

***The Usage Television Media That Taking Main Information From Trf Researches
Focused on Cultural Tourism in Nakhonthai District, Phitsanulok Province¹***

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Abstract

This research aims at using Television media that taking main information from TRF researches focused on cultural tourism in amphoe Nakhon Thai, Phitsanulok province to disseminate knowledge to the youths. The media has been developed from two TRF researches. Its scope has been on 3 groups: 1) secondary school students in amphoe Nakhon Thai, Phitsanulok province 2) secondary school students from outside and 3) foreign exchanged students. It is found from the research that this use of researches for creating media to disseminate knowledge to the youths leads to these learning outcomes: Group 1: secondary school students in amphoe Nakhon Thai, Phitsanulok province: documents which were gathered from three schools in tambon Neaun Pheum express that the evaluation rate of learning outcome is at highest level (4.53). Group 2: secondary school students from outside: documents which were gathered from three schools in Phitsanulok, Nontaburi and Samut Prakan express that the evaluation rate of learning outcome is at highest level (4.51). Group 3: foreign exchanged students: documents which were gathered from Chinese students in three universities express that the evaluation rate of learning outcome is at highest level (4.53). The use of these researches has been widely broadcasted to local administrations; for example, the office of Phu Hin Rong Kla National park, Ban Mai Rong Kla organization, mass media (e.g. Tourist Authority of Thailand, Phitsanulok office and The National Television Service of Thailand, Phitsanulok office, etc.) academic networks (e.g. Institute of Mekong-Salween Studies, Naresuan University, etc.) and social media.

Keyword : Television Media, to take advantage of TRF Researches, Cultural Tourism, Phitsanulok Province

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Introduction

In Thai society, television is the most popular media that Thai people widely access. Every single house which is able to apply the electricity has a television set as well. Television has become one necessity for Thai families. So, people are mostly updated with news and any knowledge by watching television rather than by through other media. Television media, like a window to the world, can directly present worldwide events to most people. Watchers have consequently grasped and got ideas or experiences through this efficient media. Being aware of the potential of television media, the researchers had got the idea of publicizing the knowledge of TRF researches to related public through television broadcast media. By this way, it would help in increasing the awareness of the stakeholders of the knowledge or researches.

This research applied contents of TRF researches about communities and area studies to publicize to public through television broadcast media created by students majoring in Technological and Communicative Education. Publicizing research findings to public is an essential step of making use of researches, which in fact they are key devices of solving problems and developing the country. Researches could increase the competitiveness in commerce aspect and strengthen the economy of Thailand to its goal of sustainably developed country. Consequently, the welfare of Thai citizens could be widely improved along with the changing climate and the world (Suthiporn Jitmittraphap, 2013: 9).

The TRF researches on communities and area studies had been broadly conducted in many fields, including agriculture; economy; social science; environment; art and culture; and tourism. Researches on cultural tourism in Phitsanulok province were selected as the data for being produced as television broadcast media by students majoring in Technological and Communicative Education, since this area is closed to and would be advantage on their living.

The researchers have been interested in developing learning techniques of broadcast media production as well as making use of researches related to cultural tourism in Phitsanulok province. So, this research aims to find out the quality of television broadcast media produced by students after the processes of studying and interpreting the contents; and the effectiveness of publicizing television broadcast media, based on research-contents, to public audience.

Research objectives

This research aims to publicizing knowledge based on TRF researches on cultural tourism in Nakhonthai district, Phitsanulok province through television broadcast media to the youths.

Research processes

This research is a practical research. Elements and steps of working are as followed:

1. Data – Two TRF researches on cultural tourism in Nuean Pueam sub-district, Phitsanulok province were adapted into 4 episodes of television broadcast media, which are:

1.1 *Tourism Network Building by Local Community to Develop the Traveling Routes in Nuean Pueam Sub-district, Phitsanulok Province* by Pichet Phumpanit, 2012.

1.2 *Guidelines for Developing Tourism Potential Arranged by Ban Rong Kla Community in Nuean Pueam Sub-district, Nakhonchai District, Phitsanulok province* by Po Wachirawongworakun, 2010.

Research population and sample groups

2.1 Population

2.1.1 Youths inside the studied area, which are students in three secondary schools in Nuean Pueam sub-district, Nakhonchai district, Phitsanulok province.

2.1.2 Youths outside the studied area, which are students in 29 secondary schools that are not in Nakhonchai district, Phitsanulok province.

2.1.3 Oversea youths in university level, which are Chinese students of Thai language program from 3 universities in Thailand.

2.2 Sample groups

The researchers chose specific sample groups from students in schools that agreed to participate in the program of publicizing the TRF researches through television broadcast media, which are:

2.2.1 Youths inside the studied area, including 123 students from Nakhonchai School; 138 students from Sriinrathitpitayakom School; and 93 students from Rachaprachanukro 23rd School.

2.2.2 Youths outside the studied area, including 87 students from Theysabarn 5th School (Wat Punpee) in Phitsanulok province; 64 students from Ratanathibeth School in Nontaburi province; and 79 students from Rachawinit Suwanabhumi School in Samutprakarn province.

