Guidelines for Marketing Communication to Promote Community Tourism in Nang Loeng, Bangkok, Thailand

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Abstract

*This study examines the tourism behaviors exhibited by visitors to the Nang Loeng community in Bangkok and explores strategies for enhancing tourism through innovative methodologies and marketing communications. A mixed-methods approach was employed, involving 400 tourists who participated in community activities and a key informant group of 10 individuals comprising community leaders and local tourism operators. Data collection included questionnaires and interviews, and analysis utilized frequency, percentage, mean, standard deviation, and content analysis techniques. Findings reveal two key aspects: the former is **Tourist Behavior**. Tourists are drawn to Nang Loeng for its rich cultural lifestyle. Most visitors travel independently or in small groups of one to three and prefer visiting on weekends or public holidays. They primarily gather information through YouTube and online searches. The latter is **Marketing Communication Strategies.** To promote tourism, experiential marketing is vital, focusing on creating memorable experiences. Word-of-Mouth, digital, and sustainable marketing also play pivotal roles. Strategies should emphasize building awareness of Nang Loeng's appeal, fostering interest in its unique offerings, and cultivating a desire to explore its culture and history. These efforts aim to encourage trip planning and visits to the community. This research underscores the importance of integrating cultural immersion and engaging communication tactics to position Nang Loeng as a desirable and sustainable tourist destination*

Keywords: Marketing Communication, Community Tourism, Nang Loeng Community

1. INTRODUCTION

The tourism industry portrayed a vital role in the Thai economy in terms of supporting economic growth, creating job opportunities, developing infrastructure and conserving culture and environment. It was the most important source of foreign income, accounting for approximately 20% of GDP in 2023. This industry both directly and indirectly magnified a lot of employment opportunities for up to 4 million people. The jobs entailed from services in hotels and restaurants to transportation and tourism. Regarding the infrastructure development, the income from tourism was allocated for the improvement of airports, roads and public transportation with the intention to assist not only the tourists but also the quality of Thai citizens' lives (Puangsang & Tumchaiyangkul, 2023). Generally, tourism was considered to be an activity that crucially enriched human lives. Tawharanurak (2022) expressed that travelling was a major part playing in modern citizens 'existence due to the circumstances and tension from today's ways of living. It was a recreation to help people relieve and recharge, and afterwards it could partly prepare them for the ability

to overcome any obstacles in life. Especially, the community-based tourism was another important segment that generated income and strengths to the local communities, profited from its preservation of nature and community identity which magnetized the tourists to visit.

The community-based tourism contributed numerous advantages. For instance, it straightly yielded revenues to the locals by selling products and services that embraced the community identity. Furthermore, people in the community were bound to value conserving and displaying their unique distinctiveness, reflected in the image of their communities. The community-based tourism initiated the collaboration among the residents, leading to further activities that extended their growth. Additionally, it offered educational chances to the community, strengthening local knowledge and sustainable self-development. The community-based tourism was therefore vastly important in respect of economics, society and culture which inspired a long-term advancement of the community (Puangsang, et al, 2024).

Thailand's reputation as a premier travel destination is bolstered by its abundant natural resources and vibrant cultural legacy. Among its many attractions, Nang Loeng distinguishes itself as one of the oldest communities, rich in historical and cultural significance. The area is home to a wealth of heritage sites including ancient temples, historical residences, and museums that enable visitors to experience traditional lifestyles and a bygone era. For example, its native architecture, featuring colorful perforated wood panels, continues to captivate sightseers, while the community's celebrated cuisine, with staples like rice gruel, savory crispy crepes, and unique local crafts, further enhances its appeal as a culinary destination. Collectively, these features have established Nang Loeng as an essential cultural and architectural landmark in Bangkok.

In the wake of the COVID-19 pandemic, Nang Loeng has been steadily reopening to tourists, highlighting the crucial role of marketing communications in reconnecting potential visitors with its community-based attractions. Without innovative and effective marketing strategies, there is a risk that tourists could be inadvertently sidelined, remaining unaware of the community's rich offerings. Thus, pioneering robust marketing tools is imperative not only for addressing these communication challenges but also for fostering sustainable tourism in the area.

