

Current Status of Travel Programs on YouTube in Thailand

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ABSTRACT

Within a Short period of time, Number of Thailand social media users has dramatically changed, Perhaps due to the extensive communication coverage. The number of service providers has been increasing. Therefore, the competitions lead to reduction of service fees Innovation in communication equipment such as Smartphone, Smart TV, Tablet with better quality at a lower price accessible to the public at all levels add up with the spread of the COVID-19 virus as a push for the use of social media in every profession and ages. Consequently, the popularity of social media consumption such as Video Streaming continues to increase. In 2020, YouTube is as popular as Facebook, and YouTube will become the most popular platform in 2021. Which is different from social media usage statistics worldwide.

This article presents the current state of Thailand's successful Youtube travel programs. By looking at the number of more than 100,000 followers (Silver Button, Gold Button and Diamond Button) since the show's establishment, number of followers, number of clips and number of views. including usage of other social media channels apart from main channels. Further explore the communication management process and explore the components of success in YouTube travel management communication.

Keywords - Youtube, Social Media

Introduction

Internet communication in Thailand began in 1987 by connecting minicomputers of Prince of Songkla University with the Asian Institute of Technology (AIT) to the University of Melbourne Australia. But at that time, it was still a dial-up connection and was slow and non-permanent. Until 1992, the National Electronics and Computer Technology Center (NECTEC) connected computers with 5 universities Chulalongkorn University, Asian Institute of Technology, Prince of Songkla University, Thammasat University and Kasetsart University together called "Thaisarn" (Thaisarn : Thai Social/scientific, Academic and Research Network). Internet service in Thailand started for the first time in March 1995. Through cooperation of 3 state enterprises, Consist of the Communications Authority of Thailand, Telephone Organization of Thailand, and National Science and Technology Development Agency (NSTDA). Serve on behalf Internet Thailand Company is the first commercial Internet service provider in Thailand. Currently, there are 18 ISPs in Thailand. (Evolution of the Internet in Thailand, ANET intranet, 2019)

Since 2019 Coronavirus Disease 2019 or COVID-19 Crisis in December 2019 in Wuhan City, Hubei Province, China, and the coronavirus spreading rapidly around the world and the new variants become common which never happened before. As a result, many countries create measure to control the spread of the COVID-19 virus through various methods such as working from home, online teaching and learning until the lockdown. The world entered the "New Normal" era, public and private organizations, multinational business operators and small entrepreneurs Except for the general public, had to face major changes. All of them affect the behavior of using Digital Media. This report focuses on studying the current state of tourism programs in Thailand published in video clips. Upload in video file format (VIDEO Streaming) and distribute via YouTube website or YouTube Application.

Report "Digital 2020 April Global Statshot Report" collected by "We Are Social and Hootsuite" in 2020, there are interesting information as follows(Digital 2020 April Global Statshot - Reports - DataReportal - Global Digital Insights)

- There has been a huge "leap" of digital activity, especially in lockdown areas.

- The use of “social media” such as video calling and e-commerce and shopping services is increasingly being used.
- “Online entertainment” such as video games and e-sports has gained widespread popularity.
- The world uses "Internet and Social" more and more, both in numbers and statistics.
- Population of 7,770 million people worldwide. There are approximately 5,160 million mobile phone users.
- There are 4,570 million internet users and 3,810 million social media users.

YouTube is the number one online entertainment sharing platform in the world. Viewers can watch videos created by YouTubers that showcase the most widely used content, images and audio. People of all ages try to create content in this space to gain visibility, popularity and monetization. The entertainment content has more fluence than other contents.

Literature review

YouTube is a social media platform that facilitates the development of quasi-social relationships. Assessing the role of audience participation from the quasi-social relationship and perceived credibility of video bloggers. The results suggest that audience participation in vlogs enhances the social connection with the vlogger, thereby enhancing the vlogger's credibility. In addition, the diversity of viewer attitudes towards vloggers moderates screen engagement through a quasi-social relationship.

Parasocial interaction (PSI) concept

David C. Giles (2002) studied the parasocial interaction (PSI), looking at the phenomenon of quasi-social interaction in new media. It describes the relationship between media users and key people as follows.

