A Model of Digital Public Relations Media at Green Home stay for Tourism to the Next Normal

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Abstract

Digital public relations media is a tool for bringing information from agencies to the public. In the era of the advancement in communication technology, many agencies have used digital media as an important tool for public relations and to show their potential. This research aims to study a model of digital public relations media at green homestays for tourism to the next normal as follows: 1) to study the context of the tourism community at Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province; 2) to develop a model of digital public relations media at green homestays for tourism to the next normal at Barn Piyamit 1 Tanoh Maero Subdistrict, Betong District, Yala Province, and 3) to propose a model of digital public relations media at green homestays for tourism to the next normal at Barn Piyamit 1 Tanoh Maero Subdistrict, Betong District, Yala Province. It is qualitative research that uses technology concepts to define digital media and public relations in persuasion as a research conceptual framework. The key informants were tour group leaders,homestay owners, entrepreneurs, and tourists for a total of 20 people with purposive sampling. The research tools were a quasi-structured in-depth interview form, group discussion, and observation form. The data were analyzed by descriptive analysis. The results revealed that Barn Piyamit 1 has an important tourist attraction that is the Piyamit tunnel. It is a historic tunnel built as the accommodation of both political ideologists with different governance concepts during the government of General Prem Tinsulanon. The geography of the area is rich in gestures and herbs. In the village, there are outstanding identities in lifestyle, cultural traditions, and food products that can add value to the income of members of the community concretely. A model of digital public relations media at green homestays of Barn Piyamit 1 for tourism to the next normal is focusing on pages and web pages. Benefits and findings from the research found that Live broadcasts via Facebook page and Up-to-date reviews of attractions can create interest while tourists find out to travel before visiting. In the future, digital media will be able to be used as a form of realistic media.

Keywords: Model, Digital PR Media, Homestay, Barn Piyamit

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Introduction

Thailand is a country that is rich in natural resources and has agood environment for tourism. Since each region of the country has a variety of natural attractions such as forests, mountains, and the sea, therefore, strategies to attract tourists by changing from tourism that focuses on increasing the number of tourists is quality tourism, such as green tours, which are environmentally friendly tourism, use natural resources cost-effectively, and conserve natural resources and environmental sustainability (Department of Community Development, 2017). The government has set plans and policies to promote tourism by defining a 20-year national strategy from 2017 to 2036 with a vision to lead Thailand towards stability, prosperity, and sustainability under the Sufficiency Economy Philosophy. The Ministry of Tourism and sports have set the conceptual framework and success factors for 20-year tourism development following the principles and visions under the strategic framework to lead Thailand to be world quality tourist attraction that shows based on Thainess. It is the answer to the question of laying the foundation and resolving obstacles to tourism development to grow in the future. According to the strategy, travel emphasizes quality development, cultivates the consciousness of being a good host to the people, and promotes the participation of the people and the community. Strategy 4: Balancing Thai tourism through niche marketing, promotion of the Thai way of life, building the confidence of tourists, aiming to promote the image of the tourist attraction, and the integration of tourism management by community management. Sustainable tourism must start with tourism communication factors andshift into concrete practice (Chatchawee Kongdee, Patchanee Cheyjanya, and Thatree Taifapul,2020.In addition, the Ministry of Tourism and Sports has to support the community to stay in the form of homestay accommodation to encourage the community to earn extra income from tourism,

emphasizing the community's participation in management, preserving the traditional way of life, natural resources, and sustainability of the community, and showing potential in tourism (Ministry of Tourism and Sports, 2020). Homestay tourism is an eco-tourism that is born from the concept of sustainable development and the concept of natural resource conservation together into a tourism activity that emphasizes nature to satisfy the people. It is responsible for tourists conserving nature, learning, demonstrating, and participating in the community, so it can meet the needs of tourists appropriately. It is tourism that emphasizes quality rather than quantity, emphasizing cultural values, community lifestyle, unique charm, and community ecology withthesimplicityofdailylifeandtraditionaloccupationsboundtothenaturearoundthem, until the people from different cultures want to come in and experience lifestyle, living and participating in tourism activities. Homestay or community cultural accommodation is provided because of the differences between communities. Moreover, it is not just housing, there must be other factors involved, namely human resources, unique community identity, way of life, culture and traditions are outstanding. The government is paying attention to rural tourism to diversify the tourism industry and increase the income of local communities (Kamphiphan Chakrabut and Narisara Kham Singh, 2018).

