

Tourism Communication of Bangkok Governor

Singh Singkhajorn, Bansomdejchaopraya Rajabhat University, Thailand

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Abstract

The objectives of this research is 1) To study the communication of Bangkok Governor and Tourism policy and 2) To study tourism communication of Bangkok Governor. The Methodology of this research are Qualitative and Descriptive. This is a documentary research which basically its source of information are as followed: 1) Primary document which is Bangkok Governor's policy 2) Secondary Document which provides related information from Books, Documentary and Internet. Data analysis is a research tool. The study found that Firstly, Tourism policy of Bangkok Governor called "one special mission, five immediately implemented policies and nineteen urgent missions" can be divided into 3 groups: first Group is Safety community. This develops safety intersection and Public Eyes project by changing secluded and dangerous to clear and airy area. Second is Cleanliness policy under Big cleaning day project to promote a campaign to eliminate water hyacinth along Chao Praya River. Last group is convenient policy, which serving application called Bangkok 2U to update city residents of flood and traffic. Secondly, for tourism communication of Bangkok Governor, the activity called Walking around Ratanakosin has been held. This is an activity to walk along the distance to visit many historical places which in turn, its historic would be promoted. Moreover, to encourage cultural tourism and the booths selling products under Bangkok Brand and street food would be set up. Furthermore, the Phra Pokklao Sky park which is a public garden observatory on 280 meters sky walkway along Chao Praya River.

Keywords: Communication, Tourism, Bangkok Governor

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Introduction

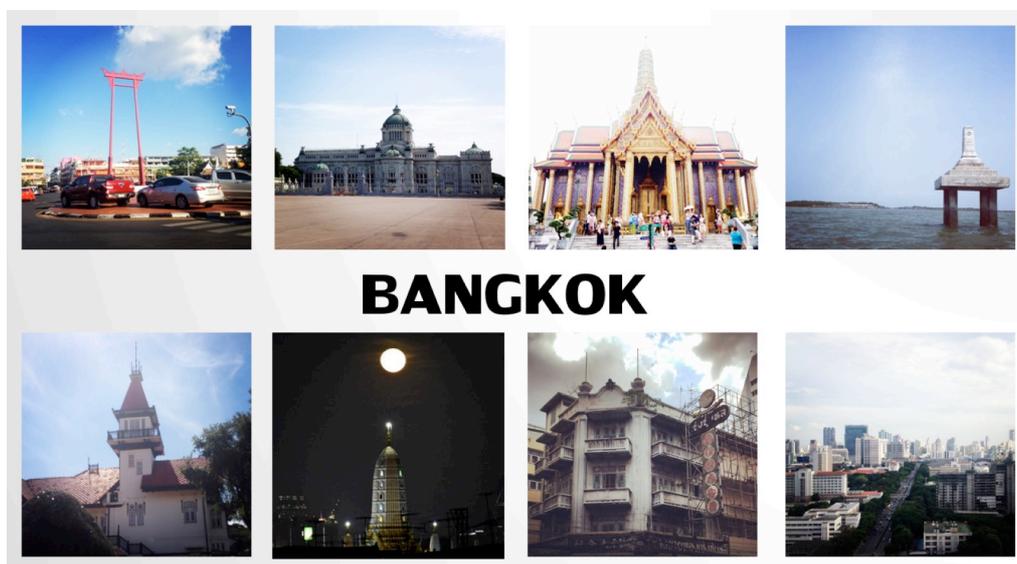
Bangkok is the capital of Thailand. Growth of the country is Education Transportation Finance Bank Communication and Bangkok is the total area of 1,568.737 square kilometers with a population of over five million people. Located on the Chao Phraya River Delta Chao Phraya River flowing through and 2 side the Phra Nakhon and Thonburi. Bangkok is modern society of Thailand is the public transport hub of countries. Bangkok is a special administrative region of the country. The location was quite important because it could serve as a gateway to the sea and a port to promote the international trade. A large number of international commercial tax and tariff was levied from this area. Krung Thep Maha Nakorn literally means the City of Angels. The full name is Krung-thep-maha-nakorn-boworn-ratana-kosin-mahintar-ayudhya-amaha-dilok-pop-nopa-ratana-rajthani-burirom-udom-rajniwes-mahasat-arn-amorn-pimarn-avatar- satit-sakattiya-visanukam-prasit. It is simply called Krung Thep Maha Nakhon. However, English-speaking foreigners prefer the original name of Bangkok. As Thailand's main port, Bangkok has always been more cosmopolitan than other regions of the country. The government sector does play a significant role as the employee in Bangkok, there are also the number of jobs in commerce, construction, manufacture and various services. Banks and other financial services employ many people, as do highly esteemed jewelry and hospitality industries.

