

Supportive Approach for Online Marketing to Support Cultural Tourism with QR Code Technology Case Study: Klong Bang Luang Waterfront Community

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Abstract - This research has an objective to create supportive approach for online marketing to support cultural tourism with QR Code technology case study: Klong Bang Luang Waterfront Community. The results showed that supportive approach for online marketing to support cultural tourism with QR Code technology reflected benefits and opportunities for tourism industry as the data accessibility is easy and fast due to the advanced media technology.

Keywords - Supportive Approach for Online Marketing with QR Code Technology

I. INTRODUCTION

In the 21st Century, there are technologies that are able to represent data in quick time, such as 2D Barcode (2D Barcode; Quick Response Code: QR Code). The symbol is used instead of whole information with fast response and mostly used for giving more information or URL link to the main website, after using smart phone to take photo of the QR Code, the phone will connect to the website without any further typing. Therefore, QR Code has been used in different forms of business to support marketing by providing product knowledge, such as description, price, and website of the product.

In the present days, only 2D barcode is using in retail or transportation business, but also use as the marketing strategies for other businesses. 2D Barcode can be normally seen

in magazines, leaflets, or billboards etc. where consumers are able to install 2D Barcode Reader application to retrieve the information in seconds (Prakawat Raksri, 2010).

II. LITERATURE REVIEWS

This research is the applicable use of 2D Barcode technology to provide information to tourists in Klong Bang Luang Waterfront Community which has several attractions, for example, temples. In the temple, tourists are able to connect to information technology in the area to retrieve the information. Tourists will be able to receive the accurate information about history of the attractions easily as well as environmental friendly to the attraction. This could be the approach to support the attraction to become globally known.

III. RESEARCH OBJECTIVE

To create supportive approach for online marketing to support cultural tourism with QR Code Technology with the aim to help spraeading useful identity information about Klong Bang Luang Waterfront Community to make it more valuable when tourists visiting and experiencing in the area as well as creating satisfaction and impression to increase word-of-mouth marketing, and coming back again.

IV. CONCEPTUAL FRAMEWORK

This research is the survey research by using QR Code. The tools used for the research were questionnaires from Kanokwan Sophakdee and

Theerawat (2016).

V. DATA

Most of the respondents were female with the total of 246 respondents with the percentage of 61.50, while there were 154 male respondents with the percentage of 38.50. Most of the respondents were in the age lower or equal to 30 years old with the occupations of private company's employees, government service employees, state enterprise employees, business owner, freelance, and housewives respectively.

VI. RESULTS ANALYSIS

After gathering data and checking accuracy, data was sent for coding and use SPSS programs on Windows to calculate different values and analysis. The data analysis was using descriptive statistics, including percentage, mean, standard deviation, t-test value, One-way Analysis of Variance, and Chi-Square.

For the analyzing the background description of respondents, including population, behavior in using online social network, and consumer behavior in using online social network by using tables showing frequency, percentage, and mean. Most of the respondents, with the total of 207 as the percentage of 51.70, use online media through internet connection for 4-6 hours a day, followed by using 1-3 hours a day with the total of 87 respondents as the percentage of 21.80, more than 9 hours a day with the total of 72 respondents as the percentage of 18.00, and 7-9 hours a day with the total of 34 respondents as the percentage of 8.50 respectively.

Most of the respondents use Facebook with the total of 187 respondents as the percentage of 46.75, followed by Google with the total of 65 respondents as the percentage of 16.25, Instagram with the total of 35 respondents as the percentage of 8.75, Youtube with the total of 30 respondent as the percentage of 7.50, Pantip with the total of 28 respondents as the percentage of 7.00, Website with the total of 25 as the percentage of 6.25, Twitter with the total of 20 respondents as the percentage of

5.00, and Line Application with the total of 10 respondents as the percentage of 2.50 respectively.

VII. RESEARCH METHODOLOGY

The applicable use of QR Code Technology for Klong Bang Luang Waterfront Community has research procedures as follows:

1) Analysis the typical forms of communication for tourism in Klong Bang Luang Waterfront Community showed that there was no integration between information in different places, but using potential from different educational institutions to support the information in different areas which caused the difficulties for tourists to understand history or information about each area. Therefore, they need someone to guide or explain at a time. However, if the tourists come individually, there was no chance for them to understand or getting any knowledge related to the community.

To summarize, 1) there was no system for information publicity in the community and 2) tourists needed guidance from community (Community President) or people in the area to support by giving information to them on the exhibition area only.

2) Analyze and Design the System - Use Case Diagram was used to design the overall systematic functions for the websites which consists of:

- *User*: Tourists who visit Artist House, Paintings, and Temples in Klong Bang Luang Waterfront Community area as well as living of people in the community.

- *System Administrator*: Researcher and Marketing Department Students, Faculty of Business Administration, Siam Technology College who will manage systems.

- *Log in*: System Administrator has to log in to the website.

- *Template Management*: System Administrator will be able to manage the website template.