From the vision of Thai tourism mentioned above, it is unclear how the innovation will be used in appropriate tourism development at the community level including the Covid-19 epidemic situation, affecting tourism operations since the end of 2019. It results in reduced economic and tourism expansion along with the National Innovation Agency that proposes the concept of developing new tourist attractions or applying innovations to develop and improve existing tourist attractions in 3 types as follows: 1) Product and service innovation are used to develop products, both products, and

services, make buyers or service recipients very satisfied; 2) Innovation in processes and creative organization management: improvement of management development in the organization to be effective, reduce costs, and increase productivity to create quality products or services; 3) Innovations in communication and marketing are used for communication and marketing between providers and service recipients, such as using social media to reach and refer to the development and use of public relations through online networks (Thanupong Srikalasin and Chatmuang Pao-Manacharoen, 2021). Public relations innovation since the 1990s has been a period of change in ways of thinking and practices, especially the rapid transformation of the concrete media that causes the evolution of public relations is the advancement of communication technologies such as computers and websites, online social networks, and online social media. The use of internet media has increased in popularity in the 21st century and the era of a world without borders is equal to the media. Large corporations, both public and private, begin to pay attention to public relations through more modern communication channels in the form of the Internet network by using it as a supplementary medium for public relations with the international target group as well as for image building and public relations (Ponchai Chanwisetluck, 2018 and Suchada Seangduangde, 2009).

For those reasons, the researcher would like to study the information used in public relations by experimenting with the content management system as a tool to help manage content control. It is expected that the media of digital public relations will be able to meet the needs including the necessities of being a model that benefits tourists, entrepreneurs, and users of information both in terms of receiving information about public relations and benefits in coordinating, the satisfaction and good attitude of users towards the organization and related organizations. It can also be used as basic information for preparing for green tourism development of tourist attractions standards. Moreover, it can format and publicize the tourism that creates a good attitude in traveling in the community continuously as well as developing personnel and the community has managed tourism and participate fully in the development of relevant tourist attractions in all areas at all levels, so they have potential, balanced, and sustainable which will lead to the promotion of tourism in the community. This will satisfy all sectors, benefit the community and satisfy tourists, and play a role in creating a model for digital public relations media at the green homestay for tourism to the next normal.

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Objectives

1. To study the context of the tourism community at Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province.

2. To develop a model of digital public relations media at green homestays for tourism to the next normal at Barn Piyamit 1 Tanoh Maero Subdistrict, Betong District, Yala Province.

3. To propose a model of digital public relations media at green homestays for tourism to the next normal at Barn Piyamit 1 Tanoh Maero Subdistrict, Betong District, Yala Province.

Literature Review

Communication Technology Theory

McLuhan, M. (2010) describes communication technology theory as a theory that views technology as Communication as the primary variable that determines communication and human experience. When communication technology has changed, what impact will occur at the social, institutional, and individual levels (Ponchai Chanwisetluck, 2018). It combined with the concept of McQuail, D. (2010) by presenting the concept of communication technology determines that changes in communication technology affect society and individuals in

terms of time, space, and changes in human lifestyles.

Digital Media Concept

Digital media concept: nowadays, digital media has played an increasingly important role in the world, including daily use, education, and communication. In today's society, digital media has played a role in various dimensions of daily life and the relationship between people in society, especially digital media has influenced trade (Thuntach Viphatpumiprathes, 2019). It can classify five basic elements of digital media, namely 1) text, 2) audio, 3) still images, 4) videos and 5) video images. The Internet to access information is convenient and fast and it is also a direct communication to consumers who are interested in the product.

