

## PRINTED MEDIA DESIGN AND DEVELOPMENT FOR PUBLICIZING THE INFORMATION OF CULTURAL ATTRACTIONS IN PHUKET PROVINCE

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### Abstract

The research of printed media design and development for publicizing the information of cultural attractions in Phuket Province comprises 4 objectives; (1) to study general information of cultural attractions in the communities, (2) to design and develop printed media for publicizing the information of tourist attractions, (3) to evaluate the quality of design and development of printed media, and (4) to study the satisfaction towards design of printed media for publicizing the information of cultural attractions in Phuket Province. This research is research and development. The instruments of this research were (1) interview form, (2) printed media for publicizing the cultural attractions of the communities in Phuket Province as follows: brochures, posters and guidebooks, (3) questionnaire for specialist of printed media design used in quality evaluation of printed media, and (4) questionnaire for evaluating the satisfaction of Thai tourists towards design and development of printed media for publicizing the information of cultural attractions in Phuket Province. The sample of this research was 120 Thai tourists who traveling in 6 community areas of Phuket Province selected by accidental sampling. The statistical methods used for data analysis were percentage, mean and standard deviation. The research findings revealed that (1) 6 communities have a potential for cultural tourism but they need printed media for publicizing the tourist attractions. (2) The overall quality evaluations from specialists of printed media design were summarized as follows: the brochures were at a good level ( $\bar{X}=4.14$ ), the posters were at a good level ( $\bar{X}=4.27$ ), the guidebooks were at a good level ( $\bar{X}=3.96$ ), (3) the satisfaction evaluation of Thai tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province found that the overall satisfaction

evaluation of the brochures were at a high level ( $\bar{X}$ =4.08), the posters were at a high level ( $\bar{X}$ =4.17), and the guidebooks were at a high level ( $\bar{X}$ =4.17). The opinion of Thai tourists and the result of evaluation of the specialist of printed media design towards 3 types of printed media showed that designing a good and attractive corporate identity printed media for the communities, the topic and element composition shall be short, understandable and in cool tone.

**Keywords:** printed media, cultural attraction, Phuket Province

## Introduction

Printed media is traditional media which still play an important role not less than electronics media or others media that are constantly used as a tool of communication because it can access to every target group, and the cost of capital is low, therefore, this media usually becomes the first choice for the entrepreneur of any type of business or service business. (Pawin Ramingwong, 2008 : 1)

Public Relations is used as a device for creating positive impression and image of organization for people through informing and clarifying. As a result, people will recognize, understand and acknowledge the activities or action of the organization. (Wirat Laphirattanakun, 1997: 2)

Thailand is a country of cultural diversity. This aspect has been linked to the tourism as supporting action of the government policy for the tourism promotion which is the main machinery of economic development, especially for South region. (Orrapan Thanasiriphong, 2012 : 2)

At present tourism industry of Thailand has a crucial role because it is a source of foreign currency income for more than billion Baht in each year. (Tourism Authority of Thailand, 2007 : 4 as cited in Pat Hirunyakarn, 2011 : 2) Office of the National Culture Commission, Ministry of culture, is well aware of the importance of the culture of Phuket City. This city does not focus only on ecotourism, but also pay attention on art and cultural diversity originated from the harmonious combination of races. (Office of the National Culture Commission, 2005: 2 as cited in Orrapan Thanasiriphong, 2012: 3) Furthermore, Phuket is recognized as world-class marine tourism center. It still has potential tourism resources that can relate to community activities for enhancing potential and earning more income as follows; cultural and historical tourism, rural

tourism, ecotourism, agritourism and etc. (Phuket, 2011) In the aspect of cultural tourism of the communities as mentioned in Tourism of Phuket above, the community is an element to attract the tourist to Phuket Province and create income. However, the researcher found that the communities did not produce nor develop printed media for publicizing the cultural tourism of the communities of Phuket Province although it could give tourist the information of each community's culture, make them understand the communities and attract them to the communities. Accordingly, this problem became the issue of the research.

## **Scope of the research**

### **1.1 Scope of Cultural Content for Publicizing Tourist Information**

- 1.1.1 Natural Conservation
- 1.1.2 Agriculture
- 1.1.3 Health therapy
- 1.1.4 Tradition and ritual
- 1.1.5 Art and culture
- 1.1.6 History

### **1.2 Scope of Area of Tourist Attraction Sites in Communities in Phuket**

#### **Province**

- 1.2.1 Kamala Sub-district Community
- 1.2.2 Choeng Thale Sub-district Community
- 1.2.3 Sakhu Sub-district Community
- 1.2.4 Ko Kaeo Sub-district Community
- 1.2.5 Thep Krasattri Sub-district Community
- 1.2.6 Mai Khao Sub-district Community

### **1.3 Scope of Printed Media Design**

- 1.3.1 Brochure for publicizing tourist attractions
- 1.3.2 Poster for publicizing tourist attractions
- 1.3.3 Manual for publicizing tourist attractions

### **1.4. Scope of Sample**

The sample of this research was 120 Thai tourists who traveling in 6 community areas of Phuket Province selected by accidental sampling.

