

PAPER

The Tourism Promotion Media of Trat Province for The Visually Impaired

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ABSTRACT

The project on public relations media for tourism in Trat Province for the visually impaired has the following objectives: 1) to study tourist attractions in Trat Province, 2) to create public relations media for tourism in Trat Province, and 3) to survey the satisfaction of the visually impaired towards public relations media for tourism in Trat Province for the visually impaired.

KEYWORDS

Tourism Promotional Materials In Braille; Tourist Attractions In Trat Province; Electronic Circuits; Customer Satisfaction

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1. INTRODUCTION

Currently, tourism promotional materials for the general public are readily available through various media channels such as television, radio, print, and online platforms. This project team recognizes the needs of visually impaired individuals, who face limitations in daily activities and social participation. They encounter difficulties accessing information and understanding tourist attractions in Trat Province, and yet, accessible promotional materials for the visually impaired are scarce. Therefore, the project team is interested in studying tourism promotional materials for the visually impaired in Trat Province. This research aims to benefit visually impaired individuals and relevant stakeholders, providing a guideline for promoting tourism in Trat Province and developing and improving its reach to enhance its popularity among tourists.

2. METHOD

Research Tools For the research tools used in the sample group, the researcher chose a qualitative research method to obtain comprehensive data. The types of data collection tools can be categorized as follows. Interview Methodology. This interview methodology will be used to interview a sample group consisting of 5 visually impaired individuals, 2 media experts, and 3 special education experts (teachers), totaling 10 individuals. These will be in-depth interviews regarding public relations materials for tourism in Trat Province for the visually impaired. **Data Collection** The researcher chose to collect data using both primary and qualitative methods. Primary Data was collected through in-depth interviews using structured questions from key informants: 5 visually impaired individuals, 2 media experts, and 3 special education experts (teachers), totaling 10 individuals. **Data analysis**, Data preparation, Interpreting data, Compiling and summarizing key points from the information.

Table 1. shows the number of participants in the qualitative research.

Participants	Number (people)
Visually impaired individuals	5
Media experts	2
Special education experts (teachers)	3
Total	10



Figure 1. The tourism promotion media of Trat province for the visually impaired

n = number of data points.

x_i = individual data point.

n = total number of items (total data points)

However, it is recommended to add more tourist attractions and standardize the Braille font size to meet international tactile and visually impaired standards. 2) A survey of user satisfaction with tourism promotional materials for the visually impaired in Trat Province revealed that the materials are safe to use, modern, contain easy-to-understand Braille text, have clear audio narration, and are durable for easy transport. This aligns with the findings of Prakasit Tanti-alongkarn (2014), who studied an electronic learning kit for basic Braille, finding that the satisfaction level of visually impaired users towards the electronic learning kit for basic Braille was high, with an average score of 4.37. Furthermore, it is consistent with the findings of Bunsikarn Tangpakorn (2023), who studied the creation of embossed Chinese character media to enhance visual communication skills in basic Chinese for visually impaired students, finding that high-relief embossed media is more effective in perception than low-relief embossed media, consistent with the characteristics of Braille.

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