

# DIGITAL MEDIA GUIDELINES FOR SUSTAINABLE TOURISM: A CASE STUDY OF HISTORICAL TOURISM IN BAAN KHAMKERM-NONG SAENG, NAKHON PHANOM PROVINCE, THAILAND

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## ABSTRACT

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This study aims to develop digital media prototypes to promote historical tourism in the Baan Khamkerm-Nong Saeng community of Nakhon Phanom province, Thailand. It focuses specifically on Saint Joseph's Church, the oldest remaining church in the upper northeastern region of Thailand, which has the potential to be developed as a historical tourist attraction. However, maintaining its tourist attractions' history and values proves challenging because of the community's limitations in identity communication and public relations. The study applied a participatory action research approach, collecting data from community leaders, history and culture experts, tour operators, media and production designers, and Thai tourists through focus groups, observations, and reflections. Data were analysed and developed into images, video clips, infographic, and text presented on Facebook, which were used to convey identity and historical values. The results showed that historical value, physical potential, and activities can promote historical tourism using digital media. Designing digital media based on the community's participation that reflects the historical tourist attractions' potential can contribute to the United Nation's Sustainable Development Goals, especially in fostering inclusive economic growth, cultural preservation, and sustainable communities. Incorporating cognitive response theory, audience perceptions, and message evaluations were considered throughout content development. However, to ensure sustainability, historical tourism and media development, it must be passed on to future generations via continuous learning, local capacity building and youth engagement.

**Keywords:** Digital media; cognitive response; historical tourism; Sustainable Developments Goals (SDGs); Catholic church; Nakhon Phanom province

## 1. INTRODUCTION

From the 17th to 19th century when Catholic forefathers inherited the area, religious ties shaped the culture of Thailand's northeastern region (Olsen & Timothy, 2022). Khamkerm Village, also known as Baan Khamkerm, situated in Nakhon Phanom province, is the site of the St. Joseph Khamkerm Church, the oldest Catholic church in the upper Northeast of Thailand. It was constructed in 1907 (Bayet, 1984) and is recognised for its colonial architectural style. Nong Saeng village, located near Khamkerm, is the residence of St. Anna's Church, Baan Nong Saeng, and the Archdiocese of Tha Rae-NongSaeng's Deputy Cathedral. The worship place commemorates the early missionaries' sacrifices, demonstrating that gospel seeds were planted in Thailand's northeastern area (Saiyasak, n.d.). The historical significance of Baan Khamkerm-Nong Saeng village has the potential for future development through participatory tourism. Nevertheless, geographical constraints and various regulations impede the development of Baan Khamkerm-Nong Saeng tourist attractions, even though Nakhon Phanom province's overall tourism statistics are expected to increase, according to the Nakhon Phanom Provincial Development Plan for 2023–2027 (Nakhon Phanom Provincial Office, 2021).

Social media is a dynamic tool needing ongoing adaptation from tourism marketers, general users, and social media academics (Rodrigues et al., 2022, 2023). Technology exploitation intends not only to personalise tourist experiences but also to include, empower, and encourage visitors to tailor their tourism experiences and meet expectations (González-Rodríguez et al., 2020). Baan Khamkerm-Nong Saeng Nakhon Phanom province (NPM), features a small but distinct tourism sector and its attractions require ongoing public relations.

It has no local identity, making it challenging to increase the utility of its resources and promote community involvement. The provincial development plan prioritises developing the quality of tourism by improving tourism marketing, public relations, and management through digital platforms in the post-COVID-19 pandemic era (Nakhon Phanom Provincial Office, 2021). Thus far, the government has employed technology to promote tourism through online media and to respond to varied needs by quickly sharing information. This involves communicating experiences through visuals, audio, etc. (Kalinić & Vujičić, 2022; Toemsungnoen et al., 2023).

This study fills in the literature gaps by analysing how historical identity and values can be passed down by evaluating the use of digital media prototypes in promoting historical tourism in Baan Khamkerm-Nong Saeng NPM. Further, preserving a tourist attraction's historical identity and value helps contribute to the United Nations' Sustainable Development Goals (SDGs), emphasising the importance of preserving community culture, which will affect the SDGs.

## 2. QUALITY STANDARDS TO CREATE ADDED VALUE IN HISTORICAL TOURISM

The Ministry of Tourism and Sports' (2014) guide describes how to set the quality standards' criteria of historical tourist attractions. Tourists choose attractions based on appeal and interest, which can lead to their satisfaction and enjoyment of a place (Toongsuwan, 2018). Two criteria define the potential of a place to attract attention. First, historical value, comprising the following eight indicators: historical importance; archaeological evidence; uniqueness of the era; physical uniqueness; integrity and architectural beauty; integrity and beauty of art, fame, and recognition; and commitment to the local community. Second, physical potential and tourism activities, which consist of four indicators: accessibility to tourist attractions, safety, availability of various activities, and social identity (Lertpatcharapong & Sukorn, 2021).

