

Vlog Key Components and Communication Tactics for Agricultural Tourism Promotion

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Abstract

This study aimed to examine the components and communication tactics of video blogs utilized to promote agritourism. A research and development methodology based on the 3P framework (Pre-production, Production, Post-production) was used. The sample consisted of 157 participants who viewed agritourism-related vlogs. The research instruments included a semi-structured interview for components and communication tactics of video blogs in Agritourism, a questionnaire on audience needs and behavior, a vlog quality assessment criterion, and a vlog satisfaction survey. Data were analyzed using content analysis and descriptive statistical analysis. The results revealed four key components in the development of effective agritourism vlogs: (1) Video, Content, Visual, and Quality, (2) Storytelling and Narrative, (3) Interactivity and Engagement, and (4) Vlogger's Role and Credibility. The two vlog episodes developed for this study received an overall mean satisfaction score of ($\bar{x}$ = 4.55, SD = .29) out of 5.00. These findings suggest that the proposed vlog components and communication tactics can serve as a practical framework for producing vlogs that can be used to support agritourism communication and can be applied in the development of new marketing and communication tactics aimed at promoting community enterprises in various contexts.

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Keywords: Agritourism, Vlog communication, Behavior experience, Digital storytelling, Content tactics

Introduction

Over the past decade, *agritourism* has emerged as a popular alternative form of tourism in Thailand, playing an increasingly significant role in connecting the agricultural sector with the tourism industry. This development aligns with the national strategy to foster a local-based economy by promoting community income, expanding economic opportunities, and supporting self-sufficient lifestyles, particularly in rural areas (Department of Tourism, 2023). Agritourism has become a key mechanism for promoting sustainable economic and social development (Silaban et al., 2022).

Despite the growing recognition of agritourism's economic potential, empirical evidence suggests that digital communication efforts in this sector remain underdeveloped and inconsistent. Many farm stay operators and community enterprises continue to rely on informal, ad hoc content creation without a systematic communication framework, resulting in low audience reach and limited online visibility (Hu et al., 2025; Ramappa et al., 2022). Studies have indicated that while agritourism operators increasingly adopt social media platforms, the lack of structured production guidelines and technique in content planning contributes to poor content performance and insufficient audience engagement (Liang et al., 2020; Niftiyev, 2024).

In the digital era, communication role for tourism promotion have rapidly shifted from traditional media to digital platforms (Olga Lo & Razaq, 2014). Among various digital media formats, vlogs (video blogs) have gained prominence due to their immersive storytelling nature. Vlogs blend visuals, sound, and natural narration, enabling audiences to emotionally connect with the content (Frobenius, 2014; Maj, 2024). Thus, vlogs have become a powerful communication tool for conveying tourism narratives, enhancing destination awareness, and influencing tourist motivation and travel decision-making (Lu & Stepchenkova, 2015; Xie et al., 2019).

However, the digital communication landscape is inherently dynamic and platform-dependent. Content tactics that are effective today may become obsolete as social media algorithms evolve and audience attention patterns shift (Dewantara et al., 2023; Gan et al., 2023). Platform algorithms on YouTube, TikTok, and Instagram increasingly determine content

discoverability, meaning that production quality alone is insufficient to ensure audience reach. As a result, agritourism communicators must develop not only high-quality content but also an understanding of how platform dynamics influence content distribution and viewer behavior.

Moreover, Lu and Stepchenkova (2015) revealed that vlogs directly influence tourist behavior through the mechanisms of emotional resonance, perceived credibility, and audience engagement. Their observations were consistent with numerous other studies that asserted that digital content and experiential storytelling significantly impacted public engagement and interest (Firmstone & Coleman, 2015; Liu et al., 2023; Wang et al., 2022). In this regard, Wang et al. (2022) examined the impact of YouTube travel vlogging on viewers' perceptions of destination image and behavioral intention, focusing on first-person storytelling. In Thailand, vlogs are increasingly utilized to promote agritourism by governmental, local administrative organizations, and farm stay entrepreneurs. However, systematic academic investigations into the structural design, content components, and communication tactics of agritourism vlogs remain limited. In particular, there is a lack of comprehensive analysis on their qualitative effectiveness and audience reception, especially in the context of the vlog's role in tourism marketing.

In terms of content producers, agritourism vloggers in Thailand are a diverse group that includes farm stay entrepreneurs, tourism officers from local administrative organizations, agricultural extension workers, and independent content creators or travel influencers who specialize in rural and nature-based tourism (Dewantara et al., 2023; Niftiyev, 2024). The primary target audiences for these vlogs are urban residents particularly those from Generation Y and Generation Z—who seek authentic rural experiences, nature-based recreation, and educational engagements with local agricultural practices (Hu et al., 2025; Liang et al., 2020). Research has consistently identified younger, digitally fluent travelers as the predominant consumers of travel vlog content, with motivations including entertainment, travel inspiration, and vicarious experience of rural lifestyles (Chavez et al., 2020; Islam et al., 2024).

