

# Situation and Strategy of Storytelling for Destination Brand Communication of The Historic City of Ayutthaya, Thailand

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## Abstract

The purpose of this research was to study the situations and strategies of storytelling for Destination Brand Communication of The Historic City of Ayutthaya, Thailand. It is qualitative research using in-depth interviews together with documents analysis, and non-participant observations. The data were analyzed strategically with SWOT Analysis and TOWS Matrix. The key informants were twenty-one experts using the purposive sampling method and a semi-structured in-depth interview covering the content of the situations and strategies of storytelling to communicate the destination brand of the Historic City of Ayutthaya, Thailand. The results found that the situations and strategies of storytelling to communicate the destination brand of the Historic City of Ayutthaya, Thailand consists of 1) storytelling with four main themes as follows: 1. Historical Stories, 2. Traditional stories, 3. Personal experience stories, and 4. Created stories. 2) Needs and storytelling expectations consist of 1. Creative storytelling patterns, 2. Use of various storytelling tools, 3. Storytelling through various digital media, 4. Planning of storytelling presentations to promote concrete tourism marketing, 5. Cooperation of government and private sectors in storytelling to promote tourism marketing. The most proactive strategies should be pushed as quickly as possible, for example, 1) Storytelling strategies in the historic city of Ayutthaya identity to match the current tourist behavior, 2) Strategies for promoting story-sharing experiences and self-guided travel through social media, 3) Strategies for developing and increasing the capacity of personnel of digital marketing agencies for tourism, 4) Strategies for promoting the cooperation of the concrete tourism agencies; 5) Strategies for promoting the development of tourism component standards.

**Keywords:** Storytelling, Destination Brand, Historic City of Ayutthaya.

## INTRODUCTION

The biggest challenge after the COVID-19 crisis is the trend in technology, which will be in the form of a cashless society, communication and transmission of information, advertising and trading of goods and services, and the arrival of Chinese tourists. In addition to traveling, Chinese tourists also come to invest. For tourism after the COVID-19 epidemic situation, new generations tend to travel first for lifestyle and more experience. At

the same time, more flexible and diverse travel styles focus on activities that have an outcome creating more sustainable change, for example, a desire to participate in the development of local communities or to have long-term friendships with the local community. European tourists are interested in its excellent geographical location, various eastern cultures, a wide range of local tourism resources, and unique experiences in Asia for Western travelers (Lau and Yip, 2020). Thailand

depends on tourism income from foreign tourists at the highest level compared to other countries found that the rate of dependent income from foreign tourists in each country. Thailand has an income-referring rate of foreign tourists as high as 67%, followed by Spain and the UK at 43%, the third is France at 42%, the fourth, the United States, Italy, and Germany, the fifth, India at 19%, and the sixth are Japan at 12% (Ministry of Tourism and Sports, 2020).

Today's communication in a digital environment has different characteristics from traditional communication. The underlying condition is the independent interaction for individual existence and social coexistence on the Internet. Digital marketing is one type of marketing that is commonly used to promote products or services through digital technology to attract and retain consumers. Digital marketing has no boundaries. Organizations can use any devices such as smartphones, tablets, laptops, TVs, games, digital billboards, and media such as search engine optimization, videos, email content, and more to promote organizations, products, and corporate services (Zhazira, et al, 2019). Marketers need to rethink marketing practices because several brands are created when the emergence of social media. Personal stories of consumer experiences and opinions are absorbed into brand storytelling and consumers can produce content and distribute it through communication channels that are not invited to by marketers (Lund, et al., 2017).

Destination branding is an important tool for building the diversification of tourist attractions, competitive advantage, and effective positioning in the market, brand, and tourism image. It is important to encourage tourists to visit tourist attractions and can be built by fostering relationships that tourists consider important and valuable (Labanauskaitis, et al, 2021). Spending on developing the Current Digital Economy of tourism is a story trip of tourists sharing experiences through digital media that allows people to connect and experience their traveler storytelling (Moscardo, et al., 2019). The universal basic tools for human thought,

communication, and action are widely used in travel marketing. The tourists decided to tell stories about the place as a tool to increase the reputation of the tourist attraction attractions. Storytelling enables strategic communication that creates a sustainable competitive advantage.

