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RESEARCH ARTICLE

The Development of a Storytelling Model to Promote Future Behavioral Intentions in Tourism: A Case Study of Bang Luang R.E.122 Community, Nakhon Pathom, Thailand

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ARTICLE INFO	ABSTRACT
	This study investigated the development of storytelling components and their influence on future behavioral intention in wellness and gastronomic tourism, focusing on Bang Luang R.E. 122 Community in Nakhon Pathom, Thailand. The research aimed to analyze storytelling development components and construct a structural equation model examining their impact on tourists' future behavioral intentions. The study employed quantitative methodology, collecting data from 400 elderly Thai tourists through questionnaires using accidental non-probability sampling. The data analysis utilized Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) through the AMOS program. The confirmatory factor analysis revealed three key components of the storytelling development model. Story Building emerged as the first component, with the selection of relevant and engaging presentation content as its most significant indicator. The second component, Storytelling, highlighted tourists' perception and understanding of individual character characteristics as its primary indicator. Future Behavioral Intention, the third component, identified the community's image as a tourist destination for elderly visitors as its most crucial indicator. The structural equation model demonstrated excellent fit indices (Chi-Square = 166.036; df = 148; Relative x^2 = 1.122; p-value = 0.148; GFI = 0.969; NFI = 0.968; TLI = 0.992; CFI = 0.996; RMSEA = 0.017; RMR = 0.014). The analysis revealed that Story Building and Storytelling collectively explained 76.7% of the variance in future behavioral intention (R^2). Notably, Story Building exhibited an indirect positive influence (0.827) on Future Behavioral Intention through Storytelling. The findings establish that community storytelling significantly impacts tourists' intention to revisit ($p < 0.001$), highlighting the importance of narrative development in sustainable tourism strategies for elderly travelers.

INTRODUCTION

Tourism storytelling has emerged as a fundamental tool in destination marketing, serving as a powerful mechanism for creating memorable experiences and fostering meaningful connections between destinations and visitors. Research demonstrates that storytelling has traditionally served as a vehicle for transmitting wisdom, knowledge, and cultural heritage across generations (Sole & Wilson, 2002; Reamy, 2002), and its application in modern tourism contexts has become increasingly significant (Wiyonoputri, 2022).

In the contemporary tourism sector, storytelling functions as a process of creating shared value through organized narrative structures related to destinations (Howison et al., 2017). This process has proven particularly effective in meeting tourists' demands for unique experiences, as it facilitates both symbolic and empirical engagement through various channels, including social media, travel logs, and guided narratives (Shen & Wall, 2021). Recent studies have established that these storytelling elements significantly influence tourists' destination impressions (Woodside, 2012) and their overall experience quality (Campos et al., 2023). The relationship between storytelling and destination development has garnered considerable attention in tourism research. Studies indicate that storytelling serves as a strategic marketing tool that enhances destination value, particularly in community-based tourism contexts. It effectively leverages community uniqueness to shape destination image and create emotional connections with tourists (Jo & Kim, 2022), ultimately influencing visit intentions and encouraging return visits (Choi, 2016).

Bang Luang R.E. 122 Community in Nakhon Pathom Province, Thailand, presents an ideal case study for examining storytelling's role in tourism development. This community maintains its rich Thai-Chinese cultural heritage through various elements, including preserved wooden architecture, the Chao Mae Tubtim Shrine, traditional Chinese musical performances, and distinctive local cuisine. These attributes position the community as a promising wellness and gastronomic tourism destination, particularly for elderly tourists (Changchai, 2018; Chamkeut, 2023). Despite the recognized importance of storytelling in tourism, there remains a significant research gap regarding comprehensive models for storytelling development, component analysis of story building and storytelling elements, and their impact on future behavioral intentions. This study addresses these gaps while contributing to the broader understanding of storytelling's role in sustainable tourism development.

So, the findings will help distinguish the community from other destinations, enhance the value of community products, foster community involvement in co-creating stories, and improve quality of life while preserving cultural heritage. The study examines key variables including story building, storytelling, and future behavioral intention, providing valuable insights for tourism development and marketing strategies.

Research Objectives

This study aims to:

1. analyze the components of storytelling development and story building to promote future behavioral intention for wellness and gastronomic tourism: a case study of Bang Luang R.E. 122 Community, Nakhon Pathom Province.
2. develop a structural equation model for storytelling development to promote future behavioral intention for wellness and gastronomic tourism: a case study of Bang Luang R.E. 122 Community, Nakhon Pathom Province.

Research Hypotheses

Based on the literature review and research objectives, this study proposes the following hypotheses

1. Story building affects tourists' future behavioral intention to revisit by being mediated through community storytelling.
2. Storytelling influences tourists' future behavioral intention to revisit.
3. Story building directly impacts tourists' future behavioral intention to revisit.

This research framework integrates story building, storytelling elements, and behavioral intentions to develop a comprehensive model for enhancing tourism experiences and promoting sustainable community-based tourism development. The framework includes both latent and observable variables, as outlined below.
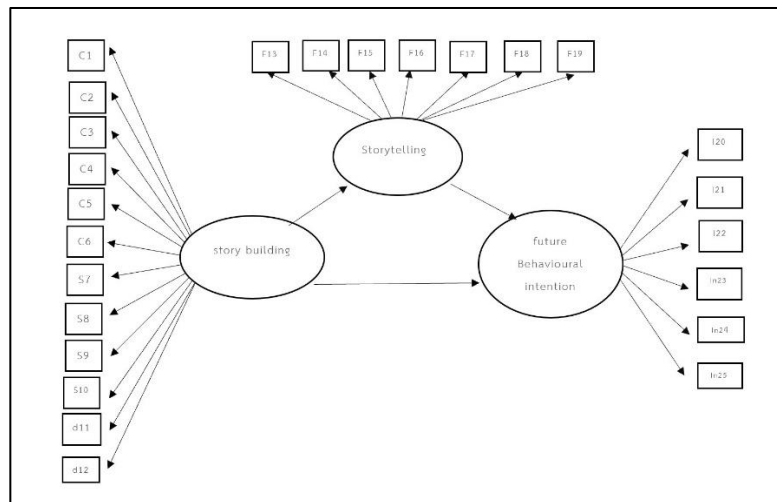
Figure 1: Research Conceptual Framework

