73.68%, and 57.89%. Four respondents mentioned that this criterion was quite hard to produce visual media by each indicator. However, a simple photo that shows smiling between guests and host family or general activities that doing together would automatically reflect the meaning of all indicator in this criterion. Furthermore, the respondent suggested using a testimonial quote from tourists to gain trust and create a sense of readiness and warm welcoming.

Communication and Coordination

This criterion is referring to indicators about CBT handbook with basic information (5.6.12), information about activities and services (5.6.6), and clear responsibilities of coordinator (5.6.1). All indicators able to interpret into visual form with 84.21%, followed by 78.95%, and 84.21%. Indicators 5.6 received 100% that appropriate to use for marketing while, indicator 5.6.12 had 73.68% and indicator 5.6.1 received 78.95%. There is one comment from the respondents, indicator 5.6.1 is not necessary to show a photo of coordinator person, only name and contact number is acceptable. One respondent revealed that due to tourists who choose to visit CBT mostly are people who love to explore a new experience, showing a photo of handbook or map about CBT before a visit can lead their attitude that they can explore CBT themselves. In summary, all three indicators appropriate for marketing communication.

Safety

The indicators in this criterion are the warning for tourists to keep valuables safe (5.7.8), CBT has a safety plan for tourists (5.7.1), and CBT has communication equipment (5.7.5). All indicators able to interpret into visual form with the same percentage at 57.9 and all of them were not interesting to use as marketing media with 84.21%, followed by 68.42% and 89.47%. The open-ended part stated that indicator 5.7.8 is not necessary to promote because it might lead to unsafe attitude toward tourists. However, it is suggested to use infographic of "To Do and Not To Do" to inform tourists while visit CBT. Four respondents recommended showing photo or map of the nearby places such as local health center, police station or other relevant CBT safety spots for tourists to feel safe and secure with this basic information. Hence, even the survey result shows that respondents are not agreed to use these three indicators for marketing communication, but from the suggestion, some indicators can be used for marketing communication to gain trust form tourist. Therefore, indicator 5.7.1 and 5.7.5 were selected as visual media for marketing, while ignoring indicator 5.7.8.

4.2 Qualitative Results

The qualitative method aims to identify visual content types, media forms, and message strategies for Ban Nateen Community Based Tourism online marketing communication. The data collected through in-depth interviews with eight informants, seven from CBT committee members and one from Ao Nang Subdistrict Administrative Organization. There were two main data groups, information about Ban Nateen CBT and the design of visual contents guideline for online marketing communication. The informant demographic profile can be seen in Table 4.4

Table 4.4 Demographic of informant profiles

Informants	Responsibilities
Ban Nateen Community Based Tourism Leader	Plan on marketing strategy and coordinate with tourists. Manage with all divisions within CBT to ensure that community provides proper services to tourists. Maintain networking with other CBTs in order to share lesson learn. Seek collaboration with partners on specific training topics for CBT members.
Leader of Homestay Group Leader of Transportation Group	Ensure all houses/vehicles in CBT meet service as well as safety and security standard.
Leader of Coconut Shell Product Occupation Group Leader of Batik Occupation Group Leader of Wooden Boat Handicraft Occupation Group	Design and maintain product quality. Provide information, demonstrate, and teach tourists to practice producing products.
Thai Boxing School Owner	Provide information, demonstrate, and teach tourists on Thai boxing.
Deputy Chief Executive of the Subdistrict Administrative Organization (SAO)	Provide relevant support to CBT such as budget, marketing materials, as well as support on policy level.

All informants were chosen by CBT leader who is working closely since Ban Nateen started tourism activities in 2003, he took role and responsibility as a chairman of Krabi CBT Network during the interview. All informants have at least three years of working experiences and knowledge about products and services in the community. Interviews were conducted via informal discussion atmosphere which aims to create a safer space for interviewees to feel comfortable while responding questions. Each interview took approximate 20-30 minutes. The interview questions focused on CBT information, opinions and suggestions on Ban Nateen CBT marketing. The interview answers were coded by theme and frequency as follow.

4.2.1 Results of Ban Nateen Information

As shown in Table 4.5, the informants revealed the highlight of Ban Nateen CBT is a reasonable price for products and services which tourists can enjoy the local way of life during visit as one on interviewee mention;

"Tourists said they love how we set a price for our tour program cheaper and valuable especially food. When they went out with tour operators, they will get only one or two dishes with this price. While our CBT, provided more than three options and they can enjoy the local taste, the freshness until they feel full"

Table 4.5 Ban Nateen CBT highlights

Keywords	F	%
Reasonable price	6	75
Local way of life	5	62.5
Near tourist attraction	5	62.5
Various activities	3	37.5
Friendly	2	25
Local products	2	25
Well known among hotels and tour operators in the area	1	12.5

Moreover, CBT is located nearby Nang bay, one of the main tourist attractions in Krabi provinces where tourist can stop by and experience with various activities in the community. The community members also see themselves as a friendly host with skills on local handicraft products. Their product has a unique pattern and available for made to order service which also received several awards from government both local and national level, CBT was also invited by provincial to show their products at the national events several times.

Table 4.6 Desire target market

Keywords	F	%
New Generation	7	87.5
Walk-in	6	75
Student Group	4	50
Field Study Group	4	50
Foreigner Group	3	37.5

The table 4.6 revealed the expected target market of CBT. They aim to expand market to a new generation who interested in sustainable tourism routes or who are seeking new experiences as some respondent revealed;

"We interested in a new generation that they can enjoy a short trip as individual or group because they want to try something new but concern on their budget and experience. I mean the people that just started working or work for a couple of years"

"There are a number of hostels in Ao Nang, this means people love to travel alone and like to share experiences with others. CBT might be their option"

In general, the field trip study trips were main tourists from Subdistrict Administrative Organization, Provincial Administrative Organization, Civil Society Organizations, business companies, schools, and universities. An interviewee further explained;

"The majority of study groups are from other CBT from different regions to learn and share experiences about CBT management throughout a year"

The second groups of tourists are foreigners from tour agents nearby. There are only a few Thai and foreigner walk-in tourists due to lack of effective public relation media. Therefore, they still want to maintain the study groups, students, and foreigner groups from tour operators.

Table 4.7 Success and challenges of CBT marketing communication

Success			Challenges		
Keywords	**F**	**%**	**Keywords**	**F**	**%**
Word of mouth	6	75	No marketing plan	4	50
Partners	2	25	No marketing skills	3	37.5
No answer	1	12.5	No answer	3	37.5

The table 4.7 showed word of mouth from tourists is the most powerful channel for CBT that encourages people to visit the community. The second marketing communication that supports CBT is the local tour operators and hotel. The tour operators have tour programs that use CBT resources and the hotel telling the story of CBT as part of CSR service. However, it revealed that CBT has no proper marketing plan. The previous marketing communication strategies were developed by Krabi Tourism and Sports Office and Krabi Community Development Office at the beginning, later on handover to CBT. Website, Facebook, and pamphlets were the main marketing channels which have less effective than expected in recent year because the information on those media was out of date. CBT aims to use Facebook to reach tourists but no actual strategy for marketing communication as some of the interviewees mentioned.

"We know the benefit of using Facebook for online marketing, but we don't know what content to feed on, normally we upload the photos from the last visit to show who visit our CBT."

