Film Elements and Perceived Image Affecting Behavioral Intention on Film Tourism in Thailand: A Case Study of the Film "Man Suang"

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Abstract

This research examined 1) the audiences' attitudes toward the film elements, perceived image, and behavioral intention on film tourism; 2) the direct effect of the film elements and perceived image on the audiences' behavioral intention on film tourism; and 3) the mediation effect of perceived image in the relationship between the film elements and the audiences' behavioral intention on film tourism. This is a quantitative study and data is collected by using the questionnaire as a research instrument. The sample are the audiences who watched "Man Suang", which included 398 participants, employed a covariance-based structural equation model that included a confirmatory factor analysis and a path analysis. The findings of this study indicate that perceived image has a significant and positive effect on behavioral intentions. When testing the structural equation model between the film elements and behavioral intention with the perceived image as a mediating variable, it was determined that the perceived image served as a full mediator and had the greatest impact on behavioral intentions. Furthermore, government organizations, related agencies, and business entrepreneurs are able to apply the results of this study to promote tourism marketing and film tourism to support the budget for film production.

Keywords: Film Elements, Perceived Image, Film Tourism, Man Suang, Behavioral Intention

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INTRODUCTION

After the economic recovery caused by the COVID-19 pandemic, business operations, and tourism activities have exhibited an upward trend. According to Thailand's tourism income statistics for the first seven months of 2023, the total income is 1,092,547 million baht. This amount is greater than the revenue in 2022, which was 1,084,575.27 million baht. Together with all relevant sectors, the government has implemented policies and collaborative initiatives to stimulate and revitalize the tourism industry (Ministry of Tourism and Sport, 2023). As part of the 20-Year National Strategy (B.E. 2561–B.E. 2580) to increase competitiveness, creative endeavors in each region have been encouraged in an effort to leverage soft power capabilities. This initiative is designed to generate local employment opportunities, increase income, and serve as an economic tool with added value (Pinanong, 2023).

Food, film, fashion, fighting (martial arts), and festivals make up the "5F" elements of the policy of promoting culture and intellectual assets to enhance the creative economy, or soft power. These elements serve as tourism's inspiration and catalyst through the propagation of soft power and the concept from SPOT (Soft Power of Thailand) to trip Thailand's tourism industry advances. Thailand is viewed from various angles by various media channels, showcasing the beauty of tourist destinations, culture, and cuisine.

Thailand is home to a number of locations where international films have been shot. 'James Bond' was filmed at 'Khao Tapu' in Ao Phang Nga National Park, Phang Nga Province, and 'The Beach' was recorded at Maya Bay on Phi Phi Islands, Krabi Province. The sequences from these films in Thailand left a lasting impression on viewers and inspired tourism in the country. Several Thai films have highlighted the potential of tourist destinations, culture, vocations, indigenous knowledge, beliefs, and regional identities. These aspects have been portrayed through the narratives of actors and filmmakers. The film "Memories of the Heart" which has been shown at the Berlin International Film Festival in 2021, depicts the historical narrative of the Death Railway's construction. This film left a lasting impression on viewers and contributed to tourism promotion by inspiring travel based on its scenarios. Thailand has the capability to become a sought-after location for filming, and government agencies actively promote and support marketing efforts to stimulate film-induced tourism.

The capacity of films to convey stories, meaning, emotions, and feelings to viewers has a significant impact on their perception (Sharman, 2023). The elements of a film can inspire the creation of film-inspired tourism destinations. Regarding the locations utilized for production, the combination of elements in a film, such as cinematography, lighting, music, costumes, and props, when executed in the same direction, can influence visitors' decisions to travel to destinations (Tonsaithong, 2022). Similarly, depictions of tourist destinations in

films can encourage travelers to visit those locations more often. In addition to the scenes or locations depicted in films, tourists may also be attracted by the film's plot or script, as well as the information they acquired (Lui and Pratt,2019) Emotions elicited by the film, its narrative, and its characters influence to decision-making behavior for travel to destinations inspired by films. Moreover, the film's elements such as the actors contribute to a positive attraction to and affection to tourist destinations (Nunes, 2022).

