

## Development and Usage of Television Media to take advantage of TRF Research

## กิตติพงษ์ พุ่มพวง (Kittipong Phumpuang)

Asst. Prof. Ph.D., Faculty of Education, Naresuan University, Phitsanulok

พัชรินทร์ บูรณ์กุล (Patcharin Buranakorn)

Ph.D., Faculty of Liberal Arts, Huachiew Chalermprakiet University, Samutprakarn

รัชนีพร ศรีรักษา (Ruchaneeporn Sriruksa)

Asst. Prof. Ph.D., Faculty of Liberal Arts, Huachiew Chalermprakiet University, Samutprakarn

Received: May 25, 2020, Revised: June 15, 2020, Accepted: June 17, 2020

## บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อพัฒนาสื่อวิทยุโทรทัศน์เพื่อการใช้ประโยชน์จากการวิจัยด้านการท่องเที่ยวเชิงวัฒนธรรมในพื้นที่อำเภอกรุงเทพฯ จังหวัดพิษณุโลก และเพื่อนำสื่อวิทยุโทรทัศน์เพื่อการใช้ประโยชน์จากการวิจัยด้านการท่องเที่ยวเชิงวัฒนธรรมในพื้นที่อำเภอกรุงเทพฯ จังหวัดพิษณุโลก ไปเผยแพร่แก่ชาวชน ผลการวิจัยพบว่า

ตอนที่ 1 การพัฒนาสื่อวิทยุโทรทัศน์เพื่อการใช้ประโยชน์จากการวิจัยด้านการท่องเที่ยวเชิงวัฒนธรรมในพื้นที่อำเภอนครไทย จังหวัดพิษณุโลก การทำงานวิจัยของ สกว. 2 เรื่อง ซึ่งมีเนื้อหาเกี่ยวกับการท่องเที่ยวเชิงวัฒนธรรมในพื้นที่อำเภอนครไทย จังหวัดพิษณุโลก มาเป็นเนื้อหาสำคัญในการสร้างสื่อวิทยุโทรทัศน์ โดยกำหนดสื่อวิทยุโทรทัศน์ออกเป็น 4 ตอน ดังนี้

### ตอน 1 อุทัยนแห่งชาติภินร่องกล้า

ตอน 2 วิถีชีวิตที่ยั่งยืนตามรอยพระชนม์แห่งแผ่นดิน (วิถีชีวิตเกษตรพอเพียงหมู่บ้านร่องกล้า)

### ตอน 3 วัฒนธรรมมัง หมู่บ้านร่องกล้า

ตอน 4 วิถีชีวิตบ้านห้วยน้ำไช (การอยู่ร่วมกันของชาวมัง หมู่ 15, 16 และชาวไทย หมู่ 17)

ค่าเฉลี่ยผลการประเมินคุณภาพสื่อวิทย์โทรทัศน์ของทั้ง 4 ตอน อยู่ในระดับมาก (4.14)

ตอนที่ 2 การนำสื่อวิทยุโทรทัศน์เพื่อการใช้ประโยชน์จากการวิจัยด้านการท่องเที่ยวเชิงวัฒนธรรมในพื้นที่อำเภอนครไทย จังหวัดพิษณุโลก ไปเผยแพร่แก่เยาวชน

กลุ่มที่ 1 เยาวชนในพื้นที่อำเภอกรุงไทย จังหวัดพิษณุโลก ได้แก่ นักเรียนระดับมัธยมศึกษาในโรงเรียนพื้นที่ ตำบลเนินเพิ่ม อำเภอกรุงไทย จังหวัดพิษณุโลก จำนวน 3 โรงเรียน สรุปผลประเมินการรับรู้อยู่ในระดับมากที่สุด (4.53)

กตุ่มที่ 2 เยาวชนนอกพื้นที่อำเภอครรภัย จังหวัดพิษณุโลก ได้แก่ นักเรียนระดับมัธยมศึกษาในจังหวัดพิษณุโลก จังหวัดนนทบุรี และจังหวัดสมุทรปราการ จำนวน 3 โรงเรียน สรุปผลประเมินการรับรู้อยู่ในระดับมากที่สุด (4.51)

