



# SSAMIC



THE PROCEEDINGS OF

THE 6<sup>TH</sup> SOCIAL SCIENCES, ARTS  
AND MEDIA INTERNATIONAL CONFERENCE 2019



13-14 JUNE 2019

SRINAKHARINWIROT UNIVERSITY  
BANGKOK, THAILAND

[WWW.SSAMIC.COM](http://WWW.SSAMIC.COM)



## Peer Review Committee

### Thailand

- Adjunct Professor Aree Sutthipun  
National Artist, Thailand
- Professor Dr. Naraphong Charassri  
Faculty of Fine and Applied Arts, Chulalongkorn University, Thailand
- Professor Dr. Wiroon Tungcharoen  
Royal Endorsement, Thailand
- Professor Dr. Weerachat Premananda  
Chulalongkorn University, Thailand
- Professor Jayant K. Rontray  
Asian Institute of Technology, Thailand
- Associate Professor Prit Supasetsiri  
Vice president, Srinakharinwirot University, Thailand
- Associate Professor Supa Pancharoen  
Faculty of Humanities, Srinakharinwirot University, Thailand
- Associate Professor Dr. Manop Visuthipat  
Faculty of Fine Arts, Srinakharinwirot University, Thailand
- Associate. Prof. Mokbul Morshed Ahmad  
Asian Institute of Technology, Thailand
- Associate Professor Chanthana Iamsakun  
Dance Expert, Thammasat University, Thailand
- Associate Professor Wunarat Tungcharoen  
Art Expert, Faculty of fine art, Srinakharinwirot University
- Assistant Professor Dr. Rawiwan Wanwichai  
Faculty of Fine Arts, Srinakharinwirot University, Thailand
- Assistant Professor Dr. Noppadol Inchan  
College of Social Communication Innovation,  
Srinakharinwirot University, Thailand
- Assistant Professor Dr. Preeyaporn Chareonbuth  
Faculty of Liberal Arts, Ubon Ratchathani University, Thailand
- Assistant Professor Dr. Srirath Pakdeeronachit  
College of Social Communication Innovation,  
Srinakharinwirot University, Thailand
- Assistant Professor Dr. Anchalee Jansem  
Faculty of Humanities, Srinakharinwirot University, Thailand



## Overseas

- Professor Niyi Coker  
School of Theatre Television and Film  
San Diego State University, United State of America
- Professor Dr. David A. Smyth  
University of London, United Kingdom
- Professor Dr.Huang Dou  
College of International Culture & Education Guangxi Teachers,  
Education University, China
- Professor Dr.Kim Pereira  
College of Fine Arts, Illinois State University, United State of America
- Professor Dr.Kedar Nath Sharma  
Department of Sanskrit, University of Jammu, India
- Professor Dr. Samuel Leong  
Interdisciplinary Studies, Miriam College, Philippines
- Professor Dr. La Verne de la Peña  
University of the Philippines Diliman, Philippines
- Professor Dr.Yudi Aryani,M.A.  
Indonesian Institute of the Arts, Indonesia
- Professor Dr. Herbert Wattenhofer  
Zürich University of Applied Sciences, Switzerland
- Professor Connie de Veer  
School of Theatre & Dance, Illinois State University, United State of America
- Professor Karen Coats  
Illinois State University, United State of America
- Professor Rong Bin  
Guangxi University for Nationality, China
- Professor Leon Rubin  
University of Essex, United Kingdom
- Professor Sandra Zielinski  
College of Fine Arts, Illinois State University, United State of America
- Professor Sandi Zilenski  
Illinois State University, United State of America
- Professor John C.Stark  
Illinois State University, United State of America
- Professor Naren Chitty  
Macquarie University, Australia
- Professor YangYun BaiNi  
Dali University, People's Republic of China
- Professor Ruth Mora Ordonez  
Faculty of Fine Arts, Autonomous University of Chihuahua, Mexico
- Professor Dr. Hanafi Hanafi Bin Hussin  
University of Malaya, Malaysia



