

An Appropriate Integrated Marketing Communication for Thai Rice Barge Dinner Cruise Business in Bangkok*

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Received:	July	17, 2019
Revised:	October	4, 2019
Accepted:	October	11, 2019

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Abstract

Thai rice barge dinner cruise business is one of the popularity business in Bangkok. This business is not only the tourism business itself, but also represent Thai cuisine under Thai culture with Thai atmosphere. Therefore, in order to maintain the business survivor under the high competitive environment and preserve with Thainess, then, the concept of an appropriated integrated marketing communication attributes were applied. The aim of this study is to find an appropriated process and integrated marketing communication attributes for Thai rice barge dinner business in Bangkok. The qualitative research method is applied with an in-depth interviewing technique. All twelve key informants are experts in Thai rice barge dinner cruise business with work experience and background in Thai rice barge filed only. The structure questions for interviewing were developed from various documentary sources. In addition, the data triangulation method were applied under the context of position, people and time consecutively. (Denzin, 2006)

The research revealed that there are five essential processes of integrated marketing communication could be applied with Thai rice barge dinner cruise business. All these processes would assist all Thai rice barge business to construct their marketing strategy properly, while, it could be an indicator for business performance as well. In term of an appropriate integrated marketing communication attributes, it found that there are five

* This article aims to study an appropriate integrated marketing communication for Thai rice barge dinner cruise business in Bangkok

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effectiveness attributes as; 1) advertising, 2) sales promotion, 3) personal selling, 4) public relation, and 5) special event and sponsorship consecutively. With all these integrated marketing communication attributes would generate the positive outcome for Thai rice barge dinner cruise businesses in Bangkok, in both term of profitability and reputation as Thai culture representative. Therefore, each Thai rice barge business could be able to apply all these attributes under the context of their business establishment, purpose and success goals individually, where, the result will reflect not only their business itself, but also the whole picture of Thailand business properly.

Keywords: *Integrated Marketing Communication, Thai Rice Barge Dinner Cruise, Marketing Strategy*

Introduction

Thailand is one of tourist destination in Asia, especially, South East Asia. According to World Tourism Organization (UNWTO) has announced Thailand as 10th World's most popular destination in year 2017 with a 4th rank in term of tourism receipts (World Tourism Organization, 2018), all these are the evident of the successful of tourism industry in Thailand. There are many reasons which support Thailand as a popular tourism destination, for instance, a plenty of natural resource, a great of Thai culture, warm hospitality of Thai people and so on. However, this popularity brings to an attention of nearby countries to enhance the tourism industry in their country, in order to gain an accreditation from UNWTO as well. Therefore, Thailand has to find an alternative of tourism products and services in order to compete with those competitive countries. In addition, this product and service could represent with Thai product and service under a real Thai where would not be change in the long term.

As Thailand has long been name as 'Venice of the East', all Thai life has been familiar with Chao Phraya river. Chao Phraya river used to be a main route for traveling and transportation, many Thai people have their life with this river since birth till death. It could be said that Chao Phraya river is the river of Thai life. Nevertheless, as time was change, there are many road construction and air transportation grown up, many boats were vanished in Thai life. There are still some boats which remain and serve people in daily life, especially, tourism business which is 'Rice Barge'. Rice barge is kind of boat that use for rice containing and transport in Chao Phraya river due to cost and weight ability. Nowadays, rice barge has been adopted themselves for tourism as one of dinner cruise in Bangkok. This Thai rice barge dinner

cruise business are very popular among tourists, especially, international tourists according to many good aspects. Thai rice barge could represent the Thainess to the eye of international tourists, in the meanwhile, it assists the career for Thai people to not to be fade away. Many people still have their job and feed their family because of Thai rice barge. Thai rice barge dinner cruise business is also represented Thai cuisine to international, especially, those traditional Thai cuisine to be alive. Thai rice barge dinner cruise business is also represented Thai culture through the way of having Thai dinner with full set of Thai cuisine, this could preserve Thainess. Moreover, it found that Thai rice barge dinner cruise business has produce with less air pollution when compare with those big cruise ship in Chao Phrya river. With all good aspects have bring to an attention to the significance of Thai rice barge in Thailand.