"I know, promoting products and services via Facebook is good. I think it might be something more than that, but I do not know how"

Table 4.8 Strengths and weakness of cooking class/ food

Strengths			Weakness		
Keywords	**F**	**%**	**Keywords**	**F**	**%**
Experience in cooking	8	100	Language Barrier	6	75
Fresh ingredients	8	100			
Reasonable Price	6	75			
Local taste	5	62.5			
Varity of choices	3	37.5			

As shown on Table 4.8, comparing to other cooking classes in the area in terms of price and number of dishes provided, cooking class of Ban Nateen CBT is a strength. Tourists engage with the full experience of cooking local dishes and original taste. Some of the respondents added;

"Tourists mostly enjoy with the cooking class, start with learning and picking fresh vegetables and other ingredients from farms, then cook together without Monosodium glutamate (MSG)"

"Thai tourists often provide feedback that our taste is tangy"

All dished able to apply based on special diet needed like vegan, vegetarian, or halal for Muslims. This activity is easy when dealing with Thai visitors, while CBT has struggled with the language barrier when dealing with foreigners. This mean CBT has to rely on partners.

Table 4.9 Strengths and weakness of coconut shell handicraft and product

Strengths			Weakness		
Keywords	**F**	**%**	**Keywords**	**F**	**%**
Experience in making coconut shell product	8	100	No innovation	6	75
Made to order	3	37.5			
Perforated detail	2	25			

Coconut is one of the top favorite juices for tourists along the coastline, coconut milk is one of the favorite ingredients for local recipes, and it is also one of the agricultural products for Thai industrial and household use. The leftover of coconut shells was used as a bowl to collect latex from rubber tapping process but there are still has a number of unused coconut shells in community. Ban Nateen CBT is the first community in Krabi province came up with an idea to produce handicraft from coconut shell as a tourist souvenir. Table 4.9, showed the strength of coconut shell product of Ban Nateen which is the exquisite perforated details and ready for made to order in different patterns and styles. The hotel often order this product to give to their guests because it represents local dignity. CBT received the award of the best product among 22 provinces and won One Tambon One Product (OTOP) award for several times. The CBT also has a short session for tourists to experience in crafting their own souvenir from coconut shells. However, coconut shell handicraft became a common product without new innovation as one interviewee explained;

"The coconut shell activity allows tourist crafting their own souvenir which is fine. However, in terms of product characteristic, it is similar to other communities and there is no new innovation to make it different"

Table 4.10 Strengths and weakness of batik activity and product

Strengths			Weakness		
Keywords	F	%	Keywords	F	%
Experience in batik painting	8	100	No innovation	7	87.5
Salt and sugar technique	2	26			
Coral pattern	1	12.5			

As shown in Table 4.10, batik painting is one of the main activities that tourists love the most. Some tourists participated only painting part which requires only an hour before visiting other tourist destinations. The interviewee further explained;

"The tourists use their imagination drawing wax and coloring on fabric. The final product will be given back to the tourists at the end of the day"

CBT has tried to develop the uniqueness of batik product by using salt and sugar to create new pattern, but the technique also found in other communities. It seems to be the weakness point due to batik product is similar to other communities and no innovation on the highly competition among CBT.

Table 4.11 Strengths and weakness of a local wooden boat handicraft

Strengths			Weakness		
Keywords	F	%	Keywords	F	%
Signature souvenir	2	25	No innovation	4	50
No answer	3	37.5	Price and size	4	50
			No answer	3	37.5

As shown in Table 4.11, the local wooden boat handicraft (Hua Thong Boat) refers to a local small fishing boat types of Andaman coastline. The small size model of the boat was asked to craft as a souvenir from tourists who experienced the boat trip. Due to the similarity of product, size, and style compared to other communities, I could say this product has a big challenge in the market. The interviewee mentioned:

"The wooden boat handicraft needs proper skills to craft and consume times, therefore no crafting activity for tourists. Furthermore, the price, size, and style are not met the Thai market. It can be sold to non-Thai tourists but only a few numbers per year"

Table 4.12 Strengths and weakness of a Thai boxing class

Strengths			Weakness		
Keywords	F	%	Keywords	F	%
Visit/ Observe	2	25	Unsure situation	8	100
Short term course	1	12.5			
No answer	4	50			

As shown in Table 4.12, the Thai boxing class was in an unsure situation to receive tourists due to the boxing gym has the main priority to teach boxing. Sometimes tourist activity interrupts the classroom as the owner replied;

"I train the children in the community to become a boxing fighter. It consumes time and effort and our gym is too small. When tourists stop by, I have to pause the class to welcome tourists"

Table 4.13 Strengths and weakness of a palm/ rubber plantation

Strengths			Weakness		
Keywords	F	%	Keywords	F	%
Field visit/ observe the harvesting method	4	50	Not interested by Thai tourists	6	50
Experience in real harvesting method	2	12.5	Field visit/ observe the harvesting method	4	50

The table 4.13 showed visiting and observing palm and rubber plantation can be both strength and weakness. Some informants see as a new experience for tourists, while some say it has no activity as some of interviewees mentioned;

"There is on actual activity during visit the palm and rubber plantation, normally tourists only listen the information from local guide and observe the field.

"The rubber plantation might be a new experience for some tourists, but most of Thai tourists are not excited with this kind of activity"

4.2.2 Results of Visual Content Design

The visual content manual developed by the researcher based on literature reviews in Chapter 2 was presented to CBT committee. The manual provides knowledge and techniques of visual content marketing in nine chapters including;

- What is content marketing?
- What is visual content marketing?
- How to produce visual content?
- Technique to identify interesting content.

- Message strategies.

- Thai CBT indicators that tourists need to see in visual form.

- Visual media types, photo, infographics, meme, quote card, slideshow/E-book, and video

- Publication schedule.

- Summary of visual content production process.

- Example of visual content producing application both on website and smartphone.

Table 4.14 Overall results of media types and message strategies

Media Types			Message Strategies					
			Cognitive		Affective		Conative	
	F	%	F	%	F	%	F	%
All Media Types	56	100	45	80.36	11	19.64	0	0
Photo	25	44.64	24	96	1	4	0	0
Slideshow/ E-book	13	23.21	13	100	0	0	0	0
Infographics	12	21.43	10	83.33	2	16.67	0	0
Quote Card	6	10.71	0	0	6	100	0	0
Meme	0	0	0	0	0	0	0	0
Video	0	0	0	0	0	0	0	0

The interviewees were free to discuss the content ideas, message strategies, and design form of visual communication media for each indicator. As shown in table 4.14, there were 56 example contents designed by committee members in total, 23 indicators generated 45 contents by using information from within CBT for 80.36%. While 8 indicators generated 11 contents by borrowing information from other resources such as websites, books, and share information available on Facebook for 19.64%

In terms of content types, provided general current information was the highest content type with 44.64%, followed by 26.79% of sharing tip and trick, sharing community stories were 16.07% and using inspiration content with 12.50%.

There were only four out of six media types that community agreed to produce visual contents based on their current skills and communication purpose. Thereby, there were 56 sets of media content guideline in this study, photo was the highest media form with 44.64%, followed by slideshow with 23.21%, info graphic with 21.43%, and the last type of selected media was quote card with 10.71%, while meme and video were not chosen.