Marketing tourism products and services must consider the 7 P's (product, price, place, promotion, people, process, and physical evidence) (Armstrong et al., 2014) to determine the product's positioning and selling points. The selling points of a product must be considered based on the value of existing local products and services in the community. Online travel reviews (OTRs), frequently employed to evaluate choices and make travel-related decisions, significantly impact tourist decision-making. OTRs can reflect a destination's post-visit image (DI), while tourists submit evaluations based on post-trip impressions (González-Rodríguez et al., 2020; Holbert & Park, 2020). With the rapid development of information technology, induced and organic image-creation agents it is no longer mutually exclusive but complementary (Selby & Morgan, 1996). According to one viewpoint, the Internet may be considered an induced information agent in the picture-generation process (Beerli-Palacio & Martín-Santana, 2020). In this context, the image of the century-old church and related activities must be constructed to attract OTRs.

According to a survey on Thai tourists' needs, most of whom wish to travel to secondary cities (Bangkokbiznews, 2020), indicated that 87% are interested in supporting the tourism industry's recovery, and 84% are willing to spend to help communities. Furthermore, tourists are willing to spend more if it is price-effective for environmental management and impact. Most Thai tourists expect more sustainable options. Rural

or unseen tourist experiences are designed to be immersive, surrounded by nature, and to ensure that the money spent by consumers is returned to the local community (Money & Banking, 2022). Therefore, the least visited tourist destinations or secondary cities can be developed for history and culture learning, including access to the local way of life, which will likely create incentives for national and international tourists.

### 2.1 Cognitive response theory and digital media guidelines for sustainable historical tourism

Traditional content marketing has evolved into digital content marketing; the more people access digital content, the more it affects customer engagement. Digital content marketing on social media commonly increases tourists' involvement (Han et al., 2019; Khairani & Fachira, 2022), sparking the need to direct tourists' participation, as frequently studied in education, psychology, and the workplace. However, it is uncommon to find an in-depth discussion in marketing. According to the literature, digital content marketing has the most significant influence on emotional engagement, but cognitive engagement has the highest impact on travel behaviour (Khairani & Fachira, 2022). Cognitive Response Theory (CRT) focuses on how individuals process persuasive messages, highlighting the importance of emotional engagement and source credibility in shaping tourists' attitudes and behaviors (Petty et al., 1981). Research indicates that emotionally arousing and credible stimuli enhance cognitive engagement and favorable attitudes toward heritage destinations. Therefore, applying the theory to the research on social media marketing will help promote historical attractions, especially as the country attempts to rehabilitate its tourism business after the pandemic (Ministry of Tourism and Sports, 2023).

To develop digital content for effective communication, research applies Thailand's National Tourism Development Plan No. 3 (2023–2027) (Ministry of Tourism and Sports, 2023) to the five operational guidelines as follows:

First, create and disseminate through media tales that capitalise on tourism's resources. Second, promote each area's character through products and services connected to historical and cultural tourism in Baan Khamkerm-Nong Saeng. Third, tourist activities should be included in the culture based on the local way of life. Therefore, the community's activities goal is to promote culture, way of life, religion and historical tourism attractions. Fourth, tourism marketing formats should be employed to attract tourists, who appreciate historical sites, to attend historical festivals and try Thai food. Tourism marketing formats have evolved in the digital era, allowing for seamless multi-channel marketing via social media and content development tailored to multiple platforms (Ministry of Tourism and Sports, 2023; Thongyam, 2021). Digital media was a fundamental marketing promotion instrument with low cost and high efficiency in boosting the tourist businesses' competitiveness (Middleton & Clarke, 2012); thus, digital communication has become a strategy for promoting tourism and tourism enterprises' marketing operations.

Finally, improving the appeal of tourist destinations through public relations and image-building can raise awareness among travellers. The use of photographs helps them become more familiar with sights, potentially enhancing awareness of a destination's distinctive features and leaving tourists with good memories. As a result, media creators or, in this case, local storytellers should evaluate digital media tools, particularly the correlations between visitors and their behaviour. While digital media has historically delivered inaccurate information, it may now play an important role in encouraging sustainable tourism. Each kind of media has its construction or process and elicit different responses from each visitor (Chonmaitree et al., 2022).

### 2.2 The Sustainable Communication Model and digital media

The Sustainable Communication Model provides a valuable framework for integrating cultural, environmental, and social dimensions into communication strategies for historical tourism (Fischer et al., 2016). As destinations seek to preserve their cultural identity while engaging global audiences, digital media emerge as critical platforms for promoting sustainability-oriented narratives. In the context of historical tourism, especially in culturally rich rural communities such as Baan Khamkerm-Nong Saeng catholic community, digital tools, such as social media, websites, and digital storytelling platforms, enable inclusive communication that respects local voices and traditions (Lambert, 2013).

Nevertheless, sustainable communication prioritises long-term engagement over short-term promotion by fostering dialogue among stakeholders—tourists, locals, and policymakers—while minimising cultural commodification and ecological impact. It encourages the co-creation of heritage narratives that are authentic, participatory, and ethically mediated through digital formats. Additionally, sustainable communication through digital media can empower communities to take ownership of their historical assets by becoming active storytellers rather than passive subjects of marketing campaigns. This aligns with the broader goals of sustainable tourism, emphasising cultural continuity, intergenerational equity, and responsible visitor behavior (Fischer et al., 2016; Olsson et al., 2022). Thus, applying the Sustainable

Communication Model in historical tourism ensures that digital media not only attracts tourists but also strengthens local communities' cultural and social fabric.