However, most of Thai rice barge dinner cruise businesses are medium size business. According to the information from tourism authority of Thailand found that there are six Thai rice barge dinner cruise businesses in Bangkok where serve with Thai cuisine under Thai culture with Thai atmosphere. Out of six businesses, only two are belong to international chain hotel business, the rest of four are Thai owner. This bring to a challenge of how to promote this Thai rice barge dinner cruise business in a proper way. There are many marketing strategies that these Thai rice barge businesses were applied, however, it found that some marketing strategy is good, while some was not.

The marketing strategy for Thai rice barge businesses may need to be specific, be effective to target customer only, be integrated strategies, be up to date, be communicate effectively and value of money for business investment. Therefore, it could be said that this marketing strategy should be in the effectively way of communication with expected outcomes for the business itself. Moreover, this business is not only a business, but also the representative of Thainess, hence, this led to an interested in an alternative of marketing strategy to be used. Then, the concept of an integrated marketing communication is set. An integrated marketing communication is one of marketing communication tools where combine the various marketing communication tools in order to attract those consumers for their business purpose.

Therefore, the purpose of this study is to understand the significance of an integrated marketing communication attributes for Thai rice barge dinner cruise business in Bangkok, and to be a business guideline of integrated marketing communication in an effective way which could be concluded as:

1. To study the process of integrated marketing communication among Thai rice barge dinner cruise business in Bangkok
2. To study an appropriated integrated marketing communication attributes for Thai rice barge dinner cruise business in Bangkok

Literature Review and Related Studies

Thai rice barge dinner cruise business

Thai rice barge dinner cruise business has well-known for long time as one of Thai history. In the past, all travel and transportation system in Thailand was mainly rely on the river, this led boat is the major vehicle for all transportation. All plants and rive product need to transported by boat only, this bring to the establishment of rice boat in Thailand. Most plant and rive product have to transfer to Bangkok as a capital city in order to spread out to other places in Thailand, therefore, all travel and transportation system will take placed in Bangkok mainly. Till the time of the civilization and road was construct, then, the role of river become less importance. Many land vehicles such as car, motorcycle, bicycle and so on were set up, many boats became less importance and fade away from travel and transportation system in Thailand and Bangkok.

A lot of boat companies are vanished and disappear from the business. The rest need to be adapted themselves in order to be survive in the business. At the same time, the tourism has grown up in Thailand and this bring an opportunity for those boats to be reborn but in the different field. There are many boats business which change their business pattern from rice transportation to be tourism business. Thai rice barge business is now become a dinner cruise business for all tourists, especially, in Bangkok area. This has brought a lot of attention to the eye of tourist, especially, those international tourist in Bangkok as this is the only product that they could find in Thailand only. Thai rice barge could represent the symbolic of Thailand, in particular with Chao Phrya river which many people was name 'Venice of the East'. At present, Thai rice barge businesses are the signature of Chao Phrya river where many tourists would come and have an experience on this boat with Thai food.

Thai rice barge dinner cruise business has a good opportunity to present the Thainess due to many advantages as followed; 1) The size of Thai rice barge is easy to control and cruise along the river, especially, in those small canal and water curve where those big cruise and ship could not be cruised. 2) The style of Thai rice barge which present with Thai culture, Thai decoration in Thai style with Thai atmosphere. This could be the one to preserve Thai culture and decoration to not only Thai people but also the world. 3) Thai rice barge dinner

cruise business would create less pollution when compare with those big cruise and ship. Most Thai rice barge would have a small engine when compare to those big cruises and 4) Thai rice barge dinner cruise business could save the Chao Phraya river due to the size of the cruise. Those big cruise and ship would need a deep water for their embark, while, Thai rice barge is not. This may bring to the destroy of pier and erode of river bank. For Thai rice barge dinner cruise business could be able to anchor at any place in Chao Phraya river.

Therefore, it could be said that Thai rice barge dinner cruise business is one of interesting dinner cruise business in Bangkok which could bring to many more advantages. Thai rice barge dinner cruise business could generate the benefit not for their business itself, but also, for all Thai people, community and environmental surrounding.