This research seeks to explore effective marketing strategies that could elevate the profile of community-based tourism in Nang Loeng and attract a broader audience, ensuring that this historic community remains accessible and engaging to modern travelers. Beyond this study, it might be valuable to consider how digital transformation and social media platforms could further enhance local cultural promotion, potentially offering novel pathways for communities worldwide to preserve and share their heritage in an increasingly connected world.

Therefore, the current study has the following two objectives. One is to analyze the travel behaviors and preferences of visitors to Nang Loeng, a community-based tourist destination in Bangkok, for the understanding of what drives their travel choices, and the other is to investigate and refine strategic guidelines for marketing

Nang Loeng's unique cultural and historical attractions, ensuring effective communication that enhances tourism in this celebrated community.

2. LITERATURE REVIEWS

Recent studies highlight how marketing communication and community tourism increasingly intersect to enhance local experiences and cultural heritage. Community tourism centers on authentic engagement between visitors and residents, supporting local economies and boosting tourist satisfaction. Marketing communication is key in sharing these unique stories with a wider audience, increasing interest and participation. Below is a literature review that synthesizes recent research on Marketing Communication and Community Tourism as found in many scholars and researchers like Timothy, 2024; Sapkota et al., 2024; Parent et al.,2009; Veghes & Posescu, 2018; Hernández-Mogollón et al., 2019.

2.1 The Convergence of Marketing Communication and Community Tourism

The convergence of marketing communication and community tourism is increasingly recognized as a vital strategy for enhancing local experiences and promoting cultural heritage. Community tourism emphasizes authentic interactions between travellers and local residents, fostering economic sustainability and enriching visitor satisfaction. Marketing communication plays a crucial role in conveying these unique narratives to a global audience, thereby driving interest and engagement.

2.1.1 Community Tourism and Local Engagement

Community tourism focuses on authentic experiences, allowing travellers to engage deeply with local cultures and traditions (Timothy, 2024). It empowers local communities by involving them in tourism development, ensuring that benefits are equitably distributed (Sapkota et al., 2024). This approach enhances the quality of life for residents while providing tourists with immersive experiences that reflect the community's identity (Parent et al.,2009).

2.1.2 Marketing Communication Strategies

Effective marketing communication highlights the unique stories and cultural heritage of communities, attracting tourists seeking meaningful experiences (Veghes& Posescu, 2018). Digital platforms and social media are increasingly utilized to share local narratives, enhancing visibility and engagement with potential visitors (Hernández-Mogollón et al., 2019). By promoting community-driven tourism initiatives, marketing strategies can help counteract the negative impacts of mass tourism (Parent et al.,2009).

While the convergence of these fields offers significant benefits, it is essential to consider the potential for commercialization to overshadow authentic experiences,

which may lead to the dilution of local cultures and traditions. Balancing marketing efforts with genuine community engagement remains a critical challenge.

2.2 The Role of Integrated Marketing Communication in Community Tourism

Recent research in tourism management highlights the strategic integration of both traditional and digital marketing channels in promoting community-based attractions. Studies have indicated that storytelling, alongside visually engaging content and interactive platforms, effectively conveys the heritage and cultural narratives inherent to community tourism (Kotler & Keller, 2016; Sweeney & Soutar, 2001). Digital storytelling, often executed through social media, video content, and immersive virtual tours, has been shown to significantly enhance the authenticity of community tourism destinations, resulting in increased tourist engagement and loyalty (Xiang & Gretzel, 2010).

2.2.1 Impact on Tourist Behavior and Destination Image

Research published in the Journal of Travel Research provides empirical evidence on how marketing communications influence potential visitors' travel decisions. Digital touchpoints and word-of-mouth communications play critical roles in shaping destination perceptions, particularly in less commercialized settings (Miller et al., 2021). By leveraging user-generated content and localized narratives, community tourism attractions can build a strong destination image that attracts visitors while aligning with the values and expectations of modern travelers (Vermeulen & Seegers, 2009).

