

Creative Media Innovations to Promote the “Charm of the Old City Lifestyle” as a Value-Added Tourist Experience in Phra Nakhon Si Ayutthaya Province

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Abstract

This is mixed-method research with participatory action research (PAR) using quantitative research with a sample of four hundred people and qualitative research with in-depth interviews and focus groups used as the data collection process and a seminar to find policy recommendations. Key informants were people working in tourism marketing public relations and communications, academic groups teaching and researching tourism, and tourism-related professional groups of twenty-one people. The focus group discussions and participatory action research (PAR) were fifty people including stakeholders, local people, community leaders, and historians related to network partners in the area. The results of the research found that 1) Social media use behavior and satisfaction from tourists' exposure to tourism public relations media found that online social media programs using Facebook and Line programs were the most frequent, mainly using mobile devices and smartphones. Most of the activities were entertainment and sharing of information satisfaction from media exposure to Phra Nakhon Si Ayutthaya Province Tourism overall was at the highest level and the mean was 3.77. The creative media development process to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province found that the messenger was skilled in the transmission of historical information providing historical information, and presenting information on wisdom, arts and culture, introducing major attractions, providing information on tourism routes, and providing tourism information through linking information on food and souvenirs. There are two types of communication: 1) offline communication, 2) online marketing communication, 3) the creative media innovation development model to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province is SMILE+H Model and is appropriate in its immediate context, 4) participatory process to put the model into practice creates value-added for local entrepreneurs and distributes income to model communities was evaluated by stakeholders for efficiency, overall was at a very good level ($\bar{x} = 4.68$, S.D. = 0.01); for effectiveness, it was in very good level ($\bar{x} = 4.83$, S.D. = 0.01); and the assessment of opinions and satisfaction with organizing the exhibition of the SMILE+H MODEL from tourists in a very good level ($\bar{x} = 4.97$, S.D. = 0.47).

Keywords: Media innovation, Creative media, Value-added Tourist Experience, Phra Nakhon Si Ayutthaya Province.

Introduction

Tourism is an important hospitality industry and the world's largest industry because it consists of many industries such as accommodation, transportation, tourist attractions, travel companies, and others. It can bring a large amount of money into the country and have a great effect on the development of the country. Countries around the world have provided Tourism promotion as very important and many promotion mechanisms have been used aiming to attract more tourists to enter the country (WTTC, 2019). The trend of tourism is more diverse in order to respond to different situations, and different needs including historical experiences of tourist differences (LI, Y., Hu, C., Huang, C., & Duan, L., 2017). Nowadays, tourists have changed from being addicted to urban lifestyles, they would like to travel and feel the deep desires of the mind. However, the community still lacks good management, sometimes lacking local identity. Therefore, it lacks the distinctiveness and strength of the community's lifestyle as well as a lack of fairness in allocating and sharing income and related benefits (Sarita Srisuwan and Bongkot Dechmitr, 2019).

Developing and maintaining the attractiveness and unique differences to meet the needs of tourism can help Thailand to attract tourists to travel continuously and sustainably. In addition, at present, there is a transition towards a new era of tourism that uses communication technology as a communication innovation in the information technology era and presents a new perspective in the tourism industry. Tourists have a habit of trying new shops with different distinctive identities including the internet use behavior to share information about the satisfaction which results in attracting new customers as another channel for entrepreneurs. Post-Covid-19 tourists will be the new generation who need a lifestyle trip and more experience. At the same time, more flexible and diverse travel formats focus on activities that have the outcomes of creating more sustainable change, for example, they may want to contribute to the development of local communities or have long-term friendships with the local community. In addition, European

tourists are now interested in the excellent geographical location, diverse Eastern cultures, diverse tourism resources, and local and exotic experiences in Asia. For Western Travelers, Thailand has the highest dependence on foreign tourism revenue compared to other countries. Communication innovation in line with international change is the integration of technology to support the tourism industry in various ways, which will help create value-added for the tourism industry and create a Thai image (Lau & Yip, 2020). Marketers need to be aware of when the emergence of social media; therefore, a fundamental rethinking of the marketing practice approach is required due to various tourist attractions created through informal discussion by the author and mostly outside the Marketer's control. The commercial story or the storytelling about the personal experience of consumers and opinions are absorbed into the brand's narrative, consumers can produce content and distribute it through uninvited communication channels from marketers (Lund, et al, 2017).

Phra Nakhon Si Ayutthaya Province and nearby areas are tourist attractions and cultural heritage sites of Thailand with unique characteristics and the cultural heritage has been transmitted for a long time, which historical tourism in the World Heritage City in Thailand is still a popular tourist destination for all over the world. Although tourism in Phra Nakhon Si Ayutthaya is popular among continuous tourists, if you look back on the promotion of tourism in Phra Nakhon Si Ayutthaya Province mainly focuses on offering existing ancient sites and promoting the revival of certain cultural traditions but found that the resources can also be further developed from the original to create new attractions to attract Tourists (Thanarat Rattanapongtra, 2016). Guidelines to keep Ayutthaya as a tourist destination culturally in Thailand, there should be an integrated marketing promotion campaign which is in the same direction as the participatory action research with stakeholders to create value-added innovations to Dhamma and tourism for merit and temple fairs in Ayutthaya (Ratanapongtra, T., & Techakana, J., 2019).

