

Project	The Creation of Online Media: Facebook Fanpage and YouTube, to Promote Community-based Tourism of Plai Bang Village, Bang Kuai District, Nonthaburi Province
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Abstract

The research project titled ‘the creation of online media, Facebook fanpage and YouTube to promote the community-based tourism of Plai Bang Village, Bang Kruai District, Nonthaburi Province aims: 1) to create media online, Facebook fan page and YouTube to promote tourism in the community Plai Bang district, Nonthaburi Province; and 2) to evaluate the online media, Facebook fan page and YouTube created to promote tourism in the community of Plai Bang district, Nonthaburi Province. Questionnaire of evaluation forms was used to collect the data and the statistical analysis identified by descriptive statistics, e.i., frequency (F), percentage (%), Mean (\bar{x}) and the Standard deviation (S.D.).

The study of the creation of media online, Facebook fanpage and YouTube, to promote the community –based tourism indicated that the best creation of media online must highly focuses on the following features: the contents of community-based tourist attractions, the accessibility and location of the community must be provided, as well as the pictures presenting the community attractions and activities must be interesting in terms of colour, sizes and clearness of the pictures. Similarly, the VDOs of YouTube must be also interesting. In term of the evaluation of the online media, the Facebook Fanpage and YouTube to promote tourism in the community Plai Bang district, Nonthaburi Province regarding the experts’ opinions, the

study revealed that the Facebook Fanpage and YouTube created by the researchers had high quality with average score is 3.68 in the following aspects: contents on Facebook fanpage (\bar{x} = 3.70) the Design of Facebook fanpage (\bar{x} = 3.70) and the contents on YouTube Channel (\bar{x} = 3.36) and the Design of YouTube Channel (\bar{x} = 3.33) respectively.

Keywords: Online Media, Facebook Fanpage, YouTube, Tourism promotion, Plai Bang Community