Firstly, PSI, possibly as an innovator, is “infused with the origins of normal social activity”.

Secondly, the PSI may vary with different media formats.

Thirdly, the time-phased processing and media use ties the user and thinks it is a parasocial interaction (PSI).

D.Horton, R Wohl's (1956). Parasocial interaction (PSI) included in normal social activity measurement models. Four features of social encounters.

1. Related persons
2. Physical distance
3. Social (features of interaction as well as power relations)
4. Relationships between responders (Most face-to-face communication is unlimited but will vary depending on the PSI level)

Parasocial interaction (PSI) properties all occur at a distance and are limited by communication patterns. The encounters differ according to the nature of the media. Three levels can be specified.

Firstly, It is a direct confrontation or address to the user, such as a conversation. The host of the show faces the camera and greets the audience.

Secondly, Occurs in media areas such as characters played by actors. There is an assumption of representation. Characters reacted like real people. Ultimately, users may interact face-to-face with drafts. But it can only get into social relationships with non-character actors.

Thirdly, Parasocial interaction (PSI) Meets fantasy characters or cartoons that have a non-existent / imaginary partner These differ from the first and the second find that social relationships are impossible.

YouTube engagement, the most obvious predictor of likes and dislikes. Relaxing content / story / comments and uploads from motivation. Social interaction, sharing by motivating information, greater youTube experience, unlikes and anonymity plays a role in sharing and uploading videos.

Innovation in TV production in the digital age

Usa Silruangwilaii, found that television program production innovations in the digital era must be in line with new media consumption behaviors that demand digital information consumption with 4R characteristics, namely (R1) Real, which is a communication in a virtual form, such as presenting an image through an app. Application type AR (Augmented Real), (R2) Rich is a communication in a format that focuses on interactions in all digital communication channels such as Youtube Facebook Instagram FanPage WebPage, (R3) Rapid which

is a communication that focuses on speed such as communication via Facebook Live, Line official and (R4) ® Trademark, a brand-focused communication style.

For Thailand, according to the Digital Thailand 2020 report by We Are Social in 2019-2020, Thailand has more than 1 million internet users and increase of more than 2.3 million of social media users, more than 94 million mobile phone users. % were Smartphone with an Internet-connected TV or Smart TV increased from 1% to 8.3% in one year. Computer traffic has increased by 56% and almost all Thai people use social media via mobile phone 99% The usage of mobile phones among Thai people ranked number one was using Chat Apps, the second rank was using social media, the third rank was watching videos on mobile phones, the fourth rank was playing games, and the fifth rank was the use of Shopping Apps in terms of Online content viewing by Thai people in 2020, it was found that Thais watch 99% of their videos online and 53% of them watch Vlogs, showing that Thais are very popular to watch online videos.(Digital 2020: Thailand DataReportal)

According to the "Digital 2021 Global Overview Report" and "Digital 2021 Thailand" by We Are Social and Hootsuite, a survey of people's social media usage behaviors around the world found that people aged 16-64 use the internet on average 6 hours 54 minutes/ Day Watching TV shows and streaming 3 hours 24 minutes/day Facebook is the 1st most used application with 2,740 million users YouTube is the most popular application. Ranked 2nd with 2,291 million users worldwide, 90.6% of people watch online videos online and 51.4% watch Vlogs. (Digital 2021: Global Overview Report) In Thailand, Thai people access the Internet at 69.5%, higher than the global average of 59.5%. Thailand is the world's number 1 with the highest download speed of 308.35 Mbps. 8 hours 44 minutes, with a global average of 6 hours 54 minutes. YouTube is the #1 most used app with 94.2% of users. Facebook is the most popular app. It is the second most active with 93.3% of users, over 37.3 million Thais use YouTube or 54.3%. (Digital 2021: Thailand DataReportal) In 2021, it will be the first year that Youtube is more popular than Facebook, which is different from the results of people's surveys around the world, in which Facebook will be more popular.