To address this research gap, the present study aims to: (1) examine the key components of effective agritourism vlogs; (2) identify content communication tactics that enhance viewer engagement; and (3) evaluate viewer satisfaction with vlog content related to agritourism. Specifically, effectiveness in agritourism vlogs focus on two dimensions are audience reception and audience engagement to provide empirical evidence for the

production of vlogs to enhance agritourism communication and marketing capacity in Thailand.

Research Objective

Based on the literature review and the identified research gaps, the research team formulated the following research questions:

RQ1: What are the key components of an effective vlog for promoting agritourism?

RQ2: What are the content communication tactics that effectively capture tourist interest in agritourism vlogs?

Literature Review

Communication Theories

A vlog (video blog) is a form of video-based communication that has evolved from traditional text-based blogging. Vloggers serve as content creators who share stories, experiences, or opinions through video clips distributed via various digital platforms such as YouTube, Facebook, TikTok, and Instagram (Frobenius, 2014; Xu et al., 2021). In the era of digital media, vlogs have become highly influential communication tools particularly within the context of agritourism where the goal is to convey authentic lifestyles, environments, and experiences in a relatable and emotionally engaging manner (Gholamhosseinzadeh, 2023; Li et al., 2025; Niftiyev, 2024). To systematically explain how vlogs influence audience reception, persuasion, and behavioral outcomes, a number of studies have adopted key theoretical frameworks from communication science, including the following:

The Uses and Gratifications Theory (U&G), as described by Katz et al. (1973), posits that audiences actively and purposively select media content to fulfill specific psychological and social needs, such as the need for information, entertainment, or inspiration (Katz et al., 1973; Silaban et al., 2022). It is important to clarify that U&G is fundamentally an audience-centered theory; it explains why audiences choose certain media content rather than how media content produces effects. In this study, U&G is applied not to measure vlog effectiveness per se, but to inform the design of vlog content by identifying the gratifications that agritourism audiences seek. Specifically, viewers of travel and agritourism vlogs are motivated by experiential knowledge-seeking, travel inspiration, and social identification with the vlogger (Chavez et al., 2020; Islam et al., 2024; Saini et al., 2023). Understanding these motivational

drivers guides the development of content components such as authenticity, informativeness, and entertainment value—that align with audience needs and thereby enhance content reception and engagement.

The Source Credibility Theory focuses on the sender's ability to build trustworthiness through three primary dimensions: expertise, trustworthiness, and attractiveness (Gholamhosseinzadeh, 2023; Silaban et al., 2022). In agritourism, viewers tend to place higher trust in vloggers who have knowledge regarding local culture and products, and who present their content sincerely (Dewantara et al., 2023; Hovland et al., 1953; Islam et al., 2024; Petty & Cacioppo, 2012) and without overproduction (Lou & Yuan, 2019).

The Stimulus-Organism-Response (S-O-R) Model explains that audiences' behavioral responses are triggered by external stimuli through mental processes (organism), which in turn produce measurable behavioral responses (Asyraff et al., 2023; Islam et al., 2024; Vieira, 2013). In the context of vlogging, the Stimulus refers to specific vlog production elements—including visual quality, storytelling structure, narrative tone, and vlogger interaction behaviors. The Organism encompasses the internal psychological processes activated by these stimuli, namely perceived authenticity, emotional engagement, and narrative immersion. The Response denotes audience outcomes such as viewer satisfaction, content engagement (likes, comments, shares), and travel intention (Liu et al., 2023; Saini et al., 2023; Xu et al., 2021).

It is acknowledged that the S-O-R model, rooted in behaviorism, places primary emphasis on observable inputs and outputs while giving less attention to the symbolic and meaning-making dimensions of media consumption—such as how audiences interpret and construct personal meaning from vlog content within their cultural contexts (Asyraff et al., 2023). To partially address this limitation, this study incorporates the Narrative Transportation Theory alongside S-O-R, which attends more directly to the cognitive and emotional processes of meaning-making during story engagement. Together, these two frameworks provide a more comprehensive account of how vlog content influences audience perception and behavior

The Narrative Transportation Theory, proposed by Green and Brock (2000), suggests that audiences can become "transported" into the story world, experiencing a deep emotional and cognitive immersion that temporarily suspends critical evaluation of the narrative's claims. This is particularly evident in *first-person perspective* vlogs, where direct experiential storytelling combined with visuals, audio, and emotional expression creates a sense of co-presence with the vlogger and fosters a meaningful connection with the destination (Cao et

al., 2021; Escalas, 2004; Tussyadiah & Fesenmaier, 2009). In this study, narrative transportation is treated as a key mediating psychological process within the S-O-R framework: specific vlog elements (Stimulus) are hypothesized to induce narrative immersion and perceived authenticity (Organism), which in turn drive viewer satisfaction and engagement (Response). This immersive narrative form enhances emotional involvement and strengthens the persuasive power of the message.

