

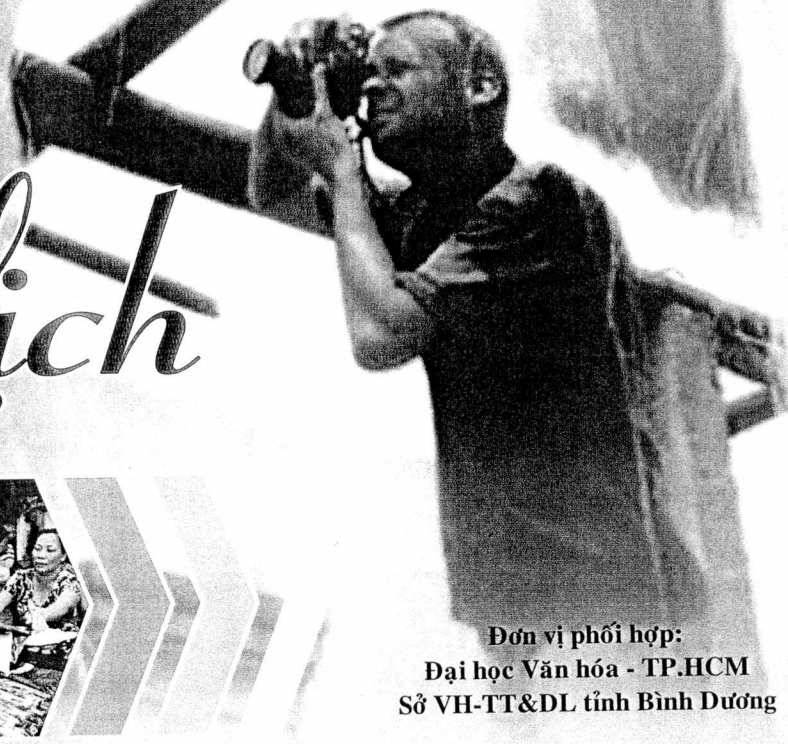
ĐẠI HỌC QUỐC GIA TP. HCM
TRƯỜNG ĐẠI HỌC KHXH & NV

TRƯỜNG ĐẠI HỌC SILPARKON
THÁI LAN

PGS.TS. VÕ VĂN SEN - TS. NGÔ THANH LOAN
PGS.TS. HUỲNH QUỐC THẮNG
(Đồng chủ biên)



Làng nghề phát triển Du lịch



Đơn vị phối hợp:
Đại học Văn hóa - TP.HCM
Sở VH-TT&DL tỉnh Bình Dương



NHÀ XUẤT BẢN
ĐẠI HỌC QUỐC GIA THÀNH PHỐ HỒ CHÍ MINH

LÀNG NGHỀ VÀ PHÁT TRIỂN DU LỊCH

BAN BIÊN TẬP

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ThS. Nguyễn Trung Tự
ThS. Bùi Việt Thành

Kỷ yếu này được xuất bản dưới sự tài trợ của đề tài “*Phát triển du lịch sinh thái và làng nghề tại tỉnh Bình Dương*” do PGS.TS. Huỳnh Quốc Thắng làm chủ nhiệm đề tài.

FACEBOOK: SHARING TOOLS FOR TOURISM IN THAILAND

*Jittapon Chumkate**

*Pimlada Mahaariyatip***

1. Introduction

Although Social Network has been used with different meanings such as Social Networking, Social Network Service, and so on, its primary goal is “to create the social networks or online communities.” Social Network was originated when computers were connected for sharing information and communication. Social Network can be categorized into two types, namely, Internal Social Network (ISN) and External Social Network (ESN). In detail, ISN is the closed Social Network that is limited and used only in specific groups, organizations, associations, etc. The members must be first invited to access the services. In contrast, ESN is the public Social Network where everyone can join as a member whereas the network supporters will be attracted by donations or advertisements. Note that ESN may be also the specific networks of collectors, photographers, scientists, and so on. ESN is considered as a general and large network. Its examples include Hi5.com, Facebook.com, Multiply.com, etc.

