

Research Title: The Development of the Public Relation Media for Ecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakorn Pathom Province.

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ABSTRACT

The purposes of this study were to find out satisfaction and create website as well as poster for promoting ecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province.

The samples were 252 people which consisted of Siamese fighting fish farmers, tourists, government officials, and educators from the concerned organizations. Data were gathered by analyzing the samples' needs on public relation media and evaluating their opinions as well as satisfaction towards the created website and poster for promoting ecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province. Then Percentage, Mean, and Standard Deviation were applied to analyze the collected data.

The findings revealed that the overall satisfaction of the respondents towards the poster promoting ecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province was in a high level. The poster was well designed with attractive colors combination. In addition, the content elements were properly organized from the most to the least importance. And people could visit the website at <http://dept.npru.ac.th/bettafish/>. On the other hand, the respondents' satisfaction towards the created website was in a very high level in the aspects of colorful attraction, use for promoting ecotourism, and interesting fonts and graphic design.

In December 2015, after Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province was promoted via television; website; and poster, the number of tourists who came to visit the village was increased 20 percent from that in November 2015 (150-200 tourists/month). Furthermore, each tourist spent their money about 90-140 baht per a visit which could make good incomes for the village.

Key Words: Public Relation Media, Tourism, Siamese Fighting Fish Village