

Learning Art and Culture of Phra Nakhon Si Ayutthaya by Electronic Book

Pratoomtong Trirat¹

Rangsit University, Pathum Thani, Thailand

pratoomtong.t@rsu.ac.th

Sakda Sakonthawat²

ACP, Thailand

asakonthawat@hotmail.com

Nattawat Khanachan³

Nijira Bumroongit⁴

nijira@yahoo.com

Techameth Pianchana⁵

techamethnum@hotmail.com

Abstract

The research objectives were to design an electronic book (E-Book) for learning art and culture of Phra Nakhon Si Ayutthaya Province and to explore the satisfaction towards the use of E-Book. The procedure involved collecting information about tourism in Phra Nakhon Si Ayutthaya from information signs at various locations, print media, internet media, taking photographs of tourist attractions; designing electronic book using computer programs, placing layouts, contents, composition, and creating media and asking for opinions through online system from 60 respondents.

The results indicated that the E-Book of travel and culture for learning of Phra Nakhon Si Ayutthaya comprised several aspects of design, components, content, media and multimedia technique, and usage. The E-Book contains a total of 30 pages with a file size of 210x297 mm. The overall satisfaction with the use of E-Book was at a high level for media design ($\bar{x} = 4.55$, $SD = 0.04$); a high level for composition ($\bar{x} = 4.59$, $SD = 0.09$); a high level for content ($\bar{x} = 4.53$, $SD = 0.05$); a high level for media and multimedia technique ($\bar{x} = 4.55$, $S.D. = 0.04$) and a high level for usage ($\bar{x} = 4.53$, $S.D. = 0.03$).

Keywords: *learning, art and culture, electronic book*

1. Introduction

At present, cultural tourism has brought High income into the country and contributed to economic development at both the national and regional levels. Cultural tourism is also an important tool for preserving the culture. In Thailand, tourism is a service industry that generates high income and employment. Amid the increased competition of the tourism market, the trend of cultural tourism development is gaining more attention as tourist attractions and cultural

heritage of Thailand are unique and such cultural heritage has been passed for a long time (Sanglimsuwan and Sanglimsuwan, 2012).

In addition, effective communication that can reach people quickly and provide accurate and clear information can motivate people to become interested in traveling because it creates awareness about the image of tourism of various tourist spots. Tourists can perceive through various communication channels such as public relations (advertisement/brochure), personal communication (family/friends/tour agencies), mass communication (newspapers, magazines, television, news and documentaries), as well as contemporary culture (literature, movies), including direct experiences the tourists acquire from tourist attractions (Dabphet, 2017).

E-Book is a book that is constructed by using a computer program in a form of electronic document that allows readers to read the document through electronic devices such as computer, notebook, PDA (Personal Digital Assistant), Palm and Pocket PC or even from a mobile phone. In addition, E-Book can also display images, sounds, animations, quizzes and more specifically allow for printing the desired document on a printer, create a table of contents or send information via electronic mail (Email) to the author, and also update the content at all times (Srifra, 2009). Comparing to regular books, E-book saves storage space since they are created in the form of digital files where many E-books can be stored within one computer, with navigation and hyperlinks to enable users to search key information and content better and easier. Moreover, some E-Books (files) refer to various website names that are helpful for users to create and produce files faster than publishing books in general and it is easy to edit in case of error checking (Thongsawai, 1999). Since technology is considerably involved in today daily life, the current study therefore focuses on public relations of tourism in the form of E-Book since the contents are easily accessible via the internet.

2. Objectives of the Study

1. To design an electronic book (E-Book) for learning art and culture of Phra Nakhon Si Ayutthaya Province
2. To explore the satisfaction towards the use of E-Book

3. Methodology

Scope of Study

The content of E-Book is intended to present the history of Thai culture, traditions and 22 important places in Phra Nakhon Si Ayutthaya province, both in the inner and outer island city. It is designed in the form of E-Book by Windows 10 Pro operating system, using Adobe InDesign to incorporate texts and images into the components of book pages. The Flip PDF Professional as a Folio Producer tool is performed to help create books as files to be accessed through various channels of both Android and IOS operating systems. Once the design of E-Book is finished, the satisfaction evaluation will be assessed by 60 respondents.