For the message communication strategies, cognitive was the main strategy type that applied to the media contents with 82.14%, affective strategy with 17.86%, and conative strategy has not been selected due to the community doesn't want to force tourists to visit by the promotional method without understanding the concept of CBT. The photo was applied cognitive strategy 96% and 4% with affective strategy. Info graphics as a media that inform people with useful information attached cognitive strategy with 83.33% and effective strategy with 16.67%. All quote cards produced by using testimonial sentence from tourists and the famous persons, for this reason, affective strategy had been used with 100%. The last media type was a slideshow/e-book which CBT selected cognitive strategy to apply all 100%.

Table 4.15 Example visual contents media for Bed - Indicator 5.2.1.2

Criterion 5.2.1: Accommodation - Bed

Indicator 5.2.1.2: There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area).

Visual Media	Example Contents	Message Strategy
Photo	Show photo of the bedroom with short information of CBT standard. The sleeping place has a proper safe private area which does not share the same bed with the host as some of the tourists misunderstand.	Cognitive
Infographic	Provide information of the benefits when getting into fully sleeping stage, especially when staying in the CBT where is full of pure nature, a breath of fresh air, worry-free, and able to relax from sound of nature.	Cognitive
Quote Card	Quote tourist's testimonial after had sleeping experience in CBT.	Affective
Slideshow	Provide tips and trick for getting better sleep.	Cognitive

As shown in Table 4.15, the photo, infographic, quote card, and slideshow were selected to communicate with cognitive and affective technique. The contents reflected interviewees ideas through four example contents during the discussion.

"Thai tourist often think that CBT is share room with the host which in fact it can be a separate room. It can use photo show different view of a room and show that is safe to stay"

"Telling experience from tourists who used to stay here, it in our guest book"

"Tourist mostly trust the experiences of the others, we have to find the compliments from the guest book"

"Show information of the benefit of quality sleep"

"We can show the benefits of sleep among nature and fresh air. they can rest without worry"

"I saw a tip of how to sleep better on Facebook. We can use that information for the slideshow"

Table 4.16 Example visual contents media for Bed - Indicator 5.2.1.1

Criterion 5.2.1: Accommodation - Bed		
Indicator 5.2.1.1: Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests		
Visual Media	**Example Contents**	**Message Strategy**
Photo	Show overall bedroom amenities. Show available rooms in CBT with short description according to the characteristic of room or hosts.	Cognitive

Table 4.16 illustrated that photo with cognitive strategy was selected for this indicator. There were two example contents showed by the interviewees.

"Show photo that reflects cleanliness and orderly of the room"

"The sufficient number means CBT should have enough room for tourists, it can show the photo of different rooms in CBT and describe the style of a room. Example, this room located in the rubber plantation tourist will hear the cricket sound or you will feel like your home in this room"

Table 4.17 Example visual contents media for Bed - Indicator 5.2.1.4

Criterion 5.2.1: Accommodation - Bed		
Indicator 5.2.1.4: There is a wastebasket and clothes hangers or rail.		
Visual Media	**Example Contents**	**Message Strategy**
Photo	Show overall bedroom amenities, do not focus on only waste basket and clothes hangers or rail. Show the photo of coconut shell product relevant to this indicator.	Cognitive

Table 4.17 showed that photo with cognitive strategy was selected with two contents for this indicator as the interviewees mentioned.

"Show photo that reflects overall toilet amenities"

"It seems that CBT-experienced tourists concern on this issue but showing photo of wastebasket directly is weird. We can show a photo of an overall toilet in general.

"Even the indicator referred to the wastebasket, but we should not focus on that"

"CBT has the plan to use coconut shell in the room such as cloth hangers, clothe hooks, curtain knobs, and etc. to show as local product. The tourists might order, if they like"

Table 4.18 Example visual contents media for Toilet - Indicator 5.2.2.1

Criterion 5.2.2: Accommodation - Toilet		

Indicator 5.2.2.1: The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is in the same room, water which is used for showering and water which is used for washing after using the toilet are separated.

Visual Media	**Example Contents**	**Message Strategy**
Photo	Reflect overall toilet atmosphere, showing the cleanliness.	Cognitive
Infographic	Provide information of using nature-friendly cleaning product instead of chemical or natural air fresheners	Cognitive

As shown in Table 4.18, the photo and infographic with cognitive strategy were selected for this indicator. There were two example contents showed by interviewees;

"I understand why this indicator came first, same as me, people love to spend time in the clean and without smell during use of toilet. Showing photos of an overall area photo might help"

"There are some natural friendly products for cleaning, I think we can tell tourist about this since they are a group of environmental care"

"Moreover, we can provide other information and the benefits of using eco-friendly products as content too"

Table 4.19 Example visual contents media for Toilet - Indicator 5.2.2.2

Criterion 5.2.2: Accommodation - Toilet

Indicator 5.2.2.2: The toilet is clean and private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light.

Visual Media	Example Contents	Message Strategy
Photo	Show overall toilet atmosphere as a private area.	Cognitive

The Table 4.19 revealed that photo and cognitive strategy were selected. It was quite hard for CBT to think about his indicator's content. There was one of example content showed by interviewees;

"Most tourists believed it is a shared toilet with local host. However, even sharing toilet with hots I can guarantee that our toilet meets the standard of privacy"

"We are not a hotel, at least showing what we have will shape their expectation. Show overall area with the basic view of toilet is okay."

Table 4.20 Example visual contents media for Around & Inside the House - Indicator 5.2.3.5

Criterion 5.2.3: Accommodation – Around and inside the house

Indicator 5.2.3.5: There is a corner to relax in the home.

Visual Media	Example Contents	Message Strategy
Photo	Show different types of relax corner from each house with a welcome note.	Cognitive
Quote Card	Quote tourist's testimonial about relaxing moment during the stay in CBT. Select inspired quote from the famous person who talks about the importance of spending time for relaxation.	Affective
Slideshow	Provide tips and trick of relaxing methods or stress relief.	Cognitive

The Table 4.20 showed that photo, quote card, slide show with both cognitive and affective strategies were selected. There were four example contents showed by interviewees;

"I think can show the relax corners from each house, my house has a hammock, Ja Supa's house has a long bench chair at the open corridor"

"We can show testimonial from guests who talk about their feeling of relaxing during a stay"

"We can borrow good quotes from famous persons who mention about work-life balance which can lead to the relaxation part"

"There are several tips for stress relief and how to work balance"

Table 4.21 Example visual contents media for Around & Inside the House - Indicator 5.2.3.8

Criterion 5.2.3: Accommodation – Around and inside the house

Indicator 5.2.3.8: The home is clean and orderly.

Visual Media	Example Contents	Message Strategy
Photo	Show different area inside the house with cleanliness and orderly. Show photo tips for organizing house more orderly.	Cognitive

Table 4.21 found that photo with cognitive was selected for this indicator. It was quite hard for CBT to think about his contents. There were two example content showed by interviewees;

"I am not sure about this content, the house is house"

"May be showing the photo inside the house, at least they will know about the area that they will stay"

"Provide tip for organizing things in the house might be useful. There is a book that we can borrow"

Table 4.22 Example visual contents media for Around & Inside the House - Indicator 5.2.3.9

Criterion 5.2.3: Accommodation – Around and inside the house

Indicator 5.2.3.9: The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers.