Integrating these theories provides a comprehensive framework for heritage tourism that not only enhances visitor experience but also supports the preservation of cultural heritage and community development, contributing to the broader objectives of the 2030 Agenda for Sustainable Development.

### 3. MATERIALS AND METHODS

This study applied the participatory action research (PAR) approach, which engages community members in joint research by defining problems and situations and driving joint development (Khaenamkhaew et al., 2023). PAR is a tool used to manage problems that occur in the community. It can actively engage tourism-affected communities in decision-making processes that influence their living surroundings and assist them in co-creating community-specific initiatives for a long-term shift (Goebel et al., 2020). The study focuses on involving the local community in learning activities such as data collecting, analysis, synthesis, and operational planning to result in real-world digital media development action. Simultaneously, PAR supports systematic learning, in which information emerges for action rather than comprehension (Ampansirirat & Wongchaiya, 2017). It is knowledge developed by marginalised people, who also utilise and benefit from it directly. The PAR process's versatility in activities, time, and data-collecting techniques is appropriate for the study fields and target population. This study utilised observations, focus groups, formal interviews, and a prototype assessment form of digital media that expresses the identity and historical significance of Baan Khamkerm-Nong Saeng NPM historical tourism.

The first three target groups, namely community leaders, history and culture experts, and tour operators, were formed using purposive sampling. The first sample group comprised the key informants for the Baan Khamkerm-Nong Saeng community, which included the Baan Khamkerm chief of the village, the St. Joseph Baan Khamkerm abbot, and the church committee. Subsequently, we expanded the first group and the number of sample groups with a stake in transmitting wisdom, knowledge, and beliefs related to historical tourist attractions, culture, religion, and community stakeholders; these were involved in the production chain of Baan Khamkerm-Nong Saeng NPM tourism products and services. The fourth sample group included media prototype evaluation experts; the sample group was selected based on their professional digital media knowledge and experience related to historical tourism promotions. The fifth or the last sample group included seven Thai tourists with the following characteristics: they were aged 18 years and over and had experienced travelling to historical and cultural tourist attractions in NPM during June and August 2023. They evaluated the digital media prototypes developed for Baan Khamkerm-Nong Saeng NPM historical tourism.

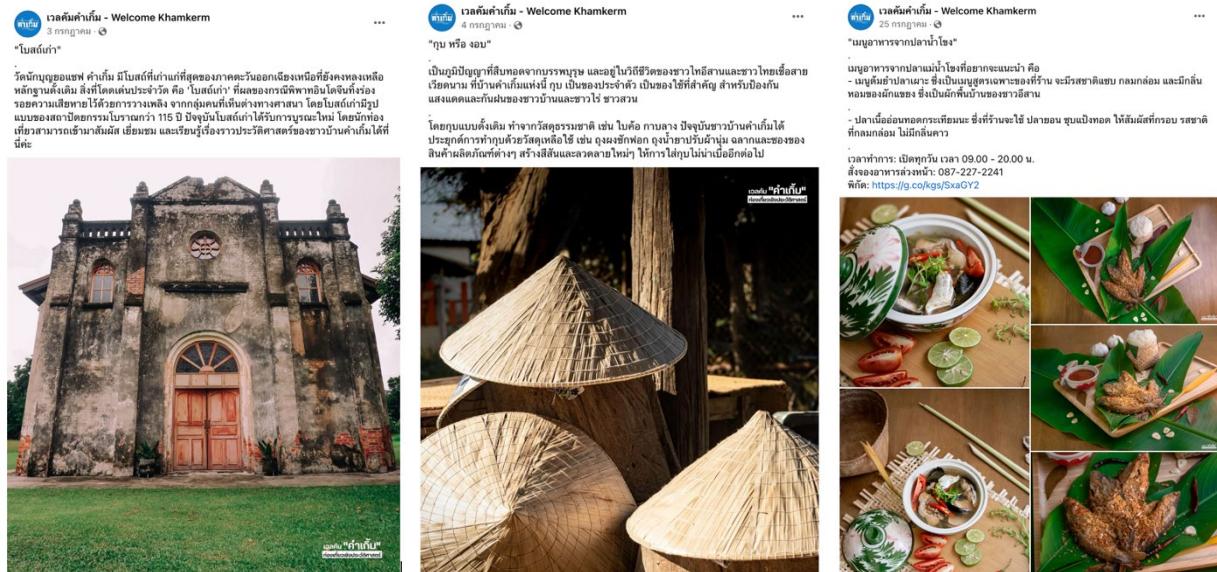
Data on the historical value and identity of Baan Khamkerm-Nong Saeng NPM were simultaneously collected through participant and non-participant observations of the beliefs, religious practices, and essential activities in the Baan Khamkerm-Nong Saeng community. A focus group was also organised to collect information on tourist attractions, stories, identities, and historical values with the current and former abbots of St. Joseph Baan Khamkerm Church, community leaders, and the church committee. As church committee members gathered to express their opinions on given issues. The researchers observed and assisted in helping all participants express their opinions. Data from the focus groups were used to analyse the dataset and produce digital media prototypes for promoting historical tourism at Baan Khamkerm-Nong Saeng's development and evaluation of digital media.