Vlog Communication

Vlog is a form of online review that allows individuals to convey personal experiences, perceptions, and opinions about products or services through video content that is both accessible and natural in tone (Islam et al., 2024). In the context of tourism, vlogs have emerged as a dynamic storytelling tool that vividly communicates travel experiences. A travel vlog refers to video content produced by travelers or individuals with firsthand travel experience, which is shared through popular social media platforms such as YouTube, TikTok, Instagram, and Facebook. These videos typically aim to share insights, perspectives, and recommendations related to specific destinations (Xu et al., 2021).

Due to the inherent characteristics of vlogs such as simplicity, accessibility, and informal communication style, the logs can have a significant influence on tourist's motivations and decision-making behaviors. This is particularly evident in how credibility and the personal appeal of the content creator affect future travel intentions (Islam et al., 2024; Li et al., 2025; Liu & Thuraivelam, 2024; Silaban et al., 2022). Contemporary vloggers function not only as storytellers but also as influencers, opinion leaders, experiential communicators, and trendsetters in the digital media landscape (Gholamhosseinzadeh, 2023; Maj, 2024).

From a communication effective perspective, vlogs often integrate a number of key components: Visuals and Video Quality; the use of aesthetically pleasing, high-resolution visuals that clearly convey the story and enhance viewer immersion. Credibility and Personality of the Vlogger; vloggers should present themselves as approachable, sincere, and knowledgeable regarding the content they share, establishing trust and relatability with the audience. Storytelling Techniques; effective vlogs are structured with engaging narratives, appropriate pacing, emotional resonance, and clear connections to the audience's interests or needs. Audience Involvement and Engagement; encouraging interaction through questions, comment prompts, and community-building initiatives can foster deeper viewer participation

and loyalty. Influencer Marketing Integration; incorporating vlog content within broader influencer marketing strategies can extend the vlog's reach and impact across target audiences (Gholamhosseinzadeh, 2023; Islam et al., 2024; Li et al., 2025; Xu et al., 2021).

These key components together form the foundation for creating impactful vlog content, particularly in the realm of tourism communication where authenticity, emotional connection, and trust are essential for influencing travel behavior.

Promoting Agritourism with Vlogs

Agritourism is a form of rural tourism that integrates agricultural knowledge with tourism activities. It aims to generate additional income for farmers, enhance tourists' experiential learning, and support the conservation of local natural, social, and cultural resources. Common agritourism activities include visiting production sites, participating in farming practices, purchasing local products, and engaging with the lifestyles of agricultural communities (Phillip et al., 2010; Ramappa et al., 2022).

In the digital era, promoting agritourism has increasingly relied on online media, particularly vlogs, which serve as platforms for disseminating information, sharing experiences, and inspiring travel decisions (Gholamhosseinzadeh, 2023; Li et al., 2025; Ramappa et al., 2022). Travel vlogs play a significant role as destination marketing tools that influence viewers' travel intentions (Gan et al., 2023). By presenting authentic experiences from a first-person perspective, vlogs provide immersive, relatable, and emotionally engaging storytelling that helps viewers visualize what to do and where to go (Islam et al., 2024; Silaban et al., 2022). Moreover, vlogs represent a form of user-generated content (UGC), which is widely regarded as a trustworthy source of information by consumers, especially in tourism contexts. When vloggers possess domain-specific knowledge or credibility in agriculture and community-based tourism, their content becomes even more influential in shaping travel decisions (Dewantara et al., 2023; Islam et al., 2024; Nguyen et al., 2024; Silaban et al., 2022).

Beyond serving as information channels, vlogs also foster audience involvement, which is a critical factor in expanding the impact of media content. By enabling viewers to comment, share experiences, and interact directly with content creators through social media platforms, vlogs facilitate a dynamic two-way communication process (Xu et al., 2021). As such, vlogs function not only as tools for storytelling and inspiration but also as interactive platforms that contribute to sustainable communication and marketing practices within agritourism.