Procedure

1. Production planning (Pre-Production)

1.1) Define the content and scope of work in designing E-Book for public relations of Art and culture in Phra Nakhon Si Ayutthaya.

1.2) Study and capture relevant information from various sources, related thesis and research.

1.3) Explore information about graphic design and guidelines for producing E-Book with Flip PDF Professional.

1.4) Study the image switching language in Flip PDF Professional and study the use of Adobe Photoshop CS6.

1.5) Prepare and organize data for designing E-Book programs.

2. Production

2.1) Determine the format and quality of the E-Book involving layout, content, graphic design, and page setting of the design of E-Book for public relations of Phra Nakhon Si Ayutthaya in a portrait orientation sized 210 * 297 (A4) in Adobe InDesign CS6.

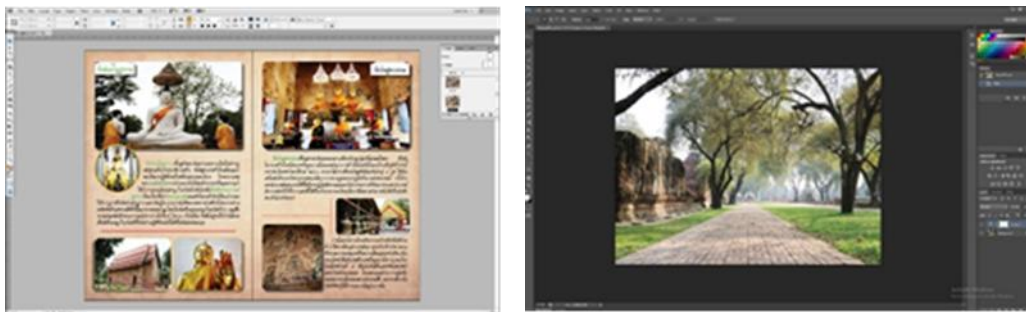


Figure 1 Designing E-Book in Adobe InDesign CS6: 1

2.2) Once completing the design of E-Book content, proceed to Thai language audio recording of E-Book content by using jRaja program inserting in E-Book to make it more interesting. The multimedia files contain the soundtrack of the content article.

2.3) Upload E-Book files for public relations of Phra Nakhon Si Ayutthaya which have been converted to PDF files into the flip pdf professional program to allow the use of E-Book.

2.4) Once the file upload is complete, the 30 pages of E-Book is displayed with various functions of the flip pdf professional and audio files are added into E-Book pages.



Figure 2 Audio function was added into the content pages on E-Book

3. Work assessment

Quantitative questionnaire consisting of several aspects such as the design of electronic media, component, content, media and multimedia technique was employed. Sixty respondents were recruited in the research. After that, the data was analyzed by percentage, arithmetic mean, and standard deviation.

The evaluative criteria are shown below:

- Mean 1.00-1.49 refers to a lowest level of opinion
- Mean 1.50-2.49 refers to a low level of opinion
- Mean 2.50-3.49 refers to a moderate level of opinion
- Mean 3.50-4.49 refers to a high level of opinion
- Mean 4.50-5.00 refers to the highest level of opinion

4. Result of the Study

To create and design E-Book of travel and culture in Ayutthaya, an E-Book of 30 pages was designed in a portrait orientation sized 210 * 297 mm. and in .pdf type that can be opened to read via Flip PDF Professional.



