

A Comparative Study of the Tourism Industry Development of Suratthani and Nakhonsrithammarat Province in a View of Develop the Innovative of Communications to Promote Tourism

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Abstract

This research aims 1. to compare the study of the tourism industry development of Suratthani and Nakhonsithammrat province ; 2.to study the innovative of communication to promote tourism of Suratthani and Nakhonsithammarat in the future and 3. to study the usage of eleven elephants paradigm to promote the tourism of Suratthani and Nakhonsithammarat province.

The research methodology used in this research was mixed method between survey research and applied Delphi technique. The research samples were divided into two following groups. Samples in survey research were 300 samples of Thai tourists, foreign tourists, relevant persons in tourism industry, local people and people living in Suratthani and Nakhonsithammarat province and in Delphi techniques research were 33 samples of tourism and communicative professionals in Suratthani and Nakhonsithammarat province. The statistics used for data analysis were frequency, percentage, standard deviation, t-test, One-way ANOVA, Median and Interquartile range.

The research findings were as follows:

1. The comparative study of the tourism industry development of Suratthani and Nakhonsithammarat province were different at statistical significant. 01 level.
2. The study of communicative innovations to promote the tourism of Suratthani and Nakhonsithammarat province in the future. The findings were

as follows : Persuding medias of tourism in high level were Website, Search engine, E-mail Blog/space, Webboard, Chat room, Wikipidia. Persuding media of tourism in medium level were Youtube.

3. Eleven Elephants Paradigm could be applied in promoting tourism of Suratthani and Nakhonsithammarat as follows: 1. The Oneness theory 2. The principle of two-way communication theory 3. The triple matrix of positive communication theory 4. The four kinds of infotimes theory 5. Earth journalism the five principles of the future journalism theory 6. Six functions for worthwhile mass communications theory 7. Seven Sigma of human needs theory 8. Eight steps of integrated organizational communication theory 9. Nine P's of marketing mix theory 10. Ten social categories of the target audience theory and 11. Eleven principles of corporate communication theory.

Key Words: Tourism Industry Development; Tourism Promotion; Innovative of Communications; Eleven Elephants Paradigm

Introduction

Tourism industry is very important for Thai economic and society in particular as a resource of making revenues, jobs and expanding the growth to local areas of the country. Also, it develops basic structure system of transportation, trading and investment. The industry plays important role when the country encounters economic crisis. To recover the crisis and enhance the potential of the country, the development plan needs to be employed. In 4-5 years ago, the tourism industries were not developed properly due to unstable politics and world economic crisis as well as the outbreak of Influenza A 2009 (H1N1) happening in Thailand and other countries, affecting to the volume of tourists and revenue of the country since late year 2008 until early year of 2010. Besides, it resulted to the decrease of GDP and employment in tourism industry and other related businesses (Ministry of tourism and sport, 2010).

The characteristics of international tourists from 2005 - 2010 (Ministry of tourism and sport, 2010)

The numbers of international tourist arrival to Thailand rise continually with average 7.51% per year. According to the statistics of international tourist coming to Thailand from 2005 - 2010, the volume goes up continually from 11,516,936 in 2005 to 15, 841,683 tourists in 2010. The increasing rate is approximately 7.5% per year which results from the rising of tourists worldwide and the strength of Thailand tourism such as opening Suvarnabhumi airport, having various tourism products - natural tourism resources, cultures, entertainments, medical tourisms, Spas.

The numbers of international tourist in Thailand relates to world tourists positively. The change rate of world tourist numbers increases continually from 2005 - 2008 and 6.38% of the growth rate is highest in 2007. The volume of world tourists decreases from 2008 until 2009 because of financial crisis in United State and Europe (Hamburger crisis) but it starts to increase again in 2010. For the numbers of international tourist in Thailand, it relates to the numbers of world tourists overall but in some year as in 2009, there is more serious change.