Table 1 Summary the Key Impacts of Marketing Communication on Tourist Behavior

Aspect	Impact on Tourist Behavior
Awareness & Visibility	Increases destination recognition and consideration
Emotional Engagement	Storytelling and branding create emotional bonds, influencing decision-making
Digital Interactions	High-quality, accessible content and social media sharing drive visits and eWOM
Satisfaction	Positive experiences and engagement lead to repeat visits and recommendations
Cultural/Social/Environmental Fit	Alignment with values enhances authenticity, reputation, and loyalty

2.2.2 Emphasizing Sustainability through Communication Strategies

Literature in the Journal of Sustainable Tourism emphasizes that effective marketing communication is essential for promoting sustainable tourism practices. Research demonstrates that when marketing strategies highlight local culture and environmental stewardship, tourists are more inclined to adopt responsible behaviors supporting the long-term sustainability of community resources (Chin et al., 2020). Campaigns integrating sustainability messages with community stories bridge the gap between tourism growth and resource preservation, ensuring community tourism initiatives remain viable while preserving local authenticity and environmental integrity.

3. The Service Dimension in Community Tourism Marketing

The *International Journal of Hospitality Management* contributes an essential perspective by linking marketing communication directly with service quality and visitor satisfaction. Studies reveal that coherent messaging, paired with high-quality, personalized hospitality services, enhances overall visitor experiences (Susskind, 2008). This dual focus on effective communication and service excellence not only creates memorable tourist experiences but also reinforces the community's brand identity, fostering repeat visitation and long-term engagement (Hsu & Powers, 2002).

3.1 Emerging Trends and Future Directions

Recent studies (Jin, K., et al., 2024; Hsu & Powers, 2002). are starting to explore emerging trends such as the use of big data analytics to evaluate the effectiveness of marketing campaigns, and the role of mobile applications in delivering real-time information to tourists. Integrating advanced digital technologies into marketing strategies presents new opportunities for community tourism. Future research directions include:

Comparative Analyses: Examining how various cultural contexts influence the effectiveness of marketing communications in community tourism.

Social Impact Metrics: Developing reliable indicators to measure how marketing strategies contribute to the socio-economic and environmental dimensions of sustainable tourism.

Innovative Digital Tools: Investigating the role of emerging technologies-such as augmented reality and interactive digital platforms-in enhancing the authenticity and accessibility of community-based attractions.

These evolving research themes signal a promising avenue for developing innovative, adaptive marketing frameworks that sustain community tourism in an increasingly digital world.

The reviewed literature reveals that the synergistic relationship between marketing communication and community tourism is instrumental in shaping tourist experiences, sustaining local cultures, and promoting economic development. By leveraging integrated marketing strategies that combine traditional narratives with evolving digital technologies, destinations can elevate their unique community offerings. This integration not only attracts a diverse tourist audience but also reinforces the cultural and environmental values that are foundational to community tourism

