

# A DEVELOPMENT OF PHOTO SHARING WEBSITE OF OSOTHO MAGAZINE TO ENHANCE AUDIENCE'S PERCEPTION AND PUBLIC RELATION OF TOURISM PLACES IN THAILAND

<sup>1</sup>SOPON MEEJALEUAN, <sup>2</sup>BENJARAT RAEJAROEN, <sup>3</sup>APINYA BOONMA,  
<sup>4</sup>PRAPEE THUMWORRAWONG

<sup>1,2,3,4</sup>Faculty of Industrial Education, King Mongkut's University of Technology Thonburi, Bangkok, Thailand  
E-mail: <sup>1</sup>sopon.mee@kmutt.ac.th, <sup>2</sup>benjarat.mmm@mail.kmutt.ac.th, <sup>3</sup>nanapinyaa@hotmail.com,  
<sup>4</sup>prapee.p118@mail.kmutt.ac.th

**Abstract** - The objectives of this research were to develop photo sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand, to evaluate the quality of the website, and to evaluate the audience's perception and satisfaction. The samples were 25 staff of Tourism Authority of Thailand, derived from purposive sampling. Data was statistically analyzed by mean, and standard deviation. The results found that photo sharing website composed of attractive tourism places with narration of the places. The website composed of 5 topics; 1) Journey, 2) Lifestyle, 3) Gallery, 4) News and Event, and 5) Contact us. The website structure was hierarchical and web structure. The evaluation of quality on content was at the level of "very good" (mean = 4.56, S.D. = 0.35) and the quality on media was at the level of "very good". (mean = 4.82, S.D. = 0.27) The evaluation on audience's perception and satisfaction was at the level of "much". (mean = 4.34, S.D. = 0.69) The research finding can be concluded that the photo sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand was able to enhance the perception of the audience and used for public relation on tourism in Thailand.

**Keywords** - Photo Sharing Website / OSOTHO Magazine / Perception / Public Relation / Tourism Places in Thailand

## I. INTRODUCTION

Globalization, the era of people can access information, knowledge and messages through online media with high speed by broadband data connected with wireless internet. The information was displayed on various types with real time and occurred all over parts of the world and unlimited distance. It responses people without limit. One part of the world can perceive in another part of the world in a second. In the internet world, information existed in "Website", people can access any information. Website is used for collecting information and present to society whereas the technology is still progressing. The service on high speed internet is developing continually. The access of information is increasing and throughout the world. [1] Since the way to access information of people has changed and OSOTHO Magazine needs to add channel of presenting information from magazine to online media to response the varieties of information access. Smart phone, tablet and other computer devices are used as media for information access of people through websites.

As mentioned about the importance of technology, the researcher had developed the Photo Sharing website of OSOTHO Magazine. This website is the online media to present photographs, messages with many pages connected on internet. The pictures presented were classified in categories to enhance website viewers to perceive information. After perception, the viewers would gain concept and positive attitude. This process is a psychological process of people. With no perception, people would not able to memorize or learn something. The Photo Sharing website benefits

for public relation of the OSOTHO Magazine. The magazine had given the information of tourism of Thailand for people. This magazine stimulated and created respiration for people to travel and touch the magnificence of Thailand by themselves. Tourism Authority of Thailand B.E. 2560-2564 (Review edition B.E. 2561-2564) specified the work plan of OSOTHO Magazine as the tool for supporting travelling market. [2] The Photo Sharing website is one of the channel to stimulate the economy of tourism in Thailand to get better and benefit for people perception and go travelling in Thailand.

## II. RESEARCH OBJECTIVES

1. To develop Photo Sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand.
2. To evaluate the quality of Photo Sharing website of OSOTHO Magazine
3. To evaluate the audience's perception and staff's satisfaction of Tourism Authority of Thailand

## III. RESEARCH EXPECTATION

1. To gain the qualified Photo Sharing website of OSOTHO Magazine and support the perception and tourism of Thailand
2. To gain the online media for public relation of tourism places in Thailand that can access through smart phone, tablets or other computer devices
3. To gain the research topic on supporting audience's perception in other approach by using Photo Sharing website

#### IV. RESEARCH LIMITATION

##### 4.1. Population and Samples

The population of this research were the staff of Tourism Authority of Thailand and the samples were 25 from the staff of Tourism Authority of Thailand, derived from purposive sampling.

##### 4.2. Research Instruments

The research instruments were as follow:

1. Photo Sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand
2. Evaluation form of quality using 5 rating scales
3. Evaluation form of audience's perception and satisfaction of the samples using 5 rating scales

##### 4.3 Development of Photo Sharing website

A development of Photo Sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand was developed according to a development of Poom Chayanon [3] as follow:

1. Site Definition and Planning – this step was to identify the objectives of the website that was to enhance audience's perception and public relation of tourism places in Thailand and plan make by preparing information; pictures and content for developing the website.
2. Analysis and Information Architecture – this step was to analyze information by studying the context of website creation and setting the structure of website both hierarchical and web structure. The pictures and narration of tourism places in the website can be connected.
3. Page Design and Content Editing – this step was to design the presentation of tourism places with pictures and narration.
4. Construction and Testing – this step was to check the problem weblink, evaluate by three experts, try out and evaluate the quality of website.