World heritage tourism is one of the oldest and most widespread forms of tourism. Heritage from the past is valuable and useful in the present. Moreover, what we hope will pass on to the future (Parga-Dans, et al., 2020). Heritage tourism depends on the exploitation of historical resources, the United Nations Educational, Scientific and Cultural Organization (UNESCO) support the Intangible Culture Heritage Tourism (ICHT) to drive the economy and promote sustainable development. What is expected of World Heritage City Tourism? One of the key factors that determine traveler satisfaction is the recognition of Phra Nakhon Si Ayutthaya Province as a world heritage city that has cultural significance, and the United Nations Educational, Scientific and Cultural Organization (UNESCO) has decided to announce the registration of the Historic City of Ayutthaya as the "City of World Heritage (UNESCO World Heritage Sites) on December 13, 1991. It has an area covering the ancient city of Ayutthaya including a total area of approximately 3,000 rai under the name "Historic City of Ayutthaya and its surrounded cities" (UNESCO, 2016).

For these reasons, the researchers are interested in studying the situation and strategy of storytelling patterns to communicate the destination branding in the Historic City of Ayutthaya, Thailand because the researchers have foreseen the importance of the World Heritage Site as a charming tourist destination and can show the potential of creating a good travel experience for tourists. It can also be a destination where tourists can come back to travel because the historic, cultural, and lifestyle tourisms are very interesting to worth-visit keeping for future generations. To study the storytelling patterns to communicate the destination brand in the Historic City of Ayutthaya, Thailand can provide information

about the situation, needs of marketing, academic tourism, and necessary strategic issues which government agencies who run and take care of the tourism can be used to define storytelling patterns to communicate the destination branding in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province and support the development of sustainable tourism marketing.

## Research Objectives

To study the situations and strategies of storytelling to communicate the destination branding of the Historic City of Ayutthaya, Thailand, and needs and expectations in the forms of storytelling to communicate the destination branding of the Historic City of Ayutthaya, Thailand.

## Literature review

### Storytelling Concept

Moscardo G. (2020) states that there are two main points of storytelling that are addressed: 1) Storytelling emphasizes stories about places told to tourists and 2) storytelling emphasizes the stories of tourists' experiences tell others. In this research, a set of five principles has been presented and connected stories to travel include: 1) Stories are the way people think about their experiences, 2) Stories are a way for people to store information in their memories, 3) Stories are a way for people to understand the world, 4) People tell stories about their journeys because they are happy and helpful allowing them to relive their past experiences, and 5) the organization can assist in the development of their travel experiences. At the present, cross-media storytelling is a tool and art in the media industry convergence era that relies on the concepts of storytelling, marketing, and media production in an integrated way. Cross-media storytelling is a storytelling technique that takes advantage of dividing stories into smaller parts and producing a story. The fragments are presented through different media channels where all the stories are part of the content that is complete

in itself it or not. In addition, various matters can be brought together into one story through the experiences and the various media of media users.

### Tourism Elements Concept

Buhalis (2000) has explained the meaning of tourism components as follows: (1) Tourist attractions such as natural attractions, man-made attractions, architecture, and special activities; (2) Accessibility is the transportation system, passenger terminal, and vehicles; (3) Amenities are accommodation, catering, and tourism services prepared by a middleman between tourists and hosts' (5) Activities are activities that occur while tourists are in the area; (6) Ancillary services such as banks, hospitals, post offices, and telecommunications. Therefore, tourist attractions development must access those areas and should also think about the six tourism components.

### Collaborative Stakeholders Concept

Garrod & Fyall (2016) said that the joint marketing process of local agencies and the local tourism industry is important for marketing activities. Marketing in the destination of attractions of the local authorities must not be viewed from a competitive point of view because one business can benefit from greater collaboration, such as the power of marketing activities to attract more tourists to their destinations.

### Digital Marketing Concept

Leeflang, et al, (2014) states that the use of the internet has continued to increase globally with digital. It is increasingly important because it is a source of competitive advantage in both the B2C and B2B markets, which has gained a lot of attention. It is a huge opportunity to present in digital marketing and it is a challenge that companies are facing in the digital transformation. The main impacts when entering the digital era are 1. Digital revolution and business model affect the change of business models. New technologies made every business want to integrate the tools of the current business model and digital technology with existing business models as a strategy for

tackling the challenges of digital pervasiveness. 2. Reaching customer insights: the most important challenge in the world of digital marketing is the ability to create and take advantage of customer insights in this digital world. There are so large and complex data sets that become difficult to process them by using database management tools in hand. 3. Restraining creativity and innovation because most decisions are based on large amounts of data, they are less challenging and less creative because decisions are made on a large number of facts. It may be seen as prudent but lacks speed and flexibility at the same time. In addition, Dwivedi, et al. (2021) states that internet and social media use has altered the behavior of consumers and the business practices of various organizations. Social marketing and digital marketing are lower costs, but with better brand awareness and better sales. Furthermore, online leaders play a very important role in promoting products and services in modern times (Lin, et al., 2018).