An integrated marketing communication

An integrated marketing communication could define as one of marketing communication which integrate many strategy and tools in order to provide the advantages to the business itself (Kotler, 2004). This was supported by Percy (1997) and Schultz (1004) that the most significant marketing strategy is to make the marketing communication which could be done in various way of communication such as direct marketing communication and indirect marketing communication. Moreover, Schultz (1994) has elaborated the advantages of an integrated marketing communication to many concerns as; 1) to create the communication efficiency, 2) to reduce cost effectively, 3) to establish the customer loyalty to the product and services, 4) to generate an internal communication in the same way and 5) to create a positive impact in the sense of business successfully.

In the meanwhile, there are many ways to create the integrated marketing communication strategy. This may depend on the type of business, the target market, business purpose and objective, and even the environmental surrounding of the business. Therefore, this bring to the process of integrated marketing communication planning which many gurus and academic have provided with the solution. Schultz and Schultz (2004) has created with five process as 1) To identify customers and prospects, 2) Valuation of customers and prospects, 3) Creating and delivering messages and incentives, 4) Estimating return on customer investment and 5) Budgeting, allocation and evaluation, while, Belch and Belch (2015) have come up with six step of integrated marketing communication as; 1) Contextual or Situational Analysis, 2) Target Markets, 3) Communication Objectives, 4) Budget, 5) Marketing Mix Strategy and 6) Evaluating the Program. According to both idea of these gurus, there is some similarity in term of business goal and objective, then, follow with the process of

customer selection and marketing communication strategy or method to be used, the last section of monitoring and evaluation process consecutively.

With above process could be a guideline for business to be use with an appropriate integrated marketing communication which could be category in various method according to their nature of their business and environmental surrounding. Zinkhan and Watson (1996) has mentioned that advertising is a big influence method of integrated marketing communication. They explained that advertising could generate lot of feedback and great reflect from customer in term of the consumption. Nevertheless, Burnett and Moriarty (1998) have stated that personal selling and sales promotion are other methods of integrated marketing communication which could reflect the feedback and customer responsiveness. This was supported by Belch and Belch (2015) that there are five essential integrated marketing communication attributes which could be concluded as public relation, special event, advertising, personal selling and sales promotion consecutively.

Moreover, many academic gurus have confirmed that if business has utilize with this integrated marketing communication attributes, it could generate a lot of benefit to the business, for instance, it help business to have the systematic marketing plan where could be prove, business could be create the proper strategy to the proper target market, this could be both short and long term marketing strategy, there are variety of marketing communication to be used with different situation. Therefore, the overall beneficiary will come to the business owner and related business and community under the context of this integrated marketing communication attributes.

Research Methodology

In order to understand and reach to objectives of the study, the qualitative research methodology was employed. The aims of this study are described the nature of Thai rice barge dinner cruise business along with process of an integrated marketing communication which could lead to the appropriated integrated marketing communication attributes under the context of Thai rice barge dinner cruise business in Bangkok, therefore, an in-depth interview was conducted. It has been shown that the open-ended questions could gather the primary data from those key informants, then, all previous study, academic paper, newspapers, and other resources were gathered as a secondary data.

Data Collection

There are twelve key informants who were chosen from six various Thai rice barge dinner cruise businesses. Those key informants would need to be experts who involved with an integrated marketing communication department; sales and marketing manager, e-commerce marketing manager, business development manager and restaurant manager, assistant to managing director and so on. According to Patton (2002) was mentioned clearly that, there is no rule for qualitative research in term of the sample size, the most significant part of data collection was the saturation. The below table is the profile of each key informants.

Table 1: Profile of key informants of the study

Key informant(s)	Title	Working Experience(s)
1	Sales and Marketing Manager	5
2	Restaurant Manager	8
3	Assistant to Director of Sales	5
4	Managing Director	15
5	Director of Sales & Marketing	15
6	Outlet Manager	10
7	Director of Sales & Marketing	10
8	Assistant to General Manager	12
9	Director of Sales	7
10	Restaurant Manager	10
11	Director of Sales	5
12	Restaurant Manager	7

According to above table, which clearly explain the significance of key informant. All key informants are those experts who are in Thai rice barge dinner cruise business with working experience of more than five years. Moreover, all key informants were experts in management level with relevant experience in sales and marketing background which would understand the concept of integrated marketing communication process, attribute and strategy properly.

