

COMMUNICATION FOR PROMOTING TOURISM BY COMMUNITY LEADERS IN CHULABHORN PATTANA 9 YALA PROVINCE THAILAND

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ABSTRACT

This qualitative research study focuses on the communication strategies employed by community leaders in promoting tourism in the Chulabhorn Pattana 9 Community in Yala, Thailand. The research framework encompasses cultural communication, community communication and sustainable tourism. The primary data were collected from ten tourism leaders through purposive sampling, utilizing in-depth interviews, and observations as research tools. The data analysis revealed that Chulabhorn Pattana 9 Community was initially established by the Thai government as a residence and workplace for the Communist Party of Malaya (CPM) in Thailand, managed by the Chulabhorn Research Institute. Presently, it has evolved into a tourist village and a learning center showcasing the historical perspective of the Communist Party of Malaya. The community leaders in Chulabhorn Pattana 9 Community employ effective communication strategies, which involve community-based and participatory communication among its members. Through these strategies, they exchange knowledge on planning, policy formulation, tourism development initiatives, and benefit allocation within the community. Suggestions for community enterprises include placing importance on capable leaders who can build capacity and establish networks with both internal and external organizations to support sustainable tourism development in Chulabhorn Pattana 9 community. This will help promote enduring tourism within the community

Keywords: Communication, Tourism, Community Leaders, Chulabhorn Pattana 9, Yala Province

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