



## The Digital Content on Social Media for Tourism Promotion of Wang Krod Community, Phichit

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(Received: August 5, 2024; Revised: October 7, 2024; Accepted: October 10, 2024)

### Abstract

The research titled "The Digital Content on Social Media for Tourism promotion of Wang Krod Community, Phichit" aims to study the factors for planning digital content communication on social media for promoting community tourism in Wang Krod community, Phichit. This study employs a qualitative research approach, utilizing in-depth interviews with individuals involved in managing tourism promotion and public relations through the community's social media channels. Additionally, participant observation, accompanied by note-taking, and the examination of documents and research related to Wang Krod community were conducted.

The study's findings indicate that the development of digital content communication planning on social media for promoting community tourism in Wang Krod community, begins with the cultural elements of the community, such as foods, traditions, architecture, and lifestyle. These elements are compiled and developed into digital content, which can be utilized in planning social media communication. This content serves as information for tourists and target audiences, enabling them to study and plan their travels or engage in tourism activities within the community effectively. The process of disseminating community content must include the following communication planning steps: 1) Analyzing the community's situation to identify strengths, weaknesses, opportunities, and threats (SWOT) 2) Defining the appropriate target audience 3) Setting clear objectives to ensure the target audience responds to the content 4) Selecting suitable communication tools and media for the target audience 5) Allocating a budget and timeline for communication 6) Evaluating the results. Moreover, the community should incorporate its culture and events into the content communication plan before publishing on social media. Effective communication of content on social media is crucial for promoting the tourism industry. Well-planned and engaging content can foster participation, attract consumer interest, and influence travel decisions. Coupled with efficient use of communication technology, this approach not only attracts tourists but also contributes to the sustainable development of community tourism.

**Keywords:** 1) Digital Content 2) Social Media 3) Tourism promoting

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## Background

Tourism is an activity that generates substantial income for the country, encompassing both major and secondary cities. It creates employment and disperses development to various regions of the country. Moreover, it plays a crucial role in the development of transportation and infrastructure systems, as well as in commerce and investment, thereby contributing significantly to the economic growth of Thailand (Ministry of Tourism and Sports, 2019, p. 9). The tourism industry accounts for a substantial portion of the country's economy, with the Tourism Gross Domestic Product (TGDP) amounting to 3,005,552 million baht, representing 17.79% of the Gross Domestic Product (GDP). The Second National Tourism Development Plan (2017-2021) and the Third National Tourism Development Plan (2023-2027) emphasize promoting tourism through technology. The adoption of digital technology to provide services to tourists during the New Normal era necessitates that businesses adapt swiftly to technological changes. Notably, the application of digital platforms facilitates travelers' convenience, including the creation of digital content using technologies such as Augmented Reality (AR) and Virtual Reality (VR) to offer new tourism experiences. Additionally, the implementation of various contactless systems, such as payment, check-in, booking, and track and trace systems, is essential to mitigate the risk of infection. Furthermore, Online Travel Agencies (OTAs) must adapt and develop their services to meet the needs of travelers amid the COVID-19 pandemic (Archatewankapan, 2022).

Tourism can also lead to the development of numerous related businesses, such as hotel accommodations, food and beverage services, souvenir and handicraft production, entertainment, tourism services, and transportation. This aligns with the behavior of tourists who utilize communication technologies and social media to share their experiences and impressions of various destinations. A study on the travel behavior of Thai tourists visiting secondary cities in 2021, conducted by the Tourism Authority of Thailand (TAT), found that tourists traveled to these cities primarily for leisure, to visit family and friends, and for relaxation. Information about these destinations was often obtained from friends, family members, social media, and online reviews. The preferred travel periods were typically weekends, with an average duration of 2.3 days per trip (Tourism Authority of Thailand, 2021, p. 42). The ongoing improvement in tourism in Thailand has led to an increase in capital circulation within the country. This is reflected by a decrease in installment payment requests from debtors, suggesting improved liquidity in business operations and alignment with projected goals. This is consistent with the observed increase in production volume. Furthermore, there is a noticeable trend towards greater foreign investment in digital infrastructure. The announcement of a substantial investment plan by global technology company Amazon Web Services (AWS), amounting to over 190 billion baht in Thailand, indicates a potential decrease in operational costs within the digital industry in the future. Additionally, domestic consumer confidence has steadily improved,

leading to increased private sector spending. Businesses are finding it easier to secure funding, and the profitability outlook for companies in the digital industry is more favorable. This creates opportunities for business expansion, job creation, and the hiring of additional staff to support future growth (Ministry of Digital Economy and Society, 2023, p. 4).