### **Expected Results**

1. The design of brochures and posters for publicizing cultural attractions of 6 communities in Phuket Province.
2. The design of manuals for publicizing cultural attractions of 6 communities in Phuket Province and the information about different kinds of tourism resources as follows; nature conservation, agriculture, health therapy, tradition and ritual, art and culture and history.
3. The result of quality evaluation towards design and development of printed media and the result of satisfaction evaluation of tourists towards printed media for publicizing the cultural attractions in Phuket Province can be used as a model by any organization or office that need to create printed media for publicizing for developing quality printed media and making the tourists satisfied with the printed media.
4. The extension of results can be used to develop printed media for publicizing cultural attractions of other communities.

### **Objectives**

1. To study the general information of the sites of cultural attractions in the communities for publicizing the cultural attractions in Phuket Province.
2. To design and develop printed media for publicizing the cultural attractions in Phuket Province.
3. To evaluate the quality of design and development of printed media for publicizing the cultural attractions in Phuket Province.
4. To study the satisfaction towards printed media for publicizing the cultural attractions in Phuket Province.

### **Concept, Theory, Framework**

The researcher has reviewed the related literature of Pawin Ramingwong (2008), Sitang Jenwinitchai (2008), Chanate Ratanaubol (2010), Apiwat Panthathong, Jirawat Phirasant, and Nirat Soodsang (2012), Nattaporn Worakunpisad (2013) who studied about printed media for publicizing in order to be used for designing, developing, evaluating the printed media and the satisfaction of the sample whereas the research of Jureeporn Chanpanich et al. (2007) aimed at studying the matter format of media for

publicizing and the quality of media for publicizing tourism. These researches provide the framework of this research, the concepts and theories used in this research were as follows; design of printed media, public relations, cultural tourism and community-based tourism, satisfaction and general information of the sites of cultural attractions in the communities for publicizing the cultural attractions in Phuket Province.

## Methods

The population of this research was a group of Thai Tourists who traveling in 6 community areas of Phuket Province, then 120 Thai Tourists who traveling in the mentioned area were chosen as the sample by accidental sampling.

This research is research and development. The instruments of this research were as follows;

1. Interview form for the community leaders, academics and officers of the organization or office.
2. Printed media for publicizing the cultural attractions in Phuket Province were as follows: brochures, posters and guidebooks.
3. Questionnaire for specialists of printed media design used in quality evaluation of printed media.
4. Questionnaire for evaluating the satisfaction of Thai tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province.

This research gathered the data from 2 groups of assessor as follows;

1. 3 specialists of printed media design.
2. The sample who was 120 Thai tourists who traveling in community areas of Phuket Province selected by accidental sampling.
3. The duration of data collection was between August - November 2016, totaling 4 months.

The evaluation results from interview forms for the community leaders as follows: Chief Executive of the Sub-district Administrative Organization, academics and officers of the Sub-district Administrative Organization, questionnaire for 3 specialists of printed media design and 120 Thai tourists were analyzed by the statistical methods as percentage, mean and standard deviation and then the results were summarized and described in a pattern of descriptive research.

## Results

1.1 The result of the study of the general information of sites of cultural attractions of the communities for publicizing the cultural attractions in Phuket Province revealed that 6 communities as follows; Kamala Sub-district Community, Choeng Thale Sub-district Community, Sakhu Sub-district Community, Ko Kaeo Sub-district Community, Thep Krasattri Sub-district Community and Mai Khao Sub-district Community have a potential for cultural tourism but they need printed media for publicizing the tourist attractions.

1.2 The results of quality evaluation towards design and development of printed media for publicizing the cultural attractions in Phuket Province were summarized as follows;

1.2.1 The overall opinion of specialists of printed media design for publicizing the cultural attractions in Phuket Province towards brochures were at a good level. The mean were arranged accordingly as follows; aspect of illustrations were evaluated at a high quality level whereas aspect of design on the topic of harmony, unity, rhythm, aspect of value and utility of media, aspect of content and aspect of design on the topic of balance, contrast and proportion were evaluated at a good quality level accordingly.