This research article will present the results of “creative media innovation to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province. This will be a good model for communication innovation to promote tourism business in the old city of Ayutthaya as well as being able to extend the effect to other available areas. It is also for relevant agencies that use research findings for use in planning and communication development to develop tourism to grow with strong and sustainable quality which will promote “the charm of the old city lifestyle” as a value-added tourist experience and it will continue to benefit the tourism industry in the country as a whole.

Literature review and framework development

The process of creating creative media for participative development.

Vichet Saengduangdee et al. (2020) state that the process of creating creative media to promote participative tourism consists of five main steps 1) Study and collect data on identity and major tourist attractions, problems, and needs in tourism media development from the perspective of stakeholders including local leaders and tourism stakeholders; 2) Creative media draft design by using the information obtained to determine the media type and media design concept for drafting creative media to suit tourists, area context, identity, and community needs; 3) Creative media draft improvements by presenting a draft of the designed media jointly select and share suggestions to improve the draft media to develop into a prototype media; 4) Preparation and development of the original creative media prototype by applying suggestions in media production, prototype, presentation of prototype media and share your opinions on the improvement of the original creative media to have more efficiency and productivity; 5) Evaluating, certifying, and delivering creative media prototypes to the community by presenting the results of media prototypes production, assessment of suitability and feasibility of utilization, media endorsement

by experts and/or authorized community involvement as well as delivering creative media prototype to people in the community for further production and dissemination.

Media Innovation

The Safe and Creative Development Fund (2019) defines media innovation as new ideas, practices, or inventions that have never been used before or it is a development adapted from the existing one to be more modern and effective. When innovation is used, it can help work to be effective with higher efficiency than before. Characteristics can be categorized as follows: 1) Product Innovation: the change in products and services that media organizations offer to consumers, having platforms, channels, and new forms of communication; characteristics of media innovations considering the content or the media innovation product must have a new feature and it is something new. There is a risk in doing it, but when it is done, the creative results can answer both business and social issues; 2) Process Innovation: the changes in the production process and dissemination and work processes of the organization to change the media value chain including creation, invent something new, improving the original or a new format, dissemination, display, and media consumption image; 3) Position innovation: the changes in the position of the media or media organization in a specific context is a matter of the brand, and identity management, such as changing the media format according to new target groups; 4) Paradigmatic innovation: the changes of the paradigm, corporate attitude, career value, and the form of earning business, including business innovation: an innovation that makes media organizations or products media services enter new markets, creates trade cooperation, changes in business models and earning models, such as starting a business from user-generated content, multi-platform strategies, such as crowd-funding models, 5) Social Innovation: media innovation meets the needs of social need and helps develop people's lives in society. In addition to innovation being something new or improvement of the same thing to add new problems, new groups, and new values, innovation needs to be practical (Küng, 2008). Innovation development and processes

include exploration, development, exploitation, monetization, and widespread dissemination.

Marketing Communication Concepts

Marketing communication is a tool for certain actions that a business organization uses to communicate an event with the interaction of technology processes, and people, through planning organizational decision making (Varey, R.J., 2002). Marketing communications aim to communicate with the target audience and create a communication channel between the organization and the customer group. Lloyd, L. E. C.D., (2020) says that marketing communication is an important tool used in every dynamic industry that continues to change and adapt to new technologies and media consumption patterns, and connects communication between marketers and target markets that always change. They must have a plan of good communication to be able to communicate with many parties involved, such as current and future customers, middlemen, shareholders, suppliers of production factors and the general public, etc., as well as to promote marketing to achieve various objectives. It is necessary to provide many communication tools together, called Marketing Communications Mix, which has five main components: 1) Advertising, which consists of television, radio, print, and direct response, online media is the fastest growing marketing communication tool today. Billboards and Posters, advertisements included in the content of movies and dramas as product placement, advertisements at the point of purchase, and organizing event marketing and sponsorship. Organizing special marketing activities means organizing various activities such as sports, arts, recreation, etc. 2) Sales promotion 3) Public Relations 4) Personal Selling 5) Direct Marketing. Implementation of a variety of marketing communication tools to communicate and achieve the highest efficiency and effectiveness in a consistent and complementary manner. This results in the awareness and leads to consumer behavior which is a marketing communication plan that increases the overall plan's value to achieve consistency and maximum effect for a harmonious blend.

Value Creation Concept

Value creation is a process that focuses on meeting the needs of the people we want to deliver value. It is based on the collaboration of mutually beneficial people seeking mutual value propositions among stakeholders. The process of value creation involves a combination of knowledge enhancement and exchange, acquisition of skill, and corporate learning which can indicate a sense of belonging to the customer as a result of participation in the value development process (Solakis, K., Peña-Vinces, J., & Lopez-Bonilla, J. M., 2022). Value creation is an explanation of the value or the price of a product that increases at each stage of production, or as a result of which is paid for by what was initially expected. Value creation has three empirical variables as follows: 2.1 Product design is the design of various aspects of a product or service to be different from competitors and able to meet customer satisfaction. It is an added value that makes customers feel more than satisfied. 2.2 Distribution channels: Differentiation in distribution channels can create added value to the product and provide customers with the highest satisfaction from products and services including bringing the products and services to target consumers to provide consumers with convenience. It improves the service process and the process of delivering value to customers. 2.3 Being a fashion leader: Fashion is shown, so there are fashion leaders such as celebrities, actors, singers, teenagers, etc. (Avasada Pocmontri and Sudawan Somjai, 2018).