3. CONCEPTUAL FRAMEWORK

The conceptual framework was determined according to Dara and Thipapan's method of marketing communication for tourism (2010) and Don E. Schultz's integrated marketing communications theory (1994).
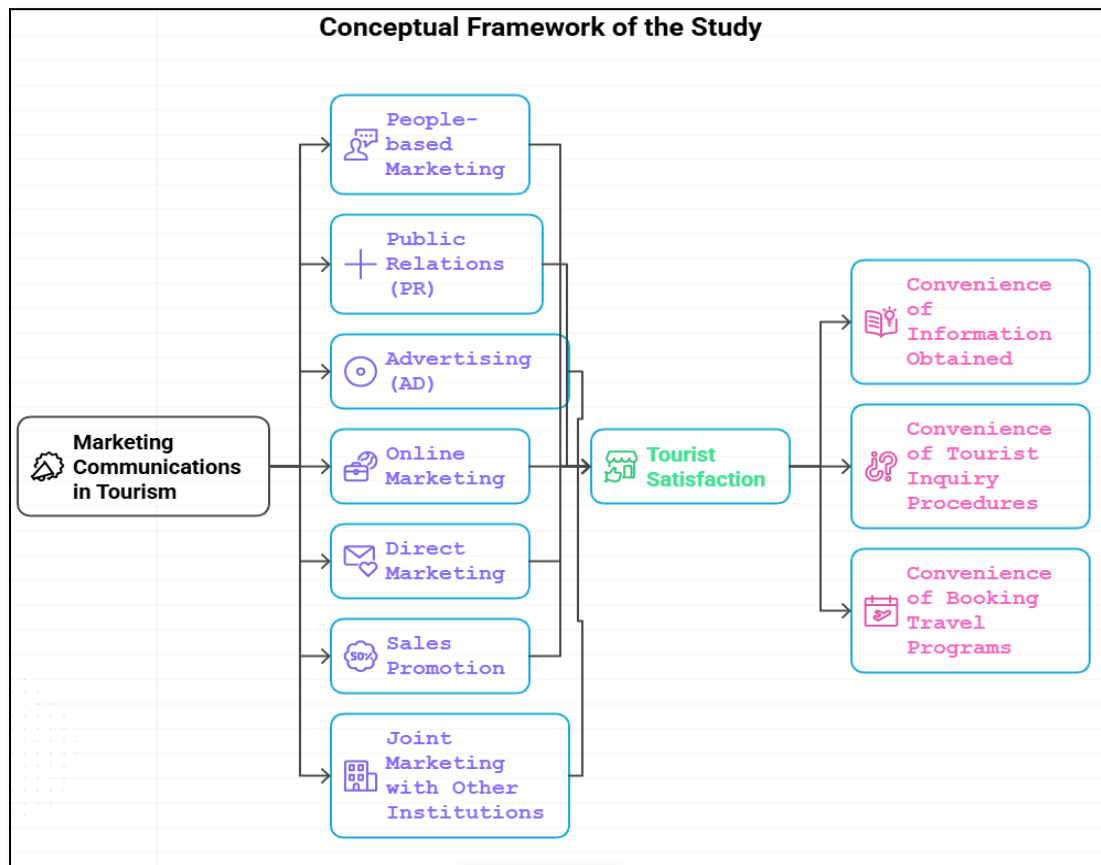
Figure 1: Conceptual Framework
"Marketing Communication Guidelines to Promote Nang Loeng, a Community-based Tourist Attraction in Bangkok, Thailand"

4. REAEARCH METHODOLOGY

The methodology was the mixed method between quantitative and qualitative research.

4.1 Sample Groups

There were two sample groups:
1) The sample groups for the quantitative research included 400 tourists who visited Nang Loeng community by utilizing the convenience sampling method.
2) The sample groups for the qualitative research comprised of 10 people from community leaders, tourism entrepreneurs in the area and tourists. The samples were selected by the purposive sampling method, given the criteria of the participants being the leaders in Nang Loeng, the entrepreneurs in tourism and the tourists who made a trip to Nang Loeng.

4.2 Research Instruments

The research instruments consisted of two sections:
1) Quantitative data collection tools were made up of questionnaires divided in three parts: 1) general information about the respondents 2) travel behavior information 3) marketing mix factors.

The research instruments were created and developed according to the following procedures:

1. Study concepts, theories and relevant research as fundamental information to identify the objectives and conceptual frameworks.

2. Determine operational definitions for the data entry design.

3. Draft an extensive questionnaire for data collection.

4. Submit the questionnaires to three experts in order to find content validity by the index of item objective congruence (IOC).

Formula: IOC = ΣR/N

> *Where;* IOC = Item Objective Congruence
> ΣR = Total scores from experts' opinions
> N = Number of experts

The scores in calculations were determined by three scales of rating marks:

+1: when the respondent had a definite feeling that the question was agreeable with the objectives

0: when the respondent was not certain whether the question was agreeable with the objectives

- 1: when the respondent had a definite feeling that the question was not agreeable with the objectives

Only the questions that had the IOC points ranging from 0.50 - 1.00 and the questions with less than 0.50 IOC points were selected for adjustments. The questions used for data collection were 0.60 - 1.00 IOC points.

5. The questions were adjusted conforming to the suggestions before distributing to 30 people in the sample groups residing in the nearby areas that shared similarities to the actual sample groups as a way to validate the reliability of the questionnaires by using Cronbach's Alpha Coefficient (α- Coefficient). The overall result equaled 0.832.