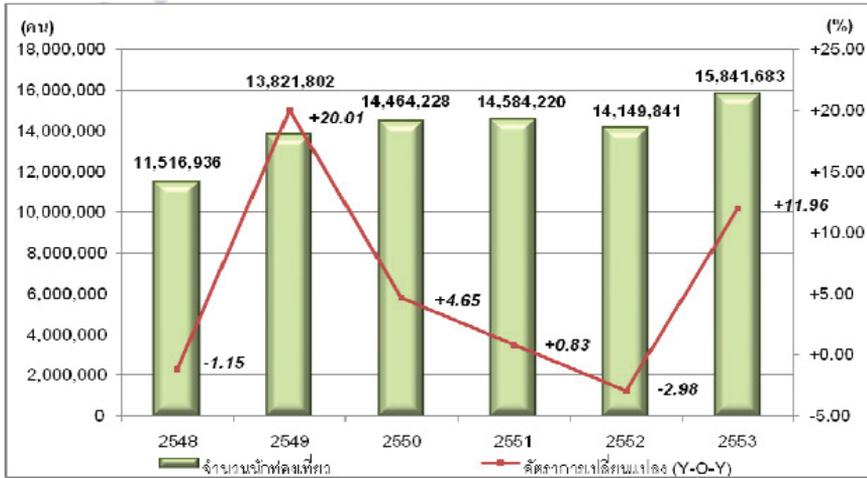


Figure 1 The number and change rate of tourists from 2005 – 2010 (source : immigration bureau and tourism department)

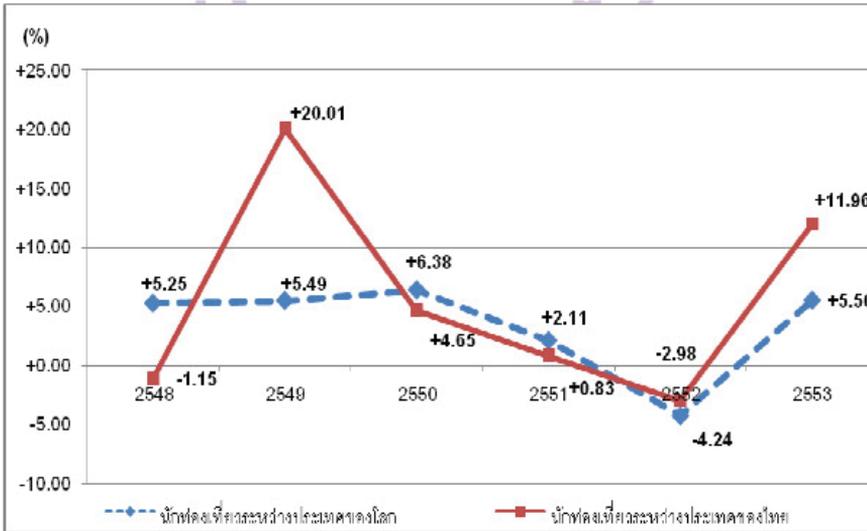


Figure 2 The change rate of international tourists in Thailand and worldwide from 2005 - 2010 (source : immigration bureau)

The main factors affecting toward the numbers of tourist are natural disaster, domestic political and financial crisis from 2005 - 2010. Thailand encounters with those effects many times for example in 2005, the numbers of tourist decrease 1.15% as a result of violence in 3 southern border provinces and natural disaster (Tsunami), affecting to East Asian tourists' confidence. In 2009, Thailand tourism industry is affected by both internal and external factors. The Suvarnabhumi airport is closed due to political conflict, leading to Thailand's image in sense of tourism security. In United State and Europe, due to financial crisis, the tourists change their travel, for example, some cancels the plan and travel to nearer tourist attractions instead. Consequently, in 2009, the number of tourists decreases 434,379 with 2.98%. Although, domestic political crisis in 2010 is severe than 2009, overall numbers of tourist in 2010 increases because the trend of numbers of world tourist goes up and Ministry of tourism and sport and tourism authority of Thailand launch projects to attract tourists such as cancelling visa fee, providing insurance coverage for tourists, opening the center where the tourists could ask for any assistance.