กลุ่มที่ 3 เยาวชนชาวต่างชาติที่เข้ามาศึกษาระดับอุดมศึกษาในประเทศไทย ได้แก่ นักศึกษาชาวจีนที่เข้ามาศึกษาหลักสูตรภาษาไทยในประเทศไทย จำนวน 3 แห่ง สรุปผลประเมินการรับรู้อยู่ในระดับมากที่สุด (4.53)

ตอนที่ 3 การเผยแพร่การใช้ประโยชน์จากการวิจัยสู่สาธารณะในวงกว้าง ได้แก่ กลุ่มหน่วยงานในพื้นที่และท้องถิ่น เช่น อุทยานแห่งชาติติวูหินร่องกล้า บ้านใหม่ร่องกล้า กลุ่มสื่อสารมวลชน เช่น การท่องเที่ยวแห่งประเทศไทย จังหวัดพิษณุโลก สถานวิทยุโทรทัศน์ช่อง 11 จังหวัดพิษณุโลก ฯลฯ กลุ่มเครือข่ายวิชาการ เช่น สถานการยธรรมศึกษาโรง-สาลวิน มหาวิทยาลัย นเรศวร และสื่อสังคมออนไลน์

ผลการวิจัยด้านการท่องเที่ยวที่นำมาใช้ คือ การนำเนื้อหาด้านการท่องเที่ยวอำเภอ恩ครไทร จังหวัดพิษณุโลก จากงานวิจัยของ สกอ. จำนวน 2 เรื่อง มาสร้างเป็นสื่อวิทยุโทรทัศน์เพื่อเป็นช่องทางในการเผยแพร่ข้อมูลด้านการท่องเที่ยวที่ได้จากการวิจัยจำนวน 2 เรื่อง ของ สกอ. ที่ทำสรุปไปแล้ว

คำสำคัญ : การพัฒนา การใช้ สื่อวิทยโทรทัศน์ การนำงานวิจัยไปใช้ประโยชน์ งานวิจัยทัน สมัย

## Abstract

The purposes of this research are to develop Television media by taking main information from research focused on cultural tourism in Nakhonthai District, Phitsanulok province, and to disseminate knowledge to youths. It is found that:

Section 1: The media has been developed by taking main information from two TRF research studies focused on cultural tourism in Nakhonthai District, Phitsanulok province. There are four episodes, which are

Episode1: Phu Hin Rong Kla National Park

Episode2: Sufficiency Agricultural Ways in Rong Kla Village

Episode3: Hmong Culture in Rong Kla Village

Episode4: Folk Ways of Huai Nam Sai village

The evaluation averages of these four episodes are at high rate (4.14).

Section 2: Television media developed from the research focused on cultural tourism in Nakhonthai District, Phitsanulok province, has been disseminated to the three groups of youths.

Group1: secondary school students in Nakhonthai District, Phitsanulok province: documents which were gathered from three schools in tambon Neaun Pheam express that the evaluation rate of learning outcomes is at highest level (4.53).

Group2: 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 outcomes is at highest level (4.51).

Group3: foreign exchange students: documents which were gathered from Chinese students in three universities express that the evaluation rate of learning outcomes is at highest level (4.53).

Section 3: The uses of these researches has been widely broadcasted to local administrations and social media.

The findings of the tourism research used were the use of tourism content in Nakhon Thai district. Phitsanulok Province From the 2nd TRF research to create a radio and television media as a channel to disseminate tourism information obtained from the 2 TRF research completed.

**Keywords :** Development, Usage, Television Media, advantage, TRF Research

## Introduction

In Thai society, television is the most popular media that Thai people widely access. Every single house which is able to supply 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 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 got the idea of publicizing the knowledge of TRF research to related public through television broadcast media. By these means, it would help to increase the awareness of the stakeholders of the knowledge and research.

Assignments in media production courses in university education today usually pay more attention to production techniques than to interpretation and content understanding so that students have high skills in production techniques but are lacking in many skills for understanding the content of each media and cannot educate their audiences well enough. Thus, courses should be redesigned in order to pay attention to media content as much as production process.

One of the interesting matters that is useful for students comes from community-based research, especially studies from The Thailand Research Fund (TRF) which are counted as qualified studies. Nevertheless, both target and other areas neither realize about the TRF research results nor adapt the former to develop their individual lives and communities, so the research contents are valuable for the students in media production courses to study and create useful media to be transmitted to local people.

