

Route Development and Creative Tourism Activities of Thailand 4.0: Bangkok - Prachuap Khiri Khan

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ABSTRACT

The research of Tourism and Thailand 4.0 Creative Activity: A Case Study of Bangkok - PrachuapKhiri Khan has its objectives for 1.) For the Study of Tourism Route of Samut Sakhon - Samut Songkhram -Phetchaburi - Prachuap Khiri Khan Provinces from the Campaign Amazing Thailand Go Local 2.) Guidingand providing the creative activity of Thailand 4.0: A Case Study of Bangkok – Prachuap Khiri Khan 3.)Evaluating the satisfactions of the tourists in relation to the tourism route and creative activity of Thailand 4.0: A Case Study of Bangkok – Prachuap Khiri Khan. The tourists for this research consist of the workingage from 25 – 60 years. Based on the study, the study group has developed the tourism route and creative activity from the Amazing Thailand Go Local campaign by creation of the tourism route of Bangkok - Prachuap Khiri Khan for 2 days and 1 night. The study is designed to have 30 targeted tourists whose the study group specifically random for the study. The assessment consists of 7 aspects where the tourists' satisfactions reached to the level of 'very satisfied'

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