Visual Media	Example Contents	Message Strategy
Photo	Show area outside the house with cleanliness and nice atmosphere. Show the local name of things around the house.	Cognitive
Slideshow	Provide garden planting guideline or short information of local flower or vegetable around the house.	Cognitive

As showed in Table 4.22, the photo and slide show with the cognitive strategy was selected. There were four example contents showed by interviewees;

"It is not just only the photo of the house, there are several things around the house that we can show and tell tourists such as local flowers and vegetable at the fence and local insects at the backyard"

"According to that ideas, sharing information of growing plants is an option too"

"We can also provide information about those things too"

Table 4.23 Example visual contents media for Food & Drink - Indicator 5.2.4.11

Criterion 5.2.4: Accommodation - Food and Drink

Indicator 5.2.4.11: The host introduces the food

Visual Media	Example Contents	Message Strategy
Photo	Show different types of local menu.	Cognitive
Infographic	Show ingredients and benefits in each dish.	Affective
Quote Card	Quote tourist's testimonial about the freshness and taste of the food. Provide quotes from the famous person about benefits of having food with local ingredients.	Affective
Slideshow	Provide tips and technique for cooking local dishes with ingredient information which found nearby the house.	Cognitive

As shown in Table 4.23, photo, infographic, quote card, and slideshow were selected to communicate with cognitive and affective technique. There were five example contents showed by interviewees;

"The contents for this indicator are easy, we are expert in cooking local food so we can share tips to cook"

"Local food is rich with local herbs, we can show those photos of herbs and provide some information like the children put in the sign at school"

"With is sense, is it possible to borrow word from people who talking about the benefit of having local food?"

"Local food refers to medicine, so it has benefit in each dish"

"Show quotes from tourist who complement with our food"

Table 4.24 Example visual contents media for Food & Drink - Indicator 5.2.4.1

Criterion 5.2.4: Accommodation - Food and Drink

Indicator 5.2.4.1: Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking.

Visual Media	Example Contents	Message Strategy
Photo	Show photo when tourists cooking local food with hosts.	Cognitive
Slideshow	Provide information of Halal food (Islamic cooking law) and how CBT prepare Halal dish.	Cognitive

As shown in Table 4.24, the social content editor mentioned on this indicator that it was hard to capture the actual photo reflect to the indicator of hygienic food. Using photo which including food as part of a story is recommended. The photo and slideshow with the cognitive technique were selected to communicate in this case. There were two example contents showed by interviewees;

"We have photos that tourists enjoy cooking, it automatically shows the food with proper procedure to cook"

"Dince CBT is a Muslim community, provide information of Halal food will be useful for tourists"

"Show the actual food that we cook"

Table 4.25 Example visual contents media for Food & Drink - Indicator 5.2.4.4

Criterion 5.2.4: Accommodation - Food and Drink		
Indicator 5.2.4.4: Kitchens are clean and airy, with sufficient light, and equipment is stored systematically.		
Visual Media	**Example Contents**	**Message Strategy**
Photo	Show photos when cooking with tourist. Capture overall area that can see cleanliness and kitchen orderly.	Cognitive

The Table 4.25 showed that photo with cognitive were selected to communicate as shown in Table 4.25. There were two example contents showed by interviewees;

"Show photo of a kitchen"

"We can show photo while tourist cooking because that can show the cooking area too"

Table 4.26 Example visual contents media for Transport - Indicator 5.3.8

Criterion 5.3: Transport		
Indicator 5.3.8: The community has a clear map showing how to reach the community.		
Visual Media	**Example Contents**	**Message Strategy**
Photo	Provide Ao Nang and community map with tourist attraction spots.	Cognitive
Slideshow	Provide guideline of local transportation.	Cognitive

As shown in Table 4.26. There were two main contents identified by interviewees via photo and slideshow with cognitive strategy.

"It is a good thing to provide transportation guide from town or the airport to Ao Nang and Ban Nateen due to tourist often asking the direction to get here"

"As a clear map, we can also show our tourist destinations map both in the area and within CBT that develops together with the local administration.

Table 4.27 Example visual contents media for Transport - Indicator 5.3.7

Criterion 5.3: Transport		
Indicator 5.3.7: Safety equipment is available. E.g. life jackets, helmets.		
Visual Media	**Example Contents**	**Message Strategy**
Photo	Provide information of important safety equipment and	Affective
Slideshow	instructions.	Cognitive

The Table 4.27 showed only main example contents identified by interviewees, but it can be developed in the form of photo and slideshow with both cognitive and affective strategies.

"It might be useful if we show instruction and the importance of using safety equipment during the sea trip such as life vest, SOS life ring, and basic first aid equipment"

Table 4.28 Example visual contents media for Transport - Indicator 5.3.1

Criterion 5.3: Transport		
Indicator 5.3.1: The cost is appropriate for the distance, type of road and time. It revealed that this indicator was quite hard to identify content		
Visual Media	**Example Contents**	**Message Strategy**
Infographic	Show procedure of setting transportation cost that aligns with Department of Land Transport	Cognitive

As shown in Table 4.28. There was only one content via infographic with cognitive technique can be used. It was noticed that some content might cause some conflicts with local transportation.

"We can show the common basis of transportation fair in the area, but I am not sure about the other private transportation services. Will they agree to reveal the real cost or not?"

"Our CBT has fare price which based on the policy of Department of Land and Sport for tourists"

Table 4.29 Example visual contents media for Local Guides - Indicator 5.4.10

Criterion 5.4: Local Guides

Indicator 5.4.10: Has necessary skills to warn tourists of dangers and risks Coordinates with CBT team / other partners in advance

Visual Media	Example Contents	Message Strategy
Slideshow	Provide information and instruction of safety concern in a specific activity. Example: tools and instruction when doing coconut shell handicraft or Batik painting	Cognitive

The Table 4.29 revealed one content by the photo with cognitive strategy. This content can be used with several activities such as coconut shell making, Batik painting, cooking, or during sea trip as respondents revealed.

"I think we can provide information of using tools for handicraft activities in CBT such as coconut shell making, Batik painting, cooking, or during sea trip"

"In addition, I think we can show tips and cautions for each tool and the refers back to CBT activities, for example, provide information of wood cutting tool and invite tourists to have direct experience in Ban Nateen"

Table 4.30 Example visual contents media for Local Guides - Indicator 5.4.9

Criterion 5.4: Local Guides

Indicator 5.4.9: Has the necessary skills to perform first aid.

Visual Media	Example Contents	Message Strategy
Photo	Show photos of local guide attended first aid training.	Cognitive
Slideshow	Provide first aid information and instruction when marine animal bits and strings.	Cognitive

As shown in Table 4.30. The photo and slideshow with cognitive strategy were selected for this indicator. There were two example contents showed by interviewees;

"We can provide information of first aid in different situations such as for the sea trip and for the trekking trip"

"Some of the local guides received the certificate of first aid training, we can show photo during their training.

Table 4.31 Example visual contents media for Local Guides - Indicator 5.4.7

Criterion 5.4: Local Guides

Indicator 5.4.7: Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program.

Visual Media	Example Contents	Message Strategy
Photo	Show local guide take tourists to visit attractions within and surrounding in CBT. Local guide training photo also recommended to reflect that they were attended proper training.	Cognitive
Infographic	Provide information of how tourism affected to community livelihood.	Cognitive
Quote Card	Quote junior tour guide/ local guide's attitude toward their role in CBT.	Affective
Slideshow	Provide information of each occupation group as well as instruction for tourist to concern when traveling in the Muslim community.	Cognitive

As shown in Table 4.31. The photo, infographic, quote card, and slideshow were selected to communicate with cognitive and affective technique. The six example contents reflected by the interviewees as follow.