In 2023, the Ministry of Culture granted funding for the Man Suang's film production. For the "Man Suang, filming" which is based on Thai history during the reign of King Rama the III in 2393 B.C.E., there was a vivid depiction of Thai culture, economics, and international relationship, particularly trade with Chinese. A filmic presentation of Thai identity via clothing, traditional arts, and Thai music. The film's sequences depicting the old neighborhood were directed and shot in the vicinity of Song Wat Road. In addition, historical locations such as the ancient palace and Wat Thammaram in the province of Ayutthaya were utilized for filming. It can be said that " Man Suang" has the potential to promote tourism in Thailand and create a tourism experience that will inspire tourists to visit the film's locations. The study of Film Elements and Perceived Image Affecting Behavioral Intention on Film Tourism in Thailand: A Case Study of the Film "Man Suang", involves an examination of the audience's opinions and the analysis of the film elements. It also investigates the perceived image and how it affects the behavioral intentions of viewers to travel to destinations inspired by the movie. Subsequently, it verifies the conformity of the causal factor structural equation model that influences travel decision-making following films in Thailand. The findings from this study will contribute the development of filmmaking that can promote film-induced tourism, leading to increased value, tourism elevation, adaptation, and collaboration in the tourism sector, creating value and experiences for tourists, and ultimately stimulating the sustainable economy of Thailand.

RESEARCH OBJECTIVES

The research objectives encompass three main points:

1) To study the audiences' attitudes toward the film elements, perceived image, and behavioral intention on film tourism.

2) To examine the direct effect of the film elements and perceived image on the audiences' behavioral intention on film tourism.

3) To investigate the mediation effect of perceived image in the relationship between the film elements and the audiences' behavioral intention on film tourism.

LITERATURE REVIEW

Film Element

Films are a medium that involves the recording of visual pictures on film and then projecting them in a way that creates the illusion of motion. Films have the power to successfully convey and transfer meaning on a global scale by using visual imagery and auditory components as their core components. The phrase "film language," coined by Kunarak, 2009 refers to films' ability to effectively express narratives, meanings, emotions, and sentiments to viewers, hence improving their comprehension of the presented content Film language (Kunarak, 2009) consists of three key aspects. These are the components: 1) cinematography (camera angles, lighting, color, and composition); 2) sound; and 3) editing. The act of conveying significance through the medium of film encompasses the subsequent elements 1) Scene 2) Light and Shadow 3) Color 4) Actor 5) Cinematography 6) Sound and 7) The editing and sequencing. The processes of editing and sequencing can be likened to the organization and structure of the narrative through the utilization of various editing and sequencing strategies. According to Siks, 1983 as cited in Nuntatikul, 2023 the components of drama are delineated, consisting of six elements: 1) Plot 2) Character 3) Theme 4) Diction 5) Sound and 6) The concept of spectacle

The elements of filmmaking are distinguished by distinct techniques and classified in detail. Some of these characteristics may not be fully comprehended by the audience because they are frequently viewed in context. When it comes to traveling based on film inspiration, the elements of filmmaking are critical for decision-making. The visual and scenic components are the most important of these factors (Nuntatikul, 2023).

Hypothesis 1 (H1): The film elements have the direct effect on the audiences' behavioral intention on film tourism.

Hypothesis 2 (H2): The film elements have the direct effect on the audiences' perceived image on film tourism.

Perceived Image

Perception is the process by which humans pick what they perceive, interpret what they perceive, and give meaning to what they touch in order to construct mental representations. Individuals may have varying levels of perception, which influences their decision-making and behavioral expressions (Phookheed et al., 2022).

The influence of perceived image on individuals' future behavioral has intentions in the context of travel decision-making as they seek to emulate the experiences shown in movies. According to Chen and Tsai, 2007 effectively portraying a visually appealing

representation of a tourist site and highlighting its perceived worth might contribute to the formation of perceptions and a feeling of engagement among observers.