1.2.2 The overall opinion of specialists of printed media design for publicizing the cultural attractions in Phuket Province towards posters were at a good level. The mean were arranged accordingly as follows; aspect of design on the topic of proportion, unity and content were evaluated at a high quality level whereas aspect of illustrations, aspect of design on the topic of harmony, rhythm, aspect of value and utility of media, aspect of design on the topic of balance and contrast were evaluated at a good quality level accordingly.

1.2.3 The overall opinion of specialists of printed media design for publicizing the cultural attractions in Phuket Province towards manuals for publicizing the tourism were at a good level. The mean were arranged accordingly as follows; aspect of design on the topic of rhythm, harmony, proportion, balance, contrast, aspect of value and utility of media, aspect of design on the topic of unity, aspect of content and aspect of illustration were evaluated at a good quality level accordingly

1.3 The results of satisfaction evaluation towards design and development of printed media for publicizing the cultural attractions in Phuket Province were summarized as follows;

1.3.1 Concerning the general information of the respondents, the researcher found that a group of Thai tourists, the respondents to the questionnaire, were more frequently men, tended to be in the 30 to 39 years old, and were unmarried. Most respondents had education level of Secondary Education or Vocational Certificate. In terms of occupation, almost of the respondents chose the choice of other occupation in the questionnaire (the respondents did not identify their occupation). The income of most respondents was lower than 10,000 Baht per month. Most respondents had Phuket as their domicile, traveled with family members and gathered the information from other people.

1.3.2 The overall satisfaction of a group of tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province in a type of brochures were at a high level. After every aspects were considered, the researcher found that the group of tourists were satisfied with media that were interesting and attractive at the highest level and followed by media for promoting and creating positive image of overall community tourism, media that urge viewer to travel after they have seen it, media that viewer like it, media as channel for distributing information, news and understanding accordingly.

1.3.3 The overall satisfaction of a group of tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province in a type of posters were at a high level. After every aspects were considered, the researcher found that the group of tourists were overall satisfied with media as channel for promoting and creating positive image of overall community tourism at the highest level and followed by media that viewer like it, media that urge viewer to travel after they have seen it, media as channel for distributing information, news, understanding and media that were interesting and attractive accordingly.

1.3.4 The overall satisfaction of a group of tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province in a type of manuals were at a high level. After every aspects were considered, the researcher found that the group of tourist feel satisfied with media that urge viewer to

travel after they have seen it at the highest level and followed by media as channel for promoting and creating overall positive image of community tourism, media that viewer like it, media as channel for distributing information, news, understanding and media that were interesting and attractive accordingly.

## **Conclusions and Discussion**

2.1 The results of quality evaluation towards design and development of printed media for publicizing the cultural attractions in Phuket Province were as follows;

2.1.1 The researcher designed the brochures by used of the results of quality evaluation towards design and development of printed media for publicizing the cultural attractions in Phuket Province in a type of brochures. Initially, the researcher arranged the composition of graphics and illustrations in the brochures and followed by text, concise and clear information and logos to make it beautiful. According to the overall opinion of specialists of printed media design towards the aspect of design were at a good level. Especially, aspects of illustrations were at the highest level because they conveyed the clear and precise meaning of the content. The researcher also arranged the layout of graphic elements which have the shapes of curve, round and oval and used them as a frame of cropped illustrations in some part in order to make them more interesting, nonrepetitive, and attractive related to idea of Thiwawat Pattaragulwanit and Niwat Kongpien (as cited in Surasit Wittayarat, 2003 : 208) who suggested that most of the layout used square illustration as well as break line or column break was put in square shape, therefore, illustration should have the shapes of curve, round and oval or the image should be in the round or oval frame in order to make it more nonrepetitive. Surasit Wittayarat (2003 : 204) also recommended the way to design illustration more interesting, the feature of image should convey the clear meaning of the content to the viewer and crop some good part of the ungraceful original image should make illustration more appealing.

2.1.2 The results of quality evaluation towards design and development of printed media for publicizing the cultural attractions in Phuket Province in a type of posters were used by the researcher to design the posters. Initially, the researcher arranged the composition of graphics and illustrations in the posters and followed by text, concise and clear information and logos to make them engaging. According to the



overall opinion of specialists of printed media design towards the design were at a good level. Especially, aspect of design on the topic of proportion and unity were equal at the high level because of the good layout of graphics, illustrations, text, short and comprehensible information and logos. All of these elements were perfectly coherent in sizes, shapes and forms, as a result, the design had suitable proportion and harmonic form. The usage of color in monotone, multi-tone, high value color and low value color made the unity of the design. The design of posters were related to the suggestion of Jantana Thongprayoon (1994 : 23 - 24 as cited in Surasit Wittayarat, 2003 : 190) stated that proportion of printed media design referred to arranging the composition in consideration of coherence of size, shape of elements such as text and illustrations should relate to the paper size, style and format of printed media. Surasit Wittayarat (2003 : 187 - 188) also stated that unity of printed media referred to creating a unified composition. The viewer might feel disjointed and boring if the design lacked of unity, therefore, the design of printed media should be a unity by using the technique as follows; overlapping the similar shapes and forms, placing all the perspective lines to one point of interest, using the linking line and monotone.

