

Creating a Bilingual Brochure to Promote Tourism at Baan Rai Tawanwarn in Krabi Province, Thailand

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ABSTRACT

It has been widely proved that English is a language which helps increase marketing channels for products and services. Hence, in this study, a bilingual brochure which contained English and Thai was created to promote tourism at Baan Rai Tawanwarn in Lam Thap District, Krabi Province in Thailand. Moreover, the present study aimed to investigate the participants' satisfaction towards the newly created bilingual brochure. Participants in the study were 170 Thai and foreign tourists, as well as staff members at Baan Rai Tawanwarn. Research instruments included the bilingual brochure, a satisfaction questionnaire and a semi-structured interview. Data were analysed using descriptive statistics and content analysis. The results showed that the participants' satisfaction towards the bilingual brochure was at the highest level. The findings from the interview revealed that the bilingual brochure helped promote tourism at Baan Rai Tawanwarn in Krabi Province. The interviewees were very satisfied with the bilingual brochure since it could be used to publicise and present information about Baan Rai Tawanwarn to tourists. The findings imply that using English on a brochure or other media relating to advertising or public relations can enhance tourism business, as well as other business types.

Keywords: Baan Rai Tawanwarn, bilingual, brochure, tourism

1. INTRODUCTION

Tourism industry is important to the Thai economy because it creates a lot of income for Thailand (Investerest.co, 2019). Diverse and abundant natural resources make Thailand a country full of various outstanding attractions, and these places make the country a popular destination among tourists. Natural attractions, historic attractions as well as agricultural ones are located in Thailand. In addition, the Thai government and private sectors understand the importance of tourism, so they have made a massive effort to promote this industry. Therefore, tourism plays a very vital role as a great money maker for Thailand (Thaipost, 2021).

The south of Thailand has various types of tourist attractions, for example, beaches, islands, forest, cultural attractions and community ways of life. All of these places are famous to both Thai and foreign tourists. Each year millions of tourists travel to the southern part of Thailand in order to experience the fascinating natural beauty. Hence, a lot of income has been made and becomes higher each year (Chansakul, 2018).

Krabi is a province in the southern part of Thailand where many famous attractions are located. The attractions, like Ao Nang Beach, Railay Beach, Phi Phi Island, Lanta Island and so on are located here. In addition, arts and culture as well as community ways of people's life, such as Tam Suae Temple and Krabi walking market are very attractive to tourists. Krabi, consequently, is an

important province generating a great amount of money for Thailand. (Strategy and Information for Provincial Development Unit, 2019)

Baan Rai Tawanwarn is a new attraction in Krabi Province. This 600-rai area is an agricultural attraction where the late King Rama IX's Sufficiency Economy Philosophy was applied to the operation of tourism business (Sukthajai, 2018). Tourists visiting the place can have fun and learn how to live a simple life through several interesting activities. It has gained tourists' interest although it has been operating for only 3 years. According to the statistics, hundreds of tourists visit Baan Rai Tawanwarn every week. Despite being well-known to tourists, Baan Rai Tawanwarn is not as widely known as it deserves. It is, therefore, necessary to manage public relations more effectively in order to attract more tourists to this amazing place.

A number of studies pointed out that for effective public relations, printed media, especially brochures are commonly used because they can provide useful and complete information on a piece of paper (Limsiriruangrai, 2013; Jamsai *et al.*, 2017). Moreover, materials with two languages which are English and Thai can be more useful because they can provide information to both Thai people and foreigners (Kiatkungwanglai and Sattayanuwat, 2018). Importantly, based on a discussion with the manager and the staff members at Baan Rai Tawanwarn, no brochure has been used for public relations since the start of the business operation because of their lack of knowledge and experience. Having learned the previous studies' findings and the needs of people working at Baan Rai Tawanwarn, the researchers realised the importance of printed media on wider public relations; therefore, a bilingual brochure containing English and Thai aiming to give information about Baan Rai Tawanwarn was created.

The present study was carried out with two objectives. The first one was to create a bilingual brochure which contained English and Thai to promote tourism at Baan Rai Tawanwarn in Lamtap District, Krabi, Thailand. The other objective was to investigate the participants' satisfaction towards the created bilingual brochure. This study can be considered the first study on creating a bilingual brochure to enhance the tourism at Baan Rai Tawanwarn, one of the outstanding tourist destinations in Krabi Province. The bilingual brochure can lead to wider public relations which can result in better income and more employment. Furthermore, the findings can serve as a guideline for developing English for specific courses, in particular English for the tourism industry.