2.2.3 Oversea youths in university level, including 61 students from Huachiew Chalermprakiet University; 30 students from Phranakhon Rajabhat University; and 34 students from Chandrakasam Rajabhat University.

Research Tools

3. An evaluation form on the television broadcast media based on research contents, evaluated by the youth audience

Specific Terms

4.1 Television broadcast media refers to the broadcast media which contents based on TRF researches on cultural tourism, as mentioned as data in this research, and produced by the students majoring in Technological and Communicative Education. Data were analyzed, interpreted and rearranged before the production. The complete broadcast media was presented to audience through television and radio channels.

4.2 Cultural tourism refers to the tourism that focuses on promoting the local culture of tourist attractions aiming to inspire new and broad worldviews to the tourists.

4.3 Learning in the site and community context refers to the learning of students, majoring in Technological and Communicative Education, who produced the broadcast media, along with people in communities in Phitsanulok province. The learning brought forth the cooperation in solving the communities' problems by the knowledge based on TRF researches. The process of learning had developed the close relationships and local patriotic awareness, as well.

4.4 Publicizing researches application refers to the development of television broadcast media for solving the communities' problems by applying knowledge based on TRF researches on cultural tourism. Contents for publicizing or the broadcast media were interpreted and produced by students, majoring in Technological and communicative Education of Education Faculty, Naresuan University. The publicizing made the public aware of the findings of TRF researches on cultural tourism and applied the knowledge for the communities' benefits.

Research findings

Part 1 Publicizing of knowledge based on TRF researches on cultural tourism in Nakhonthai District, Phitsanulok Province through television broadcast media to the youths

Two TRF researches on cultural tourism in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province were discussed and interpreted by the researches and students. Participants concluded the contents for being produced as the broadcast media into 4 episodes, as these:

Episode 1 Phu Hin Rong Kla National Park

Episode 2 Ways of life in Moo Bann Rong Kla

Episode 3 Hmong culture in Moo Bann Rong Kla

Episode 4 Ways of life in Bann Huay Nam Sai (Harmonic living of Hmong people in Moo 15, 16, and Thai people in Moo 17)

The researchers and students collected information and filmed places and people in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province, according to the

assigned plan. The four episodes of broadcast media were produced and publicized to the target youths through television and radio channels. Games and Q&A activities relating to cultural tourism in Nuean Pueam sub-district, Nakhonchai district, Phitsanulok province were added to all four episodes of the broadcast media. Results of the evaluation on the broadcast media by the target youths, sorting out according to the sample groups, are as followed:

Group 1 Youths inside the studied area, including students in three secondary schools. Evaluation results were:

- (1) Students from Nakhonchai School rated level of perception at the Highest (4.69)
- (2) Students from Sriinrathitpitayakom School rated level of perception at the Highest (4.63)
- (3) Students from Rachaprachanukro 23rd School rated level of perception at High (4.16)

Group 2 Youths outside the studied area, including students in three secondary schools in Phitsanulok province, in Nontaburi province, and in Samutprakarn province. Evaluation results were:

- (1) Students from Theysabarn 5th School (Wat Punpee) in Phitsanulok province rated level of perception at the Highest (4.60)
- (2) Students from Ratanathibeth School in Nontaburi province rated level of perception at High (4.16)
- (3) Students from Rachawinit Suwanabhumi School in Samutprakarn province rated level of perception at the Highest (4.70)

Group 3 Oversea youths in university level, which were Chinese students studying Thai language programs in three universities. Evaluation results were:

- (1) Students from Huachiew Chalermprakiet University rated level of perception at the Highest (4.58)
- (2) Students from Phranakhon Rajabhat University rated level of perception at High (4.14)
- (3) Students from Chandrakasam Rajabhat University rated level of perception at the Highest (4.77)

Summary of Evaluation by the Sample Groups on Contents of the Broadcast Media

Table 1 Summary of evaluation on Contents of the Broadcast Media

Item	Evaluation of Perception of Audience	Number of Evaluator	Rate / Number of Evaluator / Percentage					Average Rating
			5	4	3	2	1	
1	Perception about cultural tourism in Moo Bann Rong Kla in Nuean Pueam sub-district, NakhonThai district, Phitsanulok province	709	527	263	38	3	2	4.55
			74.33 %	37.09 %	5.36%	0.42%	0.28%	
2	Perception about tourism in Phu Hin Rong Kla National Park in Nuean Pueam sub-district, NakhonThai district, Phitsanulok province	709	505	288	38	2	0	4.56
			71.23 %	40.62 %	5.36%	0.28%	0.00%	
3	Perception about agricultural tourism in Moo Bann Rong Kla of Nuean Pueam sub-district, NakhonThai district, Phitsanulok province	709	498	273	58	2	2	4.51
			70.24 %	38.50 %	8.18%	0.28%	0.28%	
4	Perception about cultural tourism in Moo Bann Nam Sai of Nuean Pueam sub-district, NakhonThai district, Phitsanulok province	709	471	274	79	7	2	4.41
			66.43 %	38.65 %	11.14 %	0.99%	0.28%	
5	Positive attitude toward cultural tourism in communities of Nuean Pueam sub-district, NakhonThai district, Phitsanulok province	709	546	233	43	11	0	4.57
			77.01 %	32.86 %	6.06%	1.55%	0.00%	
6	Appreciation and concern in local culture in communities in Nuean Pueam sub-district, NakhonThai district, Phitsanulok province	709	486	262	75	6	4	4.46
			68.55 %	36.95 %	10.58 %	0.85%	0.56%	
7	Awareness of cultural value, relating to tourism, of communities in Nuean Pueam sub-district, NakhonThai district,	709	487	283	59	4	0	4.51
			68.69 %	39.92 %	8.32%	0.56%	0.00%	