Conceptual Framework

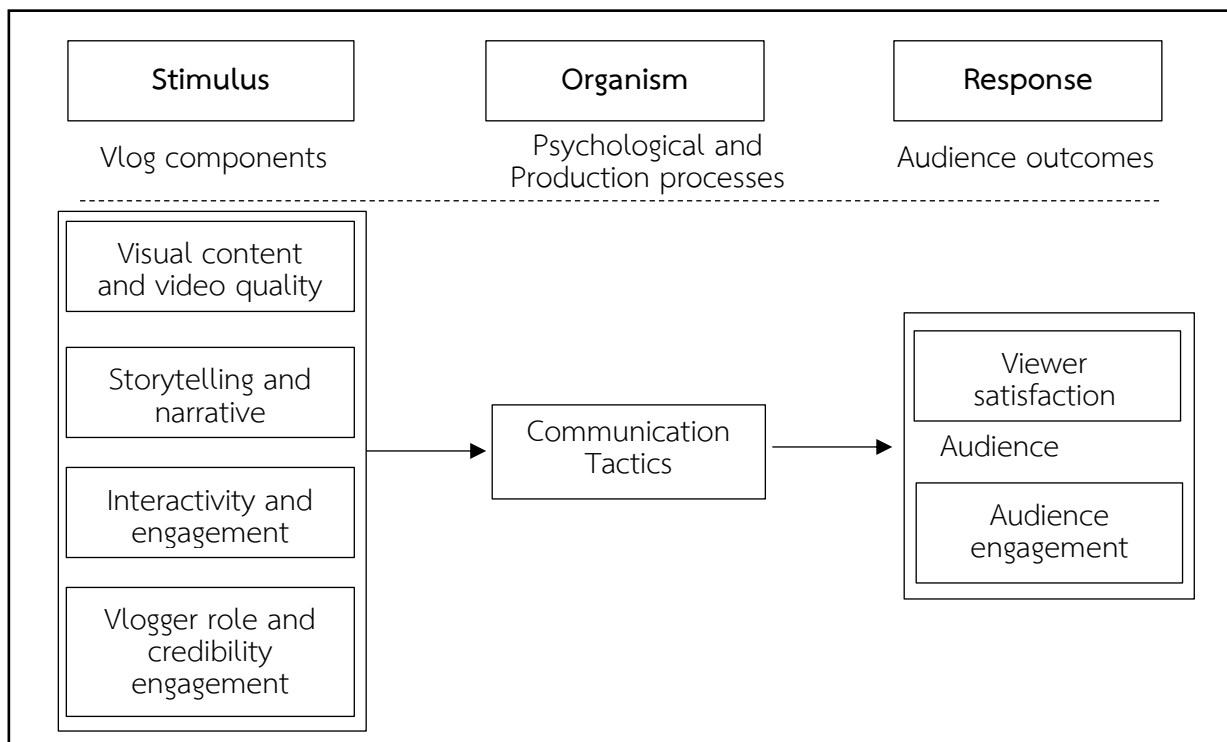


Figure 1 Conceptual framework: S-O-R based model of agritourism vlog communication

Research Methodology

This study aimed to examine the components and production tactics of video blogs utilized to promote agritourism. Using a Research and Development (R&D) methodology structured around the 3P media production framework, which consisted in three phases: Pre-production, Production, and Post-production. The objective was to design and evaluate an effective vlog content for agritourism promotion. A case study was conducted at *The Life Garden Boutique Farm stay* in Prachuap Khiri Khan, Thailand.

The study involved two distinct sample groups corresponding to different research phases. In the pre-production phase, a purposive sample of 30 respondents with prior experience in farm stay and agritourism was recruited to assess media consumption behaviors and content preferences. This sample size was determined based on the exploratory and qualitative nature of the pre-production needs assessment, which aimed to identify directional content guidelines rather than produce statistically generalizable findings. In the post-production phase, a convenience sample of 157 viewers who had watched the vlog content

and expressed interest in agritourism-related content was recruited to evaluate viewer satisfaction.

The research instruments included: (1) a semi-structured interview to explore in-depth needs and perspectives related to media content, (2) a questionnaire to assess audience needs and media consumption behaviors, (3) a vlog quality assessment form, and (4) a satisfaction survey using a 5-point Likert scale to measure viewer satisfaction. The content and technical validity of the vlog quality assessment form was confirmed using the Index of Item-Objective Congruence (IOC) by nine experts in online media content and public relations, yielding scores of 0.97. For the collection of data, see details in Table 1.

Data were analyzed using two main methods: content analysis and descriptive statistical analysis. Content analysis was applied to synthesize the key vlog components and communication tactics from interviews and relevant literature. Descriptive statistical analysis was used to calculate means, and standard deviations of the survey responses, as well as to summarize YouTube engagement metrics, including the number of views, likes, comments, and shares in order to assess audience interaction with the vlog.