This aligns with the overall trend of tourists increasingly utilizing digital technology to access information and tourism services. One of the key elements in the Second National Tourism Development Plan is Strategy 4, which focuses on balancing Thai tourism through niche marketing, promoting Thai culture, and building tourist confidence. This strategy emphasizes fostering cooperation among stakeholders and utilizing technology in marketing. This includes partnerships with communities to create tourism products and services that reflect the community's identity and align with the provincial brand, joint marketing efforts between the public and private sectors, and the promotion of technology in marketing. For example, supporting the development and enhancement of applications that facilitate marketing, improving the efficiency of digital marketing agencies in managing and analyzing online tourism data, and extending these efforts into the Third National Tourism Development Plan (2023-2027). The third plan aims to promote the use of digital technology in the tourism industry, including digital infrastructure and information and communication technology readiness (ICT Readiness). It involves developing media and content, selecting appropriate online channels

for promoting tourism products and services to tourists and industry networks, and encouraging businesses to produce high-quality work. These efforts serve to promote social and economic issues and act as a fundamental medium for disseminating culture, society, and useful information about the country (Ministry of Tourism and Sports, 2022, pp. 4-4). In 2022, the Office of Small and Medium Enterprises Promotion (OSMEP) reported that, post-COVID-19 crisis, cultural and community-based tourism became the most popular trend among tourists, with a growth rate of 155% and generating over 220 million baht in economic value. This trend has created jobs and income for communities, alleviating poverty and contributing to the sustainable strength of the local economy. Most foreign tourists were from Asia, while most domestic tourists were young people (Manager Online, 2023). Cultural tourism involves learning about the way of life, community practices, history, art, and various traditional festivals, whether long-established or specially organized, using community and local culture as the primary attraction.

Wang Krod community is characterized by its rich cultural diversity, arising from the harmonious blending of Thai and Chinese ethnic groups who have coexisted peacefully for a long time. The community's cultural and lifestyle aspects include a traditional merchant community lifestyle that still persists, as well as ancient architectural designs, such as the clock tower roundabout. It has preserved Thai-Chinese traditions, which are rare in Thailand. The revered Luang Phor Lue is



enshrined at Wat Wang Klom, drawing admiration and respect from both locals and visitors. The community also boasts local cuisine, including dishes like Pork Satay, Tomyum noodles, Stir-fried Turnip Cake, Tapioca Balls with Pork Filling, Pickled lemons, Krayasat sweets, and Sun-dried fish. Traditional performances include long drum performances, retro circle dance, and longboat racing (Thanananmethi, et al., 2020, p. 263). In 2023, the community received two awards in the 14<sup>th</sup> Thailand Tourism Award from the Tourism Authority of Thailand: 1) The Gold Award for Outstanding Community Tourism Attraction, and 2) The Silver Award for Low Carbon Tourism for Sustainability. The community's cultural heritage is considered a form of "soft power" and falls under Thailand's creative industries category. The Ministry of Culture aims to promote Thailand's 5F soft power (food, film, fashion, fighting, and festival) into major cultural export products (Creative Economy Agency, 2022). In recent years, both the public and private sectors have been promoting the dissemination of cultural heritage across Thailand, helping local areas generate income through the tourism industry. This effort aims to boost local economies around heritage sites. The Tourism Authority of Thailand (TAT) has been instrumental in promoting Thailand globally through soft power initiatives (Local to Global). These include showcasing Thai cuisine, traditions, and cultural heritage as key attractions that contribute to sustainable tourism development. The TAT focuses on creating valuable and meaningful travel experiences under the concept of "Amazing 5F and more," promoting