The interview questions were developed from the study of literature and related research, then, data were collected and analysis. All instruction research questions were examined by experts and academic guru. Therefore, the result of questions was examined and validity to be in total of nine open-ended questions in order to answer the objective of the study and are listed as followed;

- 1). How would you describe the business situation of Thai rice barge dinner cruise in Bangkok?
- 2). What is the special characteristic of Thai rice barge dinner cruise business in Bangkok?
- 3). How would you understand the concept of integrated marketing communication in the business?
- 4). What is the process of integrated marketing communication that your business use?
- 5). Do you think this process is generate your business any advantage?
- 6). Is your business apply any integrated marketing communication attributes? If yes, please provide with some more attribute?
- 7). Do you think which integrated marketing communication attribute is the most appropriate?
- 8). Could you provide some effective integrated marketing communication attributes along with some reason or supported document?
- 9). What is your suggestion according to integrated marketing communication attributes for Thai rice barge dinner cruise business in Bangkok?

After that, the content analysis was used to conduct, summary, identify and analyze under the context of the study. This technique could make replicable and valid inferences from texts to the contexts of their use, in the meanwhile, the researcher could understand the phenomena, or informs practical actions. (Maxwell, 1996)

Moreover, in order to check for the data, the triangulation data method was applied (Denzin, 2006) The data triangulation was examining in various way as following 1) Position and characteristic of work: all data was collected from key informants who are working in various field but under the Marketing area business such as Sale manager, Restaurant/ Outlet manager, Director of Sales & Marketing, General Manager and so on. This would provide the different task under Thai rice barge dinner cruise business. 2) People: researcher has collected data from those concerned people in various working experience in Thai rice barge dinner cruise

business. And 3) Timing: process of getting data were difference among key informants during a day since the morning till evening and some was collected during their working hour in the night time in order to get the validity of the content of the data.

Research Result

The result of this study was divided into two essential parts of; 1) the process of integrated marketing communication for Thai rice barge dinner cruise business and 2) an appropriated integrated marketing communication attributes for Thai rice barge dinner cruise business. With an in-depth interview from all twelve key informants, the result could be explained as followed points: -

Firstly, The process of integrated marketing communication for Thai rice barge dinner cruise business. The result has been shown that all key informants have seen the significance of process of integrated marketing communication which could be the direction or this marketing strategy to be success. In particular, those who are managing director and restaurant manager have seen this significance, and claimed that this is a compass for concerned staff to work with, and also this would be an indicator for management to be measurement. There will be five process of integrated marketing communication for Thai rice barge dinner cruise business as followed (Adapted from Schultz and Schultz, 2004);

1) To identify customers and prospects

Thai rice barge dinner cruise business is a unique business, then, the target customer and prospect are needed. Most key informants have agreed that the selection of target customers and prospects are necessary to be considered under two important criteria which are 1) the mission, core concept and business objective which business has been set. This could be categories into two parts of revenue and reputation. All Thai rice barge dinner cruise business has realized on the significance of their business which is the representative of Thai culture as well, therefore, this would be a priority criteria of integrated marketing communication process. It has been found that most owner and restaurant manager have emphasized on these criteria which lead to process of marketing plan and integrated marketing communication process and 2) the overall business situation and competitive environment of dinner cruise business is another criterion to be considered. In order to get the right customer and prospect, all Thai rice barge businesses have to understand the real situation of the business and their competitive ness, this is not only Thai rice barge dinner cruise business, but also, some other dinner cruise businesses as well. There are many dinner cruise businesses in Bangkok, such as, Thai rice barge, Large cruise, yacht and so on. At the same time, there are

also various of dinner business in term of food such as Thai, International cuisine, Indian and so on. All these characteristics needed to be considered and forecasted. In addition, many key informants who are directors have mentioned on the forecast on target customer and prospect that need to be suite to our business itself. For example, Asian and European customers are totally difference in term of their interested and preference on dinner cruise business. The duration of their dinner would be other criteria to be considered.

2) Valuation of customers and prospects

The next step of valuation of customer and prospect are importance for business owner and director of sales and marketing in order to provide them with the suitable marketing communication strategy. All key informants have agreed that Thai rice barge dinner cruise business need to have both primary and secondary target markets in order to be survived in the business. According to the special characters of Thai rice barge business, so, they should not rely on only one single market which is high risk for the business itself, they have suggested that there should be two or three target markets on each business in accordance with nature of each customer. For example, customer from Asia countries would have their traveling time which difference from European customer. Moreover, even customer with same nationality is also has different culture and lift style, therefore, Thai rice barge business may need to give the value on this difference as well.