2. LITERATURE REVIEW

2.1 The Importance and Advantages of Bilingual Brochures

A brochure is a piece of document which contains useful and concise information about products or services. Benefits of a brochure are 1) focusing on a target group, 2) giving useful information, 3) being cheap, and 4) promoting a business image (Neo Printing and Packaging, 2018). According to Jamsai *et al.* (2017), a brochure can attract its readers. By reading it, consumers are able to make decisions whether they want to buy the products or services. Therefore, a brochure is important because it can influence consumers' decisions. A good brochure can help promote and increase products' or services' sales volumes. And absolutely, a brochure that presents information of products or services in more than one language can attract people from more than one country. A brochure containing one's native language and another foreign language is a bilingual brochure (Hopkins, 2017). It can help open up a wider marketplace. And as English is a language mostly used by people who are non-native English speakers to communicate with each other (Jenkins, 2003), it is a common foreign language on a brochure, as well as other media types. Moreover, Ho *et al.* (2019) stated that compared to other foreign languages, English has the strongest effect on consumers' decision. In Thailand, English has been considered an important foreign language. Several businesses, therefore, incorporate English into printed media designed

to promote their products, services and businesses. As a result, a bilingual brochure which has English and Thai information is commonly used to attract both Thai and foreign consumers. The findings from a considerable number of previous studies indicate the benefits of media containing English and Thai information to the promotion of products, services and businesses, especially the ones relating to tourism (Limsiriruangrai, 2013; Modric, 2016; Sari, 2019; Sirikhan, 2019; Kosittrakun, 2020; Mittajan and Innarong, 2020; Onsuang *et al.*, 2020).

a. Previous Related Studies

English has been incorporated with other languages on various types of printed media, including a brochure in order to promote products or services to foreigners. Some of the studies investigating the benefits of including English with Thai can be found among these studies. English was used to develop signboards and brochures in order to promote tourism in the study of Limsiriruangrai (2013). The results showed that Thai and foreign tourists, as well as entrepreneurs were highly satisfied with the bilingual signboards and brochures. A high satisfaction level of the stakeholders can also be seen in the studies of Mittajan and Innarong (2020) and Onsuang *et al.* (2020) where English was employed to attract foreigners to visit local temples. The findings from these two studies revealed that English could give useful information to the tourists visiting the temples which could result in better income of local businesses nearby.

Furthermore, stakeholders' needs for English media for public relations were surveyed in several studies. Sirikhan (2019) reported that entrepreneurs at Sunday walking market in Chiang Mai strongly needed English notice boards for advertising products and giving information to foreign customers because they thought that their incomes could be increased. Similarly, Kosittrakun (2020) studied foreign tourists' perspectives on English information on labels of local products sold in Saturday night markets in Muang District, Khon Kaen Province. The findings indicated that most of the tourists would like to have English information about local products sold in the market, so they could learn about the products.

The English language was also used with other languages to advertise products, services as well as tourism. In the study of Modric (2016), it revealed that English on product labels or other types of printed media made those products or services more modern, elegant and reliable. To promote cultural tourism in Solo, a bilingual brochure in Indonesian and English was employed to attract and facilitate foreign tourists (Sari, 2019). In this study, the English language on the brochure was analysed. From the analysis, it was found that the language used could provide accurate, acceptable and readable information to tourists.

To conclude, an English version of any kind of media relating to public relations for products or services is advantageous to both entrepreneurs and consumers. For entrepreneurs, it can help increase the opportunities for international markets and result in higher incomes. For consumers, especially foreigners can learn about products or services through English texts provided.

3. METHODOLOGY

3.1 Participants

In this study, a convenience sampling method was employed to recruit participants. Staff members, Thai tourists and foreign tourists who were convenient and agreed to give their information during a period of data collection participated in the study. Through a convenience sampling method, three groups of participants took part in the study. The first group included 20 staff members who worked in various sections in Baan Rai Tawanwarn. The second one was 130 Thai tourists, and the last group consisted of 20 foreign tourists. These 170 participants

completed a 5-point Likert scale questionnaire, and 45 of them, which were 10 staff members, 30 Thai tourists and 5 foreign tourists participated in a semi-structured interview session.

3.2 Instruments

Three types of instruments were used to collect data.