## Overseas

- Professor Dr. Tan SooiBeng  
School of the Arts, Universiti Sains Malaysia (USM), Malaysia
- Professor Joyce Koh Bee Tuan  
Nanyang Academy of Fine Arts (NAFA), Singapore
- Associate Professor Dr. Anissa Siu – han Fung  
The Hong Kong Institute of Education, Hong Kong
- Associate Professor Lauren Lowell  
Illinois State University, United State of America
- Associate Professor Dr. Fabiola P. Ehlers-Zavala  
Colorado State University, United State of America
- Assistant Professor Lauren Bratslavsky  
Illinois State University, United State of America
- Assistant Professor Dr. Mario Santoso  
Universitas Pelita Harapan, Indonesia
- Dr. Le Van Hai  
National Institute of Advanced Industrial Science and Technology, Japan
- Dr. Lourdes K. Samson  
School of Arts and Design, the Holy Spirit Manila, Philippines
- Dr. Nguyen Binh Duong  
Foreign Trade University, Vietnam
- Dr. Thomas Manhart  
Dean of Music Department Music: School of the Arts (SOTA), Singapore
- Dr. Sal Murgiyanto  
Yogyakarta Senrepita Dance Critic Community, Indonesia





THE 6<sup>TH</sup> SOCIAL SCIENCES, ARTS  
AND MEDIA INTERNATIONAL  
CONFERENCE 2019

	Page
<b>Acknowledgements</b>	4
<b>Proceeding Contents</b>	13
<b>1 Animated Connections: Transnationalism, Collaboration, and Multimedia in Animated Film Production</b> Shannon Brownlee	14
<b>2 Filipino Cultural Representations in Erin Entrada Kelly's Hello, Universe</b> Mairenallen Joy M. Basilio Preeyaporn Charoenbutra	24
<b>3 “Red Onion White Onion”: Reconstructing an Indonesian Folktale, Rewriting Childhood</b> Clara Evi Citraningtyas Karina Viella Darminto	30
<b>4 From screen to film-induced tourism</b> Walaiporn Rewtrakunphaiboon	37
<b>5 Development of OTOP Products Display Design inspired by King’s Bhumibhol’s Sufficiency Philosophy of Korruak Community, Maemo District, Lampang Province</b> Pannathat Kalaya	43
<b>6 The Psychology behind naming products with mythological characters</b> Nattaya Piriyawiboon	55
<b>7 The Development of Online Learning Titled ASEAN Music among Secondary School (Matayom one) at Marialai School, Bangkok</b> Natthapreya Piathong Sitsake Yanderm	62
<b>8 Study of Students Music Organization Lesson Plans for Grade One at Wat Ratchaphatikaram School in the Dusit District of the Province of Bangkok, Using the Concepts of Carl Orff</b> Chutima Somboon Sitsake Yanderm	71
<b>9 The Development of drama activities in the form of Luang Wichitwatakarn drama to promote self-sufficiency values</b> Archaree Poonkasem Piyawadee Makpa Kusuma Theparak	79
<b>10 Participation Process In The Revival Of "Fon Thai Phuan" In The Thai Phuan Community In The Nakhon Nayok Province</b> Kreaangkrai Subhong Noppadol Inchan	91



11	<b>A Study of Contemporary Thai music Based on Traditional Thai Music</b>	99
	Rujee Srisombut	
12	<b>A Child's Development of Self-Acceptance in Erin Entrada Kelly's Hello, Universe</b>	109
	Pinya Pongpeera	
	Preeyaporn Charoenbutra	
	Mairenallen Joy M. Basilio	
13	<b>Reality media :The future of tourism public relations media in Thailand</b>	<b>118</b>
	Jirawat Sookkaew	
	<b>Pheeraphon Changjaikla</b>	
14	<b>Bullying among children in R.J. Palicio's Wonder</b>	128
	Nuttawadee Phakphian	
	Preeyaporn Charoenbutra	
	Nattaya Srisakda	
15	<b>Identification of Components and Attributes of the Organizational Core Competency, Individual Core Competency and Performance</b>	135
	Penjor	
	Pusanisa Thechatakerng	
16	<b>Teach Less, Learn More Development of Drama Activitiesto Enhance the Social Media and Online Literacy of Prathom Sixth Students</b>	146
	Noochanat Ruensuk	
	Piyawadee Makpa	

### Creative work

17	<b>Experimental Book Design Project based on Thai Flowers written in the Tale of Khun Chang Khun Phaen which graphically inspired by the Lai Thai Pattern of Traditional Intricate Paper Cutting Techniques of Songkhla in Southern Thailand</b>	163
	Pannee Virunanont	
18	<b>Taipei Organic Sound</b>	173
	Tso-Yu Chiang	
19	<b>FORM AND SPACE</b>	182
	Kittipan Chinwannachot	
20	<b>Change Through Time...2019</b>	188
	Khema Changchaya	
21	<b>The Politic in Taiwan and the Role of Art in the 21st Century</b>	194
	Kunakorn Phonsuwan, Watcharee Laochaiyapruerk, Chakrapong Patlukpha and Nattida Theeranatsin	
22	<b>Perfect Combination of Taiwan</b>	197
	Tawaranurak Pijak, Thintalay Jirapat, Hevarotorn Dares, Phianchana Panee, Phorkrathok Amonrat, Yanderm Sitsake and Suwankangka Pawatchai	
23	<b>Faculty of Fine Arts, Srinakharinwirot University' Typeface</b>	202
	Naphoong Hormyam	





