

ISSN 2821-9074 (Online)

ISSN 2730-2601 (Print)

RICE Journal of Creative Entrepreneurship and Management, Vol.3, No.3, pp. 40-47,
September-December 2022

© 2022 Rajamangala University of Technology Rattanakosin, Thailand

doi: 10.14456/rjcm.2022.17

Received 22.07.22/ Revised 28.10.22/ Accepted 5.11.22

Development of a Tourism e-Book for Parainuea Community in Phra That Subdistrict, Mae Ramat District, Tak Province

Pakpol Ruanklin^{1*}
Suphamart Phakakat²
Cathaleeya Rerkpichai³

¹Department of Logistics Management
Faculty Industrial Technology

²Department of Digital Business Technology
Faculty Management Science

^{1,2}Kamphaeng Phet Rajabhat University Maesot, Thailand

*Corresponding author

¹Email: pakpol_r@kpru.ac.th

²Email: suphamart_p@kpru.ac.th

³Faculty Creative Digital Marketing
Bansomdet Chaopraya Rajabhat University, Thailand
Email: Cathaleeya.Re@bsru.ac.th

Abstract

This research aimed to (1) develop an e-book on tourist attractions and community life at Parainuea Community, Phra That Subdistrict, Mae Ramat District, Tak Province, Thailand, (2) assess the quality of the constructed e-book on tourist attractions and community life at Parainuea Community. The research tools were an e-book titled Parainuea Community: Tourist Attractions and Community Life, and an e-book quality assessment form. The researchers constructed an assessment form to collect data on the e-book quality from fifty tourists visiting the Northern Farm Forest Area. The obtained data were analyzed by descriptive statistics, mean and standard deviation. The first part of the results reported the e-book development using the System Development Life Cycle (SDLC) approach together with the PUBHTML5 program for fast access to the e-book content. The e-book contained seven chapters: (i) the history of Parainuea Community, (ii) a tourist map, (iii) rituals and beliefs, (iv) folk play, (v) weaving, (vi) the costumes of the Paka-Kyaw people, and (vii) cuisine of the Paka-Kyaw people. As for the e-book assessment, the participants were highly positive toward the overall content (\bar{x} = 4.25, S.D = 0.76), visual design and language (\bar{x} = 4.36, S.D = 0.79), and e-book flexibility (\bar{x} = 4.32, S.D = 0.77).

Keywords: e-book, assessment, tourism, community life, Parainuea Community

1. Rationale of the Study

The community lifestyle is generally known as activities in daily life of members that reflect the quality of life and common behaviors in accordance with social conditions. Tourism created for a community typically reveals characteristics and relationships of people living in the community as well as their interactions with incoming tourists (Charoenchaisombut, 2011). For community tourism to be known to interested tourists at the local and international levels, the operators need to provide good accessibility of tourist

information in texts/ pictures/ videos of tourist attractions, unique cultural and traditional activities, lifestyles, and facilities available to tourists including homestay arrangements (Colman, 2001).

Parainuea is a small community located in Phra That Subdistrict, Mae Ramat District, Tak Province, Thailand; it is a low land surrounded by high mountain ranges. Its traditions and cultures passed down from their ancestors to the present day have attracted tourists to enjoy natural attractions and ways of life of the local residents. Tourists usually come in groups to home stay with hosts in the Northern Farm Forest Area that provides both tour leaders and homestay arrangements. Visitors can travel and learn about the way of life of residents in beautiful scenery, enjoy unique tourist attractions, participate in cultural activities/ traditions, and try tasty local food.

As known, the Covid-19 situation started in early 2020 and has gradually declined in its pandemic rate. Local tourism communities in Thailand have taken precaution measures in coping with Covid-19 for prevention for a comeback of tourism that features the community lifestyles. As Lerttayakul (2015) suggested: community tourism must continue in local culture and tradition to passed down from generation to generation, and particularly technological advancements to help convey wisdom and knowledge to others more broadly in the form of e-books. E-books present photo narratives in short text layouts. Such digital media are easily accessible on users' smartphone device. Anukul & Singporn (2020) emphasized the use of digital media to support nostalgic tourism by showing the local community history, costumes, traditions, and local products and souvenirs. Narin et al. (2021) asserted that accessibility of tourist information on good attractions and local activities helps tourists make sound decision on their visit. In addition, Jetjirroj (2021) reported health tourism in the north of Thailand that attracts tourists with accessible digital information on traditional activities and local products like cultural souvenirs. These previous studies point to the significance of digital media as the main tool for tourists to access needed information with convenience and speed—as good benefits for local community tourism.