#### Destination Brands Concept.

Cal, L (2002) defines the destination brand as a characteristic of emotional perception and cognition. Understanding of the place reflects the link with the personality of the brand which is related to the memory of the traveler. The process of creating a destination brand for a tourist destination is a repeated process focusing on stimulating by spreading your brand's mix, brand identity, and brand image. The creation process must be done carefully from the official brand including a slogan or logo. It must reflect the brand's character and it must be able to tell the element of the mood and attitude of the image. Therefore, only destination branding can create a strong link emotionally with potential customers. Creating a successful tourist destination brand involves building a relationship between tourist attractions and tourists by responding to tourists' needs in creating a link among destination brands, brand images, and tourists. The most important factor is brand personality.

## Research Methodology

This research is qualitative research using in-depth interviews together with documents analysis, and non-participant observations. The data were analyzed strategically with SWOT Analysis and TOWS Matrix. The key informants were experts using the purposive sampling method which qualified as a group of experts with expertise in storytelling, communicating the destination brand and they have worked in tourism-related to Ayutthaya for not less than one year, or a person in a position that affects driving strategic proposals into concrete related to tourism and it must be a private organization working in tourism. A total of 21 people consists of a group of experts from government agencies involved, a group of experts in the private sector, a group of experts of historians and academics in marketing communications of the Historic City of Ayutthaya. The research tool was a semi-structured, in-depth interview form that covered the content of storytelling patterns to communicate the destination branding of the Historic City of Ayutthaya, Thailand, and all the data were analyzed for SWOT Analysis and TOWS Matrix.

## Summary of Research Results

Storytelling situation to communicate the destination branding of the Historic City of Ayutthaya, in Phra Nakhon Si Ayutthaya Province found that the historic city of Ayutthaya has its identity. It is outstanding in terms of being a multicultural city. As a result of being the capital for a long time, a port city, a trading city, as well as being physically outstanding as the river surrounds, Phra Nakhon Si Ayutthaya Province has a story that can be used to tell a lot and a variety of stories in terms of history, culture, national heritage, religion, tradition, as well as storytelling through unique local food. Moreover, inside the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province, there is also an ancient artisan art according to the origin of the Ayutthaya province. These represent the glory from the past and connect to artisan arts in other provinces by being able to synthesize

storytelling situations to communicate the destination branding of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province.

#### 1. The storytelling patterns in the Historic City of Ayutthaya, Thailand

There are four main patterns as follows:

##### 1) Historical Stories

Because Phra Nakhon Si Ayutthaya Province is one of the provinces of the Central Chao Phraya River Valley Tourism Development Zone, it is the former royal capital of Thailand for more than 400 years and it is the longest royal city in Thailand's history. It is also a land of historical significance that is physically unique, historical, and civilized. There are still archaeological sites that mark its former glory. Accurate historical stories are like learning collective memories. It is a promotion to be a citizen who knows the roots and understands the importance of national heritage and ancestors. The most common historical story benefits via education. Understanding the historical context which consists of knowledge, concepts, attitudes, and beliefs of people in the past including the political, economic, and social contexts in the country, region, and the world that affect past events.

##### 2) Traditional Stories

A traditional story is a story that has an ancient origin, tells each other through word of mouth from one generation to another, from one culture to another, and follows one another until it becomes a habit blended of beliefs, so it becomes a legend that is spoken until today. Phra Nakhon Si Ayutthaya Province has had various lifestyles of many nationalities and many religions since its ancestors. There are still traces of that lifestyle until the present, thus Phra Nakhon Si Ayutthaya Province becomes a multicultural province. Tourists are still interested in coming to study arts, handicrafts, sculptures, paintings, sculptures, carvings, and religion, including religious rituals, lifestyles, clothing, foods, traditions, folk culture, festivals, and local wisdom applied locally. There are important arts and

culture of Phra Nakhon Si Ayutthaya Province such as the old city Li-Ke, famous Buddhist monks, local foods, Kwan-Khao tradition including the lifestyles of the community along the river, the lifestyles of agriculture, etc. which will be presented through video clips to tell the story of the cultural traditions that provinces have organized such as Kwan-Khao tradition, occupation of a folk song singer, occupation of diving for lost goods.