Research Methodology

The researcher used mixed method research with participatory action research (PAR) as follows:

Step 1: To study the behavior of tourists using social media and satisfaction from exposure to public relations media affecting the selection of tourist attractions: a case study of Phra Nakhon Si Ayutthaya Province by using quantitative research methods, document analysis, in-depth interviews, and non-participating observation. The research sample consisted of four hundred

participants, calculated by using the Cochran formula (Cochran, 1953), convenience sampling by distributing questionnaires for tourists who visit or are interested in tourist areas, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province, and then verify the validity of the content by analyzing the Item-Objective Congruence Index (IOC). All questions passed the criteria for congruence that was between 0.7-1.0 and reliability was found by taking the questionnaire to experiment with a sample of thirty people and then analyzing the confidence of the questionnaire. The alpha coefficient was between 0.93, indicating that the instrument had a confidence value, and the researchers used descriptive statistics, including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics comparison using t-test and f-test statistics.

Step 2: To study the process of developing creative media to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province, the researcher has defined the study method which is in-depth interview and group discussion. Key informants were twenty-one people from the government agencies involved and related private sectors with the development of creative media to promote the value-added tourist experience in Phra Nakhon Si Ayutthaya Province by using a semi-structured in-depth interview form. It covers the content on the creative media development process to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province. Data were analyzed by the method of content analysis.

Step 3: Developing creative media innovation to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province, the researcher has defined the study method which is an in-depth interview, focus group, and participatory action research (PAR). Key informants were people working in tourism marketing public relations and communications, academic groups teaching and researching tourism, and tourism-related professional groups of twenty-one people. The focus group discussions and participatory action research (PAR) were fifty people including

stakeholders, local people, community leaders, and historians related to network partners in the area using a semi-structured in-depth interview form. It covers the content on the creative media development process to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province, and needs and expectations in the form of suitable creative media innovation development to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province. Data were analyzed by the method of content analysis.

Step 4: Creating a participatory process to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province with creative media innovation, the researcher has defined the study method, namely, participatory action research (PAR) and the discussion for policy proposals consists of a group of experts, stakeholder group, strategy group, beneficiary group, academic group, by the purposive selection, a total of twenty-one people. The researcher used the suggestions and opinions from the discussion for analysis, try out the pattern through qualitative data analysis and content analysis, and used the model to assess the efficiency and effectiveness of using the creative media innovation model to promote “the charm of the old city lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province, which is SMILE+H Model from twenty-one stakeholders and hundred tourists.

Conclusion and discussion

1. Social media behavior treatment of tourists and satisfaction from exposure to public relations media affecting the selection of tourist attractions in the case of the Phra Nakhon Si Ayutthaya Province found that most of the respondents were males representing 62.25 percent and were females representing 37.75 percent, mostly in the age of 41 - 50 years, representing 42.00 percent, followed by 31 - 40 years, representing 41.50 percent, with the age of 51 - 60 years, representing 8.75 percent and

age of 21-30 years, representing 6.25 percent, the lowest one is over 60 years, representing 1.50 percent. The respondents have a Bachelor's degree representing 80.75 percent, followed by a Master's degree, representing 19.25 percent. Occupation is a state enterprise employee representing 37.25 percent, followed by employment, representing 32.25 percent, and private officers representing 15.00 percent. The respondents have an average monthly income equal to 15,000-30,000 baht, representing 85.50 percent and followed by having an average monthly income equal to more than 30,000 baht, representing 14.50 percent.

Tourism Behavior and Tourists' Social Media Using Behavior

Most tourists have the purpose of traveling for leisure, accounting for 58.00 percent, followed by visiting relatives and friends accounting for percent. Most of them have a travel style of traveling with family, representing 41.50 percent, followed by traveling alone, representing 35.00 percent, traveling with friends, representing 17.25 percent, and traveling to work, representing 6.25 percent. Traveling time for each trip is 1 - 3 days, accounting for 86.00 percent, followed by 4 - 6 days, representing 14.00 percent. Tourists who have visited Phra Nakhon Si Ayutthaya Province represented 100.00 percent. The frequency of traveling once a month, accounting for 51.50 percent, followed by traveling 2-3 times a month, representing 42.25 percent. It was historical tourism (65.25 percent), followed by agricultural tourism (12.25 percent), natural tourism (8.75 percent), Arts and Sciences Educational Attraction Standard (7.25 percent), and Rural Tourism or Village Tourism (6.50 percent) respectively. Travel expenses were 5,000-10,000 baht, representing 57.25 percent, followed by less than 5,000 baht (31.50 percent), and more than 10,000 baht (11.25 percent) respectively. It was found that most tourists have a follow up on the news Public relations for tourism in Phra Nakhon Si Ayutthaya Province through social media channels or social media accounted for 100.00 percent with Facebook and Line the most, followed by Instagram with social media applications for a period of 3-4 years, representing 46.00 percent, followed by