Table 1
Statistics of YouTube application usage in The world and Thailand

	2017	2018	2019	2020	2021
World's					
Facebook	1,871 m	2,167 m	2,271 m	2,449 m	2,740 m
Youtube	1,000 m	1,500 m	1,900 m	2,000 m	2,291 m
Thailand					
Facebook	65%	75%	93%	94%	93.3%
Youtube	64%	72%	91%	94%	94.2%

Table 1 Statistics of YouTube usage worldwide is increasing continuously from 2017 to 2021, second only to Facebook. The statistics of YouTube usage in Thailand will increase steadily from 2017 to 2021. Similarly, in 2020, YouTube and Facebook usage statistics will be equal to 94%, and in 2021 YouTube will lead Facebook to 94.2%, which will reduce Facebook popularity to 93.3%

Thailand, report shows that in total there are 585 Youtube channels having more than 100,000 subscribers, which are in the Diamond Button group, there are 4 channels, the Gold Button group has 287 channels, and the Silver Channel group has 294 channels. Specific groups of travel programs. created by a manufacturer located in Thailand The target audience is Thai audience. More than half of the content presents tourist attractions in Thailand or a trip or a place to stay. The moderator is Thai or a foreigner. Presented in Thai or narrated in Thailand. It is not produced by the organization or Television station. By studying only programs with more than 100,000 followers, was found that there were a total of 28 channels, 2 channels have been discontinued. a travel channel program in Japan, a travel channel in the United States. a channel for local travel

programs. 4 lifestyle channels and 5 channels for food programs. resulting in a total of 14 programs. (Channelranking.com Statistics YouTube in thailand)

A travel program published via the website or application YouTube in Thailand (Youtube) that has been ranked by YouTube in the Gold Button group (more than 1,000,000 followers) has 2 Channel. And the list that has been rated by YouTube to be in the Silver Button group (more than 100,000 followers) has 12 channels. (Channelranking.com <https://channelranking.com/youtube/travel>.)

Table 2
Statistics of Travel programs on Youtube in Thailand in terms of number of followers & views

No.	Youtube Channel	Number of Following & View	Followers & Views
Gold Button			
1.	<u>I Roam Alone</u> Channel opening : 15 April 2013	No.136 Following numbers No.197 View numbers 267 VDO Clips	2,140,000 followers 252,688,343 views 944,230 average views
2.	<u>YES I GO</u> Channel opening : 3 July 2018	No. 263 Following numbers No. 311 View numbers 364 VDO Clips	1,110,000 followers 123,273,026 views 338,305 average views
Silver Button			
3.	<u>Annaontour</u> Channel opening : 22 January 2009	No. 311 Following numbers No. 157 View numbers 2,619 VDO Clips	881,000 followers 384,271,264 views 146,651 average views
4.	<u>WabisabiTV</u> Channel opening : 25 January 2013	No. 370 Following numbers No. 291 View numbers 592 VDO Clips	716,000 followers 139,247,984 views 234,981 average views
5.	<u>The Gaijin Trips</u> Channel opening : 24 August 2018	No. 401 Following numbers No. 472 View numbers 96 VDO Clips	603,000 followers 38,710,821 views 401,636 average views
6.	<u>Asapapailong</u> Channel opening : 18 November 2017	No. 425 Following numbers No. 433 View numbers 261 VDO Clips	529,000 followers 53,747,354 views 204,687 average views
7.	<u>Chillpainai</u> Channel opening : 30 November 2010	No. 470 Following numbers No. 383 View numbers 2,851 VDO Clips	434,000 followers 76,078,708 views 26,664 average views
8.	<u>TourKabKab</u> Channel opening : 5 January 2013	No. 476 Following numbers No. 375 View numbers 232 VDO Clips	416,000 followers 80,918,717 views 348,788 average views
9.	<u>TuenChannel</u> Channel opening : 21 May 2017	No. 500 Following numbers No. 555 View numbers 85 VDO Clips	340,000 followers 13,595,009 views 159,729 average views