##### 3) Personal Experience Stories

Personal experience story tells about experiences that have been encountered within the historic city of Ayutthaya which is a personal issue that decides to tell or share experiences in his memory, so he considers an important story to be told relating to a point of view to express feelings about an event. This may include storytelling of people in the area told to tourists or tourists tell the tourists themselves which is a fact that arises from experiences, thoughts, or imaginations of the person in the story. It is presented through awareness, through the view, through the phenomenon that the storyteller sees and then reflects what is happening inside the storyteller to the outside. The stories from past experiences are therefore important to think about, reflect on, and compose a story that can be brought as an experience with other people as well.

##### 4) Created stories

Fiction or created story is relevant and arises from a blend of personal experience stories and customary storytelling born from the imagination of the author. The distinctive feature of fiction is that there must be elements of the atmosphere, a clear plot, and a narrative format. Some authors also like to write about himself/herself as a character in the story. Some authors can write a story as appropriate as to how it is seen which one is wrong or right depending on the point of view. It has a distinctive opening style that can reach the recipient of the story.

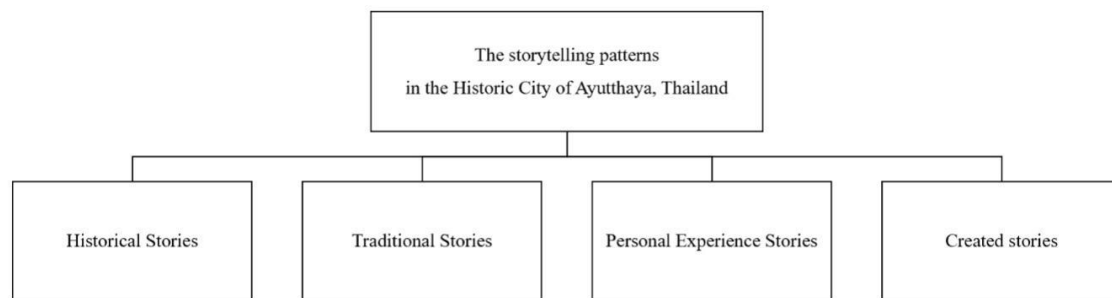


Figure: *The storytelling patterns in the Historic City of Ayutthaya, Thailand*

2. Needs and expectations in the storytelling patterns to communicate the destination branding of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province

1) Needs and expectations in creative storytelling patterns

The historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province has been registered as a World Heritage City because it is a land of historical significance that has a physical identity, history, and civilization. There are still remnants of ancient sites indicative of its former glory. The past storytelling can reveal a lot of history, but with the changing behavior of tourists including the current COVID-19 pandemic found that the need for stories of tourists to relax and lead happily. The key informant commented that the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province, has fundamentals of cultural assets, traditional knowledge, and local wisdom that can be further developed. It should not be seen only in long history. If it can be applied creatively, it can add more value to tourism. It also gave suggestions on storytelling through souvenirs that express the identity of the tourist area. The historic city of Ayutthaya, Phra Nakhon Si Ayutthaya province can create added economic value.

2) Needs and expectations in the storytelling patterns that use various storytelling tools

It should focus on creating content to share useful information to create attractiveness to the target audiences and impress them with a positive feeling, and they can continue to tell the story. Therefore, it will be able to create a memory in the place, which can tell a story, both writing stories through various media that could be as the character, storytelling through video clips, drawings, storytelling through pictures, etc. However, key informants commented that it might be a combination of tools, considering the appropriateness of the context and emphasizing the audience the most.

3) Needs and expectations in the storytelling patterns through various digital media

Due to tourist attractions, the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province has a distinctive identity as a big diagram. Many stories can be presented, but not all stories can be communicated in the same medium. They should be separated, categorize stories, and strung together to tell stories through different media channels. Some can be presented through newspapers, radio, television, advertisements, movies, magazines, photographs, etc. Some of them have to use new media to help or create participation through various activities that can be done in new media like digital technology.