According to a study conducted by Thepphulphol and Swangkong, 2023 there are several elements that play a role in the perception of images associated with tourism locations. These characteristics include value, service quality, and their influence on travel decisions and word- of- mouth recommendations. The correlation between visual representation and verbal communication can be examined from a managerial perspective, serving as an indicator of the effectiveness of a tourist attraction (Dedeoglu, 2016).

Hypothesis 3 (H3): Perceived image has the direct effect on the audiences' behavioral intention on film tourism.

Behavioral Intention

Behavior intention refers to travelers' decisions to visit tourist destinations or their intent to recommend them to others (Jaikleaw,2016). Tourism behavior can be divided into three phases: pre-travel behavior, behavior during travel, and behavior after travel (William & Buswell, 2003).Tourist behavioral intentions predict future travel behavior, notably in terms of repeat visits and referrals to others, particularly through word-of-mouth (Kotchare et al., 2021). Advertising and public relations information, as well as information gained through other media outlets, can lead to travel knowledge, understanding, and decision-making. Behavioral intentions might take the form of a desire to return in the future or recommendations (Luangon, 2001).

The tourism image or destination image is important in influencing tourist decision-making, and it acts as a pull factor that stimulates tourists to make travel decisions to visit. As a result, perceiving the image serves as a motivating force that leads to tourism following the movie's path, which is similar to the motivating factors in tourism.

Perceiving image aspects while immersed in a film's narrative prompts different thoughts than previously, allowing one to enter the realm of imagination. Exploring familiar places in new ways, such as through photography or checking in at tourist attractions used as film locations, or when actors access their roles in performances, encompasses many aspects of cinema, such as plot, storytelling, scenes, artistic elements, sound, and accompanying music. This encourages people to visit these tourist attractions and share their suggestions with others.

Hypothesis 4 (H4): Perceived image is a mediating variable in the relationship between the film elements and the audiences' behavioral intention on film tourism.

From the literature review, therefore, a research conceptual framework was obtained which shows the relationship between 3 variables, Film Element, Perceived Image and Behavioral Intention as shown in Figure I

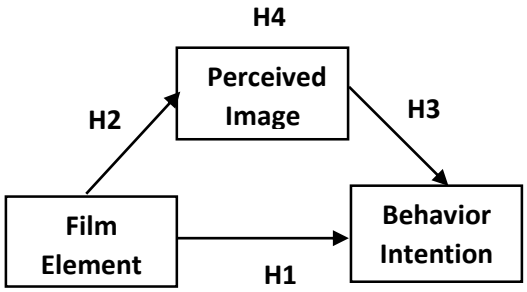

Figure I: Research Conceptual Framework

RESEARCH METHODOLOGY

Sampling

The research population is the audiences who watched the film " Man Suang". The researcher used a sample size determination approach with a value set at 10 times the variable to determine the sample group are examples of observed variables (Hair et al., 2010). This study comprises 30 observed variables, yielding a sample size of 300 (30 x 10).

Data collection

Using convenience sampling, the researcher distributed questionnaires to the sample group. A Google Form was used to collect data from the sample group via an online questionnaire. The aforementioned questionnaire link was given by the researcher via a Facebook group and the X application. The data was collected in September 2023. The researcher closed the response system after receiving 420 sets of questionnaires from the sample groups and proceeded to verify the accuracy and completeness of the 420 sets of questions. There were 22 incomplete questions and 398 complete and accurate questionnaires discovered. The researcher proceeded appropriately because the number of completed questionnaires exceeded the minimal sample size required for data analysis to derive research conclusions.

Research Instruments

The research technique for data collection in this study is an online questionnaire. The sample group answers the questions individually (self-administered questionnaire), and the data is collected via the internet. This study's research data collection tool is a questionnaire with five sections, as follows: Section 1: Screening Questions for the questionnaire respondents, Section 2: Film elements are classified into five dimensions, Section 3: Perceived image, divided into two dimensions, Section 4: Two Dimensions of Behavioral Intentions and Section 5: Survey Respondent Demographic Information, which consists of four items. In parts 2–4, each question will assess attitudes on a 5-point Likert

scale. The five levels are as follows: 5 represents the highest level, 4 represents a high level, 3 represents a moderate level, 2 represents a low level, and 1 represents the lowest level.