1) Latent Variable: Story Building: Observable variables are community historical narratives (C1), tourist amenities and services descriptions (C2), tourist attractions presentations (C3), tourist accommodation descriptions (C4), Accessibility of tourist destination route information (C5), tourism activity descriptions (C6), information set content (S7), presented information selection (S8), information sequencing (S9), information linkage (S10), storyboard design in community narrative conveyance (D11), script, sequence, visual, audio, and timing design (D12)

2) Latent Variable: Storytelling Observable: Observable variables are Plot (f13), Theme (f14), setting (f15), Character (f16), Dialogue (f17), Point of view (f18), and Special symbol (f19).

3) Latent Variable: Future Behavioral Intention: Observable variables are image destination as wellness and gastronomic tourism (i20), image destination as music activity venue (i21), image destination as senior tourism (i22), Future intention to travel (i23), Word-of-mouth (i24), and Recommendation to others (i25).

LITERATURE REVIEW

Concept of Story Building

Storytelling is a technical tool used to communicate with tourists, aiming to create engagement, connection, and interest in a destination. Effective story building requires generating both intellectual and emotional appeal, conveyed through knowledge sharing or narrative (Kim, 2010; Bae et al., 2021). The storytelling should be structured and highlight the uniqueness, local culture, and indigenous wisdom of the destination (Kim, S.H., Song, M.K., & Shim, C., 2020). It also needs to convey an understanding of the destination and its social and cultural significance, touching on emotions, memories, and the romantic essence of the place (Jo & Kim, 2022). However, the creation of destination stories depends on available resources, history, community context, the authenticity of the narrative, and the physical environment, including interactions and dynamics between hosts and visitors (Mei et al., 2020).

The elements of storytelling include five key factors: 1) Comprehensibility, 2) Interest, 3) Ability to inform, 4) Uniqueness, and 5) Emotional resonance (Yang, 2011; Choi, 2016). These lead to the development of story building, which can be broken down into three phases:

1. Community Context Analysis: This focuses on the distinctive characteristics of the community, including local culture, values, and significant events linked to history, tourism resources, traditions, lifestyles, and memorable tourist activities (Longo, 2008; Schultz et al., 2000; Traini, 2008). The components of data used in storytelling include six key elements: 1) Community historical stories, 2) Tourist facilities, 3) Tourist

attractions, 4) Accommodation, 5) Accessibility, and 6) Community tourism activities (Fombrun & Van Riel, 2003).

2. Structuring the Storytelling: Based on the design principles of Fontana (2013) and Reilly & Ward (1997), this phase includes 1) Data grouping, 2) Selecting relevant and interesting information, 3) Sequencing data, and 4) Linking the information (Eumbannapong, et al.,2020)

3. Creating the Destination Story: This involves the structured description of the destination's core message, which can be communicated to stakeholders to strengthen connections and position the destination for success compared to competitors (Fombrun & Van Riel, 2003). The key elements include 1) Storyboard design, and 2) Script, sequence, visual, sound, and timing design for each scene (Greenberg et al., 2012).

Concept of Storytelling

Storytelling is a compound word formed from "story" + "telling," referring to the art of conveying stories or information through speech, writing, and visuals, such as literature, films, advertisements, and local legends (Pachucki et al., 2022). Effective storytelling helps engage listeners or readers emotionally and allows them to connect with the information being presented. Storytelling can be applied to tourism to share specialized travel experiences related to specific destinations, promote and explain the value of places, encourage tourists and locals to visit, preserve the memory of areas, build trust, confidence, and a sense of belonging, share local cultural norms and wisdom, and reshape the stories and images of tourist attractions (Barone & Fontana, 2005; Denning, 2002, 2005; Denning, 2006; Fontana, 2013). The elements of storytelling consist of seven key components: 1) Plot: A logical sequence of events with a beginning, middle, and end. 2) Theme: The central idea or meaningful message the story conveys. 3) Character: The individuals who play roles in the story, portrayed through their traits, attitudes, and actions. 4) Setting: The environment or context, including social, economic, and cultural aspects. 5) Dialogue: Spoken lines or communication through words and gestures, helping to drive the plot by reflecting characters' thoughts, emotions, and personalities. 6) Point of View: The perspective from which the story is told, which may be from an insider or outsider's viewpoint. 7) Special Symbol: The use of symbols to convey meaning beyond words or images (Denning, 2004; Prasitwongwit, 2010; J.S.R. Goodlad, 1971).

Concept of Future Behavioral Intention to Travel

Future behavioral intention to travel refers to a traveler's decision or willingness to visit a destination or recommend it, along with promoting positive experiences to others (Chen and Tsai, 2007; Lee, 2009; Bigne et al., 2001; Petrick, 2004; Maxham III, 2001; Choi, 2016; Rasoolimanesh et al., 2022). Post-visit behavior is expressed through actions such as revisiting, recommending, and sharing positive feedback, which is known as word-of-mouth communication (Hsieh, 2012). This, in turn, fosters tourist loyalty, one of the most important indicators of success in tourism marketing strategies. Therefore, a traveler's behavioral intention is seen through their likelihood to revisit and recommend, which can be used to predict future behavior (Elgammal and Ghanem, 2016; Soltani et al., 2021). The components of future behavioral intention to travel include 1) Perceived attractiveness of the destination (Hsieh, 2012; Mat Som et al., 2012), 2) Destination image, 3) Intrinsic characteristics of the destination, 4) Intention to visit in the future (Choi, 2016; Elgammal and Ghanem, 2016; Soltani et al., 2021), 5) Sharing of memorable experiences with others, and 6) Recommending the destination to others (Tsai, 2016).

