

RATTAPOL CHAIYARAI : ROLE OF PHOTOGRAPHY FOR TOURISM BUSINESS
PROMOTION IN THAILAND. THESIS ADVISOR : ASST.PROF. OLARN WONGBANDUE.
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This research has the objective to study role of photography for tourism business promotion in Thailand.

The findings are as follows:

Photography has important roles in advertisement in the tourism business as shown in media such as magazines, folders and posters.

Each medium represents photographs to arouse imagination and feelings of the reader. By arousal agents which correspond to the interests of pleasure in consumption by literal and symbolic means of visual communication.

Photography for advertising in the tourism business divided according to the business types. The classification are as follows : hotel and resort, restaurant, transportation, tour agencies and souvenir shops.

Each business utilizes photography in different way. According to the selection of media and target group specifications.