##### 4.4 Implementation

The implementation of Photo Sharing website of OSOTHO Magazine and study the audience's perception and satisfaction. The researcher staff presented the Photo Sharing website of OSOTHO Magazine to the staff of Tourism Authority of Thailand via smart phones, tablets and computer devices. The samples evaluated the perception and satisfaction after watching the website.

#### V. RESULTS

##### 5.1 The result of developing Photo Sharing website

Photo Sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand was created to present the pictures and narration of tourism places in Thailand. The website structure was the mix of both hierarchical

and web structure under the domain name "www.osothomagazine.com". The website composed of Homepage; the first page of the website with content in hot issues. Journey page collected the pictures of tourism places in Thailand and narration of tourism places. Lifestyle page was about the natural things about people, culture, and Thai customs. Gallery page collected the pictures of tourism places in Thailand. News and Event page collected the information and activities about Tourism Authority of Thailand. And the last was Contact us page for contacting with the website. The pictures in the website were able to enlarge viewing to support the audience's perception. In the website, the audience could link to social media such as Facebook, Twitter, or Line.

##### Example of Photo Sharing website



Figure 1: example of pictures in Photo Sharing of OSOTHO Magazine



Figure 2: example of pictures Chinatown's food shop

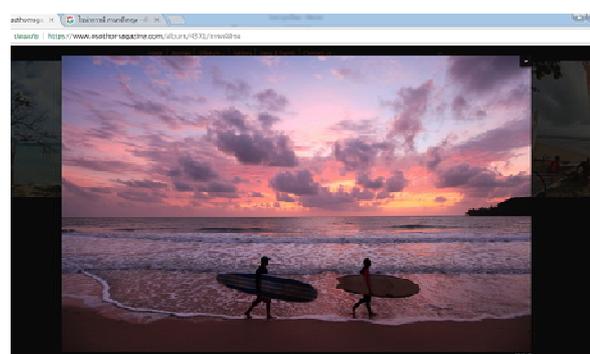


Figure 3: example of the enlargement of tourism places' picture in the website

### 5.2. The result of quality evaluation

Photo Sharing of OSOTHO Magazine was evaluated the quality on content by 3 experts and on media by 3 experts. The result was shown in table 1 and 2 as follow:

**Table1: The result of quality on content evaluation**

Description	$\bar{X}$	S.D.	Level of quality
1. Content delivery for enhancing the audience's learning and perception	4.87	0.23	very good
2. Accuracy and appropriateness of pictures and content	4.33	0.35	good
3. Content on the website	4.47	0.46	good
Average	4.56	0.35	Very good

**Table2: The result of quality on media evaluation**

Description	$\bar{X}$	S.D.	Level of quality
1. The fonts on the website	4.80	0.35	Very good
2. The magnificence of pictures on the website	4.73	0.35	Very good
3. The design of website	4.93	0.12	Very good
Average	4.82	0.27	Very good

### 5.3 The result of evaluation on perception and satisfaction

Photo Sharing website of OSOTHO Magazine was evaluated the audience's perception and satisfaction. The result was shown in table 3.

**Table3: the result of evaluation on perception and satisfaction**

Description	Data analysis		
	$\bar{X}$	S.D.	Level of satisfaction
1. The pictures can enhance the audience's perception	4.34	0.61	much
2. The content were interesting and support the audience's perception	4.42	0.56	much
3. The fonts on the website	4.28	0.77	much
4. The public relation on the website	4.29	0.85	much
5. The pictures on the website	4.37	0.64	much
Average	4.34	0.69	much

### CONCLUSION

From the development and quality evaluation of Photo Sharing of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand found the result of quality on content evaluation by three experts. The quality on content was at the level of "very good" (mean = 4.56, S.D. = 0.35) and the result of quality on media evaluation by three experts. The quality on media was at the level of "very good". (mean = 4.82, S.D. = 0.27) This was caused by the website was applied from the development of website by Poom Chayanon that identified the objectives of website creation, plan to develop the media systematically, inspect, evaluate, and improve the website. This led to gain the quality at the level of "very good". After the implementation of the website, the samples perceived and satisfied the website. The Photo Sharing website of OSOTHO Magazine was evaluated the audience's perception and satisfaction. at the level of "much". (mean = 4.34, and S.D. = 0.69) Because of the perception from seeing was 75% [4] and the website was created with beautiful pictures and could be enlarged to watch vividly. The pictures could be attractive and interesting. The website effected the audience's perception from the pictures in the website. [5] The content about tourism was very interesting with beautiful pictures so the samples were impressed and satisfied at the level of "much". The Photo Sharing website of OSOTHO Magazine to enhance audience's perception and public relation of tourism places in Thailand can benefit the people and can be used for tourism public relation. Moreover, the Photo Sharing website of OSOTHO Magazine can also stimulate the economy of Thailand on tourism. This research also can be applied to do the research for enhancing the perception of audiences using Photo Sharing website in advance.

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