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| Research Title | Marketing Communication Strategies to Promote Thailand's MICE Industry for Competition of Tourism within the ASEAN Economic Community |
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The objectives of this research were: 1) to study weaknesses and strengths of public organizations' marketing communication strategies and 2) to identify marketing communication approaches of Thailand's MICE industry for competition of tourism within the ASEAN Economic Community (AEC). Key informants were categorized into two groups. The first group consisted of five public organization managers who were responsible for Thailand's MICE marketing communication policy. Another group was composed of 20 people who are academics in fields of communication, marketing communication and tourism, communication marketers and entrepreneurs in the private sector. Data was collected by in-depth interviews and was analyzed by a content analysis technique. Research findings were as follows.

Public organizations' MICE marketing communication strategies were weak in the following aspects. Brand communication was not known locally and internationally whilst a marketing communication was discontinuous and disrupted regarding domestic political situations. Also, budget limitation was included. However, the strengths of marketing communication strategies were at an appropriate level and diversified usage of local and international media, broad communication, a vivid perception of target groups, an effective communication of critical situations, including an increased spending on the media so that the communication could likely reach the target groups in AEC.

There were six suggestions of Thailand's MICE marketing communication strategies for competition of tourism within the AEC. First, a marketing communication approach to promote MICE should go along with the marketing principles of tourism destinations and attractions. Also, it includes campaigns for world-class service with cooperation of the public and private sector, campaigns for domestic entrepreneurs to plan their business strategies, marketing and marketing communication, Thailand's MICE image communication and building, budget allocation, the support of local and international operations by the public sector, and a

development of MICE database. Second, an appropriate marketing communication should be used to reach the target groups through various forms of direct communication with an emphasis on a two-way communication system, an integrative marketing communication such as mass and digital media, and digital public relations. Third, an awareness of roles and capacity of related public organizations should be promoted. For example, an ad hoc agency responsible for MICE strategic planning should be launch to promote domestic public relations, including information services, a development of national application for knowledge, roles and capacity of public organizations, and continuity and efficiency of integrated marketing communication. Fourth, a communication of MICE entrepreneurs to customers within the AEC should consider the broad, effective, continuous public relations through various channels and tools, an image building of Thailand's MICE industry through advertisement and mass media, communication through activities, domestic and international sponsorship, various forms of direct communication, for instance, B2B, B2G, G2B, G2G, and usage of various online media. Fifth, factors that could lead to a success of Thailand's MICE within the AEC depended upon the readiness of, for example, human resources, educational institutions, entertainment businesses, MICE entrepreneurs, food service providers, logistic providers, hotels or activity venues, other facilities, infrastructure and efficient MICE logistic, a marketing ability of public organizations, marketing communication strategies, social partners' cooperation strategies, and strong support and awareness of the public sector. Sixth, the tendency of Thailand's MICE promotion within the AEC should embrace marketing and competition strategies, local and international network of the public and private sector, infrastructure and facility development of other industries in order to support MICE industry, an effective marketing communication through various media, an emphasis on communication and image building of Thailand's tourism, world-class service, a managerial ability of destinations marketing, and the A's in tourism: Access, Activities, Attractions, Amenity, and Accommodation.