The TRF research contents about amphoe Nakhon Thai, Phitsanulok province, to create media that can be transmitted throughout there can catch the attention of Naresuan University students in profound ways.

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

The TRF research on communities and area studies has been broadly conducted in many fields, including agriculture; economy; social science; environment; art and culture; and tourism. Research on cultural tourism in Phitsanulok province was selected as the data for being produced as television broadcast media by students majoring in Technological and Communicative Education, since this area is close to them and would be advantageous to their lives.

The researchers have been interested in developing media production courses according to new methods that apply TRF research, so this study can show how content understanding can lead to qualified media produced by students and how the media works when it is transmitted to the community and 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-content, to a public audience.

### **Research objectives**

1. To develop the television media that takes advantage of research focused on cultural tourism in amphoe Nakhon Thai, Phitsanulok province
2. To evaluate student knowledge outcomes about applying the TRF research results in media production
3. To publicize knowledge based on TRF research on cultural tourism in Nakhon Thai district, Phitsanulok province, through television broadcast media to youths.

### **Materials and Methods**

#### **1. Sources of the Research**

Sources of this study have been scoped by two TRF research studios that focus on cultural tourism in tambon Nuean Pueam, Phitsanulok province

1.1 Pichet Phumpanit (2012): Tourism Network Building by Local Community to Develop the Traveling Routes in tambon Nuean Pueam, amphoe Nakhon Thai, Phitsanulok province

1.2 Po Wachirawongworakun (2010): Guidelines for developing Tourism Potential Arranged by Ban Rong Kla Community, tambon Nuean Pueam, amphoe Nakhon Thai, Phitsanulok province

#### **2. Population and samples**

##### **2.1 Population and samples for objectives 2**

###### **2.1.1 Population**

120 Students of the Department of Technology and Educational Media, Faculty of Education, Naresuan University

###### **2.1.2 Samples**

38 Students of the Department of Technology and Educational Media, Faculty of Education, Naresuan University who have registered on “The Creation of Educational Technology” course (course code 355212) on 1<sup>st</sup> semester, academic year 2016

##### **2.2 Population and samples for objectives 2**

###### **2.2.1 Population**

2.2.1.1 Youths inside the studied area, who are students in three secondary schools in Nuean Pueam sub-district, Nakhon Thai district, Phitsanulok province

2.2.1.2 Youths outside the studied area, who are students in 29 secondary schools that are not in Nakhonthai district, Phitsanulok province.

2.2.1.3 Overseas youths at the university level, who are Chinese students of Thai language programs from 3 universities in Thailand.

### **2.2.2 Samples**

The researchers chose specific sample groups from students in schools that agreed to participate in the program of publicizing the TRF research through television broadcast media and Selected sample groups from the student representatives sent by the school to participate in the activity, which are:

2.2.2.1 Youths inside the studied area, including 123 students from Nakhonthai School; 138 students from Sriintrathitpitayakom School; and 93 students from Rachaprachanukro 23<sup>rd</sup> School.

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

2.2.2.3 Overseas youths at the university level, including 61 students from Huachiew Chalermprakiet University; 30 students from Phranakhon Rajabhat University; and 34 students from Chandrakasam Rajabhat University.

## **3. Research Tools**

There are four kinds of tools:

3.1 Evaluation forms of radio and television scripts

3.2 Evaluation forms of radio and television media quality

3.3 Evaluation forms of students' course outcomes

3.4 Evaluation forms of television broadcast media based on research contents, evaluated by the youth audience

## **Result**

**Part 1:** The Development of Television Media from the Use of TRF Research Focused on Cultural Tourism in Amphoe Nakhon Thai, Phitsanulok Province

### **1.1 Discussion on the Two TRF Research Studies**

1.1.1 Discussion between the advisor and the students on the deep presentation of the television contents. It has been found that producers should pay attention to profound information rather than interesting techniques, since information is the main content of the communication.

