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Master's Thesis Academic Year 2010

**FORGING ECOTOURISM'S COMMUNITY BUILDING FOR
LAOS BY CREATING AN AUTHENTIC CROSS-CULTURAL
INTERACTION THROUGH ONLINE SOCIAL NETWORKING
SERVICE**

Keio University Graduate School of Media Design
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Abstract of Master's Thesis Academic Year 2010

FORGING ECOTOURISM'S COMMUNITY BUILDING FOR LAOS BY CREATING AN AUTHENTIC CROSS-CULTURAL INTERACTION THROUGH ONLINE SOCIAL NETWORKING SERVICE

Ecotourism activities in the present day focus on traveling to destinations with beautiful nature. However, ecotourism activities should also focus on the cultural and cross-cultural communication aspects. This thesis proposes a social networking service that bridges the connection between travelers and local people in Laos to create a meaningful cross-cultural communication for cultural exchange purpose. By achieving this goal, the objective is to design a social networking website as a foundation to bring the travelers and local people in Laos together and allow travelers to learn more about the Lao culture. Forging cross-cultural communication in ecotourism, increases awareness, in which will result in a friendly atmosphere, mutual understanding, respect, and local pride. Ecotourism then, can be sustained for a long period of time.

Keywords

Ecotourism, Community Building, Internet, Social Networking Service. Cross-Cultural Communication

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