Figure 3 Front and back covers of E-Book of travel and culture in Ayutthaya



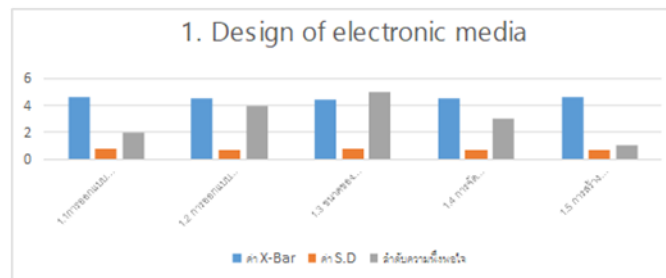
Figure 4 Content pages of E-Book of travel and culture in Ayutthaya

To answer research question 2, the results of the satisfaction evaluation consist of three parts:

Part 1 General information of respondents: the demographic data analyzed by percentage show that there were 25 (58.30 %) males and 35 (41.70 %) females; 7 (11.70%) respondents aged below 21 years, 36 (60.00%) aged between 21-30 years, 7 (11.70%) aged between 31-40 years, 4 (6.70%) aged between 41-50 years, and 6 (10.00%) aged between 51-60 years. For the level of education, 17 (28.40%) obtained below a bachelor's degree, 41 (68.30%) hold bachelor's degree, and 2 (3.30%) hold above bachelor's degree.

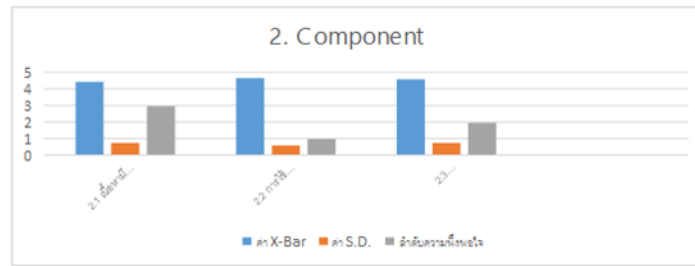
Part 2 Satisfaction on the design of electronic media, component, content, media and multimedia technique, and usage was assessed by 60 respondents. The results are shown in the following graphs.

Graph 1: Level of Satisfaction on the Design of Electronic Media



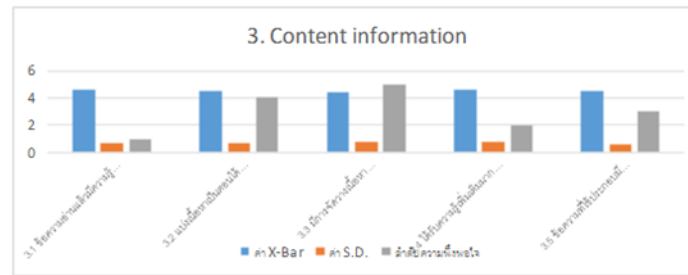
According to Graph 1, it suggests that respondents' overall satisfaction on the design of electronic media was at the highest level ($\bar{x} = 4.55$, S.D.= 0.04). For individual area, the highest mean was reported on creating illustration ($\bar{x} = 4.63$, S.D.= 0.71), followed by the media design with attractiveness ($\bar{x} = 4.58$, SD = 0.74), the composition arrangement of the pages ($\bar{x} = 4.56$, SD = 0.65), the design with uniqueness and relevance to the content ($\bar{x} = 4.53$, SD = 0.67), and the lowest mean for font size, color, easy to read, and suitable background color ($\bar{x} = 4.43$, SD = 0.74).

Graph 2: Level of Satisfaction on the Component



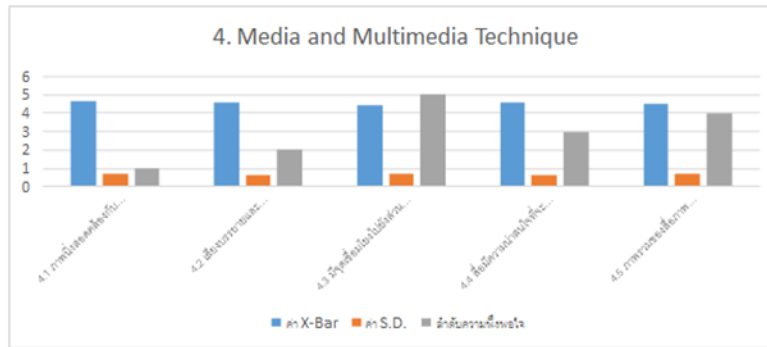
According to Graph 2, it revealed that respondents’ overall satisfaction on the component was at the highest level ($\bar{x} = 4.59$, S.D.= 0.09). For individual area, the highest mean was reported on the use of correct and suitable language with clear communication ($\bar{x} = 4.65$, S.D. = 0.5), followed by relevant and suitable illustrations to the content ($\bar{x} = 4.63$, S.D. = 0.71), and the lowest mean on correct and clear content ($\bar{x} = 4.48$, S.D. = 0.76).

