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## Development of Public Relations Media with Augmented Reality to Promote Tourism in Chang Klang District, Nakhon Si Thammarat Province, Thailand

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### **Abstract**

*This research aims to 1) develop public relations media to create awareness of creative tourism linking tourism routes with augmented reality technology in Chang Klang District, Nakhon Si Thammarat Province. and 2) assess the satisfaction of users of public relations media to create awareness of creative tourism, linking tourism routes with virtual reality technology. A graphic book can be read size A5 online and offline in promotional media. There is content about the history of Chang Klang District. His father's history is like the Wajasit Faith travel route Following the Dharma path of the noble monks of the southern region Phrakru Phisit Atthakhan (Father Than Klai Wajasit) Tourism map of Chang Klang District Agricultural tourism attractions, local food, and local wisdom/folk philosophers. The sample group used in the research included tourists visiting community tourism in Chang Klang District, Nakhon Si Thammarat Province, which uses data collection from satisfaction questionnaires. The sample size was determined to be 400 people. Tools used in developing public relations media using augmented reality technology include the CANVA, Inshot, and Zappar applications. The tool used to assess satisfaction with use is a satisfaction assessment form. Statistics used in research include mean and standard deviation. Development of public relations media to create awareness of creative tourism, linking tourism routes with virtual reality technology. Chang Klang District Nakhon Si Thammarat Province Adhering to the 3P media production principles, research results found that 1) Develop public relations media to create awareness of creative tourism, linking tourism routes with virtual reality technology. It is a promotional media book for Chang Klang District, and you can read information about Chang Klang tourism. And you are following the Dharma path of the noble monks of the southern region Phrakru Phisit Atthakhan by scanning the AR Code on the cover to view the story in video media. 2) Results of the evaluation of satisfaction with using public relations media. Overall, it is high level ( $\bar{X}=4.46$ ,  $S.D. = 0.49$ )*

**Keywords:** *Public Relations Media, Augmented Reality, Tourism Promotion, Chang Klang District, Nakhon Si Thammarat Province, Thailand*

### **I. Introduction**

This research project is the Development of Public Relations Media with Augmented Reality to Promote Tourism in Chang Klang District, Nakhon Si Thammarat Province, Thailand. It is a collection and survey of the area. Chang Klang District Nakhon Si Thammarat Province This area connected to Chawang District has natural beauty and is popular with tourists, such as

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Khao Soon, waterfalls, and hot springs. Notably, the people of Chawang District have a lot of faith in Father Than Klai Wajasit [1] and local wisdom tourist attractions. Chang Klang District, Nakhon Si Thammarat Province, is a city with a long history. It was a place for training war elephants in the Ayutthaya period. It is a district complete with nature, culture, and abundance. It is next to Lan Saka District, known for having the best weather in Thailand. In addition to being a natural area and has religious significance. It is also a route for faith tourism. Following in the footsteps of the Dhamma of the noble monks of the southern region, Phrakru Phisit Atthakhan (Father Than Klai Wajasit) consists of 5 places: 1) Wat That Noi, where his body is kept. Still residing here are 2) Ban Khok Tue Memorial, 3) Wat Chandee, 4) Wat Rat Bamrung or Wat Tai, which is the origin of Wat Suan Khan, and 5) Wat Suan Khan.

Exploring tourist attractions in Chang Klang District Nakhon Si Thammarat Province found information about tourist attractions. Publishing information about tourist attraction's location and tourist attraction information There is still little public relations regarding tourist attractions, including details about online tourist attractions scattered on various websites. This makes it difficult for tourists who need to improve at using online technology to access information. And finding information about tourist attractions is not convenient. In addition, some tourists still choose to use maps to decide where to look for travel routes in the locations of various tourist attractions, which are used a lot in the travel planning process. It is choosing a route and choosing tourist destinations as appropriate. However, when using the map, one must always be aware that the map has characteristics that are weak points or limitations, namely Being still images and text. They are also small, challenging to see, and have some symbols that need to be understood. It also needs to be multimedia. Therefore making it less attractive. However, the rapid technological change has forced the tourism sector to adapt. And prepare to keep up with changes. The knowledge must be managed systematically, including applying technology and innovation to promote tourism appropriately. Significantly, augmented reality technology (Augmented Reality: AR) [2] is a field of science that combines reality (real world) with the virtual world (virtual world). It is the development of technology that combines the real world and virtual reality through software and various connected devices such as video cameras or other related devices. The virtual image will be displayed on the computer screen. Or on different display devices, where the virtual images appear to interact (Interactive) with users immediately. It may look like a three-dimensional still image. Or it may be media with sound effects, by using the method of overlaying 3D photos or other digital media. It is located in the virtual world. Go to the images that are seen in the real world. (via a camera or other device such as glasses, tablets, or mobile phones) which displays images in real-time [3]