## Reality media: The future of tourism public relations media in Thailand

Jirawat Sookkaew and Pheeraphon Changjaikla

University of Phayao, Thailand. Email: jirawat.so@up.ac.th

Kasem Bundit University, Thailand. Email: boowon\_09@hotmail.com

### Abstract

The tourism business is considered one of the primary incomes of Thailand. This is caused by many supporting factors especially by tourism public relations media. It is an essential factor that makes tourists decide to visit Thailand. The form of public relations media can be categorized into two types; traditional media and new media. The rise of a plethora of new media has provided consumers with extensive options for actively providing information on services and products. (Thorsten, 2010). There is another form of digital media that simulates images, sounds and 3D displays which allow users to view the simulating virtual reality in a semi-virtual world using electronics such as smart phones. This media type is reality media called AR (Augmented Reality) and VR (Virtual reality). Both of them will improve the experiences of tourism by creating virtual reality for tourist to experience Thailand as they were in Thailand. The digital reality media can be used as a public relations channel to impress tourists. The new publicity media will create more attraction for tourism in Thailand and also promote and drive the tourism industry.

**Key Words:** Tourism media, reality media, Virtual Reality, Augmented Reality.

### Introduction

The tourism business is considered the main income of Thailand. The tourism business in the country is still growing every year, which shows the opportunity to generate more income for entrepreneurs and tourism businesses. The public relations approach helps people who receive the media. At present, the forms of public relations media are varied. The fields of advertising and public relations have embraced social media as a relationship building and sales tool, linking people to brands, people to people, people to organizations, and organizations to organizations. (Michael, 2014.) This shows that the public relations media helps to create the connection between who wants to communicate, present information and the media recipients. The messenger must choose the format of the media to suit the target group and have develop the media to suit the era as well as tourism media requires self-development in order to create an impression and communicate appropriate content for tourists of that era. The media format is developed and adapted to the technology of that era. It can be develop according to this era by digital culture, which involves the speed of social change to change technology and society in a short period of time (Gere, 2002) and digital media make communication more participatory and the new media style is suitable for the new generation as well. now, that the world has a data connection with the internet; by sending information, news, publishing media is faster and easier every day. Large data files can be sent over the internet by a few seconds. The world became euphoric about how this technology was changing the way we think. The changes were being brought about by people and that they were the change agents. This shows the changing of media formats according to the technology developed by that era. In the present era, media and advertising are popular



with social media or online society. During its brief history, the internet transformed its tools for interactive publishing (Alžbeta,2015.) The form of media developed itself continuously. The format of the media has been modified. There is a way to present the excitement to the media in a new way. (Deighton, 2009.)

### What's Reality Media?

The birth and development of digital media technology is based on the development and popularization of computer, it is a new comprehensive and practical information technology at the end of twentieth Century, its purpose is to "establish a more harmonious artificial environment" (Luo, 2017.) By using Reality media to show results by creating images and real recognition to the media user, which must be used in conjunction with the display device, such as glasses, monitors, Smartphone or other devices. The user will get to know the virtual sound image while using that media. The use of Reality media technology is used in a wide range of industries including industrial, medical, military, education and public relations. This results from users of Reality media in each industry. There is a positive trend from using this type of media. (Randy, 2003.) By using Reality media, users can experience virtual reality. In the tourism industry in Thailand, it should give priority to the production of Reality media; to promote tourism and help increase the interest and novelty in the form of presentation of content and information in the media category.