Instrument Validation

The researchers utilized questionnaires as instruments in their study. The researchers evaluated the accuracy of the questionnaire in order to measure its validity. The questionnaire was disseminated to all three eligible participants for the purpose of content evaluation. The evaluation of the questionnaire's content accuracy was performed by employing the Index of Item Objective Congruence (IOC) metric. The findings of the study indicated that every question included in the questionnaire demonstrated a congruence index ranging from 0.5 to 1, surpassing the predetermined requirement of 0.50 (Rovinelli & Hambleton,1997). The current investigation demonstrates that the questionnaire utilized for data collection has undergone extensive quality evaluations to ensure the precision of its content.

The evaluation of the questionnaire's dependability involved the administration of the revised version, which had been refined through expert consultation, to a separate sample group that was not affiliated with the participants of this study. In this study, a sample size of 30 sets of questionnaires was employed, and the internal consistency of the questionnaires was assessed through the computation of Cronbach's alpha coefficient. The results of the reliability analysis revealed that the overall Cronbach's alpha coefficient value for all variables was 0.879. The film elements exhibited a Cronbach's alpha coefficient of 0.807. Perceived image exhibited a Cronbach's alpha coefficient of 0.851. The behavioral intention had a Cronbach's alpha coefficient of 0.954. The aforementioned data suggests that each variable demonstrates Cronbach's alpha values that surpass the stated threshold of 0.7 (Cronbach, 1959).Therefore, the questionnaire utilized for data collection in this study demonstrates adequate reliability.

Data Analysis

Data analysis is used by researchers to determine statistical values, which include descriptive statistics such as frequency and percentage, which are used for general data analysis; for assessing film component levels, visual perception, and behavioral intents, mean and standard deviation (S.D.) are utilized. Confirmatory factor analysis (CFA) and path analysis are two types of structural equation modeling (SEM) studies using the program IBM SPSS AMOS version 24.

RESEARCH FINDING

Respondents' general information

Based on the results of the general survey data, it is found that females outnumbered males and non-binary genders in the sample group. There were 330 females, accounting for 82.90%; 60 non-binary individuals, accounting for 15.10%; and 8 men, accounting for 2.00%. The majority, 269 people, were between the ages of 22 and 38, accounting for 67.60%, followed by 86 people between the ages of 10 and 21, accounting for 21.60%. In terms of education level, most people had a bachelor's degree, with 279 people accounting for 70.10%, followed by 67 people had high school which accounting for 16.80%. The most frequent occupation was private firm employees, which accounted for 35.40% of all individuals, followed by students, who accounted for 32.20% of all individuals.

An examination of audiences' attitudes toward film elements, perceived image, and behavioral intention.

Table I explains the primary purpose of researching audience attitudes toward film elements, perceived image, and behavioral intentions. The opinions about film elements aspects were determined to be at the highest level ($\bar{x}$ = 4.660, S.D. = 0.280), with the highest average opinion in the sound dimension ($\bar{x}$ = 4.766, S.D. = 0.281), followed by the character dimension ($\bar{x}$ = 4.689, S.D. = 0.344). The affective dimension had the greatest average ($\bar{x}$ = 4.526, S.D. = 0.508), followed by the cognitive dimension ($\bar{x}$ = 4.456, S.D. = 0.479) of perceived image opinions. The opinions about behavioral intentions related to the desire to travel based on the movie were at the highest level ($\bar{x}$ = 4.672, S.D. = 0.450), with the highest average being the opinion about recommending or enticing to travel based on the movie ($\bar{x}$ = 4.673, S.D. = 0.480), followed by the intention to travel based on the movie ($\bar{x}$ = 4.671, S.D. = 0.491).

Furthermore, the skewness and kurtosis values for each variable were determined to be near 0. This implies that the data from each variable has a normal distribution, and it can be concluded that the data from the observed variables have a multivariate normal distribution if the absolute value of skewness is less than 3.0 (Kline, 2005) and the absolute value of kurtosis is less than 3.0 (Westfall and K.S. Henning, 2013).