Table 1 Research phase

Research phase and activity	Samples	Expected Output
Phase: Pre-Production		
Review of literature related to agricultural tourism and vlog or related digital media.	Related academic articles 2021-2025	Components and communication tactics for public relations via vlog
Semi-Structured interviews to analyze content and communication needs and key components for production in agricultural tourism vlog	20 participants including farm stay entrepreneurs, staff, media experts, and experienced guests	Suggestions on content, communication tactics, channels, and key components to promotional directions for agritourism via vlog
Survey on media consumption behavior and content preferences	30 respondents with prior experience in farm stay and agritourism	Identified problems, preferences, and behavioral patterns in consuming video content for agritourism

Research phase and activity	Samples	Expected Output
Brainstorming sessions for storyboard development	9 participants including media experts and farm stay owners	A finalized storyboard for vlog production
Phase: Production		
Vlog production (2 episodes and 2 short clips) with appropriate visual graphics, subtitles, and audio	2 media production specialists	EP1: Farm atmosphere and interior design EP2: Agricultural activities, travel instructions, and viewer interaction via YouTube
Media Quality Assessment Form	9 experts in online media content and public relations	IOC = 0.97, with qualitative feedback for content and structural improvements
Final revision and publishing on YouTube	-	Vlog officially released on YouTube platform
Phase: Post-Production		
Viewer satisfaction evaluation (Likert scale survey) and Engagement Metrics analysis	157 YouTube viewers (convenient sampling)	Viewer satisfaction scores regarding media quality and vlog elements; analysis of audience behavior including views, comments, and shares (Engagement Metrics)

Research Findings

The analysis of key components and communication tactics that enhance the effectiveness of vlogs in promoting agritourism was derived from an extensive review of related literature (Cao et al., 2021; Dewantara et al., 2023; Gan et al., 2023; Hu et al., 2025; Islam et al., 2024; Li et al., 2025; Liang et al., 2020; Nguyen et al., 2024; Saini et al., 2023; Silaban et al., 2022; Xu et al., 2021), in-depth interviews with experts and stakeholders using semi-structured interview protocols, and a survey examining audience needs and media consumption behaviors.

Findings indicate that the development of agritourism vlogs should be structured around four core components and aligned communication tactics that work cohesively to enhance viewer engagement and communication outcomes. These components and communication tactics are presented in Tables 2 and 3, and further illustrated in Figure 2.

Table 2 Components and Communication Tactics Enhancing the Effectiveness of Vlogs in Promoting Agritourism

Component	Communication Tactics
1. Video, Content, Visual, and Quality	Use high-quality images and videos employing artistic cinematography techniques that naturally convey the atmosphere, such as drone shots, close-ups, and concise editing. Present authentic scenes and agricultural activities without excessive staging, supported by ambient sound or local folk music to create a relaxing mood.
	Feature content showcasing local cuisine, farm animals, nature, peaceful rural life, and harmonious family interactions. Highlight engaging activities such as crop harvesting, learning local wisdom, traditional cooking, animal care, local markets, and cooking classes to reflect the authentic rural lifestyle.
2. Storytelling and Narrative	Apply a well-structured narrative format (beginning–middle–end) from a first-person perspective. The narration should be informal and conversational using natural spoken language to foster intimacy and relatability. The vlogger should address viewers as “friends” or “everyone” or “guys” to encourage familiarity.
	Focus on activity-centric storytelling rooted in real community experiences (e.g., cooking, harvesting, daily routines). Use engaging story hooks such as attractive

Component	Communication Tactics
	thumbnails, compelling titles, and strong openings—to foster emotional connections.
3. Interactivity and Engagement	Promote audience engagement through multimodal features such as direct gaze, expressive gestures, and high-quality voice. Encourage feedback by asking questions, inviting comments, likes, and subscriptions. Regularly respond to comments to enhance interaction and foster a sense of participation.
4. Vlogger's Role and Credibility	The vlogger should serve as a friendly authority or digital nomad figure who demonstrates genuine knowledge of local contexts. Communicate with authenticity, using clear language and emotionally expressive delivery. This helps build trust and fosters parasocial relationships with viewers.

Table 3. Results of Audience Survey on Preferences and Media Consumption Behavior in Agritourism Context (n = 30)

Item	Percentage (%)
Access social media content daily	100%
Spend 3–4 hours per day consuming content on social media	60%
Prefer to watch content in the evening (18:00–24:00)	90%
Main purpose of watching social media is for enjoyment and entertainment	90%
YouTube is the most frequently used online platform	80%