	Phitsanulok province							
8	Possession of Ideas of participating in promoting and publicizing cultures of communities in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	515	259	49	6	4	4.52
			72.64 %	36.53 %	6.91%	0.85%	0.56%	
9	Requirement of participating with the public in promoting and publicizing hometown cultures to national level	709	529	248	52	4	0	4.58
			74.61 %	34.98 %	7.33%	0.56%	0.00%	
10	Requirement of participating with the public in promoting and publicizing Thai culture to international level	709	520	266	45	2	0	4.58
			73.34 %	37.52 %	6.35%	0.28%	0.00%	
Average rating of evaluation by the sample groups								4.53

According to the above table, an analysis is as followed: All three sample groups, which are youths inside the studied area, Nuean Pueam sub-district, Nakhonthai district; youths outside the studied area, in other district in Phitsanulok province, in Nontaburi province, and in Samutprakarn province; and oversea youths in university level who studied Thai language program in Thailand, rated their perception on all four episodes, which were based on researches on cultural tourism, at the Highest level (4.53). For minor topics, item 9 Requirement of participating with the public in promoting and publicizing hometown cultures to national level and item 10 Requirement of participating with the public in promoting and publicizing Thai culture to international level, were rated at the High level (4.58). The three figures showed that the television broadcast media, games and Q&A activities increased the youths' perception on and promoted positive attitude toward cultural tourism in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province. As a result, the youths were willing to participate with the public to promote and publicize Thai culture to national and international levels.

Part 2 Publicizing the television broadcast media

After the completion of the research, the researchers publicized the television broadcast media in the DVD form to other related sectors for creating wilder awareness, which are:

3.1 The community and local sector, including Phu Hin Rong Kla National Park, Bann Mai Rong Kla, and Bann Huay Nam Sai.

3.2 The mass communication sector, including the Phitsanulok province branch of Tourism Authority of Thailand, and the Phitsanulok province branch of the National Broadcasting Services of Thailand.

3.3 The academic network sector, including the Institute of Mekong-Salween Civilization Studies Naresuan University.

3.4 The social network sector, including Facebook, and Youtube, which all four episodes of the broadcast media were uploaded for worldwide appreciation.

Discussion on research findings

After studying the evaluation forms on the television broadcast media based on research contents on cultural tourism in Nakhonthai district, Phitsanulok province, evaluated by the youth audience, the researchers found significant issues should be discussed as followed:

1) All three sample groups of youths evaluated the effectiveness of publicizing the broadcast media at the Highest level. 2) The second high level of the evaluation focused on item 9 (the sample groups were inspired and willing to participate in promoting cultures in their hometown communities) and item 10 (evaluators wanted to participate in publicizing Thai culture to the international level. These two evaluation results reflected that the television broadcast media was efficient and could publicize knowledge based on TRF researches to the sample groups and created positive attitude toward cultural tourism in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province. They also proved that procedure according to processes of this research was effective for publicizing knowledge based on TRF researches to public.

The research showed the results agreeing with conclusions of Suthiporn Jitmittraphab (2013: 9) stated that publicizing knowledge based on researches needs more attentions and development, especially relating to the social application, and the welfare development, or the commercial application. Researches are key devices of getting knowledge for developing the country properly and sustainably. The achievement in publicizing would enhance the potential of the country in commerce aspect and strengthen the economy of Thailand in order to achieve its goal. Consequently, the welfare of Thai citizens could be widely improved along with the changing climate and the world.

Also, Piyatus Tusanawiwat and team (2005) found in their research of *Development of Research Application System* that ways of applying research findings started from the research fund providers who should prioritize the systematical research. Management of the research fund should be practical and encouraging researchers to conduct researches. Regulations, the follow up system, research publishing, and clinical application of the research results should proceed systematically. Moreover, the staff should be trained and encouraged to realize the importance of research application.

Suggestions

1. As it was found in this research that television broadcast media is an effective way of publicizing knowledge, so we propose that TRF researches on cultural tourism of other areas should be produced as television broadcast media and publicize to three groups of youths, inside, outside the studied area and oversea.
2. Television broadcast media related to cultural tourism should be evaluated, and the results should be publicized.

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