

DIGITAL MEDIA PLATFORM FOR CULTURAL TOURISM AND LOCAL WISDOM

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Online marketing is a crucial tool in today's cutthroat business environment for both product competition and overall product sales. The purpose of this study is to suggest a web application on Lopburi province's local knowledge to use web information technology to boost sales of local goods. The work is a compilation of intriguing local knowledge from the province of Lopburi, along with analysis by a network of experts and researchers. The goal of this study was to assess and enhance a website dedicated to presenting traditional knowledge from Lopburi Province. Comprehensive testing of various site components was conducted, and the results guided iterative revisions to improve the website. The findings indicate that the website effectively serves travelers by providing quick and relevant information on Lopburi's tourism attractions and folklore.

Keyword: digital media; platform; cultural tourism; local wisdom

Introduction

A tourism approach called Community Based Tourism (CBT Management) highlights the value of local business owners in overseeing their own community resource base for the good of the economy. In the framework of community engagement for self-management, it is community-driven tourism. This portion of the research should address the value of community and public participation throughout the entire process when using community-based tourism research. In addition to improving the local economy, this effort generates income that raises living standards.

Managing and maintaining tourist attractions at a destination is an incredibly fulfilling experience. The local communities have the power to influence the creation of their own tourism criteria and caliber. It involves stakeholder interaction and begins at the local level with grassroots communities and local government entities.

The main cause of tourists' ignorance of the area's tourist attractions is the lack of technological proficiency among residents, who also lack the skills needed to effectively disseminate information about the area's tourism attractions or culture via digital media. There are hardly many tourists that visit because they are unfamiliar with the area.

In order to provide knowledge on the traditional way of life of the Ban Tha Phae village, the researcher has seen how important it is to promote tourism in the area. Our objectives are to reestablish the community's popularity and increase income from local tourism. Because leaders and community members now require digital media that conveys traditional information, it has resulted in the community's traditional way of life being sustainably preserved. The presentation of tourism is called "Culture and Lifestyle of the Community", and it involves community members managing tourism until it is recognized as a type of tourism in and of itself[9–10]. Stories about the community's tourism lifestyle will be told by its residents.

Additionally, it is a form of tourism that goes beyond fulfilling visitor demands. Building community members' potential is another of its main goals. Additionally, it's a form of tourism that contributes to the community's traditional way of life and is associated with the advancement of innovative digital media.

The goal of this endeavor is to enable travelers to obtain information quickly and easily. It is a type of digital media that can see images on a computer screen while concurrently employing text and voice, interact with one another through the user's senses,

and acquire travel-related information. In contrast to the previous tactic, this one requires a good travel website that is user-friendly and has the necessary content.

Product descriptions and sales pitches need to have high-quality material and should begin with a catchy website name, information given in an understandable sequence, a clear focus on what you want to offer, and specifics about your brand or corporation. Thus, the primary goals of developing a tourism website to provide more chance and for increase search service channels, categorize material on the site, and foster an online community.

There are five categories of businesses that can be found on tourism websites: 1) websites of travel-related organizations; 2) websites of hotels or other types of lodging; 3) websites pertaining to travel and tourism information services; 4) websites pertaining to travel-related activities; and 5) websites pertaining to travel-related equipment.

Objectives:

1) to suggest a web application on Lopburi province's local knowledge to use web information technology to boost sales of local goods.

2) to assess and enhance a website dedicated to presenting traditional knowledge from Lopburi Province.

Literature review

A website is an assemblage of connected web pages that are usually available under a single domain name. Simple personal blogs to intricate e-commerce systems are examples of websites. They can have interactive components, multimedia content, and more, and are typically created with HTML, CSS, and JavaScript. It is something that is made for several reasons, such showcasing news, information, and details about a business. Or perhaps create a website for online product sales. Due to the need for several systems, including payment and shopping cart systems, the design of this kind of website will be more complex than that of an information display website. An autonomous piece of a website or web application is called a component.

Reusable, independent components can be combined to create more complex interfaces. A component in a modern JavaScript framework like React, Angular, or Vue could be any piece of the user interface, including a button, form, navigation menu, or other element. Components may be simple or complex, and each has its own logic and state.

Wisdom is the ability or plan to deal with problems that affect a social group or avoid problems that affect that group. A family's ability to prevent issues from arising inside it illustrates that ability. Depending on the situation, a patio house, a niche house, or various cleaning supplies for the family can all be beneficial additions to any social unit.

Any social organization, including families, views it as intelligent behavior when individuals act in a way that supports one another and the family unit. In the complex and linked environment of contemporary society, wisdom is strongly linked to the capacity to manage issues or avoid obstacles that influence social groups.

