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PRODUCTION OF VIDEO TO PROMOTE ECOTOURISM: A CASE OF SEA OF MIST AT GUNUNG SILIPAT, YALA, THAILAND

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Abstract

Tourism is an important industry for local development. There is a business chain involved, namely the travel industry which encompasses international travel. Gunung Silipat is particularly appealing to nature enthusiasts. The condition of Betong, Yala, is recognized for its high potential in the tourism sector, especially in the Lower South of Thailand, despite Betong experiencing fewer incidents compared to other areas. However, ongoing unrest from neighboring regions continues to impact the confidence of tourists, especially those from other provinces. This research aims to 1) study the tourism behavior of tourists towards Betong, 2) create a video to promote tourism in the Sea of Mist at Gunung Silipat, and 3) assess the satisfaction levels of viewers of the promotional video. The research showed as follows. 1) The majority of the sample expressed a preference for traveling with friends. They enjoy leisure-seeking activities, prefer trips lasting 2 days and 1 night, and typically consume travel-related media through Facebook. 2) The quality of the promotional video for the Sea of Mist at Gunung Silipat was rated as good quality. 3) Audience satisfaction with the promotional video for the Sea of Mist at Gunung Silipat was rated as strongly satisfied.

Keywords: Tourism Promotion, Video, Ecotourism, Betong, Thailand

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Introduction

Yala is a second city province in the Thailand's lower southern region that is often associated with images of violence and fear. Many perceive the area as unsafe due to the unfortunate events in the three southern border provinces. However, these provinces, including Yala, hold a wealth of hidden natural beauty. Take for instance "Betong", the southernmost district of Thailand, which is part of Yala. It boasts numerous tourist attractions characterized by their stunning landscapes and a way of life deeply rooted in culture and traditions. The local cuisine is exceptional uncomplicated yet diverse owing to the harmonious coexistence of various ethnic groups, namely Thai Buddhists, Thai Muslims, and Thai Chinese, each with their distinct cultural practices. This cultural blend gives rise to a unique way of life and a rich tapestry of traditions. Moreover, the region is enveloped by towering mountains, ensuring cool weather throughout the year, an aspect that may still be unfamiliar to many (Kaewngam & Jongwilaikasaem, 2019). Moreover, Betong has its distinctive characteristic of richness in nature, society, religion, language, ethnicity, history including sensitive issues of spatial identity.

The presence of ongoing conflict in Yala since 2004 has significantly impacted how the province is perceived, particularly in terms of tourism. Safety has become a paramount factor for travelers when deciding whether to visit. According to Prapasawasdi's findings in 2018, contemporary cognitive behavior is heavily influenced by information accessible through the internet, particularly within online communities. This directly influences travel decisions. This observation aligns with Cohen et al.'s (2014) assertion that consumer behavior is intricately linked with decision-making, activities, thoughts, experiences, and the fulfillment of needs and desires.

Ibroheng Kuwing, a local tour guide from Betong, was interviewed on October 24, 2019. He mentioned that "Gunung Silipat" is another hidden gem of natural beauty in Betong, offering visitors a breathtaking sea of mist all year round. This remarkable place remains relatively undiscovered by tourists due to its remote location amidst nature and the unique way of life of the people living within the sea of mist at Gunung Silipat, situated in Aiyerweng, Betong, Yala, at an altitude of approximately 650 meters above sea level. Traveling here is possible for both day trips and overnight stays. Historically, Gunung Silipat was known simply as "Gunung Sili," with 'Gunung' meaning rock mountain and "Sili" representing a half-still sun. It is a mountain peak that provides a 360-degree view of the sun and the surrounding sea of mist, making it an exceptionally unique destination. Despite its uniqueness, the area's stories and experiences from locals reveal that Gunung Silipat's Sea of Mist still attracts only a limited number of tourists, resulting in a sense of isolation and a lack of awareness among people from other provinces. In addition, there are few locally sourced promotional materials produced by the producers themselves. Therefore, the researcher was motivated to conduct a study to create tourism public relations media for secondary provinces, Yala. This media aims to showcase the region's distinctive tourist attractions and the unique way of life of its inhabitants, providing viewers with an immersive experience that makes them feel as if they are participating in the video. Ultimately, the goal is to ignite a desire in viewers to experience the authentic atmosphere of this remarkable place firsthand. Importantly, this initiative also seeks to contribute to the community's economic development by increasing income through tourism.

