

A Psychological Quiz for Tourism Promotion in Songkhla Old Town

“zoo-cation : Which fluffy friend are you this trip?”

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Abstract

The development of the psychological test titled "zoo-cation: Which fluffy friend are you this trip?" aims to create engaging media for organizational websites and social media platforms. The project focuses on designing promotional materials to stimulate tourism within the Songkhla Old Town community. By utilizing the oopenlab platform, the researcher developed a storytelling-based assessment to analyze tourist behavior.

Participants are categorized into six animal-themed personas: Cat, Raccoon, Deer, Bird, Fox, and Mermaid, each paired with tailored recommendations for suitable attractions within Songkhla Old Town. The results indicate that this psychological test effectively serves as a promotional tool, particularly in revitalizing tourism following the late 2025 floods in Southern Thailand. Feedback revealed high levels of user satisfaction, with participants expressing a strong interest in visiting the locations suggested by their results. Ultimately, this tool successfully fulfills the research objective of providing a sustainable framework for publicizing and promoting tourism in Songkhla Old Town.

Keywords: Psychological Quiz, Tourism, Songkhla Old Town

Introduction

Songkhla Province stands as a premier tourist destination in Southern Thailand. Historically serving as the region's urban center, the Songkhla Old Town community boasts a heritage spanning over 200 years. The area is renowned for its unique architectural fusion of Chinese, Thai, and Western styles, reflecting a multicultural evolution that has become a defining characteristic of the district. This cultural capital serves as a testament to the historical, social, and economic milestones of the past, acting as a primary catalyst for tourism in the area (Somsak Kaewnuch, n.d.).

Despite its significance, Songkhla Old Town is often categorized as a "secondary destination," with tourists typically traveling from the major hub of Hat Yai for short visits. However, the severe Southern Thailand floods in late 2025 significantly impacted several provinces, with Hat Yai suffering extensive damage. This catastrophe caused a stagnation in Songkhla Old Town's tourism sector as it awaited Hat Yai's recovery. A prevailing perception among tourists was that the entire Songkhla province remained affected, unaware that specific areas—including the Old Town—remained intact or had already recovered. This

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misunderstanding led to a substantial loss of income for the local community due to the sharp decline in visitor numbers.

In response, the Designated Areas for Sustainable Tourism Administration (DASTA) for the Songkhla Lake Basin—an organization dedicated to supporting sustainable tourism and income distribution—conducted an on-site damage assessment. The survey revealed that while Songkhla Old Town recovered rapidly, it suffered from a "perception gap"; travelers were deterred by the damaged transport links from Hat Yai and a lack of awareness regarding the Old Town's operational status. This highlighted a critical deficiency in public relations, which undermined tourist confidence.

Recognizing the urgent need for effective communication, it became evident that promotional media must not only inform but also captivate the audience's interest. Consequently, the researcher developed a psychological test titled "zoo-cation: Which fluffy friend are you this trip?" This interactive digital tool is designed to showcase attractions within Songkhla Old Town across online platforms, aiming to rebuild public awareness and revitalize tourism interest in the district.

Research Objectives

1. To design promotional media to stimulate and support tourism within the Songkhla Old Town community.
2. To create engaging content for organizational websites and social media platforms to enhance audience interest.

Literature Review

○ Construction of Psychological Tests

According to Santat Pornprasertmanit (2006), the process of developing psychological assessment tools aims to ensure that they accurately measure intended constructs, such as intelligence. In psychology, such tools often consist of a series of questions or tasks where individual scores are aggregated to determine a specific trait. Developers must establish clear objectives regarding the constructs they intend to measure, which typically include human attributes like skills, personality, and interests.

Unlike physical attributes (e.g., weight or height), psychological constructs are latent traits that cannot be observed directly. Therefore, they must be assessed through behavioral indicators. For instance, a "risk-taking" personality may be identified through items such as "*I enjoy gambling*," "*I seek challenges*," or "*I love trying new things*." A positive correlation across these responses suggests a high propensity for risk-taking.

The 7 Steps of Psychological Tool Construction (Santat Pornprasertmanit, 2006):

1. Item Writing: Drafting the initial set of questions.
2. Try Out: Conducting a pilot test to gather preliminary data for quality assessment.

3. Item Analysis: Evaluating whether questions effectively differentiate between high and low scorers.
4. Reliability: Testing the internal consistency of the items.
5. Validation: Ensuring the tool truly measures the intended target or goal.
6. Norms: Establishing standardized criteria for comparing individual scores.
7. Standardization: Implementing uniform procedures to eliminate external variables, such as researcher bias.