The above importance motivates the researcher to develop the concept of public relations media to create awareness of creative tourism in Chang Klang District, Nakhon Si Thammarat Province, in response to the university's spatial development strategy. To create outstanding and specialized excellence according to Nakhon Si Thammarat Province's spatial identity in the past year. The researchers received scholarships for research on developing sustainable tourism programs in Chawang District, Nakhon Si Thammarat Province research last year. It was discovered that the Chang Klang District Nakhon Si Thammarat Province, which is connected to the area of Chawang District, has the potential to be developed into a creative cultural tourist destination. Whether it is the potential of natural tourism, culture, community, local wisdom, etc. Therefore, the researcher foresaw the opportunity and potential of the area. Chang Klang District Nakhon Si Thammarat Province to generate income by developing secondary cities into culturally creative tourism cities and promoting sustainable economic circulation. In this

study, the researchers used augmented reality (AR) technology to develop public relations media to create awareness. Community identity to connect tourism routes tells the story of a tourist destination and is easy to understand for tourists and viewers, Including knowledge management in creative tourism. To be widespread and publicize tourist attractions to be more well-known and help generate income for the community when there are more tourists.

## **II. Theoretical Framework**

A theoretical framework for developing Public Relations Media with Augmented Reality to Promote Tourism in Chang Klang District, Nakhon Si Thammarat Province, Thailand. Involves combining principles from public relations, media studies, augmented reality, and tourism marketing, focusing on Thailand's unique cultural and contextual aspects. Here's a suggested theoretical framework.

### **A. Cultural and Contextual Considerations**

Cultural Dimensions Theory: Considers cultural factors influencing communication preferences and perceptions in the Chang Klang District area. Nakhon Si Thammarat Province is an area connected to the Chawang District area and can be developed into a creative cultural tourist destination whether it is the potential of natural, cultural, community, local wisdom tourist attractions, etc. Cultural tourism theory: Exploring how augmented reality can enhance the cultural tourism experience. Emphasis is placed on the long history, traditions, and local wisdom.

### **B. Public Relations (PR) Theory**

Public relations theory is a strategy and process used to build and maintain a good relationship between an organization or individual and its public relations or essential target audience [4]. This could be customers, investors, the general public, the media, and director groups. Integrate cultural context into public relations strategies to ensure AR campaigns align with and respect Thai cultural values.

### **C. Augmented reality (AR) theory**

Focuses on enhancing the user experience through AR [5] to create immersive and memorable interactions with Chang Klang District tourism content. Nakhon Si Thammarat Province. And Exploring Thai tourists' acceptance and adoption of AR technology in the context of travel and tourism.[6]

### **D. Technology Integration Strategy**

Examine the factors influencing the adoption of AR in the Thai tourism industry. Considering the role of innovators, those who used it in the beginning, and the number of tourists on a large scale, and explore how technological innovations such as AR are spreading through the tourism sector in Thailand and impacting the tourist experience. [7]

### **E. Measurement and Evaluation**

Cultural participation Measuring to evaluate public relations media with AR to attract tourists with culture and local communities, Including tourists' satisfaction with public relations media.

This theoretical framework provides the foundation for designing, implementing, and

evaluating augmented reality promotional materials to promote tourism in Chang Klang District. Nakhon Si Thammarat Province, especially Considering the value of culture and factors in adopting technology that is unique in the context of Chang Klang District. Nakhon Si Thammarat Province.

### **III. Methodology**

Developing public relations media to create awareness of creative tourism, linking tourism routes with AR technology. Use the tool with the Zappar program [8]. The research tool used by the researcher is a satisfaction assessment form. It is a 5-point Likert-type rating scale [9]. The population is people whose hometown is in Chang Klang District. Nakhon Si Thammarat Province tourists or the general public. The sample was selected using a specific method, namely tourists who come to travel in the community's way of life. By using data collection from satisfaction questionnaires. The sample size was set to be 400 people. While researching, public relations media creates awareness of creative tourism, linking travel routes with virtual reality technology. Chang Klang District Nakhon Si Thammarat Province Performance results in this activity Developed according to the 3P media production principles:

#### **A. Pre-Production**

The researcher has visited the area to collect data. To develop public relations media for community tourism routes in the form of A5 size books that can scan the AR Code, various images and video information will appear by studying and analyzing documents, concepts, theories, and research regarding creative tourism knowledge in Chang Klang District. Nakhon Si Thammarat Province and secondary data from related documents to provide a framework for creating tools. Study the principles and methods for creating public relations media using virtual reality technology with Zappar. Determine the content of public relations media to create awareness of creative tourism, linking travel routes with virtual technology. Chang Klang District Nakhon Si Thammarat Province is as follows:

- The public relations media creates awareness of creative tourism, linking travel routes with virtual reality technology. Chang Klang District Nakhon Si Thammarat Province It will be in the form of promotional media, a graphic book, size A5, and can be read online and offline. There is content about the History of Chang Klang District. His father's history is similar to the Wajasit Faith travel route Following the Dharma path of the noble monks of the southern region Phrakru Phisit Atthakhan (Father Than Klai Wajasit) Tourism map of Chang Klang District Agricultural tourism attractions Tour programs and activities local food and local wisdom/folk philosophers.
- The public relations media sign Faith travel route It is a design for a map of faith tourism routes. Following the Dharma path of the noble monks of the southern region Phrakru Phisit Atthakhan (Father Than Klai Wajasit) consists of 5 places: 1) Wat That Noi, where his body is kept. Still here are 2) Ban Khok Tue Memorial, 3) Wat Chandee, 4) Wat Rat Bamrung or Wat Tai, which is the origin of Wat Suan Khan, and 5) Wat Suan Khan. All 5 locations can use virtual reality technology to scan. To view stories and photo galleries.

#### **B. Production**

The development of public relations media creates awareness of creative tourism, linking tourism routes with virtual reality technology. Chang Klang District Nakhon Si Thammarat Province Use a video editing program to tell your story. Transferring information about tourist

attractions and local wisdom/folk philosophers. The details are as follows:

- Public relations media creates awareness of creative tourism, linking travel routes with virtual reality technology. Chang Klang District Nakhon Si Thammarat Province The steps are as follows: 1) Prepare content and illustrations. 2) Prepare public relations media. Set the size used for printing, A5 size. 3) Layout 4) Arrange text and images using the Canva program.[10]
- Production of video media telling the story of the central elephant and the history of Father Than Klai Wajakit 1) content analysis and writing the video script 2) setting the date, time, and appointment of the location and preparing equipment for video filming; and 3) proceed with filming according to the video script.



**Figure 1:** Pictures of the Video Media Production Process

**Source:** Prepared by the Authors.

- Editing images and sound Follow the video script using the Inshot application [11] and upload the video clip to the YouTube Channel.

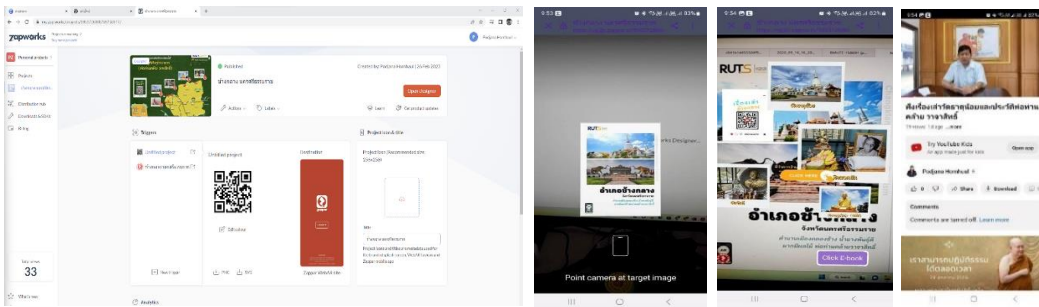


**Figure 2:** Editing Images and Sound Using the Inshot and YouTube Channel.

**Source:** Inshot application and YouTube channel.

- Link videos with Zappar at the website <https://zap.works/> to create Zapcode by creating Zapworks Content to add information, images, or other videos. You can upload data, audio, images, videos, etc. When you are finished entering all the information, click Publish to publish the Zapcode image data that has been created. Testing with a Smartphone.





**Figure 3:** Displaying Public Relations Media Using AR Technology with a Smartphone  
**Source:** Zappar and Smartphone.

**C. Post-Production**

When developing public relations media to create awareness of creative tourism, linking tourism routes with augmented reality technology, Chang Klang District Nakhon Si Thammarat Province has been completed. The researcher has used public relations media to create awareness of creative tourism, linking tourism routes with virtual reality technology. Five experts for evaluating public relations media for online and offline community tourism routes. Statistics used in research include percentages, averages, and standard deviations. By comparing the results with the evaluation criteria as follows [12]

In this research, The researcher has set the criteria that satisfaction of developing applications that can be used Must be at a c and should have a standard deviation not exceeding 1.00.

**IV. Results**

The Development of Public Relations Media to Create Awareness of Creative Tourism in Chang Klang District, Nakhon Si Thammarat Province. The research results can be summarized as follows:

The results of developing public relations media to create awareness of creative tourism linking tourism routes with augmented reality technology. Chang Klang District Nakhon Si Thammarat Province. It is in the form of public relations media, size A5, and can be read both online and offline about the History of Chang Klang District and his father's history like his right speech faith travel route, Map of Chang Klang District Tourism, agricultural tourism program, and tourist activities, local food, and local wisdom/folk wisdom. Scanning the AR Code on the cover to see the story in the form of video media.



