

Creating Advantage of Perception Components Related to Creative Tourism of Lao Krang Ethnic Group in Nakhon Pathom Province of Tourists through Online Social Media Using

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Abstract - This study aimed to analyze perception components related to creative tourism of Lao Krang ethnic group in Nakhon Pathom province of tourist through online social media and this was to create advantage on creative tourism. A set of questionnaires was used for data collection administered with 400 tourists. Also, an interview schedule was conducted with 13 personnel of concerned public agencies and 12 leaders of Lao Krang community. Findings showed that perception of stimulant properties through YouTube media had the highest average mean score and followed by psychological traits through YouTube media using. According to an exploratory factor analysis, 4 new components were found for preparing the structured in-dept interview. It was found that using online social media such as Facebook, Instagram, Line and YouTube for tourist spots public relations could effectively create perception of creative tourism.

Keywords - Creating Advantage, Lao Krang Ethnic Group, Perception, Online Social Media

I. INTRODUCTION

Creative tourism of Lao Krang ethnic group in Nakhon Pathom province can be considered as a form of tourism activity that still maintains its beautiful identity. Although it receives the influence of Thai culture and mixes with current livelihoods form, Lao Krang ethnic group still keeps their way of life, beliefs, ritual ceremony, and other tradition. This is encouraged by the religious leader, the ritual ceremony leader, the show leader, the cultural/traditional leader, local scholars and the President of Local museum of Lao Krang ethnic group. In addition, Lao Krang people have recently helped one another to build a museum. This museum is located in Thoongpakkood temple, Huay Duan sub-district, Dontoom district, Nakhon Pathom province. It is intended to be the center to Lao Krang arts and cultural and historical background transfer. There were traditional tools used for earning a living, utensils, document bamboo cases, and especially the 200-year-old Ikat fabric (Krajangmek, 2017). However, it is noticed that tourists are not so interested in creative tourism of Lao Krang ethnic group as it should be. At present, online social media is widely used for promoting tourism market since it can create tourism perception to tourists rapidly and effectively. Therefore, the researcher

wishes to analyze perception components related to creative tourism of Lao Krang ethnic group in Nakhon Pathom province of tourists through online social media. The results of the study can be a guideline for creating concrete advantage of creative tourism.

II. OBJECTIVE OF THE STUDY

Specifically this study aimed to analyze perception components related to creative tourism of Lao Krang ethnic group, Nakhon Pathom province of tourists through online social media.

III. POPULATION AND SAMPLE GROUP

The population were classified into two groups on the basis of research instrument: 1) a set of questionnaire was administered with 400 tourists obtained by the formula of Cochran (1977) as cited in Akakul (2000) and 2) structured in-depth interview was conducted with 13 personnel of concerned agencies and 12 leaders of Lao Krang ethnic group in Nakhon Pathom province and they were obtained by snowball sampling.

IV. RESEARCH INSTRUMENTS

Research instruments in this study included questionnaire and structured in-depth interview with the following structure and content:

Part 1: Personal data of the respondents (multiple choices, close-ended). This included sex, age, marital status, educational, and attainment, occupation and monthly income.

Part 2: Data about creation tourism perception of Lao Krang ethnic group in Nakhon Pathom province of tourists using online social media. This comprised 12 variables and 5-rating scale was used for the assessment of opinions of the respondents.

Part 3: Data about perception components related to creative tourism of Lao Krang ethnic group in Nakhon Pathom province of tourists using online social media. It comprised 4

new components. Part 3 was for 13 personnel of concerned agencies and 12 leaders of Lao Krang ethnic group, Nakhon Pathom province.

V. DATA ANALYSIS

Part 1: Descriptive statistics was employed (frequency distribution and percentage).

Part 2: Descriptive statistics was employed (Mean and standard deviation).

Part 3: Exploratory factor analysis was employed and 4 new components were obtained for the preparation of in-depth interview.

VI. RESULTS OF STUDY

Part 1: Personal Data of the Respondents (Tourists)

Results of the study revealed that more than on-half of the respondents (56.50%) were female and their age range was 15-24 years (73.50%) and only 2 percent were 55 years old and above. Most of the respondents (79.80%) were single, only 18.00 percent were married and 2.30 percent were divorced. Most of the respondents (76.30%) were undergraduate students, followed by upper secondary school graduates or equivalent (7.80%) and only one person did not attend formal education. In addition, most of the respondents (62.50%) had 15,000 baht and below of an average monthly income, followed by had no income (10.80%) and only 2.80 percent had an average monthly income range of 25,001-30,000 baht.