for a period of 5 - 6 years (27.75 percent), at least 1 - 3 hours per day (54.50 percent), followed by 4-6 hours (27.00 percent), less than 1 hour (9.50 percent) and 6-9 hours (9.00 percent) respectively. Time spent using social media is 10 - 20 minutes/time (50.00 percent), followed by 21 - 30 minutes/time (35.25 percent). The most frequent time using social media is from 12.00- 05.59 pm. (42.50 percent), followed by from 06.00-11:59 p.m. (29.75 percent), from 00:00- 05:59 a.m. (16.00 percent), from 6:00- 11.59 a.m. (11.75 percent). The most used for social media usage is Smart Phone (92.75 percent). Social media is used because the cost of goods or services is cheaper than in traditional forms, accounting for 34.50 percent, reliability and safety (34.00 percent), the information is accurate and up-to-date (16.50 percent), and is convenient, fast, able to make transactions at any time (15.00 percent), respectively. Most of the activities using social media are entertainment activities (26.75 percent), followed by sharing information (26.50 percent), finding knowledge and information (25.50 percent), communication (18.25 percent), and purchasing goods and services (3.00 percent), respectively. Social media programs were used to search for travel information with Facebook and Line, accounting for 100.00 percent, followed by Instagram (64.25 percent), Twitter (22.25 percent), and WhatsApp (20.25 percent), respectively. This is consistent with Atchira Tiwasing et al. (2019 who studied "traveling decision behavior and social media usage of Thai tourists". It found that most of the respondents used social media per day for 4 to 6 hours, with 155 people, representing 38.80 percent. The type of online media that the respondents used mostly were social medial applications, with 380 people, representing 95.00 percent, and most of the respondents liked the historical attractions, antiquities, ancient sites, and religious places the most, with 118 people, accounting for 29.50 percent.

Opinions of Tourists on Social Media Behavior

Opinions of tourists on social media behavior that affects the decision to choose a tourist attraction overall were at the highest level ($\bar{x} = 3.81$). When considering each item, it found that the tourist attraction information on social media

had a higher average effect on the travel incentive than others, followed by celebrities or actors who influenced social media usage for selecting tourist attractions, respectively. This is consistent with Watchara Chaikhet et al. (2018) who studied “tourists’ factors on choosing online attractions: a case study of Khlong Dan Community, Ra-Nod District, Songkhla Province. It found that there were two main affective factors in choosing online attractions: (1) the users’ shared experiences about tourism and 2) their consumption behavior of information. The comparative analysis between differences in tourists’ backgrounds results that the difference in ages and occupations of the tourists is statistically effective to the choosing, at 0.05 levels of significance. Moreover, the analysis of different decision-making and other variables for choosing the attractions finds no such effect.

Opinions of Tourists about their satisfaction with the exposure to tourism PR materials of Phra Nakhon Si Ayutthaya Province

Opinions of tourists about their satisfaction with the exposure to tourism PR materials of Phra Nakhon Si Ayutthaya Province overall were at the highest level ($\bar{x} = 3.77$). When considering each item, it showed that the quantity of content in the Ayutthaya tourism public relations media was appropriate, followed by the presentation in the Phra Nakhon Si Ayutthaya tourism public relations media that gave the feeling of wanting to travel in Phra Nakhon Si Ayutthaya Province and the public relations media for tourism in Phra Nakhon Si Ayutthaya Province was modern and interesting, respectively.

1) Personal characteristics having different behaviors in using social media by different gender and occupation did not affect the behavior of using social media. However, different ages, statuses, educational levels, and average monthly incomes affected the behavior of using social media differently. This is consistent with Pranee Tanprayoon and Kitima Tamalee (2018) who studied “the tourism management in Ayutthaya, a World Heritage

City”. The behavior of most tourists was aware of the news of tourism on television which is the most accessible and easy-to-understand medium. Tourists of different ages, marital statuses, educational levels, occupations, and monthly incomes have different opinions on tourism management.

2) Personal characteristics were satisfied with the exposure to tourism PR materials of Phra Nakhon Si Ayutthaya Province by different genders, statuses, educational levels, average monthly incomes affected the behavior of using social media differently, and different ages and occupations did not result in the behavior of using social media. The behavior of tourists with the online social media usage and the satisfaction of tourists from the exposure to tourism PR materials of Phra Nakhon Si Ayutthaya Province did not affect the decision to choose tourist attractions. This is consistent with Weerapong Suthawan (2019), who studied “the satisfaction of using Internet media for tourism among tourists in Tak Province.” The respondents had overall and individual satisfaction at a high level. It showed that the Internet media can meet the needs and expectations of the media recipient as expected both in detail, usage, and the outcome because if the response didn't turn out to be what the person expected, dissatisfaction will arise and it may cause the recipient to have a negative attitude. This will result in the act of refusing to present that information in line with the concept of utilization and satisfaction from the media that the exposure of tourists to the media is for the benefit and satisfaction. It depends on the different needs of each individual traveler from benefits, characteristics of a person, experiences, and environment. The tourists choose to receive interesting information, meet their needs, and provide information quickly.

1. The process of developing creative media innovations to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province as shown in the figure below:

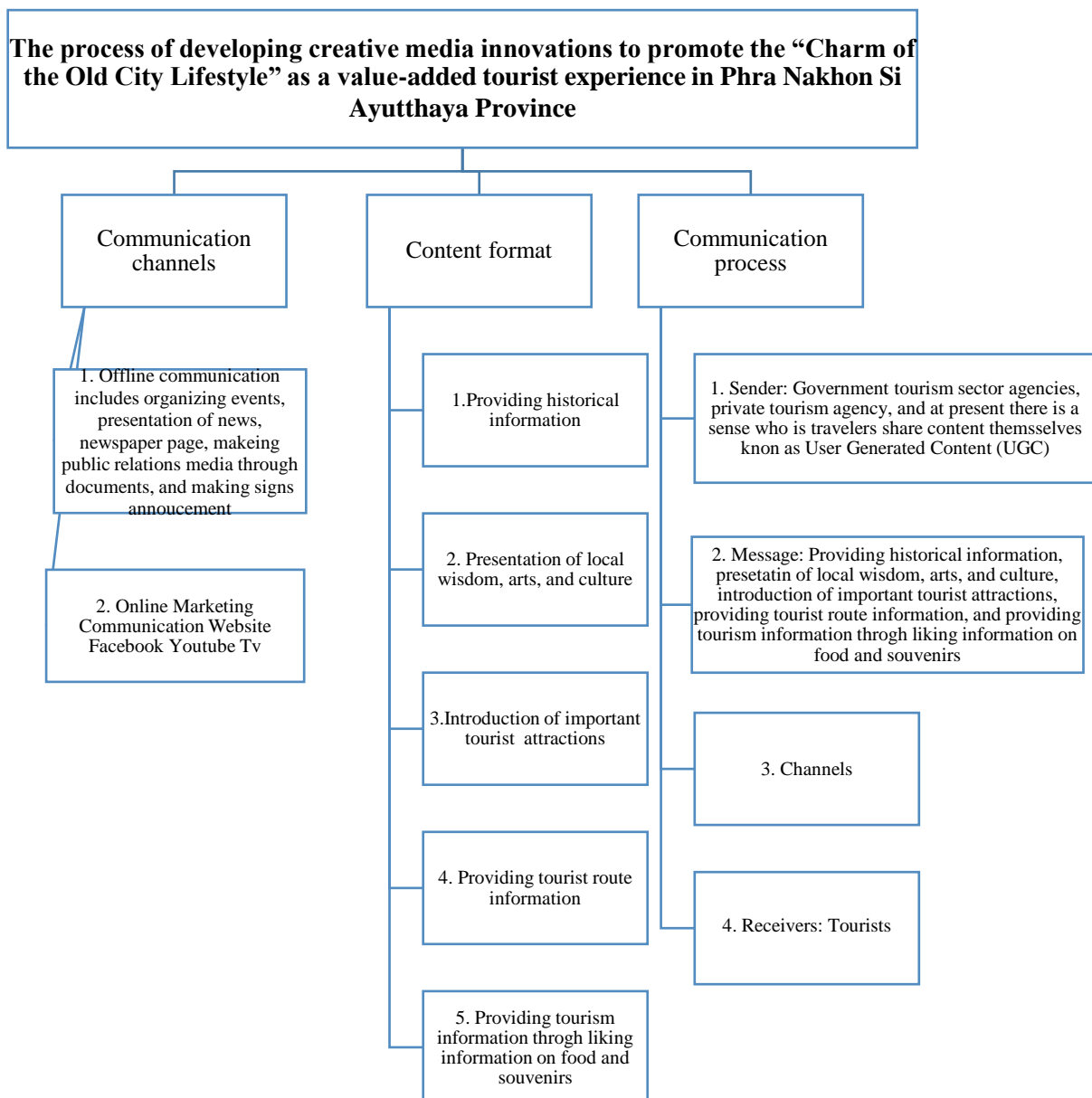


Figure: The process of developing creative media innovations to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province

1. Sender or Source: a sender for tourism in Phra Nakhon Si Ayutthaya Province is a person with skills and expertise in communication, comprehension of the story to be communicated, and able to convey emotions and feelings so that the recipient can imagine and follow the sender's story. The senders who serve the creative media of Phra Nakhon Si Ayutthaya Province should have the nature of being a representative, listen to opinions, experience the way of life, and transmit to persuade and

convince tourists to visit Phra Nakhon Si Ayutthaya Province more. These consist of government tourism agencies, tourism agencies, and the private sector. If they are government and private tourism sector personnel, they should be trained in presentation skills to maximize tourism benefits. This is consistent with Ka-kan-dee, M. & Nonthapot, S. (2020) said that senders and messages have the most impact on tourism, followed by channels and receivers. Therefore, relevant agencies and

business owners should prioritize tourism personnel both in the message and the sender, by promoting training and learning to understand the transmitted message, take responsibility as the sender, and implement appropriate strategies for delivering or presenting, and a message to the tourism staff. In addition, travelers share content themselves known as “User Generated Content” (UGC). UGC means that consumers or target customers produce content by themselves. The content that is produced will be mentioned the attractions that consumers or target customers are interested in. It is considered a tourism marketing for the place without having to pay, getting natural content, but the important impact is that tourist attractions must be assured of physical integrity and readiness for independent tourism presentation. This is consistent with Sumalan Pankham and Natthamon Plaibua (2021) who studied “the influence of causal factors positive electronic word-of-mouth on Facebook fan page about cultural attractions of Thai tourists”. The influence of causal factors positive electronic word of mouth was effective place image, self-congruity, and place attachment respectively.

2. Message: the compositions of the message that can make the message complete and effective, have five issues. Phra Nakhon Si Ayutthaya province uses the most messages that spoken language, written language, and gestures for the recipient. The message can be understood by the message content found in Phra Nakhon Si Ayutthaya Province including 1) providing historical information 2) presenting information on wisdom, arts, and culture 3) introducing important tourist attractions 4) providing information on tourism routes 5) providing tourism information through linking food and souvenir which the content must be unique in each area, and this will affect tourism behavior in decision making. This is consistent with the results of Na Songkhla, R. & Ninaron P. (2019) indicating that information is a key factor in travelers' decision-making in choosing Chado Market, Phra Nakhon Si Ayutthaya Province which the content communication show. It is consistent with channels of communication which will be the most beneficial because social media is playing a role today. If there is a good

public relations plan with attractive and innovative content, all of them result in tourists choosing to visit the market more.