2) Qualitative data collection tool was semi- structured interview which conducted to collect data by the in- depth interviews with 10 interviewees for detailed information. The interview forms and questions were submitted to the experts for examination and adjustments before the actual undertaking.

4.3 Data Collection

1) Quantitative data collection was applied to collect data via questionnaires. Four hundred respondents were the locals and tourists in the community.

2) Qualitative data collection was collected by in- depth interviews with 10 of the community leaders, tourism entrepreneurs and tourists. Individual interviews were conducted without concrete structures, recorded by both writing and recording. The interviewees were ensured to grant permission to the interviewer before recording.

4.4 Data Analysis

To analyze the quantitative data, descriptive statistics were employed by considering frequency, percentage, means and standard variation (SD). The level criteria for the analysis of means were as followed:

4.51 – 5.00	Highest
3.51 – 4.50	High
2.51 – 3.50	Moderate
1.51 – 2.50	Low
1.00 – 1.50	Lowest

The qualitative data including information from the interviews were compiled and checked for quality based on the triangulation method and assessed by content analysis in consonance with the topics focused in the research.

5. FINDINGS

5.1 Tourists' Travel Behaviors towards Nang Loeng Community

The survey of 400 respondents indicated that 66% were female and 34% were male. Regarding educational attainment, 14% held qualifications higher than a bachelor's degree, 48.67% held a bachelor's degree, and 37.33% had qualifications below that level. The majority (42%) were aged between 26 and 35 years, with 40% identifying as single and 59% reporting no children. Employment data revealed that 38% worked in the private sector, while 49.33% reported a monthly income ranging between 20,001 and 30,000 THB. Notably, 65.33% of the tourists were first-time visitors to Nang Loeng. Observations on travel behavior showed that 60.66% visited the area primarily to experience local culture and lifestyles. Most traveled alone or in small groups (1–3 people), accounting for 64.86%. In terms of transportation, 49% used personal vehicles, and 61% preferred traveling on weekends or public holidays. YouTube and online search engines emerged as the primary sources of travel information, referenced by 60% of respondents.

Opinion levels on the 7Ps marketing mix factors showed that the sample groups were rated at the level of ($\bar{x}$ = 3.54), and the overall opinion regarding 7Ps marketing mix was at the high level with the overall standard variation (SD) stood at 0.75. Considering each factor, *Product* was ranged at the highest level ($\bar{x}$ = 4.53; SD = 0.55); the factors ranking at the high levels included *Promotion* ($\bar{x}$ = 4.48; SD = 0.57), *Place* ($\bar{x}$ = 4.36, SD = 0.61), *People* ($\bar{x}$ = 4.12, SD = 0.62), *Process* ($\bar{x}$ = 3.64, SD = 0.74), *Price* ($\bar{x}$ = 3.62, SD = 0.84) and *Physical Evidence and Presentation* ($\bar{x}$ = 3.61, SD = 0.76) as illustrated in Table 1 below:

Table 1 Review of Means and Standard Variation (SD) for Opinion Levels on 7Ps Marketing Mix Model

7Ps Marketing Mix	$\bar{x}$	SD	Opinion Level
1) Physical Evidence and Presentation	3.61	0.76	High
2) Product	4.53	0.55	Highest
3) Price	3.62	0.84	High
4) Process	3.64	0.74	High
5) Place	4.36	0.61	High
6) People	4.12	0.62	High
7) Promotion	4.48	0.57	High
Total	**3.54**	**0.75**	**High**

5.2 Communication Guidelines and Marketing Strategies to Promote Community-based Tourism in Nang Loeng

5. 2. 1 Marketing Communication Guidelines to Promote Community- based Tourism Nang Loeng in Bangkok

Summarized from the interviews with the sample groups consisting of community leaders, tourism entrepreneurs and tourists in the aspect of the requirements and guidelines to promote tourism in Nang Loeng, Bangkok, four main outlines pursuant to academic principles were concluded:

1) Experiential Marketing

It aimed to create memorable and immersive experience for the tourists. For example, the tourists could take part in the activities that resonated the community identity, namely cooking and acting in Lakhon Chatri, a genre of Thai dance- drama. These experiences initiated emotional bonds, leading to positive referrals to other potential tourists.