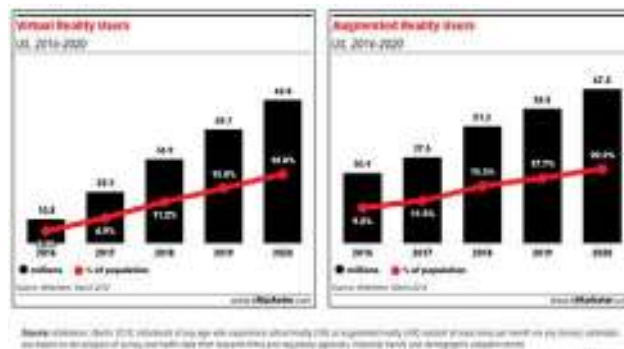


Figure 2: Graph show the growth of VR and AR user from 2016 – 2020

**AR (AUGMENTED REALITY)** AR (Augmented Reality) technology is one of the forms of Reality media technology that brings 3D images or virtual images to display through display devices such as mobile phones. By using the camera to check the image for image processing or designated areas and then process with the database to cause the display as specified. AR is taking digital or haptic sensations and overlaying them over in a real-time environment. AR allows the user to see the real world, with virtual objects superimposed upon or composited with the real world. (Gregory,2013.) Currently, AR technology has become more active. With the growth of media, technologies and innovations that are easier to reach to consumers. AR technology has been developed from the invention of VR technology, which consists of 3 main processes:

- 1.The process of scanning the image or the position of the marker by the marker will act as a point or display area, most of which is an image that is displayed or told to the user that this area can use the camera or application for use in.
- 2.Scan the image to send to the Sever or the program for processing.
3. When the system receives the marker image to translate the display data. The system will display the result as specified. In the area on the marker or where the information is inserted in the sever. By using AR media, it is the use that users use to see objects or digital images, while the real world for AR technology is comparable to the wonders of technology. Because it is a virtual projection created from computer technology onto objects that support such virtual images. Causing a virtual image displayed on the real





world. This technology has been used in a wide range of industries such as manufacturing, engineering, medical and industrial education. This also has many world-class industries that use this technology in organizations to develop modern organizations and help them succeed.

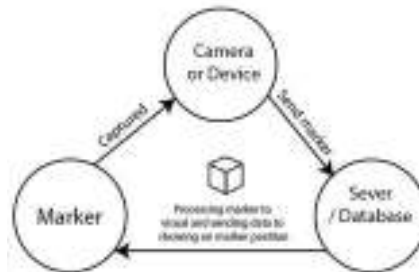


Figure 2: AR process

### ***Application and implementation of AR technology for supporting the tourism industry***

As well as tourism business and adopting AR technology for promotion and media in public relations and marketing is also considered an interesting form too.

When analysing from the media design pattern that is appropriate and consistent, products and modes of tourism in Thailand can be classified into media formats that can be used for creating and producing media as follows.

**1.) Group of products**, souvenirs, food, arts and crafts products of communities and tourist attractions are income from the country from spending in the tourism industry. Partly from traditional handcraft products. These products emphasize reminder or to remember the attractions that have been visited and having to buy back to their hometown.

Since previous studies has ignored the importance of a marketing mix towards behavioural intention to souvenir-purchase, it is crucial to create the instruments and marketing strategies that can support the development of marketing mix in future souvenir business ( EFNI SIREGA,2017.)

This introduces public relations tools for souvenir products. Another way to help tourists become more interested in products is by using AR media to promote products, it can be used to promote products both offline and online distribution such as providing information about that product at the point of sale in the form of AR display in the store or source of products. Researchers tested AR to Enhance the Shopping Mall Experience, which is the use of AR technology in conjunction with department stores to promote sales within the mall. The results show that most of the individuals in this sample are willing to use the features of the proposed technological hypotheses and, thus, would use the AR application on their Smartphone when visiting a shopping mall. (Filipe,2012.)

Using AR application to turn the customer's home into the showroom. It doesn't require storage space or stock availability, nor does it require a space to exhibit the products. All of this can now be contained within a device that fits into the customer's hands. (Flixmedia,2018.) This shows that customers can make their own decision from home and make purchasing decisions easier; and is a technology guide for online shopping in the near future



Figure 3: Heinz used AR to launch a digital marketing campaign to promote Tomato Ketchup.

Source:[http://www.digitaltrainingacademy.com/casestudies/2014/10/heinz\\_tomato\\_ketchup\\_augmented\\_reality\\_recipe\\_book.php](http://www.digitaltrainingacademy.com/casestudies/2014/10/heinz_tomato_ketchup_augmented_reality_recipe_book.php)

**2.) Adopting AR technology for tourist information** such as antiques, statues, which use the AR style to help provide information and presentation of objects to tourists or interested people. Which AR technology will enhance the ability and limit of access to details or information of antiquities art, which helps to reduce access restrictions and education. Because of the use of AR technology, this will help to reach closer to the work piece or object. AR has the potential to improve the tourist experience and help tourists to access relevant information, thus improving their knowledge regarding their touristic destination, while increasing levels of user's entertainment throughout the process. The information provided to users via augmented technology may be context-aware and personalized to user's characteristics and needs. (Anabel L. 2017)

**3.) Location based AR** is a form of displaying information or AR graphics on the location at each point when activating the application or referred to as the use of Location Services, will be used together with the activation of the camera at the same time or not, depending on the design. The use is based on the position of the GPS position by using the phone as a position handle. Upon reaching the specified location, will display on the application as specified. Using the location based AR application helps create a more realistic relationship between the user and the content. Because the use must related and correspond with the actual location. Mostly, the location based AR requires access to various built-in component of the device, such as Global Positioning System (GPS), and many more. Using Global Positioning System to determine the coordinates of where the user is at that time and search for the information about nearby surrounding locations. This can help the user know what is around the location they were at that time. (Sokthay, 2016.)