4) Needs and expectations of storytelling presentation planning to promote travel marketing concretely

Because many interesting stories have been told over and over again, but if they can be defined as the theme and planned to be presented continuously, these are expected to affect the interest of tourists.

5) Needs and expectations of cooperation between government and private sectors in determining storytelling policy to promote the marketing of tourist attractions, the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province

Tourism organizations in Phra Nakhon Si Ayutthaya Province should have a marketing policy of Phra Nakhon Si Ayutthaya Province, marketing promotion project, public relations, and technology. If the storytelling can be

combined with a clear action plan, it can increase incomes in tourism revenue.

3. Strategies for storytelling to communicate the destination brand of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province, Thailand

In the survey of the environment and storytelling patterns to communicate the destination branding of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province, Thailand, the researcher applied in-depth interviews together with documents analysis, and non-participant observations. The data were analyzed strategically with SWOT Analysis because it is an analysis of the environment covering all aspects, including the internal environment consisting of strengths, weaknesses, and external environments consisting of opportunities, and threats. The results of the study are as follows:

Table: *SWOT Analysis*

Strengths	Weaknesses
<p>S1 The historic city of Ayutthaya, Phra Nakhon Si Ayutthaya province has a unique story because it is a city with a long history. It is a world heritage city that still has culture and its history is a charming multicultural city.</p> <p>S2 The historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province is an area of various tourist attractions such as arts and sciences tourism, foods tourism, and community lifestyle tourism.</p> <p>S3 The historic city of Ayutthaya has convenient transportation and has a city plan, so those tourists can easy to travel by themselves.</p> <p>S4 The historic city of Ayutthaya has foods and souvenirs that are outstanding and unique.</p> <p>S5 Accommodations within the historic city of Ayutthaya have various standards and formats to choose from.</p> <p>S6 Places, archaeological sites, decorative arts, and shops within the historic city of Ayutthaya are unique which makes them attractive to tourists.</p> <p>S7 In Phra Nakhon Si Ayutthaya Province, there are outstanding products of souvenirs that can be used to make a story linking products and places to promote tourism.</p>	<p>W1 At present, the field of tourism public relations does not focus on storytelling to communicate the destination branding.</p> <p>W2 There are many storytellings that the audience group may need to be defined to achieve targeted perception.</p> <p>W3 Storytelling is emphasized in the story of the places that still cannot make tourists have a shared experience, so they cannot tell it to others.</p> <p>W4 It should have a systematic storytelling plan and a clear timeline.</p> <p>W5 Within the areas in the historic city of Ayutthaya, they still have problems with accommodation standards, restaurant standards, service standards, and safety standards.</p> <p>W6 Raising awareness of people living in tourist attractions related to the convention that with the protection of world heritage and integration with the process of exploring world heritage sites in conjunction with concretely managing other areas.</p> <p>W7 Improvements in the use of information technology to promote the knowledge of the identity of attractions that tourists can access easy information and can travel on their own more as well.</p>

S8 The historic city of Ayutthaya is strong in building cooperation in building price standards related to products and all tourism services to create a good image for tourism.	
Opportunities	Threats
<p>O1 The behavior of tourists nowadays is popular to follow the interesting and new stories and easier to understand.</p> <p>O2 Storytelling can take many forms and on multiple platforms.</p> <p>O3 There is an increasing trend in self-guided travel.</p> <p>O4 Policy to promote night tourism in Phra Nakhon Si Ayutthaya Province attracts tourists to stay overnight and adds more travel time.</p>	<p>T1 Although Ayutthaya has many stories that can tell but must be aware of the correctness of academic evidence. This can make it difficult to communicate.</p> <p>T2 Thailand still has a negative image of the safety of traveling in terms of scams, non-standard prices, and dangers to life and property.</p> <p>T3 Being regulated by World Heritage Regulations may make landscape improvement or area development a restricted matter.</p> <p>T4 Sharing experiences through social media channels is a privacy right. If tourists get a bad experience may cause negative communication.</p>

After analyzing the internal and external environments that identify key strategic factors from strengths, weaknesses, opportunities, and threats, the researcher then used the results of the SWOT analysis above as a guideline for strategic direction is defined in four aspects: SO Strategies, WT Strategies, ST Strategies, and WO Strategies using the TOWS Matrix analysis technique, which is to find the relationship between strengths and weaknesses from the internal environment, opportunities and threats from the external environment.