Therefore, the valuation of customer and prospect would result from the selection of the proper customer and prospect at the first process. The valuation will also categories based on the difference of customer and prospect in the sense of nationality, culture, income life style, period of traveling, and their traveling preference. This could assist those Thai rice barge dinner cruise business to get the right customer and be able to create the right valuation for them as well.

3) Creating and delivering messages and incentives

The creating and delivering message to target customer and prospect are another process where many Thai rice barge dinner cruise business missed. The result of the study has found that many Thai rice barge businesses were overlook this process, most of them have created and delivered the message to the customer but they do not know whether their message was delivery to the right customer or not. Moreover, when go through detail, it found that many Thai rice barge business have created with a proper message to their particular target market which is difference upon their business characteristic, however, they have missed on tracking system of their delivery message to customer and prospect. Therefore, the

effective way of delivering the message to the right customer and prospect, they should have the monitoring process which is an incentive program. This incentive program would provide to those who have delivering message to the right customer and prospect, incentive could be consider in both term of commission, payback, barter, allotment, discounted and so on.

4) Estimating return on customer investment

According to the interviews, it found that all key informants realized on the significance of return on customers. There are variety of their estimation, for instance, number of customers, number of incentives, questionnaire and feedback and so on. Moreover, key informants still mentioned that Thai rice barge dinner cruise business has their own theme message to be sent to their target customer and prospects, at the same time, they also have their tracking process of their customer and prospect in order to make sure that their message were delivery with an effectiveness on returning. It was shown that most customer and prospect who get this theme message would come and utilized their Thai rice barge dinner cruise business. Therefore, this could be elaborated that each Thai rice barge dinner cruise business has their own way of estimating on the return of customer investment properly.

5) Budgeting, allocation and evaluation

The process of budgeting, allocation and evaluation of each Thai rice barge dinner cruise business in Bangkok is quite similarity. Budgeting process will relate to allocation and expected outcome of the business. First step would be director of sales and marketing to estimate the budgeting according to their marketing communication strategy to be used, each strategy would get a different budget, allocation and outcome. Then, the step of management meeting and review among management level staff such as managing director, restaurant manager, director of each department and sales manager. This step would be a target customer and prospect to be present along with marketing communication strategy, allocation to be give on each customer, budget and expected outcome of the business. The different marketing communication strategy would provide the difference outcome and budget consumption; therefore, the budget would be difference. The next step of evaluation, it has been found that most Thai rice barge dinner cruise business in Bangkok has almost the same pattern of evaluation process of three months review. This means that business would have the evaluation process in every three months to monitor the progress and effectiveness of their marketing communication to be used. This would secure the business from unsuccess marketing communication strategy and tools, in the meanwhile, business could be adjusting their strategy, budget and allocation in order to reach to their business objective.



Figure 1: the process of integrated marketing communication for Thai rice barge dinner cruise business in Bangkok (adapted from Schultz and Schultz, 2004)

Therefore, the above figure is all five processes of integrated marketing communication could be a pathway for each Thai rice barge business to be followed with. It could secure business from any fail or lose of business income, in the meanwhile, it also provides business with an integrated idea of marketing communication process to assist and lead business to the success according to their objective properly.

The last finding is about an appropriate integrated marketing communication attributes for Thai rice barge dinner cruise business in Bangkok. According to the study from many literature reviews, theories and relate researches were found that there are many effective integrated marketing communication tools for the business, for instance, public relation, advertising, personal selling, sales promotion, sponsorship, special event, direct marketing, and so on. During the interviewing, most key informants have mentioned on the change of business environment and technology which reflect to their integrated marketing communication tools and strategy a lot. They have claimed that the integrated marketing communication tools of each business is difference, especially, for this Thai rice barge cruise which is difference from other dinner cruises in Bangkok. Key informants have agreed that the most effectiveness integrated marketing communication tools for their business could be category according to the popularity as followed five integrated marketing communication attributes as: -

