

EXPOSURE TO ONLINE MEDIA DESIGN TO PROMOTE CREATIVE HEALTH TOURISM AND DRAMA-INSPIRED TRAVEL DESTINATIONS WITH FACEBOOK AND SUPHAN BURI PROVINCE TOURISM APPLICATIONS

Chudanat SUDTHONGKHONG¹, Manasamon WONGTRERANACHAI¹,
Panupong NONTHASITTHICHA¹, Sarutar PHENCHOME¹ and Sothara PHUNGSOMBUN¹

¹ Faculty of School of Architecture and Design, King Mongkut's University of
Technology Thonburi, Thailand; medicalmedia01@gmail.com (C. S.);
manasamon.w@gmail.com (M. W.); panupong.non@mahidol.ac.th (P. N.);
sarutar.phe@kmutt.ac.th (Sa. P.); sothara.phu@kmutt.ac.th (So. P.)

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ABSTRACT

Tourism is vital to Thailand's economy and society, serving as a major source of revenue and job creation. Despite high competition, Thailand possesses advantages in terms of resources and local uniqueness, leading to development of tourism strategies across all provinces for sustainability and long-term income generation. Health tourism drama-inspired travel destinations have emerged as a new, appealing form, emphasizing relaxation, learning about natural lifestyles, and activities promoting physical and mental well-being, which can be applied to daily life. This approach attracts foreign tourists and generates income for local communities. The objectives are to develop online media to promote creative health tourism using Facebook and mobile applications based on TV drama locations. Present alternative health tourism options to viewers, contributing to economic growth through the design of health promotion activities coupled with tourism. Target Population Working individuals aged 40-50 with disposable income and leisure time for travel and relaxation. The sample is 50 working-age individuals or the public who follow relevant Facebook pages and applications and are interested in Suphan Buri Province's health tourism. Research Instrument. A satisfaction questionnaire regarding Facebook pages and applications. The results of the sample group's satisfaction with Facebook activities were evaluated in terms of content presentation, engagement, and trust. The overall mean score was 4.11 (S.D. 0.92), indicating a good level of satisfaction. In terms of engagement, the sample group expressed a desire to share content from the page and give likes, with an average score of 4.10 (S.D. 0.92), which is considered good.

Keywords: Health Tourism, Promote Creativity, Tourism Drama, Inspired Travel Destinations

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