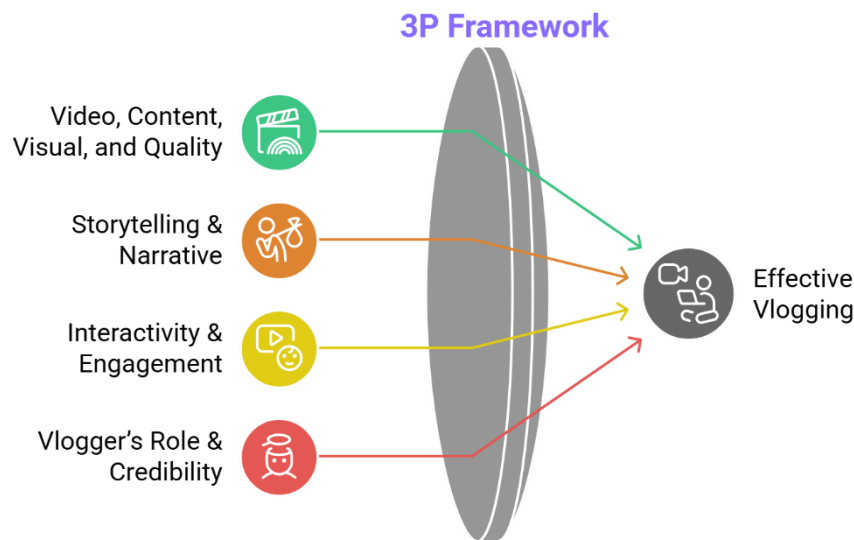


Figure 2 A Vlog Components and Communication Tactics for Agricultural Tourism Promotion

Table 4 Demographic characteristics of the sample group (n = 157)

Classification	Number (157)	Percentage (%)
Sex		
Female	79	50.32
Male	64	40.76
LGBTQ+	14	8.92
Age		
21-30	104	66.24
31-40	22	14.02
41-50	18	11.46
51-60	13	8.28

According to Table 4, in sex dimension, the majority of the respondents were female (n = 79, 50.32%), followed by male participants (n = 64, 40.76%), while respondents identifying as LGBTQ+ represented the smallest proportion (n = 14, 8.92%). Regarding age, most respondents were between 21 and 30 years old (n = 104, 66.24%), followed by those aged

31–40 years (n = 22, 14.02%), those aged 41–50 years (n = 18, 11.46%), and those aged 51–60 years (n = 13, 8.28%).

Table 5 Results of satisfaction assessment of vlogs to promote agricultural tourism

Evaluation Criteria	$\bar{x}$ (EP.1)	SD (EP.1)	$\bar{x}$ (EP.2)	SD (EP.2)
Visual Content and Quality				
Content				
1. Accuracy of content	4.52	.26	4.50	.27
2. Completeness of content	4.50	.27	4.50	.27
3. Content engagement (well-paced and not boring)	4.45	.30	4.37	.32
Visual and Video Quality				
4. Visual clarity and composition	4.51	.27	4.45	.30
5. Concise video editing	4.40	.32	4.23	.37
6. Clarity of narration and voice-over	4.45	.30	4.40	.31
7. Appropriate sound design (e.g., background music)	4.40	.31	4.27	.36
8. Appropriateness of typography	4.37	.32	4.27	.36
9. Appropriateness of graphics	4.32	.35	4.40	.32
10. Composition of each frame	4.40	.32	4.32	.35
Storytelling and Narrative				
11. Clear story structure (beginning–middle–end)	4.37	.32	4.51	.27
12. Engaging narrative and emotional resonance	4.40	.31	4.45	.30
13. Appropriate video duration	4.21	.35	4.27	.36
Interactivity and Engagement				
14. Audience engagement (e.g., invitations to comment/share)	4.27	.33	4.32	.35
Vlogger's Role and Credibility				

Evaluation Criteria	$\bar{x}$ (EP.1)	SD (EP.1)	$\bar{x}$ (EP.2)	SD (EP.2)
15. Friendliness and authenticity (e.g., relaxed personality, not overly commercial)	4.52	.26	4.51	.27
16. Credibility (e.g., knowledge and experience)	4.52	.25	4.45	.30
17. Clarity and naturalness of spoken language	4.45	.30	4.32	.35
Overall Mean Satisfaction	4.69	.19	4.40	.31
Overall Mean Satisfaction (EP.1 + EP.2)	$(\bar{x} = 4.55, SD = .29)$			

Table 5, the satisfaction assessment of the agritourism vlogs disseminated via YouTube (Figure 2) among a sample of 157 participants interested in agritourism, Overall satisfaction was rated highly across both episodes. The four vlog elements receiving the highest mean ratings were: (1) the vlog's overall effectiveness in promoting agritourism, (2) Storytelling and Narrative, (3) Vlogger's Role and Credibility, and (4) Interactivity and Engagement. Episode 1 (EP.1) recorded the highest mean satisfaction score ($\bar{x} = 4.69$, $SD = .19$), interpreted as "very satisfied" according to the five-point Likert scale criteria, while Episode 2 (EP.2) recorded a slightly lower score ($M = 4.40$, $SD = .31$), interpreted as "satisfied." The overall mean satisfaction score across both episodes was 4.55 ($SD = .29$). Although EP.1 outperformed EP.2 slightly in most criteria, both episodes were positively received, indicating strong audience acceptance and perceived effectiveness in promoting agritourism.

Table 6 Results of engagement metrics analysis of vlog videos to promote agricultural tourism produced via YouTube platform.

