



Need Analysis and Interview results of an Application for Bilingual Communication (ABC) to Promote Tourism in Khon Buri District, Nakhon Ratchasima Province

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Abstract

The purposes of this study were to survey needs of the community for developing the bilingual communicate application, and to investigate the application information for Bilingual Communication to promote tourism in Khon Buri District, Nakhon Ratchasima Province. There were 25 samples, selected by Simple Random Sampling technique. Instruments for data collection were as follows: 1) a survey of needs of the application users, 2) an interview of communication patterns to promote tourism. Data were analyzed through Mean, Percentages, and Standard Deviation (S.D.). Results showed as follows. (1) The survey results of tourist places, accommodations, restaurants, and souvenirs of Khokkrachai Sub-district, Khon Buri District, Nakhon Ratchasima Province were: Sapaan Roi Pee (Bridge 100-year Baan Khokkrachai), Baan Tawan Resort, Pea Nong Karn restaurant (raft), and pickled fish respectively. (2) The interview for information of the application covered six aspects as follows: information of tourist places, accommodations, restaurants, products, 254 vocabularies, and communication patterns in 20 situations. It implied that findings could be used to develop the application for promoting tourism in the community in the future.

Keywords: Application, Tourism, Khon Buri, Nakhon Ratchasima



1. Introduction

According to the Cooperation Project between Thai government and the Government of the People's Republic of China, it was expected that, in 2023 there will be the high-speed train project to connect regions from Thailand to China. As a reason, Nakhon Ratchasima Province was used as route in the first phrase (Bangkok-Nongkhai) which could be opened to welcome the tourists from China and from other countries.

Part three of Development Strategies based on The National Economic and Social Development Plan, it defined to strengthen the national economic and competition and to promote the mechanism and making use of research processing activities such as research findings, knowledge base, innovation, and technology with corporation of various sectors. Apart from that, proactive public relation and communication innovation were promoted in order to make use of research process, research findings, knowledge base, innovation, and technology which was consistent with (1) the 3rd strategy of NRRU to empower the ability to compete of the local and national citizen, (2) the 4th objective to produce academic works and research study to strengthen the competition of people in the country as well as to be useful for life quality development, and (3) the 5th objective that the community and social were able to live by themselves and received benefits from the potentials, academic knowledge base, and research findings of the university appropriately.

Nakhon Ratchasima Rajabhat University (NRRU) prescribed Khon Buri district as the target area to be promoted as the key visiting place. From the survey of background information, it was found that Khon Buri district had various important visiting places including natures and ancient sites which could be developed to be the key visiting places in the future.

From the mentioned issues of the development strategy plan, the researcher was interested in developing an application for bilingual communication (Thai-Chinese) in order to promote tourism in Khon Buri district, Nakhon Ratchasima province. The researcher reviewed the background information in Khon Buri district and found that the research study was rarely found investigating the development of bilingual application to promote tourism in the area. Related research studies concerning the development of bilingual application were as follows; the relationship of perception ability and spelling ability of Chinese Learners Learning Thai Tones through Thai Tone Application. Phanintra Teeranon and others (2019) (the development of Kanji Application with Augmented Reality Technology by Association Image Method (Kanyarat Thongchum, 2018); and Online Classroom Web Application Development: A Case Study in the Department of Computer Science, Siam University (Thanaporn Rodcheewit & Chaloomwoot Thiangtrong, 2018). Findings of these research studies revealed that using the application as the instrument could promote language learning effectively. However, the study concerning development of an application for bilingual communication to promote tourism was rarely found. As a reason, the research was interested to develop an application for bilingual communication to promote tourism in Khon Buri district, Nakhon Ratchasima province. To conclude, the purposes of this study were: 1) to survey needs of the community for developing an application, and 2) to develop an application for Bilingual Communication to promote tourism in Khon Buri District, Nakhon Ratchasima Province.



2. Research Methodology

Of this article, the researcher classified research methodology as follows: defining the data collection sites, populations, and samples, research instruments, research tool quality testing, ethical consideration, data collection, and data analysis as detailed.

2.1 Defining the data collection sites

The researcher defined the data collection site at Khokkrachai Sub-district, Khon Buri District, Nakhon Ratchasima Province.

