

Tourism Promotion by Chaophaya Tourist Boat through the Mobile Application

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ABSTRACT

The research topic is “Tourism Promotion by Chaophaya Tourist Boat through the Mobile Application” The purposes of the research were to study, create and evaluate the mobile application for Chaophaya Tourist Boat. The mobile application can use when Thai and Chinese people interested in tourist attractions around numerous piers along this historic water way. The evaluation of using the mobile application was evaluated by professionals. The research was conducted by using qualitative methodology. The data was analyzed and described by using the mean and standard deviation. The mobile application was comprised of main page, information about tourist attraction around 10 piers, ticket fares, boat timetable. The content of the application was at the high level (= 3.66), the mobile application design was at the high level (= 4.68) and the content of Chinese language was at the high level (= 4)

Keywords: Tourism, Chaophaya Tourist Boat, Mobile Application