- a. A bilingual brochure
A bilingual brochure used in this study was created based on the information given by people working at Baan Rai Tawanwarn and useful data obtained from documents relating to brochure designing. Three experts were also consulted in order to ascertain that a bilingual brochure was effective for publicising Baan Rai Tawanwarn.
- b. A satisfaction questionnaire used in the study comprised three parts as follows:
Part 1 aimed to gain information about participants' personal information which included gender, age, educational background, and their occupation.
Part 2 focused on the participants' satisfaction towards the bilingual brochure. It was in a 5-point Likert scale style, allowing the participants to specify their satisfaction level.
Part 3 was an open-ended question which let the participants freely express their opinions about the bilingual brochure.
Prior to the main study, the content validity of the questionnaire was tested. Three experts in the field were asked to verify the questionnaire through Index of Item Objective Congruence (IOC). The IOC value was 0.97 which expressed high validity of the questionnaire.
- c. A semi-structured interview
In order to follow up on participants' satisfaction towards the bilingual brochure created for Baan Rai Tawanwarn, the interviewees were asked the following three questions.
 1. What do you think about the bilingual brochure?
 2. Are you satisfied with the brochure? How and why?
 3. Do you have any suggestions for improving the brochure? What are they?

These three questions were also verified by the three experts in the field to prevent any ambiguity.

3.3 Data Collection

The collection of data was divided into two stages as follows:

Stage 1: Data collection for a brochure design

The background of Baan Rai Tawanwarn and the details of places, such as Sufficiency Economy learning centre, a water park, a product distribution centre, various types of farms, check-in points, café and restaurants were collected from the manager, the supervisor and some staff members. Service charges and accommodation details were also sought for. In addition, information about a brochure's layout, colour and so on were obtained from these people. Furthermore, documents relating to brochure designing were studied. All of the obtained information was further used as a guideline for designing a bilingual brochure.

Stage 2: A questionnaire and interview

The data collection in Stage 2 was conducted after the created bilingual brochure was used for one month. Prior to the questionnaire distribution, the researchers asked for permission from the manager, and every participant verbally gave their consent to complete a questionnaire.

Questionnaires were then distributed to 170 participants. They were given some time to complete the questionnaire. The completed questionnaires were collected back by the researchers. After that, 45 participants who were available for the interview were asked the three questions in the interview session. Their answers were recorded for a further qualitative analysis.

3.4 Data Analysis

Quantitative and qualitative statistics were employed to analyse the data. The participants' personal information in part 1 of the questionnaire was analysed using frequency and percentage. Information from part 2 was analysed to obtain means and standard deviations and was later interpreted (Cheenatrakoon, 1995) as follows:

4.51-5.00	Highest
3.51-4.50	High
2.51-3.50	Moderate
1.51-2.50	Low
0.00-1.50	Lowest

The information from part 3 of the questionnaire and from the interview was tallied, grouped and analysed qualitatively. Through content analysis, this set of information was interpreted in order to verify the information obtained from the questionnaires and to explain what contributed to the participants' satisfaction.

4. RESULTS AND DISCUSSIONS

4.1 The Bilingual Brochure

After getting information about brochure designing from both Baan Rai Tawanwarn staff members and related documents, a bilingual brochure was created. On a piece of A4 paper, concise and precise information was put to give useful information about Baan Rai Tawanwarn. This information was in English and Thai and conveyed the same meaning. On the first page, the name of Baan Rai Tawanwarn, its opening hours, entrance fee and contact information, such as address, Facebook details, Line details, and phone numbers were contained. A map indicating the direction to Baan Rai Tawanwarn was incorporated into this page. On the other page, the background, accommodation information, for example, room types and room charges, as well as service fees including entrance fees, tour bus service fees, and ATV service fees were included. Photos of remarkable places in Baan Rai Tawanwarn were inserted on both pages to attract tourists. These mentioned details were contained in the brochure as suggested by Boonneramitr (2018) that a brochure for tourist attractions should have attractive photos, maps and contact information. All components of a created brochure were verified by three experts in the field in order to make a brochure the most effective for publicising Baan Rai Tawanwarn. According to the experts, colours and font styles were changed to foster the brochure's persuasive power. This finding is in line with Buaclee (2018), who pointed out that colours and font styles were important for attracting customers. The brochure was, thereafter, improved before real distribution to tourists.

4.2 The Satisfaction Questionnaire

An analysis of information showed that the participants were 76 males (44.7%) and 94 females (55.3%) whose age ranged from 17 to 54 years old. Largest portion of them (27.66%) held a high vocational degree. Biggest part of them in terms of occupation were business owners (32.94%), followed by private company staff (18.24%), and students (16.47%). Their answers from the 5-point Likert scale satisfaction questionnaires were analyzed and illustrated in Table 1.