Public Relations and Persuasion Theory

Public relations is the process of building good relationships and understanding between agencies, organizations, and related target groups to achieve good acceptance, cooperation, and support (Thanupong Srikalasin, and Chatmuang Paomanacharoen, 2021). It focuses on efforts to achieve the goals that the agency has set smoothly (Chitraporn Charoenmin, 2019). A study of the influence of messengers in persuasion is a matter of the reliability of the messenger. The recipient will consider the reliability of the messenger based on three elements: 1) the safety or reliability of the messenger; 2) Qualified, trained, experienced, expert, skilled, competent, and intelligent, and 3) dynamism is firmness, openness, courage, and speed.

Participatory Communication

The participatory communication process began to play an important role in the alternative paradigm era in which the new paradigm increases the proportion of being more local. Some developments have begun to involve the community in the process of developing their community and more manually throughout the process. The nature of communication in this new paradigm is more of a two-way communication style and creates participatory communication for

community members to have an opportunity to express their opinions on the problems of their communities (Phatthawat Jeerapatthanatorn et al., 2021).

The Seven Greens

Tourism Authority of Thailand, (2020), states that the problem of natural resource depletion and impacts related to human activities. These impacts affect all sectors from water resources, forests, land, and air. The World Tourism Organization (UNWTO) estimates that as tourism grows, it would affect the environment of the tourism industry. Therefore, realizing the problem, the project and work plan was prepared for all sectors, including entrepreneurs, tourists, and local communities to join together to promote awareness (Haruthai Asakit, 2019). It also includes practices to reduce environmental problems with the concept of seven Greens, namely 1) Green Heart, 2) Green travel patterns, 3) Green Tourist attractions, 4) Green Activities, 5) Green Community, 6) Green Services, and 7) Social and Environmental Responsibility to produce concrete results.

Ploychompoo Thitiyaporn (2010) studied the "communication of sustainable tourism communities, a case study of Khlong Lat Mayom floating market community." It aimed to focus on the role and effectiveness of community communication and communication of external agencies. The results showed that the communication of the community and the communication of external agencies supported each other, and contributed to the distinct achievements in the development of the Khlong Lat Mayom Floating Market community. The communication among the community, people, and visitors could be categorized into five forms: individuals, leaflets, broadcasting centers, local units, and tourism activities. It also found that community communication plays an important role in creating people's awareness of the conservation of the community's environmental and cultural resources, and to create the identity of community or tourism products. The

problems of communication barriers are the lack of personnel who will be the personnel media to inherit the ideas and operations of the community leaders. In addition, Wittaya Chinnabut (2018) studied "Research and development of creative tourism management using as a sustainable learning and tourism base in Nakhon Pathom province." The results showed that creative tourism management approaches include creating a tourism strategic plan, building mutual understanding, activating, traveling, and learning about various temples, developing tourism personnel, ongoing publicity, making a tourist attraction sign, and supporting a budget from the government. Furthermore, Payom Thammabut, et al. (2020) studied the "tourism potential and sustainable integrated tourism development in Lopburi Province, Thailand". The objectives were 1) to study the potential of tourism in Lopburi Province, and 2) to create guidelines for Sustainable integrated tourism development in Lopburi ProvinceThe instruments of research were 32 Key informants, including the government sector, private sector, public sector, and Thai tourists. The results revealed that the outstanding potential of tourism in Lopburi province is 1) having outstanding natural resources, a city of civilization, a suitable location, and a transportation system linking with domestic tourist attractions, and 2) guidelines for sustainable integrated tourism development of Lopburi province which were the results of SWOT Matrix synthesis. These comprised proactive strategies, turnaround strategies, stabilization strategies, and preparation strategies.