1.1.2 The Reading for Main Ideas, Analysis and Interpretation of the Two TRF Research Studies: Students were divided into four groups; which were 1) Phu Hin Rong Kla National Park 2) Sufficiency Agricultural Ways in Rong Kla Village 3) Hmong Culture in Rong Kla Village 4) Folk Ways of Huai Nam Sai village, to read the research to catch the main points about cultural tourism.

1.1.3 Po Wachirawongworakun and Phichet Phumphanit, the two TRF researchers have been invited to lecture and discuss with students about cultural tourism in tambon Nuaen Phuaem, amphoe Nakhon Thai, Phitsanulok province, together with suggested fieldwork techniques.

The researchers' experiences mentioned that five villages in tambon Nuaen Phuaem contain the distinctive Hmong culture, especially in local traditions that are performed today and the integration of ethnicities. The villages are also located among picturesque natural sceneries so that the areas effectively catch the attention of tourists and are also able to be developed into educational tourist sites.

1.1.4 Each group discussed, with the lecturer and conversation leader, ideas gained from the research, which are:

- 1) Reading for main ideas, concluding and analyzing the texts
- 2) Interpreting the key message of the research
- 3) Selecting main content for script writing
- 4) Expressing student learning reflections
- 5) Finding extra knowledge beyond the research frames that students need from field studies
- 6) Selecting suitable media sources and techniques
- 7) Brainstorming how to create television media to communicate with primary and secondary students in tambon Nuaen Phuaem, amphoe Nakhon Thai, Phitsanulok province, that can lead to their sense of local admiration, which, in turn, could lead to effectively permanent cultural tourism
- 8) Brainstorming how to broadcast students' television media to people in and out of Phitsanulok province.

## 1.2 Field Studies for gathering Documents to Prepare the Television Scripts

1.2.1 Each advisor brought their student group to each target area for fieldwork assignment to prepare the scripts.

1.2.2 All groups wrote their script according to the assigned TRF research.

After finishing the field studies, each group prepares their story board from the assignment. The students, primarily, continuously consulted their advisors about the content of story board until it was ready.

### 1.3 Presentation of the Story Board

Three academic experts experienced and evaluated each story board quality, then gave more advice on how to improve the work.

The evolution averages from the three academic experts were:

**Table 1** The averages evolution of story board quality

Evaluation	G 1	G 2	G 3	G 4	Average
<b>1. Contents</b>					
1.1 The Interpretation from TRF Research	4.33	3.67	4.67	4.67	<b>4.34</b>
1.2 The Correctness of TRF research Content (Community Participation in Cultural Tourism Management) in the Main Concept and Ideas of the Presentation	4.33	3.67	4.33	4.67	<b>4.25</b>
1.3 The correlation in the Presentation	4.00	4.00	4.33	4.67	<b>4.25</b>
1.4 The Suggestions about Cultural Tourism in the Presentation	4.33	3.67	4.33	4.67	<b>4.25</b>
<b>2. Language Skills</b>					
2.1 Correctness	4.33	3.33	4.33	4.67	<b>4.17</b>
2.2 Politeness and appropriateness	4.33	3.33	4.33	4.33	<b>4.08</b>
2.3 Creativity of the Dialogues	4.33	3.67	4.33	4.33	<b>4.17</b>
<b>3. Presentation Techniques</b>					
3.1 Optical Composition Design, Film Technic and Presentation of the Significance of the Area	4.33	4.00	4.00	4.33	<b>4.17</b>
3.2 Sound Design and Interview	4.33	4.00	4.00	4.33	<b>4.17</b>
3.3 Creativity, Originality, Artistic Features and Film Application	4.67	3.67	4.00	4.33	<b>4.17</b>
<b>Average Evaluation Level of the Story Board</b>	<b>4.33</b>	<b>3.70</b>	<b>4.27</b>	<b>4.50</b>	<b>4.20</b>

The evaluation results were in the following order:

1. Group 4: Folk Ways between the Hmong (village 15,16) and the Thai (village 17) of Huai Nam Sai village got the highest point value from the evaluation (4.50).
2. Group 1: Phu Hin Rong Kla National Park got a high point value from the evaluation (4.33).
3. Group 3: Hmong Culture in Rong Kla Village got a high point value from the evaluation (4.27).