MATERIALS AND METHODS

This study employed a quantitative research approach, focusing on the Bang Luang R.E. 122 community-based tourism site in Nakhon Pathom, Thailand, with the following details:

Population: The population in this study consisted of elderly Thai tourists traveling in Nakhon Pathom Province.

Sample: Since the exact population size is unknown, the criteria set by Schumacker & Lomax (2016) and Boomsma (1982) were used, which suggests that the appropriate sample size for structural equation modeling (SEM) should be no less than 400 people. The minimum acceptable sample size, based on Hoelter's statistics, should exceed 200 (Hoelter, 1983) to ensure that the sample is sufficient and aligned with empirical data. Accidental non-probability sampling was employed.

Research Instrument: A questionnaire was used, with a content validity index (IOC) of 0.88 and Cronbach's alpha reliability coefficient of 0.92.

Data Analysis: Initial statistical analysis included means and standard deviations, with data dispersion not exceeding 0.8, absolute skewness values below 1.0, and absolute kurtosis values below 1.5 (Schumacker & Lomax, 2016). Structural Equation Modeling (SEM) was performed through Confirmatory Factor Analysis (CFA) and Path Analysis using AMOS software. The model's fit with empirical data was evaluated using the following criteria:

1. Construct Validity: This was assessed through CFA to test the structural validity of latent variables, which include three constructs: 1) Story building, 2) Storytelling, and Future Behavioral Intention to Travel. Each construct was measured using designated observable variables. First-order CFA was conducted based on the following guidelines: 1) The Chi-square value or Relative Chi-square (Relative x^2) should be less than 2; 2) Goodness-of-fit indices, including GFI, NFI, TLI, and CFI, should be greater than 0.95; and 3) The approximation error indices, RMSEA and RMR, should be less than 0.05. If these indices did not meet the required criteria, error terms of the observed variables were adjusted and re-evaluated until the indices conformed to the standards (Schumacker and Lomax, 2016; Suksawang, 2014; Hair et al., 2019). The correlation coefficient between latent variables should be less than the composite reliability (CR) and average variance extracted (AVE). The composite reliability (CR) should be greater than 0.70, and the average variance extracted (AVE) should exceed 0.50 (Hair et al., 2019).

2. Goodness of Fit Measure: This assessed the fit between the hypothesized model and the empirical data using Path Analysis. The following criteria were considered: 1) The Goodness of Fit index for the developed path model must meet the required threshold. 2) The size of the path parameter for each path must be significantly different from zero. 3) The direction of the path parameters should align with the proposed framework. Structural model analysis was conducted to evaluate model fit and test the research hypotheses using the following criteria: Relative x^2< 2, RMSEA and RMR < 0.05, and GFI, NFI, TLI, and CFI > 0.95. In addition, direct effects, indirect effects, and total effects were analyzed by calculating path coefficients (ß), which should not be lower than 0.10 and should be statistically significant at the 0.05 level (Schumacker and Lomax, 2016; Suksawang, 2014; Hair et al., 2019).

RESULTS

The components of storytelling development and story building to promote future behavioral intention for wellness and gastronomic tourism: a case study of Bang Luang R.E. 122 Community, Nakhon Pathom,Thailand

Based on the analysis of the variables using basic statistical methods, it was found that the mean and standard deviation showed data dispersion not exceeding 0.8. The absolute skewness values were below 1.00, and the absolute kurtosis values were below 1.50. This indicates that the data distribution for the variables is normal. The results of Bartlett's test for examining the relationships between the studied variables revealed that all variables were significantly correlated at the 0.5 level. When testing the suitability of the variables for confirmatory factor analysis using the Kaiser-Meyer-Olkin (KMO) method, the overall MSA (Measure of Sampling Adequacy) value was found to be 0.910, with individual variable values ranging from 0.852 to 0.949, all of which are greater than the 0.5 threshold (Hair et al., 2019). Therefore, it can be concluded that the studied variables are suitable for confirmatory factor analysis, as shown in the table.

Table 1: Preliminary data on correlation coefficients of observed variables; Story Building (C1- D12), Storytelling (F13 – F19) and Future Behavioral Intention (I20 – I25)