Part 2: Data about Creative Tourism Perception of Lao Krang Ethnic Group in Nakhon Pathom Province of Tourists Using Online Social Media

The tourist respondents perceived online social media at a high level (\bar{x} rang = 3.50-4.12, S.D. range was 0.84-1.03). Based on its details, perception of stimulant properties through YouTube media using was found most or at a high level (\bar{x} = 4.12). This was followed by psychological trait perception through YouTube media using (\bar{x} = 4.00),

tourist style perception through YouTube media using ($\bar{x} = 3.98$), and stimulant property perception through Facebook media using ($\bar{x} = 3.91$), respectively. The following two aspects were found to have the lowest average mean score ($\bar{x} = 3.50$) but still be at a high level: 1) tourist style through Line media using and 2) psychological traits through Line media using.

The researcher had analyzed tourists' perception through online social media using based on 12 aspects:

The first tourist respondents had a high level of perception through Facebook media using ($\bar{x} = 3.87$). Based on its details, understanding Facebook media using to perceive data on tourist attractions was found to have the highest average mean score ($\bar{x} = 3.95$) whereas emotional condition has an effect on choosing to use Facebook media to perceive data on tourist attraction was found to have the lowest average mean score ($\bar{x} = 3.75$) but still be at a high level of the perception.

The second tourist respondents had a high level of perception on psychological traits through Facebook media using ($\bar{x} = 3.79$). Based on its details, attitudes towards perception on tourist attraction data through Facebook was found to have the highest average mean score ($\bar{x} = 3.82$) whereas roles/data have an effect on choosing to use Facebook media for the perception of data on tourist attraction was found to have the lowest average mean score ($\bar{x} = 3.74$) but still be at a high level of the perception.

The third was found that tourist respondents had a high level of the perception of stimulant properties through Facebook media using ($\bar{x} = 3.91$). Based on its details, their ability to perceive data on tourism attractions through Facebook was found at a high level ($\bar{x} = 3.92$) and followed by perception of suggestions about tourist attractions through Facebook ($\bar{x} = 3.89$).

The fourth was found that the tourist respondents had a high level of perception ($\bar{x} = 3.50$). Based on its details, the tourist respondents mostly understood Instagram media using to perceive data on tourist attractions at a high level ($\bar{x} = 3.61$). This was followed by experience in using Instagram media has an effect on the perception of data on tourist attractions ($\bar{x} = 3.60$); livelihoods live style has an effect on choosing to perceive data on tourist attractions through Instagram media ($\bar{x} = 3.58$); and emotional condition has an effect on choosing to use Instagram media for the perception of data on tourist attractions ($\bar{x} = 3.48$), respectively.

The fifth perception of psychological traits through Instagram using of the tourist respondents was found at a high level ($\bar{x} = 3.57$). Based on its details, their attitudes towards the perception of data on tourist attractions through Instagram was found at a high level ($\bar{x} = 3.59$). This was followed by roles/duties have an effect on choosing to use Instagram for the perception of data on tourist attractions ($\bar{x} = 3.57$). Two aspects that were found the least but still be at a high level ($\bar{x} = 3.56$) were: 1) needs for using Instagram to perceive data on tourist attractions and 2) expectation to perceive data on tourist attractions through Instagram using.

The sixth tourist respondents perceived stimulant properties through Instagram media at a high level ($\bar{x} = 3.63$). Based on its details, they also had a high level of the perception about data on tourist attractions through Instagram media ($\bar{x} = 3.63$), followed by the perception suggestions about tourist attractions through Instagram media ($\bar{x} = 3.62$).

The seventh was a high level of perception about style of the tourist respondents through Line media using ($\bar{x} = 3.54$). Based on its details, all aspects were found at a high level; the highest was understanding Line media using to perceive data on tourist attractions ($\bar{x} = 3.54$) and the lowest was emotional condition

which has an effect on Line media using to perceive data on tourist attractions ($\bar{x} = 3.44$).

The eighth was found that the tourist respondents had a high level of perception on psychological traits through Line media using ($\bar{x} = 3.50$). Based on its details, attitudes towards perception on tourist attraction data through Line was found to have the highest average mean score ($\bar{x} = 3.53$) whereas roles/data have an effect on choosing to use Line media for the perception of data on tourist attraction was found to have the lowest average mean score ($\bar{x} = 3.49$) but still be at a high level of the perception.