Literature Review

Video Media

Vikian (2017) asserts that video media has become an integral part of every organization and the daily lives of individuals. Every image and story presented through video media has the power to influence the attitudes, beliefs, and emotions of regular people, leading viewers to remember, be impressed, and undergo subtle changes as a result of the media, often without

even realizing it. This medium provides a platform for conveying realistic images and sounds. According to study on storytelling through Vlogs, as described by Thongdaeng & Cheyjunya (2019), combines the words "Video" and "Log" and shares similarities with blogging, albeit with a distinct mode of presentation. Vlogs primarily rely on video format, and the individual creating the video or program is referred to as a Vlogger. The majority of content consists of video recordings capturing daily life, lifestyle choices, and personal preferences, akin to maintaining a diary. The content is typically succinct and easily comprehensible. In terms of using media effects research as a theoretical framework, Mercille (2005) examined empirically the impact of media representations—such as movies, guidebooks, and magazines—on destination image. Meaney & Robb (2006) explored the interplay of romantic and nostalgic images of Ireland with the opening of the Irish tourist market to a wider audience through the medium of film. Kay (2006) researched media in its many forms and showed that media has been instrumental in popularizing tourist venues by introducing tourism to these places or boosting tourism numbers. A suggestion is that such techniques could be used to promote tourist attractions/venues. Pan (2011) thinks Tourism TV Commercials (TVCs) are one of the channels (or agents) used to form destination images that are rarely researched and set out to identify the relations among visual elements, TVC effects, and destination image formation. Assessing the quality of the video. There is an evaluation guideline which is based on criteria. The quality assurance process is to ensure the media is trustworthy and is also certified by experts. Quality assessment in 2 areas, 1) Media quality and 2) content quality. Such as elements of the picture: light, color, sound, clarity of the picture, consistent and appropriate content and Conforms to the intent of the constructor. After the expert examine the media, it will be reviewed and edit for a higher quality and then must be sent to experts to check the quality of the media again. Using rating scale from (Srisaard, 2000), and find the average quality that is acceptable which must have a value of 80 percent or more to be within the quality standards for producing video media for any purposes.

Tourism Promotion

The most fundamental categorization of tourist behavior is based on how individuals approach their travels, leading to a division between two groups: 1) tourists and 2) travelers. Tourists refer to individuals who purchase pre-packaged tours from travel agencies, whereas travelers are those who independently plan and arrange their own journeys, including tasks such as buying plane tickets, booking accommodation, and determining travel destinations. Perreault et al. (1979) introduced four tourist behavior models: 1) budget travelers, 2) adventurous travelers, 3) vacation travelers, and 4) moderate travelers.

Satisfaction

Maslow (1970, cited in Pukkanasut, 2006) explains the meaning of life satisfaction according to his Hierarchy of Needs Theory and Motivation Theory, positing that needs serve as the motivation for individuals to seek satisfying responses. These needs evolve from basic, foundational requirements at a lower level to more complex, higher-level aspirations. The hierarchy of needs comprises five tiers, outlined as follows: 1) physiological needs, 2) safety and security needs, 3) social belongingness and love needs, 4) esteem needs, and 5) self-actualization. In the study satisfaction was measured by using questionnaires. The questions are a series of questions that have been compiled systematically, in order to measure what the researcher wants with the targeted sample. These are general information of the samples, travel behavior, satisfaction of viewers towards video in terms of picture and sound and public relation for tourism promotion, through level of satisfaction: strongly agree, agree, neutral, disagree, strongly disagree and closed-ended questions.

Tourist Behavior

Tourist behavior encompasses the actions undertaken by tourists, whether deliberate or subconscious, as well as the interactions with others. These actions may be observable or not,

all to respond to a given situation or circumstance (Mulkunee, Jaiuea, Suksathit, Manomaikul & Taraka, 2022; Ngamkham, 2023). According to Pharasakul (2017), tourist behavior involves an individual's decision-making process, driven by discernible reasons. This process includes activities such as seeking and evaluating information, often with limited data and progressing from general awareness to more focused considerations. Ultimately, options are weighed in terms of preference or aversion. Additionally, there is a feedback loop following a purchase, which can influence future buying decisions.