Thailand's soft power alongside elevating tourism products and services in line with the new economic model, the BCG Economy (ThaiPBS, 2023). Based on the report on Thailand's Digital Industry Index for Q1 2023, the Ministry of Digital Economy and Society recommends promoting digital content consumption and encouraging businesses to produce new content. This involves applying technology and innovation to enhance the convenience of existing products and services and leveraging digital advancements. The use of community soft power can be communicated through various communication technologies, including those used in activities or transactions, to boost the proportion of digital consumption. The promotion of modern content development, the creation of new products, or marketing activities that stimulate consumption should also be encouraged (Ministry of Digital Economy and Society, 2023, p. 8). A preliminary survey of tourism content communication via social media in the community revealed that the current content mostly consists of general information. It lacks educational content, persuasive elements, entertainment, or inspirational messages that can effectively manage and convey content to target audiences. This deficiency hampers the ability to attract tourists and the general public. Moreover, the current digital content lacks elements that prompt social media users to take action (Call to Action), and the types of media used to present tourism information are limited. Therefore, this study aims to explore the content communication processes for promoting tourism and to develop creative digital content on

social media to enhance community tourism in Wang Krod community, Phichit.

### **Objectives**

To develop a digital content communication plan on social media for promoting community tourism in Wang Krod Community, Phichit

### **Literature Review**

#### **Technological Determinism**

Communication technology plays a critical role in driving societal changes. Since the early days of communication studies, technology has profoundly influenced societal transformations. Various fundamental principles underscore the importance of technology in shaping social change. By integrating technology into mass media, cultural and communicative practices evolve, such as long-distance communication, which facilitates global connectivity. This capability is crucial for fostering understanding and driving societal changes. The adoption of communication technologies enhances social stability and modernity, although it requires concurrent study and analysis of the resulting societal phenomena. Marshall McLuhan, a significant thinker in communication studies, has profoundly impacted our understanding of societal changes through communication technologies. He emphasized the transformation brought about by technological advancements in communication and their effects on daily life factors such as time, place, and purpose. According to McLuhan, media are not merely communication tools but products of social phenomena (Kaewthep, 2013, p. 105). To fully comprehend each

medium, one must study the societal phenomena occurring at the time.

McLuhan's fundamental concept regarding communication technology focuses on expanding human sensory experiences. All forms of media are considered tools for extending these experiences, from letter-writing to the use of telephones and television, with electronic media significantly broadening sensory experiences. McLuhan believed that advancements in communication technology render distance and time virtually meaningless, as human experiences can no longer be confined. This enables individuals to perceive distant events in real-time, which is astonishing. The communication and experiences of individuals are central to McLuhan's theories. He explored how changes in media affect human experiences, positing that a single medium could generate significant shifts in human perception. Media, according to McLuhan, are not just communication tools but also influence human life relationships. Changes in media can profoundly impact environmental conditions and daily human interactions (Supitayapornphong, 2008, p. 32).

#### **Marketing Communication**

In today's highly competitive market, the proliferation of products and services, coupled with continuous technological advancements, provides consumers with a multitude of choices. This progress allows consumers to easily access information about products, compare prices, and assess quality through online platforms. As a result, sellers need to develop effective marketing communication strategies to reach and influence potential



buyers, aiming to drive purchases and foster customer loyalty. Marketing communication is a critical process in conveying the message of various activities to create awareness, understanding, and acceptance between businesses and consumers. It involves stimulating sales and building customer loyalty through various communication tools, such as advertising, public relations, sales promotions, personal selling, and direct marketing. The role of marketing communication includes:

1) Providing necessary information (to inform): Communicating essential details about products and services to consumers 2) Educating customers about products (to educate): Offering insights and knowledge about the product features and benefits 3) Persuading customers to purchase (to persuade): Motivating potential customers to make a purchase decision 4) Reminding customers (to remind): Keeping the brand or product top-of-mind for consumers. Effective marketing communication involves planning and delivering messages to target audiences through diverse channels, including print media, television, and online platforms. The goal is for consumers to see, understand, remember, and desire the product or service. The advancement of communication technology has revolutionized the media landscape, leading to "Disruption." (Savaris, 2020) Traditional media, which fails to adapt to these changes, is being phased out. Notable examples in Thailand include the closure of several prominent magazines, newspapers, and print media over the past 4-5 years, alongside the rise of digital television channels, social media platforms, bloggers, YouTubers,

and influencers. In the digital age, media is generally categorized into three types: 1) Owned Media: Channels controlled by the brand, such as company websites and social media profiles 2) Paid Media: Channels where the brand pays to place content, including advertising and sponsored posts 3) Earned Media: Organic coverage achieved through public relations, word-of-mouth, and media mentions.