2.1.3 According to the results of quality evaluation towards design and development of printed media for publicizing the cultural attractions in Phuket Province in a type of manuals, the researcher has designed the simple layout by using grid layout, dividing space between the column. Then the researcher arranged the composition elements of art and design as follows; the square forms of different sizes, illustrations, text, information and logos to create beautiful manuals with the usage of cool tone and the high value color and low value color implied to geography that Phuket Province was surrounded by the sea. The researcher aimed to design and develop manuals for publicizing the cultural tourism of 6 communities, therefore the photo of cultural tourism attractions in 6 communities that did not have their own printed media were gathered and used in these manuals. Consequently, the overall opinions of specialists of printed media design towards the design were at a good level. Especially, aspect of design on the topic of rhythm which defined to repeatedly arrange the same kind of images in ascending order were at highest level because of using simple grid layout, arranging the graphic elements that had different sizes, using cool tone to signify the geography of Phuket Province that was surrounded by the sea, using the high value color

and low value color and the precise illustrations. The unity was also considered in designing these manuals, therefore, the similar shapes of graphics and illustrations were duplicated and arrange in ascending order. The graphics, illustrations and color usage of the design of printed media were all related to the suggestion of Surasit Wittayarat (2003 : 190) stated about the rhythm of composition that the art elements should have the intervals between them, so that it would create a sense of movement and direction for the viewer. Designing the printed media should have the rhythm, so that it should have space where the eye paused. This design had good and unique of layout from the space between the columns called “the column break” and related to the principle of usage of color of Siripong Payomyam (1994 : 34) (as cited in Surasit Wittayarat, 2003 : 191 - 192) who recommended that the designer could choose the color tone usage to convey intended meaning to the viewer as cool tone referred to colors in the same semicircle of blue color in color wheel as follows; yellow, yellow-green, green, blue-green, blue-violet and violet. Cool colors conveyed emotions of peaceful and calm. The colors of each tone consisted of 7 colors whereas the yellow and violet could be in both cool and warm tone. However, the usage of one tone in an image would create unity and harmony.

2.2 The satisfaction evaluation of design and development of printed media for publicizing the cultural attractions in Phuket Province were as follows;

2.2.1 The results of satisfaction evaluation of tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province found that the overall satisfaction of tourists towards 3 kinds of printed media were at a high level because these printed media has attracted the tourists to the cultural tourism of the communities and these printed media also promoted, created positive image to overall community tourism and urged tourists to travel.

2.2.2 The results of satisfaction evaluation of tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province revealed that the tourists were overall satisfied with media as channel for promoting and creating positive image to overall community tourism at the highest level, it might be because of the good composition of graphics, illustrations, text, clear and precise information and logos with usage of bright and beautiful color made community tourism resources of 6 communities more interesting related to Wirat Laphirattanakul (2010 : 84)

stated that communication devices were effective tools used to vastly corporate image and access to the people, especially if they were supported by the mass media such as newspaper, radio, television and etc. and the public relations advertising, printed media such as pamphlet, poster, leaflet, brochure and etc.

2.2.3 The results of satisfaction evaluation of tourists towards design and development of printed media for publicizing the cultural attractions in Phuket Province found that the mean of the aspect of media that viewer like it were at the lowest level, it might be because most of the printed media that designed the graphic and arranged the composition by the researcher used cool tone. Consequently, the design might lack of unity and contrast of colors and it made the design unattractive related to Siripong Payomyam (1997 : 75 as cited in Surasit Wittayarat, 2003 : 192) stated about the usage of cool and warm tone in an image that even though using one tone in the image would create the unity and harmony, the viewer could feel boring if looking at that image for a long time. Therefore, the designer should use both cool and warm tone but the proportion of usage each tone should not be equal unless it would oppose and disjoint. It is related to the recommendation of Jureeporn Chanpanich et al. (2007 : an executive summary) who stated that some media for publicizing the tourism was unsalable and unattractive enough for the tourists who need the media that could continually provide the information altogether with colorful and attractive illustrations.

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