### 1) SO Strategies

1.1 Storytelling strategies of the historic city of Ayutthaya's identity, Phra Nakhon Si Ayutthaya Province to communicate the destination branding to match the current tourist behavior

The strategy is derived from the use of environmental assessment data of strengths and opportunities to define the SO strategies, namely the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province is a city with many ancient sites and Phra Nakhon Si Ayutthaya has been an important port since ancient times. There are five outstanding aspects: history, local wisdom, art and culture, tourism activities, souvenirs, and new major attractions. These tourist attractions are often presented with pictures from different points of

view. The broadcast varies from photographer to color on each page. The use of light to convey a different mood is also the subject of an important historical discovery or bringing the arts of the Ayutthaya period to design at the locations of various entrepreneurs to be more unique.

### 1.2 Strategies for promoting the sharing of stories, experiences, and self-travel through social media to communicate the destination branding of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province

The historic city of Ayutthaya has convenient transportation and has a city plan for those tourists can easy to travel by themselves. In addition, Phra Nakhon Si Ayutthaya Province is near Bangkok. With a distance of only 20 kilometers, traveling to the historical city of Ayutthaya is convenient and can take many forms depending on your needs and requirements, interests of tourists, such as using a personal car or taking a taxi, including accommodation within the metropolitan area History of Phra Nakhon Si Ayutthaya There are standards and there are many styles to choose from, including hotels, homestays, guest houses, which are provinces that can be visited all year round.



1.3 Strategies for developing and enhancing competence personnel of tourism marketing agencies for increasing the destination branding communication of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province

Phra Nakhon Si Ayutthaya Province has a unit responsible for public relations on specific tourism, such as Provincial Tourism and Sports, Tourism Authority of Thailand, Phra Nakhon Si Ayutthaya Office. If there is a development plan and capacity enhancement of personnel for travel marketing more concrete, it can be able to attract tourists more effectively.

1.4 Strategies to promote cooperation among tourism agencies to increase the destination branding communication of tourist attractions in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province in a concrete way

The tourism sector of Phra Nakhon Si Ayutthaya Province should have a policy to make tourism marketing more serious both in terms of planning policies in tourism marketing, resource allocation together with stakeholders, solving problems together with stakeholders can strengthen tourism.

1.5 Strategies to promote the development of tourism component standards to increase the destination branding communication of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province in a concrete way

The important tourism standards are urgently needed to accommodate current changes, such as tourist attractions standards on the capacity of tourist attractions to reduce the crowd and time of entry and exit of tourist attractions due to the epidemic situation and support the new normal of travel. It also allows tourists to spend more time in tourist attractions and do activities for longer, do not be in a hurry, developing tourism products to meet standards and the needs of tourists who focus on products that are standard and the good quality, with a unique suitable for bringing back to special people. Tourism personnel standards must be ready to serve tourists, both Thai, and foreigners. In addition, the standard of restaurants and

accommodations is an important factor that tourists pay special attention to.

## 2) ST Strategies

1.1 Strategies to promote the verification of storytelling information for accuracy before disseminating it through digital media

The historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province has a long history, including historical stories that can be checked for sure and is a story in which information is exchanged with each other, whether it is correct or not, or is caused by the distortion of the source or false, to present storytelling that has the function of conveying truth, expansive information. neutral, non-partisan, the source must be verified clearly.

1.2 Strategies for planning to improve the landscape or develop the area to be consistent with the regulations of the World Heritage and to be ready for the travel of tourists regularly

Infrastructure improvements in tourist attractions are always ready to accommodate tourists. Infrastructure in tourist attractions in Phra Nakhon Si Ayutthaya Province relates to the restoration of important places for tourism, including facilitating related to tourism, such as road traffic, orderliness, cleanliness, and waste management in the archaeological site. This basic infrastructure is related to many government agencies in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province which can be seen that the division of work to maintain the area may need to be planned together to be consistent and in the same direction as much as possible.

1.3 Strategies for presenting a good image of accommodation and basic tourism facilities that are standard and various styles to choose from within the historic city of Ayutthaya

Although the historic city of Ayutthaya is a tourist attraction that can be easily reached and does not take long, tourists can travel back and forth within one day, nevertheless, the government has a policy to promote night tourism to see ancient monuments from a

charming night perspective. Therefore, a plan must be made to manage standards of accommodation, safety, and facilities to ensure that travel and overnight trips can have a positive impact on another channel for tourism.