### **Content Marketing**

Content marketing is a form and strategy of marketing content designed to communicate with customers across various contexts to achieve their satisfaction and engagement. The essence of content marketing lies in gaining a competitive advantage by aligning with the marketing strategies established by an organization (Holliman and Rowley, 2014, p. 273). According to Worajarusangsee (2013, p. 88), content marketing on Facebook Fan Pages typically involves four main types: Providing Information: This involves delivering content related to marketing information, which includes: Special events or activities related to products. Promotional information, detailing the brand. Communication channels between the brand and consumers. Distribution information, such as locations, websites, and applications. Detailed information about the brand and its products and services. Encouraging Purchases or Usage: Presenting product details to generate consumer interest and increase the likelihood of purchasing. Organizing Online Activities: Engaging users through various activities, such as games with rewards. Sales Promotion: Utilizing various sales promotion techniques, such as distribut-

ing coupons or giveaways. Content marketing on social media platforms is presented in 4 main formats: 1) Images: Includes various types such as e-posters, single photos, edited photos, collages, photo albums, and capture albums. 2) Videos: Narratives communicated through visuals, ranging from 5 seconds to longer durations. 3) Links: Posting links to articles and other resources on fan pages. 4) Text: Presenting textual content, including hashtags and other written information. Content marketing employs a Content Marketing Matrix, which serves as a guide to categorize content into dimensions that enhance clarity and purpose. This framework aids in the structured management and targeted delivery of content. The four types of content in content marketing are: 1) Educational Content: Aimed at providing knowledge to readers and creating awareness. Examples include infographics, press releases, reports, and seminars. This content focuses on credibility and professionalism to build a positive brand image. 2) Persuasive Content: Focused on convincing consumers using rational arguments. This includes showcasing product benefits, presenting case studies, promotions, or what customers will gain. It allows target audiences to compare products or services across brands within the same industry, necessitating the creation of distinctive content to attract attention. 3) Entertainment Content: Emphasizes fun and emotional communication. Typically results in strong brand awareness. Common forms include viral marketing, such as quiz contests and games, which can enhance user engagement and potentially increase the customer base. 4) Inspirational Content: Combines

emotional appeal with sales. While primarily focused on product reviews, it also uses emotional communication to encourage purchasing decisions. This often includes influencer marketing and reviews. (Worajarusrangsee, 2013, p. 102)

To create high-quality content, the following elements are essential (Chaiittipornwong, 2022, pp. 151-153):

1) Triangle of Understanding: This involves understanding oneself, the audience, and the world.

2) Audience Focus: Content should primarily address the target audience, considering their interests and preferred storytelling methods.

3) Originality and Creativity: The content must be original and innovative.

4) Anywhere Anytime: Images and videos on social media should have a quick and intense impact, grabbing the consumer's attention more effectively than other media. It should allow the audience to access the content easily, selecting their preferred time and channels.

5) Small is Beautiful: Content should be concise. Interesting content is typically brief, capable of engaging the audience immediately.

6) Engaging Storytelling: The narrative should be vibrant and compelling.

7) Humanized Content: Content that revolves around human experiences often garners the most attention. Stories that evoke emotions—such as sadness, joy, excitement, shock, fear, or elation—are particularly engaging.



On social media platforms and other media, digital content has become an economic and social commodity in daily life. Content creators strive to develop techniques that make digital content reach target audiences effectively and rapidly, or to make such content "viral"—prominent and highly popular in a short period. This involves generating high view counts, reactions, shares, and comments, as well as engaging users in follow-up groups. From a marketing perspective, digital content can serve as a product in itself or as a tool supporting advertising and public relations efforts for other products.