Table I: Means, Standard Deviations, skewness and kurtosis of all variables

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Film Elements (FE)	**4.660**	**0.280**	**- 0.597**	**- 0.488**
Plot	4.551	0.389	- 0.469	- 0.605
Character	4.689	0.344	- 0.840	- 0.276
Value	4.608	0.392	- 0.617	- 0.815
Sound	4.799	0.281	- 1.293	0.798
Scene	4.654	0.362	- 0.814	- 0.233
Perceived Image (PI)	**4.491**	**0.468**	**- 0.770**	**- 0.096**
Cognitive	4.456	0.479	- 0.547	- 0.541
Affective	4.526	0.508	- 0.858	- 0.088
Behavioral Intention (BI)	**4.672**	**0.450**	**- 0.942**	**- 0.390**
Travel	4.671	0.491	- 0.984	- 0.424
Recommend	4.673	0.480	- 0.879	- 0.875

Construct validity

Before analyzing the causal relationship model between the specified variables, the researcher confirmed the structural validity of each variable by examining the composite reliability (CR) values to determine internal consistency reliability, which should be greater than 0.70 (Hair et el., 2019). Examine the indicator (R^2) to determine its dependability, with a criterion indicating that it should be greater than 0.50. It should not be less than 0.20 if it is less than 0.50 (S.L .Choi et al., 2016).To determine convergent validity, look at the average variance extracted (AVE), which should be greater than 0.50 for each variable (Hair et el.,2019). Evaluate the indicators (R^2) to determine the reliability of the indicators (IR) using the criteria that it be more significant than 0.50 or less than 0.20 (Rao & Abdul, 2015). To determine convergent validity, examine the extracted average variance extracted (AVE) values; they should all be greater than 0.50 (Hair et el., 2019).

The dependability of the indicators is evaluated using the R^2 of each indicator, as shown in Table II. The R^2 of each indicator for the variables of film elements, perceived image, and behavioral intention was determined to be greater than 0.20. As a result, it is possible to infer that all indicators have appropriate reliability. The film elements, perceived image, and behavioral intention variables' composite reliability is 0.854, 0.902, and 0.860, respectively. As a result, in the assessment of convergent validity, all variables have internal

consistency. When examining convergent validity, the average variance extracted (AVE) values were found to be greater than 0.50 for all variables. As a result, all variables exhibit convergent validity.

Table II: Standardized Factor Loading, Indicator Reliability and Composite Reliability

Variables	Standardized Factor Loading (λ)	Indicator Reliability (CR & R^2)	Composite Reliability (AVE & E_i)
Film Elements (FE)		**0.854**	**0.554**
Plot	0.698	0.487	0.513
Character	0.901	0.813	0.187
Value	0.948	0.898	0.102
Sound	0.465	0.216	0.784
Scene	0.596	0.355	0.645
Perceived Image (PI)		**0.902**	**0.823**
Cognitive	1.000	1.000	0.000
Affective	0.803	0.645	0.355
Behavioral Intention(BI)		**0.860**	**0.759**
Travel	1.000	1.000	0.000
Recommend	0.720	0.518	0.482

The researcher investigated the reliability by using Cronbach's alpha coefficient in the examination of the causal relationship model between the hypothesized variables and performed a confirmatory factor analysis to test the goodness-of-fit of the complete variable structure. Taking into account factor loadings, composite reliability (CR), average extracted variance (AVE), and discriminant validity (square root of AVE). According to Table III, Cronbach's alpha values for the latent variables ranged from 0.835 to 0.886, which was above the threshold of 0.70 (Cronbach, 1951).The confirmatory factor analysis results, the composite measurement model was found to be compatible with the empirical data, with Chi-Square = 19.690, df = 13, relative Chi-Square = 1.515, p-value = 0.103, GFI = 0.989, NFI = 0.991, TLI = 0.991, CFI = 0.997, RMSEA = 0.036, and RMR = 0.005. By conformance indicators that fulfill the stated parameters, such as the Relative Chi-Square being less than 2, the RMSEA and RMR indices being less than 0.05, and the GFI, AGFI, NFI, TLI, and CFI indices being greater than 0.95 (Suksawang, 2014). The observed variables' factor loadings range from 0.573 to 0.949, with each variable having a weight larger than 0.50. Furthermore, at the 0.001 level, all factors are statistically significant.