### 3) WO Strategies

3.1 Strategies for building awareness and creating understanding among people including private sectors in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province to communicate destinations branding of tourist attractions

Within the historic city area of Ayutthaya, there is a problem of intrusion into the ancient site and the historic city area of Ayutthaya. It must be aware of the removal from the World Heritage City, the responsible government and private sectors must urgently solve problems and create understanding for the community and surrounding sectors. Problems were encountered such as there are traces of destruction of the culture of Ayutthaya such as the filling of ancient canals and the invasion of the historic park area.

3.2 Strategies for setting quality and service standards to be international standards for travel service businesses to communicate on readiness to be a World Heritage City worthy of being a destination branding

Establishing tourism business standards include

1. Support businesses (businesses that support traveling such as transportation business including advertising, and public relations)
2. Main business (Hotel and accommodation business, restaurant and restaurant business including tour business and tour guides)
3. Related business (businesses that benefit or arise in connection with the tourism service including various recreation businesses such as amusement parks, sports businesses for tourism, spa business, entertainment business, etc., including merchandise and souvenir businesses). There must be raising the quality of the establishment to be standardized and accepted, including developing service standards that are equivalent to international levels. This can be used as a selling point in marketing to attract quality tourists and solve

the problem of price competition as well as enhance the good image of the travel service business, so this can build the confidence of tourists.

3.3 Strategies for developing creative activities that focus on creating experiences between tourists and communities to enhance the shared experience of tourists

Within the historic city area of Ayutthaya, there are creative activities that can create participation between communities, local people, and tourists. Therefore, creating an experience or impression for tourists can result in the need to come back to travel or introduce it to others who are considered tourists created stories and share their own stories through various online channels and these have a high impact on the attraction of tourism.

### 4) WT Strategies

4.1 The integration of the World Heritage operation process with management in other areas related to conservation and promotion of sustainable tourism for the welfare of the people and the environment in a concrete manner

There should be a promotion to increase awareness and create understanding among people living in tourist attractions about the convention on the Protection of World Heritage and the integration of World Heritage operation processes with management in other areas related to conservation and promotion of sustainable tourism for the welfare of the people and the environment in a concrete manner.

4.2 Developing the use of information technology to serve as a tourism database for tourists respond to the needs of current and future tourists

There should be a promotion to educate about the identity of that tourist attraction, prepare media for public relations and give knowledge in a new way. It is multimedia storytelling about that place or the use of modern information technology for tourists to have easy access to information.

## Discussions

### 1. Storytelling situation to communicate the destination branding of the Historic City of Ayutthaya, in Phra Nakhon Si Ayutthaya Province

The historic city of Ayutthaya has its identity. It is outstanding in terms of being a multicultural city. As a result of being the capital for a long time, a port city, a trading city, as well as being physically outstanding as the river surrounds, Phra Nakhon Si Ayutthaya Province has a story that can be used to tell a lot and a variety of stories in terms of history, culture, national heritage, religion, tradition, as well as storytelling through unique local food. The storytelling patterns found within the historic city of Ayutthaya in Phra Nakhon Si Ayutthaya Province can be divided into four main patterns as follows: 1. Historical stories 2. Traditional stories, 3. Personal experience stories and Created stories correspond to Dimache, et al. (2017). They state that place storytelling is the format used for understanding the data connection between experiences and places. The historical story is the story that the owner of the place used to create the identity of the area.

### 2. Needs and expectations in the storytelling patterns to communicate the destination branding of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province

The historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province has been registered as a World Heritage City because it is a land of historical significance that has a physical identity, history, and civilization. There are still remnants of ancient sites indicative of its former glory. The past storytelling can reveal a lot of history, but with the changing behavior of tourists including the current COVID-19 pandemic found that the need for stories of tourists to relax and lead happily. The following needs and expectations were found: 1. Needs and expectations in creative storytelling patterns; 2. Needs and expectations in the storytelling patterns that use various storytelling tools; 3. Needs and expectations in the storytelling patterns through various digital

media 4. Needs and expectations of storytelling presentation planning to promote travel marketing concretely; 5. Needs and expectations of cooperation between government and private sectors in determining storytelling policy to promote the marketing of tourist attractions, the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province. This is consistent with Zheng, et.al., (2019) found that understanding the mobility of tourists in modern times is basic essential for both tourism management practice and tourism research at the present the most. Tourism development in personal service, marketing, and managing tourist attractions is the right thing to do for supporting tourism in the current situation. In addition, digital storytelling allows for social connections. It is an effective way to remember the experience, context, and important tourism experiences gained from visiting tourist attractions. Tourists and place story sharing through digital storytelling with collaborative creative mediums are used as a framework to expand our current understanding of community issues in individual contexts. On the other hand, digital storytelling is a tool to validate the visitor's experience with being treated by the host too (Heck et al, 2022).