2.2 Population and Samples

Population and samples of this research were 25 samples, selected by using Simple Random Sampling technique. Firstly, 20 leaders from the community, accommodation and tourist places, schools, temples, hospital, community stores, and market were selected for the survey of needs of the application uses. Secondly, five informants were selected from people in the community of Khokkrachai Sub-district, Khon Buri District, Nakhon Ratchasima Province who had lived and worked concerning tourist places, accommodations, restaurants, and community stores.

2.3 questionnaire

Research instruments included: 1) a survey of needs of the application users, and 2) an interview of communication patterns to promote tourism in Khon Buri District, Nakhon Ratchasima Province.

2.4 Research Instrument Validation

Of this research, the researcher asked the three experts who were outstanding in the fields of linguistics, Thai as a Foreign Language, and Application design to validate the research instruments. Then, the research instruments were edited based on the suggestions of the experts.

2.5 Ethical Consideration

The researcher attended the training on “the basic ethical principle and review the research projects in Humanities and Social Sciences” on the 27th of November 2018 from Office of Research Affairs, Chulalongkorn University, cooperating with The Thailand Research Fund (TRF), Office of the Higher Education Commission (OHEC), and Forum for Ethical Review Committee in Thailand (FERCIT). The researcher submitted for ethical consideration from Research Institute of Nakhon Ratchasima Rajabhat University and received the certificate no. HE-2563-057, dated on the 26th of June 2020.

2.6 Data collection

The researcher collected the data from two main sources as follows. 1) For the need survey of application users, the researcher and assistants surveyed the needs of application users



by administering the questionnaire with the people in the community in Khon Buri District, Nakhon Ratchasima Province, including 20 leaders from the community, entrepreneur of accommodations and tourist places, schools, temples, hospital, community stores, and market. 2) For the interview to promote tourism in Khon Buri District, Nakhon Ratchasima Province, the researcher collected the data from five informants in the community of Khokkrachai Sub-district, Khon Buri District, Nakhon Ratchasima Province who have lived and worked concerning tourist places, restaurants, and community stores.

2.7 Data analysis

Needs of application users and interview data were analysed by the researcher in order to promote tourism in Khon Buri, Nakhon Ratchasima province. For the questionnaire, data were analysed through Mean, Percentages, and Standard Deviation (S.D.). For the interview, the researcher analysed the data to look for vocabulary and communication patterns.

3. Results

To report the results of the survey, the researcher has divided the presentations into two sections as follows. The first section was the result of need analysis of application users in Khon Buri, Nakhon Ratchasima, and the second section was the results of interview for designing the conversation dialogues for promoting tourism in Khon Buri, Nakhon Ratchasima province.

3.1 The needs of application users

To gain the results of survey the needs of application users in Khon Buri, Nakhon Ratchasima province, the researcher surveyed the needs from 20 leaders of the community including homestays and tourism sites, schools, temples, hospital, community stores, and market by using the questionnaires. The questionnaire to survey needs of application users consisted of four main parts in the followings. The first part was the general information of the informants. The second part was the general information of Khokkrachai sub-district, Khon Buri, Nakhon Ratchasima province while the third part was the needs of bilingual application use for promoting tourism in Khon Buri, Khon Buri, Nakhon Ratchasima province. The fourth part was suggestions and additional comments as shown in the Figure 1, 2, and 3.