Furthermore, all variable groups had CR values ranging from 0.833 to 0.886 and AVE values ranging from 0.577 to 0.795, which are higher than the established standards that suggest composite reliability values should be greater than 0.70 and average variance extracted values should be greater than 0.50 (Kline, 2011). As a result, all latent variables display convergent validity, which means that all observed variables inside each latent variable are well related to one another and are suitable as components and can be inserted into these constructs. When the relationship between latent variables was examined, it was shown that all latent variables have a statistically significant positive link at the 0.001 level. The coefficients vary from 0.449 to 0.661. Furthermore, the values of the inter-construct correlations in the research model are not greater than the square root of the AVE values, indicating that the latent variables in the research model have discriminant validity and are suitable for structural equation modeling analysis (Fornell & Lacker, 1981).

Table III: Results of Reliability Analysis, Convergent Validity, Discriminant Validity and Average Variance Extractions.

Variables	α	Convergent validity			Discriminant validity		
		Factor Loading	CR	AVE	FE	PI	BI
FE	0.845	0.573 – 0.941***	0.867	0.577	0.759		
PI	0.886	0.831 – 0.949***	0.886	0.795	0.637***	0.892	
BI	0.835	0.819 – 0.870***	0.833	0.713	0.449***	0.661***	0.845
Chi-Square = 19.690, df = 13, Relative Chi-Square = 1.515, p-value = 0.103, GFI = 0.989, NFI = 0.991, TLI = 0.991, CFI = 0.997, RMSEA = 0.036, RMR = 0.005							
*** $p < 0.001$							

Table IV shows the path analysis of the causal relations between ME, PI, and BI with observational data consistency: GFI = 0.989, NFI = 0.991, TLI = 0.991, CFI = 0.997, RMSEA = 0.036, and RMR = 0.005. The relative chi-square is less than 2, the RMSEA and RMR indices are less than 0.05, and the GFI, NFI, TLI, and CFI indices are larger than 0.95, according to the conformity indices in compliance with the given requirements (P. Suksawang, 2014). Perceived image was revealed to have the greatest influence on behavioral intention (TE = 0.630). Perceived image has a direct and beneficial influence on behavioral intention. The film elements with a cumulative influence of 0.449, influence behavioral intention both directly and indirectly through perceived values. Furthermore, the film elements were shown

to explain 40.60% of the variance in perceived image (R2 = 0.406). The movie-related components, as well as perceived image, can explain 43.80% of the variance in behavioral intention (R2 = 0.438).

Table IV: The Influence Coefficients of the Relationship Model Between ME, PI, and BI.

Cause Variables	PI			BI		
	DE	IE	TE	DE	IE	TE
FE	0.637***	-	0.637	0.048	0.401*	0.449
PI	-	-	-	0.630***	-	0.630
R-Square	0.406			0.438		
Chi-Square = 19.690, df = 13, Relative Chi-Square = 1.515, p-value = 0.103, GFI = 0.989, NFI = 0.991, TLI = 0.991, CFI = 0.997, RMSEA = 0.036, RMR = 0.005						
*** p < 0.001 *p < 0.05						

The structural equation model is depicted in Figure II. The model depicts the path analysis for H1-H4. The solid lines reflect hypotheses that are supported by the data, while the dashed lines represent hypotheses that are not supported by the findings, and Table V summarizes the study's hypothesis testing outcomes. Film elements were found to have a significant and favorable influence on perceived image (= 0.637, p 0.001), confirming hypothesis H2. Perceived image has a strong and favorable influence on behavioral intention (= 0.630, p 0.001), lending support to hypothesis H3. Furthermore, it was discovered that film elements have a favorable and significant indirect influence on behavioral intention via perceived image. Perceived image acts as a mediator in the link between film elements and audiences' behavioral intention, with a value of 0.401, p 0.05, as shown in Figure II and Table V.