The number of Asian tourists increases importantly than East Asian. By 2010, the highest number of 4,415,789 tourists comes from Asian countries with 27.87% of international tourists, followed by the Europe, East-Asia, South Asia, United State, Oceania, Middle East and Africa respectively. Comparing to 2005, the numbers of Asian tourist move to the third rank, resulting from the increase of numbers of Asian tourist in particular Laotian tourists whose numbers increase approximately 47.70% per year since it's more convenient to come to Thailand as well as the numbers of East Asian tourist decrease due to they feel not secure to travel to Thailand where political violence always occur.

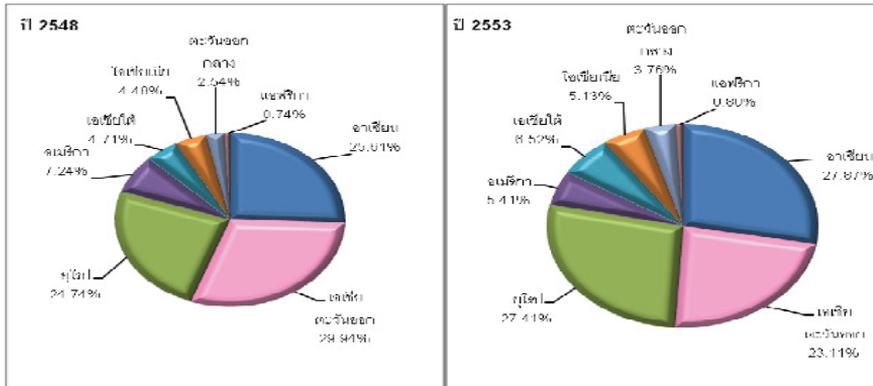


Figure 3 The proportion of tourists in 2005 and 2010 categorized by country (Source : Immigration bureau and tourism department)

The Statistics of tourist arrivals to Suratthani and Nakhonsrithammarat province, Thailand from 2009 to 2010 are illustrated below.

The Statistics of tourist arrivals to Suratthani from 2009 - 2010

Nationality	January - June		
	2010	2009	(%)
Thai	410,432	345,300	+ 18.86
Brunei	37	-	-
Cambodia	-	-	-
Indonesia	223	446	- 49.98
Laos	721	11	+ 6450.70
Malaysia	3,479	7,200	- 51.68
Myanmar	155	3,262	- 95.24
Philippines	318	839	- 62.09
Singapore	2,616	4,093	- 36.09
Vietnam	127	154	- 17.63
China	9,762	9,830	- 0.69
Hong Kong	1,502	4,773	- 68.53
Japan	4,975	8,088	- 38.49

Korea	2,279	4,130	- 44.80
Taiwan	648	935	- 30.65
Austria	10,892	19,164	- 43.17
Belgium	2,475	3,846	- 35.66
Denmark	10,490	14,174	- 25.99
Finland	5,679	8,261	- 31.26
France	24,371	27,301	- 10.73
Germany	66,942	67,209	- 0.40
Italy	7,628	15,516	- 50.84
Netherlands	11,541	16,730	- 31.02
Norway	6,927	8,341	- 16.95
Russia	15,944	17,155	- 7.06
Spain	2,561	5,381	- 52.41
Sweden	24,423	37,772	- 35.34
Switzerland	10,457	16,656	- 37.22
United Kingdom	63,073	88,230	- 28.51
East Europe	4,462	3,133	+ 42.39
Canada	8,110	11,864	- 31.64
USA	14,066	22,469	- 37.40
India	3,373	6,369	- 47.04
Australia	51,894	61,831	- 16.07
New Zealand	4,970	8,900	- 44.15
Middle East	3,959	1,904	+ 107.92
Israel	24,209	26,816	- 9.72
Africa	6,713	2,226	+ 201.58
Others	65,294	50,167	+ 30.15
Grand Total	887,728	930,476	- 4.59
Thai	410,432	345,300	+ 18.86
Foreigners	477,296	585,176	- 18.44