### 3. Strategies for storytelling to communicate the destination brand of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province, Thailand

In the survey of the environment and storytelling patterns to communicate the destination branding of the Historic City of Ayutthaya, Phra Nakhon Si Ayutthaya Province, Thailand, the data were analyzed strategically with SWOT Analysis and TOWS Matrix. The key strategies were found as follows.

1 SO Strategies include 1) Storytelling strategies of the historic city of Ayutthaya's identity, Phra Nakhon Si Ayutthaya Province to communicate the destination branding to match the current tourist behavior; 2) Strategies to promote sharing of experiences and travel stories as well self through social media To communicate the seal of destination, tourist attraction, historical city Ayutthaya Phra

Nakhon Si Ayutthaya Province; 3) Strategies for developing and enhancing competence personnel of tourism marketing agencies for increasing the destination branding communication of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province; 4) Strategies to promote cooperation among tourism agencies to increase the destination branding communication of tourist attractions in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province in a concrete way; 5) Strategies to promote the development of tourism component standards to increase the destination branding communication of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province in a concrete way. 2. ST Strategies include 1) Strategies to promote the verification of storytelling information for accuracy before disseminating it through digital media; 2) Strategies for planning to improve the landscape or develop the area to be consistent with the regulations of the World Heritage and to be ready for the travel of tourists regularly; 3) Strategies for presenting a good image of accommodation and basic tourism facilities that are standard and various styles to choose from within the historic city of Ayutthaya. 3. WO Strategies include 1) Strategies for building awareness and creating understanding among people including private sectors in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province to communicate destinations branding of tourist attractions; 2) Strategies for setting quality and service standards to be international standards for travel service businesses to communicate on readiness to be a World Heritage City worthy of being a destination branding; 3) Strategies for developing creative activities that focus on creating experiences between tourists and communities to enhance the shared experience of tourists. 4. WT Strategies include 1) The integration of the World Heritage operation process with management in other areas related to conservation and promotion of sustainable tourism for the welfare of the people and the environment in a concrete manner; 2) Developing the use of information technology to serve as a tourism database for tourists respond to the needs of current and future

tourists. It is in line with Psomadaki, et al. (2019), who found that technology is promoting the transformation into smart city development by presenting a storytelling strategy to foster active audience participation in urban cultural heritage, where storytelling analysis in modern applications encourages audience engagement and collaboration of cultural organization. They linked to various places with projection and conveyed various aspects of events in past with personal memories and lectures on urban memory, which shows a promise for the future, including the vision of freedom, creativity, opportunity, and prosperity effect to stimulate the tourism economy.

## Recommendations

1. The strategies obtained from the analysis show that unique storytelling of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province to communicate the destination branding of tourist attractions consists of history, local wisdom, arts, and cultures, tourism activities, souvenirs, and new important attractions should be presented to match the current tourist behavior. The nature of the storytelling affects the communication of the destination branding in tourist attractions. In addition to emphasizing uniqueness, it must be easy to understand with and through a variety of digital marketing channels. To implement the strategy perfectly requires knowledge of tourism marketing including the cooperation of stakeholders in the tourism sector to support basic tourism components to be ready to welcome tourists.

2 Storytelling to communicate the destination brand of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province that can run tourism marketing should emphasize awareness towards the brand awareness and the experience of the brand experience. It should focus on promoting the creation of experiential stories among tourists and tourism stakeholders including communities in the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province to create a positive impression and

word of mouth to stimulate the emotion of tourists concretely in the future.

3. Attractions of the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province should promote storytelling that connects the story from the historic city of Ayutthaya to the surrounding tourist routes to increase the tourism route from the historic city of Ayutthaya, Phra Nakhon Si Ayutthaya Province. In addition, tourism activities should be increased for more promising tourist groups, such as elderly tourists and quality tourists because this group of tourists has high purchasing power and positively affect to development of the tourism economy for Phra Nakhon Si Ayutthaya Province as well.

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