Travel behavior consists of spending, consumption of product and services that are used regularly or special case apart from daily life (Juvan et al., 2017). It is about finding new experiences which arises from encountering a new environment that they have visited (Leiper, 2002). The behavior of tourist is all connected or related to their decision when it comes to choose a tourist destination, whether popularity, travel patterns, tourist activities, length of travel as well as demographic characteristics, all of which are related to the production of media to promote tourist attractions in each area (Um & Crompton, 1990; Moscardo et al., 1996; Weaver & Oppermann, 2000; Collins & Tisdell, 2002; Kara & Mkwizu, 2020).

Research Methodology

This study adopts a quantitative research approach. The research focuses on individuals in Thailand who actively engage with online social networks. The target population comprised users of online social networks who express an interest in nature-based tourism. The sample size was determined to be 384 individuals, calculated using Cochran's formula for cases where the precise population size is unknown. A confidence level of 95% was selected (Cochran, 1997, cited in Ekakul, 2000). The sampling technique employed a combination of purposive and convenience sampling methods, with a specific focus on individuals inclined towards nature-based tourism. The research employs three distinct tools for data collection, collected from October 2021 to November 2021.

Video to promote tourism at the sea of mist at Gunung Silipat using the 3Ps principle.

Pre-production step: Initial planning is conducted in collaboration with pertinent agencies. This involves conceptualizing the content and designing the video media to effectively promote nature-based tourism in Yala. The chosen theme revolves around the adventure of conquering the mountain peak and experiencing the sea of mist at Gunung Silipat. Additionally, it encompasses exploring the forest and mist. This content will be presented in the format of a Vlog video. A script detailing the travel itinerary, the unique way of life of local villagers, and vivid descriptions of the scenic beauty and atmospheric conditions encountered during the journey to Gunung Silipat is prepared. These elements are then compiled into a cohesive storyboard, providing a visual outline of the narrative.

Production step: Meeting with the team before filming and filming according to storyboards by collecting every detail of filming elements.

Post-production step: It involves checking the completeness of the video files filmed in the previous stage, preparing for graphics work, and selecting the best video and still images. This is followed by recording the narration and choosing background music. Afterward, the process includes editing both the images and sound, and finally, exporting the complete file before sending it to an expert. This entire process is carried out in alignment with the established concept of Sermthong (2010).

1) The video quality evaluation form is divided into two parts: Part 1 contains questions regarding the production of videos aimed at promoting tourism focused on the sea of mist at Gunung Silipat. This section is further divided into two aspects: the media side and the content side. Part 2 assesses the quality of the video media.

2) The questionnaire on tourism behavior and viewer satisfaction for the video promoting tourism at the Sea of Mist at Gunung Silipat is structured into three parts: (1) General

information, (2) Travel behavior, and (3) Audience satisfaction. This questionnaire was developed under the concept of Sirirak (2008) and Tuancha-em (2009).

Research Results

Tourists sampled in this research mostly watch travel media through Facebook, travel for 2 days and 1 night, like to relax from traveling, and often travel with friends.