The ninth was perception about stimulant properties through Line media using of the tourist respondents was found at a high level ($\bar{x} = 3.53$). Based on its details, two aspects were also at a high level: 1) ability to perceive data about tourist attractions through Line media ($\bar{x} = 3.54$) and 2) perception about suggestions related to tourist attractions through Line media ($\bar{x} = 3.51$).

The tenth was a high level of the tourist respondents style perception through YouTube media using ($\bar{x} = 3.98$). Based on its details, all of the 4 aspects were found at a high level; the highest was experience in YouTube using has an effect on the perception of data on tourist attractions ($\bar{x} = 4.03$), the lowest was emotional condition has an effect on choosing YouTube media for the perception of data on tourist attraction ($\bar{x} = 3.92$).

The eleventh was a high level of perception about psychological traits through YouTube media using of the tourist respondents ($\bar{x} = 4.00$). Based on its details, all of the 4 aspects were also found at a moderate level, the highest was needs for YouTube media using to perceive data on tourist attractions ($\bar{x} = 4.03$) and the lowest was attitudes towards the perception of data on tourist attractions through YouTube media ($\bar{x} = 3.97$).

The twelfth was found that the tourist

respondents had a high level of perception about stimulant properties through YouTube media using ($\bar{x} = 4.12$). Based on its details, the two aspects were also at a high level: 1) ability to perceive data on tourist attractions through YouTube media ($\bar{x} = 4.13$) and 2) perception on suggestions about tourist attractions through YouTube media ($\bar{x} = 4.11$).

Part 3: Data Related to Perception Components on Creative Tourism of Lao Krang Ethnic Group in Nakhon Pathom Province of Tourists Using Online Social Media

The analyzed exploratory factors were Pearson's Product Moment Correlation Coefficient, Kaiser-Meyer-Oklin Measure of Sampling Adequacy: KMO, Communality: h2, Total Variance Explained, and Rotated Component Matrixa using Orthogonal Rotation by way of Varimax. These exploratory factors were employed in order to analyze the indicators of each component, and the results are as follows:

1. The Result of Pearson's Product Moment Correlation Coefficient.

It was found that the coefficients of correlation were statistically related in significance at the level of 0.01 and 0.05, and in total of 780. This demonstrated that the variables were related, and therefore it could be categorized in the same component.

2. The Result of Kaiser-Meyer-Oklin Measure of Sampling Adequacy: KMO.

**TABLE I
KMO AND BARTLETT'S TEST
OF TOURISTS' PERCEPTION IS USING
ONLINE SOCIAL MEDIA**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.949
Bartlett's Test of Sphericity	Approx. Chi-Square	12900.277
	df	780
	Sig.	0.000

According to Table I, it revealed that Bartlett's Test of Sphericity was equal to 12900.277 in which $p < 0.01$. The correlation matrix of the indicators was different from unit matrix in statistical significance, thus, this set of data is suitable for future confirmatory factor analysis. It also conformed to Kaiser-Meyer-Olkin Measure of Sampling Adequacy; the analyzed result is equal to 0.949 which means the samples are highly suitable.

3. The Result of Communality: h^2

It was discovered that the result of communality was from 0.453 to 0.768. Hence, this could explain the result of the variation of the variables, and also each message could be measured in terms of communality components.

4. Total Variance Explained

It was found that the % of variance of the 1st component was equal to $15.754/40 \times 100 = 39.384\%$ which means the 1st component could be used to explain all of the 39.384% of the variance. While the % of variance of the 2nd component was equal to $4.685/40 \times 100 = 11.713\%$; this means that the 2nd components could be used to explained all of the 11.713% of the variance. When all 4 components combined, they could explain the variance of all 40 questions by 65.545%, and this number was enough in order to be a representative of the components considering its Eigenvalue that was more than 1.

5. Rotated Component Matrix

The components could be categorized into 4 components, and the value indicator was between 0.636 – 0.830. The 4 components were as follows: 1) Creating advantage through online media using, 2) Creating advantage through Instagram media using, 3) Creating advantage through YouTube media using, and 4) Creating advantage through Facebook media using.