2) Word-of-Mouth Marketing (WOM Marketing)

This was to be prompted when the tourists were content with their travel experiences. The power of word-of-mouth relied on credibility, and it affected tourists' decision.

3) Digital Marketing

It was widely accepted for promoting the neighborhood to the target audiences extensively, and creating engagement that prompted interest to visit Nang Loeng.

4) Sustainable Marketing

This marketing concerned the effects towards environment and society in every marketing activity by taking into consideration that Nang Loeng was an ancient area that had maintained its precious uniqueness, arts and culture. The marketing helped prolong tourism resources of Nang Loeng through observing and respecting each identity in order to provide real experience without harming any resources as reflected in the interview with a key informant below:

"We'd like the tourists to visit our community, learn about our authentic cultural lifestyles and return home with delighted impressions. Surely, we also hope that they desire to revisit. We'd be very happy to hear that they tell others about their experience. However, it doesn't mean that we agree for the tourists to come and change or interfere with our primary community lifestyles. We still care to preserve our uniqueness to last for generations." (C1: Key Informant aged 67 yrs- Freelancer)

5.2.2 Marketing Communication Strategies to Promote Tourism in Nang Loeng

According to the interviews with the sample groups which included the community leaders, tourism entrepreneurs in the area and tourists on the topic of marketing communication strategies to promote tourism in Nang Loeng community in Bangkok, potential strategies could be suggested below:

1) Build engaging awareness regarding Nang Loeng community as a tourist destination by, for example, providing extensive information on compelling websites and social media, exploring search engine marketing (SEM) to optimize online visibility, and creating quality content such as blogs, articles and videos to reach the target audiences. Apart from that, the community could commence relationships with the community leaders, influencers and travel bloggers by offering complimentary community tours or giving a discount incentive in compensation with reviews and online PR. Word-of-mouth marketing would definitely elicit the tourists to broadcast their Nang Loeng travel experience. The community might as well create involvement by organizing activities and festivals such as terrestrial tours, cultural performances, cooking demonstrations and personalized trips based on themes like food tours, historical tours and cultural tours.

2) Motivate the tourists by opening up interest in diverse tourist experiences in Nang Loeng, focusing on the cultural uniqueness and presenting both knowledgeable and entertaining escapades like visiting historical temples, watching Thai puppet shows, and learning local festivals in order to expand groups of tourists. It was advised to use storytelling that reflected the people, cultures and traditions of Nang Loeng to create emotional bonds. Other activities to be carried out were cooking competitions, music performances and craft demonstrations.

3) Increase desires to visit the community and enjoy the empirically-derived experience that Nang Loeng offered. The community could demonstrate unmatchable travel stories for its visitors by offering a chance for them to get involved in the village's activities, traditions and lifestyles. The emotional marketing such as storytelling, illustrated via photos and videos, helped create a desire to make a trip to Nang Loeng and connect the tourists with the community's unique cultures and history profoundly. Additionally, social-proofs like exhibiting tourists' testimonials and opinions could be a guarantee for the community as a preferred destination. Mouth-of-word marketing brought about credibility and stimulated wishes to travel. Undeniably collaborative marketing campaigns like photo contests and giving prizes also helped stimulate the tourists to talk about their trips and expectations.

4) Urge the action by invigorating the tourists to plan a visit to Nang Loeng community by, for instance, designing and developing appealing activities that enticed

joiners. Plus, the community should collect tourists' data like emails and give out tour information and promotions to the potential tourists occasionally. Marketing automation would help with determining targets according to tourists' interest and behaviors. It also assisted with the collaboration with travel agents to promote Nang Loeng as a tourist destination and attracted more people to book the trips.