1) Advertising

According to the study was found that advertising is the most appropriated integrated marketing communication tools for Thai rice barge dinner cruise business. In particular with the online advertising which reflect to the target customer and prospect a lot. The result shown that many customer and prospect have paid their attention to this tool due to the convenience to be access and quick response in term of two-way communication. There are many effective advertising channels such as an advertising through facebook, website and online travel agent (OTA). They have further mentioned that facebook is the most powerful advertising tools with less cost, however, Thai rice barge business also have to be careful of using this channel due to the sensitively. While website and OTA is much safe and security than, but it would come with costly for the business. Most Thai rice barge dinner cruise business in Bangkok would category as medium to large business scale, therefore, there will be some for website and OTA establishment. Website establishment with effective online reservation, would create the cost for business itself, one is for website and another is for an online booking. OTA would be another track for advertising with costly for Thai rice business; cost would come in the pattern of commission, payback money, allocation lock, barter, credit term agreement and so on.

2) Sales Promotion

Sales promotion is another appropriate integrated marketing communication tools among Thai rice barge dinner cruise business. Many key informants claimed that sales promotion could generate the direct income to the business and it is easily to be tracked. Moreover, most Thai rice barge business pointed out that sales promotion could be process in various method as followed: 1) the difference sales promotion could create and generate to the difference customer and prospect. This could assist the business to serve the customer difference. 2) Sales promotion for each group of customers could provide in the difference of time according to the traveling pattern of customer and prospect. This assist the business to get all customer in the year round. 3) Sales promotion could be done in various pattern such as sales as a package or individually, sales in different price with a different season (high/peak/green seasons). Sometime sales promotion could make in the pattern of coupon and voucher as well. And 4) Sales promotion is the most easily to be estimated budge and track the volume. Newday, sales promotion tools is famous among Thai rice barge dinner cruise business in Bangkok for their own integrated marketing communication for their right customer and prospect.

3) Personal Selling

It could be said that personal selling is the oldest marketing tools of Thai rice barge dinner cruise business in Bangkok. At the beginner of the business, most director of sales and marketing are familiar with personal selling methods due to this method is an easy way to get the target customer, and easy the track the sale volume. However, business environment was changed, lot of technology grown up, hence, many Thai rice barge business has to adapted themselves from this oldest style of marketing strategy. There are many target customer and prospect who are not Thai and living in aboard, so, with personal selling method may not be works effectively. Moreover, it may create the cost and time consumption for this method. However, in term of the effectiveness of return on customer and revenue, many key informants claimed that this personal selling is the effectiveness one. During personal selling method, sales person need to meet their target customer and be able to explain, understand and even negotiate directly with customer, this two-way communication would generate a good outcome, in term of revenue and feedback. Therefore, even personal selling is costly and time spending a lot, but it still be the appropriated method for integrated marketing communication in Thai rice barge dinner cruise business in Bangkok.

4) Public Relations

According from an interviewing was found that public relation is a kid of one-way communication method which could generate the public but difficult to get a business outcome. Many key informants agreed that public relation is an integrated marketing communication tool where business could not miss it. Public relation could create business image, attract target customer and prospect and so on. Even, this is one-way marketing communication tools, however, many directors of sales and marketing mentioned that business could make this Public Relations works effectively. First, Thai rice barge dinner cruise business need to find the most powerful media and online channels (Sometime we called influencer), then, do some public relation via those media in order to get the right customer and prospect properly. Second, Thai rice barge dinner cruise business need to create some attractive campaign, then, spread it to business public relation in order to create the good image and attract those customers such as a free gift voucher or discount coupon.

5) Special event and Sponsorship

The special event and sponsorship are quite new for an integrated marketing communication tool. This is another way to generate a good image of the business to the public. Many key informants have agreed that the special event and sponsorship are another popular tool that many Thai rice barge business were used. Some Thai rice barge are familiar with special event arrangement in order to attract many target customers, for example, the arranging special event at Thai Taew Thai or Thailand Travel Mart or Asian Travel Mart, this could help their business to capture the target customer and prospect properly. While, the sponsorship program is another method that could lead Thai rice barge business image to the public and customer as with the sponsorship, their logo and business brand have to show during those events. Therefore, those most significant point is Thai rice barge business need to pick up the right event to be as a sponsor or supporter in order to get the right customer. For example, the most event that many Thai rice barge business may present themselves as a sponsorship is Thailand tourism event.