In the past, Social Network began with the online communities that were involved with the thread posting and forum discussion. At present, Social Network is widely used for searching information, contacting old friends, and finding new friends who have the similar interests. Apart from social relationships, the members can exchange and share their opinions and interests in the groups or forums resulting in business and help among the members in various forms like sharing of experience and techniques including business introduction. The relationship of people in the networks will begin when one party is asked to be friend (i.e. friend adding). Upon confirming the invitation, the contact of the both parties commences. The membership of ESN is very easy because it requires only the valid e-mail of the users. In brief, the main features of ESN include e-mail, membership system, threads, privacy and security regulations. In addition, the web page can be designed based on ones' preferences to exhibit their identity and personality. Music, music videos, clips, television programs, advertisements, movies, and so on, can be also posted and shared by and among the members.

* ** Department of Marketing Faculty of Management Science Silpakorn University, Thailand. E-Mail: jittapon@ms.su.ac.th

In Thailand, 17.7 million people or 26.47% of total population are Facebook users. Among them, 44% are male and 56% are female. The users are 13-64 years old (average age = 25.9 years) whereas people at the age of 16-30 years, namely, the teenagers and early adults, are the main Facebook users. The research titled "The Survey Project on Behaviors and Attitudes towards Tourism of Thai People in Bangkok Metropolis and Neighboring Provinces" indicated that most of the tourists were the in-trend and the explorer ones who used Social Network as their tool when searching information.

Nowadays, Facebook is very popular especially among the teenagers, namely, students. The researcher was thus interested in studying the behaviors of the adolescent Facebook users based on their perspectives in particular on the tourism as the obtained results can be further used as the guidance for the studies related to Social Network and Internet media.

2. Objectives

1. To investigate the effects of Facebook on the tourism- decision-making among the students of Silpakorn University, Petchburi Campus
2. To study the tourism-related behaviors of Facebook users, namely, the students of Silpakorn University, Petchburi Campus

3. Research Methodology

The research methodology can be summarized as follows:

1. For the scope of study, this quantitative research explored the tourism-related behaviors of Facebook users, namely, the students of Silpakorn University, Petchburi Campus.
2. The population of this research consisted of 6,319 students of Silpakorn University, Petchburi Campus who used Facebook. Applying the sample sizes in accord with Yamane (1967) and the confidence of 95%, the final samples were 360 students who were sampled by the convenience sampling.
3. Questionnaire was used as the research instrument. The developed questionnaire comprised three parts, namely, the demographic data, the behaviors of students of Silpakorn University, Petchburi Campus using Facebook, and the tourism-related decision-making of students of Silpakorn University, Petchburi Campus, that was influenced by Facebook, respectively.

4. Research Procedures

4.1. The literature review was compiled from books, documents, and journals related to the communication technology and tourism and used as the conceptual framework of this research;

4.2. The questionnaire was adapted from Somjit (2010) and drafted in accord with the research objectives in regarding with the influence of Facebook on tourism and the behaviors of Facebook users. The drafted questionnaire should have accurate and easily- understood contents with proper responding time;

4.3. The drafted questionnaire was submitted to the experts for the consideration on its validity. Only the items with the Index of Item – Objective Congruence (IOC) exceeding 0.50 were selected (Rovinelli and Hambleton, 1977)

4.4. The approved questionnaire was finally used for the data collection among the samples during 13 – 20 January 2014;

5. The collected data were analyzed as follows: 1) Percentage, mean, and standard deviation were used for the descriptive analysis on the behaviors of Facebook users, 2) t-test (t-test for Independent Samples) and F-test (One-way ANOVA) were used to compare the influence of Facebook on the users with different demographic data using the Least Significant Difference (LSD) of 0.05 (Wanichbancha, 2006). By this study, SPSS software program was used in the data analysis.

Results

The questionnaires were distributed to the students of Silpakorn University, Petchburi Campus, staying at the university dormitories, for seven days. It was found that 360 questionnaires were returned. The returned questionnaires were verified and analyzed with the following analytical results:

1. Most of the Facebook users were female (n = 207, 57.50%). They studied in the third year (n = 164, 45.56%) in the Faculty of Management Science (n = 226, 62.78%) with the GPA of 2.00 - 3.00 (n = 142, 39.44%). Most of them obtained the allowance of USD 150 – 200 (n = 149, 41.39%). The parents/guardians of the samples were employees/workers (n = 106, 29.44%) who obtained the salary in the amount of over USD 1,000 (n = 134, 37.22%); see Table 1.