Source: Tourism department and Ministry of Tourism and sport

The Statistics of tourist arrivals to Nakhonsrithammarat from 2009 - 2010

Nationality	January-June		
	2010	2009	(%)
Thai	471,173	654,902	- 28.05
Indonesia	8	105	- 92.25
Laos	0	4	-
Malaysia	2,163	2,047	+ 5.69
Myanmar	0	4	-
Philippines	13	142	- 90.67
Singapore	129	43	+ 200.26
Vietnam	10	8	+ 22.84
China	42	60	- 30.09
Hong Kong	59	52	+ 12.83
Japan	110	115	- 4.61
Korea	63	36	+ 78.27
Taiwan	79	115	- 30.95
Austria	49	129	- 62.15
Belgium	48	109	- 55.42
Denmark	203	68	+ 199.21
Finland	79	216	- 63.54
France	211	283	- 25.64
Germany	279	441	- 36.73
Italy	57	86	- 33.20
Netherlands	107	133	- 19.78
Norway	0	82	-
Russia	4	54	- 91.85
Spain	4	44	- 91.66
Sweden	440	162	+ 171.06
Switzerland	93	161	- 42.35
United Kingdom	181	447	- 59.58
East Europe	13	49	- 73.44

Canada	86	111	- 22.81
USA	311	664	- 53.17
India	34	69	- 49.99
Australia	89	166	- 46.71
New Zealand	5	33	- 84.89
Middle East	75	12	+ 524.63
Israel	14	8	+ 76.66
Africa	7	1	+ 398.84
Others	1,441	611	+ 136.03
Grand Total	477,680	661,773	- 92.78
Thai	471,173	654,902	- 28.05
Foreigners	6,507	6,871	- 99.89

Source : Tourism department and Ministry of Tourism and sport

As shown above, it is true that the volume of tourist arrivals to Suratthani from January 2009 until June 2010 is higher than Nakhonsrithammarat province. According to the Tenth National Economic and Social Development Plan (2007-2011), the high potential areas have been planned for development. Besides other southern provinces in the Gulf of Thailand, both Suratthani and Nakhonsrithammarat province are identified as high potential area (Provincial Administration Development and Promotion Bureau, Office of the Permanent Secretary for Interior “Strategic plan in Southern gulf of Thailand 2010-2013” : 2011)

Tourist attractions promoting image of Suratthani and Nakhonsrithammarat province

Province	Types of tourist attraction				
	Beach, Island	Park, Mountain, Waterwall	Village, Home-stay	Historical place	Religion, culture, Custom
Suratthani	<ul style="list-style-type: none"> - Samui island - Pha-ngan island - Tao island - Argthong island 	<ul style="list-style-type: none"> - Khao Sok park - Ratchapra padam - Tai Rom Yen National Park - Tadfaa waterfall - 357 waterfall 	<ul style="list-style-type: none"> - Phumrieng villege - Leelet villege - Farm-stay - Lieng Hoi, Kamjanadit Ampur - Thumpuang homestay - Phanom Ampur - Klong Roisai banboran 	<ul style="list-style-type: none"> - Phra Boromthat - Chiya Temple - Suan Mokkaphalaram Temple - Chiya museum 	<ul style="list-style-type: none"> - Chakpra Loikrathong festival - Chiya boxing

Province	Types of tourist attraction					Religion, culture, Custom
	Beach, Island	Park, Mountain, Waterwall	Village, Home-stay	Historical place		
Nakhonsrithammaat	- Laem Talumphuk Pakphanung Ampur - Naipiao Bay, khanom Ampur - Praloma Sri Chomphoo, Khanom Ampur - Thungsai bay, Sichon Ampur	- Kao luang park - Krungching waterfall - Promloak waterfall - Kraloam waterfall - Khanom beach	- Kheereevong villege Lansaka Ampur - Mairieng Community Chang Ampur - Lunnam Pakphanang Royal project - OTOP - Wua chon sport	- Praborrommatjedee - Praputthasithing - Kaokha historic site, Sichon Ampur - Chongkoi Valley , julaporn Ampur	- MakhaPuja HaePaaKeunTat - Bunsartdeuansip - Kaeng Reua Prieow (Paknakorn, Pakphanang, Chiengyai) - Hai Than Fai - Nang Dta lung - Playng bok	