Graph 3: Level of satisfaction on Content Information



According to Graph 3, this shows that respondents’ overall satisfaction on content information was at the highest level ($\bar{x} = 4.53$, S.D.= 0.05). For individual area, the highest mean was reported on the texts to read with knowledge and understanding ($\bar{x} = 4.63$, S.D.= 0.73), followed by receiving a lot more additional knowledge ($\bar{x} = 4.57$,S.D. = 0.74), concise and understandable supplementary texts ($\bar{x} = 4.50$,S.D. = 0.60), suitable partitioning of contents ($\bar{x} = 4.48$,S.D. = 0.67), and the lowest mean on layouts of content and texts for easy understanding ($\bar{x} = 4.45$, S.D. = 0.74).

Graph 4: Level of Satisfaction on Media and Multimedia Technique



According to Graph 4, it revealed that the overall satisfaction on media and multimedia technique was at the highest level ($\bar{x} = 4.55$, S.D.= 0.04). For individual area, the highest mean was reported on pictures relevant to content ($\bar{x} = 4.65$, S.D.= 0.71), followed by suitable voice and illustrations ($\bar{x} = 4.58$, S.D. = 0.62), media attractive to follow to the end ($\bar{x} = 4.55$, S.D. = 0.67), coherent images and sound component ($\bar{x} = 4.50$, S.D. = 0.68), and the lowest mean for easy Linking to the website ($\bar{x} = 4.47$, S.D. = 0.70).

5. Conclusion

As we can see, the evaluation result suggested that the samples were satisfied with the use of E-Book of travel and culture in Ayutthaya. Respondents rated at the highest level of satisfaction on the component. This could be said that the arrangement of component can communicate clearly. It is consistent with the research by Tipuppathum (2017) who designs the animated e-book in eco-package design. Regarding the content, respondents rated at the highest level of satisfaction for gaining knowledge and understanding of the texts. This is corroborated with the research by Sinwanichkun (2009) on the result of using the electronic book to enhance English reading comprehension of the undergraduate students majoring in educational technology, Faculty of Education, Silpakorn University. Regarding the design of E-Book, the illustrations and media design were attractive and this result was supported by the research of Supprung (2005) who suggests that the design principles are at the heart of designing.

6. Recommendations

1. It is suggested that the font size should be improved. The size should be more friendly to readers.
2. The book should be more eye-catching so more images and video should be added into E-Book.

7. The Authors

Pratoomtong Trirat, Nattawat Khanachan.,Nijira Bumroonggit, and Techameth Pianchana

8. References

- Dabphet, S. (2017). Tourism attributes and communication channel of tourism image for future tourists: The case of Phitsanulok. *Journal of Community Development Research*, 11(1) 79-98.
- Sanglimsuwan, K., Sanglimsuwan, S. (2012). Sustainable Cultural Heritage Tourism. Retrieved from <https://opac.psu.ac.th/BibList.aspx?keyid=789504&word>. Retrieve 15 Jan 2018.
- Sinwanichkun, A. (2009). The result of using the electronic book to enhance English reading comprehension of the undergraduate students majoring in educational technology. (Master dissertation). Department of Education Technology, Silpakorn University.
- Srifa, P. (2009). *E-book Text: Talking Book*. Bangkok: Tharnbooks.
- Supprung, J. (2005). *Desktop publishing E-Book to promote digital literacy*. Bangkok: Chulalongkorn University Press.
- Thongswai, S. (2004). Development of Electronic Media for Teaching and Learning with Portable Computer. *Journal Wichakarn*, 7(4) 84-95.
- Tipuppathum, C. (2017). Design of animated E-Book in eco-package design. *Art and Architecture Journal*, 8(1) 169-181.