Table 1 The Participants' Satisfaction towards the Created Bilingual Brochure

Satisfaction Items	Mean	S.D.	Levels of Satisfaction
1. The brochure has a proper layout and attractive colour.	4.65	0.57	Highest
2. Thai fonts are easy to read and have appropriate size.	4.55	0.59	Highest
3. English fonts are easy to read and have appropriate size.	4.46	0.67	High
4. Thai texts are concise and easy to understand.	4.48	0.70	High
5. English texts are concise and easy to understand.	4.36	0.73	High
6. The brochure is easy to carry.	4.48	0.64	High
7. The illustrations are appropriate, beautiful and help promote tourism at Baan Rai Tawanwarn.	4.51	0.60	Highest
8. The information on the brochure is well-organised.	4.51	0.66	Highest
9. The brochure helps promote tourism at Baan Rai Tawanwarn.	4.54	0.61	Highest
10. The brochure attracts you to visit Baan Rai Tawanwarn.	4.56	0.66	Highest
Total	4.51	0.64	Highest

From the results, the participants' overall satisfaction towards the created bilingual brochure was at the highest level ($M=4.51$, $S.D.=0.64$). This finding corresponds with that of Limsiriruangrai (2013) who pointed out that the participants in her study were highly satisfied with signboards and brochures in English and Thai which were designed to promote tourism at PhanomRung Historical Park. Other groups of scholars, Mittajan and Innarong (2020) and Onsuang *et al.* (2020) also proposed that when English was used with Thai, it could better publicise information of important temples in Phitsanulok and Nakhon Si Thammarat Provinces in Thailand to foreigners. In addition, in the study of Sari (2019), it was reported that a bilingual brochure in Indonesian and English could effectively provide information of cultural tourism in Solo to foreign tourists. The findings from the current study and previous studies suggest that English is a foreign language which contributes to more success of businesses, particularly tourism business; it can increase the value of products, services as well as businesses as stated by Kiatkungwanglai and Sattayanuwat (2018), Modric (2016) and Sari (2019).

When considering each item of satisfaction, it was found that the participants were highly satisfied with every item. Six items received the highest satisfaction. The proper layout and attractive color of the brochure obtained the highest satisfaction ($M=4.65$, $S.D.=0.57$), followed by the persuasive power of the brochure ($M=4.56$, $S.D.=0.66$), appropriate and easy-to-read Thai fonts ($M=4.55$, $S.D.=0.59$), the ability to promote tourism at Baan Rai Tawanwarn ($M=4.54$, $S.D.=0.61$), appropriate and beautiful illustrations ($M=4.51$, $S.D.=0.60$), and well-organized information ($M=4.51$, $S.D.=0.66$), respectively. The rest of the items obtained a slightly lower satisfaction level, but they all still received a high level of satisfaction. They were easy-to-carry brochure ($M=4.48$, $S.D.=0.64$), concise and easy-to-understand Thai texts ($M=4.48$, $S.D.=0.70$),

appropriate and easy-to-read English fonts (M=4.46, S.D.=0.67), and concise and easy-to-understand English texts (M=4.36, S.D.=0.73).

It is clearly seen that the participants were highly satisfied with the bilingual brochure created to enhance the tourism at Baan Rai Tawanwarn. This may be because the information on the brochure was obtained from the manager and staff members of Baan Rai Tawanwarn who were the stakeholders. Moreover, before a trial use of the brochure, these people were asked to verify its final version, so they expressed very high satisfaction towards the brochure.

This coincides with Thongrungrroj (2012) who states that in order to meet expected requirements and achieve the satisfying results, parties concerned are important sources of useful and precise information. Moreover, Mittajan and Innarong (2020) reported in their study that the needs and opinions of the parties concerned resulted in their high satisfaction towards English signboards.

As three distinct groups took part in the present study, their satisfaction was analysed separately in order to investigate whether it corresponded with the overall highest level of satisfaction. Table 2 below shows the satisfaction towards the created brochure categorised by groups of participants.

Table 2 The Satisfaction towards the Created Bilingual Brochure Categorised by Groups of Participants

Groups of Participants	Mean	S.D.	Levels of Satisfaction
The manager and staff members at Baan Rai Tawanwarn	4.52	0.64	Highest
Thai tourists	4.51	0.65	Highest
Foreign tourists	4.51	0.64	Highest
Total	4.51	0.64	Highest

It can be observed that all of the three groups of participants had the highest satisfaction towards the bilingual brochure made to promote Baan Rai Tawanwarn. This can reinforce the benefits of English to tourism enhancement as well as other types of business. This finding supports those from the previous studies which indicated that the participants involved were satisfied with English used on different types of media for public relations.