(Source : National research council of Thailand “Research strategy in Southern part of Thailand 2012-2016”)

According to the table, it represented that Suratthani and Nakhonsrithammarat province have tourist attractions similarly such as beach, sea, mountain, waterfall, home-stay, historical place, religion and culture, presenting their image.

It's noticed that the numbers of tourist coming to Suratthani province highly increases from 2005 - 2006, resulting from the flow of European tourists who intend to avoid the areas located nearby Andamun sea, affected by Tsunami before while the numbers of tourist coming to Nakhonsrithammarat province grow up mostly from 2006 - 2007 due to their wish to seek for sacredness of JatukhamRamthep holy object. (National research council of Thailand "Research strategy in South 2012-2016")

Communicative resources of Suratthani and Nakhonsrithammarat province

It is found that overall, Nakhonsrithammarat uses communicative resources more than Suratthani province (Table 1)

Table 1 The numbers of communicative resources of Suratthani and Nakhonsrithammarat province

Communicative resources of Suratthani province	Numbers
Radio stations	8
Television stations	10
Central newspapers	17
Local newspapers	11
General mass medias	5
Broadcast building, Suratthani province	1
Journalist Suratthani province	1
Public relation office, Suratthani province	1
Radio Television and newspaper professional association, Suratthani province	2
Community radio learning centers	89
Total	145
Communicative resources of Nakhonsrithammarat province	Numbers
Provincial Public Relation Bureau, Television stations, Radio broadcast stations	13
Radio-Television reporters, Radio broadcast Newspapers, DJs	18
Public relation office, Nakhonsrithammarat province	1
DJ Radio broadcasts	26
Community radio learning centers, Nakhonsrithammarat province	127
Total	185

Innovative communications in globalization era and tourism industry of Suratthani and Nakhonsithammrat relates to the advancement of informative communication technology (ICT) since the advancement of internet causes to have many innovative communications at the present. The innovative communications are developed to be a part of tourism industry of Suratthani and Nakhonsithammarat since communicative innovation leads to the tourists' decision concerning tourism attractions, accommodations, foods as well as downloading data relating to their decision to travel to Suratthani and Nakhonsithammarat. In addition, innovative communications

influence on tourism industry in sense of searching tourism information for tourist's decision because presently the tourists could access information more quickly than in the past.

Moreover, innovative communications are necessary to tourism entrepreneurs in case they lack of knowledge, skills in tourism development, language competency, ICT benefit that are important to support the change of tourists' travelling style. That corresponds with Asean Economic Community (AEC) agreement, saying tourism is one of three pilot projects that need to be implemented urgently. According to this agreement, free trade is opened to both travelling in and out of tourists, services, investments, labor movement within 2015 that (Tourism Council of Thailand : 2010)

The factors mentioned above lead to study the tourism industry development of Suratthani and Nakhonsithammarat province comparatively and to develop the innovative communications to promote the tourism of Suratthani and Nakhonsithammrat.

Research Methodology

The research method used in this study is divided into 2 following groups.

Group 1 Survey research

300 samples comprise of Thai tourists, foreign tourists, and relevant persons in tourism industries-transportation, accommodation, food and entertainment, tour operation and tour guide, souvenir business, people living in local and public areas in Suratthani and Nakhonsithammarat province. The statistics used for data analysis are percentage, standard deviation, T-test, One-way ANOVA.

Group 2 Delphi Technique research

There are 33 samples consist of professionals in 2 dimensions-tourism and communication in Suratthani and Nakhonsithammrat. The data are collected 3 times within 4 months starting from March until June 2012. The statistics used for data analysis are Median and Interquartile range.

