



The Creation Of Video Clip For Community Tourism, Rong Kla Village, Nakhon-Thai District, Phitsanulok Province

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Abstract

The objective of the study was to analyze the content and the composition of 3 video clips presenting community tourism, namely, 1) OTOP Innovative Tourism in Sa Kaeo Province by Facebook fan page, "Husbands Travel," 2) A Trip to Suan-Mamong Market in Chanthaburi province in the Local Alive column in A Day Magazine, and 3) A Local Trip to Khok Wat Village in Prachinburi Province by the Office of Culture, Prachinburi. The results of the research were applied to create a video clip to present the concept of community tourism of Rong Kla Village, Nakhon-Thai District, Phitsanulok Province. The results also revealed that the dimensions of concrete content included a clear community map, attractive tourism activities, and unique local produce and other agricultural products. The abstract content included a simple way of life based on the sufficiency economy. In terms of colors, the visuals were presented through natural, realistic colors (Earth Tone) that could give a feeling of natural fruitfulness through the beauty of nature and the environment. In terms of image composition, a variety of image angles were used to attract viewers to follow throughout the video clip. In terms of light, the video clip used natural light and artificial lighting techniques to convey different meanings and emotions. Images that use natural light will be soft and realistic, while the artificial lighting techniques can help to make the image more dimensional. It has the characteristics of light and shadow. The intensity of light makes the object stand out and give more the feeling atmosphere. Finally, the visual expression dimension was found emotions of the images communicate positively. Showing the friendliness of the host and the villagers in the video makes the audience feel relaxed and comfortable and would like to travel to be a part of community tourism.

Keywords: *Community Tourism, Video Clips, Rong Kla Village*

1. Introduction

Traveling to tourist attractions is considered a leisure activity a person always does for relaxation after spending his daily routine at work. Nowadays, more people are traveling, and it becomes a trend to visit new tourist attractions and places to learn new life experience and narrate their journey to others on the online social media platform. Community-based tourism has become popular among new travelers who love to take advantage of and discover new communities scattered around Thailand. This type of tourism becomes widespread due to its lower travel expense and less travel time compared to traveling abroad. The more unique a community is, the more attractive it is for new travelers.

The discovery of Rong Kla or Ban Mai Rong Kla Village, located at Moo 10, Noenphoem Sub-district, Nakhon-Thai District, Phitsanulok, has inspired the researcher to create a work that could present their community's interesting spots and highlights to the world. This community is a place where we can see a perfect combination of the lifestyle of the middle region and the lifestyle of the Hmong Tribe. The community is unique for its location surrounded by the famous natural attraction, Phu Hin Rong Kla National Park, where the beauty of natural phenomena awaits new explorers.

Most of the locals here are farmers whose main income comes from selling their fresh produce and other agricultural products. The harvest proceeds go to the community every year. Their crops include chemical-free fruit and vegetables, especially big and sweet strawberries (Royal species 80) available for sale during the cold season, which is also considered high season for tourism. Also, Dek Doi (Tribe Kids) Flea Market, a small flea market opened for children in the community to sell local produce, homegrown products, souvenirs, and other stuff to visitors who stop by before going to other attractions in the national

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park. The activity supports the village children by giving them enjoyment as well as improving their sales skills to help lessen the financial burden of their families.

The researcher considered the community as a significant tourist attraction. The value of this community has led to the creation of a video clip to present the content of its local community lifestyle surrounded by its beautiful nature and environment. The video clip would also promote community-based tourism among the new generations as an alternative communicative channel to publicize its community and upgrade the living quality of the local people. Furthermore, the clip would help promote the preservation of village natural resources and the environment as a whole.

2. Objectives

2.1 To investigate the content and the spatial organization in the video clip that presents community-based tourism.

2.2 To create a video clip that would publicize and promote community-based tourism in Rong Kla Community, Nakhonthai District, Phitsanulok Province.