Regarding the digital media development process, the identity and historical value of Baan Khamkerm-Nong Saeng was promoted on Facebook, which uses various digital media formats. Data were collected from a focus group that introduced the Welcome Khamkerm page to 10 Thai tourists who participated in the pilot project under the study. The focus group synthesised participants' opinions on how value can be added to historical tourist routes and on retracing the journeys of Catholic priests Baan Khamkerm-Nong Saeng for SDGs. Information was collected using questions on accuracy and suitability in images, accuracy in content and subtitles, and suggestions for developing and improving the Welcome Khamkerm page. The digital media prototypes reflecting the identity and historical value of Baan Khamkerm-Nong Saeng historical tourism were then evaluated by 13 key informants: media design and production experts ( $n = 2$ ), tourism experts ( $n = 2$ ), community leaders as data owners ( $n = 2$ ), and Thai tourists ( $n = 7$ ) who were part of a separate final evaluation panel.

## 4. RESULTS

Historical tourist attractions from the focus group discussion that reflect the inherited identity and historical value of Baan Khamkerm-Nong Saeng include St. Joseph Church and St. Joseph Museum, featuring ancient church walls, a bell tower, a mango tree, and an ancient tree. Laab Turkey Restaurant is a community-run enterprise in Baan Khamkerm-Nong Saeng that serves turkey and other products, such as locally produced sugar cane juice, wild honey, and fermented fruit juices. Other tourist attractions include its community forest, turkey farm, Hong Ho Creek, durian orchard, and community vegetable garden. The activities that may interest the tourists are Kup (Vietnamese traditional farmer hat), crafting, rice planting, and rice harvesting, which are popular community activities. The community considered choosing to inherit the identity and historical value of Baan Khamkerm-Nong Saeng through Facebook because most of them are Facebook users and also because it is the most popular social media platform in Thailand (Kemp, 2023). Potentially, consumers' behavior in online media choices is increasing. At the same time, Facebook supports various digital media formats, including text, images, animations, videos, graphics, audio, and video, all of which are shareable among users. Users can express their opinions, tell stories, and share their interests with other users via e-word-of-mouth. Therefore, Facebook is a suitable platform for promoting experiences that inspire tourism in Baan Khamkerm-Nong Saeng.

Digital media content is categorised into three formats on Facebook: image and text, video and text, and text only. Image and text: Figure 1 shows that activity formats and content can be divided into three groups, including 1) history and culture, with the presentation of the St. Joseph Khamkerm Church, rituals, beliefs, Khamkerm-Nong Saeng community way of life and religious activities; 2) tourism activities such as making Kup, a traditional Vietnamese hat; and 3) products in the community and food from community enterprises.



**Figure 1:** Digital media content shared on Facebook  
Source: Welcome Khamkerm (n.d.)

Video and text: activity formats and content were used to create program scripts and storyboards in digital media production. By analysing and synthesising digital storytelling, the tourist attractions and activities in the Baan Khamkerm-Nong Saeng community were presented. Storytellers living in the Baan Khamkerm-Nong Saeng community were introduced using video media (Table 1). Lasswell's paradigm was applied to the model as Lasswell divides the communication process into two stages: Primary and Secondary Communication Process (Lasswell, 1958). The fundamental communication method is the transfer of a person's thoughts and/or feelings to another person through the use of a symbol (in this case, referred to historical attractions and contents). The secondary communication process is the conveyance of messages from one person to another using a tool or method (in this case, referred to as storytellers and digital media tools) as the second medium, after utilising a symbol as the first medium (Wiranti, 2023).

**Table 1:** Digital storytelling KHAMKERM Model applied from Lasswell's communication model

<b>Content</b>	K - Knowledge H - History A - Awesome M - Mine	Includes content on the knowledge and wisdom of people in the community. Presents historical value and identity, as well as archaeological evidence. Presents what the community collectively considers to be the best. Ownership content local ties.
<b>Storyteller</b>	K - Kinfolk E - Experience R - Raconteur M - Mellifluous	Presented in a friendly manner and easily understand Presented from experience. Storytellers share fun and interesting stories. Storytellers talk nicely and pleasantly.

The activity format and content were divided into four episodes according to historical attractions, products, and communities' lifestyles from the focus group discussion (see Figure 2 for pictures of video clips from the *Here... Baan Khamkerm-Nong Saeng* episodes).

(1) Baan Khamkerm-Nong Saeng: *Traces of Time at the Old Church of Baan Khamkerm*. Tourist attractions of Baan Khamkerm-Nong Saeng have points of interest, historical value, and outstanding and unique architectural beauty and art. This episode highlights historical recognition and people's ancient wisdom by showcasing an old church, St. Joseph's Museum, ancient church walls, and ancient mango trees.

(2) Baan Khamkerm-Nong Saeng: *Community Products, Good Things That Must Be Repurchased*. Community products, such as Kups, have historical value as they are crafted using the wisdom passed through generations and are an essential way of life for the Khamkerm people. Natural materials are used, and waste materials are reused to make Kups. Other unique local products in the community include sugar cane juice, honey, and fermented fruit juices.