Research Findings

The followings are the research findings that the researcher analyzes from data collected by questionnaire in part of opened question

1. Oneness theory

The standard tourism of Suratthani and Nakhonsithammarat needs to be maintained. It bases on the concept of Oneness theory of the world that is an important philosophy in persuading tourists worldwide to travel to Thailand. The followings are 5 components.

1. To make awareness and participation in tourism development
2. To use communication technologies in promoting tourism development
3. To announce the guideline of tourism development to the public clearly
4. Public media plays an important role in making awareness towards tourism development
5. To support good image of tourism

2. Two-way communication

People pay respect to each other and accept the others' opinion towards tourism industry development. That is communication factor in developing tourist attractions comprising two-way communication in promoting tourism and two-way communication through media and technologies

3. Positive communication

The positive outcome results from positive communication and good minded service provider and all tourists regardless of religion, nationality and so on. It consists of making positive thoughts of tourism, having honesty and sincerity in tourism development as well as people and tourism public media have positive communication.

4. Information resources

There are physical, biological, psychological and sociological Information consist of making new innovation, presenting new ways through media and technologies in developing tourism, quality of life, and mental health and employing media and technologies in management.

5. The presentation of any information to promote tourism industry must be done aesthetically. The honor and honesty must be given to all humans. Producing advertisement media concerning tourism industry of Suratthani and Nakhonsithammarat or presenting all kinds of news towards the public needs to be concerned the following 3 things to show quality and responsibility of organization to society and the world

1. To emphasize on promoting and developing tourism particularly natural resources in local area by using media and communication technologies
2. To use the research method in tourism development
3. To pay respect the message receiver by making the presentation at the appropriate time and being honesty

6. The roles of public media are as follows:

1. Verifying data, facts, and necessary knowledge in order to present to the tourists as a regular basis.
2. Presenting knowledge, thoughts creatively and correctly. Warning natural disaster, crime promptly and appropriately with the situation.
3. Entertaining to people that may be infotainment, edutainment, and ideatainment.

7. Awareness of Basic human needs

Basic human needs are belonging and love needs, biological and physiological needs, safety needs, esteem needs, and so forth.

8. Integrated organizational communication is used in communication process of tourism industry of Suratthani and Nakhonsithammarat. Its process is as follows:

1. To use the research in order to know about SWOT and organization image.
2. To increase all kinds of resources particularly human resource, public media, information resource.
3. To reorganize the structure systematically so that communicative organization department enables to support corporation, the increase of production and service, information management,

mass communication, interaction.

4. To create media network and informative technology in the organization both internal and external.
5. To evaluate communication outcome regularly in an appropriate period of time yearly for further improvement and development.

9. Nine P's of marketing mix is applied in tourism industry as follows:

1. Product
The tourist attractions and service with good quality.
2. Price
Cost or expense which is appropriate with the quality of tourist attractions or service.
3. Place
The place for product distribution must be convenient to reach the target customer.
4. Promotion
Communication techniques used for marketing promotion are advertisement, public relation, campaign, and sales promotion, giving incentive, discount and coupon.
5. Politics
Political strategy used for tourism promotion.
6. Public opinion
Referendum is studied to make the good image of tourist attractions or service and to be acceptable among tourists.
7. People
Relevant persons in tourism industry as producer, seller, marketing promoter, sales promoter, sales representative, service provider who communicates directly to the tourists.
8. Period
Timing and speed are important resources and supportive factors for marketing promotion and sales. The timing and speed in production, advertisement and distribution process is involved.

9. Psychology

Psychological factors used for marketing promotion are public relation in order to make good image of social responsibility and to have credibility and trustworthiness of people, producer, seller, sales representative. In addition, image of tourist attraction and service makes the customers proud in travelling and consuming the services.

10. Awareness of different message receiver in terms of sex, occupation, culture, income, age, locality, marital status, education level, social status, success recognition.