	C1	C2	C3	C4	C5	C6	S7	S8	S9	S10	D11	D12	F13	F14	F15	F16	F17	F18	F19	I20	I21	I22	In23	In24	In25
C1	.907a																								
C2	-.056	.943a																							
C3	-.167	-.024	.937a																						
C4	.140	-.138	-.011	.904a																					
C5	-.148	-.122	.018	-.252	.901a																				
C6	-.185	.021	.106	-.134	-.072	.896a																			
S7	-.074	-.096	-.070	-.170	-.073	-.036	.949a																		
S8	.064	-.240	.045	.009	-.151	-.269	.005	.915a																	
S9	-.040	-.074	-.078	-.029	-.200	-.242	-.108	.119	.914a																
S10	-.013	-.051	-.184	-.037	-.007	-.003	-.190	-.214	-.128	.923a															
D11	.075	-.026	-.053	.070	.097	-.012	-.054	-.158	-.285	-.009	.900a														
D12	-.128	-.063	-.149	-.051	.056	-.064	-.069	.023	.231	-.176	-.266	.916a													
F13	.023	.062	-.009	.034	.041	-.122	-.072	.016	-.112	.125	-.062	-.042	.877a												
F14	-.228	.041	.145	.003	.001	.194	.062	-.152	-.052	.029	.182	.085	-.357	.865a											
F15	-.078	.048	.070	.041	-.112	.067	.112	-.065	.006	-.038	.176	.153	-.221	.009	.898a										
F16	-.167	-.033	-.151	-.033	-.019	.071	.100	-.103	-.005	-.065	.004	.040	-.027	-.080	.046	.945a									
F17	.094	-.131	.004	.044	.049	-.019	-.089	.175	-.064	-.034	-.001	-.094	.054	-.194	-.172	-.028	.921a								
F18	.158	-.046	-.198	-.044	.134	-.163	-.070	-.003	-.089	.189	.034	-.103	.247	-.306	-.138	-.138	-.037	.852a							
F19	.107	-.061	.092	.102	-.022	.062	-.050	-.030	.025	-.105	.070	-.033	-.341	.204	-.111	-.220	-.296	-.279	.859a						
I20	-.213	.116	.059	.059	-.088	.044	-.155	-.125	-.137	.103	.143	-.160	.067	.023	-.018	.033	.117	-.042	-.216	.898a					
I21	-.139	.086	-.025	-.127	.169	.027	.128	-.170	.014	.048	.121	-.070	-.102	-.094	.145	.056	-.056	-.104	-.080	-.038	.937a				
I22	.104	.170	-.066	-.068	-.030	.045	.054	-.159	.082	-.180	-.165	.113	-.062	-.104	-.013	.046	.032	.013	-.053	-.158	-.004	.917a			
In23	-.122	.005	-.219	-.115	.070	.015	.003	.038	-.048	.087	.041	-.014	.044	.002	-.265	-.007	-.069	.178	-.130	.027	-.221	-.309	.918a		
In24	.103	-.064	-.060	.062	-.083	-.043	-.029	.072	.025	-.257	.123	.003	.008	-.043	-.156	-.071	-.097	-.053	.264	-.282	-.178	-.059	.006	.900a	
In25	.052	-.045	-.102	.018	-.206	-.073	.046	.092	.099	.036	-.165	.047	-.082	-.027	.080	.020	-.122	-.072	.033	.027	-.027	-.223	-.122	-.103	.930a

Preliminary Data on Correlation Coefficients of Observed Variables

The confirmatory factor analysis (CFA) was conducted to evaluate the measurement models of three latent variables: Story Building, Storytelling, and Future Behavioral Intention.

The results are presented below:

Results of the Confirmatory Factor Analysis for the Measurement Models of Three Latent Variables. The confirmatory factor analysis was conducted to examine the measurement models of three latent variables: Story Building, Storytelling, and Future Behavioral Intention. The results were as follows:

Table 2: Confirmatory Factor Analysis Results, Discriminant Validity, and Correlation Coefficients among Variables: Story building (C1 - D12), storytelling (F13 – F19), Future behavioral intention (I20 – In25)

Construct					
	Beta	**b**	**S.E.**	**C.R.**	**r^2**
Story building					
1. Clarity and engagement in the interpretation of community historical narratives (C1)	.685***	1.000***			.470
2. Appropriateness and lucidity in the communication of tourist amenities and services (C2)	.629***	.893 ***	.073	12.209	.396
3. Efficacy in articulating unique community tourism attractions (C3)	.729***	1.124***	.083	13.516	.531
4. Diversity and clarity in the presentation of tourist accommodation options (C4)	.572***	.878 ***	.094	9.346	.327
5. Accessibility, clarity, and ease of comprehension in tourism destination wayfinding information (C5)	.628***	.991 ***	.084	11.843	.394
6. Clarity and appeal in the delineation of community-based tourism activities (C6)	.605***	.943 ***	.082	11.555	.366
7. Comprehensive and engaging content curation in information clustering (S7)	.609***	1.035 ***	.079	13.167	.476

Construct					
	Beta	**b**	**S.E.**	**C.R.**	**r²**
8. Relevance and appeal of curated tourism information (S8)	.788***	1.231 ***	.094	13.072	.621
9. Logical progression, appeal, and comprehensibility of information sequencing (S9)	.703***	1.064 ***	.082	13.041	.494
10. Systematic coherence and interrelation of information (S10)	.716***	1.109 ***	.084	13.265	.512
11. Creative efficacy of storyboard design in conveying community narratives (D11)	.633***	.912 ***	.075	12.226	.401
12. Appropriateness and coherence of script, sequence, visual, audio, and timing design (D12)	.682***	1.096 ***	.087	12.628	.465
Storytelling					
13. Perception and understanding of the plot of Bang Luang R.E. 122 community (f13)	.730***	1.000			.533
14. Perception and understanding of the community's theme (f14)	.709***	.983 ***	.077	12.734	.502
15. Perception and understanding of the setting (f15)	.675***	.875 ***	.070	12.468	.455
16. Perception and understanding of individual character traits in community stories (f16)	.813***	1.195 ***	.124	9.631	.661
17. Perception and understanding of the dialogue between characters that reflect community stories (f17)	.766***	1.066***	.086	12.440	.587
18. Perception of the storytelling point of view presented through the perspective of tourists who have experienced traveling to the destination (f18)	.681***	.950 ***	.087	10.930	.463
19. Perception and understanding of special symbols, both visual and audio, in promotional media that present Thai-Chinese culture (f19)	.744***	1.123 ***	.079	14.162	.553.
Future behavioral intention					
20. Community image as a high-quality wellness and gastronomic tourism destination (I20)	.746***	1.000			.557
21. Community image as an attraction for beneficial health-oriented musical activities (I21)	.748***	1.039 ***	.082	12.637	560
22. Community image as a tourist destination for senior tourists (I22)	.794***	1.091 ***	.083	13.184	.631
23. Future intention to travel to the community (In23)	.764***	1.152 ***	.092	12.463	.584
24. Word-of-mouth dissemination of positive community experiences (In24)	.639***	.828 ***	.071	11.609	.408
25 Recommendation of community as a tourism destination to others (In25)	.640***	.745 ***	.069	10.746	.410

construct	Story building	Storytelling	Future behavioral intention	CR	AVE
Story building	1.00	.657***	.782***	0.908	0.514

