

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E46919

THE RELATIONSHIP BETWEEN PUBLIC RELATIONS AND MASS MEDIA
IN CRISIS MANAEMENT: PERSPECTIVES OF TOURISM
ORGANIZATIONS IN THAILAND

SASILIYA MONTHIENVICHICHAI

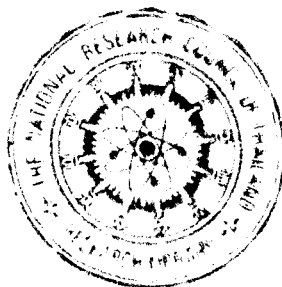
A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirement
for the Master of Arts Degree
in International Tourism and Hotel Management
October 2010
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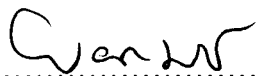


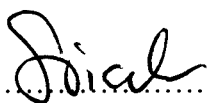
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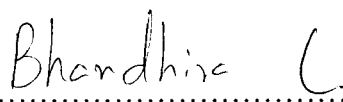
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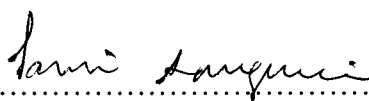
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This thesis entitled “The Relationship Between Public Relations and Mass Media in Crisis Management: Perspectives of Tourism Organizations in Thailand” submitted by Sasiliya Monthienvichienchai in partial fulfillment of the requirements for the Master of Arts in International Tourism and Hotel Management Program is hereby approved.


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ABSTRACT

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The study aims to examine the relationship between public relations in the tourism industry and the mass media. The period of study started from the airport shutdown in November 2008 until the disruption of the ASEAN Summit in April 2009. Hence, it only focused on the management of tourism organizations during the Yellow and Red-shirt crises during this timeframe. The study employed qualitative research methods and utilized in-depth interviews. The key informants were public relations directors and managers from tourism organizations that are regarded as the industry's leaders in Thailand.

The findings can be summarized as follows: 1) For their communication activities, most of the PR departments, especially the private sectors, follow the Five-Point Communication Plan of crisis management which emphasizes the key messages not only to the mass media but also their own staff in relation to the key messages; 2.) In regard to the administrative actions, all interviews and enquiries from the mass media must be recorded in order for the PR departments to review and make improvements on their future communication and PR strategies; 3) Sincerity is the key factor among the tourism industry and the mass media in reducing the magnitude of a crisis; 4) The organization of domestic and international events play a great role in restoring the destination's image after a crisis; 5) Increasing the frequency of PR

coverage in the mass media works as an avenue in shortening the crisis life cycle, and
6) Testimonials of the members of the mass media who have visited Thailand after the
crisis help to bring back visitors.

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