3. Methodology

Data

This research is a part of the thesis entitled “Research and Creation of Video Clip for Community-Based Tourism, Rong Kla Village, Nakhon-Thai District, Phitsanulok Province.” The research used a qualitative methodology, and three video clips were selected using a purposive sampling method. In which each clip has content consistent of community tourism. The video lengths are no more than 5 minutes and created by the public organization, the private organization and the general public are the following:

1) OTOP Innovative Tourism in Sa Kaeo Province by Facebook fan page, “Husbands Travel” (4 minutes) This video created by the general public. Using animation techniques to present the map for viewers to indicate a clearer picture that where this community is located. Using the sufficiency economy philosophy principles to introduce the community.

2) A Trip to Suan-Mamong Market in Chanthaburi Province with Local Alive | A day (3.30 minutes). This video created by a private organization. It was presented content about visiting the morning fresh market in the community, to experience the way of life of the local people as to how their trade. Appreciating the value and importance of locally available ingredients to create a new menu.

3) A Local Trip to Khok Wat Village in Prachinburi Province by the Office of Culture, Prachinburi (4.59 minutes) This video created by a government organization. It was introduced by a group of children in the community. They took the bikes to admire the scenery around their community. To experience nature and places of historical that importance to the community, allowing children to learn a simple way of life. Resulting in pride in the way of life, feeling loving, cherished, and helping to keep the community to live forever.

Data analysis

This research uses the concept of community tourism, video production for community tourism, and Image Analysis Theory (The Good Eye) are as follows.

Community Tourism presented by the Economic Analysis Agency of Government Savings Bank (2018) had given the meaning of community tourism that it is unique tourism with a consideration of environmental sustainability, society, and culture, by which local people are involved in tourism management. It focused on capacity building for the local people, and most importantly, must not destroy the old way of life or existing community resources.

The production of the video for community tourism, presented by Saiwichit (2016), said that people are the heart of television production for community tourism, in which the producer must choose someone who knows the community and express well both in gesture and speech. The more the people who can speak the local language, the more unique show the local representative.



The Good Eye Theory presented by Gillian Rose (2001) classified issues of analysis into the Content (In terms of Concrete and Abstract Content), Color, Spatial organization, Light, and Expressive Content.

4. Result

The researcher categorized the aspects of the analysis based on the research objectives and the research problems. The study emphasized the analysis of the content of the three video clips by using the Good Eye theory framework to investigate their concrete and abstract contents, color, spatial organization, light, and expressive content.

4.1 Content

Concrete content

1. The locations of the communities that appeared on the map are making the community easily accessible to tourists as it can also be easily found on websites. By watching the video clips, the audience found that getting into each place was not too difficult after seeing the visual graphics of 8 communities in Mueang District and the location of Khokwat Village, Si Mahosot District, Prachinburi.

2. Each community has its own attractive activities for tourists who want to learn the way of living of the locals. For instance, in Mueang District, Sa Kaew Province, a demonstration of weaving of loincloth by villagers of Pang Si Da Village in Moo 15, and buffalo training for agricultural work by Kasornkasitwit School in Moo 4 which gained support from the royal project.

3. Each community has a unique agricultural product; e.g. pickled bamboo shoot by Khlong Arang, Mueang District, Sa Kaew Province, and pomelo orchards in Mueang District, Prachinburi.

Abstract content

1. Simple lifestyle in the video clip, A Trip to Suan-Mamong Market in Chanthaburi Province with Local Alive | A day

The clip reflected the simplicity of life through a walk in a local market where a variety of local ingredients are available. People can buy local ingredients at a cheaper price than buying them from elsewhere. Finding food ingredients in the local market is a simple lifestyle. After getting up in the morning, people can walk to the market to find food ingredients for their meals.

2. Living on a simple way of life based on the sufficiency economy.

The optimization of agricultural activity is noticeable in Kasornkasitwit School, where buffaloes are trained for working on farms. Villagers do not need to rely on machines which cause harm to the environment like air pollution. Dung from farm animals can be used as fertilizer for their crops. Another place is Uncle Pong Farm, where plantation areas and animal farming areas are combined. The video clip also presented crop rotation in this farm which continuously brings the owner income all year round.

