

# Thai–Korean Tourism Promotion through Motion Picture Application

N. Kongdee and P. Soontaratta

**Abstract**—The motion picture application for tourism project was a co-operation between Thai and Korean students. In order to complete the project, it required a steady framework. The project was separated into 2 phases for shooting short VDO clips of 10 popular places of 2 cities. According to the objective, in terms of design contents and functions, it could enhance the target groups to feel more deeply of culture from each place. The designs such as color, graphic, animation and user interface (UI) were meant to identify the culture of both countries harmoniously through mobile application. Moreover, the motion picture had proved to enhance the user to recognize the place apparently. This was a strong tool for tourism system to promote the place by using motion picture application which was the key of memorizing.

**Index Terms**—Application, arts and design, communication, motion picture, tourism.

## I. INTRODUCTION

According to one of the visions of College of Arts, Media and Technology, Chiang Mai University, the co-operation project at an international level is the priority reason to proceed this project research that affects the education in the University and many opportunities to provide for students. MOU: Memorandum of Understanding, between Department of Animation, College of Arts, Media and Technology, Chiang Mai University, Thailand and Department of Film and Motion Picture, School of Photography and Motion Picture, Kyungil University, Korea was signed in 2012 and the first co-operation project research was proceeded in June 2013. This project team comprises of 12 students from both sides, 6 from each side. Consequently, there are many skills set in this team such as 3 dimensional animation, film making, programming and photography.

Currently, Thailand and Korea are the most popular for tourism challenge in South-East Asia. The rapid rise in the number of tourists during the past decades has influenced many countries to envisage for the development of tourism [1]. According to Euromonitor [2], the prediction of the number of tourists in Thailand and Korea in the next decade would be increasing. Thailand was a third of top 3 countries for popular visiting. In 2012, there were 1,169,131 Korean tourists in Thailand and that was a rise of 16.18% from 2011 [3]. Moreover, they were in the age range of 25-34 years.

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In the same way, the Thai tourist number in Korea had increased since early 2002. From various reasons to visit Korea, the most influenced one was the Korean drama in Thailand which affected tourism system in Thailand-Korea dramatically [4]. According to Korean Embassy statistics, there were 395,984 tourists from Thailand in 2012, which was a rise of 28% from 2011 which was in the top 5 of foreign tourists in Korea.

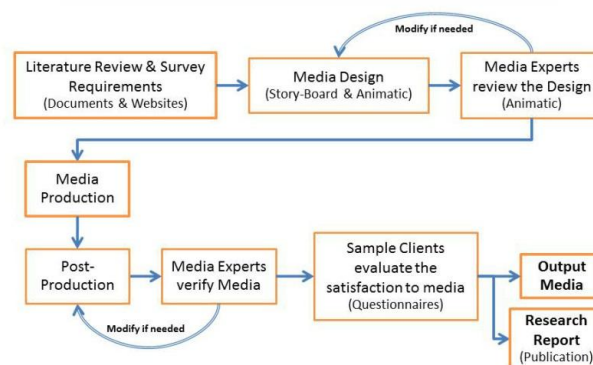
Application and platform were most considered for this project. According to current research of age behavior, mobile marketing were focused on tourism which found 10% of user who were using Geolocation Awareness in mobile platform and 40% for flight and hotel reservations [5]. At this point, this project decided to support mobile user as a main body.

Ultimately, the idea for tourism project varies. Students made their decision to create a motion picture application for smart phone on IOS and Android platform to support mobile user to access information of the place. The hypothesis of this project is to promote tourism through the film on mobile application which will enhance the memorizing of the place and understand the culture of the place in depth.

## II. ASSUMPTION

The motion picture application would be able to interpret the culture from popular places in Chiang Mai and Dae Gu to the target groups.

## III. PROJECT FRAMEWORK



Source: K. Meksamoot, “Thai-Korea tourism promotion through motion picture application: CMU-KIU cooperation project,” June-October, 2013.