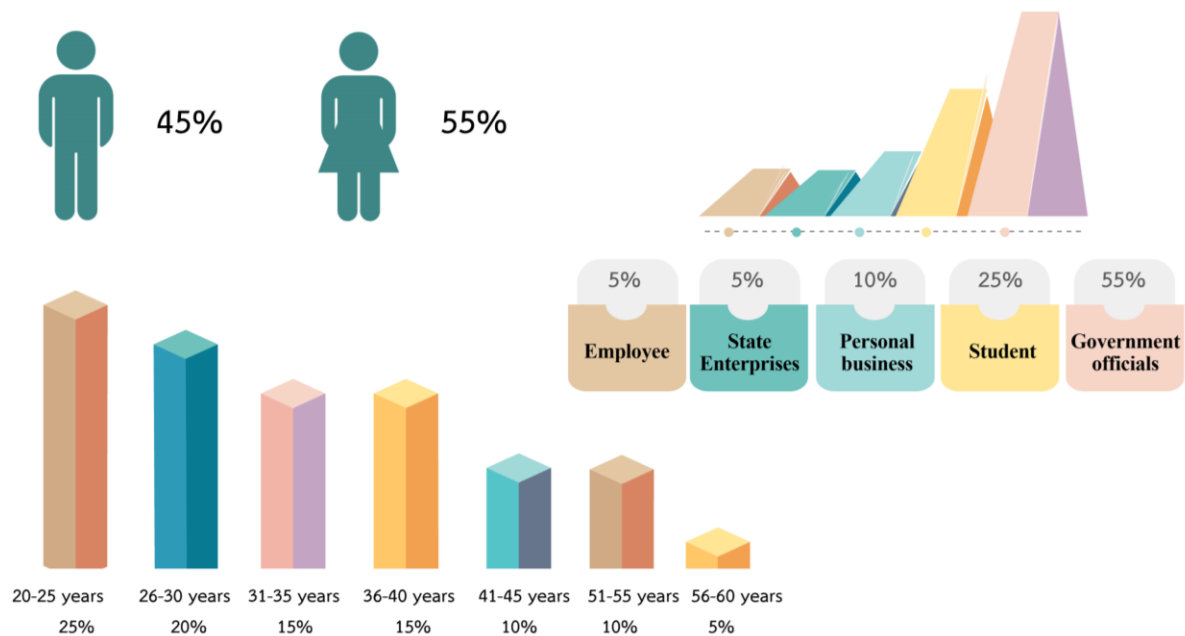


Figure 1: The general information of the informants

As shown in Figure 1, the informants were mostly female (55%). The majority was 20-25 years of age (25%). They were government officials (55%).

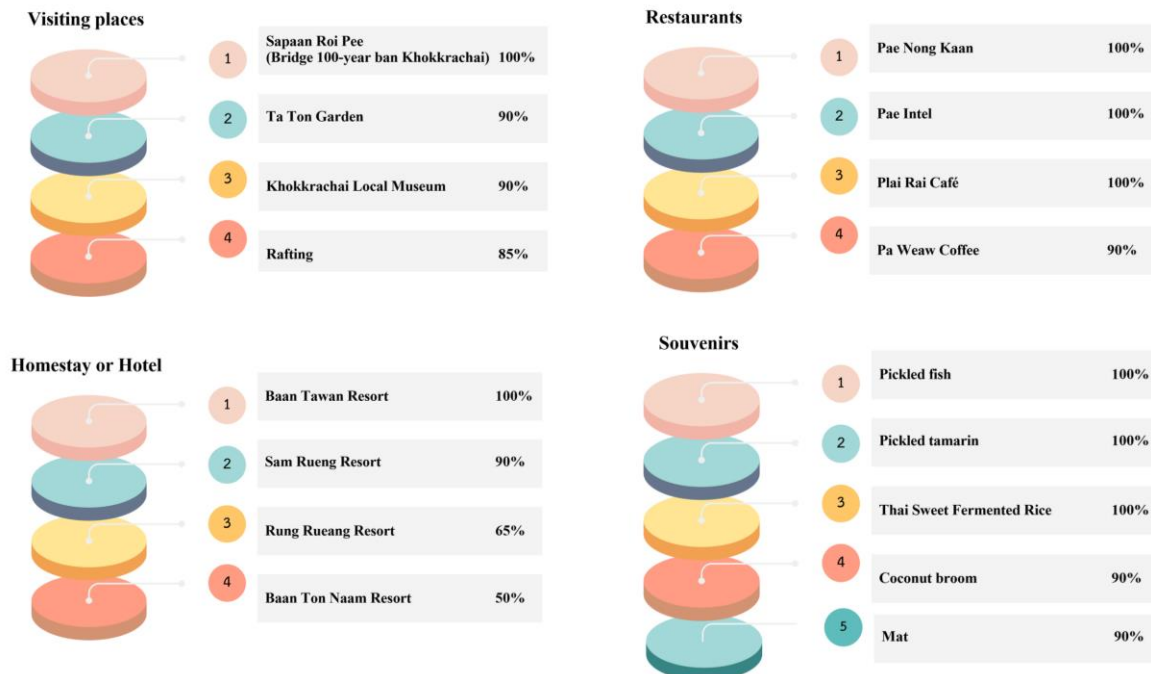


Figure 2: The general information of Khokkrachai Sub-district from the informants

It can be seen from Figure 2 that the most often mentioned visiting places were as follows; Sapaan Roi Pee (Bridge 100-year ban Khokkrachai) (100%), Ta Ton Garden, and Khokkrachai Local Museum (90%), and Rafting (85%) respectively.