(3) Baan Khamkerm-Nong Saeng: *Turkey... The Good Stuff That Should Not Be Missed*. This episode showcases the famous food and drinks in the Baan Khamkerm-Nong Saeng community. As belief and Catholic lifestyle together with Isaan Thais and Thais of Vietnamese heritage have long raised and produced processed turkey meals, dishes prepared with turkey are the most recognisable menu items in the Laab Turkey Restaurant. Visits to a turkey farm can also be arranged. To welcome tourists, the community also prepares fermented fruit juice drinks.

(4) Baan Khamkerm-Nong Saeng: *Presenting an Overview of Baan Khamkerm-Nong Saeng Tourist Attractions*. This episode showcases products, such as food and drinks, in the Baan Khamkerm-Nong Saeng community and offers access to historical tourist attractions and activities essential for attracting tourists.



**Figure 2:** Captured pictures from video clips of the *Here... Baan Khamkerm-Nong Saeng* episodes  
Source: Welcome Khamkerm (n.d.)

Text/caption: This section presents the history of the community's stories and the history of the Baan Khamkerm-Nong Saeng community. The information is presented from reliable sources and shared verbally or via Facebook in the form of text messages. Print and hypertext are used to present historical value and significance, archaeological evidence, the uniqueness of the era, and the fame and acceptance of the historical source (Figure 3).



**Figure 3:** Samples of text promoting historical value on the Welcome Khamkerm Facebook page  
Source: Welcome Khamkerm (n.d.)

Table 2 shows the sample composition responsible for evaluating the digital media prototypes.

**Table 2:** Composition of sample

No.	Respondents	Number of respondents
1	Thai tourists	7
2	Media design and production experts	2
3	Tour operators	2
4	Community leaders	2
<b>Total</b>		<b>13</b>

Tables 3–7 present reflection data obtained for digital media development. Data collected has been organised into five tables to make the digital media development prototype clear and effective in determining where the community may apply to the digital platform in the future. Table 3 shows tourist opinions and suggestions.

**Table 3:** Tourist opinions and suggestions on the digital media used for promotions on the Welcome Khamkern Facebook page

Digital media	Tourist opinions	Suggestions
Image and text	<p>The appropriate, aesthetically pleasing, and interesting images used present a new perspective that has never been seen before.</p> <p>Various content invites tourists to travel, eat in the community, and participate in religious activities.</p>	<p>The affection, connection, and charm of community members should be highlighted with more pictures of people engaging in group events.</p>
Video and text	<ul style="list-style-type: none"> <li>- The narrative is engaging.</li> <li>- The images presented are exciting and beautiful and reflect the community's identity and historical values.</li> </ul> <p>The historical tourism attractions give a bird's-eye view of the Baan Khamkarm-Nong Saeng community, showcasing a different perspective of the community scenery.</p> <ul style="list-style-type: none"> <li>- Picture of the community's forest remaining fertile and presenting beautiful scenery.</li> <li>- The community storytellers who narrate and share stories do a good job and are natural.</li> <li>- The content described is consistent with the images presented.</li> </ul>	<p>Short video clips should be added to stimulate more interest in the audience.</p>
Text	<p>It contains valuable content that provides knowledge while being informative and reliable.</p>	<p>Occasional competitions or photo contests should be held to engage media audiences in community activities.</p>

Tables 4 through 7 contain the reflective opinion data of key informants collected using a 5-point Likert scale questionnaire. The Likert Rating Scale is one of the most fundamental and frequently employed psychometric tools in educational and social sciences studies (Joshi et al., 2015). In the study, Likert scales bridge the gap between qualitative aspects such as attitudes and clarifying in quantitative data, meaning a score of 5 indicating strong agreement and 1 indicating strongly disagreement on the quality of media presentation. An interpretation criterion of Table 4 through 7 is as follows; 4.51–5.00 = highest, 3.51–4.50 = high, 2.51–3.50 = moderate, 1.51–2.50 = low, and 1.00–1.50 = lowest. Concepts emerge throughout data collection and provide direction and suggestions for digital media. Ideas and data were linked through an ongoing interactive process.

**Table 4:** Results of evaluating the digital media prototypes in presenting the potential of tourist attractions

No.	Presenting the potential of tourist attractions	Mean	SD	Quality level
1	Historical value			
1.1	Historical significance, religious events, migrations, wars, historical Figure	4.15	0.55	High
1.2	Presenting the completeness of the remaining traces and historical and archaeological evidence	4.54	0.52	Highest
1.3	Uniqueness of era and style	4.23	0.73	High
1.4	Physical uniqueness of historical buildings or archaeological objects	4.38	0.51	High
1.5	Integrity and beauty of architecture	4.31	0.63	High
1.6	Perfection and beauty of art	4.15	0.69	High
1.7	Fame and recognition of historical and archaeological sites	3.92	0.76	High
1.8	Relationship of historical attractions with local communities such as traditions, beliefs, legends	3.92	0.76	High
<b>Potential of tourist attractions: Historical value</b>		<b>4.20</b>	<b>0.64</b>	<b>High</b>
2	Physical potential and organizing tourism activities			
2.1	Convenient access	3.69	0.48	High
2.2	Safety	3.62	0.51	High
2.3	Offers a wide range of tourist activities	4.23	0.73	High
2.4	Continuation and variety of activities	3.62	0.65	High
<b>Presenting the potential of tourist attractions: Physical potential and organizing tourism activities</b>		<b>3.79</b>	<b>0.59</b>	<b>High</b>
<b>Presenting the potential of tourist attractions</b>		<b>4.00</b>	<b>0.63</b>	<b>High</b>

Table 4 shows the results of the evaluation of the digital media prototypes in showing the potential of the tourist attractions. The digital media prototypes shown on the Facebook page have the potential to promote tourism (mean = 4.00). The agreement in information clarity of each aspect, presenting historical value and physical potential and organizing tourism activities, was also high, with the mean being 4.20 and 3.79, respectively.