In this regard, the researchers considered the use of e-books as a good opportunity in disseminating local tourism attractions, traditional activities, and lifestyles of the Northern Farm Forest area to the public. This would be beneficial to interested tourists in conveniently accessing the tourist information and tourist attractions, particularly in Parainuea Community.

2. Research Objectives

The study had two research objectives:

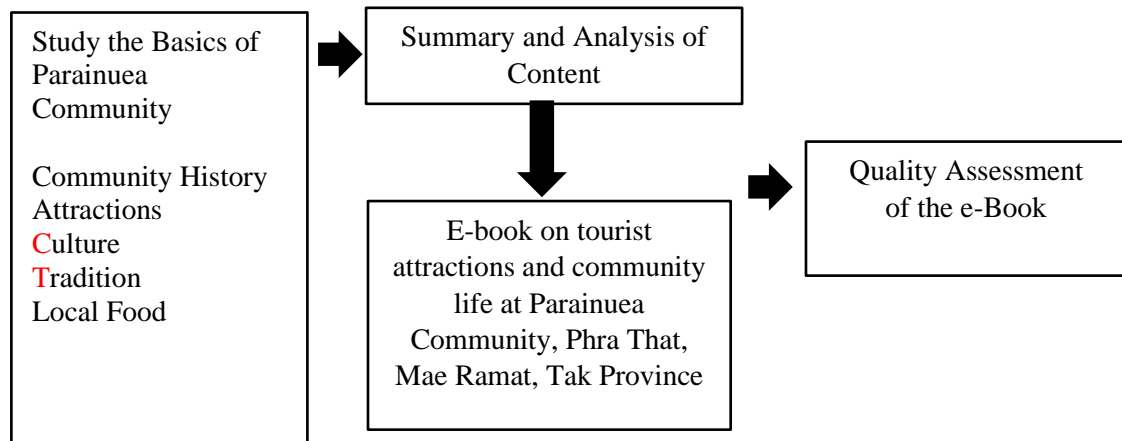
1. To develop an e-book on tourist attractions and community life at Parainuea Community, Phra That Subdistrict, Mae Ramat District, Tak Province, Thailand, and
2. To assess the quality of the constructed e-book on tourist attractions and community life at Parainuea Community.

The researchers expected to use the obtained findings to support community tourism at Parainuea Community and improve the quality of the constructed e-book on tourist attractions and community life for tourists' accessibility.

3. Conceptual Framework

The development of an e-book on tourist attractions and community life at Parainuea Community in Phra That Subdistrict, Mae Ramat District, Tak Province was based on the conceptual framework shown in Figure 1.

Figure 1: Conceptual Framework



4. Research Methodology

4.1 The Participants

Fifty participating tourists as accessible served as evaluators of the constructed e-book on tourist attractions and community life at Parainuea Community. They were asked to use the e-book assessment form to evaluate the quality of the e-book according to specific criteria.

4.2 The Research Tools

There were two research tools: the constructed e-book and the e-book quality assessment form.

The constructed e-book

The e-book construction process was as follows:

- The researchers gathered data on basic information of the Northern Farm Forest, the history of Parainuea Community, tourist attractions, traditions, culture and cultural events, costumes, and local food. These data were obtained from the wise men or recognized senior informants of the community.
- Next, the researchers analyzed the obtained data and designed the contents in seven chapters: (1) the history of Parainuea Community, (2) a tourist map, (3) rituals and beliefs, (4) folk play, (5) weaving, (6) the costumes of the Paka-Kyaw people, and (7) cuisine of the Paka-Kyaw people.
- The researchers placed the designed content on Adobe Photoshop, Adobe InDesign Program and Adobe Lilltrator Program (all licensed versions). The files were saved in PDF extensions, all chapters were assembled into the e-book of Parainuea Community using PUBHTML5.