4.2 Color

The use of earth tone colors could relate the audience to nature and the environment. The video clip, Local Trip to Khok Wat Village in Prachinburi Province by the Office of Culture, Prachinburi, mainly presented the content through green and brown tones which could have young people realize the significance of the preservation of nature and environment in the village.

4.3 Spatial organization

The use of different visual angles made the video clips attractive and interesting. Each visual angle was found to give different meanings. For example, visuals from a high angle view represented greatness. In the video clips, high angle shots could show the overall views of the places. Low angle shots reflected power and pride in their lifestyle and jobs. Close-ups created the depth of field, which emphasized the details of the visuals.



4.4 Light

The application of natural light and light adjustment techniques and technologies could contribute to different emotions. Visuals with natural light would look mild and realistic; however, light adjustment techniques and technologies could improve the light and shades as well as the contrast that helped highlight objects in the visuals. The audience could experience a better atmosphere of the scene presented through visuals.

4.5 Expressive content

What are interesting in the video clips were positive emotions presented through visuals. The more enjoyment they give the audience, the more relaxed and comfortable the audience would feel, thus, the more they desire to visit the place. Traveling to a province is to experience the lifestyle of local people. It is a must to make tourists feel good and happy. If the video clip allows them to be touched by the friendliness of the villagers, they will, of course, decide to visit the village.

5. Video clip creation

The video clip, “Ban Rong Kla: A Brave Man’s Paradise” was created to present a (village) trip, an escape from daily chaos to a place-Rong Kla Village, Nakhon-Thai District, Phitsanulok Province – to relax and energize the life. The place is not well-known among tourists. The researcher chose to communicate the word ‘Kla’ (Brave) through the host of the program to invite the audience to go out to experience the local lifestyle, the beauty of nature, and explore new things. The places and highlights in the video clip included: 1) a natural trail in Phu Hin Rong Kla National Park, 2) Rong Kla View Spot on a high mountain covered with yellow grass flowers where viewers can see the magnificent views of the village, 3) Dek Doi Flea market a small flea market where young students from Huai Nam Sai School sell chemical-free local produce and other local products during their school holidays in the cold season (the high season for tourism), 4) Royal species 80 strawberry orchard where Royal species 80 strawberries are available for sale in the cold season, 5) Hmong local food including rice, vegetables, chilies, and fried or boiled meat seasoned with a variety of herbs and spices, 6) Hmong Pizza, a Hmong New Year dessert of which the main ingredient is glutinous rice-cooked and finely mashed, wrapped in a banana leaf, grilled until crispy, and served with sugar cane dipping sauce, 7) a cycling route at the national park for tourists who are passionate about adventure, 8) Phu Lom Lo, the land of Thai cherry blossoms, where tourists can see the blooms of wild Himalayan cherry flowers covering the whole mountain, 9) traditional toys including slingshots and bamboo swings, 10) the night atmosphere which allows tourists to experience the cold temperature at night in the village which is comparable to other countries with cold climates, 11) Pha Khu Rak, a romantic place from where tourists can experience the panoramic view of the nature’s beauty, 12) Straw flower field with colorful straw flowers grown only in northern Thailand, and 13) the sunset at Phu Khwang Tawan which gives tourists a panoramic view of the sunset. All the thirteen spots were combined to produce a 3-minute video clip that presented the urban life of an office worker surrounded by chaos. This lifestyle caused the urban man to feel tired and have no energy in life. He decided to have a short trip to a province to learn a new lifestyle wishing to relax and energize his life before going back to work. The creation of the video clip was based on the analysis of the Good Eye theory outlined as follows:

1. Content

The concrete content was visually perceived through hill tribe traditional clothing and the landscape of Rong Kla Village (see example in Figure 1). The abstract content was the consumption of healthy food, such as chemical-free fruit and vegetables, and tourism that promotes the preservation of the environment.



Figure 1 Taste local food.

In the video clip creation, “Ban Rong Kla: A Brave Man’s Paradise”.

2. Color

The earth tone colors (such as colors of soil, rock, wood bark, and others) were used due to their low saturation. These colors could make the audience feel comfortable and relaxed, as shown in Figure 2. Also, green shades of trees, dark brown shades of wood bark, yellow shades of grass flowers and the sun, the blue shade of the day sky, and the dark blue shade of the night sky were presented.