**Figure 4:** Show the Front-Back Cover of Chang Klang District Public Relations Book  
**Source:** Prepared by the Authors.

Results of the satisfaction assessment of users of public relations media to create awareness of creative tourism, linking travel routes with AR technology.

**Table- I:** Summary of Evaluation Results of Public Relations Media Creating Awareness of Creative Tourism Linking Tourism Routes with AR Technology.

Evaluation list	Evaluation results		
	Average	Standard Deviation	level of satisfaction
Design and Editing	4.83	0.29	Very high
Content	4.30	0.50	high
AR Technology	4.14	0.64	high
Overall benefits	4.58	0.54	Very high
Overall average	4.46	0.49	high

The results of the satisfaction assessment of users of public relations media create awareness of creative tourism, linking travel routes with AR technology, Chang Klang District, Nakhon Si Thammarat Province. A study was conducted on the satisfaction of general service users by distributing satisfaction assessment forms for using public relations media for tourists. The public of 400 people who used public relations media found that the overall average was a high level. The mean is 4.46, and the standard deviation is 0.49.

## V. Discussion

The study collected contextual information and knowledge about creative tourism in Chang Klang District. Nakhon Si Thammarat Province collects information from people in the community and community stakeholders and studies the needs of users of the digital platform to manage creative tourism knowledge in Chang Klang District. Nakhon Si Thammarat Province Create awareness of creative tourism. Connect travel routes from surveys of user needs on digital platforms. To manage knowledge about creative tourism in Chang Klang District, Data will be collected for presentation on digital platforms and promotional materials. Father's history is like the right words and sets the path for one's faith journey. Following in the footsteps of Dhamma (Luang Pho Klai Watchasit), which will have five related locations: Wat That Noi, Ban Khok Tue Monument, Wat Chandi, Wat Rat Bamrung or Wat Tai, and Wat Suan Khan. Gather knowledge to promote tourist attractions by developing media. Public relations to create awareness of creative tourism, linking travel routes with virtual reality technology. Chang Klang District Nakhon Si Thammarat Province It will be in the form of A5-sized public relations media and can be read online and offline. Users can read and view stories using AR technology as well as research. Developing an interactive visualization system based on Augmented Reality Technologies and the integration into a tourist application. Multimedia personalized interactive information to increase the tourist experience of the user, who can retrieve this information through a user-friendly interface. [13] Concept of using AR to help navigate in outdoor environments. It may be a topic related to tourism as a whole.[14] Creating an AR city model allows users to interact with and modify city information.[15] Comparing AR tools used in tourism. Culturally and comparing the results of use. [16] There is also research on promoting tourist attractions in Maha Sarakham Province using AR technology [17] and the development of virtual cultural tourism technology in Nakhon Sawan Province [18]. This research aims to promote the promotion of cultural education in tourist destinations. From this research, the Satisfaction of public relations media users creates awareness of creative tourism, linking travel routes with AR technology. Chang Klang District

Nakhon Si Thammarat Province received survey results matching the specified objectives. The general public. Using media relations, it was found that the overall level was high. It is an introduction to augmented reality technology. It is a new dimension of tourism in line with the research of Songsiri Wijiranont (2019) [19] on the development of public relations media using augmented reality technology to promote tourism in the lifestyle of the Ku Bua community. Ratchaburi Province, Amnat Hangsa (2017) [20] Augmented reality public relations media for tourism, Phra Nakhon Si Ayutthaya Province. It uses AR technology. It can be a public relations medium. It is a way to convey the stories of tourist attractions. And easy to understand for tourists and viewers, including extensive management of creative tourism knowledge. Promote tourist attractions to be more well-known and help generate income for the community when there are more tourists.

## VI. Future Work

In the future, the development of public relations media to create awareness of creative tourism. Chang Klang District Nakhon Si Thammarat Province New applications in media development using augmented reality (AR) technology should be explored that can be applied in developing augmented reality (AR) technology. It should be developed in the form of a continuous application. There should be a system recommending tourist attractions, accommodations, restaurants, and travel routes to connect important cultural, natural, and historical places and cafes.

## VII. Acknowledgment

The researcher would like to thank all stakeholders who participated in the success of this research with good cooperation from entrepreneurs, community leaders, as well as tourists, and other related parties. as well as faculty and research personnel as well as academic services from the Faculty of Management Technology Rajamangala University of Technology Srivijaya who give advice on making the research successful and any benefits received from this research The researcher would like to dedicate the parents who supported and taught as well as instilled morality and patience as well as all teachers who can provide knowledge to researchers from childhood until the present. As a result, this research is complete.

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