The Bangkok Metropolitan Administration (BMA) is organized in accordance with the Bangkok Metropolitan Administration Act 1985, to be responsible for the management of the city of Bangkok. It is the sole organization at the local authority level responsible for the well-being of Bangkok residents with some financial support from the central government. The BMA comprises of two main bodies: the Governor and the Bangkok Metropolitan Council. The Bangkok Metropolitan Council comprises of elected members. The number of member depends on the number of the Bangkok population. One member represents one hundred thousand people. Currently there are 60 members. The Bangkok Metropolitan Council is, in fact, the legislative body, which usually takes care of making local laws, ordinances, regulations, rules and by-laws as measures of city development and management, and management, and the Bangkok Metropolitan Council also reads, also reads, scrutinizes and approves the consideration and allocation of annual budget. In addition, the Council also acts as the representative of Bangkok's population to indirect control of the performance of the city administration tasks and to ask for its explanation. The existing institutional framework of BMA is divided into 3 offices 16 Departments and 50 district offices (see organization chart). The office acts as the Secretary to the Governor, the Bangkok Metropolitan Council and the Civil Service Commission of the BMA. The Department is responsible for planning, management, supervision, monitoring and evaluation whereas the District Office operates field work. The sixteen departments mostly cover the BMA's functions specified by laws; city planning, environment, education, strategy and evaluation, public works, social development, health and etc. Each district office also provides services related to the city's mentioned functions at the district level. Bangkok employs a workforce of 97,000, including 3,200 municipal officers in Bangkok city, 200 in the city Law Enforcement Department, and 3,000 in district offices.

Bangkok has elected Bangkok Governor directly as head of the management of local governments, special formats, Bangkok. There is a direct election. Each term four years. The Governor of Bangkok is the head of the local government of Bangkok. The governor is also the chief executive of the Bangkok Metropolitan Administration (BMA). The governor is elected to a renewable term of four years, currently it is one of the two directly

elected executive offices in the kingdom. The office is comparable to that of a city mayor. The current incumbent is Pol Gen Aswin Kwanmuang. He was appointed by Prime Minister Prayut Chan-o-cha using Section 44 of the interim charter to replace Sukhumbhand Paribatra. The reason given for his ouster was because he was involved in many legal cases.

Presently, Bangkok is a tourist destination popular for students. Travel around the world. Likely increase every year, Bangkok is an important destination of foreign tourists who are traveling in the country, Thailand. The Web site TripAdvisor has revealed that Bangkok is a city. In 2014 Bangkok is number One in Asia and number 13 of the world and from a survey of publicly available information about the MasterCard survey of ultimate destination endpoints, MasterCard's world (Mastercard Global Destinations Cities Index) in the year 2016, Bangkok. Champion ranked one of the cities most visited in the world. The number of 21.47 million people and CNN news Excluding Bangkok was ranked 1 in 23 cities with Street food the best in the world.



Effective communication : The reliability of the source of the substance, including reliability. Unique expertise attracting charm similarity between sources and recipients of substances and substance. Opinion leaders. Tickling and attract attention. The communication is interactive. Communication from the leader of the comment and opinion leaders, leading them to convey information per. Influence of influence using Group make up the group. Bringing the communication used in tourism were selected the most appropriate methods for communicating information that on sightseeing tourist groups toward the goal. Travel sales To encourage the population to travel more public relation communication formats to broader consumer access is only one way communication. The consumer is not able to comment. All communication is to stimulate awareness. Be inspired by virtue of the various media and communications public relations to reach consumers in a narrow band as a two way communication. Consumers can comment or find insight in an instant by a group of consumer.

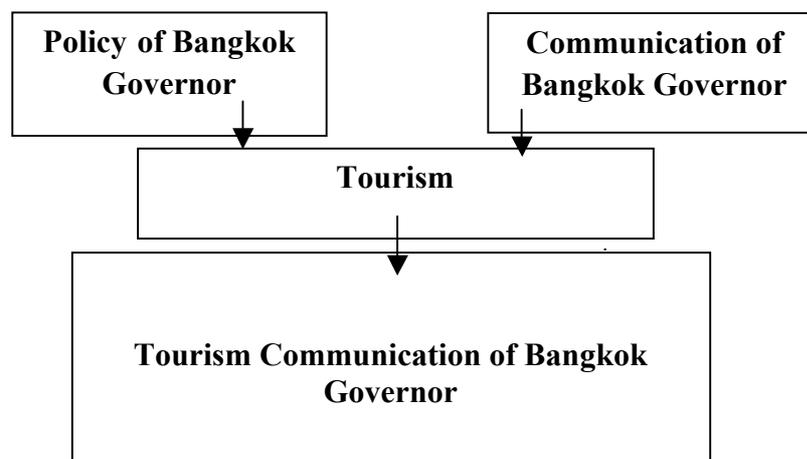
The capital of the country, Thailand is considered the destination of tourists who want to explore. Cost of living is not high. Delicious food is a source of entertainment in all aspects. There are good services, tourism, culture, and people very friendly. Create the experience with visitors. While the weakness of the Bangkok transit system improvements including welcome many tourists. Planning and preparing a whole lot more stories, travel, attractions,

