

Research Title	Tourism Destination Image of Thailand under the Users' Opinions in Social Media
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Year	2017

This research has three objectives: (1) to study the attributes that relate to the images of Thailand affected by foreign tourists, (2) to evaluate images of Thailand from social media users by using opinion mining technique, and (3) to construct a public relations plan to improve images of Thailand from the image evaluation results. The populations of this research is the foreign tourists. The research tools comprise of questionnaire, google search engine tool, and Naive Bayes Classification model. The used statistics is descriptive statistics. The results show that most image sections of the 14 image sections contains 4-7 attribute words or 85.71%. Searching for a number of tweets from Twitter website in the year period 2015 found that the number of tweets in all image sections are 50-60 tweets, and the average length of tweets is 15.48 words. When applying data mining technique to these tweets with Naive Bayes Classifier, it can be seen that the results of 19.45% is positive, 17.29% is negative, and 66.49% is neutral. The evaluation of the images found that 64.29% to 71.43% of image sections need to be improved. There are many ways to improve these images, in this research, the public relations plan is constructed as the guideline for better image perception in each section and for promoting Thai tourism.