Figure 2 The golden yellow color of the sunset.

In the video clip creation, “Ban Rong Kla: A Brave Man’s Paradise”.

3. Spatial organization

The use of different visual angles made the video clips attractive and interesting. For example, high angle shots were filmed using a drone. The high angle shots could show the overall view of the village located in a valley. Close-ups created the depth of the fields which emphasized through the details of the visuals, for example, the visuals of the chemical-free strawberry orchard. The close-ups allowed the audience to see a strawberry in hand to show the size of the strawberry, as shown in Figure 3.



Figure 3 Close-up a strawberry on the palm.
In the video clip creation, “Ban Rong Kla: A Brave Man’s Paradise”.

4. Light

The presented location is a beautiful natural attraction, as shown in Figure 4. Natural lights in each period of the day were used to soften the visuals and make the graphics realistic. The lights allowed the audience to feel relaxed and to understand the atmosphere reflected through the visuals. The video clip used the light available from the early morning to the evening due to the difference in light concentration that varies over time.

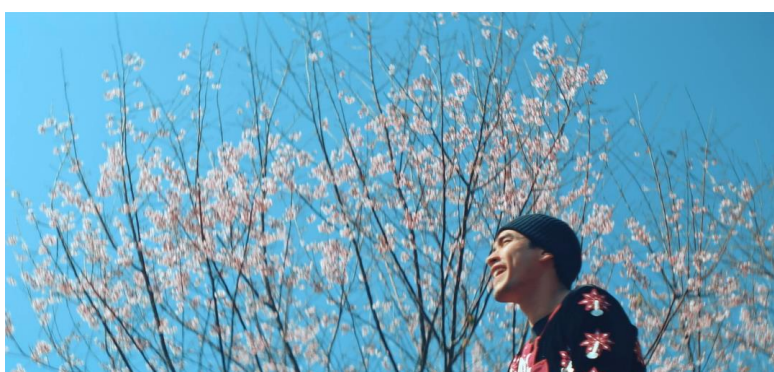


Figure 4 Watching the Flower Queen Tiger in the morning.
In the video clip creation, “Ban Rong Kla: A Brave Man’s Paradise”.

5. Expressive content

Expressive content communicated to the audience was positive (such as amusement, joy, and freshness) and the host’s smiles as well as villagers’ friendliness and smiles. These positive emotions could make the video clip attractive.

Assessment results from representatives of villagers and those working in Corporate Communications of a private organization who has been watching the creation of the video clip “Ban Rong Kla: A Brave Man’s Paradise.” They said that the advantage of the video clip is an interesting visual communication. Figure 5 represents the villagers and some agricultural products in Dek Doi Flea market. There are various tourist information presentations. The disadvantage is that some scenes are too difficult to interpret. The audience cannot understand the hidden meaning immediately.



Figure 5 Supporting agricultural products in Dek Doi Flea market.
In the video clip creation, “Ban Rong Kla: A Brave Man’s Paradise”.

6. Discussion

The study emphasized the analysis of the content of the video clips sampled using a purposive sampling method. Three video clips were chosen since they shared the same content about community-based tourism. In analyzing the data based on theories of community-based tourism, video production for community-based tourism, the Good Eye theory, and related research, the researcher conducted an analysis on five aspects: content (concrete and abstract), colors, spatial organization, light, and expressive content.

The essence of production of the video clip, Ban Rong Kla: A Brave Man’s Paradise, were the uniqueness and identities of the villagers. The location had been studied and surveyed before the filming started. The researcher also considered what periods were appropriate for filming to ensure the quality of the produced visuals. The researcher followed the approach of Saiwichit (2016), which proposed that the heart of TV program production is ‘people.’ A producer needs to select a person who knows well about the community or village and can perform tasks physically and verbally. If that person speaks the dialect of the village, he can represent all the villagers since voice communication is significant for the production. Without it, the story would not be attractive as all messages and feelings cannot perfectly be conveyed to the audience.