- *System Accessibility:* Administrator will set the rights for each person to access to the data on the website.
- *Website Management:* System Administrator is able to add, edit or delate the data on the website.
- *QR Code Management:* System Administrator is able to create and manage QR Code.
- *QR Code Scanning:* Users and System Administrator are able to scan QR Code for information through Smart Phone devices and Tablet.
- *Website Data:* User and System Administrator are able to access data on Smart Phone devices and Tablet.



a) Type 1 2D Barcode Using in the Past



b) Type 2 New 2D QR Code Using in the Present

Fig. 1 The Difference between 2D Barcode in the Past and 2D QR Code in the Present Days

(Source: <https://news.siamphone.com/news-17497.html>)

3) Website Design - The website structure was designed to support QR Code technology with three main functions including: (1) Header, webpage name and main menus; (2) Body includes website information and details about different products in the exhibition; and (3) Footer presents the license.

4) Website Development for Klong Bang Luang Waterfront Community.

- Study and research for information related to website implementation including details about Klong Bang Luang Waterfront Community, information about how QR Code works, information from Google Site, and information related to Application Line.

- Analyze all the gather information from different sources, analyze the needs of website interface, and analyze the needs from tourists about which information they are interested in Klong Bang Luang Waterfront Community.

- Design media tools and implement website as well as creating multimedia tools to attract tourists.

- Test the website by using QR Code scanned through Application Line.

5) Launch the website for testing in the community to check the ease for tourists visiting exhibition.

6) Prepare manual use to support website.

Procedures for Using QR Code in Klong Bang Luang Waterfront Community: 1) The user opens Application Line on smart phone; 2) Scan QR Code from different points in the exhibition area; and 3) The system will connect with the website to show the details and history of place and antique products.



QR Code: Sample Website for Klong Bang Luang to support tourists while visiting Klong Bang Luang Waterfront Community
 Made by Students from Integrated Courses between Online Marketing and Modern Marketing, Faculty of Business Administration, Siam Technology College

Flow Chart of using QR Code at Exhibition Point around Klong Bang Luang Waterfront Community

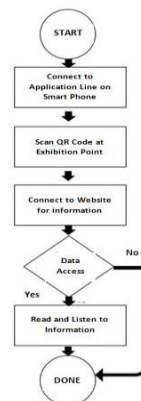


Fig. 2 Sample of Flow Chart of Using QR Code at Exhibition Point around Klong Bang Luang Waterfront Community.



Fig. 3 Scan QR Code Code

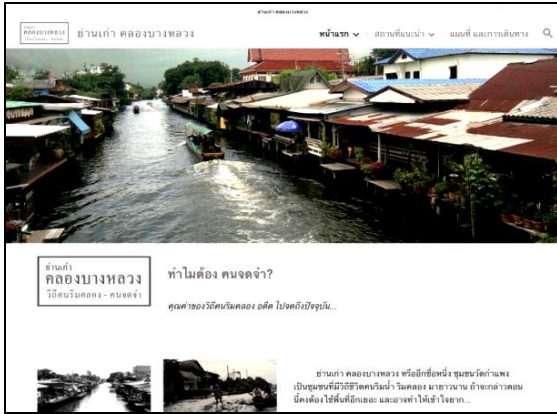


Fig. 4 Reach to Website

VIII. CONCLUSION AND DISCUSSION

For this research, the researcher has set tool for accessing QR Code through Application Line. The samples already tested the system as well as evaluating the system performance from 400 respondents on Saturday and Sunday between 9.00am-16.00pm for 26 days from January to March 2019.

The results showed that: 1) The satisfaction level for easy to use was Very Good; 2) The satisfaction level for details accuracy was Good; and 3) Problems and Constraints in using QR Code Technology application to support online marketing for cultural tourism in Klong Bang Luang Waterfront Community as well as supporting learning activities in community which was related to the research from Kwanjuta and et al. (2017) about the Application of Quick Response Code Technology for Encourage to Promote Learning Activities at Her Royal Highness Princess Maha Chakri Sirindhorn Collection of Banana Species in Kamphaengphet. The mentioned research was related to the procedures of publicizing information about Klong Bang Luang Market through internet and social network which caused the communication faster and modern in the society. In the present days, some businesses use social media, including Facebook, Line to publicize and increase the potential of marketing in Bangkok for Klong Bang Luang market by Faculty of Architecture, Silpakorn University, page 49 (2017) as well as related to Paisan Karnjanawong and et al. (2017)

about the Application of Two Dimension Barcode Technology for providing Tourist Information Services at Tourism Destination Case Study: Doi Suthep Temple, Chiang Mai which reflected the usefulness and opportunities for tourism industry for foreigners, including easy to access through the information due to the advance of technology. As data, news, and media are the main attractions, therefore; media is important to attract tourists to visit different places. Using QR Code Technology in Klong Bang Luang Waterfront Community showed the potential of the applicable use of QR Code in Museum in Hat Yai which reflected the data accessible through QR Code was useful and quick in time.

IX. SUGGESTION

The applicable use of QR Code Technology for tourism in Klong Bang Luang Waterfront Community was only some parts of marketing support for cultural tourism which provided the highest usefulness to the tourists. However, this research should continue developing to support the community in marketing as well as increase the revenues to the community. Moreover, it can increase the knowledge of history for historic places, antique products, and culture and food in the community in the past decades. Also, it develops the learning activities for educational institution to be more potential.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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