"The photo of local guides doing activities with tourists reflecting this indicator"

"There were several activities in CBT that local guide engages tourists a warm and fun way"

"Asking junior guide about their feelings toward roles and responsibilities and share to the tourists"

"Show information of how tourism supports and develops the livelihood for the community such as occupations, teamwork, and other opportunities"

"Provide information of occupation groups run community members"

Table 4.32 Example visual contents media for Homestay Hosts - Indicator 5.5.4

Criterion 5.5: Homestay Hosts

Indicator 5.5.4: Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice.

Visual Media	Example Contents	Message Strategy
Photo	Show photo that reflects host taking care of tourists.	Cognitive

There was only one content as shown in Table 4.32 with cognitive strategy via photo.

"We can use photo showing smile as hospitality between host and tourists, there are numbers of the photo that we can use"

"There were several activities in CBT that local guide engages tourists in a warm and fun way"

Table 4.33 Example visual contents media for Homestay Hosts - Indicator 5.5.2

		Message
Criterion 5.5: Homestay Hosts		
Indicator 5.5.2: Able to facilitate cultural exchange between community and tourists.		
Visual Media	**Example Contents**	**Message Strategy**
Photo	Show photo that reflects the relationship between host and tourists.	Cognitive
Quote Card	Quote welcome message from a host to tourists or provide tourists' testimonial about the experience when exchange culture during stay with the host	Affective

As shown in Table 4.33, the photo and quote card with cognitive and affective strategies were selected. There were two example contents showed by interviewees;

"I think it easy to show photos that host doing activities with tourists"

"We also can ask the hosts to share their welcome quotes for communication"

Table 4.34 Example visual contents media for Homestay Hosts - Indicator 5.5.3

		Message
Criterion 5.5: Homestay Hosts		
Indicator 5.5.3: Family members are prepared and happy to welcome guests.		
Visual Media	**Example Contents**	**Message Strategy**
Infographic	Provide procedure for community members to participate in CBT	Cognitive

Table 4.34 found info graphic with the cognitive strategy was selected. There was only one example content showed by interviewees;

"This indicator is hard to find the actual relevant content"

"Telling a community story about how a single house join CBT"

Table 4.35 Example visual contents media for Communication & Coordination - Indicator 5.6.12

Criterion 5.6: Communication and Coordination

Indicator 5.5.3: Family members are prepared and happy to welcome guests.

Visual Media	Example Contents	Message Strategy
Photo	Show photo of tourism activities and the link to download CBT handbook.	Cognitive
Slideshow	Telling story of making CBT as Creative Industrial Village to show the progress of CBT development.	Cognitive

Table 4.35 showed two example contents with cognitive strategy via photo and slideshow.

"We already have the handbook both hardcopy and online versions so showing the photo of the activities that attached the link to download"

"Telling community story, why Ban Nateen runs CBT, the process of Creative Industrial Village development, the changes, and etc."

"Telling story of each occupation group should be involved"

Table 4.36 Example visual contents media for Communication & Coordination - Indicator 5.6.6

Criterion 5.6: Communication and Coordination

Indicator 5.6.6: Able to give clear information to tourists, concerning CBT activities, services, prices.

Visual Media	Example Contents	Message Strategy
Info graphic	Provide procedure for community members to participate in CBT	Cognitive

There was one content as shown in Table 4.36 by cognitive strategy via info graphic.

"This indicator refers to general tourism information of CBT so we can share the photo of activities with a short detail.

"I think it is a good idea to reveal the cost of our activities such as a sea trip, batik painting, sightseeing, and etc. so tourists can make some decision or compare with other tour operators"

Table 4.37 Example visual contents media for Communication & Coordination - Indicator 5.6.1

Criterion 5.6: Communication and Coordination

Indicator 5.6.1: Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact.

Visual Media	Example Contents	Message Strategy
Photo	Show photo of coordinator with contact number via phone, Facebook, and Line application	Cognitive
Infographic	Provide instruction to reserve CBT traveling program.	Cognitive

As shown in Table 4.37, there were two main contents identified by interviewees via photo and infographic with cognitive strategy.

"I think we already have the name of coordinator and contact number so adding coordinator photo will be useful"

"We can provide a shot infographic of how to reserve CBT traveling program"

Table 4.38 Example visual contents media for Safety - Indicator 5.7.1

Criterion 5.7: Safety

Indicator 5.7.1: The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment, and transport.

Visual Media	Example Contents	Message Strategy
Infographic	Provide community map that indicates important spots, hospital, police office, evacuation area, and etc. as well as CBT, has a safety plan.	Cognitive

There were two contents as shown in Table 4.38 with cognitive strategy via infographic that committee members mentioned.

"We have community map which has an important place so we can add more places that relevant to this indicator such as police station, hospital"

"Due to Ao Nang is a beach area, we can provide Tsunami evacuation areas"

"I think we can show tourists with our safety plan too"

Table 4.39 Example visual contents media for Safety - Indicator 5.7.5

Criterion 5.7: Safety

Indicator 5.7.5: The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.

Visual Media	Example Contents	Message Strategy
Infographic	Provide information that CBT has a connection with local rescue radio channel for safety concern. Moreover, CBT committee will create a channel for communication among host and tourist during the visit.	Cognitive

There was one content as shown in Table 4.39 with cognitive strategy via infographic.

"Show diagram of our safety and security networks with hospital and rescue radio channel would better than show photo of actual communication equipment"

The members of Ban Nateen committee selects Facebook as a main marketing platform due to its cheaper and easier than updating information and photo to the current website which need specific skills to deal with. Anyhow, the knowledge and skills of using media and contents to feed in Facebook Page are also limited. The study found that photograph is the only visual media form that they mostly recognize and neither of them never heard the terms of visual content marketing before, but they are still eager to do marketing via Facebook platform as the most famous and powerful among Thai tourists. As a need of community committee, researcher distributed visual content marketing guideline to support them during the media development

process. Its contents based on literature reviews consisted with five main visual media types and three message strategies for content marketing communication.

The study found mostly photos are taken without actual marketing purpose or plan, this explains why previous photos doesn't get attention from tourists as expected. In addition, it consumes time to add content via the existed photos. Infographic and slideshows are a new media types for CBT which support community to look in different perspectives and had a concrete discussion when gathered relevant information to develop these media. The quote cart is quite simple due to community has a guest book for tourists to feedbacks every visit, therefore committee applied tourist's testimonial to develop quote card.

The main challenge for CBT committee to develop visual marketing communication media is most of their age are over 40 and have few experiences in computer or smartphone. To solve this limitation, they asked support from children and youths in community. This shows that media marketing production can increase level of participation from the community members. Furthermore, Baan Nateen also has activities to raise awareness and create sense of belonging for new generation through a Junior Local Guide training program. In this case, it is suggested to integrate media production process into their current training by allow young generation take roles and responsibilities in this part. The youth can be learned more about community deeper and their insight as a different perspective from adult might be useful because it close to the age of target groups. In addition, CBT can ask collaboration from nearby schools, universities, local administrations, other communities to develop visual media contents for marketing as part of social studies subject or as a community service activity. Its emphasis that this collaboration can increase sense of belonging and enhance community learning platform (CBT-i, 2011).