The visual analysis conducted in this research followed the Good Eye theory proposed by Rose (2001). The Good Eye emphasizes the spatial organization of the image, which comprises five elements: content, color, spatial organization, light, and expressive content. In terms of content, the video clip presented both concrete and abstract contents. The concrete content was perceived by seeing (e.g. traditional clothing), while the abstract content was the way the villagers take care of their health by eating healthy food and tourism contributing to environmental preservation. In terms of color, natural colors and earth tone colors were used to make the audience feel relaxed and comfortable. In terms of spatial organization, a variety of angle shots were used to make the video clip interesting and attractive. In terms of light, natural lights available at different times improved the quality of the visual images, making them more realistic and creating a relaxing ambiance. Finally, in terms of expressive content, the expressive contents positively presented were enjoyment, joy, freshness, and happiness through villagers and the host’s smiles, as well as the friendliness of the villagers at Rong Kla Village. All the elements that made the video clip were attractive and interesting. As soon as the audience watched it, they may want to visit the real locations to experience the culture of the village. The result of this study is consistent with the study on symbolism and the presentation of representation of tourist attractions in community-based tourism conducted by Sutthiprasert and Thonglert (2017).

7. Conclusion

This research investigated three video clips presenting community-based tourism, namely: 1) OTOP Innovative Tourism in Sa Kaeo Province by Facebook fan page, “Husbands Travel” 2) A Trip to Suan-Mamong Market in Chanthaburi Province with Local Alive | A day, and 3) A Local Trip to Khok Wat



Village in Prachinburi Province by the Office of Culture, Prachinburi. Three video clips were analyzed based on the Good Eye theory proposed by Barbara Rogoff (2003). The analysis results revealed that, in terms of concrete content, the locations of the communities that appeared on the map are making the community an easily accessible place for tourists that could also be easily found on websites. Each community has its attractive activities for tourists, such as its unique agricultural product. In terms of abstract content, the simplicity of living and living on the principle of the Sufficiency Economy was found. In terms of color, it was found that earth tone colors were used to relate the audience to nature and the environment. In terms of spatial organization, a variety of angle views were used to make the video clips attractive. In terms of light, natural lights and light adjustment techniques and technologies were used to give different expressive contents. Finally, in terms of expressive content, positive expressive contents were used to make the audience relaxed and comfortable as it motivates the audience to visit the places. The results learned from the analysis were applied to the creation of the video clip, Ban Rong Kla: A Brave Man's Paradise, to present the concept of community tourism of Rong Kla village, Nakhon Thai District, Phitsanulok Province. The concrete content of this video clip was hill tribe traditional clothing, the landscape of Rong Kla Village. The abstract content was the consumption of healthy food, such as chemical-free fruit and vegetables and tourism that promote the preservation of the environment. Earth tone colors were used to make the audience feel comfortable and relaxed and motivate the audience to visit the places. The use of different visual angles made the video clips attractive and interesting. The presented location is a beautiful natural attraction. Natural lights in each period of the day then were used to soften the visuals and to make the visuals realistic. The video clip used the light available in each period of the day, from the early morning to the evening. Expressive contents presented in the video clip were positive (e.g. amusement, joy, freshness). It presented the host's smiles as well as the villagers' friendliness and smiles. Those positive emotions could make the video clip attractive.

7.1 Recommendations

The results of the analysis of three video clips were applied to the creation of a video clip entitled "Ban Rong Kla: A Brave Man's Paradise" that presents community-based tourism in Rong Kla Village, Nakhon-Thai district, Phitsanulok Province. The researcher recommended as follows:

1. The presentation of the highlights and interesting aspects of a community not well-known among tourists would motivate the audience to visit the places and experience a new atmosphere, beautiful nature, and local lifestyle.
2. Making a community become well-known, and looking at community-based tourism from a different point of view can lead to change and the sustainability of the local village income.

7.2 Further research

1. This research emphasized the analysis of video clips available on www.youtube.com. Further research may be conducted on public perception to learn public feedback towards the video clips.
2. Many tourist attractions with beautiful nature are not always ready for filming depending on time and season. It is recommended to ensure the readiness of the filming location and find a beautiful alternative location if necessary.

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