3. Channels: Phra Nakhon Si Ayutthaya Province has various communication channels at present, but not yet covering the target audience and some contents are still not presented in accordance with the communication channels. If there are more improvements and developments to be more consistent, it can make tourists have an impression and interest to visit more in the future. This is in line with Ratirat Na Songkhla, Phachok Lertakkarapat, and Tamnak Mahothan (2021) who studied the “survey elements of the public relations of the Ayutthaya floating market”. It showed that Phra Nakhon Si Ayutthaya Province used a variety of media such as print media, electronic media, and social media. This indicated that media use and media management affect efficiency and the effectiveness of communication. It must adhere to two principles: 1) Each media must reach different audiences and each type of media has properties: advantages and disadvantages, and are appropriate for different news, and 2) Try to choose a controllable and uncontrollable media by having a proper mix and match but it must consider the budget, objectives, and content of the target audience public relations, availability of personnel, materials, equipment, and time.

4. Receiver: The receiver must clearly analyze the group of tourists in order to be able to communicate to meet their needs. The analysis includes competence, proficiency in reading and listening, as well as interpreting information gained knowledge and various experiences that tourists have which will cause a better understanding of the news. The knowledge may be academic or non-academic knowledge such as knowledge of official applications when searching for tourist information as well. It also includes the attitudes, opinions, and feelings of tourists towards a particular attraction. However, the social and cultural system of tourists which is related to the framework, rules, regulations, values, beliefs, traditions or way of life, etc., can affect the receipt of information about tourist attractions. These can be able to influence the decision to choose a tourist

destination. This is also in line with Lalita Nawakitpaitoon, Siwarit Pongsakornrangsilp, and Pimonlaphat Pongsakornrangsilp (2021) who studied the “factor analysis of millennial tourists’ lifestyles in Thailand. It found that there were four components of opinions of Thai Millennials tourists, namely hedonistic group; special tourism group, identity-creation tourism group, and luxury tourism groups. Characteristics and behaviors of Millennials are the new generations growing up with technology, so they are familiar with accessing news through modern technology. Moreover, it is consistent with Sujitra Nume and Charoenchai Agmapisarn who studied “An analysis of the international tourist behavior towards creative tourism at Koh Samui”. Memory and satisfaction affected behavioral intentions for return, travel, and word of mouth of tourists who found the creative tourist experience at Koh Samui with memory and satisfaction that have a positive influence on behavioral intentions. This consists of allowing tourists to recommend creative tourism activities to others. They will recommend creative tourism activities for friends and relatives and they will talk about creative tourism activities in a positive way. If we can find the needs of tourists and communicate to meet their needs, when tourists come, they will be able to create a positive behavioral intention toward another attraction.

1. Developing creative media innovations to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province with the SMILE+H Model for tourism agencies to exchange, learn and develop creative ideas in concrete, stable and sustainable manner

Developing innovative creative media to promote and value added tourism, experience the charm of the old city lifestyle Phra Nakhon Si Ayutthaya



Figure: Developing creative media innovations to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province with the SMILE+H Model

1. S-Storytelling: Storytelling for tourism in Phra Nakhon Si Ayutthaya Province is a province with a long history that has a history, culture, and traditions. It will provide tourists get valuable different experiences as well as present images of quality products and attractive services impressed to enhance the image of tourism. However, with the changing era, tourist behavior needs unique storytelling in an easy-to-understand way through social media to achieve access, and share more information. This is consistent with Bassano, C., Barile, S., Piciococchi, P., Spohrer, J., Iandolo, F., & Fisk, R. (2019), who state that location-based storytelling is a complementary tool to enhance the reputation of the region. While the competition for tourism and spending for economic development in the digital era, digital media can motivate outsiders by storytelling and sharing experiences. Local and cultural organizations should understand and support the storytelling about the place which can have a huge impact on the success of that attraction to compete for tourist spending on tourism. Furthermore, storytelling can help people in the local community and stakeholders who are available to tell personal stories about the places they love because this can help to communicate strategically to support sustainable competitive advantages in the digital era of marketing and communication.

2. M-Marketing: Tourism marketing plans and tourism organizing marketing plans are crucial to the success of any business and induce

tourists to visit Phra Nakhon Si Ayutthaya Province. The most important part is an in-depth understanding of the behavior of tourists. The goal is to fill in the things that tourists expect. This is a matter of studying the direction and trend of tourists in the future which is related to digital marketing, so it should be adapted to digital marketing in the most efficient way. This is consistent with Labanauskaitė, D., Fiore, M., & Stašys, R. (2020) who found that digital marketing tool is useful for managing tourism communication. It is an important part of the overall marketing strategy of the entire organization that is intended to emphasize the use of the Internet in identifying organizational goals, understanding online consumer behavior, and increasing brand awareness in the online marketplace.

3. I-identity: The identity of Phra Nakhon Si Ayutthaya Province is a province with unique tourism resources. If there is a promotion of tourism that emphasizes learning through engaging experiences and having interaction between tourists and the community through the creation of activities or products from unique local wisdom of the local character blends with the imagination of tourists. This can make tourists develop and use their creative potential which means that the area must be diverse and distinctive either culturally or naturally and tourists themselves have the opportunity to choose activities according to needs and interests. This is in line with Wilaiwan Thawitsri (2017), who studied “community identity: concepts and management for sustainable tourism by Buddhist peaceful means of the Chiang Khan Municipality, Loei Province”. It showed that community identity is a part of managing sustainable tourism. The people in the community should cooperate in preserving their cultures, traditions, and ways of life or it could be said that the cultures or identity of the community should be well preserved. In doing so, there must be mutual community management for living together with the practice of Saraniyadhamma, one of the Buddhist peaceful means that will help community members join the same direction and concept for one identity of the community. This will lead to sustainable Community Tourism.