A key informant gave the following statement:

*"I'd definitely like to participate if there're fun activities in the community for us, tourists. It could be something like playing dress-up in a show costume, acting in a Chatri show, baking Thai desserts, or having a workshop. This'd mean I can get to both play and wander. I personally look up for travel ideas online, like reading reviews and following YouTubers." (**T: Key Informant, aged 38 yrs-Company Employee**)*

6. CONCLUSIONS AND DISSCUSSIONS

Attributed to the research on marketing communication strategies to promote tourism in Bangkok's Nang Loeng community had been analyzing based on the 7Ps marketing mix. Overall, respondents rated the marketing mix at a high level, with ***Product*** scoring highest, followed by ***Promotion, Place, People, Process, Price***, and ***Physical Evidence***. However, findings indicated that community members lacked sufficient knowledge and skills to produce effective PR media and leverage technology for marketing. In parallel with the previous research-a challenge consistent with Hansapan and Khangkhasir's (2021) studied on Chanthaboon Waterfront Community in Chanthaburi. To address this, the community should strengthen its management and adopt integrated marketing communication through both online marketing platforms and collaboration with the Tourism Authority of Thailand (TAT). The marketing guidelines and proposals to promote Kok Mon community included (1) influencer endorsements, (2) multi-platform PR campaigns, (3) community-based marketing, (4) online marketing, (5) direct marketing (data-driven tourist engagement), (6) promotional activities, and (7) institutional partnerships. These align with Lehmann and Winer's (2003) tourism experience theory, which highlights accommodation as a key factor in tourist satisfaction, as well as service marketing principles emphasizing the need to meet customer expectations through tailored products and services.

According to the interviews regarding marketing communication guidelines and strategies, revealed key marketing communication strategies for Nang Loeng community, including social media engagement, crafting memorable travel experiences, building collaborative networks, and leveraging influencers/YouTubers for storytelling aligning with Bhakdechakriwut and Choibamroong's (2019) study on community-based tourism promotion. Their six-dimensional framework (advertising, PR, promotions, personal selling, direct marketing, and internet marketing) has been applied to target domestic tourists in traditional communities. Chang (2018) emphasizes that tourism's core lies in delivering "quality happiness," while Wongmonta (2021) notes that cultural tourism now requires more than passive visits; modern travelers seek meaningful immersion, authentic local connections, and transformative experiences like "a memorable experience." This shift reflects tourist decision-making theory, where choices are influenced by perceived information and experiential value (Kotler, 2015). Social media further amplifies demand for shareable,

novel experiences. Supporting this, Worapongpat's (2018) study of Ban Pam Bok found that tourists prioritize: (1) diverse tourism products (31.50%), (2) blogger/social media recommendations (38.75%), and (3) scenic natural resources (28.50%) when selecting destinations. These insights underscore the need for Nang Loeng to integrate experiential marketing with digital storytelling to enhance its appeal.

7. RECOMMENDATIONS

The following were marketing recommendations to be applied with the tourism in Nang Loeng community in Bangkok:

1) *Identify the targets.* The community should address both Thais and foreigners who had mutual interest in culture and history, enjoyed the community-based tourism, and were eager to learn about local lifestyles. A group of families and friends seeking distinctive experience in travelling might as well fit the ideal target groups.

2) *Develop tourism products.* This could be activities like organizing tours, pinpointing history and cultures, or holding workshops where tourists could acquire local knowledge such as baking Thai desserts or making handicrafts. Local activities like music performance, folk games and setting up local travelling routes could also be recommended.

3) *Create and improve marketing platforms to promote the community and make tourism products.* The community should cooperate with travel companies, online booking platforms, bloggers and influencers to promote the community. It should also raise awareness by launching both offline and online marketing campaigns.

4) *Collaborate with the people in the community.* They should work with the community leaders and local entrepreneurs to develop tourism products and emphasize the importance of the realization of the community-based tourism and the benefits that the community would earn. There should be training plans to reinforce the locals' potential regarding tourism.

Recommendations for the research on the tourism in Nang Loeng community in Bangkok were as followed:

1) The research should be completed to analyze trends and opportunities for the community-based tourism to evaluate the potential of the community and ameliorate the attractions. It should also explore the tourists' requests and preferences in the community-based tourism.

2) The research should investigate the competition by examining strengths, weakness, opportunity and threats (SWOT) of other communities, and should also scrutinize their marketing and management strategies.

3) The research should be able to evaluate and develop tourism products and services, such as designing travelling activities and travelling routes, arranging activities for the tourists,

executing marketing campaigns and assessing quality and uniqueness of the prospect travel experience.

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