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PORNSIRI THUNYANOORAKSA: THE EFFECTIVENESS OF MARKETING COMMUNICATIONS STRATEGY IN LUXURY HOTEL IN BANGKOK; CASE STUDY : THE ST. REGIS BANGKOK. INDEPENDENT STUDY ADVISOR: ARDIPORN KHEMRANGSAN, Ph.D. 82 pp.

This paper reviews the literature on the communication process, how does this process works, type of advertising and the effectiveness of each marketing tools. Including analysis of advertising at The St. Regis Bangkok. The purpose of this study aims to study the overall of marketing tools that luxury hotel used, find out marketing tools which are the most effective and how to improve the tools to get better, examine the best way of marketing communication process that suit with luxury hotel and study in different revenue come from different media channels. This paper will be benefited with sale and marketing department in marketing communication sector of the luxury hotel. Moreover, to make the guideline in choosing the best way to promote the hotel and help to plan in strategy, which is suitable with the targeted audience.

Data was collected by interview question which using AIDA model as the main to tool analysis in the questions. The question included a two-page with the Attention, Interest, Desire and Action as the sub-part. For the interview question regarding; Attention are about the material of marketing tool that hotel used and the way to get attention from reader such as visual appearance and image. Interest is the reasons that customers read the whole of promotional material and which are the benefits or advantages for them. Desire is persuade the customers that satisfy their needs such as competitive pricing and limited supply. Action is the purchasing of the products by sale channel. There were 3 respondents who were work in sale and marketing department at The St. Regis Bangkok due to they are the persons who create the advertising and connect with the customers.

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