Table 1. Frequency and Percentage of Sample Separated by Demographic Data

	Item	Frequency	Percentage
Gender	Male	153	42.50
	Female	207	57.50
Year	First	74	20.56
	Second	68	18.89
	Third	164	45.56
	Fourth	54	15.00
Faculty	Information Communication and Technology	54	15.00

	Item	Frequency	Percentage
	Management Science	226	62.78
	Animal Science and Agricultural Technology	80	22.22
GPAX	Less than 2.00	8	2.22
	2.01 - 3.00	142	39.44
	3.01 - 3.50	116	32.22
	3.51 - 4.00	94	26.11
Allowance per month	Less than 100 USD	21	5.83
	100 - 149 USD	142	39.44
	150 - 200 USD	149	41.39
	More than 200 USD	48	13.33
Parents/ guardians	Worker	106	29.44
	Agricultural	77	21.39
	Government	70	19.44
	Merchant	51	14.17
	Private Officer	34	9.44
	Entrepreneurs	22	6.11
Revenues of Parents	Less than 400 USD	5	1.39
	400 - 599 USD	54	15.00
	600 - 799 USD	60	16.67
	800 - 1,000 USD	107	29.72
	More than 1,000 USD	134	37.22

2. Regarding the behaviors of the Facebook users, most of the samples used Facebook for communication (n = 144, 40.00%). They used Facebook in free times (n = 321, 89.17%) averagely for 2-3 hours per time (n = 187, 51.94%). They got news and information from Facebook (n = 192, 53.33%) and used Facebook more than four times per day (n = 199, 55.28%), respectively.

Table 2. Frequency and Percentage of Sample Separated by Behaviors of the Facebook Users

	Item	Frequency	Percentage
Reason of Use Facebook	Communication	144	40.00
	Relaxation	99	27.50
	Playing Game	71	19.72
	Fashion	32	8.89

Item	Frequency	Percentage
Frequency of Using	Others	14 3.89
	Free Times	321 89.17
	Once a Day	23 6.39
	Two Days per Time	9 2.50
	One Week per Time	6 1.67
	More than One Week per Time	1 0.28
Averagely Use Facebook Per Time	1 hours	108 30.00
	2-3 hours	187 51.94
	4-5 hours	50 13.89
	More than 5 hours	15 4.17
Gathering From Facebook	News and Information	192 53.48
	Entertainment	87 24.23
	Friends	81 22.28
Frequency to Use Per day	Less than 1 time	16 4.44
	1 Time	51 14.17
	2-4 Times	94 26.11
	More than 4 times	199 55.28

3. Concerning the use of Facebook for tourism purposes, most of the respondents shared their photos when having the trips (Mean = 4.71, S.D. = 0.32). They also shared the photos of panoramic views, foods, texts about the tourist places, and souvenirs, respectively. The hypothesis test using t-test revealed that the female samples preferred sharing their own photos, photos of panoramic views, and foods rather than the male ones did while the female and male respondents similarly shared the texts related to the tourist places and souvenirs.

4. For the Facebook outcomes, when making a decision on the tourism, the photos of panoramic views attracted the users most, followed with the photos of foods, souvenirs, Facebook's account owners, and texts related to the tourist places, respectively. According to the hypothesis test by t-test, the female respondents were more influenced by the photos of foods and souvenirs than the male ones did. In contrast, the male Facebook users were more influenced by the photos of panoramic views and texts describing the tourist places than the female ones did. In addition, the female and male samples paid similar attention to the photos of the Facebook's account owners.

Discussion, Conclusion, and Suggestions

1. Since this study was the quantitative one, the qualitative research should be conducted in the future using, for example, the in-depth interviews, observations, or any other methods to obtain in-depth details because such information will be very beneficial and necessary in establishing the strategic tourism and business plans that are in compliance with the media.

2. This study focused only on the Facebook users that were the students studying at the Faculty of Management Science, Silpakorn University, Petchburi Campus. Hence, the future researches should compare the behaviors of Facebook users between the students of Silpakorn University, Petchburi Campus and other campuses/institutes.

3. Since this research was involved mainly with www.facebook.com, the future studies should pay attention to other Social Network such as Google.com, yahoo.com or Sanook.com, and so on, to obtain more information that can be used by the entrepreneurs for the decision-making on the online public relations and advertisements.

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