

PLACING TOURISM IN SOCIAL MARKETING: THE CASE OF MALAYSIA AND THAILAND

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GREETINGS FROM MALAYSIA 😊



BUY LOCAL BEHAVIOR:

- ◉ cushion possible impacts of external factors that create uncertainty in international tourism (wars, political instability, epidemic and economic recession)
- ◉ enhance local suppliers profitability
- ◉ reduce economic leakage
- ◉ enhance the multiplier effect of tourism income
- ◉ encourage local currency circulation in the local market.

CUTI-CUTI 1 MALAYSIA: INTIGATE 'BUY LOCAL' BEHAVIOR



- ◎ It also helps promote rural tourism products to urban Malaysians
 - Restructure economic distribution
 - Reduce rural poverty and regional imbalanced
- ◎ This gives Malaysians better awareness about the cultural and heritage tourism products of their country
- ◎ Example: homestay

HOMESTAY: PROMOTE LOCAL ARCHITECTURE



HOMESTAY: PRESERVE TRADITIONAL WAY OF LIFE



HOMESTAY: PRESERVE TRADITIONAL VALUES



HOMESTAY: PRESERVE CULTURE



OTHER TOURISM OFFERINGS IN MALAYSIA



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OTHER TOURISM OFFERINGS IN MALAYSIA



WELCOME TO MALAYSIA



THAILAND

TOURISM OFFERINGS IN THAILAND



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TOURISM OFFERINGS IN THAILAND



TOURISM OFFERINGS IN THAILAND



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THANK YOU FOR YOUR
ATTENTION

