Abstract

This project aimed to develop a Petchaburi King Project Trial Tourism Application and using the application as a main tool to promote and enhance stakeholders' participation in developing Petchaburi tourism. Educated communities in using the application for marketing and promoting tourism were necessary. Three locations in Petchaburi included Ampur Cha-am, Ampur Tayang and Ampur Banlard were selected for data collection. Participatory Action Research was applied and tools and techniques such as in-depth interview, informal interview, location survey and small group meeting, and marketing workshop were used to enhance stakeholders' participation.

Output answered to the first objective was an Application - Royal Projects@Petchaburi. The application was a tool to enhance stakeholders from 3 Agricultural Cooperatives participation in tourism promotion by surveying tourism trails and attended the marketing workshops (total of 113 persons). It was hoped that this application is not only a support technology in tourism marketing but also support destinations to develop to a smart tourism destination.

Keywords: Royal Project, Application, Marketing promotion, Smartphone, Smart Tourism Destination