### **Social Media**

Kaewsuksai and Juspalo (2013, p. 197) describe social media as a community or group of people interacting in some form on the internet, known as an online community. This interaction builds relationships, enabling people to connect, exchange opinions, and share experiences in a particular direction. Communication channels include various platforms such as websites, Facebook, YouTube, and Twitter.

Nithiuthai (2013, p. 15) defines social media as a form of media originating from existing social networks, characterized by rapid interaction. Businesses use social media as a channel for communication, including sharing product or service information and marketing activities with target audiences. Consumers can quickly respond and provide feedback to businesses using social media.

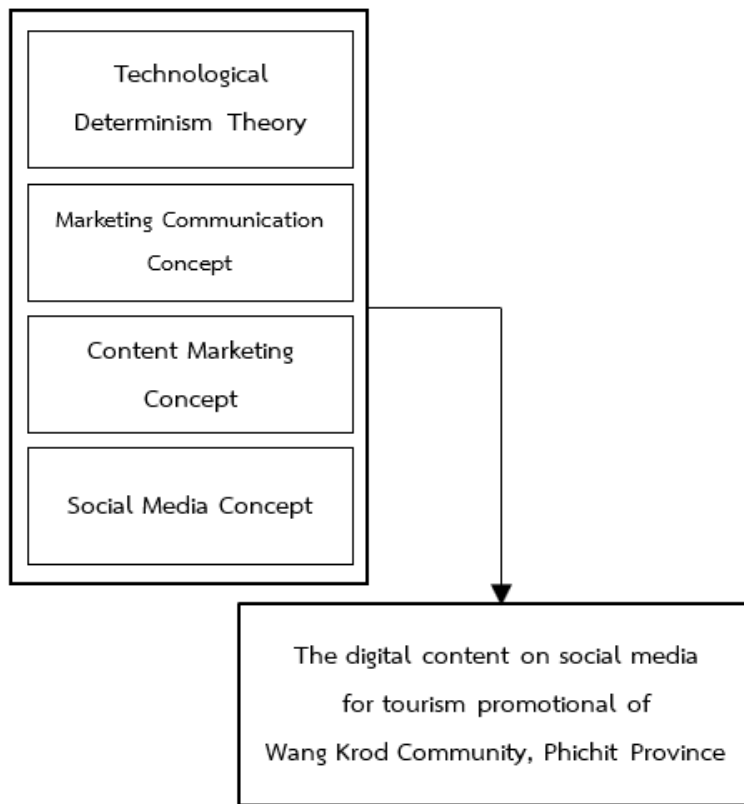
Connie M. White (2012, cited in Ongkrutraksa, 2020, p. 15) defines social media as a form of communication through user-generated content, including sharing

opinions, images, and videos created by users themselves or sourced from other media and shared within their network (Consumer Generated Media).

Social media is an electronic medium available in various forms, allowing senders to share messages with recipients through online networks. It enables interaction between senders and recipients or among recipients themselves. It can be categorized into three types: 1) Media with Social Interaction: This form involves widespread discussion on topics of interest, leading to easy dissemination of information in the form of content, images, audio, or video. This creates a "Talk of the Town" phenomenon 2) Media Transforming from One-Way Communication: Unlike traditional one-to-many media, this type allows multiple participants in discussions, leading to collaborative conversations without centralized control, including by the content creator, participants can add comments or edit the content 3) Media Transitioning Consumers to Content Creators: Individuals who produce content that resonates with a large audience become influencers, capable of persuading followers to make purchasing decisions easily. (Ongkrutraksa, 2020, p. 18)

Social media exists on internet networks and facilitates user exchanges through the creation, sharing, or commenting on content. It features two-way communication, where discussions arise from shared information needs or similar thoughts and preferences, fostering exchanges with others inside and outside their network, ultimately forming online communities.

### Conceptual Framework



### Methodology

In researching digital content communication on social media to promote community tourism in Wang Krod of Phichit Province, a qualitative research method was employed. The research procedures were as follows: Key informants were selected for studying the community context from both policy and operational perspectives. This selection was made using purposive sampling, based on the informants' voluntary participation and availability. The key informants were individuals with one or more of the following qualifications: Those involved in promoting community tourism in Wang Krod at the policy level, such as the Mayor of Wang Krod Subdistrict. Individuals engaged in the operational aspects of promoting community tourism in Wang Krod, including the community leader of Wang Krod,

the head and members of the community tourism promotion group, and other community members. Data collection involved in-depth interviews combined with participant observation, note-taking, and the review of documents and research related to community tourism and Wang Krod Community in Phichit Province.