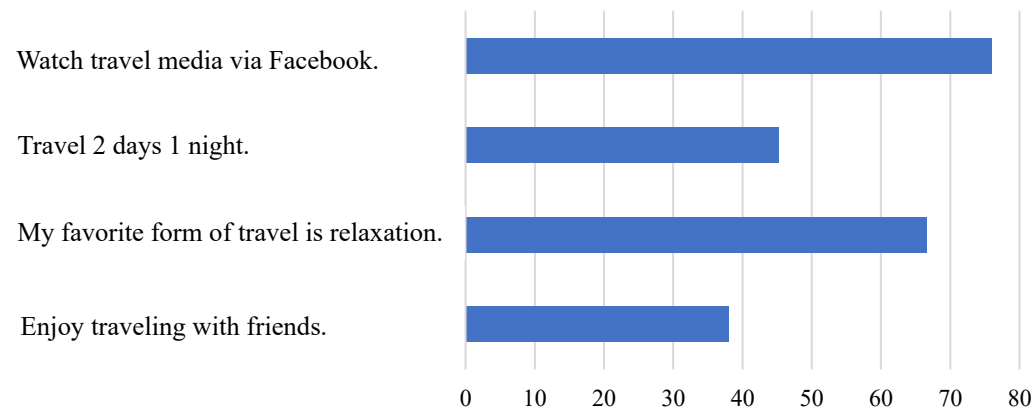


Figure 1 Number and percentage of tourists' behavior who watch a promotional video for tourism at the sea of mist at Gunung Silipat, Yala, Thailand

In the process of creating a promotional video for tourism at the sea of mist at Gunung Silipat, the assessment of media quality was conducted by three experts. The collective evaluation yielded a mean score of 3.80, with a standard deviation of 1.11. This categorizes the video as being of high quality. The results of the analysis in each area are found in figure 2.

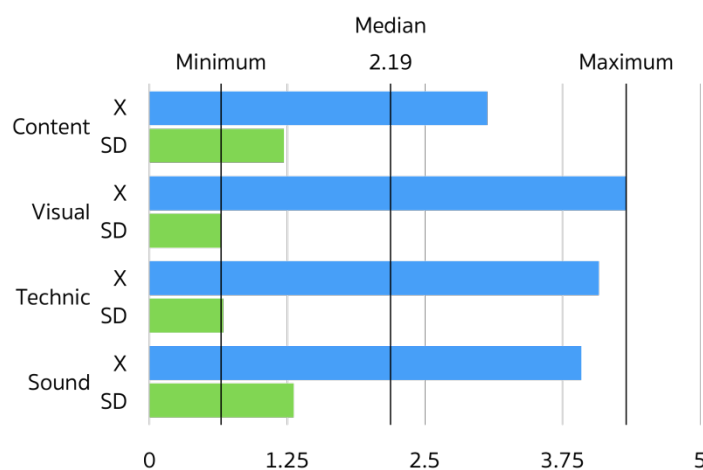


Figure 2 Media quality results from experts.

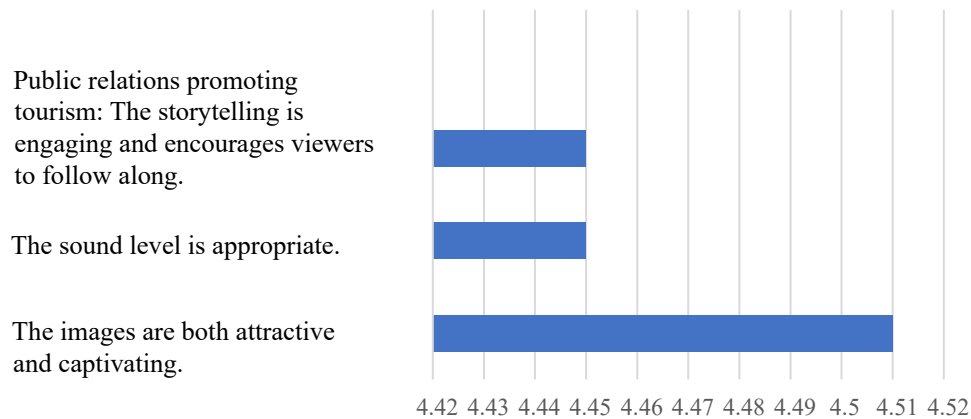
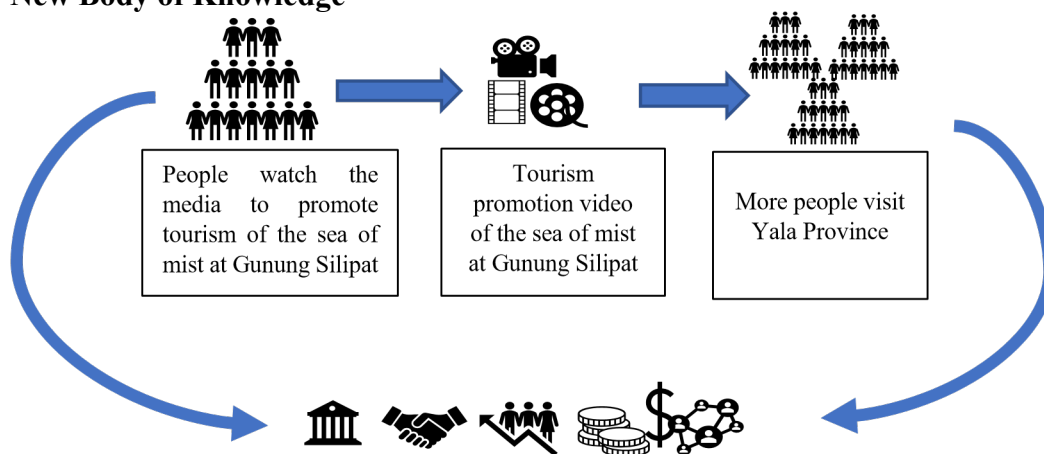