Fig. 1. The diagram of project framework.

Initially, the frameworks to complete this project were different from other local projects but it required a good management for 2 phases which were effective of the time

schedule. In terms of research, the process requires Literature Review and Survey for information that is needed. Typically, the film and media need to follow 3 step orders to complete the production which are pre-production, production and post-production but in the meantime, this project framework may be able to proceed pre-production and production in the same time because there are different professions on this project, the application team and design, programming and motion picture team can shoot a film and photographs from scan board simultaneously which could skip some process such as animatic or character design casting as shown in Fig. 1.

#### IV. CONCEPTUAL IDEA

Conceptually, the Tourism Promotion Application name as “Chiang Gu”, provided information of Chiang Mai and Dae Gu city through the story which is shown as motion picture on application form. These contents will combine with 2 cultures of Thailand and Korea in digital media form. The function and user interface (UI) have been designed for various ages of target groups, based on popular tourist statistics who travel between both cities.

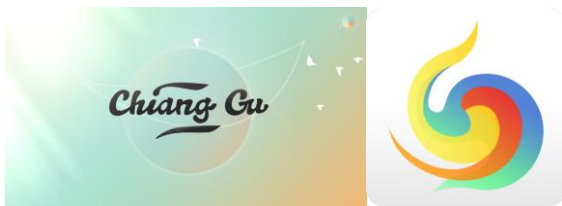


Fig. 2. Introduction menus for application (a), The Chiang Gu application icon that is shown on screen (b).

Traditionally, the contents in specific detail were established as the population symbol of the subject. For example, Dae Jung Geum, 2003, it was using of contents of Korean food in the film so it became a popular food in Asia and became symbol of Korea, from the film Ong-bak, 2003, there was Thai boxing which became population sport to many countries [6].

In terms of Arts and Design, it was the identification of nationality. The application icon design was integrated with the symbols of 2 countries. First look of the icon that we can see was an elephant symbol in the form which indicates Thailand character but the colors were the colors of Korean flag as shown in Fig. 2(a), (b).

#### V. E-TOURISM IN APPLICATION FORM

Nowadays, we know that E-tourism is the convenient way to access to any information. The increasing of mobile and tablet user has made tourism system more suitable [7]. For example, “Smart Travel Korea” application is a one-stop tour information service that provides various information and services which are necessary for travel. It can do a booking of the hotel or searching information of the specific place in each city with ease, including shopping places and price comparing and recommended shops.

Moreover, some application such as Smart Tour

application is able to provide the best way to commute between place to place specifically, able to share user’s experience to social network service (SNS) and it can establish the positive feeling to the tourists before and after visit [8]. However, it still lacks the feeling of culture and tradition that needs to aware before travel. This is the idea for this project that user can access the information profoundly and addition of the culture system into it specifically in each place. These are the ideas of this project.

#### VI. FILM AND MOTION PICTURE

Bellowe [5] suggested that the ways to success in persuading tourists to travel their destinations in context of mass media and social media was to present the actual sense of place and give the fact or the real experience, not dream. The tourists prefer digital photo, video, music, touch scene, sound motion commodity and visual presentation that are realistically presented on website to dramatic images in advertisements.

Psarros [9] stated that video is a center stage of online marketing promotion. ComScore Video Metrix reported that the number of internet users in United State of America who watch some video through online media everyday was 105.1 million in 2011. It reflects that the marketers should concern in making their products or services alive through video media, for example, television commercial, product using demonstration including providing information about products and services.

Film is an important media that influences people over their concepts, beliefs and values related to culture and disseminate information to worldwide. Nowadays, Korean Wave (Hallyu) broadly spread worldwide. People have known Korea much more through Korean films and historical series, for example, My Sassy Girl (2001), Winter Sonata (2002) and Dae Jung Geum (2003), which enhanced the audiences’ demand to travel to Korea to follow the popular films’ or series’ locations [6].

