

The Effects of Websites for Temples in Bangyai and Banggrauy Districts on Thai Tourist Attractions

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Abstract

This research targets to the temples in Bangyai and Banggrauy districts in Nonthaburi, which were mostly built in Ayutthaya period (around 300 years ago). The information which were needed from the monk in each temple were the numbers of the monks, the casual visitors, the regular visitors, brief histories of the temple and all important information about the temple. Another part of survey was filled by a group of internet surfers and social network users. This research found that most internet surfers who search about temples came to the temples because of interesting photograph. The temples were like places to visit for them. They appreciated holy things, photography and floating market. Their behaviors after going to the temples were to post the photographs in social network and telling their real-time friends about the temples. For the websites that gave the information about the temples in Bangyai and Banggrauy districts, most of them had high SEO scores, which means the authors and the photographers knew how to push their websites onto the first page of search results in Google and other search engines. The only SEO itself does not bring casual visitors into the temples in these districts; it only brings users to their websites. There are only a few websites that could give reliable detailing information and related photographs, which the casual visitors need to see. In conclusion, the way to increase casual visitors by using the website, the website need to have both high SEO score and a good quality of information and photography.

Temple, Bangyai, Banggrauy, Nonthaburi, Website, Search Engine, SEO Score, Keyword, Tourist

1. Introduction

Website has been started influencing the world since early 20th century, and in 2011, the number of internet users in Thailand reached to 6.15 million people (Internet Innovation Research Center Co., Ltd., 2012). Its audiences can choose to percept information about their own interest. The advantages of website comparing with other media are that its investing cost is low, and its users can be both audiences and creators.

In Summer 2011, the researcher designed website interface for the National Municipal League of Thailand, which she found that every district need to have their own website showing the information about the important places and the places to visit in the district. It will be good news if these websites and all other websites that wrote about temples in Thailand walk in the right direction to increase the audiences and increase the actual people who visit temples they found in websites.

The target group of this research is the temples in Bangyai and Banggruay districts in Nonthaburi. Most of them are more than 100 years old, and contain archaeological sites which were built in Ayutthaya period. The folks around the area can use car, boat and public transportation to get to the temples. Some of these temples are also famous, for example: the floating market, the archaeological sites, the Buddhist practice place, the fortune-teller monk and the magical monk. How famous they are has created the votaries who wrote about these temples on the website. This research also studies the impact of these websites onto the people who made their decision to visit these temples, and to see what type of elements on the website that could persuade these people and to know how to improve quality of the website to be more engaging itself and engage people to visit the temples.

1.1. Research question

How does the website engage people to visit the temples? This question can be separated into these four sub-questions as below:

- What type of data on website could persuade people to visit temples? (Types of data are text, image, sound, video)
- What content that the data needs to contain?
- Was the decision to visit the temples made by the content in website or other media?
- Do the contents of websites about temples in Bangyai and Banggruay districts relate to the keyword users type into the search engine box?

1.2. Objective of the research project

Most temples in Bangyai and Banggruay districts are the ancient temples which have archaeological sites. They are not fabulous temples, and the monks need more living factors, so this research has to find the way to increase visitors or people who will go to donate the living factors to the temple. Firstly, the content which can engage people to visit the temples needs to be found. For example, a beautiful photograph, a reliable blog post created by the government organization, a social network posted by friend, etc. Secondly, the purpose that each person went to the temple needs to be known, because the websites also need to contain the content about the reasons that casual visitors went to the temples. Lastly, the websites that give the information about temples need to be developed in term of ranking in search engine, and the websites that have high ranking in search engine without useful information should not be existed.

1.3. Research Samples

The methodology of this research divides into three parts which are as following:

- Asking or interviewing the monks in 35 temples in Bangyai and Banggruay districts. This is to know the brief history of each temple, the number of the monks staying in each temple, the number of casual and regular visitors and how the temple communicates with the current visitors.
- Sending the survey to the internet users to know why they make a decision to go to the temple they had never gone to, what content in website led them to the temple they never gone to, and if they needed to tell their friends about a temple, what media they chose to use to communicate, etc.
- Studying about the top 20 keywords people type into Google search box about temples in Bangyai and Banggruay districts, and using these keywords paste into Google search box and see how many websites in first page of search results* have the content that the users really need to see, and then do the SEO analysis of each website.

* “81 percents of ad impressions and 66 percents of ad clicks occur in the absence of an associated organic result on the first page of search results” (Park, 2012). All ad clicks in these situations are incremental. This means the first page of search result gains most interest from the users.

1.4. Analysation and conclusion

Table 1. Factors which help visitors to make decision to go to the temple they have never gone to.

Media	Count (<i>man</i>)	Percent
Friends and family	51	61
Website	14	16
Television	15	18

Table 2. Type of websites that the visitors used to make decision to go to the temple they have never gone to.

Type of Website	Count (<i>man</i>)	Percent
Social Networks	49	40
Blogs	17	14
Search Results from Search Engine	45	37

From Table 1., 61 percents of people makes decision after communicate with their friends or their family to go to the temple they have never gone to, and from Table 2., 40 percents of internet users use social media to make their decision to go to the temple they have never gone to. These two results relate to each other that is social media is a part of communication between human and human (interpersonal communication), and every user always have their friends or family in his or her contact.