Conclusions

The study of an appropriate integrated marketing communication for Thai rice barge dinner cruise business in Bangkok has an intention to create the awareness of Thai rice barge dinner cruise business which is one of the symbolic of Thainess. In particular, the process of integrated marketing communication and some appropriate tools which could encourage those similar business model to be applied. This study has generated into two significant parts of exploring as follow; 1) the process of integrated marketing communication and 2) an appropriate integrated marketing communication.

Thai rice barge dinner cruise business in Bangkok has been one of the significant business in Thailand. This business is not only a dinner cruise business, but also, this is a Thai culture business as well. Nowadays, there are many dinner cruise businesses in Thailand, especially, in Bangkok as a capital city for tourists. This led to many competitions among dinner cruise business itself and other similar business such as restaurant, dinner with show and so on. Therefore, as a Thai rice barge dinner cruise business which present the symbolic of Thai culture with Thai cuisine and Thai atmosphere, Thai rice barge business need to generate some significance idea in order to attract the appropriate target customer in variety way. This bring to the essential of an integrated marketing communication idea due to the competitiveness and technological changes. An integrated marketing communication could create the benefit to the business, while, it also establishes the awareness of Thai culture

significances properly. Then, this integrated marketing communication could adapt their marketing tools in various method and channels in the way to get a proper customer, in the meanwhile, this also could create the benefit fruitful to Thai rice barge dinner cruise business itself.

The process of integrated marketing communication was concluded that Thai rice barge dinner cruise business could be able to use the five process of integrated marketing communication for their business success as followed (Schultz and Schultz, 2004): 1) to identify customers and prospects. This all Thai rice barge dinner cruise business need to understand their business model along with finding the proper customer and prospect to their business only. The target customer of other businesses may not be the right customer for your business so, business owner needs to be realized and find the right one for themselves. 2) valuation of customers and prospects. Thai rice barge dinner cruise business requires to bring those target customers and generate their value in order to find the proper value product and service for them. 3) creating and delivering messages and incentives. All theme message needs to be created and delivered to the right customer at the right time in the way to get a good reward. 4) estimating return on customer investment. Thai rice barge dinner cruise business may need to estimate the return on this investment, this means, business owner or director of sales have to predict the return along with be aware of the lost that may occur. And 5) budgeting, allocation and evaluation. Apart from delivering marketing communication directly to the customer, business owner and director of sales require to be aware of the cost and budget consumption which may lead to the allocation and evaluation of this investment whether it worst to make it or not.

The appropriate integrated marketing communication for Thai rice barge dinner cruise business has been summarized that there are five effective tools for the business. The first appropriate tools are advertising methods which could create two-way communication with a good reflect from customer in term of consumption and revenue properly. This idea was support by Ducan and Stephen (1993) and Zinkhan and Watson (1996). that advertising is the most powerful two-way communication where sales person should be aware. Second, sales promotion tools are convenience to have a right customer at the specific of time. Personal selling is the third effective tools where provide with a good feedback but may costly for the business owner. Forth, public relation is another general integrated marketing communication tools where create a good part in term of image and brane awareness. And the last appropriate tool is special event and sponsorship, this could be classified as a new integrated

marketing communication for Thai rice barge business. Both special event and sponsorship could assist Thai rice barge business in the sense of image and brand awareness to the proper customer and prospect only. Same as Wong (2001) mentioned that this special event and sponsorship could create the social networking and brand awareness among customer.

Suggestion for further study

The purpose of this study is to explore the appropriate an integrated marketing communication tools among Thai rice barge dinner cruise business in Bangkok only which represent of Thainess and Thai culture only. The suggestion would be in the different field of business rather than Thai rice barge dinner cruise business such as Thai cultural show, Thai dance and so on.

Next suggestion will be the content of the study that emphasized on an integrated marketing communication and the result would present in the field of the advantage in the business under competitive environment. The further study would be using the concept of integrated marketing communication model as the business tools, but under the concept of the sustainable development for business which could create the sustainability for the business.

The last suggestion for further study is to find for business in different area of the study rather than Bangkok, so, for next study could applied for other areas in order to sort out and get the development in the other area as well.

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