The implementation of Location base AR can be used to classify patterns for use in promoting tourism as follows.

**3.1 Area information** Provides information of the location on the map around the area on the display that appears inside the devices screen while activating the camera. This model is suitable for positioning or creating graphics for locations, buildings, large structures on the map using the capabilities of Location Services and promoting and creating excitement for tourism services. Such as providing information if general AR usage is used on media and objects. The use of AR in the area information format is used on buildings or real locations to display additional information or graphics in that location.

This technology is used to add to the building in the past era on the current area. Chris Panou research in An Architecture for Mobile Outdoors Augmented Reality for Cultural Heritage use technically challenging outdoors AR visualization features. The main focus of the AR feature is to superimpose 3D models of historical buildings in their past state onto the real world, while users walk around the Venetian part of Chania's city, exploring historical information in the form of text and images.



Figure 5: (a) The Ottoman Glass Mosque in its current state on the left (author's picture). Its original state in the middle (b) and on the right (c). Image (b) comes from G. Despotaki's archive and image (c) from M. Manousaka's archive. (Chris Panou . 2018)





Figure 6: 3D depiction of the Glass Mosque featuring the now demolished minaret, as seen by the mobile's camera (Chris Panou . 2018)

**3.2 Object information** Provide the information of the objects that appear on the display when the camera is captured at the object, this form of work uses the image object in the display as a tracker and then sends the data to the sever to produce a 2D image or 3D image in the position or object placed and then show another result on the smartphone screen. This can be used, which can be a large object or a large label in the area, outdoor monuments, important points on the map position, etc., which are used for marketing and public relations can be done in a variety of ways by using AR by reference on the object that can be varied and widen.

The use of the Object information technique for tourism in Thailand may require an object or a relatively small area but clearly visible, such as the seating area, the meeting place, the fountain, the entrance door, the statue or the monument, etc. The use of Object information may be used for other important points of the area signs waiting for cars, toilets, etc. to help facilitate the users in another way.



Figure 7: The display of the AR in the Tracking area from VISA create project “Try something new with Visa”. By Interactive display set Tracking on the ground and show AR on biggest display .

**3.2 Navigation Display** Help guide the way whether the results are shown as navigation lines, navigation arrows or signs showing the AR technology that integrates navigation and AR technology developed, but with updates and increased software and hardware capabilities up to the present day, with the increasing ability of images and the use of Navigation AR has increased to have more capabilities. This kind of tourism business can be linked to use in the form of navigation to navigate to tourist attractions.

At present, technology companies also focus on the introduction of AR technology for use in tourism and travel for use with navigation technologies (such as Google map, Apple map). Navigated by using AR technology that creating maps that make use of mobile phone technology reduces travel information problems, user convenience due to the current technology constraints, AR technology is more efficient. Besides navigating, AR technology also helps provide information about the places, such as when visiting the restaurant, the



application will suggest the menu of the restaurant along with the comments of customers who have used the service. This is to pull other information to use with AR navigation to be more effective and also helps to promote tourism related businesses.



Figure. 8 Google map AR from Google service  
Source: Google IO event. May 7 2019

There are also important technological support factors in creating AR navigation content; especially not the Google Service providers. Google have added the ability to use Google maps that are known to Android smartphone. Users can use the Google Maps AR function, which has an AR 3D navigation system that makes traveling easier. At the same time, location sensing capabilities of mobile devices facilitate filtering of the travel information in order to be tailored to the travellers 'needs and wants (Panos Ko, 2014.)

**3.3 Game** is considered as a way to create public relations. This is a medium to stimulate and convince interested groups as well, especially the games on the smart phone. At present, the numbers of gamers on smartphones are increasing. And the number of players on the smartphone increases every year. Mobile game market is the most promising market with a 25.5% annual increase (2012 - 2020) (Newzoo's, 2018). Gaming as a technological tool therefore has the potential to help develop such experiences and support dynamic interactions. For example, location-based games can be a way of experiencing points of interests for tourists through a treasure hunt. By mentioning the name of the game that is very popular is Pokemon Go! This is a game that brings AR technology to integrate with the game story by holding the monster and synchronizing with the position of the GPS to display as characters in various locations that travel.