Research Methods

This study on "a model of digital public relations media at green homestays for tourism to the next normal" is qualitative research with methods for collecting data as follows: a review of documents and articles (Suphang Chantavanich, 2018). Key informants were tour group leaders, stakeholders involved in community tourism management from the start of tourism until now, and tourists for a total of 10 peopleusing purposive sampling (Creswell, J.W., 2013). The research instruments consisted of 1) an observational form, 2) an in-depth interview form, and 3) a semi-structured interview form. Data collection followed the qualitative research process. The researcher collected the data through in-depth interviews, during the interview, the researcher asked for permission to take notes, record audio, and take pictures from key informants or related parties. In the field observation, the researcher used observations, combined with community context analysis, and data analysis. Use descriptive data analysis and systematic content analysis based on the content issues studied are included community context, i.e., background in community tourism management, physical condition, community characteristics, identity, community capital, and community leaders. Use analytic induction and content analysis to conclude in terms of context, communication styles, problems, and obstacles to find a suitable digital media model that applies the stepped analysis process of Miles & Huberman (2014).

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Research Summary
Research result No. 1: Community context, situation, and tourism

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Figure 1: Information about in-depth interviews with community travel group leaders in the community context

History of the community

"Piyamit 1 community is a village of the people who developed the Thai nation and used to be the stronghold of the Malaya Communist party. It was built in 1976 with the tunnel as the main base. Inside the tunnel, it can hold almost 200 people. There are 9 entrances and exits, but at present, there are 6 left. Inside the tunnel, there is a radio station of communist bandits, a bedroom, and a room collecting supplies. There are nooks and corners to traverse. The top is a forest covered with many large trees, so it is difficult to find. At present, Malaya communist bandits have returned to develop the Thai nation. Piyamit Tunnel has opened as a tourist attraction for tourists who are interested in learning the history of the past."

(Sitthawichakrit Sae-ling, interview, 28 July 2021)

Characteristics of Piyamit 1 Community

Characteristics of Piyamit 1Community: The houses of the community members are along both sides of the road and the foothills. Most of the members are farmers and they have a career in gardening, including self-sufficiency farming. Most of the area is rubber, and orchards for durian, orange, rambutan, mangosteen, and papaya.

"…Piyamit Village, people are friendly and they live like brothers. There is a strong kinship system to help each other. Most of us will do rubber plantations and orchards together. We trust and give respect to elders. Members are Thai people of Chinese descent. We use Mandarin Chinese to communicate…" (Maliwan Saechen, interview, 25 July 2021)

Cultural and social capital, and capital of natural resources

The location of Barn Piyamit 1 has a geographical cost and it is an important historical source of Betong district, Yala Province, but is currently opened as a tourist attraction to promote income for the community.

"…The group has found that after the rubber tapping and orchard, there is a group of villagers who have free time. They should do other activities to earn extra income from their main occupation, and there is a group of youth who graduated and do not want to

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work outside the area. Therefore, I would like to create a community for added value in tourism.
(AngsumalinSaechen,interview,July25,2021)
Community identity

Barn Piyamit 1 has unique or distinctive features in terms of customs, traditions, and culture that most of them still maintain as the Chinese people. There is outstanding wisdom in bringing herbs were found in the community to make medicine and herbs for therapy that has been inherited in the past. In addition, Barn Piyamit 1 is notable for its dishes, including Betong noodles, Betong steamed chicken, Bajang snacks, turtle snacks, layered snacks, fermented vegetables, watered vegetables, and Puang Chomphu fish (fish plum) are locally available.

"… Most of the village members are Thai people of Chinese descent. Cooking has been inherited from ancestors, and grandchildren, some of them are inherited and apply them to the era …"
(Lee-Er Sae-Wu, interview, 25 July 2021)
Community leader

Piyamit 1 Community: It is a place where the younger people are of Chinese descent. The head of the community is elected, helping each other and everyone is like a relative in the land of Thailand.
"…The headman here is active, agile, and has a democratic administration, and everyone can express their opinions on tourism. In addition, the village headman also acts as a local tour guide…"
(Angsumalin Saechen, interview, 25 July 2021)