Storytelling	.657***	1.00	.805***		0.890	0.537
Future behavioral intention	.782 ***	.805***	1.00		0.868	0.525
	Chi-Square = 166.680 ; df = 141 ; Relative x^2 = 1.182; p-value = 0.069 ; GFI = .970; NFI = .968; TLI = .989; CFI = .995; RMSEA = .021; RMR = .014					

First-order reflective constructs of storytelling development consisted of Story building, Storytelling, and Future behavioral intention. The results of the factor loadings for each variable were as follows;

1. Story building consists of 12 indicators, ranked in order of factor loading importance as follows:

1) Relevance and appeal of curated tourism information (S8) (β = 0.788)

2) Efficacy in articulating unique community tourism attractions (C3)(β= 0.729)

3) Systematic coherence and interrelation of information (S10) (β=.716)

4) Logical progression, appeal, and comprehensibility of information sequencing (S9) (β = 0.703)

5) Clarity and engagement in the interpretation of community historical narratives (C1) (β = 0.685)

6) Appropriateness and coherence of script, sequence, visual, audio, and timing design (D12)   (β = 0.682)

7) Creative efficacy of storyboard design in conveying community narratives (D11) (β = 0.633)

8.) Appropriateness and lucidity in the communication of tourist amenities and services (C2) (β = 0.629)

9) Accessibility, clarity, and ease of comprehension in tourism destination wayfinding information (C5)(β = 0.628)

10) Comprehensive and engaging content curation in information clustering (S7)   (β = 0.609)

11) Clarity and appeal in the delineation of community-based tourism activities (C6) (β = 0.605)

12) Diversity and clarity in the presentation of tourist accommodation options (C4)   (β = 0.572)

2. Storytelling consists of 7 indicators, ranked in order of factor loading importance as follows:

1) Perception and understanding of individual character traits in community stories (f16) (β = 0813)

2) Perception and understanding of dialogue between characters that reflects community stories (f17) (β = 0.766)

3) Perception and understanding of special symbols, both visual and audio, in promotional media that present Thai-Chinese culture (f19) (β = 0.744)

4) Perception and understanding of the plot of Bang Luang R.E. 122 community (f13) (β = 0.730)

5) Perception and understanding of the community's theme (f14)   (β = 0.709)

6) Perception of the storytelling point of view presented through the perspective of tourists who have experienced traveling to the destination (f18) (β = 0.681)

7) Perception and understanding of the setting (f15) (β = 0 .675)

3. Future behavioral intention consists of 6 indicators, ranked in order of factor loading importance as follows:

1) Community image as a tourist destination for senior tourists (I22) (β = 0.794)

2) Future intention to travel to the community (In23) (β = 0.764)

3) Community image as a high-quality wellness and gastronomic tourism destination (I20) (β = 0.746)

4) Community image as an attraction for beneficial health-oriented musical activities (I21) (β = 0.748)

6) Word-of-mouth dissemination of positive community experiences (In24) (β = 0.639)

5) Recommendation of community as a tourism destination to others (In25) (β = 0.640)

Therefore, the model depicting relationships among latent variables in the research conceptual framework demonstrated a good fit with the empirical data. Upon examination of the interrelationships among latent variables, it was found that all latent variables exhibited statistically significant positive correlations with each other. The correlations ranged from 0.657 to 0.805.

The strongest correlation was observed between Storytelling and Future Behavioural Intention, with a correlation coefficient of 0.805. Conversely, the weakest correlation was found between Story Building and Storytelling, with a correlation coefficient of 0.657.

The second-order confirmatory factor analysis of storytelling development, conducted using AMOS software, yielded the following model fit indices: Chi-Square = 166.680; df = 141; Relative Chi-Square = 1.182; p-value = 0.069; GFI = .970; NFI = .968; TLI = .989; CFI = .995; RMSEA = .021; RMR = .014. These fit indices met the established criteria: the relative Chi-Square value was less than 2, the RMSEA and RMR values were below 0.05, and the GFI, AGFI, NFI, TLI, and CFI values exceeded 0.95 (Schumacker & Lomax, 2016; Poolpong Suksa-ngiam, 2014).

Therefore, it was concluded that Storytelling Development comprised three components. Future Behavioral Intention emerged as the most significant component, followed by Storytelling and Story Building, respectively.

Table 3: CFA 2 order of Storytelling development

construct	Storytelling development			R^2	CR	AVE
	Beta	b	S.E.			
Story building	.799	.718	.065	.638	0.908	0.514
Storytelling	.822	.757	.072	.676	0.890	0.537
Future behavioral intention	.979	1.000	-	.959	0.868	0.525
Chi-Square = 166.680 ; df = 141 ; Relativex^2 = 1.182; p-value = 0.069 ; GFI = .970; NFI = .968; TLI = .989; CFI = .995; RMSEA = .021; RMR = .014						

Story Building Indicators: The indicator with the highest weight for Story Building is the Relevance and appeal of curated tourism information (S8), emphasizing the importance and interest of the selected information presented. Following that, the indicator Efficacy in articulating unique community tourism attractions (C3) focuses on clearly and engagingly communicating the attractions of community tourism. Next is Systematic coherence and interrelation of information (S10), which highlights the systematic alignment and interrelationship of the presented information. Lastly, the indicator Logical progression, appeal, and comprehensibility of information sequencing (S9) pertain to the accuracy, interest, and ease of understanding in the order of information presented.

