

DESIGNING AN EDUCATIONAL GAME ON RARE MARINE ANIMALS AND THE IMPACT OF MARINE DEBRIS FOR SECONDARY SCHOOL STUDENTS (GRADES 7-9) TO PROMOTE SUSTAINABLE TOURISM IN THAILAND'S MARINE AREAS

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ABSTRACT

The sea and coastal areas are crucial natural resources for the country. The expansion of tourism and the growth of the maritime industry have led to the degradation of the sea, resulting in pollution that affects marine life and the marine environment. Recognizing the importance of this issue, the researcher developed an educational game about rare marine animals and the impact of marine debris for students in grades 7-9 to promote sustainable tourism in Thailand. The game, titled "See & Sea," aims to instill awareness among youth about the environmental impacts of tourism-related waste. The "See & Sea" game has been evaluated by both target groups and experts, focusing on the educational content and the game's overall quality. The evaluations indicated a high level of effectiveness, with an average score of 4.82 from experts. Additionally, the game's usability and satisfaction were tested and assessed by 40 students from Sriracha School, located in a key coastal tourism area of Chonburi Province. The students' feedback showed a high level of satisfaction across all aspects of the game, including content, game elements, and overall experience, with an average score of 4.65. These results demonstrate the game's potential as an educational tool for students in grades 7-9, fostering a sense of marine conservation and raising awareness about the environmental impact of tourism-related waste in a sustainable manner.

Keywords: Education Game, Marine Resources, Ocean Debris, Sustainable Tourism

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