In terms of accommodation, homestay, or hotel in Khokkrachai sub-district, Khon Buri, Nakhon Ratchasima province, the informants reported that Baan Tawan Resort (100%), Sam Rueng Resort (90%), Rung Rueang Resort (65%), and Baan Ton Naam Resort (50%) respectively.

In terms of restaurants, it was found that Pae Nong Kaan, Pae Intel, Plai Rai Café were frequently reported (100%), and Pa Weaw Coffee (90%) respectively.

In terms of souvenirs, it was found that pickled fish, pickled tamarin, and Thai Sweet Fermented Rice were highly recommended (100%), and coconut broom and mat (90%) respectively.

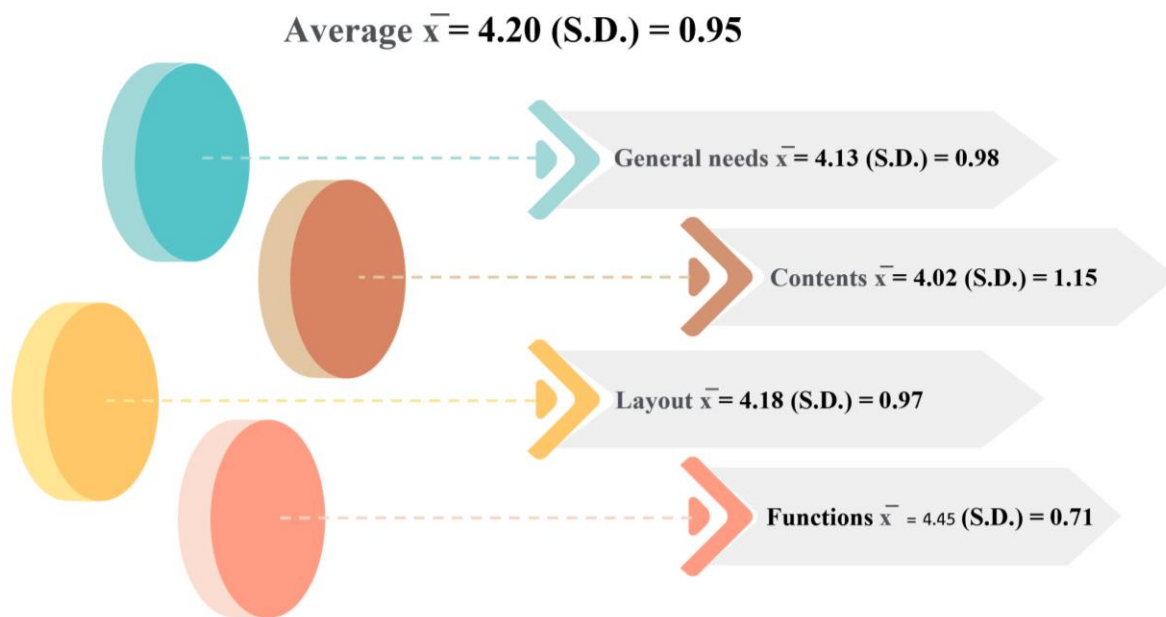


Figure 3: The need analysis of bilingual application use for promoting tourism in Khon Buri, Nakhon Ratchasima province

As shown in Figure 3, it was found that the needs of bilingual application use were as follows; functions ($\bar{x} = 4.45$, S.D. = 0.71), layout ($\bar{x} = 4.18$, S.D. = 0.97), contents ($\bar{x} = 4.02$, S.D. = 1.15), and general needs ($\bar{x} = 4.13$, S.D. = 0.98).

3.2 Results of interview for designing the conversation dialogues for promoting tourism in Khon Buri, Nakhon Ratchasima province

From the interview for designing the conversation dialogues for promoting tourism in Khon Buri, Nakhon Ratchasima province, the researcher selected the informants in the community of Khokkrachai sub-district, Khon Buri, Nakhon Ratchasima province who had lived and worked in the area as shown in the Figure 4 and 5.