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this chapter is to draw conclusions, discussion, and suggestion based on finding as well as the limitation for further study. The aim of this study is to explore the appropriate criteria for visual media contents from the current Thailand Community Based Tourism Standard developed by Community Based Tourism Institute and to produce visual marketing communication contents guideline for Ban Nateen Community Based. The quantitative and qualitative data were collected from tourists who search Facebook for tourism information, Ban Nateen community committee, and social media content editors of tourism Facebook Pages

5.1 Conclusion

5.1.1 Appropriate indicators for visual contents online marketing for CBT

The first objective of this study is to explore indicators that appropriate for visual contents for CBT marketing. The indicators from Thailand Community Based Tourism Standard were borrowed as its well-known and often used among CBT. There are 75 indicators of six criteria on pillar 5 from 5.2 - 5.7 (Service and Safety). The online questionnaire links were distributed and collected with tourists who search for tourism information via Facebook. The respondents agreed all 75 indicators are needed to develop into visual form. However, only the top three of each criterion, which is 27 indicators were selected as the main priority and sent to social media content editors to evaluate and provide suggestions.

The final results from social media content editors both from tourist enterprise/private pages and CBT pages showed 27 indicators are able to covey into visual form. Anyhow, in terms of marketing communication, there were two indicators (indicator 5.7.8: tourists are advised to keep their valuables safe and indicator 5.2.2.3: there is a wastebasket and coat hangers / a rail) are not quite appropriate because it creates a sense of insecurity before a visit. Hereby, below is a list of the highest rank indicators that most appropriate for visual communication found from this study as shown in Table 5.1.

Table 5.1 The appropriate indicators for visual content online marketing communication

Criteria	Indicators	
5.2 Accommodation		
5.2.1 Beds	5.2.1.2	There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)
	5.2.1.1	Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests
	5.2.1.4	There is a waste basket and clothes hangers or rail
5.2.2 Toilet	5.2.2.1	The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated
	5.2.2.2	The toilet is private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light
5.2.3 Around and Inside the House	5.2.3.5	There is a corner to relax in the home
	5.2.3.8	The home is clean and orderly
	5.2.3.9	The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers
5.2.4 Food and Drink	5.2.4.11	The host introduces the food
	5.2.4.1	Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking
	5.2.4.4	Kitchens are clean and airy, with sufficient light, and equipment is stored systematically
5.3 Transport	5.3.8	The community has a clear map showing how to reach the community
	5.3.7	Safety equipment is available. E.g. life jackets, helmets
	5.3.1	The cost is appropriate for the distance, type of road and time
5.4 Local Guides	5.4.10	Has necessary skills to warn tourists of dangers and risks
	5.4.9	Has necessary skills to perform first aid
	5.4.7	Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program

Table 5.1 (Continued)

Criteria	Indicators	
5.5 Homestay Hosts	5.5.1	Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice
	5.5.2	Able to facilitate cultural exchange between community and tourists
	5.5.3	Family members are prepared and happy to welcome guests
5.6 Communication and Coordination	5.6.12	There is a CBT Handbook with information about the community, for sale or distribution to tourists
	5.6.6	Able to give clear information to tourists, concerning CBT activities, services, prices
	5.6.1	Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact
5.7 Safety	5.7.1	The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport
	5.7.5	The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.

5.1.2 Visual content types, media forms, and message strategies

The second objective to identify visual content types, media forms, and message strategies for Ban Nateen Community Based Tourism online marketing communication. The appropriate indicators found on objective 1 were discussed among Ban Nateen CBT committee members. They explored contents for each indicator, then assigned message strategies for communication, and lastly, selected type of media based on contents and message purposes for the final process.

There were two main sources of information to be used for the content. Firstly, the community information gathered from CBT committee and secondly, information relevant to the specific indicators borrowed from websites, books, and share information available on Facebook. The results revealed 56 example contents with four main media types, photo, infographic, quote card, and slideshow. The video was not selected due to it needs a certain skill

especially storytelling which currently is beyond community capability. The meme was also not selected as it is quite hard for the committee to follow the popular social events and convey into a funny way.

In summary, 7 indicators (12.5%) used a single message with single media type, while the other 49 indicators (87.5%) applied more than one message strategy and media type. The cognitive strategy was the main selected communication strategy as the community aims to shape tourist attitude toward CBT, followed by affective strategy that shares experienced from tourists or famous persons to generate positive feeling to CBT. Whereas no conative strategy applied because the community does not want to use a forceful approach and it was a part of their tourist' screening process. The communication messages show that Ban Nateen is still maintaining the concept of CBT to preserve the way of life and natural resources rather than increasing tourists and revenues.

5.2 Discussion

5.2.1 Discussion of Objective 1: To explore indicators of Thailand Community Based Tourism Standard that appropriate for visual online marketing communication.

The indicators of Thailand Community Based Tourism Standard version 2008 in this study were selected 25 out of 75 indicators by tourists, social media content editors as appropriate visual marketing media by a ranking method. The study revealed no difference between CBT-inexperience tourists and CBT-experienced tourists toward indicators needed. However, only CBT-experienced tourists provide more suggestions on the opened-ended part.

The tourist aged 18 – 34 years were the main group of tourists who use Facebook searching for tourism information that other group of tourists. The respondent rate showed similar results from ETDA (2016) that Baby Boomer and Gen X had a lower rate of using Facebook than Gen Z and Gen Y. While age under 18 showed respond rate only 1.25% which emphasized studied from Haddouche and Salomone (2018) that sustainable tourism concept is not their main tourism type.

Considering through the open-ended part, it can be noticed that there are three criteria, Beds (5.2.1), Toilet (5.2.2), and Safety (5.7) received suggestions focused more on the safety and security concerns. Moreover, the criterion 5.6 (Local Guide), the skill to inform

tourists dangers and skills to perform first aid which refers to the safety and security issues were also ranked as the highest score than other skills in their list. These concerns relevant to personal space and level of security functions toward local accommodation both with bedroom and toilet during the stay. It was interesting that all suggestions came from only respondents who experienced in CBT. This similar to the marketing guideline by UNEP (2005), mentioned that product quality and product development are important areas that experienced tourists or repeat tourists are looking for, while the inexperienced tourists wish to have necessary information as much as possible. It highlights that safety and security are important areas that tourists mostly aware. The concerning from tourists is similar to the study from Asli et al. (2013), and Asker et al. (2011) identified safety and security are one of the domain threats for CBT which tourists often concern, the failure of lacking relevant information or action on safety and security will result in bad reviews after visit. In addition, Font and Carey (2005) also mentioned that first-time tourists show receive safety and security message to build trust and show care. Therefore, clear information is one the important keys for the communication and visual form is helpful as it provides a concrete intention and motivation than only personal mind image and perception (Tellis, 2004 and Fletcher, 2010). This explains the reason why respondents provided additional suggestions for these indicators when doing marketing communication. Hence it is important for CBT to emphasize on safety and security by conveying a message into the different types of visual content media marketing in order to reduce the worries.

It could say 25 indicators through the screening process are the most appropriate criteria to produce visual contents for CBT marketing. However, it does not mean to neglect the other 50 indicators because they are not focused on the ranking list from this study. On the other hands, they can be used as the support information or add more meaningful toward each specific indicator. Moreover, with the new standard version released in 2018, tourist facilities for persons with a disability, information center, and souvenir shops are needed additional indicators to be explored.

