

## **A Research Study on Short Film Production for Promoting Community-Based Tourism in Wang Ben Village, Thong Saen Khan District, Uttaradit Province, Thailand**

Nuthasak Polsri, King Mongkut's University of Technology Thonburi, Thailand

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### **Abstract**

In 2025, community-based tourism (CBT) has gained increasing momentum as part of the national tourism development strategy through participatory processes (Ministry of Tourism and Sports, 2021). CBT serves as a sustainable resource management tool that fosters local pride and cultural preservation. This study aimed to produce and evaluate a short film promoting CBT in Wang Ben Village, Thong Saen Khan District, Uttaradit Province, Thailand. The research adopted the 3P film production model (Pre-production, Production, Post-production) to develop the video, which was then evaluated by three experts and 40 participants. Data were collected using structured questionnaires and analyzed statistically to calculate means and standard deviations. The experts gave the video an overall average score of 3.39, indicating moderate satisfaction. The content was rated at 3.60 and production techniques at 3.70, reflecting high satisfaction. The sample group rated the overall video quality at 3.79, indicating high satisfaction. Content perception and satisfaction with production techniques both scored 3.58. Feedback highlighted that while the film was generally well-received, improvements could still be made. Expert recommendations included enhancing visual composition, color grading, lighting, and subtitle clarity to boost the film's overall effectiveness in promoting CBT.

*Keywords:* short film, community-based tourism film, short film production, tourism promotion

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## Introduction

### Background and Significance

Community-based tourism (CBT) has increasingly emerged as a cornerstone in sustainable tourism development, drawing attention from both governmental and private sectors worldwide. Unlike traditional top-down tourism models, CBT prioritizes grassroots participation, empowering local communities to take ownership of tourism initiatives. This participatory approach encourages residents to manage and benefit directly from their natural, cultural, and economic resources, thereby reinforcing their sense of pride, cultural identity, and stewardship of the environment. One of the fundamental principles of CBT lies in its alignment with the concept of sustainability not merely in terms of environmental conservation, but also encompassing economic equity and socio-cultural resilience. Through CBT, communities can create tourism experiences that reflect authentic ways of life, while simultaneously fostering income distribution and skill development. It supports the idea that tourism should not only entertain visitors but also uplift hosts, leading to more equitable growth in rural and marginalized areas. In line with this paradigm, Thailand's National Tourism Development Strategy 2023–2027 places CBT at the heart of its inclusive tourism policy. The strategy envisions CBT as a mechanism to reduce rural poverty, promote regional economic diversification, and create pathways for inclusive development. By integrating local knowledge, traditions, and governance into the tourism value chain, CBT ensures that community members play a meaningful role in decision-making, management, and benefit-sharing (Ministry of Tourism and Sports, 2021). Wang Ben Village, located in Thong Saen Khan District, Uttaradit Province, exemplifies a potential CBT site with its abundant cultural and ecological assets. The village is home to notable attractions such as Wat Wang Ben a temple that represents the spiritual center of the community; Tad Khun Sri Waterfall a serene natural feature offering eco-tourism opportunities; and immersive cultural experiences that allow visitors to engage with local lifestyle practices such as traditional food preparation, handicrafts, and farming rituals. Despite these rich offerings, Wang Ben faces significant challenges, particularly in terms of visibility and recognition on national and international tourism maps. The lack of effective publicity and modern marketing tools hampers its capacity to attract a steady stream of visitors and capitalize on its tourism potential. In today's digital era, multimedia plays a pivotal role in shaping perceptions and generating interest among potential travelers. Among various media forms, short films have emerged as powerful storytelling instruments. Unlike static media, short films combine visual imagery, narrative, and sound to evoke emotion, relay cultural narratives, and build compelling identities for destinations. They are especially effective in reaching younger, tech-savvy audiences who rely on digital platforms such as YouTube, Facebook, Instagram, and TikTok for travel inspiration and decision-making. (Boontavee, 2019) asserts that digital storytelling, particularly through short videos, enhances destination branding by forging emotional connections with viewers and making cultural experiences more accessible. Additionally, Saayman and Giampiccoli (2016) emphasized the value of video-based media in the promotion of CBT. Their research confirms that audiovisual content not only increases awareness of lesser-known destinations but also galvanizes community involvement and pride. By seeing their stories and identities represented in a respectful and engaging manner, local residents feel a greater sense of ownership and motivation to participate in tourism activities.

This research, therefore, is motivated by the dual objective of promotion and empowerment. It seeks to produce and evaluate a short film that authentically portrays the identity, lifestyle,

and tourism assets of Wang Ben Village. The production process will utilize the 3P model Pre-production, Production, and Post-production ensuring that the content is both technically sound and contextually relevant. The resulting short film aims to serve as a promotional tool for various stakeholders, including local authorities, tourism operators, educators, and content creators, who may wish to promote Wang Ben through modern digital platforms. Moreover, the study aspires to contribute to the academic discourse on media production for community development, offering a case study in how film and storytelling can support local tourism initiatives sustainably and inclusively.