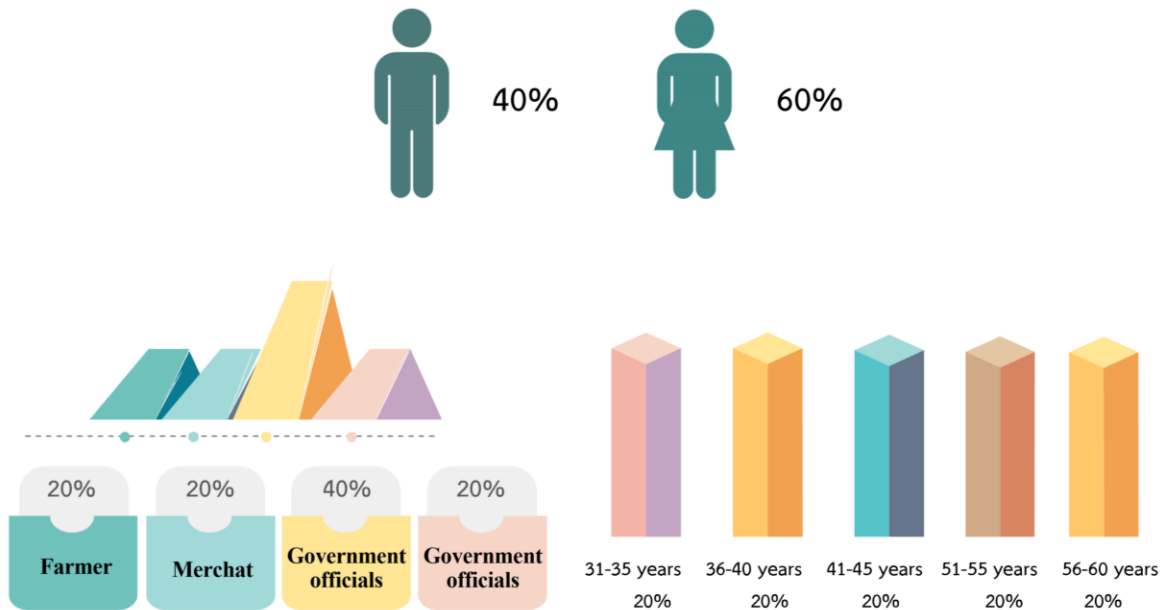
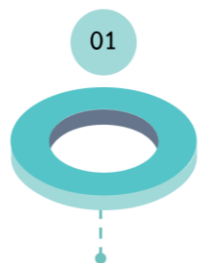


Figure 4: The conclusion of the general information of the informants

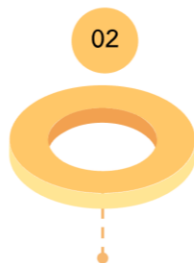
As shown in Figure 4, the informants were mostly female (60%). The majority were government officials (40%).

Vocabulary



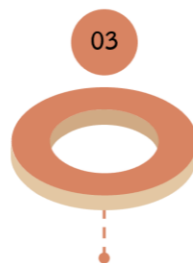
การเดินทาง ตรงไป เลี้ยว
ซ้าย เลี้ยวขวา หลงทาง อยู่
ติดกับ ตรงกันข้ามกับ ทาง
แยก สามแยก สี่แยก มุม
ถนน ซอย ถนนใหญ่ ถนน
หลวง ทางด่วน ทางรถไฟ
ทางตัน ทางลัด แม่น้ำ

Traveling
(67 words)



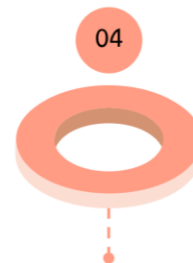
โรงแรม รีสอร์ท จอง เดินทางมา
จองที่พักเอง เข้าพัก ออกจากที่
พัก ย้าย ย้ายเล็ก ห้องพัก เตียง
เตียงคู่ เตียงเสริม ระเบียบ
แผนกต้อนรับ ใบปลิว, แผ่นพับ
ลิโอบบี้ ราคา เงินสด เงินมัดจำ

Accommodation
(56 words)



การสั่งอาหารและเครื่องดื่ม
อาหาร เครื่องดื่ม กิน/ทาน/
รับประทาน ต้ม ต้ม/แกง ผัด
ทอด ตูน นึ่ง ย่าง ปลา ปู
ปลาหมึก กุ้ง ไก่ เนื้อ หมู ไข่
ก๋วยเตี๋ยว

Ordering foods
(84 words)

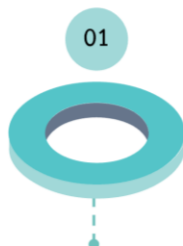


การซื้อของ ซื้อ ขาย ร้านค้า
ตลาด ลูกค้า พ่อค้า แม่ค้า
คนขายผลไม้ ราคา ราคา
เท่าไร/ กี่บาท บาท ถูก
แพง สดราคา เงิน เงินทอง
กิโลกรัม (กิโล) ผลไม้ แดงโม

