

Abstract

The ritual of taking photographs of their destination has become a must for tourists and they can always be seen carrying their cameras to capture the moment to take back home as a souvenir of the trip. A photograph has a different meaning for each individual and the logic behind each photograph is illustrated through the lens of the camera and what they see. The influence of individuals are also different as there are factors that affect their perception, and these are environmental factors, code of conduct, usage of photo, and the tourists themselves. Those factors are related to each other, as taking a photograph is like a puzzle, and an individual needs to be concerned with the various aspects, and weigh up their importance differently. The research has been conducted in Bangkok, Thailand. There are 400 questionnaires which were distributed at famous tourist leisure attractions such as Asiatique or Vachira Benjatas Park (Suan Rot Fai). There are 280 female and 120 male contributions to the research data. This data has been processed using Regression, ANOVA and Independent Sample t-test. The results have shown that there are relationships between tourist photo taking behavior with environmental, individual code of conduct and usage of photo. The individual photography skill has an influence on how the tourist will take a photograph as the difference in taking photographs can be affected by the level of awareness and expectation. This direct research shows how awareness of tourist photo taking and its usage will become a critical point as photography is one of the most powerful mediums of communication which is the main reason why tourist takes photo. The continued use of digital photography and sharing media online will become the norm in society as the younger generation has created the phenomenon of shoot and share, and therefore, understanding and educating tourists to follow guidelines when taking photographs is a must, as it can either be a tool to promote tourism or have a negative effect on the tourism industry and daily life of an individual.