which needs rules and guidelines and to provide more safety. Communication of the Bangkok Governor to travel there Bangkok, Bangkok Governor is an Executive job to communicate the importance of tourism in the destination number one aim of tourists all over the world. Which researchers would study. Communication to the tourism of Bangkok Governor.

The objective of the research

1. Communication of the Bangkok Governor to tourism policy.
2. Communication to the tourism of Bangkok Governor .

Research Framework



Research Method

This research is qualitative research qualitative research is descriptive research by documents research. Using content analysis from data source 2 source: information from the document as follows: 1. primary documents include policies of Bangkok Governor 2. secondary document include Facebook 's Governor, Bangkok. Bangkok's website and media website that has content related to the research.

The tool used is a content analysis. Collecting data from a sample using a content analysis model that is created for collecting the sample. It takes 90 days between 15 November 2016 date 15 February 2017.

Data analysis by analyzing the content analysis to create a conclusion using the theoretical concepts is the main base for the analysis of preliminary discovery considered that, consistent with the theory which one theory on the theoretical concepts studied. The process, terms and conditions, and then discussion meet.

Result of the study

1. The communication of the Bangkok Governor to travel policies, according to a statement of policy, Bangkok Governor has 1 special mission 5 Instant policy 19 missions immediately, a policy of Bangkok Governor related to tourism policy 1. Special Mission 5 Instant policy 19 mission pushed immediately following

Policy 1 (CLEAN) Home town, clean, unspoiled by the government, there are 3 practice-oriented mission immediately. As follows: The establishment of a mission center for responsive, transparent government, clean & clear or Bangkok Fast & Clear accepted registration and authorization to reduce the process period, according to the standard facilities act as a force mission to Bangkok to organized activities Big Cleaning Day trotting clean all areas at least 1 time per month and campaigning mission lowering water hyacinth non Canal flooded with lead water hyacinth to privatize benefits, increased revenue for the public.

Policy 2 (CONVENIENT) Use the convenient life. Information by cleanliness, there are 4 missions aimed at practice. Therefore, this application missions Bangkok2U knows the rainy weather information, events, floods, and Real Time traffic so that individuals can choose a route that is suitable. Accelerated cooling water management mission command 24 hours with a remote centralized control of pumps to drain water in flooded areas, weaknesses in the shortest time. Mission: science based monkey cheeks made privately persuaded the King in the area would be flooded by the weakness in housing pilot areas ladprao. Cooperative use of swamp water as water monkey cheeks with the installation of water pumps reduce the time flood detention mission crossroads care. Attention everyone. By pushing the development of major junctions in conjunction with the private sector in the area, is the convenience, safety and features of the flow, the. Seniors and the general public.

Policy 3 (COMMUNITY) property safe, secure life. Community and social security by having 4 mission-oriented practice. Follows the mission actually Capture the truth. The car parked and ran on foot by chakuat Khan 6 routes with maximum issue include: Sukhumvit Road. Rama 4 road, Petchburi road Phahonyothin road. Ratchadapisek road, charansanitwong road. If found, violators are adjusted as soon as 5,000 baht to closed missions around breaking the law by tightening the chakuat organize services that are open late and drink alcohol, children younger than 20 years of mission Public Eyes. Network surveillance security in life and property, pilot 24-hour in-class area in the central business district and transportation connection points. The mission area is a desolate area of transparent laws, shall apply to the owner of the land, wastelands, where there are security risks, continue to improve the area. If the breach will be prosecuted immediately.

Policy 4 (CARE) Care the quality of life of citizens. The environment and eco-system by having 6 mission-oriented practice. Tree planting Mission in mind as a science by the King to the vitality of the network parties mangrove planting in bangkhuntien to prevent shoreline erosion. Restoration ecology. Under the public mission Bangkok Special Care for elderly care is special with added speed and convenience for both public health and medical. Recreation and training, career skills, missions, accelerate project Sky Park King Prajadhipok improved roads, bridges, King Prajadhipok distance of 280 metres, is a garden in the sky. The point of view of the Chao Phraya River. Mission area deteriorated, as "the unity community areas, create good health for life" 1 District 1 community and mission to build academic and scholarly standards equally. On all levels and in every institution.