- The e-book contents were tested and validated by three experts in tourism content creation and digital media. In addition, the constructed e-book contents were tested by a group of 32 voluntary e-book external readers that was not part of the group of fifty evaluators. The content accuracy was carefully checked and corrected for the final version.

The e-book quality assessment form

The e-book assessment form contained eight items for quality aspects on a scale of 1 (low) to 5 (high): (1) content and subject assignments, (2) visual design and language, (3) suitability of letters and colors, (4) e-book management, (5) e-book flexibility, (6) e-reader recognition capabilities, (7) e-book crash and safety, and (8) the satisfaction of e-readers. The e-book quality assessment form was validated by three experts in tourism content creation and digital media. Revision was done according to the experts' suggestions--ready in use by fifty accessible evaluators. The assessment form carried internal consistency by Cronbach's Alpha Coefficient at 0.97.

5. Data Collection

The researchers collected data from fifty voluntary participants visiting Parainuea Community using the process in the System Development Life Cycle (SDLC) approach. The data were obtained in January 2022.

6. Data Analysis

The researcher analyzed the obtained data from the e-book quality assessment form by descriptive statistics, mean and standard deviation.

7. Results of the Study

7.1 The Constructed e-Book

The constructed e-book on tourist attractions and community life at Parainuea Community used PUBHTML5 Program, which can be used on a wide range of devices and scanned QR code or viewed via Link : <https://bit.ly/3v0BQuJ>, for quick access. The e-book contained seven chapters: (1) the history of Parainuea Community, (2) a tourist map, (3) rituals and beliefs, (4) folk play, (5) weaving, (6) the costumes of the Paka-Kyaw people, and (7) cuisine of the Paka-Kyaw people. The exemplified pages of the e-book are shown in Figures 2-5.

Figure 2: E-book Cover

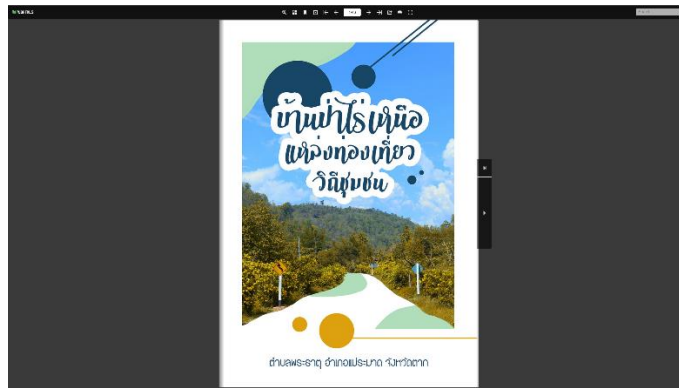


Figure 3: e-Book Table of Contents



Figure 4: History of Parainuea Community



Figure 5: Map and Attractions of Parainuea Community



7.2 The e-Book Quality Assessment

The results on the e-book quality assessment obtained from fifty participants are shown in Table 1:

Table 1: The e-Book of Parainuea Community Quality Assessment Results

Quality Assessment	\bar{x}	S.D.	Meaning
1. Content and subject assignments	4.25	0.74	high
2. Visual design and language	4.36	0.79	high
3. Suitability of letters and colors	4.27	0.77	high
4. e-Book Management	4.24	0.76	high
5. e-Book Flexibility	4.32	0.77	high
6. e-reader recognition capabilities	4.16	0.73	high
7. e-Book Crash and Safety	4.12	0.71	high
8. The satisfaction of the use of e-readers	4.27	0.77	high
Total	4.25	0.76	high

As seen in Table 1, all eight items of the e-book quality were evaluated at an average high level ($\bar{x}= 4.25$, S.D.=0.76)., particularly *visual design and language* ($\bar{x}=4.36$, S.D.=0.79) and *e-book flexibility* ($\bar{x}=4.32$, S.D.=0.77).

8. Discussion of Results

Based on the findings, the e-book was able to provide information to tourists visiting Parainuea Community. It also created convenience in information access via various digital devices. The contents on local food and cultures of Parainuea people were in line with the previous research by Settheerathan, Ngamyinyong, Sirikongsuk & Simora (2021). The team of Settheerathan and colleagues developed an e-book travel guide of Koh Lad Yi Podium, Nakhon Pathom Province for potential tourists. In this regard, e-books are considered a practical guide for tourists to access information quickly, as well as promote community tourism in the aspects of tourist attractions, cultural activities, and facilities available to tourists.