○ Designing Psychological Test Results

Test results can be categorized by specific dimensions (e.g., fluid intelligence or survival instincts). However, results can also be adapted creatively to enhance engagement. For example, a personality test might use desserts as metaphors: a gentle person might be represented by a "Vanilla Cake," while a direct and firm individual might be a "Dark Chocolate Cake."

A popular contemporary trend involves using animal themes, as humans often find animal behaviors relatable. Since the late 19th century, scientists like Charles Darwin and Edward Thorndike have explored the evolutionary links between humans and animals. Although animals lack human language, research in Animal Psychology has proven their ability to solve puzzles and exhibit complex personalities (BetterHelp Editorial Team, 2026). For example:

- Cats: Exhibit diverse personalities ranging from aloofness and shyness to trust and aggression (Jennifer Viegas, 2013).
- Raccoons: Known for their high intelligence and curiosity (BrandThink, 2025).

○ Tourism in Songkhla Old Town

Songkhla Old Town was once a flourishing port city, serving as a melting pot for diverse ethnicities and cultures. Historical records identify it as a strategic maritime hub situated between the East and the West, attracting traders from the Netherlands, England, and France. Key exports included pepper, tin, bird's nests, and local herbs.

Today, the district is celebrated for its Sino-Portuguese architecture, which serves as a preserved symbol of its historical identity. The "classic" atmosphere is further enriched by multi-generational eateries serving unique traditional recipes. In 2025, Songkhla was officially recognized as a UNESCO Creative City of Gastronomy. Its unique geography—characterized by "Two Seas and Three Waters"—provides a rich variety of ingredients that define its culinary appeal.

Despite its potential, the Southern Thailand floods of late 2025 caused a significant halt in tourism. This project, therefore, utilizes a psychological test to revitalize interest and promote the cultural and culinary treasures of Songkhla Old Town to a wider audience.

Research Methodology

“zoo-cation: Which fluffy friend are you this trip?” The development of the psychological test to promote tourism in Songkhla Old Town followed a structured process as detailed below:

1.) Defining Objectives and Test Framework

The researcher developed the test using a storytelling framework with the primary

objective of analyzing the personalities and travel behaviors of participants. This analysis serves to provide personalized travel recommendations within the Songkhla Old Town area, acting as a strategic promotional tool to revitalize tourism following the late 2025 floods.

Based on an analysis of tourist behaviors in Songkhla Old Town, the researcher categorized travelers into six distinct animal personas, each representing a specific travel style:

2.1 Cat (The Urban Explorer): Represents travelers who enjoy walking and spontaneous stops. Like cats, these individuals are characterized by their restless, curious, and inquisitive nature. They prefer exploring on foot, taking their time to visit various locations to ensure a comprehensive experience.

2.2 Raccoon (The Culinary Enthusiast): Represents "foodie" tourists. This persona is inspired by the raccoon's natural foraging behavior, often depicted in digital media as being food-motivated. It mirrors travelers whose main priority is discovering and enjoying diverse local cuisines.

2.3 Deer (The Aesthetic Content Creator): Represents travelers focused on photography and content creation. As deer symbolize natural elegance, they embody tourists who prioritize aesthetic presentation—whether it be dressing up for the camera or finding the most picturesque angles to capture the beauty of the scenery.

2.4 Bird (The Cultural & History Scholar): Represents tourists who seek knowledge and local heritage. Birds, particularly owls, are widely recognized as symbols of wisdom in literature, while parrots and mynas are seen as intelligent learners. This persona aligns with travelers who are eager to learn and immerse themselves in the history and cultural fabric of their destination.

2.5 Fox (The Spiritual & Mystical Seeker): Represents travelers with an interest in faith-based tourism (Mutelu). Drawing from East Asian folklore (Chinese, Japanese, and Korean), foxes are often associated with mysticism and the supernatural. This persona represents tourists who believe in destiny and seek out sacred sites and spiritual landmarks.

2.6 Mermaid (The Serene Nature Lover): Represents travelers seeking tranquility and spiritual rejuvenation. As a prominent icon of Songkhla, the Mermaid represents a unique group of tourists who prefer a more solitary and peaceful approach, prioritizing quiet natural spots for mental relaxation.

2.) Item Construction (Question Development)

No.	Question	Choices
1	After you finished showering, you chose to wear...	<ol style="list-style-type: none"> 1. Anything! But I prefer sweatpants. 2. Dress matching with shawl. 3. Of course, a T-shirt with jeans! 4. Depend on the Lucky Color Table. 5. I want a dress that I can post in on my Instagram.

