

Sirinantana, Sundusit Borwongtrakul, Ungsumarin Suchairattanachok and Jaray Tuenpuangkaew, (2022, January-June), Communication Management Model for Cultural Tourism Marketing in Chanthaburi Province : Journal of Kasem Bundit 23 (1) : 89-97

Conclusion Tourists have the behavior of receiving information about cultural tourism in Chanthaburi Province. Most of them follow Internet media such as web, Google, with news exposure 2-3 times per month and the exposure time is less than 15 minutes in order to utilize their free time. The communication management model for cultural tourism marketing in Chanthaburi Province is tourism and tourism development. on the basis of cultural resource management and cultural capital utilization To achieve economic value by using the community as a mechanism for creating content and has a network to support communications for the community.