### Result

The research findings indicate that the promotion of community tourism has been ongoing for a period of time. This is evidenced by initiatives from the Tourism Authority of Thailand since 2006, which have supported various communities in utilizing their local assets to offer tourism services through projects under the theme of community-based tourism. This initiative has evolved into a community-based tourism standard with the following principles:



1) Community Ownership: The community owns the tourism initiative 2) Community Participation: Local residents participate in decision-making and direction-setting 3) Promotion of Self-Pride: Encourages pride in local culture and heritage 4) Enhancement of Quality of Life: Aims to improve the quality of life for community members 5) Environmental Sustainability: Ensures sustainable environmental practices 6) Preservation of Local Identity and Culture: Maintains the unique identity and culture of the community 7) Cultural Exchange: Facilitates learning and understanding between people of different cultures 8) Respect for Cultural Differences and Human Dignity: Promotes respect for diversity and human dignity 9) Fair Economic Returns: Ensures fair economic benefits for local residents 10) Distribution of Income for Community Benefits: Distributes income to benefit the community at large.

These principles have been developed into criteria for community-based tourism development, which serve as essential tools for planning, implementation, and evaluation. The criteria encompass six aspects: 1) Community-Based Tourism Management: Effective management of tourism activities within the community 2) Economic, Social, and Quality of Life Management: Focus on the economic and social well-being of the community 3) Conservation and Promotion of Cultural Heritage: Efforts to conserve and promote the community's cultural heritage 4) Systematic and Sustainable Management of Natural Resources: Sustainable management of natural resources and the environment 5) Quality of Community-Based Tourism Services: Ensuring high-quality

ity services for tourists 6) Promotion and Marketing Collaboration: Effective promotion and collaboration with external tour operators. Wang Krod community has received numerous certifications related to tourism, including the CBT Thailand Standard, ASEAN Community-Based Tourism Standard, Safety and Health Administration (SHA, SHA+), the Sustainable Tourism Acceleration Rating (STAR) at the 5-star level, the TISI S standard for creative industrial tourism villages, Thai Homestay Standard, among others. Additionally, the community has established collaborations with various government agencies, state enterprises, private sectors, and educational institutions, such as the Tourism Authority of Thailand, Office of National Culture Commission, Government Lottery Office, Government Savings Bank, Naresuan University, and Rajabhat Pibulsongkram University. The community has also received several awards, including the 13<sup>th</sup> Thailand Tourism Awards (Kinaree Awards) in 2021 for Community Tourism, the Excellence Award for Community Tourism in the 14<sup>th</sup> Thailand Tourism Awards in 2023, and the Outstanding Award for Low Carbon Tourism for Sustainability in the Thailand Tourism Silver Awards.

Wang Krod is a community with significant tourism potential. The Wang Krod Subdistrict Municipality has received government and provincial governor policies promoting secondary city tourism. Policies implemented in the community must go through public consultations to ensure citizen participation in tourism development. The municipality also supports training in tourism and public relations through

various channels. The community's marketing promotion can be divided into two main areas: community products (such as dried fish and herbal tea) and tourism services. The Wang Krod Community-Based Tourism Promotion Club manages the services, including free local guide and electric vehicle services. There are also three homestays available for tourists wishing to stay overnight. The community has developed seven main tourist routes encompassing architecture, nature, beliefs, herbs, crafts, agriculture, and food, which can be adjusted and combined according to tourists' preferences.

In terms of communication and public relations, the community has produced promotional materials such as informational signs and QR codes linking to the community's website. Facebook serves as the primary channel for communicating community activities. However, there are limitations in communication, including a lack of clear marketing communication planning, an undefined target audience, and content that primarily reports activities without persuading or stimulating decision-making.