		6. Formal and neat.
2	Come on, at this late time, but you forgot...	<ol style="list-style-type: none"> 1. Sunglasses and beach hat 2. Tissue is a must! 3. Power bank and lipstick 4. Candy...Gummy...Bubblegum... 5. I don't know...but I got up on the wrong side of the bed. 6. Notebook or journal book
3	What you books for depart is...	<ol style="list-style-type: none"> 1. Better to walk this day. 2. Some of the public transportation 3. Anything that I can make video content with 4. Let me check my luck today first. 5. I prefer a boat for a wind today. 6. Public transportation, but I want an ancient one, like a classic.
4	This alley look interesting, so you are...	<ol style="list-style-type: none"> 1. Take a break, admire the view. 2. 3 2 1 POSE! 3. Mark the spot; may this is a new discovery place. 4. Just go inside; Curious kill only the cat. 5. Take a Peek, maybe it is a part of some restaurant. 6. Maybe good spirits lead me here, I guess?
5	Now you are feeling hot and sweaty, so you go in to...	<ol style="list-style-type: none"> 1. A long-standing restaurant, like a classic one. 2. Shop that has a beautiful decoration. 3. A restaurant that has good reviews. 4. Shop that has a positive energy. 5. Stall shop beside the street. 6. Handmade vintage shop.
6	After the sun goes down a little, you start the plan again and go to...	<ol style="list-style-type: none"> 1. Local museum 2. Chilling at the beach or river 3. Next plan, Next food, Next joy 4. Go to the landmark to take a pics 5. Pay respect to a sacred place. 6. Stroll at some of the local markets.
7	Now your plan is ruined, so you decide to...	<ol style="list-style-type: none"> 1. Edit photo at some cafe 2. Whatever will be, will be. Find anything else to do then. 3. Admire the rain at the window in a nearby shop. 4. Use an umbrella; no one can ruin my plan! 5. Hot chocolate time! 6. Check a weather forecast to see if it's normal.
8	The souvenirs you choose is...	<ol style="list-style-type: none"> 1. Lucky items 2. Handmade products

		<ol style="list-style-type: none"> 3. Local historical book 4. Premium souvenir set 5. A lot of savory and sweets 6. Badge pins or keychains
9	You still think about a plan. If it's not raining, you should be at...	<ol style="list-style-type: none"> 1. Look at the sunset at the beach. 2. Doing meditation at some temple 3. Writing in a journal book under the tree or beside the lake 4. A market that has a lot of tasty food 5. Popular spot for photographing the sunset 6. On the road that hasn't reached the end yet

3.) Pilot Testing and Refinement

After the initial development, the test was distributed to internal staff within the organization for quality assurance and feedback. This stage aimed to identify technical errors or content inconsistencies. Based on the feedback received, the researcher refined the tool, focusing on layout composition, imagery, color schemes, storytelling flow, and the selection of multiple-choice questions to ensure the most accurate and engaging user experience.

Result

The researcher curated and categorized various attractions within Songkhla Old Town to match the specific travel behaviors of each persona. The classification of locations according to tourist types is presented in the table below:

No.	Tourist Persona	Recommend Attractions
1	The Urban Explorer: Focuses on walking, checking in at landmarks, and snacking.	<ol style="list-style-type: none"> 1.) Ka-Lor-Ji shop 2.) Jong Dee Shop 3.) Grilled egg cakes shop 4.) Khanhom Bok shop 5.) Khanhom Khaang Khaao shop 6.) Ban Lee Heng ice-cream shop
2	The Culinary Enthusiast: Focuses on full meals and prominent dining spots.	<ol style="list-style-type: none"> 1.) The Rally Coffee : 2.) I Tim Ong 3.) The Secret Garden Pasta 4.) Ban Duen Chay
3	The Cultural & History Scholar: Focuses on historical knowledge and local heritage.	<ol style="list-style-type: none"> 1.) Ohm Electronics Shop 2.) Praphai Silk Road 3.) Europe Alley 4.) Songkhla street art
4	The Cultural & History Scholar: Focuses on historical knowledge and local heritage.	<ol style="list-style-type: none"> 1.) Hub Ho Hi 2.) Baan Nakhon Nai Museum 3.) Praphai Silk Road 4.) Ban Duen Chay
5	The Spiritual Seeker: Focuses on sacred sites, faith, and auspicious shrines.	<ol style="list-style-type: none"> 1.) Guan Yu Shrine 2.) Songkhla's Shrine City Pillar
6	The Serene Nature Lover:	<ol style="list-style-type: none"> 1.) Songkhla Lake