**Table 5:** Results of evaluating the features of infographics

No.	Features of infographics	Mean	SD	Quality level
1	The information/content is accurate and complete.	4.42	0.60	High
2	The sequence of content presentation is correct and appropriate.	4.00	0.71	High
3	The information/content presented is easy to understand and concise.	4.54	0.52	Highest
4	The content displayed is accurate.	4.62	0.51	Highest
5	The graphics used are interesting.	4.38	0.65	High
6	The graphics used clearly convey the meaning.	4.38	0.65	High
7	The art composition is appropriate.	4.31	0.63	High
8	The letters are chosen appropriately and are easy to read.	4.62	0.51	Highest
9	The images used are appropriate, beautiful, and interesting.	4.54	0.52	Highest
10	The color choice is appropriate.	4.38	0.65	High
<b>Features of infographics</b>		<b>4.40</b>	<b>0.40</b>	<b>High</b>

Table 5 shows the results of evaluating the features of Infographics. The first four highest quality level are the content displayed is accurate, the letters are chosen appropriately and are easy to read, the information/content presented is easy to understand and concise, and the images used are appropriate, beautiful, and interesting, with the total Mean of 4.4.

**Table 6:** Results of evaluating the features of video

No.	Features of video	Mean	SD	Quality level
1	The movements and techniques for changing scenes are interesting.	4.15	0.69	High
2	The storytelling techniques are interesting.	4.08	0.28	High
3	The sequence of images and composition are appropriate and interesting.	4.38	0.51	High
4	The narration sound is correct and appropriate.	4.15	0.38	High
5	The volume of the narration and sound effects is appropriate.	4.15	0.55	High
6	The music and sound effects are appropriate and consistent with the content.	4.38	0.51	High
7	There is consistency between the narration and the picture.	4.54	0.52	Highest
8	The English subtitles are readable and clear.	4.08	0.49	High
9	The length of the video is appropriate.	4.23	0.44	High
10	The content reflects Baan Khamkerm-Nong Saeng's historical identity and value.	4.54	0.52	Highest
Features of video		4.27	0.52	High

Table 6 shows the results of evaluating the features of video. The first two highest quality features of video are consistency between the narration and the picture and the content reflects Baan Khamkerm-Nong Saeng's historical identity and value with mean of 4.54 from 5.

**Table 7:** Results of evaluating the features of online news releases

No.	Features of an online news release	Mean	SD	Quality level
1	Creative and suitable for the target audience	4.00	0.41	High
2	Useful, informative, and entertaining	3.92	0.49	High
3	The content of the news is persuasive in encouraging participation in activities such as travelling, eating, and doing religious activities	4.54	0.52	Highest
4	Accurate and modern	4.15	0.69	High
5	Clear, concise, and easy to understand	4.15	0.55	High
6	Relevant and interesting way of writing the content	4.15	0.69	High
7	Video content tells a good story	4.54	0.52	Highest
8	Uses beautiful and interesting pictures	4.62	0.51	Highest
9	The question or activity is interesting	4.15	0.69	High
10	Interesting, willing to share, and informative for decisions regarding future destinations	4.23	0.44	High
Features of an online news release		4.25	0.44	High

Table 7 presents the results of the evaluation of the features of online news releases. The highest quality level are "Beautiful and interesting pictures", "The content of the news is persuasive in encouraging participation in activities such as travelling, eating, and doing religious activities", and "Video content tells a good story". The results of Tables 4 to 7 will be discussed in the discussion section.

## 5. DISCUSSION

The findings show the effectiveness of digital media presentation according to community members' participation when developing a digital media prototype that reflects the identity and historical value of Baan Khamkerm-Nong Saeng NPM historical tourism. Community members are involved in social and cultural changes within the community, maintaining a direct relationship with the cultural heritage sites and Khamkerm churches. For example, community members have memories of the church's museum and visit the churches because of religious ceremonies. Further, the community has collective historical memories of the Indochina War and other issues regarding areas connecting other cultural heritage sites. Encouraging the community to be more protective of cultural heritage sites such as the Khamkerm Church can promote a deeper understanding of the history of the community among the locals, knowing it can be used to attract more tourists.

The result from Table 4 has shown that the presenting the completeness of the remaining traces and historical and archaeological evidence had the strongest agreement. Therefore, it confirmed that intangible and tangible cultures, such as historical and architectural heritage, can increase cognitive and emotional responses to a destination and its image, attractiveness, and competitiveness. Historical, architectural, and cultural heritage can study these cognitive and emotional components (Garzón-Paredes & Royo-Vela, 2023).

