

Marketing Communications of Tourism Business Performance in Thailand.

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- **Abstract:** The purpose of the current study is to examine the role of marketing communication in tourism business performance in Thailand. In this direction, the relationship between entrepreneurial skills, communication innovation, quality management, marketing communication and business performance was examined. The direct effect of entrepreneurial skills, communication innovation and quality management were examined on marketing communication and business performance. Data were collected from the employees of tourism companies in Thailand. A survey instrument was applied for data collection. 500 questionnaires were used for data collection and distributed among the employees of tourism companies. Results of the study shows that entrepreneurial skills have positive effect on marketing communication and business performance. Furthermore, communication innovation also has positive effect on marketing communication and business performance. Finally, quality management has positive effect on marketing communication and business performance. Therefore, the current has important insights for the management of tourism companies to enhance tourism business performance.
- **Keywords:** marketing communication, tourism business, entrepreneurial skills