Storytelling Indicators: The indicator with the highest weight for Storytelling is the Perception and understanding of individual character traits in community stories (f16), which focuses on the audience's awareness of the characteristics of characters within the Bang Luang community narrative. The second-highest indicator is the Perception and understanding of the dialogue between characters that reflect community stories (f17), which assesses how well the audience comprehends the conversations between characters. Next is the Perception and understanding of special symbols, both visual and audio, in

promotional media that present Thai-Chinese culture (f19), which relates to the audience's recognition of significant symbols used in media. Finally, the indicator Perception and understanding of the plot of Bang Luang R.E. 122 community (f13) involves the audience's grasp of the narrative structure, including the introduction, development, crisis, resolution, and conclusion of the story.

Future Behavioral Intention Indicators: The indicator with the highest weight is the Community image as a tourist destination for senior tourists (I22), which emphasizes the community's appeal to elderly tourists. Following this, the Future intention to travel to the community (In23) indicates the willingness to visit in the future. Next is the Community's image as a high-quality wellness and gastronomic tourism destination (I20), focusing on the community's reputation for health and quality culinary experiences. Lastly, the indicator Community image as an attraction for beneficial health-oriented musical activities (I21) highlights the community's appeal for music-related activities that promote health benefits.

These findings provided insights into the most significant components of each construct in the context of the Bang Luang R.E. 122 community tourism study, highlighting the importance of information curation in Story Building, character development in Storytelling, and senior-friendly destination image in shaping Future Behavioral Intention.

Results of the Analysis Demonstrating the Relationships Between Variables in the Hypothesized Model

The results of the analysis demonstrate the relationship between the variables in the model of story building and storytelling that affect future behavioral intentions, according to the hypotheses. In addition, it presents the component values of the model, along with statistical values indicating the magnitude of influence and the model's fit with the empirical data, as follows:

Table 4: A structural equation model demonstrating factors influencing future Behavioral intention

Dependent Variable	storytelling			future Behavioral intention		
Independent Variable	TE	DE	IE	TE	DE	IE
Story building	.687***	.687	-	.827***	.554	.273
Storytelling	-	-	-	.554	.554	-
R-squared value (R^2)	.472			.767		
(Chi-Square = 166.036 ; df = 148 ; Relativex^2 = 1.122 ; p-value = 0.148 ; GFI = .969; NFI = 0.968; TLI = 0.992; CFI = 0.996; RMSEA = 0.017; RMR = 0.014)						

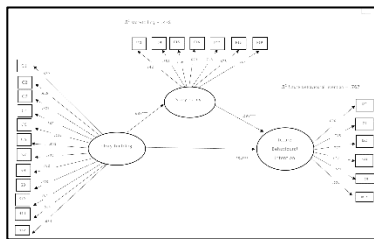Remark: Total Effect= TE, Direct Effect= DI, Indirect Effect= IE

Figure 2: Structural equation model of factors affecting future behavioral intention to travel that is consistent with empirical data

The model analysis, conducted using AMOS software, yielded the following model fit indices: Chi-Square = 166.036; df = 148; Relative Chi-Square = 1.122; p-value = 0.148; GFI = .969; NFI = 0.968; TLI = 0.992; CFI = 0.996; RMSEA = 0.017; RMR = 0.014. These fit indices met the established criteria: the relative Chi-Square value was less than 2, the RMSEA and RMR values were below 0.05, and the GFI, AGFI, NFI, TLI, and CFI values exceeded 0.95 (Schumacker & Lomax, 2016; Poolpong Suksa-ngiam, 2014).

Therefore, it was concluded that the model depicting the relationships between Story Building and Storytelling, and their impact on Future Behavioral Intention, demonstrated a good fit with the empirical data. The primary factors contributing to Future Behavioral Intention and Storytelling could be analyzed as follows:

     1. Story Building explained 47.2% of the variance in Storytelling (R^2 = 0.472).

     2. Story Building and Storytelling collectively explained 76.7% of the variance in Future Behavioral Intention (R^2 = 0.767).

Furthermore, both Story Building and Storytelling exhibited statistically significant positive direct effects on Future Behavioral Intention at the .001 level. Additionally, Story Building demonstrated a statistically significant positive indirect effect on Future Behavioral Intention at the .001 level. Specifically, Story Building had a positive direct effect on Future Behavioral Intention with a standardized path coefficient of .554. Story Building had a positive indirect effect on Future Behavioral Intention through Storytelling, with a standardized indirect effect of .827.

These findings underscore the importance of both story-building and Storytelling in shaping Future Behavioral Intention within the context of the study.

Based on the hypothesized model, the data analysis revealed that the relationship model between Story Building, Storytelling, and their effects on Future Behavioral Intention was consistent with the empirical data. The findings can be summarized as follows:
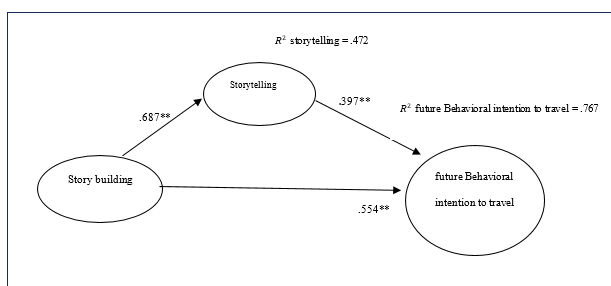

Figure 3: An empirically validated model of the relationships between story building, storytelling, and their effects on future behavioral intention

Based on the image, the data analysis according to the hypotheses can be interpreted as follows:

1. Story Building significantly influenced Future Travel Intention through Community Storytelling at the .001 statistical significance level.
2. Community Storytelling had a significant direct effect on Future Travel Intention at the .001 statistical significance level.
3. Story Building demonstrated a significant direct effect on Future Travel Intention at the .001 statistical significance level.