EP	Video Title	Likes	Views	Comments
1	Relaxing Getaway at The Life Garden Boutique Farm Stay: A Farm Tour Close to Nature	63	906	29
2	Enjoy Activities at The Life Garden Boutique Farm Stay and Chill at the Café	36	577	26
Total (EP.1 + EP.2)		99	1,483	55

Table 6 presents user behavior statistics that were collected from the YouTube channel between March 21, 2025, and March 28, 2025. The vlogs were published on

Wednesday and Friday at 5:00 PM. Data collection was performed on April 9, 2025. Figure 3 shows the vlogs produced and published via The Life Garden's YouTube channel. The combined total views for the two vlog episodes reached 1,483 views, with a total of 99 likes and 55 comments across both videos.

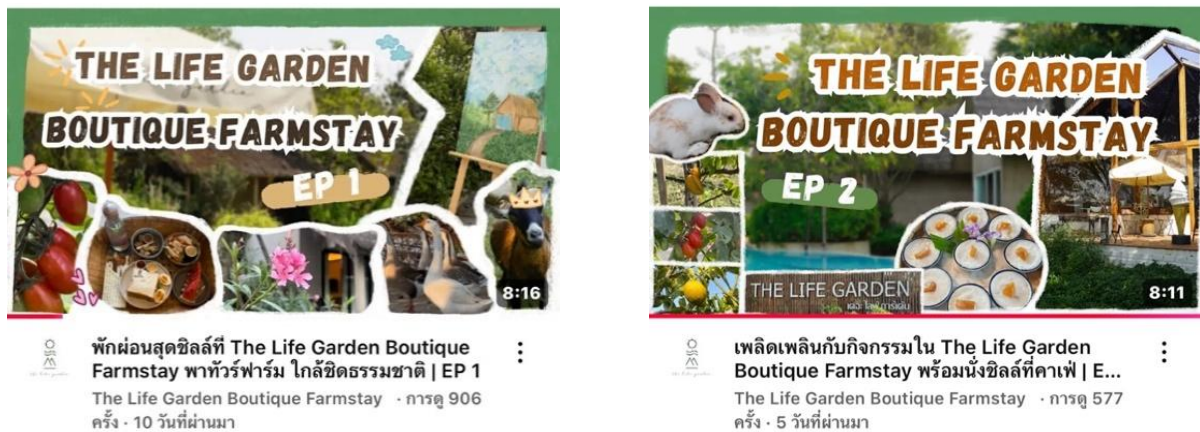


Figure 3 The vlogs produced and published via The Life Garden's YouTube channel.
(Episode 1 and Episode 2)

Discussion

The findings of this study reflect the demographic characteristics of the sample group, which primarily consisted of younger travelers from Generation Y and Generation Z—cohorts known for their fluency in digital technologies and preference for accessing information through online platforms, especially video-based content. This aligns with the Thai Tourism Development Strategic Plan (2023–2027), which identifies tech-savvy young tourists as a key target group due to their tendency to use digital media for information-seeking and travel planning.

The analysis revealed that vlogs that convey a sense of intimacy and authenticity through first-person perspective to narrate real-time experiences of agricultural life and local activities, significantly enhanced the effectiveness of agritourism communication. This corresponds with the concept of “Staged Authenticity” proposed by Phillip et al. (2010), who suggests that even when certain scenes are curated for better presentation, viewers can still perceive the genuine lifestyle and cultural elements of rural communities. Moreover, these findings were consistent with those of Frobenius (2014), who noted that vloggers often use

second-person pronouns such as “friends” or “everyone” or “you guys” to foster direct viewer involvement and leads to parasocial relationships, a one-sided form of interpersonal communication that strengthens trust between the viewer and content creator (Gholamhosseinzadeh, 2023; Maj, 2024; Xie et al., 2019).

The reduction of psychological resistance and the enhancement of narrative transportation via storytelling, as noted by Cao et al. (2021), not only immerse viewers in the content (Tussyadiah & Fesenmaier, 2009) but also contribute to destination imagery formation and travel intention. Li et al. (2025) reinforced this, highlighted the role of well-designed narrative elements, such as story hooks and plot structure are central to effective vlogging.

In terms of visual quality, the use of aesthetically pleasing camera techniques, vibrant colors, and varied angles was consistent with Gan et al. (2023) and Xu et al. (2021), both of whom reported that high-quality visual content enhances tourism promotion effectiveness and positively influences viewer behavior. Interactivity and engagement — achieved through direct eye contact, natural gestures, friendly tone, and inviting viewer responses — proved essential for fostering dynamic audience interaction, consistent with Frobenius (2014) and Smith and Gallicano (2015), who noted vlog communication’s evolution from one-way broadcast to participatory, user-driven interaction.

