

Community Development and Economic Value Creation

*through Thailand's Tier 2 Film Industry:
The Forest-Surrounding-the-City Strategy*

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Abstract

Tier 2 films, specifically those designed for the local audience, play a vital role in Thailand. The research has two objectives: 1) to analyze the process of Tier 2 Thai films in alignment with the concept of the 'forest surrounding the city' strategy, and 2) to propose a model for community development and economic value creation within the Thai film industry based on the 'forest surrounding the city' strategy. The research reveals that the majority of Tier 2 Thai films apply the strategy through storytelling and character creation, focusing on local narratives that portray a simple and uncomplicated life. These films emphasize elements such as fun, humor, and the struggle against the power of money and the insincerity of urban society. Furthermore, Tier 2 Thai films contribute significantly to community development and economic value creation through key cinematic elements, including scenes, language, costumes, and the incorporation of music, art, and culture.

Keywords *Economic Value-Added, Community Development, Thai Film Tier 2, Strategy of Forest Surrounding the City*

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Introduction

Due to the Economic Development Plan outlined in the 20-year Thailand National Strategy Plan (2018-2037), specific plans related to rural development have been specified. The focus is on creating growth from within and giving importance to basic economic development or community economy. This involves emphasizing various economic activities in which local community members actively participate, contributing to collective benefits and ownership. Such developments are rooted in community potential, wisdom, or community capital. In addition to the concept of basic economic development or community economy, the 20-year Thailand National Strategic Plan identifies economic development and Thailand's competitiveness as key policies (Office of the National Economic and Social Development Board, Prime Minister's Office, 2017).

From the main policies outlined in the country's development plan, these two policies have given rise to social phenomena in various forms. This reflects the potential for responding to the concepts of community and economic development outlined in the 20-year strategy. One social phenomenon occurring in the Thai community and economy is 'Thai Film Tier 2' or Film for the local audience. These films are produced with a focus on presenting 'local content' or content related to rural people or individuals in the provinces of Thailand, constituting the largest consumer group in the country. Furthermore, the phenomenon of Thai films Tier 2 showcases the success of the Thai film industry in creating or adding economic value. According to information from Narut Chiarasanong, Deputy Chief Marketing Officer of Major Cineplex Group Public Company Limited, in 2018, 30 Tier 2 films were produced, totaling 43 films released to audiences nationwide. Thai Film Tier 2 can generate economic income for the country exceeding 2 billion baht annually, with each Thai Film Tier 2 earning about 50-100 million baht.

"The Tier 2 films serve as the answer for people in the provinces, representing movies with clear segments and a focus on the local audience. I have observed a trend in the online world where not everyone appreciates this kind of film. However, there are still many people who enjoy Tier 2 films. For instance, the movie 'Hor Taew Taek' can earn an average of 100 million from every part of Thailand. This film specifically targets teenagers in various provinces, making it clear about its target market. In 2018, there were a total of 43 Thai films, with 30 of them falling into the Tier 2 category, generating substantial income. Furthermore, each film is invested in producing better quality, resulting in an average income of 50 million" (Ratinan Chaiwiboonwet, 2018).

The growth of Thai Tier 2 films from 2018 to the present aligns with the information from the Office of the National Economic and Social Development Board, as stated in the 20-Year National Strategic Economic Development Plan (2018-2037). Films and videos constitute one of the creative industries in Thailand, falling into four main groups that align with government policies supporting the 'media' to create economic value and contribute to the progress and development of the nation (Office of the National Economic and Social Development Board, Prime Minister's Office, 2017)

Thai Tier 2 Films not only impact the economy by adding value and money to the film industry but also influence Thai society and culture. It is evident that these films have an effect on consumers who constitute audience groups in the provinces, the largest audience segment in the country. Films, being multidimensional products and one of the most important and powerful media, influence the minds of the viewers. The fact that Thai Tier

2 films present stories related to people and rural society in different provinces of Thailand serves as an essential channel to promote the diverse image and culture of people in various parts of Thailand, showcasing the beauty and value of their way of life. The essence of the countryside is transmitted through the film to a broad audience, both nationally and internationally.

In addition to its role as media for public relations and creating economic value, considering the benefits gained from studying the processes and mechanisms of Thai Tier 2 film production, it may be possible to discover the potential of Thai Tier 2 films that can serve as a catalyst for 'community development' and for the people involved in each film. Take, for instance, the movie 'Thai Baan, The Series,' classified as a successful case of a Thai Tier 2 Film, building a reputation as a film for young Isaan teenagers. It includes content related to love, lifestyle, tourist attractions, and northeastern culture, aiming to present the perspective of people in Thai society, especially in the northeastern region. The focus is on target groups, including teenagers, students in the Northeastern region, and the general public, both Thais and foreigners. The success of the movie Thai Baan, The Series goes beyond income and popularity; it has also helped build a positive reputation for Sisaket Province. This includes personnel and staff involved in the movie, such as filmmakers, directors, and actors, all of whom are part of the new generation of Isan people who have had the opportunity to develop their knowledge and skills, ultimately achieving success through the aforementioned Thai Tier 2 Films.