In addition, many Korean films or dramas are supported by Tourism Authority of Thailand in Seoul for shooting in Thailand locations. It is considered as indirect public relations for Thailand tourism attractions because many audiences wanted to travel to the places in Thailand that appeared in their favorite series [6]. Likewise, the road-movie Chinese film named Lost in Thailand (2001), the champ of Chinese box-office, used Thailand as main location of the film. For this reason, the number of Chinese tourists who came to Thailand in 2012 dramatically increased 5 times from 2011. Many travel agencies planned trips to follow the film [10].

Thus, motion picture is the main function of this application. There are various ways to present the place depending on specific time to go. Moreover, this application will provide the information about the culture, local people, food and more in itself.

The motion picture in this application will guide a user about style of living in the city through the video clips of two tourists travelling to different cities. One is the boy from Korea travelling to Chiang Mai and another is a girl from Thailand travelling to Dae Gu.

The contents focused on enjoyment of the life in different places. It explored in more details about living such as tradition food or best spot of the place. These also promote a commercial aspect of the culture from each country.

VII. APPLICATION SITE MAPPING

The site map was designed to support user behavior. It was separated into two parts from main menu. User can choose to search from Chiang Mai or Dae Gu in the beginning, then user can choose the place of interest as shown in Fig. 3.

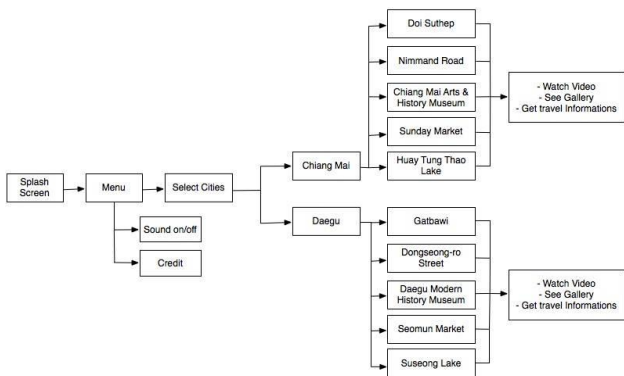


Fig. 3. The application site map.

Generally, the User Interface (UI) usually affects user. It needs to be simple and easy to use. The interactive animation was applied at the first access. User could enjoy the figure, slide the button follow the instruction that is shown on the screen, this would include sound effect and theme song.

The second main menu was showing two separate cities, Chiang Mai and Dae Gu, the instruction would pop up as shown in Fig. 4(a).

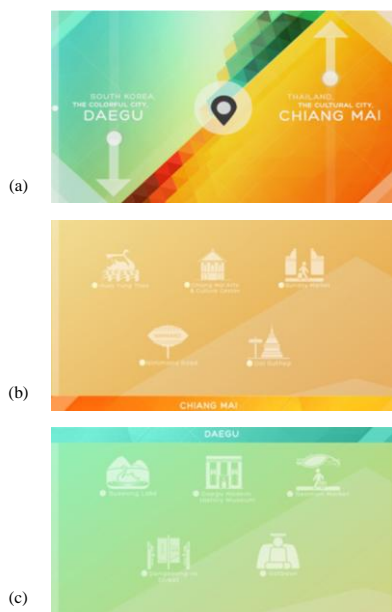


Fig. 4. (a) Separate places menus (b) 5 popular places sub-menu in Chiang Mai, Thailand (c) 5 popular places sub-menu in Dae Gu, Korea.

After dragging a figure down to the cities categories, there are 5 places sub-menu of the popular places in the city showing up. According to the tourism database, the place was

selected with the acceptance that it has the most reputation to visit. The place that was provided on the application had similar contents considering environment and location. User can search the information or watch a VDO by tabbing the icon as shown in Fig. 4(b), (c). Moreover, this function can compare both tradition and culture in many ways as a benefit. On the screen, user can see some detail of the place such as food or gift for sale in the VDO, so the addition of this screen called “Gallery” could pop up from controller at the same screen. There are several images with description. This function would help user realize more clearly as shown in Fig. 5.