Buying things
(47 words)

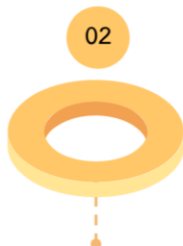
Figure 5: The conclusion of vocabulary

Communication dialogues



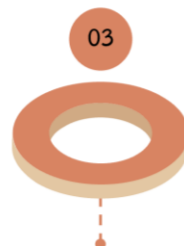
A: ขอโทษนะคะ จะไปบ้านตะวันตกรีสอร์ท
ไปยังไงคะ
B: ตอนนี้อยู่ที่ไหนคะ
A: อยู่อนุสาวรีย์ชัยสมรภูมิ กรุงเทพฯ
B: จะนั่งรถทัวร์จากหมอชิตมาลงที่ บขส.
ใหม่โคราช หรือจะนั่งรถจากอนุสาวรีย์
ชัยสมรภูมิมาลงที่อำเภอครบุรีก็ได้ค่ะ

Traveling
(5 dialogues)



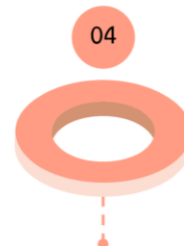
A: สำเร็จรีสอร์ท เชื่อน้ำและ ครบุรี สวัสดิ์
B: สวัสดิ์ค่ะ จะสอบถามว่ามีห้องว่างไหมคะ
A: คุณลูกค้าจะเข้าพักวันไหนคะ
B: เช้าวันศุกร์ที่ 14 พฤษภาคม ออกวันอาทิตย์
ที่ 16 ค่ะ
A: รอสักครู่ค่ะ จะเช็คให้ค่ะ...ห้องว่างค่ะ ไม่
ทราบว่ามาทั้งหมดกี่ท่านคะ
B: 5 คนค่ะ ผู้ใหญ่ 3 เด็ก 2 ขอจอง 2 ห้องน่ะ
ค่ะ

Accommodation
(5 dialogues)



A: สวัสดิ์ค่ะ รับประทาน
B: มีเมนูแนะนำไหมคะ
A: มีค่ะ คุณลูกค้าชอบทานปลาไหมคะ
B: ชอบครับ แต่ไม่ชอบทานเผ็ด และไม่
ชอบหวานค่ะ
A: งั้น เป็นปลานึ่งมะนาวดีไหมคะ
B: ได้ครับ แล้วมีข้าวผัดไหมคะ

Ordering foods
(5 dialogues)



A: ขอซื้อไม้กวาดทางมะพร้าวค่ะ ขาย
ยังไหมคะ
B: ค่ะค่ะละ 50 บาท เอาเยอะไหม เดี่ยว
จะลดให้
A: เอา 1 โหลค่ะ ลดได้เท่าไรคะ
B: เอาไป 500 บาทก็พอ
A: ชอบคุณมากค่ะ

Buying things
(5 dialogues)

Figure 6: The conclusion of Communication dialogues



As seen in Figure 5 and 6 , it can be concluded that there were four types of vocabulary as follows: traveling (67 words), accommodation (56 words), ordering foods (84 words), and buying things (47 words). Moreover, there were five communication dialogues for each type.

4. Discussion and Conclusion

1) The survey results of visiting places, accommodations, restaurants, and souvenirs of Khokkrachai Sub-district, Khon Buri District, Nakhon Ratchasima Province were found as follows: Sapaan Roi Pee (Bridge 100-year Ban Khokkrachai, Baan Tawan Resort, Pae Nong Karn Restaurant (Raft), and pickled fish respectively. 2) The result of interview for developing bilingual application consisted of six parts as follows: information of tourist places, accommodations, restaurants, products, 254 vocabularies, and 20 situations of communication patterns. It implied that people in the community needed to have the application for promoting tourism in the community in the future. It indicated that the application was an innovation to promote language learning which was consistent with previous research study. For this study, people in the community had learned vocabulary and conversations from the application which helped them communicate effectively with Chinese tourists concerning visiting places, accommodation, restaurants, and souvenirs. It also affected to the people in the community to further develop applications to promote tourism for the community in the future.

5. References

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