4. Group 2: Sufficiency Agricultural Ways in Rong Kla Village got a high point value from the evaluation (3.70).

The average evaluation point value was at a high rate (4.20) which indicates that the story boards were qualified and effective enough to produce television media talking about the TRF research.

#### 1.4 The First Field Study for Media Productions

Each group experienced fieldwork according to the research assignment.

#### 1.5 The Second Field Study for Media Productions

Each group experienced fieldwork according to the research assignment once again.

#### 1.6 Post-Production, Presentation and Improving Processes

1.6.1 All four groups presented their works to classmates to get feedback for improving the media.

1.6.2 The evolution averages of media presentations from the three academic experts were:

**Table 2** The evolution averages of media presentations

Evaluation	G 1	G 2	G 3	G 4	Average
<b>1. Contents</b>					
1.1 Academic Correctness	4.00	3.33	4.33	4.67	<b>4.08</b>
1.2 Coherence with Presentation Purposes	4.00	3.67	4.33	4.33	<b>4.08</b>
1.3 Appropriateness for Audiences	4.33	3.67	4.00	4.33	<b>4.08</b>
<b>2. Language Skills</b>					<b>0.00</b>
2.1 Correctness	4.67	4.00	4.00	4.00	<b>4.17</b>
2.2 Politeness and appropriateness	4.67	4.00	4.00	4.00	<b>4.17</b>
<b>3. Media Design</b>					
3.1 Direct Message and Easy Understandability	4.67	3.33	4.33	4.00	<b>4.08</b>
3.2 Attractive Letter Graphic Design	4.67	3.67	4.33	4.00	<b>4.17</b>
3.3 Appropriate Sound and Music	5.00	3.33	4.33	4.00	<b>4.17</b>
<b>4. Creativity</b>					
4.1 Attractive Presentation	4.33	3.67	4.33	4.00	<b>4.08</b>
4.2 Presentation Techniques	4.67	3.33	4.67	4.33	<b>4.25</b>
<b>Average Evaluation Level of the Media Qualifications</b>	<b>4.50</b>	<b>3.61</b>	<b>4.27</b>	<b>4.17</b>	<b>4.14</b>

The evaluation results were in the following order:

1. Group 1: Phu Hin Rong Kla National Park got the highest point value from the evaluation (4.50).
2. Group 4: Folk Ways between the Hmong (village 15,16) and the Thai (village 17) of Huai Nam Sai village got a high point value from the evaluation (4.27).
3. Group 3: Hmong Culture in Rong Kla Village got a high point value from the evaluation (4.17).
4. Group 2: Sufficiency Agricultural Ways in Rong Kla Village got a high point value from the evaluation (3.61).

The average evaluation point value was at a high rate (4.14), which indicates that the media about cultural tourism was qualified and effective enough to be broadcasted as media talking about the two TRF research studies.

## Part 2 The Evaluation of Students' Learning Outcomes in Television Media Production from TRF Research Focused on Cultural Tourism

Advisors evaluated students' learning outcomes by considering TRF research understandings, fieldwork processes, media production processes and television media presentations of the students in four groups. It has been found that:

**Table 3** The evolution of students' learning outcomes

	Evaluation	Full Score	G 1	G 2	G 3	G 4
1	Research Content Analysis	10	8	7	9	8
2	Teamwork Participation and Fieldwork Process	10	9	7	8	8
3	Story Board Writing	20	18	14	17	16
4	Teamwork Participation and Media Production Process in Target Area	10	9	6	9	8
5	Television Media	40	38	30	35	34
6	Media Dissemination in Schools	10	8	8	9	8
	<b>Total Score</b>	<b>100</b>	<b>90</b>	<b>72</b>	<b>87</b>	<b>82</b>

Groups 1, 3 and 4 got the highest rate of the learning outcomes in producing television media from TRF research focused on cultural tourism for their scores were in the 80.00 – 100.00 range.

Group 2 got a high rate of the learning outcomes in producing television media from TRF researches focused on cultural tourism for their scores were in the 60.00 – 79.99 range.

The average rate of students' learning outcomes was at the highest level (82.75%), indicates that the samples have successfully integrated research with class learning. They were able not only to produce effective media but also to apply the learning lessons in media producing. They had good opportunities to join the participation learning process with the researchers who were heads of the local community of tambon Nuaen Phuaem, amphoe Nakhon Thai, Phitsanulok province, together with local students and students who have lived in Phitsanulok for five years of study, as well. In addition, they have experienced local culture and the intangible values that stem from local community. They have also created new media like television to inform audiences about cultural tourism.