4.3 The Semi-Structured Interview

The present study also employed a semi-structured interview in order to verify the participants' satisfaction level from the questionnaires. The answers from the interview can be categorised into three aspects. The first aspect is about the usefulness of the English language on the brochure. The participants mentioned that it provided useful information which could present Baan Rai Tawanwarn. The components of the brochure is another aspect receiving the participants' high satisfaction. Format, colours and contents on the brochure could attract the participants. Lastly, some further improvements were suggested. For example, remarkable places should be added on the brochure. Some examples of the participants' answers can be seen below.

Staff no.1

"Thank you for creating this brochure for us. It can be used to promote Baan Rai Tawanwarn to tourists, especially foreign ones. However, I think if a photo of the water park is on this brochure, it may be more attractive."

Staff no.2

"I like this brochure because it can tell both Thai and foreign tourists about Baan Rai Tawanwarn, so they can come to the place. In my opinion, the part which can be improved is the map to Baan Rai Tawanwarn. More remarkable places can be put on the map to let tourists know exactly how to get to the place."

Thai tourist no.1

"For me, it is good that this brochure has English and Thai information. The information is useful because it tells about Baan Rai Tawanwarn. It also has information about activities and accommodations together with prices. This is useful to tourists."

Thai tourist no.2

"This brochure is good. The color and the layout are nice. However, more photos of outstanding places in Baan Rai Tawanwarn, such as the water park can be added to attract tourists because it is amazing."

Foreign tourist no.1

"I think this brochure is useful for me because it helps me learn about Baan Rai Tawanwarn by myself. I can give this brochure to my friends, so they can know the place by studying this brochure."

Foreign tourist no.2

"It is good for me that this brochure has English information. I can learn about Baan Rai Tawanwarn without asking for help from the staff. It contains information about accommodations and activities which we can do. Moreover, prices for each room type and each activity are given. It helps me make decisions more easily. And more importantly, I can keep it in my bag."

According to the answers from the semi-structured interview, it is obvious that the findings were in agreement with those from the questionnaires. The two sets of information reinforced each other in that the participants were highly satisfied with the bilingual brochure although some suggestions were given for future improvement. This may be because useful information for creating the bilingual brochure was given by the stakeholders who can give precise and concise data. One more reason for the participants' highest satisfaction is that the brochure is a piece of document which tourists can carry and read whenever they want since some interviewees added that the brochure was compact, so they could keep it in their bag and look for information whenever they wanted. This finding agrees with those of Jamsai *et al.* (2017), Neo Printing & Packaging (2018) and Sari (2019) who proposed that a brochure was useful for giving information to a target group of consumers.

5. CONCLUSIONS

In order to promote tourism effectively, a bilingual brochure can be one of the techniques because it is a piece of paper which can contain information useful for public relations of tourist attractions. Therefore, a bilingual brochure which had English and Thai information about Baan Rai Tawanwarn was created. After 1-month trial use of the created brochure, 20 staff members working at Baan Rai Tawanwarn, 130 Thai tourists and 20 foreign tourists were requested to complete a satisfaction questionnaire. In addition, 10 staff members, 30 Thai tourists and 5 foreign tourists were asked the questions in a semi-structured interview. Based on the analysis, the participants' overall satisfaction was at the highest level. A deeper analysis showed that every group of participants had the highest satisfaction towards the bilingual brochure made to promote Baan Rai Tawanwarn. For future improvement of the brochure, some suggestions were made. To make a brochure more attractive, more colours and bright colours can be used on a brochure. Moreover, important places should be put on a map shown on the brochure to let tourists get to Baan Rai Tawanwarn easily. More photos of remarkable places, such as the water

park should be added to attract tourists. The findings from this study confirm that English is beneficial to tourism promotion. Consequently, tourism businesses and other types of businesses can employ English in order to publicise or add values to their business. In addition, the findings can serve as an instruction for developing courses relating to English for tourism or other related English courses.

6. SUGGESTIONS

Based on the participants' highest satisfaction level found from this study, English can be used to promote tourism; as a result, other types of businesses may make use of English for advertising or managing public relations of their business. To achieve stakeholders' high satisfaction, their requirements can be surveyed to obtain useful guidelines for designing brochures or public relation media. Information and suggestions, for example, background of a place, colours, photos, etc. can be gained from these people. Future studies can also include other foreign languages, for instance, Chinese on a brochure for tourism promotion as Chinese becomes widely used in Thailand. This study may have some limitations because the proportion of the tourists may not be appropriate. The number of Thai tourists was 130 while the foreign ones were 20, so future studies may include more foreign tourists.

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