5.2.2 Discussion of Objective 2: To identify visual content types, media forms, and message strategies for Ban Nateen Community Based Tourism online marketing communication.

In general, online marketing communication need specific knowledge and skills to produce. A number of business companies and universities hire experts from the commercial sector to support these tasks (Hajduk & Tkaczyk, 2017; Schuller & Chalupsky, 2012). Boonratana (2011) also suggested to find support from expert agencies due to CBT has struggled on marketing communication. Anyhow, for sustainable management as a goal of CBT. The community should at least run marketing activity that less rely on outsiders as the current study mentioned (Suansri et al., 2016). It is a good starting point that CBT works to identify possible visual contents for online marketing communication via Facebook.

It found CBT committee is an expert in finding the contents to develop visual marketing media because all of them are there since the CBT operated. Providing general relevant CBT information was the main content that they identified the most. This because they aim to expand the point of view for CBT-inexperience tourists. The second content type was sharing tip and trick which aim to create sense care of by providing useful tip for personal life. The third content type was a community story which CBT aims to attached value in sense of tourists support a locally sustainable way of life. The last content type was about using inspiration content from CBT-experience tourists to create feeling and proving CBT is worth to visit. This is consistent with Velocity (2009) and Macarthy (2016) revealed business storytelling, sharing quotes, and tips were information that customers need.

However, their skills to develop visual media are limited because of the technology barrier, seeking support and collaborate with the young generation or local organization to convey contents into visual form is suggested.

5.2.3 Discussion of Objective 3: To purpose visual content guideline for Community Based Tourism online marketing communication.

The proposed visual content media guideline can be used for online marketing communication in two ways. First, build values to the brand by providing relevant information (not a direct-sales for produces and services) that tourists might need due to online users love to share the interesting contents to others. These contents attached with the CBT logo so the Facebook users will know more about CBT. Second, creates brand awareness with information relevant to the tourism activities for marketing purpose. This content guideline covered three

processes of for decision-making including, information search, evaluate of alternative, and post-purchase behavior.

5.3 Limitations and Suggestions for Further Study

      1. There are more than 250 Community Based Tourism operates around Thailand. However, this study is mainly focused on Ban Nateen community in Krabi Province. The community is the first CBT established and shares similar characteristics with the other CBTs in this province. Therefore, study with the other CBTs in the area or cross regions is also required for further study.

      2. There was only age over 40 years old of CBT committee members participated in the visual content guideline creation process. Thereby, proposed contents and visual media were lack of other generations point of view. Involve difference genders in the community may provide various types of contents and media to be used for different age groups on Facebook.

      3. The visual content marketing media in this study developed with only the top three indicators ranked in each criterion due to the limitation of the timeframe from Ban Nateen Ban Nateen CBT committee. Hence, it can be more explored further contents for the remaining of 50 indicators in the future.

      4. This study is focused to identify the appropriate criteria from Thailand Community Based Tourism Standard to develop visual contents marketing guideline for Ban Nateen Community Based Tourism. Further study the results after applying visual contents for online marketing as in business sector is needed.

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APPENDIX - A

Interview Questions for CBT Committee

Visual Content for Community Based Tourism Online Marketing Communication:

A Case Study of Ban Nateen, Krabi Province, Thailand

Part 1 Personal Information

1. Organization: …………..………………………....………………………………………….

2. Roles related in CBT: …......……………………………………………………………...

Part 2 CBT Marketing Communication

1. What is the highlight of Ban Na Tin CBT?

2. Who is the desire target market?

3. What were the successes/challenges for CBT marketing communication? Why?

4. Which channel will be the most effective for CBT marketing communication? Why?

5. What is the uniqueness of ***product/service** which different from other CBTs ?

*** List of products and service

- Cooking class

- Coconut shell product and Coconut Shell Handicraft Making

- Batik product and Batik Painting

- Local wooden boat handicraft (Hua Thong Boat)

- Palm and rubber plantation

- Thai Boxing School

APPENDIX - B

Questionnaire for tourists

Visual Content for Community Based Tourism Online Marketing Communication:

A Case Study of Ban Nateen, Krabi Province, Thailand

The purpose of this questionnaire is to collect data and information in order to provide support to Thailand Community Based Tourism. This is a Graduate Thesis of the Business Administration Program in Hospitality and Tourism Management, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket campus. The collected data will be used for academic purpose only.

The questionnaire consists with 2 parts and will take approximately 15-20 minutes.

Thank you for your valuable time and contribution.

Thepthira Chaiinkham

Researcher

Part 1: Personal Information

Please tick ☑ in the box which corresponds to your answer

1.   Have you ever experienced in Community Based Tourism?

☐ Yes   ☐ No

2.   Gender

☐ Male   ☐ Female

3.   Age

☐ Under 18 years old   ☐ 18 - 24

☐ 25 – 29   ☐ 30 - 34

☐ 35 - 39   ☐ 40 years or older

4.   Education Level

☐ Primary School   ☐ Certificates and Diploma

☐ High School or equivalent   ☐ Bachelor Degree

☐ Graduate Degree ☐ Other ……….

5. Occupation

☐ Government and Officer ☐ Employee

☐ Self-employed ☐ Unemployed

☐ Agriculture-related ☐ Student

☐ Retried ☐ Other ……….

6. Monthly Income (THB)

☐ Lower than 10,000 ☐ 10,001 – 15,000

☐ 15,001 – 20,000 ☐ 20,001 – 25,000

☐ 25,001 – 30,000 ☐ 30,001 or more

Part 2: Standard Community Based Tourism indicator with respect to the need of using photos as visual communication for promotional purposes

This section will examine the need of using photos as visual communication for promotional purposes of Community Based Tourism with regard to the 9 standard indicators. Please choose only one answer.

