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

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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.

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