### **Research Objectives**

- To design and produce a short film that reflects the identity, lifestyle, and tourism resources of Wang Ben Village.
- To evaluate expert opinions on the film's content, production techniques, and appropriateness for tourism promotion.

### **Literature Review**

#### **Community-Based Tourism (CBT)**

CBT involves local communities managing their natural and cultural resources, with equitable benefit sharing and sustainability at its core (Kontogeorgopoulos et al., 2014). The Ministry of Tourism and Sports (2021) defines CBT as vital for income distribution, environmental conservation, and cultural preservation.

#### **Use of Video in Tourism Promotion**

Videos are effective in portraying destination stories, emotions, and experiences. Hede and Kellett (2011) found that videos significantly influence tourist perception and travel motivation. Boontavee (2019) emphasized that well-structured, visually appealing short films create a stronger emotional connection with viewers.

#### **The 3P Model (Pre-production, Production, Post-production)**

- Pre-production includes scriptwriting, location planning, and preparation (Rabiger & Hurbis-Cherrier, 2013).
- Production involves actual filming with attention to lighting, audio, and camera work.
- Post-production encompasses editing, voiceovers, music, subtitles, and visual refinement (Owens & Millerson, 2011).

### **Methodology**

This quantitative evaluation research assessed the quality and audience reception of the short film promoting CBT in Wang Ben Village. The 3P model guided the production process:

- Pre-production: Field data collection and script development
- Production: On-site filming using authentic visuals and sound
- Post-production: Editing, sound design, subtitling, and final output

**Sample Groups:**

- Experts (3): Specialists in short film, development communication, and tourism
- Participants (40): Media students selected through purposive sampling

**Tools:**

- Structured questionnaires (Likert Scale 1–5) to assess content, production, and tourism suitability
- Reliability verified via Cronbach’s Alpha (Content: 0.89, Production: 0.86)

**Results****Table 1***Evaluation Overview*

Group	Evaluation Area	Average Score	Quality Level
Experts (3)	Overall	3.39	Moderate
	Content	3.60	High
	Production Techniques	3.70	High
Media Students (40)	Overall	3.79	High
	Content Perception	3.58	High
	Technical Satisfaction	3.58	High

**Rating Scale:**

4.50–5.00 = Excellent

3.50–4.49 = Good

2.50–3.49 = Moderate

1.50–2.49 = Fair

1.00–1.49 = Needs Improvement

**Discussion**

The film received ratings between moderate and high. Experts highlighted strengths in production techniques, though overall quality showed room for enhancement. Students expressed high satisfaction across all dimensions, supporting the film’s appeal to younger audiences.

Expert recommendations emphasized improvements in visuals, lighting, color, and subtitle clarity, consistent with Zettl’s (2014) findings that aesthetic elements affect viewer perception and message retention.

**Conclusion & Recommendations**

The short film produced as part of this study demonstrates considerable potential as an effective promotional tool for community-based tourism (CBT), particularly in capturing the attention and interest of younger audiences who are highly active on digital platforms. Through its visual storytelling approach, the film successfully highlights the cultural richness, natural beauty, and unique lifestyle of Wang Ben Village, thereby reinforcing the core values of CBT authenticity, sustainability, and local participation.

However, while the film excels in conveying a compelling narrative, there are areas that warrant improvement to elevate its overall quality and professional appeal. Notably, the audio component specifically the clarity and consistency of voice narration emerged as a key element requiring enhancement. Audio plays a critical role in guiding viewers through the story, establishing emotional tone, and maintaining audience engagement. Subpar voice recording quality, such as background noise, uneven volume levels, or lack of clarity, can detract from the viewer's experience and undermine the credibility of the production. To address this, it is recommended that future projects prioritize the use of high-quality microphones and adopt advanced sound engineering techniques during both the production and post-production phases. Implementing noise reduction, dynamic range compression, and equalization during audio editing can significantly improve the listening experience. Additionally, employing professional voice-over talent or conducting guided narration sessions with proper direction may further enhance the delivery and emotional impact of the message. Overall, while the short film fulfills its core objective of showcasing Wang Ben Village as a promising CBT destination, investing in improved audio quality would not only increase its aesthetic value but also its effectiveness in reaching broader audiences and sustaining their attention. These refinements will contribute to producing media content that is both technically proficient and emotionally resonant, thus maximizing its promotional and educational potential in future applications.

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**Contact email:** nuthasal88@gmail.com