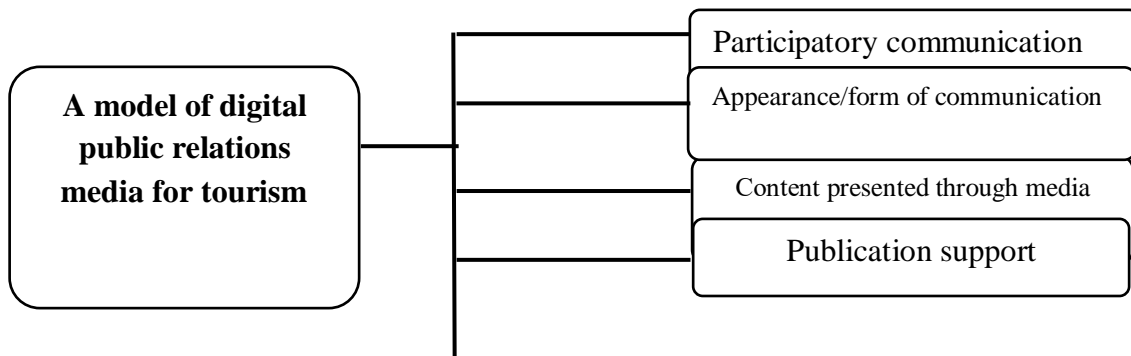The format of communication using public relations media can be summarized as follows:

Figure 2: Digital PR format chart

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Participatory communication (Co-thinking, co-planning, policy-making, Co-operate, allocating and sharing benefits, and joining the follow-up evaluation)
"…In terms of benefits, we will have staff to take care of each section. There will be meetings to divide the duties according to their aptitudes. Most of the time, adolescents will do the job of being ahead and providing good service. Most of the money, which is revenue from tourists, will be used as a central fund to renovate various parts of the community…"
(Angsumalin Saechen, interview, 25 July 2021)

Appearances and forms of communication

Figure 3: Appearances and forms of communication

1) Line
"… The group itself uses various online social media, but they used daily and often to share information via Line..."
(Yuiyan Sae-Ma, interview, 28 July 2011)

2) Facebook
"…If you talk about online social media, it is inevitable of Facebook. Pin it and watch it every day, and I think it is the easiest and most convenient channel because it can convey the whole story with photos and sound well. It is probably the most modern thing these days…"
(Maneethip Sae-huang, interview, 28 July 2021)
"…Facebook is probably the best travel solution because if we want to know any information, we can find all the answers there. We can find information and responses from people who used to travel, they can give feedback about travel information, food, and transportation the best..."
(Sitthawichakrit Sae-ling, interview, 28 July 2021)
3) Weblogs

"…There are two things between web and Face-page, but I like Page more because the information will be more complete than Face-page. However, I am stuck in the fact that the response to information is quite slow and have to keep checking the location and it is too slow to get an answer to each issue…"
(Panicha Soonthornnitham, interview, 28 July 2021)
4) Youtube
"…It is up to some people, but for me, travel information I always look at through the YouTube channel, preferring to look at reviews rather than text data. Besides, there are many keyboard gangsters on Facebook..."
(Kanokwan Sae-lin, interview, 28 July 2021)
5) Instagram
"…Let's see information via IG from people who used to know and people who have similar interests to answer. Each type of media has different advantages and disadvantages, depending on the trend at that time, which style did people like more? But IG is probably the one that interests us the most…"
(Attaphon Chanmee, interview, 28 July 2021)

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Content presented through the media (In-depth interviews with tourists)

Figure 4: Content presented through the media

1. Design issues

"…Design is attractive, unfortunately, I didn't come to study before. There is a lot of information that I have never known, so I have gained a lot of knowledge…"
(Pipek Muang-Luang, interview, 29 July 2021)

2. Content and information on the use of graphics

"…The information content is interesting. However, due to Cro19 disease, the image data is scarce. I have just known that Piyamit Tunnel also has Homestay because every time I go, I stay in Betong city…"
(Rung-arun Kok-Seemok, Interview, 29 July 2021)

3. The communicative written language

"…Good use of language, easy to read and easy to understand. I got a quick response after I had asked for information. However, we only asked once, yes, it is okay to some level…"
(Masuadee Ha, interview, 29 July 2021)

4. The content is correct, complete, and comprehensive.

"…Visited the website during the interview. I just found out that there is a homestay. Next time I will go to rest I want to see what the rooms look like…"
(Athit Moksrisawad, interview, on 29 July 2021)