The evaluation of the overall quality of the constructed e-book of Parainuea Community was at a high level. Telling stories using images and infographics, and friendly texts are desirable visual features for readers. The interesting contents of tourist attractions

and cultural activities at Parainuea Community are appealing to readers. The attractiveness of e-book contents was emphasized by Lerttayakul (2015) in that visual storytelling is powerful in reaching readers and viewers, as shown in the e-books on Ayutthaya the former capital city of Thailand. The quality of e-books usually rests upon attractiveness of places, historical characters, together with still and moving images--all making e-books interesting.

The overall results of the study point to the significance of tourist information accessibility for tourists. Undoubtedly, tourist business operators need to use digital media to support tourism as emphasized by Anukul & Singporn (2020) and Jetjiroj (2021). Such digital media are easily accessible on users' smartphone device to show the local community history, costumes, traditions, local products as nostalgic souvenirs, and facilities/ accommodation/ homestay arrangements available to incoming tourists. This point was supported by Narin et al. (2021) on the impact of tourist information accessibility on tourists' decision -making on their destination. As seen in the literature synthesis and empirical data obtained from the service industry participants, the study revealed the importance of the digital media as e-books as a practical tool for tourists in the present time.

9. Recommendations

The researchers would recommend e-books further enhanced with the addition of viewing pleasures, such as the use of music, moving images or video clips in the media to make them more appealing to viewers. And there should be further research into identifying the behaviors of information recipients in accessing the Internet and their ability as data readers in different age groups. In addition, e-books should be enhanced in the interactive mode to add liveliness to readers' experience in viewing e-books for tourism purposes.

10. The Authors

Pakpol Ruanklin is a lecturer in the Faculty Industrial Technology (Logistics Management), and Suphamart Phakakat is on the staff of the Faculty Management Science (Digital Business Technology) at Kamphaeng Phet Rajabhat University Maesot, Thailand.

The third co-author Cathaleeya Rerkpichai is a lecturer and researcher at the Faculty Creative Digital Marketing, Bansomdet Chaopraya Rajabhat University, Thailand.

The three authors share academic and research interest in the areas of digital marketing and communication, community-based tourism, and current issues in marketing science and logistics management.

11. References

Anukul, N. & Singporn, P. (2020). Construction of multimedia to add value to nostalgic tourism for aging clients. *RICE Journal of Creative Entrepreneurship and Management*, 2020, 1(2), 53-59. doi 10.14456/rjcm.2020.11

Charoenchaisombut, S. (2011). Environmental and Lifestyle Change from Tourism: A Case Study of Koh Kret, Nonthaburi Province. A Master thesis. Department of Business Administration and Entrepreneurship, the Graduate School, Silpakorn University, Thailand.

Colman, M. (2001). *Introduction to Travel & Tourism: An International Approach*. New York: Van Nostrand Reinhold.

Jetjiroj, P. (2021). Sustainable enterprise of community health tourism in Nan province after Covid-19. *RICE Journal of Creative Entrepreneurship and Management*, 2021, 2(1), 13-21. doi 10.14456/rjcm.2021.20

Lerttayakul, D. (2015). The development of e-book for the wisdom and the adaptation on a flooding crisis in Phranakhon Si Ayutthaya. *Ratchaphruek Journal*, 2015,13(2), 16-24.

Narin, N., Changthong, K., Khamwichai, S., Maneeyai, P., Suwannakat, P. & Suwannaphong, S. (2021). The factors affecting Thai tourists' decision on visiting Khlong Bang Luang Floating Market, Phasi Charoen, Bangkok. *RICE Journal of Creative Entrepreneurship and Management*, 2021, 2(2), 69-77. doi 10.14456/rjcm.2021.30

Settheerathan, J., Ngamyinyong, N., Sirikongsuk, T. & Simora, P. (2021). *The 13th NPRU National Academic Conference Proceedings*, Nakhon Pathom Rajabhat University, 1366-1376.