

<b>Research title</b>	Develop academic proposals on how to promote Bangkok travelling among foreigners
<b>Researcher</b>	Associate Professor Arunroong Wongkungwan Assistant Professor Dr. Bundit Pungnirund Assistant Professor Dr.Vimolsri Sansuk Assistant Professor Pranee Tridhoskul Assistant Professor Anunya Thanasrisuebwong ArjurnNattapong Techarattanasad
<b>Institution</b>	Faculty of Management Science Suan Sunandha Rajabhat University
<b>Year</b>	2012

#### ABSTRACT

This research aims to develop academic proposals on how to promote Bangkok travelling among foreigners. It is a kind of policy researches which uses various methods of data collecting including 1) document research emphasizing on Arunrung Wongkungwan's research titled "Affecting antecedents on the loyalty of foreign travellers toward Bangkok attractions" (2011). She directly collected data from foreign travellers in order to set up the research framework and she also integrate the concepts of Mancini (2005), Morgan and Prichard (2000), Holloway (2002), Swarbrooke and Horner (2001), McKercher (1998), Herrenmans (2006) and other academic documents. 2) The result of qualitative analysis by non-participant observation at popular attractions around Bangkok. 3) The result of qualitative analysis by in-depth interview of tourism management concerned groups 4) to discuss and conclude a draft proposal on how to promote Bangkok travelling among foreigners by focus group method. After analyzed all concerned data, we set up 4 main academic proposals on how to promote Bangkok travelling among foreigners which are 1) The way to promote

the development of enterprises (6 steps) 2) The way to promote the development of public relations of tourist attractions (5 steps) 3) The way to promote the development of tourist attractions (4 steps) and 4) The way to promote the development of tourist facilities (4 steps).