

Title

(English).....

.....

First Name - Last Name

An independent study submitted in partial fulfillment the requirements for the
degree of master of business administration

The graduate school, suan sunandha rajabhat university

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The examination committee has examined the master report of **First Name - Last Name** and hereby certify that it is worthy of acceptance as a partial fulfillment of the requirements to attain a Master of Business Administration in Business Administration at Suan Sunandha Rajabhat University.

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(Asst.Prof.Dr.Wanchak Noichan)

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CHAPTER 1

INTRODUCTION

1.1 The origin and importance of the problem

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..... (Author's Last Name, Year)
example (Yang, 2019)

1.2 Objectives of research

- 1.2.1.....
- 1.2.2.....
- 1.2.3.....

1.3 Research hypothesis

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1.4 Scope of research

1.4.1 Content scope

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1.4.2 Demographic boundaries

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1.4.3 Variable scope

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1.4.4 Location scope and duration

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1.5 Definition of terminology

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CHAPTER 2

LITERATURE REVIEW

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- 2.1 Theories related
- 2.2 Related research
- 2.3 Research Conceptual Framework
- 2.4 Concept and theory about cross-border e-commerce development
- 2.5 Concept and theory about in tourism marketing
- 2.6 Information about digital economy system
- 2.7 Related research
- 2.8 Research Framework

2.1 Theories related

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..... (Author's Last

Name, Year) *example (Yang, 2019)*

2.2 Related research

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2.3 Research Conceptual Framework



example

2.5 Concept and theory about in tourism marketing

With the continuous development of the global economy and the improvement of people's living standards, tourism has become an indispensable part of the global economy. In this highly competitive market environment, how to effectively promote tourism products and brands, to attract and meet the increasingly diversified consumer needs, has become an important challenge faced by tourism operators. As a bridge between tourism products and consumers, tourism marketing is self-evident. This paper will deeply explore the concept, theory, development course, modern trend and successful cases of tourism marketing, in order to provide a useful reference for the sustainable development of tourism. (Bero, 2020)

Tourism marketing refers to the activities in which tourism enterprises promote tourism products and services through a series of marketing means in order to meet the needs of consumers. It covers market analysis, target market selection, product strategy, pricing strategy, channel strategy and promotion strategy. The main characteristics of tourism marketing lies in its service and experience, that is, tourism products and services are often closely related to the personal experience of consumers.

Destination marketing

Destination marketing is a marketing approach that focuses on tourist destinations and enhances their visibility and attractiveness by shaping unique brand images and promotional strategies. The key to successful destination marketing lies in understanding

the needs and preferences of the target market, as well as exploring and showcasing the unique charm of the destination. (Ting, 2021)

Product differentiation strategy

In the context of increasingly homogeneous tourism products, creating differentiated products and services has become an important means of attracting consumers. The product differentiation strategy can start from product characteristics, service experience, brand image, and other aspects to provide tourists with a unique and personalized travel experience. (Gao, 2019)

Theoretical guidance in practical applications

Different types of tourism marketing theories can provide targeted guidance for enterprises in practical applications. For example, in destination marketing, companies can develop targeted marketing strategies by analyzing the needs and preferences of the target market; In the strategy of product differentiation, enterprises can tap into their core competitiveness and create unique tourism products and services. (Liu, 2010)

Development History and Modern Trends

The Development History of Traditional Tourism Marketing Methods. Traditional tourism marketing methods mainly rely on traditional media such as television, radio, newspapers, etc. for promotion and promotion. With the continuous development of information technology, the Internet has gradually become an important channel for tourism marketing. Tourism companies are beginning to use websites, search engine optimization (SEO), email marketing and other methods for online marketing. (Cai, 2020)

The Impact of New Technologies on the Modern Tourism Market Pattern

In recent years, new technologies such as social media and big data analysis have had a profound impact on the modern tourism market landscape. Social media

provides tourism companies with a platform for direct interaction with consumers, allowing them to understand their needs and feedback through social media and develop more precise marketing strategies. At the same time, big data analysis technology provides tourism enterprises with massive consumer data. By analyzing this data, enterprises can gain a deeper understanding of consumer behavior and needs, and achieve more accurate market positioning and product strategies. (Ding, 2019)

2.6 Concept and Related Theory of Digital Economy

At present, China's digital economy is entering a new stage of rapid development. In 2016, China's digital economy scale reached 22.6 trillion, up 18.9% year on year, accounting for up to 30.3% of GDP, digital economy infrastructure to realize leapfrog development of digital economy growth stability, structure optimization, new forms new model vigorous development, accelerating traditional industry digital transformation, fusion part become the main engine of growth, digital economy social governance mode in the groping innovation. The development of digital economy in different industries varies greatly, and the proportion of digital economy in the added value of the industry shows the typical characteristics of the tertiary industry higher than the secondary industry and the secondary industry higher than the primary industry. In 2016, the average proportion of digital economy in the service industry was 29.6%, the average proportion of digital economy in the industry was 17.0%, and the average proportion of digital economy in the agricultural industry was 6.2%. The report compiled the China's Digital Economy Index (Digital Economy (Mark, 2023).