(Feifei Xu, 2015.) That is beautiful, brilliant and has a lot of important places in the city. It is a highlight of the game that attracts people into each city. It already had more than 65 million players by April 2017 and is still rapidly increasing user numbers. With these numbers, it has become the most successful game of all-time. (Anand,2018. ) This uses the game as an aid in inducing interest in going to new places. That is another way to help promote tourism.

### **Virtual Reality (VR)**

Is a simulation of a virtual environment using computers to create simulations. This will be displayed to see both the use of the monitor on the computer and other display devices. The user can interact with the environment, such as using the command to control the movement by the environment in which the simulation can be adjusted like the real condition.

VR is defined as the use of a computer-generated 3D environment – called a 'virtual environment' (VE) – that one can navigate and possibly interact with, resulting in real-time simulation of one or more of the user's five senses. ( Daniel A.,2010) VR technology is currently used in many areas; such as medical, education, driving industry and others, to help practice or create a virtual experience in recognizing various aspects. VR technology can mimic the perception of the physical world by creating many perceptions in a three-dimensional environment. VR has created content of what is shown by the perception that is the result of the computer to respond to the movement and the physical body of the user that is searched with the computer's fully automatic system.



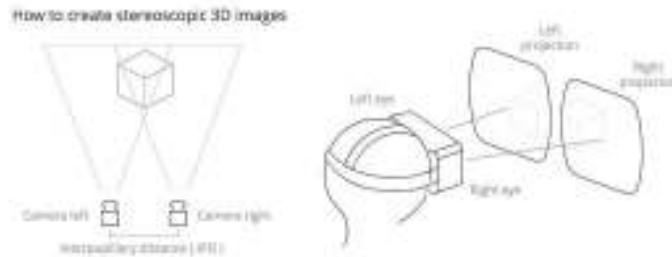


Figure 9: How does a virtual reality work.

Source: <http://ariellalehrer.com/need-know-dont-arvr-research/>

### **Application and implementation of VR technology for supporting the tourism industry**

With the form of VR, it is a form of media to create a viewing experience, so there is no limitation on the location of the car. It can be used anywhere when there is an active component. The main types of VR are as follows:

**1.Game VR** virtual reality gaming market reached a value of US\$ 8.2 Billion in 2017 and expectation that this market will grow by 26% during 2017 - 2023 with many elements that push the VR game to gain popularity. With the presentation of the game style that makes the player feels like the real world helps create more new experiences with players. Games in the form of VR can be divided into many player formats for both PC Mobile and Console. Games allow VR game designers to select the target group and design the content of the game according to the target group.

And if you visit the destination after you played the game, you will also remember how you played in the game, you might wonder, am I in the virtual world or real world (laughs). I really look forward to playing this game as I have been to some places in Thailand” - Comments confirm the potential influence Such games could have on enhancing tourists’ experiences. (Feifei Xu, 2015.) Which the content producer can add additional content and other details for publicity, whether it is a practice products or way of life. Allows players to absorb these details.



Figure 12: Notre-Dame’s de Paris appearance in the building was constructed by Caroline Miousse of Ubisoft Montreal (Assassin Creed :Unity. Ubisoft).

**2.Experiences VR** is a form of content that is used in VR. It is a content created to introduce or create a VR experience based on the creator’s purpose. It may be content for learning information, introducing 3D animation or interactive formats. In VR, users will participate in the visual environment that is completely mediated. (Mehroosh , 2017.) Experiences VR can be released from the website. Channels that provide VR services for such as Oculus store Vive store and Android play store in advertising so the users can download that content for free.

**3.VR VDO** is considered a popular VR format, followed by games. Because this access to a group of people of various age groups is easy to use by creating media and shooting



video using a 360 degree camera to shoot video. By using special techniques or computer programs for filming in the production of VR VDO, the distribution channels are also easily accessible, except in the release of each channel of the VR and website. Examples of organizations that use VR VDO media to promote successful tourism are Immersive videos of Australian destinations created by Tourism Australia using 360 VDO to introduce and publicize, which can be used in smart phones and PCs with 10.5 million times over. Australian Tourism Ministry are using information about tourists that use more than 20% of VR media, use AR media to choose a place to relax, while more than 25% have chosen VR to select destinations to travel in the future.