"…There is a lot of information that we just know as well. If there is a chance to go on a trip. We are in Yala, we never know that there is a homestay at Barn Piyamit. It made me realize that there was more interesting than going to the tunnel and returning to stay in town…"
(Busaroa Langpute, interview, 29 July 2021)

5. Information is widely accepted.

"…The information is new and reliable, maybe because we just went in the middle of last year. When we have gone there, the improvement of the place was going on. I like the waiting corner of the community. The admin should have put a lot on the page because it will be sold more souvenirs and products…"
(Faisall Watae, interview 29 July 2021)

6. News/announcements can be clearly explained.

"…There are still quite a few details about the news, maybe due to the Covid outbreak, so there is not much activity. I think that if there is no Covid, there will be more interesting news and activities. I'm rooting for those behind the scenes…"
(Erafan Yena, interview, July 29, 2021).

7. Image placement

"…The picture is too small. Probably just opened the page soon. Anyway, if it is good, you need to find someone to help you review the place and have activities on the page. I think it should help people know more about homestay…"
(Busaroa Langkao, interview, 29 July 2011)

8. The user can clearly see the characters.

"…No reading problem. It is clear and appropriate…"

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(Masuadee Ha, interview, 29 July 2021)

"…Simple and easy to read. You need to add more images to add interest to the web page…"

(Attaphon Chanmee, interview, 29 July 2021)

9. Keeping information up-to-date

"…Information is interesting but should find new information increases the nearby attractions, interesting activities during the stay, and food that should not be missed…"

(Faisal Watae, interview 29 July 2021)

Discussions

1. **Thecontextofthe Barn Piyamittourismcommunity**

Barn Piyamit 1 is a village in the middle of the valley. The main attraction is the Piyamit Tunnel, a historic tunnel during the fight against the Malaysian government. The natural environment is rich in forests, rivers, streams, and waterfalls. There are medicinal plants that create value for the people in the community, such as Lingzhi mushrooms, Pak Mak Choi vegetables, and watercress vegetables. Some accommodations are also ready to be set up as homestays. At Barn Piyamit 1, the situation before it has been closed for Covid-19, tourists come to study the way of life, livelihood, culture, tradition, and language including tourism and learning community continues throughout the year. Therefore, it can generate substantial income for the community. Members of the Piyamit community have adopted their community identity to their advantage and it can create sustainability by using the available natural resources to be used as tourism activities for survival and sustainability. This is consistent with the research of Streimikiene et al. (2021) who studied and found that rural tourism attaches importance to social and economic sustainability and the sustainability of the environment by using the Piyamit Tunnels as a historical tourist attraction to demonstrate knowledge and the wisdom of ancestors to be regarded as the wisdom of a community that reflects the uniqueness and distinction of

other tourist attractions. Especially, the history of politics and ideology is different from other religions and ethnic groups. Barn Piyamit 1in the past and present have a career in agriculture which is rubber plantation and fruit orchards. Most of them practice Buddhism and Christianity and they have their unique cultural traditions, especially about different ethnicities, religions, and languages within the same community, but all members can live together peacefully in a variety of multicultural societies. It is consistent with Lasika Angkul et al. (2018) studied and it found that the context of the tourism community reflects that the tourism area has important roles and functions in oneself as a capital of the community and society in acting as a tourist destination. In terms of exchanging wisdom and culture, and in building a community's identity and uniqueness, as well as finding consistency with the research of Kanyaphat Pattana-Phokinsakul (2015) that tourists choose to return to travel to the same place because they like the taste of food that is not like other locals, unique atmosphere and culture, and is worth a visit. This will benefit the community and producers of local products. Therefore, it is a guideline for community development in Barn Piyamit 1 to be a sustainable tourist destination. In the future, after the Covid-19 situation improves, there will be more visitors or tourists. It should be ready to serve more members in tourism by expanding ideas for the youth generation. This is consistent with the research of Rachadaporn Boonruang (2021) and the research of Wandee Suttinakorn et al. (2015) who commented that after the Covid-19 situation, tourism development will be better and find developing ways to create a body of knowledge for other members by relying on cooperation between members. In addition, participation in the training to train personnel to have the ability of tourism, so it will allow the potential of members to develop in a better direction. It also includes having a network of both government agencies and the private sector, so they can assist in publicizing the attractions and