	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
1	Beds			
	1.1 Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests			
	1.2 There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)			
	1.3 The room is airy and there is no stale odour (smelly)			
	1.4 There is a waste basket and clothes hangers or rail			
	1.5 Drinking water is available near the bed			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
2	Toilet			
	2.1 The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated			
	2.2 The toilet is clean and private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light			
	2.3 There is a waste basket and coat hangers / a rail			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
3	Around and inside the house			
	3.1 The house is solid and strong, not damaged or dangerous			
	3.2 The roof does not leak			
	3.3 The home is airy and comfortable without an odour			
	3.4 There are no animals which may carry disease in the home			
	3.5 There is a corner to relax in the home			
	3.6 The number of tourists is appropriately managed, with consideration of the size of the house, the number of toilets and the ability of the hosts to provide good service			
	3.7 The host restrains pets before the arrival of tourists			
	3.8 The home is clean and orderly			
	3.9 The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
4	Food and drink			
	4.1 Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking			
	4.2 Food is made from mostly local ingredients			
	4.3 Cutlery and equipment are clean, there are lids which can be closed tightly, and equipment is washed before and after cooking			
	4.4 Kitchens are clean and airy, with sufficient light, and equipment is stored systematically			
	4.5 Food is appropriate for the target group (e.g. Halal for Muslims, vegetarian food)			
	4.6 Guests have the chance of cooking with homestay families			
	4.7 The amount and quality of food represents good value for money and is sufficient for the number of tourists			
	4.8 There are at least 3 dishes per meal, sufficient portions and different from meal to meal			
	4.9 Food is served on time			
	4.10 There are sufficient plates, cutlery, etc. for the number of tourists			
	4.11 The host introduces the food			
	4.12 Drinking water is clean, hygienic, kept in clean and sealable containers			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
5	Transport			
	5.1 The cost is appropriate for the distance, type of road and time			
	5.2 Transport is cleaned and checked before use			
	5.3 Appointments are made and drivers are on time			
	5.4 Guidelines for transport providers and a contingency / emergency plan			
	5.5 Appropriate and sufficient transport for the number of tourists, and clear guidelines for the number of tourists per vehicle			
	5.6 Drivers are chosen appropriately: local people with drivers licences, of sound mind, sober, knows the route well			
	5.7 Safety equipment is available. E.g. life jackets, helmets			
	5.8 The community have a clear map showing how to reach the community			
	5.9 Vehicles are insured against accidents			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
6	Local guides			
	6.1 Local people who are members of the CBT group and respected			
	6.2 Qualities of a good guide: appropriate for the situation, punctual, able to solve problems, self- controlled, good judgement			
	6.3 Trained and with good knowledge about the community			
	6.4 Skilled at interpretation and interesting, clear and correct information			
	6.5 Well behaved with tourists and not flirtatious			
	6.6 In good physical condition, sober, healthy, of sound mind			
	6.7 Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program			
	6.8 Has necessary skills to assess the physical and mental condition of tourists, and give appropriate advice			
	6.9 Has necessary skills to perform first aid			
	6.10 Has necessary skills to warn tourists of dangers and risks			
	6.11 Coordinates with CBT team / other partners in advance			
	6.12 An appropriate number of local guides for the number and type of tourists, and informs tourists of the number of guides in advance			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
7	Homestay hosts			
	7.1 Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice			
	7.2 Able to facilitate cultural exchange between community and tourists			
	7.3 Family members are prepared and happy to welcome guests			
	7.4 The host family knows about CBT and can is knowledgeable about the community			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
8	Communication and coordination			
	8.1 Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact			
	8.2 Qualities of a coordinator: friendly, communication skills and able to present information clearly			
	8.3 Clear coordination system			
	8.4 Communication equipment (which is always available)			
	8.5 Booking system			
	8.6 Able to give clear information to tourists, concerning CBT activities, services, prices			
	8.7 Able to request basic information from tourists, e.g.: dietary requirements, allergies or illnesses			
	8.8 Communicates information about guests with local guides, homestay families, drivers etc. so that they can prepare, and follows up to check on progress			
	8.9 The CBT group has basic information about the community, CBT group and tourists which is recorded systematically			
	8.10 The community group have a system for making contracts with marketing partners			
	8.11 The CBT group has systematic information about partners (e.g. tour operators, government and NGO partners)			
	8.12 There is a CBT Handbook with information about the community, for sale or distribution to tourists			
	8.13 Feedback from tourists is collected and filed systematically			

Suggestion

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	Indicators of Thai Community Based Tourism Standard	Visual media is required	Visual media Is not required	Unsure.
9	Safety			
	9.1 The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport			
	9.2 Safety is included in planning (e.g. joining safety training)			
	9.3 Insurance (safety / accident) for tourists			
	9.4 The group has a guard to protect tourists safety and security			
	9.5 The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.			
	9.6 The CBT group works as a team with the local government, village clinic, volunteers etc. to make a joint safety plan			
	9.7 Community members reach appropriate agreements to help tourists feel safe in the community			
	9.8 Tourists are advised to keep their valuables safe			

Suggestion

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APPENDIX - C

Questionnaire for social content editors

Visual Content for Community Based Tourism Online Marketing Communication:

A Case Study of Ban Nateen, Krabi Province, Thailand

The purpose of this questionnaire is to collect data and information in order to provide support to Thailand Community Based Tourism. This is a Graduate Thesis of the Business Administration Program in Hospitality and Tourism Management, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket campus. The collected data will be used for academic purpose only. The questionnaire will take approximately 15-20 minutes.

Thank you for your valuable time and contribution.

Thepthira Chaiinkham

Researcher

		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
This section will examine the need of using photos as visual communication for promotional purposes of Community Based Tourism with regard to the 9 standard indicators. Please choose only one answer.							
Indicators of Thai Community Based Tourism Standard		Yes	No	Unsure	Yes	No	Unsure
1	Beds						
	1.1 There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)						
	1.2 Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests						
	1.3 There is a waste basket and clothes hangers or rail						

Suggestion

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Indicators of Thai Community Based Tourism Standard		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
		Yes	No	Yes	No	Yes	No
2	Toilet						
	2.1 The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated						
	2.2 The toilet is private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light						
	2.3 There is a waste basket and coat hangers or a rail						

Suggestion

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Indicators of Thai Community Based Tourism Standard		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
		Yes	No	Yes	No	Yes	No
3	Around and Inside the House						
	3.1 There is a corner to relax in the home						
	3.2 The home is clean and orderly						
	3.3 The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with						

Suggestion

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……………………………………………………………

Indicators of Thai Community Based Tourism Standard	Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
	Yes	No	Yes	No	Yes	No
4 Food and Drink						
4.1 The host introduces the food						
4.2 Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking						
4.3 Kitchens are clean and airy, with sufficient light, and equipment is stored systematically						

Suggestion

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Indicators of Thai Community Based Tourism Standard	Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
	Yes	No	Yes	No	Yes	No
5 Transport						
5.1 The community has a clear map showing how to reach the community						
5.2 Safety equipment is available. E.g. life jackets, helmets						
5.3 The cost is appropriate for the distance, type of road and time						

Suggestion

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Indicators of Thai Community Based Tourism Standard		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
		Yes	No	Yes	No	Yes	No
6	Local Guides						
	6.1 Has necessary skills to warn tourists of dangers and risks						
	6.2 Has necessary skills to perform first aid						
	6.3 Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program						

Suggestion

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Indicators of Thai Community Based Tourism Standard		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
		Yes	No	Yes	No	Yes	No
7	Homestay Hosts						
	7.1 Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice						
	7.2 Able to facilitate cultural exchange between community and tourists						
	7.3 Family members are prepared and happy to welcome guests						

Suggestion

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Indicators of Thai Community Based Tourism Standard		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
		Yes	No	Yes	No	Yes	No
8	Communication and Coordination						
	8.1 There is a CBT Handbook with information about the community, for sale or distribution to tourists						
	8.2 Able to give clear information to tourists, concerning CBT activities, services, prices						
	8.3 Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact						

Suggestion

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Indicators of Thai Community Based Tourism Standard		Indicators are able to convey into visual form			Indicators are appropriated to be use for visual media marketing		
		Yes	No	Yes	No	Yes	No
9	Safety						
	9.1 Tourists are advised to keep their valuables safe						
	9.2 The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport						
	9.3 The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.						

Suggestion

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APPENDIX - D

Certificate of Attendance

VITAE

Name	Thepthira Chaiinkham
Student ID	5730120006

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Art	Chiangrai Rajabhat University	2019

Work – Position and Address

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List of Publication and Proceeding (If Possible)

Chaiinkham, T. & Promjanya, A. (2019). Visual Contents for Community Based Tourism Marketing Communication: A Case Study of Ban Nateen, Krabi Province, Thailand. Paper presented at The 11[th]International Conference on Humanities and Social Sciences 2019. Prince of Songkla University, Hatyai Thailand, May 2nd-3rd, 2019.