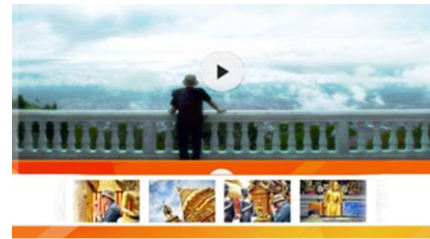


Fig. 5. VDO menu on application.

From the Gallery, user can enlarge the picture in full screen mode. These also provided the specific information on the place in the film as shown in Fig. 6.



Fig. 6. Photo detail menu.

Ultimately, the user interface was designed for finger tips and slider with motion graphic. User could hold and slide on the screen to access the next function. The user interface was tested with 30 people of different ages and still could develop until the post-production stage. This process will end up with prototype and footages on Chiang Mai side.

VIII. RESULTS AND DISCUSSION

According to the objective of the project research, the authors would expect more than that. This project would be a new way to present the culture, tradition and living style profoundly by the use of motion picture in addition function. By using various profession field works together, the project framework needs to be adjusted slightly from original process that depends on the circumstances that occur all the times. However, this case would be a useful case of study to initiate a new way of application for tourism.

IX. CONCLUSION

According to the objective, there were 2 variable statements to lead the project on goal which were project



framework and design contents.

The framework supported the project work flow which led to success of the project objectives and ended up with the stability of result from user.

The design contents such as functions and application platform were suitable for a wide range of age of users which was a simple UI design and easy to use. The motion pictures were the main idea to complete the project goal and help user understand the culture contents.

However, the information of the place in the application was a simple description to explain the film detail. As a result of the project, this framework plan was work flow and suitable for international co-operated project.

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**Nop Kongdee** received his bachelor's degree in education of Architecture from King Mongkut Rajamoangala KMITL, Bangkok, Thailand in 2002. After graduation, he worked as a designer for Web graphic and 3D Advertising for 2 years at Antidote Digital Design (ADD) which is a graphic advertising company in Bangkok. He received a master's degree of Animation from Savannah College of Art and Design, USA in 2007. He also worked as 3D visualizer for architecture at Smallwood, Reynolds, Stewart, Stewart, SRSSA, Atlanta, USA for 3 years. In 2010, he worked as a lecturer in Department of Digital Communication, Maejo University, Chiang Mai, Thailand for 2 years. Currently, he is a lecturer of B.A. program in Animation, College of Arts, Media and Technology, Chiang Mai University. His profession and Artist Direction are 3D Animation and Visual Effect Film.



**Preawpilin Soontaratta** received her bachelor's degree of Arts with first-class honors in Mass Communication from Chiang Mai University, Chiang Mai, Thailand in 2001. After three years with experience in a field of advertising and mass communication, she furthered her study in Advertising and received master's degree in Communication Arts, majoring in Advertising from Chulalongkorn University, Bangkok, Thailand in 2006. She started to work in 2000, before the graduation. Her first position was assistant production manager in production unit of the film called "Kwan-Riam" that was belonged to Sahamongkolfilm International Company Limited. After the end of film shooting, she went to work as a copywriter in Movement G & W Company Limited, the advertising agency in Bangkok which specialized in print media. Then, she moved to work at the event organizer named Up & Go Graphic Company Limited as creative copywriter and project head. In 2002, she left to work as creative director at Music Help Limited Partnership which is a music organizer and television program's production house until 2004. After graduation in master's degree in 2006, she worked as a creative group head in Thai film's marketing department of Sahamongkolfilm International Company Limited for almost five years. Currently, she is a lecturer of B.A. program in Animation at the College of Arts, Media and Technology, Chiang Mai University, Chiang Mai, Thailand. She is proficient in movie, marketing and mass communication.