4. L -Lifestyle: A person's lifestyle cope with rapid changes of today's world driven by technology and innovation affecting changes in the population around the world. Whether it is a way of life, economy, or society, it must consider the epidemic of COVID-19, which has a huge impact on tourism especially changing the behavior of tourists around the world. Tourists are interested in health and hygiene more. It is a safe trip, avoids the crowds, and emphasizes using technology to increase comfort throughout the journey. This is in line with Borisuth Saenkam (2021) who studied “the behavior of Thai tourists after COVID-19 situation. It found that the situation COVID-19 pandemic in Thailand has infected a large number of people the worldwide pandemic that affected domestic and international tourism, as well as they made the changing of tourists' behavior. The tourists' behavior after the COVID-19 situation in consideration of health, safety, and dignity of sanitation. The behavior of Thai tourists after the COVID-19 situation has changed in three forms: 1. Travel in Thailand 2. Short distance travel and able to visit by private car, and 3. Travel to unseen destination, less crowded tourist place. However, after the COVID-19 situation, the tourism industry is still challenged in adapting to new business norms. To make the confidence in customers, especially Thai tourists who are the main target groups of the Thai tourism industry.

5. E-Environments: Preserving the environment for Sustainable Tourism five-year provincial development plans (2018 - 2022) (Review, the Year 2021) determines the positioning of Ayutthaya province. It must pay attention to renewable energy and maintain an outstandingly developed environment. Preserving the environment for Sustainable Tourism is also interested to the new generation of tourists who look at the environment for sustainable tourism in all dimensions of tourism. This is also in line with Lu, C.-W., Huang, J. – C., Chen, C., Shu, M. – H., Hsu, C. – W., & Tapas Bapu, B. R. (2021) who found that tourism and travel are a flexible, dynamic and growing industry. Smart city concepts and related approaches are increasingly being accepted by cities around the world to optimize the sustainable environment.

Conservation of climate and protection of cultural heritage and natural resources will affect the environment economic tourism and sustainable society by reducing harmful pollution and energy use. Green tourism includes marketing efforts such as green marketing. There is a need for the vision of another successful green management activity.

6. H–Heritage: World Heritage City, Phra Nakhon Si Ayutthaya Province is one of the provinces of the developing region on a way of life in the central Chao Phraya River basin which is the former royal capital of Thailand for more than four hundred years, the longest in Thai history. It is a land of unique historical significance in terms of physical, historical, and civilization. There are still archaeological sites that mark its former glory. The United Nations Educational Scientific and Culture Organization (UNESCO) by the World Heritage Committee has resolved to accept the historic city, Ayutthaya which has a territory covering Phra Nakhon Si Ayutthaya Historical Park and it is an area that has been established as a historic city since 1976, listed on the World Heritage List on December 13, 2011, in Carthage, Tunisia. Ayutthaya World heritage is unique and has a charming lifestyle that has been passed down for a long time. As a result, the province Phra Nakhon Si Ayutthaya is a city that attracts both Thai and foreign tourists who visit all year round. It can promote economic stimulation within the World Heritage City and neighboring areas. This is in line with Yagi, T., & Frenzel, F. (2022) who state that tourism is not the only practice of consuming heritage, but it also creates an important tourism heritage. Today's tourists are looking for tourism that has elements of creative and natural local culture which is the potential for discovering new tourism heritage and sometimes it creates a legacy of concepts of history, culture, and locality which has the following components:

1. Creative and Communication

Due to the changing situation at present for the development of tourism media, tourism personnel, or media personnel, a quick adaptation to the situation is required. Ideas and innovative ideas in creativity are needed as well

as being ability to communicate with the audience to understand the same goals. This is consistent with Lalicic, L., Huertas, A., Moreno, A., & Jabreel, M. (2020) who state those destination management organizations (DMOs) deal with how to communicate their brand effectively by using specific emotional brand testimonials on social media. Moreover, travel communications organizations need to understand the differences between platforms and require further investigation of the type of traveler engagement with tourism communications.

2. Tourism Element

A(s) - Attraction, Activity, Accessibility, Amenities, Awareness, and Accommodation are the availability of tourism components that are an important factor in creating creative media for the target audience. If tourism resources are valuable, the media that show out will also promote values. It is consistent with Siriphen Khanphet (2018), who studied “tourism components and perception channel of tourist information for tourists in the future”. It found that the tourism components are important to tourists in deciding on a tourist attraction and the communication channels used to perceive the image by the important tourism components to tourists in choosing attractions including recreation, aspect of the place, the atmosphere of the place, nature, and the transportation department. Developing the public relations potential of the tourism image requires planning public relations clearly including using a variety of communication channels and promoting knowledge and skills to personnel regularly.

3. Collaboration of Stakeholders

Collaboration of the tourism industry stakeholders involved in the management and tourism promotion. This includes the agency's co-marketing process, which is crucial to attracting tourists for traveling. This is consistent with Saito, H., & Ruhanen, L. (2017). It showed that the collaboration of stakeholders is an important part of attraction planning and management. However, some stakeholders of attractions have the same level of power and

influence in collaboration or decision-making activities, with some groups being able to influence the process more. In addition, Shafieisabet, N., & Haratifard, S. (2020) found that appropriate empowerment of local stakeholders affects the sustainable tourism development process.