### **Part 3 Publicizing knowledge based on TRF research on cultural tourism in Nakhonthai District, Phitsanulok Province, through television broadcast media to youths**

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

- 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, Nakhonthai 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 follows:

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

- (1) Students from Nakhonthai School rated level of perception at the Highest (4.69) (123 samples)

(2) Students from Sriintrathitpitayakom School rated level of perception at the Highest (4.63) (138 samples)

(3) Students from Rachaprachanukro 23<sup>rd</sup> School rated level of perception at High (4.16) (93 samples)

**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 5<sup>th</sup> School (Wat Punpee) in Phitsanulok province rated level of perception at the Highest (4.60) (87 samples)

(2) Students from Ratanathibeth School in Nontaburi province rated level of perception at High (4.16) (64 samples)

(3) Students from Rachawinit Suwanabhumi School in Samutprakarn province rated level of perception at the Highest (4.70) (79 samples)

**Group 3** Overseas youths at the university level, who 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) (61 samples)

(2) Students from Phranakhon Rajabhat University rated level of perception at High (4.14) (30 samples)

(3) Students from Chandrakasam Rajabhat University rated level of perception at the Highest (4.77) (34 samples)

The researcher used 5 types of perception assessment of youths, namely knowledge building and understanding. In terms of having a good viewpoint In terms of feeling of love and attachment In the value awareness And the desire to participate in the dissemination of their local culture, consisting of 10 items, which are assessments with a rating scale rating for students to answer and bring all students' answers together in each item Then analyze the data by using basic statistics which is mean to analyze the perceptions of all students.

**Table 4** Summary of Evaluation by the Sample Groups on Contents of the Broadcast Media

	Evaluation of Perception of Audience	No. of Eva.	Average Rating
1	Perception about cultural tourism in Moo Bann Rong Kla in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.55
2	Perception about tourism in Phu Hin Rong Kla National Park in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.56

	Evaluation of Perception of Audience	No. of Eva.	Average Rating
3	Perception about agricultural tourism in Moo Bann Rong Kla of Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.51
4	Perception about cultural tourism in Moo Bann Nam Sai of Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.41
5	Positive attitude toward cultural tourism in communities of Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.57
6	Appreciation and concern for local culture in communities in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.46
7	Awareness of cultural value, relating to tourism, of communities in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.51
8	Possession of Ideas of participating in promoting and publicizing cultures of communities in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province	709	4.52
9	Requirement of participating with the public in promoting and publicizing hometown cultures at the national level	709	4.58
10	Requirement of participating with the public in promoting and publicizing Thai culture at the international level	709	4.58
	<b>Average rating of evaluation by the sample groups</b>		<b>4.53</b>

According to the above table, analysis is as follows All three sample groups, which are youths inside the studied area, Nuean Pueam sub-district, Nakhonthai district; youths outside the studied area, in other districts in Phitsanulok province, in Nontaburi province, and in Samutprakarn province; and overseas youths at the university level who studied in Thai language programs in Thailand, rated their perception on all four episodes, which were based on research 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 at the national level and item 10 Requirement of participating with the public in promoting and publicizing Thai culture at the 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 attitudes 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 at national and international levels.

#### Part 4 Publicizing the television broadcast media

After the completion of the research, the researchers publicized the television broadcast media in DVD form to other related sectors for creating wider awareness, as follows:

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, on which all four episodes of the broadcast media were uploaded for worldwide appreciation.