10.	<u>Sadoodta</u> Channel opening : 10 September 2007	No. 504 Following numbers No. 357 View numbers 3,661 VDO Clips	328,000 followers 91,476,558 views 24,982 average views
11.	<u>Rayron</u> Channel opening : 20 March 2011	No. 522 Following numbers No. 488 View numbers 357 VDO Clips	283,000 followers 30,516,082 views 85,393 average views
12.	<u>Changoktour online</u> Channel opening : 25 January 2017	No. 532 Following numbers No. 432 View numbers 1,655 VDO Clips	238,000 followers 54,230,405 views 32,744 average views
13.	<u>MAIBARU ThaiVlog</u> □□□□ Channel opening : 18 October 2018	No. 540 Following numbers No. 503 View numbers 159 VDO Clips	218,000 followers 27,038,978 views 169,978 average views
14.	<u>Go Went Go</u> Channel opening : 7 October 2017	No. 547 Following numbers No. 535 View numbers 128 VDO Clips	206,000 followers 17,486,606 views 136,312 average views

Table 3
Types of social media and followers

No.	Youtube Channel	Social media	Followers
1.	<u>I Roam Alone</u>	Youtube Facebook Instagram	2,140,000 followers 5,008,990 followers 604,661 followers
2.	<u>YES I GO</u>	Youtube Facebook Instagram	1,110,000 followers 447,633 followers 68,612 followers
3.	<u>Annaontour</u>	Youtube Facebook(Channel) Facebook(Youtuber) Website Blog	881,000 followers 626,842 followers 72,671 followers - -
4.	<u>WabisabiTV</u>	Youtube Facebook Instagram Website	716,000 followers 261,517 followers 45,177 followers -
5.	<u>TheGaijinTrips</u>	Youtube Facebook Instagram	603,000 followers 381,679 followers 71,911 followers
6.	<u>Asapapailong</u>	Youtube Facebook Instagram Twitter	529,000 followers 1,716,019 followers 52,502 followers 2,887 followers

7.	<u>Chillpainai</u>	Youtube Facebook Instagram Twitter Website	434,000 followers 3,075,402 followers 232,774 followers 30,543 followers -
8.	<u>TourKabKab</u>	Youtube Facebook Twitter	416,000 followers 78,888 followers 76 followers
9.	<u>TuenChannel</u>	Youtube Facebook	340,000 followers 344,566 followers
10.	<u>Sadoodta</u>	Youtube Facebook Instagram Twitter Website	328,000 followers 1,882,918 followers 3,148 followers 12,139 followers -
11.	<u>Rayron</u>	Youtube Facebook Instagram	283,000 followers 320,846 followers 313,719 followers
12.	<u>Changoktour online</u>	Youtube Facebook	238,000 followers 95,701 followers
13.	<u>MAIBARU ThaiVlog</u> □□□□	Youtube Facebook Instagram Twitter	218,000 followers 2,149 followers 13,873 followers 23,934 followers
14.	<u>Go Went Go</u>	Youtube Facebook Instagram(Channel) Instagram(Youtuber) Twitter Tiktok Website	206,000 followers 948,044 followers 33,289 followers 133,739 followers 23,923 followers 174 followers -

Conclusion

Research results for Thailand YouTube travel programs shows that none of any Travel programs in Thailand is classified as Diamond buttons (more than 10,000,000 followers). All programs are distributed through YouTube channels together with other social media channels. At least 1 channel and at most 5 channels. The most popular social media coming at the first place is Facebook platform, having 14 programs in total which represents 100%, 1 program using Facebook up to 2 channels which is the program's Facebook page and The host Facebook page. 7 programs having more followers in Facebook pages than in Youtube channels, added up to 50%. Among these programs, up to 4 programs have followers in Facebook more than 1million which is 28.57%. And Instagram, which is coming in 2nd place, having 10 programs out of total 14 which is representing 71.42%, with 1 program using Instagram up to 2 channels which is the program's Instagram and the host Instagram. 1 program having Instagram followers more than Youtube channel add up to 7.14%. 3rd place is Twitter, having 6 Programs from total 14 which is 42.85%, 4th place is websites having 5 programs representing 35.71% and 5th place is Blog and Tiktok which is equally used at 1 channel from 14 total which represents 7.14%.

Successful YouTube travel channels in Thailand evaluate from follower more than 100,000 subscribers, show that all programs broadcast their own channel mainly through YouTube in conjunction with others social media platform at least 1 channel to 5 channels maximum. Some of the programs double up the channel in the same social media platform which is the program's main channel and the host channel. Next, the researcher will study the form of interaction between the program and the viewer. To find out the factor of achievement and model development in communication management of travel programs on the YouTube application in the final step.

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