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accessibility during their stay. These can increase the number of visitors. It is consistent with a study by Devu Sunil et al. (2020) which found that tourism is an activity that affects the economy. Tourists travel to explore and enjoy the beauty of a place based on five factors: 1) attractions, 2) access, 3) accommodation, 4) activities, and 5) amenities. Before traveling, these factors enable people to travel easily and safely without spending time anywhere in the world and it is more convenient and comfortable. Therefore, guidelines for the development of tourism by the Piyamit 1 community to achieve an acceptable standard of homestay that there must be well equipped with an important development area, namely, the field of folk food and unique local vegetables in Betong. There are simple traditions and cultural activities that attract tourists to travel. On the ability of a tour guide, it has a local tour guide to recommend tourism. The atmosphere of the accommodation, there is nature in living that is truly suitable for relaxation. On safety, it is safe and comfortable to live and have the opportunity to come back to stay again in the future.

2. Digital PR media format to become a model of digital public relations media at green homestays for tourism to the next normal

The results found that tourists have opinions on the design of websites and web pages of homestays at the Piyamit community as follows: Design issues, in terms of content and information, the use of graphics that the communicative written language is interesting. It is a language used in everyday life that is simple and easy to understand. Content issues, the information related to homestays is accurate, complete, and comprehensive. The information presented is widely accepted, but some tourists comment that some information is not yet up to date because of the Covid-19 epidemic that forced all tourist attractions in the Piyamit community and nearby areas to close indefinitely. It has contributed to less participatory communication and uses online communication more for news and announcements, the information can be clearly explained. The image placement is appropriate and provides information from reviewers. This is in line with the work of Pornchai Chan- Wisetlak (2018) that found that citizen journalists or tourists should come to promote tourism. The characters that appear on web pages and websites, users can see characters clearly with standard font size. The tourists gave additional comments that information should be up to date and use the storytelling from the reviewers is a guideline to make the media interesting and well known to the domestic and international groups. It is consistent with the research of Thuntach Viphatpumiprathes (2019) who states that the updating of information is always up-to-date that can be easily observed within the website which according to the composition for Website design has four key elements: 1) Content must convey the purpose of websites with various forms and various details, which these things can arrange the text in order. It must be distinguished and accessibility must be simple and uncomplicated. 2) The presentation of the information should use the layout technique and the cartoon character graphics can be used to help in making elements of the websites more interesting, and 4) in the photography aspect, designers must try to attract as many target groups as possible. It is in line with the research of Nitisak Charoenrup (2017). It found that the use of descriptive text easy to understand will make tourists the most satisfied and the research by Waralak Maprasom, et al., (2021) found that digital media for public relations can attract visitors or tourists that should have a good, interesting presentation of text, photos, and animations by having tourists come to be the reviewers of the tourist attractions with attractive photos in simple language.

Recommendations

1. The research results show that tourist groups need travel information content that is easy to understand and easy to access. The use of digital media for public relations in the form of visual presentations and virtual images is what consumers want. Therefore, webmasters and web page admins should take the suggestions obtained in making interesting and attractive presentations to tourists.

2. Relevant agencies are: local government organizations and tourism offices should join the community in making plans to disseminate tourism activities, wisdom, and community products to publicize both Thai and foreign tourists who are informed through digital public relations media in the English format to present information of the community to the outside society internationally.

3. Create a new body of knowledge and apply it in tourism management as a form of alternative tourism or also known as tourism to the next normal that will lead to the development of creative tourism potential to build sustainability in the area of Betong District, Yala Province. Therefore, the researcher recommends as follows: guidelines for creative tourism activities should be planned to promote tourism activities, a one-day trip program for tourists who come as families with children, the elderly, and for tourists who is a Muslim which can be used to experiment with tourism models and can be further developed and improved to be a more complete tour program. It focuses on creative tourism models, ecotourism management, and community-based tourism management.

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