Social media information regarding travel, virtual tours, and online tourism activities may help retain customer connections and reassure potential travellers (El-Said & Aziz, 2022). The study's findings from Tables 5, 6, and 7 revealed that the sample tourists strongly agreed that information or content that is concise, easy to understand; consistent between the description and pictures, and news content were all inspiring factors for tourists to participate in various activities such as traveling, eating, and practicing religion. Images of tourist places are significant, particularly when considering culture, tourist infrastructure, and natural resources. These results highlight the need to customize marketing strategies to each destination's unique characteristics (Díaz-Pacheco et al., 2024); the study's results have confirmed that using Facebook to strengthen and preserve Baan Khamkerm-Nong Saeng's identity and historical value has addressed the community's problem of passing down wisdom to the new generation using digital media.

According to Voorveld et al. (2018), Facebook scored the highest on social interaction and topicality dimensions. It allows users to correspond or share information with others and stay informed. It also scored high on the pastime dimension, as users utilized the platform to fill empty moments in their day. This result is similar to the entertainment dimension (16%), which describes Facebook as providing enjoyment, satisfaction, or relaxation. Facebook and Snapchat scored the highest in the dimension of social interaction. Facebook and YouTube are a good fit for advertisers aiming to share content with others or for users who want to communicate with others. One's perception of online environments influences individual consumption levels. This finding is consistent with the hypothesis that aspiration levels and consumption decisions are influenced by consumption-promoting online content. These results reflect that consumption-oriented individuals pay more attention to consumption-promoting online content (Frick et al., 2021). This study effectively linked data to audience engagement, but neglected platform-specific algorithms, where YouTube also has the potential to complement Facebook by attracting new audiences (Dai & Wang, 2023).

The Digital Media for Historical Tourism Model (Figure 4) provides guidelines for developing historical tourism products to create added value. These guidelines present distinctive points of life, traditions, unique culture, and architecture. They create selling points for disseminating and publicizing cultural tourism routes and develop public relations media with content that stimulates the curiosity of tourists who want to know what to see and experience and are willing to promote cultural tourism in the area.



**Figure 4:** Elements of digital media for promoting historical tourism

Presenting content on social media to reach target groups in the present era is consistent with the study of the paradigm for developing innovations in digital storytelling to carry on the wisdom of gem-cutting into the creative economy of Chanthaburi province (Bamroongcheep & Phosri, 2021) and the principles of creative communication (Richards, 2020). Digital storytelling should have content that provides knowledge

and is valuable and useful. It is a form of presentation that is made with pride and a story of experience (Toongsuwan, 2018). The content produced should have ownership of the story, be easily accessible, create a sense of togetherness, be fun, and stimulate curiosity and interest. According to Isaacs et al. (2024), locative narratives as a form of digital storytelling encourage readers/participants to interact with narrative elements to explore different storytelling techniques or deep, rich content focused on a particular location (Glaser & Reisinger, 2022). A narrative ad that aims to communicate uniqueness illustrates a product's irreplaceability. Thus, embedding this meaning into the narrative means that the story is so diligently constructed around the product that the viewer cannot imagine the same story with another product. As a result, the story becomes product-specific. Therefore, high-narrative product specificity improves product-story cohesiveness, thus deepening the link.

The results of the digital media prototype evaluation show that digital media presented through the Welcome Khamkerm Facebook page can attract tourism by presenting historical value, the community's physical potential, and tourism activities. Digital media used were found to be high-quality. Figure 4 shows the characteristics of digital media for promoting historical tourism.

The digital media model reflects identity and historical values of Baan Khamkerm-Nong Saeng NPM historical tourism. The use of digital media to promote tourism helps create immediate interest. As a result, target media recipients can access information conveniently and quickly (Dai & Wang, 2023; Kalinić & Vujičić, 2022; Thongyam, 2021). Therefore, public relations through Facebook is about selecting the appropriate media and reaching the target group. Good media design will create a desire to read the information in the media, creating a distinctive identity and interest in the community culture and, through its history, preserving the uniqueness of the community's way of life. A transferring image should describe, act, and resonate, presenting a setting where a visual story takes place with a main narrator (Nikulina et al., 2024) and elements for viewer resonance (Styvén et al., 2020). A model was developed and tested on a sample of a Swedish city's current and former residents where place attachment also significantly influences the intention to share, with place ad-brand congruity and self-expressiveness as partial mediators. Furthermore, place ad-brand congruity partially mediates the relationship between place attachment and self-expressiveness.

Inheriting historical identity and value through the process of developing digital media prototypes to promote historical tourism at Baan Khamkerm-Nong Saeng NPM contributes to SDG 8 (decent work and economic growth); this requires societies to create jobs and conditions that allow people to have quality jobs, and promotes local culture and products. In this regard, videos showing storytellers, such as young women and entrepreneurs, who can introduce tourist attractions and activities in the Baan Khamkerm-Nong Saeng community, can be broadcast.

In line with SDG 4 (quality education), obtaining a quality education is the foundation for improving people's lives and sustainable development. It helps increase the number of youths and adults with relevant technical and vocational skills for employment and entrepreneurship to provide them with sustainable lifestyles. It also contributes to human rights and gender equality, promoting a culture of peace and non-violence, global citizenship and appreciation of cultural diversity, and sustainable development. Regarding SDG 11 Sustainable Cities and Communities by strengthen efforts to protect and safeguard the world's cultural and natural heritage (United Nations, 2024; UNWTO, 2021).

