

## URBAN TOURISM PROMOTION IN BUSINESS AREAS (SATHORN, BANGRAK, BANGKOLEAM, BANGKOK) VIA FACEBOOK PAGE

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### ABSTRACT

The purpose of this project is to investigate the viability of tourism marketing via the Facebook social media forum within the following Bangkok business areas – Sathorn, Bangrak and Bangkoleam. The project has three main objectives:

1. To study, research and collect tourism information within these areas
2. To create a Facebook page to promote urban tourism within these areas
3. To assess the content of the Facebook page

Assessment of the project consisted of two categories and was done by six experts and based on:

1. Tourism content – assessment done by three tourism experts
2. Facebook design – assessment done by three social media experts

Quality assessment forms were used as a tool to collect data and the statistical analysis identified the Mean and the Standard deviation of the data. From the data gathered the following aspects regarding tourism information was identified: 1) Landmarks 2) Department stores and shopping 3) Hostels 4) bars and bistro 5) Café's The assessments were based on the following rating scale with scores of the individual categories scores below. Tourism content: Facebook design:

Keywords: Promotions Urban Tourism Facebook page