The structural equation modelling analysis confirmed the hypothesized relationships within the proposed model. Firstly, Story Building was found to have a significant indirect effect on Future Travel Intention, mediated by Community Storytelling (p < .001). This finding suggests that the process of constructing community narratives influences tourists' intentions to travel through the intermediary effect of how these stories are conveyed. Secondly, Community Storytelling exhibited a significant direct effect on Future Travel Intention (p < .001). This result indicates that how community stories are narrated and presented to potential tourists has a substantial and immediate impact on their inclination to visit the destination. Thirdly, Story Building also demonstrated a significant direct effect on Future Travel Intention (p < .001). This outcome implies that the fundamental process of developing community narratives has an independent and direct influence on tourists' travel intentions, apart from its mediated effect through storytelling.

This analysis confirms that all three hypothesized relationships in the model were supported by the data, with each relationship showing strong statistical significance. The findings underscore the importance of both story-building and Community Storytelling in shaping tourists' Future Travel Intentions, highlighting both direct and indirect pathways of influence within the model.

These findings collectively underscore the multifaceted role of storytelling development and dissemination in shaping tourism behavioural intentions. The results highlight the importance of both the content Story Building (creation process) and Storytelling (the method of narrative delivery) in influencing potential tourists' decision-making processes regarding future travel plans.

DISCUSSION OF RESEARCH FINDINGS

From the analysis of the components of storytelling development aimed at promoting future behavioral intention for wellness and gastronomic tourism: a case study of Bang Luang R.E. 122 Community, Nakhon Pathom Province, the indicator with the highest weight for story building is the selection of relevant and interesting information for presentation. This is consistent with Fombrun & Van Riel (2003), who stated that the story of a tourist attraction should highlight uniqueness and critical success factors to differentiate it from other attractions. The narrative should clearly and compellingly convey the appeal of community tourism. In addition, Mathisen (2014) stated that the value of diverse attractions can be embedded within stories to promote tourism. This facilitates the storytelling process, and the various components conveyed in these narratives can serve as a model for creating tourism activities that allow tourists to participate in co-creating value. Bassano et al. (2019) also stated that storytelling about tourist attractions is recognized as a tool to enhance the reputation of tourism destinations in competing regions, aiming to attract tourism and spending for economic development in the digital age. Through digital media, tourists can be encouraged to share their travel stories and experiences. Moreover, Nindum (2020) asserted that storytelling should summarize the community's basic information from preliminary surveys, with the community collaboratively discussing the highlights of health-related products and activities to form the theme for their selling point. The interconnection of information must be coherent and systematic, and the organization of data should be accurate, engaging, and easily understandable.

The indicator with the highest weight for storytelling is the awareness and understanding of the characteristics of each character, the dialogue between characters, the recognition of special symbols (both visual and auditory) presented in promotional media, and the comprehension of the plot structure. This structure includes the beginning, development, climax, resolution, and conclusion of the story. Therefore, a well-structured narrative about community tourist attractions should be a community story, explained through a structured text typically ranging from 400 to 600 words, conveying the essence of the community's tourist attraction to stakeholders. This aims to strengthen the connection between people and the attractions, positioning them for success when compared to competitors (Fombrun & Van Riel, 2003), and aligning with the components of storytelling for tourism destinations proposed by Jo, M., Cha, J., & Kim, J. (2022), which can be applied to tourism destinations in terms of interest, educational value, sensory experience, descriptive capability, and uniqueness.

The indicator with the highest weight for future behavioral intention is the image of the Bangluang R.E. 122 community as a tourism destination for elderly travelers. The intention to visit the Bangluang R.E. 122 community in the future, as well as its image as a wellness and gastronomic tourism destination and a venue for beneficial health-related music activities, reflects how storytelling can create a positive image of the destination and influence the intention to visit. According to Choi (2016), the methods by which storytelling affects the brand value of destinations and tourists' behavioral intentions suggest that storytelling positively impacts brand value. Visitors can more easily accept stories presented beautifully and vividly, emphasizing the attractive aspects of the destination. The brand value of the destination directly influences visitor behavior, such as the intention to return and recommend the destination to others, especially when the destination tells stories linked to attractions while also providing knowledge of its history, culture, and social relations. Thus, effective storytelling serves as a communication tool for conveying the unique

characteristics and identity of a tourism destination, directly affecting tourist satisfaction and loyalty (Youssef et al., 2019). To create a strong bond with tourists, narratives must integrate authentic elements that resonate emotionally, aligning with the purpose of their visit (Santos et al., 2022).