Figure 3 Results of viewer satisfaction evaluation for the tourism promo ion video the sea of mist at Gunung Silipat

New Body of Knowledge



- 1) Raise the level of income, quality of life, and society from tourism.
- 2) Provide a long-term investment in nature-based tourism.
- 3) Create network cooperation between government agencies and private and public sectors.
- 4) Stimulate income from selling tourism products through the network and online channels.

Conclusion and Discussion

Westvlaams's (1986) Tourist Behavior Model posits that tourists in the nature viewer category exhibit a preference for nature-related activities. The research results indicated that a majority of the sample expressed a liking for leisure-seeking travel activities. Specifically, 256 people, accounting for 66.70 percent, preferred camping, while 189 people, accounting for 49.20 percent, enjoyed walking and taking in the scenery. Additionally, 151 people, or 39.30 percent, expressed interest in adventure activities. This insight provided the researcher with a valuable understanding of tourists' preferences, enabling them to effectively convey the narrative to meet the expectations of video viewers, aiming to captivate, impress, and engage. The majority of sample that traveled to Betong have expressed their preference for traveling to Betong mainly with a group of friends. They enjoy leisure-seeking activities at 66.70 percent and camping at 49.20 percent and camping, preferred trips lasting 2 days and 1 night, and typically consume travel-related media through Facebook.

The quality of the video promoting the sea of mist tourism at Gunung Silipat in Betong, Yala, was deemed to be at a good level. This was attributed to the researcher's meticulous planning

and execution of the video, adhering to the principles outlined by Sermthong (2010). This process involved three key stages: pre-production, production, and post-production. Furthermore, the researcher incorporated the insights of Thongdaeng & Cheyjunya (2019) regarding Vlog-type videos. This approach facilitated clear and direct communication of the content to the target group.

In terms of viewer satisfaction, the evaluation of the tourism promotion video for the sea of mist at Gunung Silipat was rated at a high level. This was attributed to the researcher's adherence to the planning process outlined by Khattiya (2012). This process emphasized the importance of determining the format and creativity to ensure an engaging and relevant presentation for the intended audience. Recognizing that viewers have diverse preferences and backgrounds, the researcher tailored both the storyline and visual format to align with the research's target audience. Consequently, the use of various angles, images, and sound elements successfully captured the interest and approval of video viewers, resulting in a mean satisfaction rating of 4.42 with a standard deviation of 0.68. The researcher's production of a video to promote tourism in the sea of mist at Gunung Silipat aligned with the broader tourism plan outlined by Wattanasaengprasert (2018). This plan emphasizes the importance of nurturing internal strengths, positioning tourism to foster Thai pride and love for their country and encouraging participation in environmental conservation while preserving Thai cultural identity, as advocated by the Tourism Authority of Thailand.

The area of interest found from the research is that the information provided is sufficient for tourism tracking at the level average of 4.29 and S.D. 0.74 demonstrates the effectiveness that can be expected in the future, although media satisfaction levels are high, may result in adequate tourism. Therefore, there should be other information that is used for the preparation of tourism promotion media.

Recommendations

Tourists should continuously study the behavior and expectations of tourists to know if tourists have changed their behavior nowadays. To produce media to meet the needs of tourists, there should be cooperation with many agencies in the area to jointly develop in various dimensions.

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