Wisdom, usually interpreted as a blend of knowledge, experience, and judgment, is necessary to navigate the complicated difficulties that social groups face.

As this essay indicates by looking at how wisdom affects realistic approaches to address social challenges and prevent future calamities, wisdom is important for fostering a more just and peaceful society.

"Folk wisdom" another name for "local wisdom," refers to the knowledge that the villagers have amassed through their joint experience and resourcefulness. The knowledge that is passed down from one generation to the next—including the knowledge that our ancestors have accumulated, —is altered and changes with time, sometimes becoming new knowledge in response to environment, culture, and changing societal conditions.

Knowledge and intellectual ability are not enough to describe wisdom. It includes a profound comprehension of life, human nature, and the larger context in which problems occur. The acquisition of information is only one aspect of wisdom; another is the capacity to use that knowledge sensibly and sympathetically. Qualities like patience, humility, foresight, and an understanding of the complexity of human experiences are what define it. Wisdom is necessary when dealing with social issues because it helps people and leaders make judgments that are not only morally right but also informed and take into account the opinions of others.

Although wisdom is incredibly helpful in addressing and preventing social problems, using it is not without difficulties. The wisdom needed to negotiate intricate social relations in a world that is changing quickly may be illusive. Furthermore, sensible but difficult remedies can encounter opposition, especially if they call for major alterations to existing power structures or processes.

However, the quest for wisdom continues to be a powerful instrument for advancing society. It requires a dedication to lifelong learning, introspection, and ethical thinking.

Research methodology

The system development process starts with a study of the system requirements data to build various systems in their structural shape. Additionally, software that meets the specifications and objectives of the website promoting tourism in Lopburi Province is being produced using the system development technique. There are the following four steps.

1. Problems of the original work system: this is an analysis of the qualities or advantages of local wisdom in Lopburi Province from a website. Most websites focus on the qualities or advantages of local wisdom and are static, meaning they don't update often, don't interact with databases, and don't gather data.

2. Solution: Using the HTML language and the Bootstrap Framework for front-end development, the researcher created an online information system that will distribute local knowledge throughout Lopburi Province. This ensures that the display will be appropriate for all screen sizes.

3. The need for a new system: It will consist of an online information system website that disseminates local wisdom and offers details on major tourist destinations in Lopburi Province as well as local wisdom.

4. New system design: Visitors are introduced to Lopburi through this website, which is divided into three sections: the province's history, its tourist attractions, and its local knowledge. The researcher will create using a use case diagram, as shown in fig. 1.

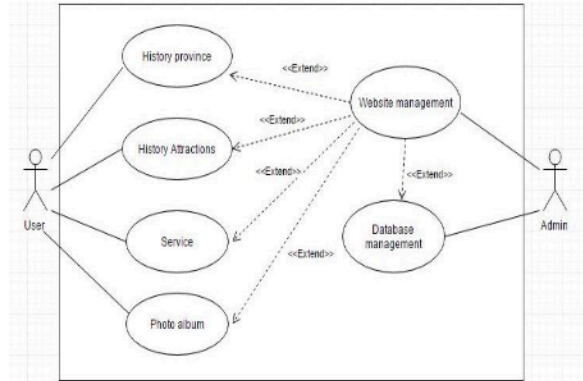


Figure 1 - Use Case Diagram

Result

The three sections of the website introducing local wisdom in Lopburi Province are as follows: the history of the province; page by page, the test will be conducted, and the findings will be used to improve until desired outcomes are achieved. as depicted in Fig. 2.



Figure 2 - Home page

Website performance test

The author will test this website page by page, using the test findings to make necessary improvements and revisions until achieving the desired outcomes. The questionnaire's confidence level is indicated by the alpha value, which should not fall below 0.75. If the value is extremely near 1, it indicates great confidence.

According to the evaluation of the Functional Requirement Test system, the S.D. = 0.52 was at a very good level, and the average value was 4.11. The average score for the Functional Test system was 4.28, with a very good S.D. of 0.61, according to the evaluation data. The average value was 4.36 and S.D., according to the Usability Test System data.

Conclusion and discussion

The aim of creating a website is to present traditional knowledge from Lopburi Province. The study's findings demonstrate that the website created by the organizer is appropriate for anyone looking to learn about the folklore and tourism destinations in the province of Lopburi.

Travelers will find this website very helpful as it saves time in finding knowledge and appropriate tourist attractions quickly and easily to fit their demands. Nevertheless, there are limits as well. Firstly, this website is not appropriate for visually impaired users, and the researchers did not construct it with their needs in mind.

Furthermore, the arrangement of the sections could not be exactly as planned above because every Web browser has unique features. Using CSS to add extra beauty to the display in each browser should be the editing approach's method of choice to ensure that it is as well-organized and elegant as the stages specify.

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