Research on Digital Economy Tourism Marketing

Shanjia Yu (2020) that the idleness of cultural tourism service resources has limited the driving force of urban and rural development to a certain extent, and digital economy is an effective way to revitalize cultural tourism service resources. As the main participants in the development of cultural tourism services under the background of digital economy, local governments and enterprises' behavior decisions will have an impact on the development of regional cultural tourism services. Based on the combination of digital technology and cultural tourism services, this paper introduces

two variables: local public affinity and government emergency response, constructs a game model between local government and enterprises, discusses the evolutionary equilibrium of decision-making portfolio in different situations, and verifies the conclusion through MATLAB numerical simulation. The results show that when the public affinity is very low, both local governments and enterprises will choose negative strategies to stay put; With the increase of public affinity, the attitude of local governments and enterprises to choose strategies is gradually positive, until they finally choose positive strategies at the same time, forming a win-win situation; When the difference between the benefits of emergency response obtained by the local government's active and inactive publicity is small, the choice of strategies between the local government and enterprises is determined by the public's affinity; When the difference between the benefits of emergency response obtained by the local government's active publicity and non-active publicity is large, the local government and enterprises may choose negative strategies at the same time.

Shi Yanli (2024) This paper aims to explore the impact of the development of digital economy on tourism, and to analyze the high-quality development path of the tourism industry under the background of digitalization. With the continuous development of China's social economy, the development of the tourism industry has also ushered in a new peak. In the context of the digital era, the emergence of digital technology is changing the face of traditional tourism, reconstructing the tourism consumption and tourism industry chain, and the development of tourism has stepped towards a new stage. However, in the development of tourism talents, system, digital information, tourist interaction, etc, still exist some problems, to some extent, restricts the quality development of our tourism industry, based on this, this paper from the promotion of tourism products and services of digital level, build digital marketing system, strengthening digital technology personnel training put forward the corresponding strategy, in order to promote the innovation and upgrading of our tourism industry, promote the development of China's tourism industry of high quality.

Liu Manxin (2015) Thailand has a long history and mysterious culture and rich tourism resources. In 2012, the number of foreign tourists reached 22.3 million, and the

tourism revenue was 106 billion baht, which greatly promoted the exchange and communication between Thailand and the world. However, at the same time, there are also the destruction of the ecological environment and cultural relics resources, the increasing flood of pornography industry and other problems. In order to promote the healthy development of Thailand's tourism industry, explore the overseas tourism market and cooperation areas, it is necessary to make an empirical analysis of the current situation and development of Thailand's tourism market, dig deep into the existing problems, and hope to put forward constructive suggestions.

Based on the theory of 4P marketing combination, this paper studies the marketing strategy of Thailand. Firstly, the general situation of Thai tourism market is analyzed, including the passenger flow source and structure of Thai tourists, and expounds the current situation of Thai tourism product category composition, price division, channel distribution and promotion classification respectively. Then, the research method of questionnaire survey is mainly used to analyze the current situation of Chinese tourism market in Thailand. This part briefly expounds the relevant research steps and analyzes the characteristics of Chinese tourists entering Thailand, mainly investigating and analyzing the tourism experience of the product factors, price factors, channel factors and promotion factors of Thai tourism products. On this basis, the paper summarizes the problems existing in the Thai tourism market, including single aging and unreasonable structure, blind price war, pornographic industry, market development efforts to improve and the combination of the quality of tourism products and build "deep tour" brand; penetration pricing method, differential pricing method, discount pricing method; actively build network information channels to develop tourism; and comprehensively apply the traditional and new promotion and promotion methods, striving to realize the "go out" strategy, and attract customers through cultural factors. Finally, we summarize the results of the limitations of this paper, and we further explore the subsequent research direction of the tourism marketing strategy in Thaila

2nd. Thailand tourism marketing strategy research, especially based on the 4P marketing combination strategy, from the price, products, channels and promotion four aspects one by one analysis of the current main problems and can take reform strategy,