2. Creating a participatory process to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province

Participatory action research (PAR) with a trial innovation development model for creative media to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province with the SMILE+H Model can summarize the results of the evaluation to test the quality by a group of twenty stakeholders in terms of efficiency, overall was at a very good level ($\bar{x} = 4.68$, S.D. = 0.01) and the results of the effectiveness analysis. It was at a very good level ($\bar{x} = 4.83$, S.D. = 0.01). However, twenty stakeholders gave suggestions about transferring knowledge to other communities within the World Heritage City in the future as well as contributing to the policy of tourism development of Ayutthaya in the future. In addition, participants assessed their opinions and satisfaction in organizing the exhibition with the SMILE+H MODEL with a very good level ($\bar{x} = 4.97$, S.D. = 0.47). There were suggestions that there should be continuity of activities and there should be a plan to drive the activities continually in order for people have been able to get comprehensive information about tourism activities. Furthermore, there should be a presentation of this kind of community identity in other communities.

Group of experts and stakeholders participating in the seminar, there is an opinion that the developing creative media innovation model to promote the “Charm of the Old City Lifestyle” as a value-added tourist experience in Phra Nakhon Si Ayutthaya Province with the SMILE+H Model is appropriate and feasible because the development processes of the model

are appropriate steps. They have been started from the study of the situation and needs; internal and external factor analysis; document analysis; participant observation; and in-depth interviews with key informants, and a real model was used. This results in reliable and comprehensive information on all issues. As for the implementation of the model, the participants gave their opinions that it was necessary to create knowledge and understanding among the personnel involved at all levels. There should be a policy to develop a tourism marketing strategy that will lead to added value Tourism and linked to the action plan in the area. Knowledge is communicated to those involved in order to achieve Sustainability and mutual value creation and further expand the body of knowledge to all sectors. This is in line with Punnee Pimapunsri (2020), who studied the “collaborative model for community wisdom value-creation innovative process”. This study proposes guidelines for participation and coordination among community members and stakeholders in order to add value to products and services representing Thai tourism, Thai identity, and various artistic local wisdom of each community. It showed that designing added value products representing the value of the community required not only special and unique products of each community but also stories of the community. Field studies, interviews, and focus group interviews allowed interactions and inspiration to create new products among members of the community, young designers, and professional designers from various fields. The research outcome indicated that allowing outsiders to work together will create shared value. In other words, it is not necessary to perform the same work or work together in every process. Each stakeholder has different capabilities and limitations that can complement each other in creating shared value.

Recommendations

1. Recommendations for utilization

1) From the research results, it found that social media use behaviors will affect deciding on the tourist attraction of tourists is very much, so the

tourism agencies in public and private sectors can use social media channels to convey travel experiences or to provide information about tourist attractions through social media, such as a photo contest of tourists and attractions through social media or creating a communication channel between tourist attractions and tourists. It should have storytelling by using digital media to promote tourism that makes a difference and attracts attention from tourists and increase the competitiveness in the tourism industry in Phra Nakhon Si Ayutthaya Province. Adopting elements of digital storytelling will help differentiate organizations of tourism more that include a storytelling perspective of local identity which need to be searched and presented by people in the area. When the narrator wants to present the message to the audience to understand, a narrative perspective is required first to make the recipient of the message understand what they are trying to convey.

SMILE+H Model, an innovative creative media development, should be introduced to increase tourism value. There are community characteristics that are close to the Ayutthaya World Heritage Site have been implemented. Then it should be analyzed the impact, and benefits to be used to create a specific model for the operation. It is a method of key success that can be followed in order of steps and conveyed in easy-to-understand language for people in the community to follow.

2. Recommendations for next research

1. The next research should be conducted with more studies on foreign tourists. Since 2021 found the situation of the Covid-19 outbreak, the information obtained is from Thai tourists only, but in fact, tourists in the world heritage city at Phra Nakhon Si Ayutthaya Province have many groups and different preferences. Further research will allow Phra Nakhon Si Ayutthaya Province to meet the needs of various tourists.

2. There should be an appropriate study of tourism marketing communication strategies to each group of tourists in order to create a comprehensive awareness of tourists, adding value and added value to the market more

3. Comparative studies should be done with other World Heritage sites or closely related to Ayutthaya World Heritage sites to prepare a model for adding tourism value to experience the charm of the old city lifestyle in Phra Nakhon Si Ayutthaya Province.

4. There should be more studies on self-drive tourism in order to be in line with the new way of tourism from the epidemic situation of COVID-19 issues of living far away from the epidemic.

3. Policy recommendations

The government sector should promote and support tourism in Phra Nakhon Si Ayutthaya Province as follows:

1. Cooperate with private sector agencies and tourism entrepreneurs for the World Heritage Area in Phra Nakhon Si Ayutthaya Province which is the main destination of tourism. There should be the integration of marketing, transportation, investment, and tourism management.

2. Tourism management by using proactive marketing communication strategies and creating additional valuable tourism activities at the provincial, national, and international levels and uplift Thailand

3. Develop, restore, and renovate heritage, cultural assets, and history in the World Heritage Area and nearby to create new tourism to promote the role of the private sector together with the community in maintaining tourist attractions and way of life to remain the same.

4. Promote the development of tourist attractions for communities and stakeholders to participate in management more in the form of training to be a good host, storytelling skills, and training for young tour guides to instill in all sectors a sense of love, cherish their local resources, and it is also the use of free time to benefit as well.

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