

GASTRONOMY TOURISM PROMOTION THROUGH INFOGRAPHIC MEDIA IN KHLONG SAN BANGKOK

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ABSTRACT

The study research of “Gastronomy tourism promotion through infographic media in Khlong San district, Bangkok” The main objective is to study and gather information about food tourism through infographic for Thai tourists, and to evaluate the quality of infographic in Khlong San district. By dividing into 2 groups; the content experts, and designer experts, 3 persons per group. Conduct by using evaluation forms as a tool in gathering and analyzing data. For the statistic were used in this is, median and deviation. From this research, it can be concluded that food tourism through infographic in Khlong San district, Bangkok is use the website Canva to create infographic. There are divided into categories; 1. Noodle shops 2. International food shops 3. Sea food shops 4. One-dish shop 5. Sweets and beverage shops. Results from evaluation is show that the satisfaction level is at very satisfy ($\bar{x} = 4.20$), and satisfaction level of design is at very satisfy. In general, the satisfaction level is at very satisfy ($\bar{x} = 4.00$).

Keywords: Gastronomy Tourism Promotion; Infographic Media; Khlong San