Figure 13 Experience Australia in 360° on Youtube

Source :<https://www.youtube.com/playlist?list=PLajBrt9lvgr4v5pDW1L5T4mETnVVyl8dn>

In addition to using VR to present and publish tourist attractions that can be access. In many places where tourists cannot enter a dangerous place or closed location for renovation or construction or restricted places. These technologies are used to bring these places to tourists and interested visitors. Example: In the case of closing the Maya Bay in Krabi for rehabilitation. As a result, Maya Bay has ecological adaptation. Because of the reduction of intrusion from tourists who are the environmental degradation in this case, with Maya Bay being a famous beach. There are still tourists who have never travel there and many people want to see the change of this place. By using VR technology to allow people around the world to access and experience the beauty using such technology is another option that can be used as well. Even in other businesses that are related to tourism, they can use such technology as well, such as hotel business, spa business and shop services and others.

## Conclusion

Reality Media is a media format that has been developed until today and able to reach people easily because of many supporting factors such as changing human lifestyle behaviour, facilitating information technology at present and many other elements. Although many old media formats and new media formats are still popular in use but we cannot deny that in the group of customers who are interested in this media, Reality Media has increased as well. Based on the forecast of the growth of the AR / VR industry, it is estimated that from 2018 to 2023, the market of AR CAGR (Compound Annual Growth Rate) is at 40.29% and VR is 33.95% (Statista .2018) and with the rapid development of mobile devices, such as smartphones and tablets, gaming becomes mobile (Gentes, 2010.) and allowing dynamic interaction at the location of the user. So much higher, therefore the development of this media model is increasingly necessary, especially in the Thai tourism business. We can adjust the format of the media to suit the tourism related products, which Thailand has a wide range of products suitable for use in conjunction with these two types of media. The government's digital policy should be a part that helps drive this industry. Both in the production of content support for tools and personnel, in addition to helping to drive the tourism business, it is also the development of digital business potential in the country. As can be seen from many



countries today, that sees the direction of using these technologies in the nation. Tourism destinations and businesses around the world are using technology to create or enhance tourism attractions and activities. Digital technology can also be used to improve tourism safety and efficiency, such as the use of facial recognition to enter venues instead of tickets; to enhance customer experience in hotels, restaurants, or historical sites; or to promote tourism, such as the #TrueYorkCity campaign in New York. (Chitsupa,2018.) This shows the coming of the new digital media that will become another important media. We have seen changes in the popularity of the media in each period of rotation. Therefore, the media of reality will become a popular medium in the future; it is not uncommon because it has responded to the needs and forms of humanity in the era.

## References

- A.Guttentag, D. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 637-651.
- Adam Shehata, Jesper Strömbäck, Elisabet Ljungberg Kristoffer Holt. (2013). Age and the effects of news media attention and social media use on political interest and participation: Do social media function as leveller? *European Journal of Communication*, 1(28), 19-34.
- Agrotourism and Royal initiated projects. (2017). *The Second National Tourism Development Plan (2017-2021)*. Bangkok: Agrotourism and Royal initiated projects.
- Alzbeta Kiralova, A. P. (2014). Development of Social Media Strategies in Tourism Destination. *Procedia - Social and Behavioral Sciences*, 358 – 366.
- Alžbeta Kiráľová, A. (2015). Development of Social Media Strategies in Tourism Destination. *International Conference on Strategic Innovative Marketing(175)*, 358 – 366.
- Anabel L. Kečkeš, I. T. (2017). AUGMENTED REALITY IN TOURISM RESEARCH AND APPLICATIONS OVERVIEW. *Interdisciplinary Description of Complex Systems*, 157-167.
- Analysis and Implementation of Location-Based Augmented Reality Mobile Application for Searching Tourist Attractions and Culinary Places in Phnom Penh City, Cambodia. (2016). *International Journal of Computer Science Trends and Technology (IJCST)*, 4(6).
- Anand Nayyar, B. M.-N. (2018). Virtual Reality (VR) & Augmented Reality (AR) technologies for tourism and hospitality industry. *International Journal of Engineering & Technology*, 156-160.
- Annie Gentes, A. G. (2008). Gaming on the Move: Urban Experience as a New Paradigm for Mobile Pervasive Game Design. *Multimedia Systems*, 43-55.
- Bouchlaghem N M, L. I. (1996). Virtual reality applications in the UK's construction industry. *Construction on the information highway*. CIB proceedings. Retrieved from <http://www.irbnet.de/daten/iconda/CIB19522.pdf>.
- Charlie Gere. (2008). *Digital Culture Paperback*. London: Reaktion Books.
- Chee Oh Chung, H. K. (2016). Augmented Reality Navigation System on Android. *International Journal of Electrical and Computer Engineering (IJECE)*, 406-410.
- Efni Siregar, F. V. (2017). Factors Influencing Tourist to purchase Souvenirs. *International Journal of Management and Applied Science (IJMAS)*, 3(10), 58-64.
- Feifei Xu, D. B. (2018). Tourists as Mobile Gamers: Gamification for Tourism Marketing. *Journal of Travel & Tourism Marketing*.
- Flixmedia. (2018, October). BRIDGING THE IMAGINATION GAP: HOW AUGMENTED REALITY CAN BOOST SALES. Retrieved from <https://flixmedia.eu/>: <https://flixmedia.eu/downloads/Internet-Retailing-Whitepaper-AR-Oct-2018.pdf>
- Jihwan Park. (2015). The Impact of Different Types of Media on Tourists' Behavioral Intentions. A thesis submitted in partial fulfillment, FLORIDA INTERNATIONAL UNIVERSITY, MASTER OF SCIENCE of HOSPITALITY MANAGEMENT , Miami, Florida.