In addition, perceived enjoyment and perceived ease of use emerged as essential factors influencing vlog effectiveness. The video content in this study was presented in two episodes, each under 10 minutes in duration, along with short promotional clips (under 15 seconds). This format corresponded well with the media consumption habits of the target audience. These observations were consistent with the findings of Liu et al. (2023), who reported that enjoyment and ease of use affect both telepresence and flow experience, which in turn stimulate travel intention.

Lastly, interactivity and engagement - achieved through multimodal communication tactics such as direct eye contact with the camera, natural gestures, friendly vocal tone, prompting questions, encouraging comments, and responding to viewer feedback - proved to be essential for fostering dynamic audience interaction, which was consistent with Frobenius (2014), who emphasized that vloggers use such communication tactics to create a sense of first-person perspective. Our observations were further supported by Smith and Gallicano (2015), who noted that vlog communication has evolved from a one-way broadcast model to a more participatory, user-driven form of interaction. These communication tactics align with

the Uses and Gratifications Theory, as supported by Silaban et al. (2022), who found that the pursuit of entertainment and experiential information were key motivations for audience engagement that ultimately led to greater travel intention.

However, the four components identified in this study visual quality, storytelling, interactivity, and vlogger credibility are specific to agritourism vlogging or applicable to tourism vlogging more broadly. Several of these components, particularly visual quality and interactivity, are consistently reported as effective across various tourism vlog genres, including ecotourism, cultural tourism, and heritage tourism (Islam et al., 2024; Nguyen et al., 2024; Xu et al., 2021). However, the agritourism context introduces distinctive emphases that differentiate it from mainstream travel vlogging. Specifically, the importance of vlogger credibility rooted in agricultural knowledge and community familiarity, the centrality of authentic representations of farming activities and rural livelihoods, and the role of local wisdom as a narrative anchor are characteristics that are uniquely salient in agritourism content. These elements align with what Liang et al. (2020) describe as the experiential distinctiveness of agritourism namely, its capacity to offer hands-on agricultural participation and lifestyle immersion that generic travel vlogs cannot replicate.

Conclusion

This study examined a practical framework in vlog key components and communication tactics for agricultural tourism promotion. The findings revealed that the design and production of impactful agritourism vlogs were grounded in four key components: (1) Visual Content and Video Quality, which plays a vital role in capturing viewer attention; (2) Storytelling and Narrative, which fosters emotional connection and viewer immersion; (3) Interactivity and Engagement, which enhances interaction between viewers and content creators; and (4) The Vlogger's Role and Credibility, which significantly influences viewer persuasion and trust. The evaluation of viewer satisfaction with the two produced vlog episodes (EP1 and EP2), based on the case study of *The Life Garden Boutique Farmstay*, indicated a high level of satisfaction. This reflected a strong acceptance of the vlog content and format, underscoring its appropriateness in the context of promoting agritourism.

These results, synthesized with theoretical frameworks such as the Stimulus-Organism-Response model, the Uses and Gratifications theory and the Narrative Transportation Theory, highlight the influential role of digital media in shaping contemporary tourist behavior. Through

mechanisms such as influencer-driven communication, narrative storytelling, and psychological engagement components, vlogs were shown to directly impact viewer intention and decision-making.

Accordingly, the vlog components and communication tactics proposed in this research offer a practical and sustainable framework for developing high-quality vlogs aimed at agritourism promotion. These insights can be applied effectively at both community and national levels to support rural tourism development in the digital era.

Recommendations

1. Future research should examine the impact of vlog content on tourists' decision-making behavior in the context of agritourism, utilizing quantitative approaches such as Structural Equation Modeling (SEM) to analyze viewer attitudes and behavioral intentions. This will provide deeper insights into the psychological mechanisms through which vlogs influence tourism-related decisions. Moreover, should systematically compare different types of agrotourism and tourism to more clearly identify the key components and strategies that are similar and those that are characteristic of vlog video communication in agrotourism.

2. Comparative studies should be conducted on different types of vlog producers—such as farmers, tourists, and social media influencers—to explore differences in perceived credibility and persuasive power. Such research should help identify which content creators are most effective in promoting agritourism and inform strategic content development tailored to specific target audiences.

Limitations

Several methodological limitations of this study should be acknowledged. First, the pre-production needs assessment relied on a purposive sample of 30 respondents, which, while sufficient for the qualitative and exploratory aims of that phase, does not provide a statistical basis for generalization to the broader agritourism audience in Thailand.

Second, the post-production evaluation employed convenience sampling, in which 157 participants were recruited based on self-reported interest in agritourism content and were asked to watch the vlog in a non-organic setting. This approach differs meaningfully from real-world conditions in which viewers discover content through algorithmic recommendation or active search, and may have contributed to the high overall satisfaction scores relative to

the modest organic view counts observed on YouTube (EP.1: 906 views; EP.2: 577 views).

Third, the reliance on descriptive statistics limits the study's ability to explain the mechanisms through which individual vlog components influence viewer satisfaction or travel intention.

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