Summary and Discussion

Suratthani and Nakhonsithammarat are southern provinces along the gulf of Thailand located on the eastern shore of the gulf of Thailand. These provinces have high potential in tourism since they have long coast around 600 kilometers. Also, they have interesting tourism attractions like islands, beach, sea, natural places including local people's way of life, history, religion, culture, and tradition.

Suratthani focuses on sea, islands tourism while Nakhonsithammarat focuses on culture, tradition, and historic site tourism. In Suratthani, the target group is foreign tourists while Nakhonsithammarat's target group is Thai and Malaysian tourists. The numbers of tourist in Suratthani are higher than Nakhonsithammarat.

According to the 11th national economic and social development plan, Suratthani and Nakhonsithammarat are determined as high potential area besides other provinces along gulf of Thailand. Both provinces have similar tourist attractions. During 2005 - 2006, the tourists from European countries came to Suratthani excessively; as a result, the tourism income raised exceedingly (National Research Council of Thailand, 2010)

Suratthani Province

Concerning the comparative study of tourist attraction promoting the image of Suratthani and Nakhonsithammarat province, the findings show

that Suratthani has outstanding tourist attractions beneficial for tourism development as a main strategy. Most of tourists travelling to Suratthani prefer to go to the beach and islands and satisfy with tourist attractions and services within the province. Samui Island is accepted as one of the popular destinations of the world. Also, Phangan Island is famous for full moon party. Additionally, the findings reveal that the tourists are satisfied with tourist attractions, travelling conveniences, information services during their travelling and stay in tourist attractions, tourism brochures, security services, tourists' right services, tourist attraction images, friendliness of persons working in private business sector, tourism seasons. As there are so many tourists from all over the world travelling to Suratthani and the tourist attractions are increasing developed as well as having competition among entrepreneurs; as a result, the tourist attractions are decayed and it lacks of serious management in conservation of natural resources and tourist attractions.

In addition, the findings indicated that even the government has development strategy; however, the private sector and government have different development plan. As there is knowledge base without development; thus, learning and adjustment is required. Also, management of government is less effective than private business sector particularly in view of communication. Local people themselves develop tourism promotion plan especially in islands while the government manages it slowly.

Furthermore, local people in Koh Samui, Koh Phangan, Koh Tao, Koh Ang Thong and others are worry about invasion of Thai and foreign investors. The researcher found that people are so proud of their land and like to own and keep it. An important thing that makes them so proud is coconut strains which presently could not be conserved since they are destroyed by nature or being ruined by human in order to build real estates.

Samui airport is another place where foreign tourists mostly use services such as gateway, accommodations, facility. The findings show that furniture served for tourists is not cleaned properly. In addition, the traveling cost within the province is quite high affecting tourism. Tourist attractions like mountains, waterfalls, historical places, religions, cultures of

the areas close to Nakhonsithammarat and Chumporn province do not have well public relation compared to islands located in Suratthani province. The findings also revealed that Saunmok temple is a place for tourists who are interested in studying Buddhism. Also, it's developed by government and private business sector to be the training center of Southern gulf of Thailand. That's a great opportunity for those who like to be trained in tourism in any particular area or like to travel to islands in Suratthani. It can be said that government and private business sector develop the cities of Suratthani and surrounding areas in order to create more jobs for local people.

Development plan of tourism industry of Suratthani province

The followings are development plan of tourism industry of Suratthani province :

- To strengthen tourism knowledge base.
- To develop tourism entrepreneurs by using a principle of psychology.
- To determine development strategy in order to facilitate the tourists going to tourist attractions and seeing local people's life.
- To develop new tourist attractions and maintain the former ones.
- To promote tourism market continually.
- To provide facilities to the tourists such as accommodations, food, security.
- To develop and promote tourism activities by using tourism innovation.
- To enhance the service standards in tourist attractions to reach the international goal.
- To establish provincial tourism network connecting to educational institutes, local areas, provincial public relation, provincial tourism, provincial leader in local areas to have mutual understanding about tourism development plan.