The relationship model between story building and storytelling significantly affects future behavioral intention, consistent with the developed empirical data. Story building and storytelling can jointly explain 76.7% of the variance in future behavioral intention (R^2). In addition, story building and storytelling have a significant positive direct influence on future behavioral intention at the .001 level. Story building has an indirect positive influence on future behavioral intention through storytelling, quantified at .827. This is consistent with Choi (2016), who found that storytelling in tourism positively impacts travelers' intentions through aspects such as comprehension, interest, educational value, uniqueness, and sensory experiences. Therefore, it is crucial to narrate stories that include the culture and history of the tourist destination to attract tourists. This corresponded to Zeng et al. (2021), who discovered factors influencing the competitiveness of destinations, as well as the relationships between tourist satisfaction and their intentions to revisit and recommend the location to others, indicating a positive indirect relationship between tourist satisfaction and destination competitiveness, along with a direct positive relationship between behavioral intentions and destination competitiveness. This shows that travel intentions can be a significant factor in a destination's competitiveness. It is consistent with Rasoolimanesh (2022), that local culture, engagement, and knowledge significantly influence tourists' future behavioral intentions towards destinations. It can be stated that storytelling positively impacts the image, identity, and travel intentions related to destinations (Ghaderi et al., 2024). Therefore, special travel experiences are repeatedly presented, reproduced, and creatively crafted through storytelling using photographs, videos, and communication forms aimed at tourists (Guleria et al., 2024).

CONCLUSION

Based on the confirmatory factor analysis results, a structural equation model for storytelling development to promote future behavioral intention for wellness and gastronomic tourism in Bang Luang R.E. 122 community, Nakhon Pathom province was developed. The model comprised three main constructs: Story Building, Storytelling, and Future Behavioral Intention. The analysis revealed significant relationships between these constructs, with Story Building having a direct positive effect on Storytelling (β = 0.687, p < .001), and both Story Building and Storytelling demonstrate direct and indirect positive effects on Future Behavioral Intention.

The model explained 47.2% of the variance in Storytelling and 76.7% of the variance in Future Behavioral Intention, indicating strong explanatory power. Model fit indices (Chi-Square = 166.036, df = 148, Relative χ^2 = 1.122, p-value = 0.148, GFI = .969, NFI = 0.968, TLI = 0.992, CFI = 0.996, RMSEA = 0.017, RMR = 0.014) demonstrated good fit with the empirical data.

Each construct comprised multiple indicators, with the most important being the relevance and appeal of curated tourism information for Story Building, perception of individual character traits in community stories for Storytelling, and community image as a senior tourist destination for Future Behavioral Intention. These findings suggested that effective story-building and storytelling strategies could significantly influence tourists' future behavioral intentions, particularly for revisiting the Bang Luang R.E. 122 community for wellness and gastronomic tourism. The strong explanatory power of the model indicated its potential usefulness for tourism planners and marketers in developing strategies to enhance revisit intentions.

RESEARCH IMPLICATIONS AND CONTRIBUTIONS

This research advances both theoretical understanding and practical applications of storytelling in tourism development. The study's contributions can be categorized into three main areas: theoretical advancement, managerial applications, and practical implementations.

From a theoretical perspective, this research expands the body of knowledge on tourism storytelling by developing a comprehensive Structural Equation Model (SEM) that integrates three key components: Story Building, Storytelling, and Future Behavioral Intention. This model provides novel insights into how community narratives influence tourists' travel intentions and destination perceptions, particularly in the context of wellness and gastronomic tourism. The study's theoretical framework demonstrates the interconnected relationships between story construction, narrative delivery, and behavioral outcomes, advancing our understanding of how storytelling mechanisms operate in tourism contexts.

The managerial implications of this research offer valuable guidance for tourism promotion agencies and marketers. The findings suggest that well-structured community narratives serve as effective tools for enhancing tourist engagement and fostering return visits. Tourism stakeholders can utilize these insights to develop more compelling destination content that emphasizes unique community attractions. The research highlights the importance of creating multidimensional character portrayals and incorporating cultural symbols in storytelling strategies, particularly when targeting specific demographics such as elderly tourists interested in wellness and gastronomy.

In terms of practical applications, the study provides actionable frameworks for tourism developers to create authentic narratives that resonate with community characteristics. These narratives can be effectively distributed through various communication channels, including social media platforms and travel guides. The research emphasizes the importance of community involvement in narrative development and tourism activity design, ensuring the creation of genuine and memorable experiences. Practical recommendations include developing content focused on food and health experiences, such as local cuisine demonstrations and health-oriented musical activities, which align with the community's cultural heritage and tourism objectives.

This integrated approach to storytelling development not only enhances theoretical understanding but also provides concrete strategies for improving tourism outcomes in community-based settings. The research particularly contributes to the growing field of wellness and gastronomic tourism, offering insights that can help communities leverage their unique cultural and culinary assets through effective storytelling practices.

FUTURE RESEARCH DIRECTIONS

This study presents several opportunities for future research to advance our understanding of storytelling in tourism development. While the current research provides valuable insights into storytelling's role in promoting wellness and gastronomic tourism, there remain important areas for further investigation.

1. Cross-Cultural Tourism Research Future studies should expand beyond Thai domestic tourists to include international visitors at Bang Luang R.E. 122 Community.
2. Future research may investigate the impact of digital technology on storytelling to promote tourism.
3. Comparative studies on the effectiveness of storytelling in various formats, such as storytelling through social media or the use of virtual reality (VR), should be conducted.
4. Future research could assess the long-term effects of storytelling on sustainable tourism development in communities.

These future research directions would contribute to a more comprehensive understanding of storytelling's role in tourism development, particularly in the context of community-based wellness and gastronomic tourism. Such studies would enhance both theoretical frameworks and practical applications in tourism storytelling, ultimately benefiting communities and tourism stakeholders alike.

AUTHORS CONTRIBUTIONS

P. Leksuma, as the first author and principal investigator, led the conceptualization of the research framework, project design, and manuscript development. P. Moolmit served as the corresponding author,

overseeing data collection procedures, conducting statistical analyses, and contributing to manuscript preparation. W. Kuaysakul provided expertise in study design methodology and participated in the data collection process. All contributing authors have read and approved the final version of the manuscript for publication.

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