Another question this research had for internet users is that if they have already gone to a temple as the first time in their life, how they will communicate to other people about that temple. Before they go to a temple they have never been in, they act as they are message receivers, and after they go to the temple,

they act as they are message senders. The survey of this research found that 65 percents of these people will send the message on social media, and 29 percents of them will send the message by real-time verbal communication. These numbers are good news, because the content that 65 percents of these people might share in social media will become the message for the next group of people who are looking for the places to visit. And this next group of people was predict that they would act the same thing as the first group which is 40 percents of them will make a decision after viewing the content in social media.

The two other results in Table 1. are that 18 percents of people make a decision to go to the temple they have never gone to by watching TV, and another 16 percents make a decision after looking at information about the temple on website. As the researcher has her own website written about temples in Bangyai and Banggruay district and the website has a tracking system to see the keywords people typed into search box of search engine, the researcher found that after Wat Takien was presented on a TV show called, "Talad Sod Sanam Pao", many users would search for the map or the way to go to the temple. This shows that these people made a decision to go to the temple when they watched the TV, and they used website to find the way to get to the place.

For 16 percents of people who make a decision after looking at the information about the temple on website, this research help to find the way to improve the quality of the websites which give information about temples, by using temples in Bangyai and Banggruay district as a case study.

Table 3. Relative of casual visitors and total searches on Google of famous temples in Bangyai and Banggruay districts

Temples	Proportion of regular visitors and casual visitors	Casual visitors (<i>mans</i>)	Total searches on Google in Thailand (<i>times/month</i>)
Kongka	1:9	3,600	9,284
Takien	3:7	1,400	4,074
Pa-Maneekarn	4:6	1,800	1,404
Hu-Chang	1:9	2,700	8,442

Table 3. shows information about four famous temples in Bangyai and Banggruay district. In the column of proportion between regular and casual visitors, the number of casual visitors is always higher than regular visitors, and casual visitors might receive the message from both actual human, social media and informative websites. The column of "Total searches on Google in Thailand" which the researcher took this information from Google Keyword Tool shows the times that people type the keywords about each temple into the Google search box. These four temples gain much more searching times than all other temples in the same districts. Comparing with total search from every temple, the searching times of these four temples are 37 percents of the total time of searching the keywords about 35 temples in Bangyai and Banggruay district, which are 63,239 times. These numbers ensure that websites that give information about these temples need to have a good quality of information, or need to be improved in term of quality of information.

This research studies about SEO scores and the suitable content of the websites on the first page of Google search results, which keywords are top 20 keywords about temples in Bangyai and Banggruay districts. Each page of Google search results (in 2013) has 10 results, so this case, 20 keywords got

searched, the total results found are 200 results. From these 200 results, the only 65 results are the websites that have the information about the keywords, and other 135 results are fake websites with a high SEO scores which can be done by posting many keywords in the page and in the alternative text of pictures.

This problem could be the problem of Google search result in Thailand, because the formula of Google search might not know much about Thai language, so many good websites fell into the second page, third page and so on.

After the websites that give the good quality information were found, their SEO scores were analyzed. 12 websites from these 65 websites have SEO score lower than 60 percents which is not a good thing. This is because whenever there are other new websites were created with a high SEO score, these 12 websites will be fallen to other page of Google search.

A website which is suitable for the users is the website that has information about keywords, and has a high SEO score. The survey for this research also found that Thai internet users need to see the contents from the search results which are the photograph about the keywords, the history of the temples, the map or the way to go to the temple and the places to visit in the temple.

References

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Appendix A. An example appendix

A.1. Website Analysis

There is also the option to include a subheading within the appendix if you wish.

Table A.1. SEO Scores of websites which have the content about top 20 keywords related to temples in Bangyai and Banggruay district

Keywords	Searches on Google in Thailand (<i>times</i>)	Number of related website on first result page	Range of SEO score (<i>percents</i>)
Wat Sing	22,500	5	50-91
Wat Ampawan	10,000	0	0
Wat Kongka	8,500	4	56-89
Way Hu-Chang	8,200	4	55-93
Wat Takien	3,280	6	60-91
Wat Pa-Maneekarn	1,356	5	52-91
Wat Pranon	650	0	0
Talad-Nam Wat Takien	580	9	50-91
Wat Sri-Prawat	560	5	56-91
Wat Kongka Nonthaburi	500	5	55-82
Wat Tonod	411	1	85
Wat Pai-Lueng	411	5	0-91
Wat Ampawan Nonthaburi	370	5	62-86
Wat Som-Kiang	351	0	0
Wat Boat Nonthaburi	333	2	73-76
Wat Sao-Tong Hin	283	3	78-89
Wat In	283	1	76
Wat Pikun Ngern School	232	2	60-68
Wat Kongka Bangyai	228	1	39
Wat Pikun Ngern	228	2	68-91