- Joseph Rampolla Greg Kipper. (2012). *Augmented Reality: An Emerging Technologies Guide to AR*. Rockland, MA, USA: Syngress.
- Kanne JP. (2011). The digital media revolution: what it means for the AJR. *American Journal of Roentgenology*, 197, 6-7.
- Kent, M. L. (2014). *Social Media in Public Relations: Reflections on Extending and Narrowing Relationships*. Conference: 7th International Forum on Public Relations and Advertising, 10.
- Motivations for Sharing Tourism Experiences through Social Media. (2014). Ana Maria Munar, Jens Kr. Steen Jacobsen. *Tourism Management*, 43, 46-54.
- PraveenKumar, D. S. (2014). Role of Media in the Promotion of Tourism Industry in India. *Global Review of Research in Tourism, Hospitality and Leisure Management (GRRTHLM)*, 1(3), 187-192.
- Randy S. Haluck, T. M. (2000). Computers and Virtual Reality for Surgical Education in the 21st Century. *Archives of Surgery*, 786-792.
- Rewtrakunphaiboon, W. (2012, 9). *Film-induced Tourism: Inventing a Vacation to a Location*. Retrieved April 10, 2019, from [https://www.bu.ac.th/knowledgecenter/epaper/jan\\_june2009/pdf/Walaiporn.pdf](https://www.bu.ac.th/knowledgecenter/epaper/jan_june2009/pdf/Walaiporn.pdf)
- Saidatul A'isyah Ahmad Shukri, H. A. (2017). Mobile Augmented Reality System Design Guidelines Based on Tourist's Emotional State. *Journal of Telecommunication, Electronic and Computer Engineering*, 75-79.
- Silva, F. L. (2012). *Using Augmented Reality to Enhance the Shopping Mall Experience*. Universidade Católica Portuguesa, Business Administration. Lisbon, Portugal: Universidade Católica Portuguesa.
- Susanne Schwarzl, M. G. (2015). Online marketing strategies: The future is here. *Journal of International Studies*, 8(2), 187-196.
- Taha Lanker, Khalid Makhdoomi Mehroosh Sidiq. (2017). Augmented Reality VS Virtual Reality. *International Journal of Computer Science and Mobile Computing*, 324 – 327.
- Thorsten Hennig-Thurau, E. C. (2010 ). *The Impact of New Media on Customer Relationships: From Bowling to Pinball*. *Journal of Service Research*, 311-315. *Using Augmented Reality to Enhance the Shopping Mall Experience*.
- Veena Tripathi, D. B. (2016). The Green Revolution: Social Change through Social Media. *International Journal of Social Sciences and Management*, 3(3), 146-152.
- Wijman, T. (2018). *Insights Into the \$137.9 Billion Global Games Market*. Retrieved from Newzoo's: <https://newzoo.com/insights/articles/newzoos-2018-report-insights-into-the-137-9-billion-global-games-market/>
- YuanXuemei LuoChanggen. (2017). The impact of virtual reality technology on digital media teaching. *Advances in Social Science, Education and Humanities Research 3rd International Conference on Economics, Social Science, Arts, Education and Management Engineering (ESSAEME 2017)* , 19.
- Zornitza Yovcheva Christos Gatzidis, D. B. (2012). Overview of Smartphone Augmented Reality Applications for Tourism. *Review of Tourism Research (eRTR)*, 63-66.

