

ABSTRACT

Since 2008, the Creative Economy concept has been highlighted by The United Nations Conference on Trade and Development as a concept of using culture as an asset to improve the economy through creating jobs and tourism. Thailand has also used the concept but the emphasis only on film-induced tourism; hardly focuses on the commercial. Therefore, this research aims to realign to study commercial-induced tourism using a minute-long clip that directly advertises Thailand on the Internet. The nationality, gender and level of education are always the main focus in marketing film topics by measuring the emotional and logical engagement in the transportation scale. The study then carries on to see if the transportation level could evaluate successfully the initial place image and cognitive place familiarity of viewers as a measure of the effectiveness of the commercial.

Unlike a film, the 436 returned questionnaires in this research indicated that students from international universities in Bangkok who had watched the Amazing Thailand commercial clip from YouTube for first time highlighted that there was no difference in term of nationality, education and gender when they were tested by transportation level. Also the findings showed there were relationship between transportation level and cognitive place image as well as between transportation level and initial place familiarity. The findings also indicated that the commercial clip can only provide an image and awareness of Thailand, but cannot make the audiences feel familiarity with Thailand within one minute viewing. The results also provide a possible research since the findings explained that only watching the commercial is not enough to make a person decide to visit the proposed country. Therefore, the future research should consider the next strategy as a follow up and reinforce viewers in their interest to come to visit Thailand.