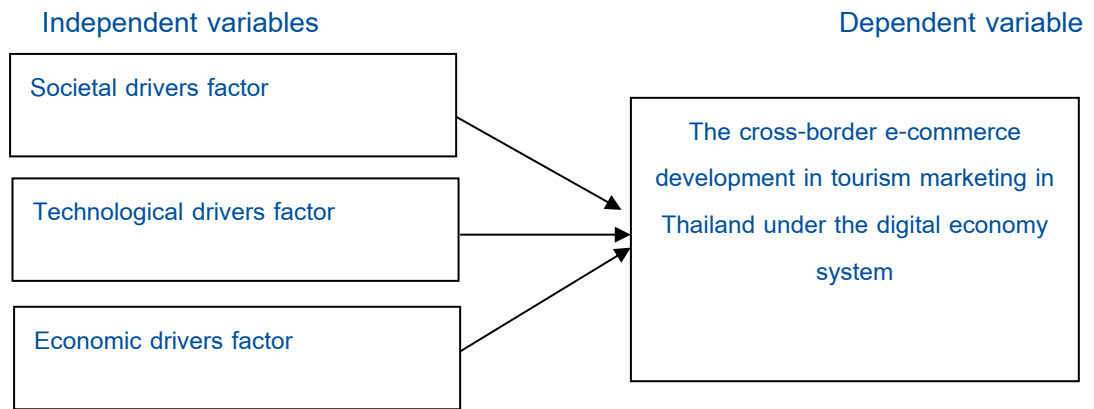
to further develop the Thai tourism market put forward feasible marketing strategy, at the same time for the development of Thailand and other countries tourism market.

Guo Mannu (2011) Guangxi is connected with ASEAN countries by mountains and rivers. It is an important channel for China to connect with ASEAN countries and has obvious advantages in tourism cooperation with ASEAN. As an economically developed country among ASEAN members, Thailand actively expanding the Thailand market is conducive to giving full play to the advantages of Guangxi tourism in geography, resources and culture, and transforming it into a powerful driving force to promote the development of tourism in Guangxi. The paper first introduces the current situation of tourism development in Guangxi and Thailand, and then analyzes the problems and reasons in Guangxi tourism marketing in the Thai market. Based on this paper, it puts forward the tourism marketing strategies and suggestions for Guangxi to expand the Thai market.

2.7 Related research

He Jing (2022) under the trend that rural tourism has gradually become people's way of life and leisure, the formulation and implementation of rural tourism marketing strategy is particularly important. Taking Luanchuan County, Luoyang City, Henan Province as an example, combining with the general situation of local rural tourism, this paper analyzes the tourism competitiveness by using Porter's five forces model, and points out that the existing target market positioning of rural tourism marketing is not accurate enough, the brand image is not bright enough, and the online marketing means are not used enough. Using 4P theory, this paper discusses the formulation and implementation of rural tourism marketing strategy in Luanchuan county from four aspects of product price channel marketing, in order to provide beneficial reference for the development of rural tourism.

2.8 Conceptual framework



Finger 2.1 Conceptual framework

CHAPTER 3

Methods of conducting research

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3.1 Population and sample

3.2 Research instruments

3.3 Data Collection

3.4 Data Analysis

3.5 Questionnaire The questionnaire is provided as a separate file and attached in the appendix.

3.1 Population and sample

3.1.1. Research population

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3.1.2. Sample group

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3.2 Research instruments

3.2.1 Steps to create the tool

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3.2.1 Creating tools used to collect data

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3.3 Data collection

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3.4 Data analysis

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CHAPTER 4

Data analysis results

This study aims to explore the factors influencing the development of cross-border e-commerce in Thailand's tourism marketing under the digital economy system from the following three parts :

- Perform raw data collection
- Results of data analysis according to the procedure of research ascertainment

4.1 Symbols used in data analysis.

4.2 General data analysis results of respondents

4.3 Related Variables

4.4 Analysis of Social Drivers

4.5 Analysis of Economic Drivers

4.6 Analysis of Technological Drivers

4.7 Analysis of the Development of Cross border E-commerce in Tourism Marketing

Example Table 4.1 Results of general data analysis of respondent

<i>General information</i>	<i>General information of respondents</i>	
	<i>(n = 385)</i>	
	<i>Frequency</i>	<i>Percentage</i>
<i>1. Gender of respondents</i>		
<i>Male</i>	<i>215</i>	<i>50.1</i>
<i>Female</i>	<i>170</i>	<i>49.9</i>
<i>Total</i>	<i>385</i>	<i>100.0</i>
<i>2. Age of respondents</i>		
<i>22 - 28 years old</i>	<i>72</i>	<i>21.1</i>
<i>28 - 33 years old</i>	<i>101</i>	<i>29.6</i>
<i>33 - 40 years old</i>	<i>90</i>	<i>26.4</i>
<i>40 - 45 years old</i>	<i>32</i>	<i>9.4</i>