The community's notable features include several significant landmarks, such as Luang Prathueangkhadi Building, Wangklom Shrine, the clock tower roundabout, Wang Krod Railway Station, wooden buildings around the Wang Krod market area, Wat Wangklom, salted sun-dried fish, local crafts and wisdom, local cuisine, and the traditional longboat racing festival. The main tourist groups include retirees, families, university students, and spontaneous travelers. The community receives support

from various organizations, including the Tourism Authority of Thailand (Phichit Province), the Provincial Cultural Office, the Government Lottery Office, Government Savings Bank, and the Community Development Department.

Community Highlights Based on Cultural Categories (Food, Traditions, Architecture, and Lifestyles) Food: The community offers a variety of traditional dishes, including Pin To noodles (noodles served in a tiffin), Tom Yum noodles, Pad Thai (spicy and stir-fried noodles), Tapioca balls with pork filling, preserved lemons and lemon juice, sweet shaved ice desserts, Pork satay, fried mussels, and Hoi Jo (crab meat rolls). Traditions: The community celebrates a blend of Thai and Chinese traditions. Key Thai traditions include: Katanyu Su Om Kod in Songkran festival (an expression of gratitude), Song Nam Phra (water pouring and offering ceremony for the revered monk), and Hae Pha Pai Hom Luang Por Lue, Longboat racing festival, New Year's merit-making ceremony, Makha Bucha Day (third lunar month), Community-wide merit-making, Candlelight processions (Vesakha Bucha Day), Offering alms in Buddhist ceremonies, Tak Bat Thewo Rohana (almsgiving at the end of Buddhist Lent), Loy Krathong festival. Key Chinese traditions include: Annual Chinese opera festival, End-of-year worship, Chinese New Year, Radish cake festival, Qingming Festival, Dragon boat festival, Moon Festival, Sweet glutinous rice balls festival. Architecture: Notable architectural landmarks include Luang Prathueangkhadi Building, Old wooden row houses, the clock tower roundabout, the railway station, Wangklom Shrine, and Wangklom Temple. Lifestyles:



The community's way of life features traditional food preservation techniques, such as sun-drying fish, and local teas, including cha bai chik (Indian oak leaf tea) and herbal teas, as well as the use of local herbs.

To enhance the effectiveness of community-based tourism promotion, the Community Tourism Group should implement a well-defined marketing communication plan, identify target audiences, and create content tailored to the interests of each group. The selection of communication tools or media must be informed by an analysis of the target group's media consumption patterns. Data on these patterns is collected from tourists visiting the community, primarily through interviews during their travels. This approach facilitates a deeper understanding of the channels through which the target group engages with and consumes media. Such insights allow the community to develop media content that is better aligned with the specific preferences and needs of the target audience. It is recommended to increase the use of Calls to Action in content, expand communication channels to other platforms, and analyze follower response data to refine content. By utilizing content formats such as photo captions and videos related to local culture—covering topics like food, traditions, architecture, and lifestyles—distributed through social media platforms, the media can effectively engage the audience. Additionally, developing more engaging and attractive content, modernizing the community's website, and collaborating with external organizations to improve the community's communication and marketing skills are crucial. These devel-

opments will help attract more tourists and ensure the long-term sustainability of community-based tourism.

### Conclusion and Discussion

Communicating content on social media is crucial for driving and enhancing the value and significance of the tourism industry. In today's world, media and digital technology are used in various forms and methods, creating opportunities for creative presentation of information and content. This can range from entertainment to informative material, thereby enhancing the experience of accessing the intended message. The aim is to demonstrate the benefits of using content to foster engagement in searching for information, disseminating, or sharing content. Beyond its application in marketing or promotional purposes, content can also inspire consumers and encourage travel. In the marketing communication efforts of the Community Tourism Promotion Group, four fundamental aspects of the old market community are highlighted, as studied by Kraisorrat (2017, p. 15)