It is crucial to consider that the present study has limitations, a significant one being the inability to explore longitudinal effects. Integrating digital media communication into historical tourism through collaboration with communities, local storytellers, government agencies, and digital marketing offers significant potential for enhancing cultural value and visitor engagement. However, several challenges must be addressed. Methodological limitations may arise from inconsistent data and difficulties in measuring impact. Stakeholder coordination can be hindered by conflicting interests and unclear story ownership. Cultural representation must be handled sensitively to avoid misinterpretation or commodification. Additionally, mismatches between digital narratives and on-site experiences can affect tourist satisfaction. Overcoming these challenges requires ethical storytelling, inclusive collaboration, and strategic alignment with policy to ensure sustainable and authentic tourism development.

Additionally, further research must be conducted regarding the tourism target market to understand the tour program's attractiveness. Considering the numerous content producers and media platforms, a significant difficulty arises: how can these different digital tales be integrated to create a consistent corporate identity while avoiding audience fatigue? Moreover, future study should look into ways to retain long-term visitor engagement through digital content, especially when the number of physical attractions is limited. This would address the critical challenge of managing an online presence alongside an on-site visitor experience. Nevertheless, research is required on people's understanding of the impact of communication and the development of their communication skills to investigate the research targets' continued participation and content development.

## 6. CONCLUSION AND IMPLICATIONS

This study examined the identity and historical value of Baan Khamkerm-Nong Saeng's historical tourism in Nakhon Phanom province, as well as the depiction of its inheritance of identity and values through Facebook in images, video, text, and messages. The KHAMKERM Model of tourism hosts and their understanding of the value of NPM's tourism resources form the bedrock of marketing activities that impact tourists' destination choices. The charm and identity of hosts, along with the integration of local wisdom, natural resources, and historical and cultural attractions, influence tourists' decision-making.

The results of this research can be useful in training young local tourism communicators. A course on NPM's tourist attractions can be developed and added to the curriculum of local schools, colleges, and universities for lifelong learning, communication, and creativity skills. The guideline might be applied to schools that supplement tourism projects by training young tour guides. Thus, the younger generation and local volunteers can be practically involved in preserving and promoting cultural and historical tourism resources (Almuhrzi & Al-Azri, 2019). Tourism businesses can be sustained by working collaboratively towards a holistic marketing approach, mainly via the Internet, and by retaining focus on the cultural, historical, and natural resources and the knowledge of the local lifestyle.

As described in existing literature, tourists require information about prospective destinations; they need to know about the local lifestyle, food, climate, accommodation, and attractions before they start their journeys (Camilleri, 2018). Future studies can investigate how young content creators can practice and experiment with digital media design. The success of historical tourism also depends on the government's efforts to ensure that all tourism sectors collaborate towards a common goal (Auksonee & Darawong, 2024). The marketing industry needs to cope with the growth of social media users, especially the millennials, who comprise the most internet users and have the highest purchasing power, with more than a third of online users globally aged between 25 and 34 years. Website visitors in this age bracket constitute the biggest online user group worldwide. An intelligent tourism destination develops innovative technology and activities. It invests in digital spaces and information processing (Shafiee et al., 2022), all of which help transfer technology and knowledge (Liberato et al., 2023). Intelligent tourism destinations use modern technologies extensively to influence experiences, increase the competitiveness of destinations, and enhance tourism development projects (Shafiee et al., 2021).

A study of the behaviour and satisfaction of tourists on online media found that Thai tourists attach great importance to nature, atmosphere, food, and coffee in local communities (Petrosyan, 2024). At the same time, their foreign counterparts are more interested in authenticity, community environments, and their conservation (Kumar et al., 2022). Developing skills, especially digital skills, should be encouraged; free online training courses can be offered for economically affected locals, including seasonal workers and those who have become unemployed due to the novel coronavirus. Digital skills training for current and future tourism professionals and further promoting existing digital learning opportunities are essential (World Tourism Organization, 2020).

Information technology has transformed tourism through mobile, smart, and sustainable innovations. Tourists now use mobile devices and location-based services to plan, share, and enhance their travel experiences. Smartphones and digital platforms enable real-time decisions by providing access to shared knowledge, data, and insights from other travelers and tourism communities (Chen et al., 2020). Historical tourism is about a community's product or service and connections with travelers who love and trust the destination and the locals (Akeroyd, 2019). Amidst the current social disruption caused by COVID-19, this study shows the importance of social media in raising awareness about being open, authentic, and empathetic. This creates real connections with travelers and stimulates historical tourism. In the era of the Internet of Things, the behavior of social media users, especially regarding tourism, can be a significant asset to market tourism destinations (Riyadi et al., 2019) successfully.

Most importantly, given the information and competition in the tourism business, cooperation in the tourism sector is vital for supporting the community's income (World Tourism Organization, 2020), as the province's distribution of tourism revenue represents a weakness. Subsequently, real-time information will be necessary, and various channels can be utilized as informative tools to generate more awareness for sustainable tourism amongst all generations.

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media for community historical tourism due to the uncertainty that will arise from the transmission from generation to generation. Therefore, the transmission of historical values using digital communication for tourism is a necessity that must be developed. We are especially grateful to our institute for encouraging this professional academic work.

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