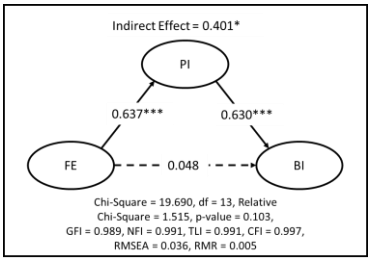

Figure II: Variable Structural Equation Model Results in the Research Study

Table V: Hypothesis Testing Results Summary

Hypotheses	Standardized Regression Weight	Critical Ratio (CR)	p-value	Hypothesis Supported
H1: The films elements have the direct effect on the audiences' behavioral intention on film tourism.	0.048	0.735	0.463	Unsupported
H2: The films elements have the direct effect on the audiences' perceived image on film tourism.	0.637	12.298	***	Supported
H3: Perceived image has the direct effect on the audiences' behavioral intention on film tourism.	0.630	8.759	***	Supported
H4: Perceived image is a mediating variable in the relationship between the film elements and the audiences' behavioral intention on film tourism.	0.401	7.126	*	Supported
Remark: *** $p < 0.001$ * $p < 0.05$				

CONCLUSION AND DISCUSSION

To begin, the survey results on the variables in this study, as given in Table I, demonstrate that the variables are significant at both high and very high levels, with varied means as follows:

1) Overall, attitudes about film elements are at an all-time high. There are opinions with the greatest average value in the sound dimension and following by the thoughts of the actors. Furthermore, according to the study results in Table II, the dimension with the largest weight in terms of film elements is the value dimension, followed by the actor's dimension. These shows that audiences value the film's content, which provides useful ideas and information, fun, realism, and actors have performance skills and depict their characters realistic. This is consistent (Kwanjaru, 2016).

2) Opinions about perceived image are strong. The average value in the affective dimension is the highest. Following that is the cognitive dimension. This implies that audiences are interested in experiencing stunning landscapes, have positive views about scenic routes, believe they are worth visiting, and have perceptions about the scenic routes' history, art, culture, and appealing attractions. This is consistent with Chen & Tsai, 2007.

3) Opinions on the behavioral intention to travel along the paths of the movies are at an all-time high. The opinions with the highest average value are found in the travel dimension. Following that is the scale of recommendations for going along the film routes. This suggests that, when given the opportunity, audiences are interested in taking scenic routes and will promote them to others. Support this by Kotchare et al., 2021.

Second, the researchers ran the tests in a model that shows the analysis of the structural equation model's outcome paths of film elements and perceived image variables (Figure I and Table V). According to [13], film elements had no significant effect on behavioral intention (p = 0.048, p = 0.463) and film elements have distinct technical aspects, and some components may be understood by spectators when viewed as a whole (Nuntatikul, 2023). If the audiences do not understand what the film is about or do not understand the storytelling features of the film, it can lead to a lack of emotional involvement and behavioral intention to travel or repeat trips and recommendations.

Perceived image was found to have a substantial influence on behavioral intention (= 0.630, p 0.001), which is consistent with Thepphulphol & Swangkong, 2023. As a result, filmmakers should develop perceptions for audiences, build imagery that comes from the cinematic experience, and craft visuals that trigger favorable sensations during movie viewing in order to persuade viewers to make travel selections based on movie-inspired destinations.

Third, the study found that H4: Perceived image is a mediating variable in the relationship between film elements and audiences' behavioral intention (= 0.401, p 0.05), which supports the hypothesis. This was based on how perceived image affects the relationship between film elements and audiences' behavioral intentions. The relationship between three factors is investigated in this study: film elements as the independent variable, perceived image as the mediating variable, and behavioral intention as the dependent variable.

Research Limitations

The study's findings will help the filmmaking to understand more about the film elements, perceived image and also know the way to promote the film tourism, another form of tourism that can generate income to the country. Adaptation and collaboration between film and tourism sector to create value and experience experiences for visitors, and the stimulation of Thailand's sustainable economy.

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