The researcher had compared all the questions involving the perception of tourists concerning the usage of those 4 components online social media and come up with a new set of

questions in order to be used in constructing an interview with the samples. The results of the interview are as follows:

1) *Creating Advantage through Online Media Using*

Choosing online media of Line media type for the perception of data on tourism was consistent with tourist style on livelihoods. This was because Line media was easy and convenient to use making the tourists have good attitudes and expectation for data retrieval on tourism service of the Lao Krang ethnic group. Tourists could perceive public relations or tourism data of the Lao Krang ethnic group through Line media. Also, they could inquire data on tourism through Line media, However, public relations and provision of data on tourism of the Lao Krang ethnic group was under a Lao Krang leader so the operation might not be so effective as it should be.

2) *Creating Advantage through Instagram Media Using*

Choosing online social media of Instagram type for the perception of tourism was consistent with style of the tourists on their livelihoods. This was because Instagram media was popular and convenient to use. Hence, the tourists had expectation and good attitudes towards data retrieval on tourism of the Lao Krang community.

Nevertheless, the presentation of tourism data of the Lao Krang ethnic group through online media of Instagram type was not so effective as it should be. This was due to lack of public relations on interesting tourist attractions and only one Lao Krang leader was responsible for the operation making the efficiency in market promotion through Instagram was not so successful.

3) *Creating Advantage through YouTube Media Using*

Tourist visiting tourist attractions of Lao Krang ethnic group in Nakhon Pathom province had their livelihood which was consistent with their YouTube media choosing

to perceive data on tourism of the Lao Krang ethnic group. The presentation style was in the form of VDO, motion pictures. This made the tourists have good attitudes and expectation of data retrieval on tourism services of the Lao Krang ethnic group.

Perception about data on tourism of the Lao Krang ethnic group through YouTube media was successful in market promotion. This was because the community leaders of Lao Krang ethnic group continually did public relations through YouTube media. Besides, they were supported by both public and private agencies in terms of VDO, media preparation for tourist spot dissemination of the Lao Krang ethnic group through YouTube media.

4) Creating Advantage through Facebook Media Using

Tourists visiting tourist attractions of Lao Krang ethnic group in Nakhon Pathom province had their livelihoods which was consistent to their Facebook media using. This was because this media type was popular in current tourism public relations. Besides, it was convenient and easy to use making the tourists have good attitudes towards Facebook media using on tourism data retrieval. Also, they had a high expectation based on the efficiency in tourism data retrieval.

In fact, online social media of Facebook type could effectively create the perception of data on tourism of the Lao Krang ethnic group. This was because public agencies participated in the public relations on tourism data of the Lao Krang ethnic group through Facebook media. Hence, it could be said that Facebook media has high efficiency in the public relations of tourist attractions of the Lao Krang ethnic group.

VII. DISCUSSIONS

1) Creating Advantage through Line Media

Perception about creative tourism through Line media of the Lao Krang ethnic group as viewed by the informants of this study

conformed to a study of Kulkrisada (2017) which found that tourists had the expectation of the efficiency of Line media in data retrieval on tourism. This might be because of social influence. Preference to use online social media of an individual familiarization of online social media (Line media) have influence on the adoption of online social media of Line type for data retrieval.

2) Creating Advantage through Instagram Media Using

Perception about creative tourism through YouTube media of the Lao Krang ethnic group as viewed by the informants in this study conformed to study of Harnpajonesuk (2016). It was found that the public relations on tourist attractions through Instagram media could create the perception of data on tourist attractions of tourists more than before. Besides, they could use Instagram media for data retrieval on tourism for the decision-making to travel.

3) Creating Advantage through YouTube Media

According to results of the study, it could be concluded that the perception of creative tourism through YouTube media of the Lao Krang ethnic group as viewed by Surugiu (2015). It was found that online social media of YouTube type could easily find data on tourism. Besides, tourists could tell experience in tourism through data upload (YouTube). Thus, it could be considered that YouTube is on effective tool of online social media.

4) Creating Advantage through Facebook Media

Results of the study could be concluded that creative tourism perception through Facebook media of the Lao Krang ethnic group as viewed by informants of the study conformed to a study of Yapan (2015). She found that livelihoods style of tourists included using online social media of Facebook type to perceive tourism data. They preferred to use Facebook media for tourism data retrieval before travelling. Hence, it could be concluded that online social media were popular since it is easy and convenient to use effectively.

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

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