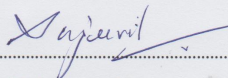


## Abstract

Title: The study of promotion of films and television programs in Ayutthaya and Xi'an tourism  
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The first aim of this research was to find out whether the destination attributes of Ayutthaya and Xi'an can promote film and TV programs making in their respective regions and this has required detail analyzing of literature review and data collections. The second aim was to check the film and TV series making can increase tourism in both regions and has required detail analysis of research findings.

At present, people are exploring different horizons in tourism. Films and TV programs are actually promoting tourism industry directly or indirectly and are becoming integral part of economic development. Filming certain locations and presenting it with the help of movies, videos and series getting attentions from people and encouraging them to choose their next destination spot.

This paper is partly descriptive and partly explorative and the data collection is gathered from both primary as well as secondary sources and well supported by the Crompton push and pull model of motivation. The sample size was 400 including 200 Chinese respondents and 200 Thai respondents. After data analysis, the results is 71.3% people think the destination attributes of Ayutthaya and Xi'an can promote film and TV programs making in their respective regions; 77.9% people think the film and TV series making can increase tourism in both regions.

**Keywords:** Ayutthaya destination attributes, Xian destination attributes Film and TV programs