

Tourism Information Model Development in Multicultural City, Betong District, Yala Province

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Abstract

Today's tourism needs to use information technology in communication to increase tourism efficiency. development of tourism information model in multicultural city, Betong District, Yala Province. The purpose of this study was to study the state of tourism information service in Multicultural City, Betong District, Yala Province and to study the development of the model of tourism information service in Multicultural City, Betong District, Yala Province. It is a qualitative research study by in-depth interview method. The samples used in the research were representatives of local government organizations, entrepreneurs, tourists and people in the area. Data analysis is the analysis of data. Qualitative with content analysis.

Results of the study of the state of tourism information management in the multicultural city, Betong District, Yala Province found that The state of tourism information management divided into tourism facilities ; service in tourism ; information services to meet the needs of tourists Tourism ; information service channels and the development of the model of tourism information service in multicultural city, Betong District, Yala Province, it was found that the form of tourism information service in multicultural cities can be divided namely information needs. travel and service channels the study found that Demand for tourism information and channels for presenting tourist information have easy access channels at present, namely LINE applications, Facebook pages, Tik Tok, blogs, YouTube, and websites.

Keywords: Development; Information Model; Tourism; Multicultural City; Betong