- 1) Charm of Authenticity: The atmosphere must reflect the original essence
- 2) Charm of Storytelling: The presence of captivating stories or narratives, especially those related to the community's identity
- 3) Charm by Local: The locality offers unique, long-standing products and services not found elsewhere
- 4) Participation and Partnership: Active community involvement and the pursuit of external partnerships. Additionally, the Community Tourism Promotion Group's marketing communication aligns with the research of Boonkum (2014, pp. 151-152), which empha-

sizes the need to raise awareness about the value and importance of cultural tourism sites. This involves fostering community cooperation and engaging relevant stakeholders to disseminate information through media that reaches a broader target audience. It also involves creating a webpage for knowledge dissemination and promotion, providing tour guides, clear signage, and establishing a dedicated group responsible for community tourism promotion to ensure effective management and operations. Wang Krod Community must integrate communication technology at every stage of content communication, from planning content on social media, communication, and promotion to providing tourist services. The Community Tourism Promotion Group must adapt to communication technologies, as limited and inefficient use of technology can hinder tourism promotion efforts. Developing skills and strategically utilizing technology will enhance the community's ability to attract tourists and sustainably develop community-based tourism.

In examining the process of content communication on social media within the community, it is evident that the Community Tourism Promotion Association lacks a structured plan for content presentation. There is no established process for managing the timing and presentation of content according to the community's seasons and traditions. Most of the content presented on social media is spontaneous and immediate. For instance, when an event occurs in the community, representatives of the Community Tourism Promotion Association will take photos and post them

right away. This is exemplified by the content appearing on the community's Facebook page, such as visits from tourists or retro dance events. Moreover, the content on the community's page lacks the use of calls to action (CTA), which could help attract and engage the target audience, encouraging them to decide to visit. The content typically consists of simple statements about current events rather than being crafted according to the Content Marketing Matrix, a tool that helps businesses and organizations plan and create effective content. As studied by Gurjar, Kaurav, Kaurav and Thakur (2019, p. 294), digital content plays a crucial role and is a primary strategy in the tourism industry. Engaging content can quickly capture consumers' attention, requiring thoughtful planning and execution. The community's rich culture, including its cuisine, architecture, traditions, and way of life, offers numerous opportunities to create engaging content for social media. By strategically showcasing these elements, the community can effectively capture the interest of potential visitors. Highlights of the community include several notable locations, such as **Luang Prateuankadi Building:** This is the first stop where tourists can learn about the community's history, origins, and development. Visitors can also experience the unique local product, cha bai chik (Indian oak leaf tea), by learning how to brew it and tasting it. Additionally, they can engage in traditional tie-dye techniques. **Wangklom Shrine:** A central place for Thai-Chinese residents who hold deep-seated beliefs and faith. The shrine is reputed for granting various wishes, such as for children, career advancements, and successful



business ventures. It is customary to perform an opera show as an offering when wishes are fulfilled. **Clock Tower Roundabout:** A significant community landmark that serves as the center of the community. **Wang Krod Railway Station:** A historic wooden station that has been preserved for over 100 years. **Wang Krod Market area:** A commercial area where locals sell daily necessities, food, and agricultural tools. **Wangklom Temple:** An ancient temple that features the revered statue of Luang Pho Lue. The temple is also known for its 1968 amulets, which are believed to provide protection and luck, especially in recovering lost items or securing government positions. **Salted Sun-Dried Fish Producers:** This group engages in traditional agricultural practices, producing salted sun-dried fish, including species such as Trichogaster, Nile tilapia, Snakehead, and catfish. This method of food preservation has long been associated with the riverside community. **Local Handicrafts and Knowledge:** Knife-making is a craft that requires significant expertise and is a respected local trade. The community also engages in boat excavation and construction, both for annual boat races

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and commercial purposes. **Local Cuisine:** Popular dishes include Pin To noodles, Tom Yum noodles, Pad Thai, Tapioca Balls with Pork Filling, preserved lemon water, sweet shaved ice, oyster omelet, and Hoi Jo (crab and shrimp rolls). **Traditions:** The community's long-standing Thai tradition is the longboat race, held at Nong Hantra (in front of Mahachulalongkornrajavidyalaya University, Phichit College). The race includes three categories: small longboats with 30 rowers, mini longboats with seven rowers, and community boats with two rowers (front blind-rear deaf). Important Chinese traditions include the annual opera festival, year-end worship, Chinese New Year, and Qingming Festival.

Thus, effective content communication on social media is crucial for promoting the tourism industry. Well-planned and engaging content can foster consumer interest and motivate travel. Coupled with efficient use of communication technologies, this approach can significantly enhance the community's ability to attract tourists and ensure sustainable tourism development.



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