So, private business sector and community network should participate in working evaluation.

Nakhonsithammarat Province

Nakhonsithammarat province has famous tourist attractions particularly cultural places such as temples and also traditions which are the major strategy of tourism development. These correspond with local people's way of life since the province is known as Buddhism province with many temples located. Also, its culture and ancient places are significant and popular within the country and in abroad. In addition, some local areas emphasize on Ecotourism due to having many beautiful natural tourist attractions.

As the incidence of crimes and drug abuse occurring in the past until the present might affect the tourist's decision to travel to Nakhonsithammarat province, resulting to negative image of the province. Beside this, as the province has wide area with a large number of population; thus, brainstorming about tourism development is quite difficult. In the past tourism development focused on Lumnam Pak Phanang with unclear structure, communication, tourist attraction; therefore, the tourism is not developed continually.

In 2012, Nakhonsithammarat launched a project "Nakhonsi Dee Dee Tee Deaw Teaw Krob Krieng" to promote the province over all and change the image of the province. The variety of culture, mountain, forest, historic site, Pink Dolphins, waterfall, sea, seasonal fruit, seafood, etc are presented. The target tourists are youths and working people.

Development plan of tourism industry of Nakhonsithammarat province

The followings are development plan of tourism industry of Nakhonsithammarat province:

- Tourism entrepreneurs are concerned about the importance of tourism development.
- To develop tourism facilities, fundamental structure.
- To reach the world standard.
- To promote the tourism industry both domestically and internally.
- To use IT for tourism marketing development and public relation.
- To encourage people for participation.

- The service providers have service mind.
- The service providers have knowledge about image presentation in positive sense.
- To improve and develop old tourist attractions together with new ones since Nakhonsithammarat has beautiful seas and remarkable cultures, traditions. It's related to the study of Konecnik and Go (2007) "tourism destination brand identity : the case of Slovenia" which aimed to survey tourism entrepreneurs' opinion towards tourism destination brand identity. The findings indicated that the tourism destination brand identity (Slovenia case) is visible big flower sign, reflecting country image. In addition, major identity of Slovenia comprises of varieties in the country such as mountain, lake, beach, city, health center, adventure, historical and cultural tourism, night life, entertainment, enhancing tourism potential of the province. Furthermore, it's found that there's no public relation and communicative technology specialist resulting to tourism development. That's related to the study of Rapeephol Yuwaniyom (1994) "the public relation of Tourism Authority of Thailand (TOT)" found that public relation policy of Tourism Authority of Thailand (TOT) is good but manpower and budget is not enough; as a result, the province could not reach to the goal as plan.

The followings are the comparison of tourism between Suratthani and Nakhonsithammarat province.

- The tourism of Suratthani is well-known and developed than Nakhonsithammarat since Suratthani people welcome those coming from other areas better than Nakhonsithammarat people. Also, Suratthani people use official language in communicating with those coming from other areas; as a result, they feel more comfortable.
- Public relations brochures, signboards, roads, cleanliness, travelling conveniences and accommodations of Suratthani province are more effective and interesting than Nakhonsithammarat

in responding to tourists' need.

- There's no well cooperation between government and local sector in Nakhonsithammarat province.
- Some communities in Nakhonsithammarat don't accept the better change.
- Tourism activities in Nakhonsithammarat could be done in some seasons without continuity.
- The policy and support of government sectors are not sustainable.

Suggestions

The comparative study of tourism industry development of Suratthani and Nakhonsithammarat province in view of developing the innovative communications to promote the tourism is applied Delphi research. Acquired data is given by professionals only. In the future, research method might be used widely in every dimension such as entrepreneurs and extended to various target groups increasingly in order to benefit tourism development. Concerning the media usage, everyone is able to be the media in communicative era presently and access to technology. And public media is the most important since it supports tourism including the tourism study of professionals by considering from direct experience and identity in any particular area. In addition, media development process to promote the tourism of Nakhonsithammarat and Suratthani province worldwide should be studied.

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