<i>General information</i>	<i>General information of respondents</i>	
	<i>(n = 385)</i>	
	<i>Frequency</i>	<i>Percentage</i>
<i>45 – 50 years old</i>	88	12.9
<i>Over 50 years older</i>	2	0.6
<i>Total</i>	385	100.0
3. Respondent's highest educational		
<i>Bachelor's degree</i>	68	19.9
<i>Master's degree</i>	167	49.0
<i>Doctoral degree</i>	106	31.1
<i>Total</i>	385	100.0
4. The work experience of the respondents		
<i>Under 5 years</i>	72	21.1
<i>6 – 10 years</i>	187	54.8
<i>11 – 15 years</i>	46	0.6
<i>16 – 20 years</i>	32	9.4
<i>More than 20 years</i>	48	14.1
<i>Total</i>	385	100.0

From Table 4.1, results of general data analysis of 385 respondents. The data analysis results show that the respondents' gender distribution is relatively balanced, with 50.1% male and 49.9% female. Regarding the options for age stages based on adult development theory, the survey results indicate that the respondents' age distribution is as follows: 29.6% in the age range of 28-33, 26.4% in the range of 33-40, 21.1% in the range of 22-28, 12.9% in the range of 45-50, 9.4% in the range of 40-45, and 0.6% of teachers above the age of 50. In terms of educational levels, the questionnaire provided options for bachelor's degree, master's degree, and doctoral degree. According to the survey, 49% of respondents hold a master's degree, 31.1%

hold a doctoral degree, and 19.9% hold a bachelor's degree.

4.3 Related variables

Intention to purchase online live streaming: 1) Social drivers, 2) Economic drivers, 3) Technological drivers, 4) The development of cross-border e-commerce is shown in Table 4.2-4.6

Table 4.2 Results analysis of social driven mean and standard deviation

Related variables	n = 385		Interpretation
	\bar{x}	S.D.	
1. Societal driver	3.92	0.345	Agree
2. Economic driver	4.41	0.402	Strongly Agree
3. Technological driver	3.83	0.382	Agree
4. the cross-border e-commerce development	3.94	0.385	Agree
Total	3.96	0.201	Agree

From the perspective of Table 4.2, the mean and standard deviation analysis results of the related variables are smooth ($\bar{x}=3.96$, S.D.=0.201). If we consider the ranking from lowest to highest, we will find that the highest is the Economic driver ($\bar{x}=4.41$, S.D.=0.402), followed by the cross-border commerce development ($\bar{x}=3.94$, S.D.=0.385), the Social driver ($\bar{x}=3.92$, S.D.=0.345), and the Technological driver ($\bar{x}=3.83$, S.D.=0.382). The data results indicate that the Economic driver is the most important aspect. In addition, the development of cross-border commerce and social drive are also demonstrated to be of great significance. However, technological drivers have not received much attention in certain aspects.

CHAPTER 5

Discussion and Conclusion

An independent study on [research topic] was conducted to examine [key research focus]. The conclusions and discussions of this study can be summarized as follows:"

- 5.1 Summary of Research Findings
- 5.2 Discussion of the Results
- 5.3 Recommendations

5.1 Summary of Research Findings

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5.2 Discussion of the Results

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5.3 Recommendations

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References

Reference List (Thesis/Dissertation)

Example

Smith, J. A. (2020). *The impact of digital marketing on consumer behavior* (Master's thesis, Harvard University). ProQuest Dissertations & Theses Global.

Reference List (Journal Article)

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Brown, K. L. (2021). The role of artificial intelligence in e-commerce. *Journal of Business and Technology*, 45(2), 120-135. <https://doi.org/10.xxxx>

Johnson, M. T. (2019). The influence of social media on brand loyalty. *International Journal of Marketing Research*, 30(1), 50-65. <https://www.examplejournal.com/article/123>

Reference List (Book)

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Reference List (Website)

World Health Organization. (2022, March 15). COVID-19 vaccine updates. *WHO*. <https://www.who.int/news-room/covid-19>

Reference List (Classical Theory or Book Section)

Example - Edited Book Chapter

Porter, M. E. (1998). Competitive advantage. In M. L. Tushman & P. Anderson (Eds.), *Managing strategic innovation and change* (2nd ed., pp. 34-56). Oxford University Press.

Example - Classic Work

Freud, S. (1923/1961). *The ego and the id* (J. Strachey, Trans.). Norton. (Original work published 1923)

Appendix

Appendix a
questionnaire

BIOGRAPHY

Name Surname: First Name - Last Name

Date of Birth:

Place of Birth:

China

Current Address: Specify your address in China.....

Education Background: Bachelor's degree in Field of Study.. from ... University...

Work Experience: