

The Application Value of Tourism-Related Short Videos in Thailand's Tourism Industry

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Abstract: In the digital era, short videos have emerged as a novel medium that plays a pivotal role in shaping and disseminating the image of tourist destinations. This study focuses on Thailand, investigating how short videos mold and promote its tourism image, and analyzing the strategies employed in their creation and dissemination. Through a comprehensive literature review and empirical research, this study elucidates the diversity of tourism images presented in Thai tourism-related short videos, examines their media expressions, and delves into the discourse strategies used in their creation and dissemination. The findings indicate that short videos significantly influence the capture of Thailand's diverse attractions, enhancing its tourism appeal and fostering cultural exchanges. Nevertheless, this promotional method is not without its limitations and challenges, which this study critically analyzes to provide insights and recommendations for future tourism promotion activities. Research on the dissemination strategies of tourism-related short videos reveals that their spread transcends geographical and temporal boundaries, altering the traditional tourism experience that was once only accessible through physical presence.

Keywords: Tourism-related short videos, Thai tourism; Tourism image, Construction and dissemination.

1. Research Background

Tourism stands as one of Thailand's pillar industries, serving as a primary driver of its economic development. Thailand is renowned for its breathtaking natural landscapes, ancient monuments, and globally recognized tourist attractions, attracting a substantial number of domestic and international visitors, particularly from China, whose numbers surpass those of other nations. Consequently, the shaping and dissemination of Thailand's tourism image are crucial for enhancing the attractiveness and competitiveness of its tourism industry.

The rapid advancement of internet technology and the proliferation of smartphones have popularized short videos as a prevalent media form, characterized by their extensive reach and appeal. In the realm of tourism, short videos offer a vivid display of the beauty, uniqueness, and culture of tourist destinations, thereby significantly stimulating tourists' travel desires and consumption intentions. On short video platforms, the dissemination of tourism content is primarily driven by official accounts of cultural and tourism departments, promotional accounts of tourist attractions, informative accounts of travel guides, and personal accounts of tourist Vlogs. These accounts craft a fresh tourism image through short videos, enriching the tourism experience and fulfilling the audience's entertainment, leisure, and travel needs.

Thailand enjoys unique advantages on short video platforms like TikTok. The country's rich cultural diversity, tourism resources, and entertainment industry provide creators with ample material and inspiration. Moreover, Thailand boasts a substantial user base on short video platforms, particularly among young individuals and mobile device users, which constitutes a broad market and audience foundation for disseminating Thailand's tourism image.

Traditional tourism forms can no longer satisfy tourists' demands. Addressing how to invigorate the tourism economy through new media and adapt to changes in the dissemination environment is an imperative issue faced by the tourism

industry. From media convergence to mobile internet represented by short videos, and further to the integration of culture and tourism, each shift in the dissemination environment injects fresh vitality and development momentum into the tourism industry. Therefore, studying the shaping and dissemination of Thailand's tourism image through short videos aids in accurately grasping industry trends and media communication directions, thereby enhancing the effectiveness of tourism-related short video dissemination.

Given the significance of Thailand's tourism industry and the widespread influence of short videos, researching the shaping and dissemination of Thailand's tourism image through tourism-related short videos holds considerable practical and theoretical value. This approach not only offers theoretical support and practical guidance for the innovative development of Thailand's tourism industry but also serves as a reference and inspiration for the dissemination of tourism images in other countries and regions.

In summary, the research background section should comprehensively elucidate the importance of the tourism industry, the rise and impact of short videos, Thailand's advantages on short video platforms, changes in the tourism image dissemination environment, and the necessity and significance of the research, thereby laying a solid foundation for subsequent research and analysis.

2. Related Literature Review

As a burgeoning force in the social media realm, short videos have transcended the boundaries of traditional media, offering an immersive experience that allows users to engage with real-world scenarios, thereby fostering a strong sense of presence. These videos, characterized by their concise duration, diverse content, personalized recommendation mechanisms, and immersive viewing experiences, are deeply cherished by the vast mobile internet user base. As an effective visual communication method, they enable viewers

to obtain an experience akin to being on-site when watching short videos of tourist destinations, a phenomenon aptly termed "virtual tourism." Consequently, tourism short videos have emerged as a vital marketing tool for attracting potential tourists. Their significant influence stems from the fact that they not only provide rich and practical tourism information but also effectively stimulate users' interest in tourism at the informational level. Similar to tourism Vlogs, most tourism short videos consist of User Generated Content (UGC), comprehensively showcasing the diverse facets of destinations. To cater to the consumption habits of users in the era of information fragmentation, tourism short videos must emphasize the informativeness of their content, striving to capture users' attention swiftly. Presently, academic research on short videos and tourism primarily focuses on two aspects: destination image shaping and user behavior influence.

2.1. Destination Image

The rise of short video tourism has not only altered the tourism decision-making process of individuals but also profoundly impacted the perception and evaluation of tourist destinations. Liang Guangliang (2020) posits that through short videos, potential tourists can swiftly grasp the allure of destinations, thereby forming tourism intentions and making consumption decisions in a brief period. This novel mode of information dissemination enhances the visibility of destinations and poses challenges to traditional tourism marketing strategies and the formation of tourism experiences.

Liu Jie (2023) argues that over the long term, the evolution of short video tourism will propel tourist destinations to continually refine and innovate their marketing strategies to align with the evolving digital media landscape. Furthermore, as a tool for documenting and sharing tourism experiences, short videos facilitate the amplification of destination images and reputations through social media dissemination, thereby positively influencing the destinations' sustained attractiveness and tourists' repeat visits.

Yan Meimei (2024) discusses how the information overload and excessive choices presented by short videos might confuse tourists when selecting destinations, potentially leading to choice paralysis. Additionally, the quality and authenticity issues inherent in short videos may negatively impact tourists' experiences and the reputation of destinations. Therefore, Li Zhou Ming (2023) contends that within the context of big data support for short videos, devising effective market analysis and user behavior prediction strategies represents a significant challenge for tourist destinations.

In summary, Yao Yuxuan & Cao Fangping (2024) assert that as a product of the digital media era, the long-term impact of short video tourism on tourist destinations is multifaceted, encompassing aspects such as tourism marketing, tourism experience, destination image construction, and tourism market analysis.

2.2. User Behavior

Lei Kewei(2015) regard short video tourism as an innovative tourism promotion method that offers a novel tourism experience through captivating perspectives and time-limited content. It not only alters individuals' pre-travel information gathering and decision-making processes but also provides real-time information and sharing platforms during travel, in addition to playing a pivotal role in the stage of travelogue sharing post-travel.

Sun Ninghua (2024) and Liu Yuan (2023) point out that the application of big data technology introduces new perspectives and tools for content production, user behavior analysis, tourism product design, and marketing within the realm of short video tourism. Through in-depth analysis of massive User Generated Content (UGC) and Professional Generated Content (PGC) short video datasets, it becomes possible to uncover users' tourism preferences, behavioral patterns, and shifts in preferences, thereby providing tourism enterprises and local governments with precise market insights and decision-making support.

Lu Yuan (2024) and Li Jiong (2018) contend that the development of short video tourism also encounters challenges. Addressing how to effectively integrate and analyze vast amounts of multi-source data, as well as safeguarding user privacy and data security, represents urgent issues that demand resolution. Moreover, the quality and authenticity of short video content, coupled with enhancing the originality and depth of content, constitute important directions for future development.

In summary, as data analysis techniques continue to advance and research on the tourism market deepens, the long-term impact of short video tourism will increasingly manifest, offering new ideas and directions for the sustainable development of the tourism industry. The application of big data provides novel perspectives and methodologies for analyzing short video tourism and tourism planning, yet it is crucial to remain cognizant of its associated challenges and limitations. Future research can further harness the potential of big data to foster the sustainable development of the tourism industry.

3. Classification of Tourism Images in Thai Tourism-Related Short Videos

Thai tourism-related short videos can be categorized into three primary types, each offering a unique perspective on the country's tourism offerings:

3.1. Natural Landscapes

Thailand boasts breathtaking natural scenery, encompassing pristine beaches, majestic mountains, lush forests, and serene rivers. Short videos showcasing these natural wonders captivate a vast audience. For instance, videos highlighting the idyllic beaches of Phuket and the stunning sunsets of Koh Samui have become iconic representations of Thai tourism. These videos evoke awe and longing in viewers, increasing their likelihood of considering Thailand as a travel destination. Furthermore, by featuring Thailand's biodiversity and ecological tourism activities such as diving and jungle trekking, these videos enhance Thailand's appeal as an ecological tourism destination. The significance of short videos in urban tourism marketing within the new media environment is equally applicable to the promotion of Thailand's natural landscapes.

3.2. Cultural Heritage

Thailand's rich cultural heritage is reflected in its ancient temples, lively festivals, and traditional arts. Short videos introducing Thai temples (such as Bangkok's majestic Wat Arun) as well as traditional dances and music effectively convey the country's profound cultural charm. These videos serve as windows into Thailand's past, present, and future, enabling audiences to appreciate the intricate tapestry of its

cultural traditions. For example, videos showcasing the Songkran Festival, which celebrates Thailand's New Year, offer a glimpse into the country's customs and traditions. Additionally, by highlighting Thailand's handicrafts, cuisine, and festival celebrations like the Loy Krathong Festival, these videos further enrich Thailand's cultural image. Innovative pathways for disseminating local cultural symbols in short videos of tourist destinations provide a fresh perspective for the dissemination of Thailand's cultural heritage.

3.3. Modern Urban Lifestyle

Beyond natural and cultural attractions, Thailand's modern urban lifestyle constitutes a crucial component of its tourism image. Short videos capturing bustling night markets, enticing street food, and the vibrant lifestyles of Bangkok and other cities vividly showcase Thailand's bustling urban culture. These videos attract a younger, more international audience, demonstrating the country's modernity and vitality. Moreover, by featuring Thailand's modern architecture, shopping centers, and entertainment activities such as rooftop bars and music festivals, these videos further reinforce Thailand's image as a modern urban tourism destination. Thai advertising is often renowned for its absurd humor or dramatic storytelling, and this creativity can be integrated into short video marketing to bolster the attractiveness of the tourism image.

4. Media Representation of Thailand's Tourism Image in Short Videos

The media representation of Thailand's tourism image in short videos is a multifaceted phenomenon that encompasses various dimensions such as visual arts, cultural communication, and audience psychology:

4.1. Visual Expression

Short videos convey the aesthetic allure of Thai tourist destinations through the power of visual expression. This visual expression extends beyond mere image capture to include the use of color, composition design, contrast of light and shadow, and the creation of dynamic effects. By skillfully integrating music, lighting, and editing techniques, these videos create a visually captivating experience. Carefully selected visual elements ensure that each video offers a stunning portrayal of the country's tourism products. For instance, videos may employ slow-motion technology to highlight the beauty of waterfalls or utilize drones to capture the vastness of rice fields. Furthermore, video producers leverage special effects and post-production techniques such as color correction and visual enhancement to amplify the visual impact and make Thailand's natural scenery and cultural characteristics more vivid and distinctive.

4.2. Penetration Dissemination

Short videos employ a penetration dissemination strategy, seamlessly integrating Thailand's tourism image into the audience's daily life. This strategy combines tourism content with the audience's daily interests and activities, facilitating the inadvertent acceptance and dissemination of tourism information. By incorporating popular elements and trends, these videos make Thai tourism more relatable and engaging for the audience. This approach ensures that the tourism image resonates with the audience, fostering a sense of connection and familiarity with the destination. For example,

videos may feature a popular Thai song or include a trending dance challenge to attract viewers. Additionally, by aligning with popular topics and hashtags on social media platforms, short videos can rapidly spread, increasing the visibility and influence of Thailand's tourism image.

4.3. Authenticity Construction

The authenticity of Thailand's tourism image in short videos is paramount to its appeal. Authenticity encompasses not only the true representation of scenes and experiences but also the genuine conveyance of culture and emotional expression. By depicting authentic scenes and experiences, these videos strive to create an immersive depiction of Thailand. However, a fine line exists between authenticity and staged content. Some videos may be overly produced, prioritizing aesthetics over authenticity, which could lead to a loss of credibility. Ensuring that videos maintain authenticity while showcasing the best aspects of Thailand is crucial for building trust and credibility among the audience. To achieve this, video producers must delve into the essence of Thai culture and showcase Thailand's charm through real stories and characters, avoiding excessive commercialization and superficial presentation.