Policy 5 (COMMON WAYS OF LIVING) Proud of Thailand Foundation is satisfied by having 2 mission aimed at practice. The mission is open source, learn science at King library Bangkok so that individuals learn best to the initiative. Principles for the work, as well as the project due to the initiative of King Majesty King Bhumibol Adulyadej and the mission organized the crowned Rattanakosin district. The Canal basin, and more street Khao San Road area Tanee. Maharat road and Na Phra Lan road. Bangkok Street Food Brand and

product release promote cultural tourism promoting economic communities on the way of the adequacy.

2. communications to the tourism of Bangkok Governor Communications to travel clear out 90-day period between November 15 to February 15 2559 2560 is as follows:

Arrangement of the Rattanakosin district (walk, learn the history of the city), Rattanakosin district. Distribution and Brand Street Food Bangkok entertainment and activities available to resuscitate the city's spiritual and cultural tourism promotes economic communities on ways of self sufficiency by the Tourism Division, Department of culture, sports and tourism, Bangkok-based conservation and tourism development trajectory enough by targeting to the Rattanakosin promoting cultural tourism. Promoting economic communities on ways of adequacy that are able to collect up to 30 over which path to walk, learn the history of the city, "the original moat, the original Canal Imperial history." this comes one example which can walk and learn the culture themselves. In 1 day, which will learn that Bangkok. There are places in the vicinity. Rattanakosin district activities. A pedestrian to learn historic landmarks, Wang Burapha. Place to learn expressing the culture to promote conservation. Rehabilitation and development of areas with sufficient trajectory approach creatively and sustainably. Under the mission, Rattanakosin district, which is just 2 km – 1 along both sides of the Canal, the original old city historical source. Rattanakosin area is the oldest part of Bangkok. Located by the river, this is where most of Bangkok's main historical attractions are, for example Wat Phra Kaew and Wat Pho. These impressive sights aren't the only things to do in Rattanakosin however, and many of the other sights are within easy walking distance. Archaeological resources, cultural, traditional sources of community wisdom. Sources of food, which is part of the policy trajectory enough 5 (COMMON WAYS OF LIVING.)

The project "Sky Park, King Prajadhipok" improved roads, bridges, King Prajadhipok distance of 280 metres, is a garden in the sky. The point of view of the Chao Phraya River. Bangkok will accelerate, King Prajadhipok's project. Sky Park Improve the roads chongklang, King Prajadhipok's bridge area. Distance of 280 metres, a sky garden with pathways and rest area. Scenic River which begins in the month of June update 2017 Use only 1-year period to improve the bridge to cut off or railway bridge-the bridge between 280 meters wide area, a sky garden on the middle of the Chao Phraya River, the first of its kind in ASEAN. Thonburi area links with coast city by will updates to stable. Add green areas to the public can be. Which citizens or tourists to Bangkok's views more than 180 degrees is a new landmark in Bangkok to provide public services and promote tourism, which is a part of a good quality of life policy 4 (CARE).

To organize those hawkers in the area, Bangkok. Policies to restore the pavement, individuals can easily by remaining confined to allow trade only at the Chinatown area and Khaosan road, Phra Nakorn area because areas such as tourism, trade points with a reputation for development, Bangkok is a tourist spot with quality and Safety Zone area is organized, and health care, which is part of the policy 1 (CLEAN)

The Suppression of offences against the tourists. The case is deceptive and abusive tourists will damage the country's image, Thailand. There is a police officer and Bangkok employs has a group taxi, tuk tuk, motorcycle hire around the Royal Palace. Tourists go to the jewelry shop and salon suites by doing most of the tourists are dissatisfied and brought a complaint against the officers frequently, would like to ask the bus driver services don't take advantage

of tourists. Because Thailand is a country tourist attractions for tourists travelling the most in the world. As a part of policies that 3 security (COMMUNITY)

Conclusion

Communication to the tourism of Bangkok Governor In the featured section, tourism is an activity Rattanakosin district walk, learn the history of the city, which is part of the policy trajectory enough 5 (COMMON WAYS OF LIVING) and King Prajadhipok Sky Park project distance of 280 metres, the floating garden observatory and rest area with beautiful view of the river, which will be the new landmark of Bangkok, which is part of the policy of good quality of life 4 (CARE) policy of Bangkok Governor related to tourism policy 1. Special Mission 5 Instant policy 19 mission pushed immediately shows that the main policy 5 does not have a policy which clearly tourism, but it has fielded an element to tourism development.

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Contact email: singhbsru@gmail.com