	Focuses on tranquility and spiritual relaxation.	
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Following the classification of tourist attractions tailored to each traveler profile, the developers have designed specific result pages and promotional posters for various locations within the Songkhla Old Town district, as detailed below:

No.	Quiz Result Page	Songkhla Old Town Attraction Poster
1	 <p>The Fluffy friend inside you is... expurr-rer kitten</p> <p>The Fluffy friend inside you is... super duper chonky raccoon</p> <p>The Fluffy friend inside you is... oh deary deer</p>	 <p>stroll with kitten</p> <p>ga-Lor-Ji</p> <p>Khanom Jang Dee</p> <p>grilled egg cakes</p> <p>Khanom Bot</p> <p>Khanom Khaeng Khaao</p> <p>Ban Lee Heng ice-cream</p>
2	 <p>The Fluffy friend inside you is... super duper chonky raccoon</p> <p>The Fluffy friend inside you is... oh deary deer</p>	 <p>eating with raccoon</p> <p>The Rally Coffee</p> <p>Tim Ong</p> <p>The Secret Garden Pasta Bar</p> <p>Ban Duen Chay</p>
3	 <p>The Fluffy friend inside you is... oh deary deer</p>	 <p>take a pics with deer</p> <p>Ohm Electronics Shop</p> <p>Praphai Silk Road</p> <p>Europe Alley</p> <p>Songkhla street art</p>

4		<p>The fluffy friend inside you is...</p> <h3>bird on wire, wise to a bird</h3>  <p>You are a clever and inquisitive bird. You travel into a quest for your knowledge. Many share this, as you are always, and of course, you are someone who likes to learn about their. When you go home, you know you will find a lot of interesting facts about the bird or person you look to read about and know about it in different places you go. You'll always go home, you'll be the person that has the most interesting stories.</p> <p>The places that suit a fluffy like you is...</p> 		
5		<p>The fluffy friend inside you is...</p> <h3>bobbidi-boo foxie</h3>  <p>You're a fox crossed with a human child. You love to share a good story with your friends, and you'll always be the one that's the most interesting. You'll always be the one that's the most interesting. You'll always be the one that's the most interesting. You'll always be the one that's the most interesting.</p> <p>The places that suit a fluffy like you is...</p> 		
6		<p>The fluffy friend inside you is...</p> <h3>gloom but glam mermaid</h3>  <p>You're a mermaid with a human child. You love to share a good story with your friends, and you'll always be the one that's the most interesting. You'll always be the one that's the most interesting. You'll always be the one that's the most interesting. You'll always be the one that's the most interesting.</p> <p>The places that suit a fluffy like you is...</p> 		



QR Code of A Psychological Quiz for Tourism Promotion in Songkhla Old Town

“zoo-cation : Which fluffy friend are you this trip?”

Discussion and Conclusion

Development of a Psychological Quiz to Promote Tourism in Songkhla Old Town: "zoo-cation: Which fluffy are you this trip?" The objective of this research is to create engaging promotional media for organizational websites and social media platforms to stimulate tourism within the Songkhla Old Town community. The project features a psychological quiz titled "Zoo-cation: Which Fluffy Companion Matches Your Trip?", designed with a narrative-driven approach where the user acts as the protagonist. The results are generated based on user choices, providing personalized travel recommendations tailored to specific personalities—such as the spiritual seeker (horoscope enthusiast), the content creator, or the cultural explorer.

The researcher chose the psychological quiz format due to its "viral" nature on social media, where users frequently share their results. This makes it a strategic tool for public relations, raising awareness and encouraging tourists to revisit Songkhla Old Town.

In developing this project, linguistic skills from the Thai major were integrated to craft compelling narratives, quiz questions, results, and descriptions. Additionally, media design skills and insights gained from cooperative education (internship) were applied to ensure the content effectively serves public relations goals. Upon completion, the quiz was tested and received positive feedback, proving its practical utility. It is currently hosted on the oopenlab platform and serves as a foundation for further tourism-related activities.

Acknowledgement

The psychological quiz for tourism promotion in Songkhla Old Town, titled "zoo-cation: Which fluffy friend are you this trip?", was developed to enhance the appeal of the organization's website and social media platforms. This project, aimed at promoting community-based tourism within the Songkhla Old Town area, reached its successful completion through the gracious support and invaluable guidance of my project advisors. I am deeply grateful for their mentorship, constructive feedback, and meticulous review of the content to ensure its accuracy and integrity.

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