5. Discourse Strategies for Building and Disseminating Thailand's Tourism Image

To effectively construct and disseminate Thailand's tourism image through short videos, the following discourse strategies can be implemented:

5.1. Integrating Externally Shaped and Self-Shaped

By combining the perspectives of tourists and locals, short videos can provide a comprehensive portrayal of Thailand. This integration not only showcases Thailand's external allure but also explores its intrinsic value. The Thai government and tourism industry should actively engage in the creation and dissemination of tourism-related short videos to ensure an accurate and favorable depiction of the country. Collaborating with local internet celebrities and content creators can also help verify videos and provide a more authentic perspective. This collaboration not only enhances the credibility of the videos but also leverages the influence of internet celebrities to expand the reach of the videos.

5.2. Adopting a Decentralized Perspective

A decentralized perspective focusing on the daily life and cultural traditions of the Thai people can offer a more captivating national portrayal. By showcasing the diverse aspects of Thai culture and society, short videos can attract a broader audience and promote cultural exchanges. This approach emphasizes the uniqueness and diversity of Thai culture, fostering a deeper appreciation and understanding among the audience. For instance, videos featuring local markets, street vendors, and community activities provide a more authentic glimpse into Thai life. Moreover, this decentralized perspective reveals the complexity and richness of Thai society, offering the audience a more comprehensive and in-depth understanding.

5.3. Integrating Emotional Elements

Emotional elements such as nostalgia, adventure, and

relaxation can be subtly integrated into short videos to create scenes that resonate with the audience. By stimulating emotional responses, these videos can enhance audience engagement and cultivate loyalty to Thai tourism. Storytelling techniques, such as personal narratives or character-driven plots, can be employed to evoke emotions and leave a lasting impression on the audience. For example, by narrating a traveler's experience in Thailand, the audience can feel Thailand's hospitality and unique culture, thereby sparking their interest in Thai tourism. The integration of emotional elements not only increases the attractiveness of the videos but also fosters emotional connections between the audience and the video content, enhancing the appeal of the tourism destination.

6. Conclusion and Future Research Directions

Although tourism-related short videos have proven to be an effective medium for promoting Thailand's tourism image, they are not without limitations and challenges. A primary issue is the potential misrepresentation or exaggeration of tourist attractions. Videos may only showcase the most picturesque parts of Thailand, leading to unrealistic expectations among the audience. Furthermore, excessive reliance on visual aesthetics may obscure the cultural and historical significance of certain attractions. To address these issues, video producers should strive to provide a more comprehensive and authentic Thai tourism experience, including showcasing Thailand's daily life, work scenes, and community activities, as well as emphasizing the country's cultural and historical values. Additionally, appropriate guidance and regulation of video content are necessary to avoid misleading the audience.

Moreover, the rapid growth of short videos has resulted in market saturation, making it challenging for individual videos to stand out. Continuous exposure to tourism-related content may also lead to audience fatigue, reducing the overall effectiveness of this promotional method. To tackle these challenges, the Thai tourism industry should develop innovative and strategic methods to maintain the freshness and attractiveness of video content. For example, creating interactive videos, virtual reality experiences, and augmented reality applications can offer audiences a more diverse and immersive tourism experience.

Tourism-related short videos have emerged as an essential medium for constructing and disseminating Thailand's tourism image. By showcasing the country's diverse attractions through visually stunning, authentic, and emotionally resonant videos, these videos have significantly enhanced Thailand's tourism attractiveness and promoted

cultural exchanges. However, it is imperative to acknowledge the limitations and challenges inherent in this promotional form. Future research should focus on developing strategies to maintain authenticity in tourism-related short videos while attracting the audience's attention. Investigating the impact of User Generated Content and the role of social media influencers in shaping tourism images will also be valuable. Furthermore, exploring the long-term impact of short video promotion on tourism trends and tourist behavior can provide insights into the sustainability of this marketing method. By continuously refining discourse strategies and addressing the challenges of short video promotion, the Thai government and tourism industry can ensure that Thailand remains a desirable travel destination for travelers worldwide.

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