#### Discussion

1. The interesting points of discussion which are found from this research results are: It is a distinct conclusion in television media production that producers have to pay more attention to profound contents than interesting production techniques because content is regarded as the "main matter" transmitted to the audiences and affects the media quality according to the effectiveness of the messages conveyed, as in this research, which takes advantage of TRF research focused on cultural tourism in tambon Nuaen Phuaem, amphoe Nakhon Thai, Pitsanulok province, as the key used to produce television media. This research is not just media for travel businesses but emphasizes participation from local people to the tourist management to develop their own "hometowns" by using cultural capital. Local ways of life are preserved, according to Chirawat Phirasan and others (2011), when traveling to experience rural cultures, traditions and local ways of life leads to participation from local people (in the form of group, association or cooperation) to manage their own travel businesses by introducing tourists to local cultures, historical sites or natural sceneries. Moreover, the participation in managing travel businesses to show local identities, traditions, cultures, and ways of life has to start from local communities to design the framework, take part in activities, run the businesses and gain the benefits for the communities together. This idea accords with research by Thawon Phongphanit and others' entitled "The Historical Eco-Tourism

in Khao Samo Khrang Area, Amphoe Wang Thoang, Phitsanulok Province" (2003), which has discovered that people from all parts (local inhabitants, religious agents, educational agents and government officers) are ready and prepared to realize how to preserve and develop their own communities and to participate in travel development by emphasizing co-work management.

2. 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 that should be discussed, as follows:

2.1 All three sample groups of youths evaluated the effectiveness of publicizing broadcast media at the Highest level.

2.2 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 at the international level. These two evaluation results reflected that the television broadcast media was effective and could publicize knowledge based on TRF research to the sample groups and created positive attitudes toward cultural tourism in Nuean Pueam sub-district, Nakhonthai district, Phitsanulok province. They also proved that procedures followed according to processes of this research were effective for publicizing knowledge based on TRF research to the public.

The research showed the results agreeing with conclusions of Suthiporn Jitmittraphab (2013: 9), who stated that publicizing knowledge based on research needs more attention and development, especially relating to social application, welfare development, and commercial application. Research is a key device for getting knowledge for developing the country properly and sustainably. The achievement in publicizing would enhance the potential of the country in commerce and strengthen the economy of Thailand in order to help achieve its goals. 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 systematical research. Management of the research fund should be practical and should encourage researchers to conduct research. 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 applied research.

### Suggestions

1. The scope of the research should expand to students programmed in media technology

and mass media in other universities to give them a chance to experience field studies in communities which are effective in cultural tourism so that they pay attention to information searching before producing the media.

2. The two TRF research studies should be applied as key messages to produce other media like brochures, posters, dramas, exhibitions, etc., to widely inform the public.

3. As it was found in this research that television broadcast media is an effective way of publicizing knowledge, we propose that TRF research on cultural tourism in other areas should be produced as television broadcast media and publicized to three groups of youths, inside, outside the studied area and overseas.

4. Television broadcast media related to cultural tourism should be evaluated, and the results should be publicized.

## References

Chirawat Phirasan, et al. (2011). *The Development of Cultural Traveling Routes in the Participation of Communities Located in Phitsanulok Municipality*. Bangkok: The Thailand Research Fund.

Manual of Knowledge Management on Research Application, Online available from old. [rmutt.ac.th/rmuttonews/attachment/PR1355\\_1.doc](http://rmutt.ac.th/rmuttonews/attachment/PR1355_1.doc)

Phenphak Tiawsombunkit. (2014). *Media Literacy of Thai Television Users in Changing Television Landscape*. Doctoral Dissertation in Mass Communication, Bangkok: Chulalongkorn University.

Pichet Phumpanit (2012). *Tourism Network Building by Local Community to Develop the Traveling Routes in tambon Nuean Pueam, amphoe Nakhon Thai, Pitsanulok province*. Bangkok: The Thailand Research Fund.

Piyatus Tusanawiwat, et al. (2005). *Development of Research Application System*. Bangkok: The Thailand Research Fund.

Po Wachirawongworakun (2010). *Guidelines for developing Tourism Potential Arranged by Ban Rong Kla Community, tambon Nuean Pueam, amphoe Nakhon Thai, Pitsanulok province*. Bangkok: The Thailand Research Fund.

Pratin Khlainak. (2002). *Production of Educational Television Programs*. Nakhonpathom: Silpakorn University.

Suthiporn Jitmitraphap. (2013). Research Applications, *Journal of Kom Chad Look*, Vol.9, No.34, 9-12.

Thawon Phongphanit, et al. (2003). *The Historical Eco-Tourism in Khao Samo Khrang Area, Amphoe Wang Thoang, Phitsanulok Province*. Bangkok: The Thailand Research Fund.