Research Questions

Through research on information related to the success of the Thai Baan, The Series case, it was found that the film's success did not result from the original concept of film production and distribution. Instead, a marketing concept known as the "Forest surrounding the city" emerged as a crucial factor. This marketing strategy involves a system of marketing from provincial areas into the capital or economic zones (Piyamas Klakhaeng, 2017) and has been employed for over 30 years in military strategy.

Furthermore, in the film industry, integration of the Forest surrounding the city strategy into the production and distribution process of Thai films represents a novel concept that has not yet been explored in film academic circles. This raises questions for the researcher, including: 1) Are there currently any Thai films in Tier 2 following the Forest surrounding the city strategy concept? 2) How do Thai films in these Tier 2 groups undergo the production process and distribution according to the Forest surrounding the city strategy concept? 3) Will Thai films in Tier 2, using the Forest surrounding the city strategy concept, contribute to community development and add economic value? If there are Thai movies in the Tier 2 group adhering to the Forest surrounding the city strategy concept, what guidelines or processes are involved? The research is important as it contributes to the development of the Thai film industry, fostering continuous production and creating sustainable value. From the research questions above, the researcher will establish the following research objectives:

1. Analyze the process of Thai Tier 2 Films according to the concept of the Forest surrounding the city strategy.
2. Propose a model for community development and economic value addition within the Thai Film Industry based on the concept of the Forest surrounding the city strategy.

Methodology

The method used in this research is a qualitative method with a descriptive approach. Data were gathered through document analysis, including research interviews with key informants. To further deepen this research, additionally collect data in the form of theories and expert opinions, pictures from the literature, and documentation regarding Thai Tier 2 Film to be analyzed. The analysis focuses on Thai films in the Tier 2 group or Thai films produced for marketing purposes targeting provincial audiences. This category of films plays a pivotal role in community development and creates economic value.

Data Collection

The population in this research comprises Thai Tier 2 films or Thai films produced for marketing purposes that specifically target provincial audiences. The sample group for this research consists of 10 cases which are:

Name of the movies	Year
1. Thai Baan, The Series	2017
2. Hug Paeng	2018
3. On-Zon-De	2019
4. Indie Look Esan	2019
5. Hugby Ban Bak	2019
6. Mon Ruk Dok Pak Bung	2020
7. Hug Tho Thoeng	2020
8. Love You Kohk-E- Kueng	2020
9. Ela-Auey	2020
10. Som Poi	2021

Figure 1. The Sample group of Thai Tier 2 Film. Source: Author, 2021.

Data Analysis

The researcher has allocated 1 year for this study, divided into three phases: which are 1) Preparatory phase and literature review 2) Exploration phase and data collection and 3) Data analysis phase to summarize and discuss the results.

Theoretical Framework

Forest-Surrounding the City Strategy Theory

The Forest-Surrounding the City Strategy originally emerged from military and market expansion approaches and was later adapted into business and marketing contexts. The strategy emphasizes entering peripheral or less competitive markets before expanding into larger and more competitive centers. Rather than directly competing with dominant players in urban markets, organizations create a strong consumer base and brand loyalty in local or provincial areas before extending influence toward metropolitan centers.

Within the film industry context, this strategy can be interpreted as producing films that first resonate with local audiences through familiar narratives, regional identities, dialects, and cultural representation. Strong support from provincial audiences subsequently generates broader popularity and expands consumption into urban markets. Thus, the strategy functions not only as a marketing mechanism but also as a cultural production process that links local identity with economic expansion.

Film Industry and Community Development Theory

The film industry extends beyond entertainment functions and increasingly serves as a mechanism for community development. Previous studies suggest that films can promote local identity, strengthen social cohesion, encourage cultural preservation, and generate tourism activities. Communities represented in films often gain increased visibility, leading to new economic opportunities through tourism, local businesses, and cultural products. Community development through film therefore involves both direct and indirect impacts. Direct impacts include employment opportunities and local income generation during production activities, while indirect impacts include strengthening local identity, community pride, and cultural sustainability.

Film Industry and the Creative Economy Theory

The Creative Economy framework considers creativity, culture, and intellectual assets as important drivers of economic development. Within this framework, the film industry operates as a cultural industry capable of generating value through storytelling, artistic production, and symbolic meaning.

Films create economic value not only through box-office revenue but also through multiplier effects including tourism promotion, merchandise consumption, local product visibility, and cultural branding. Consequently, the film industry contributes to broader economic growth while simultaneously enhancing social and cultural capital.

Similar to the growth of Thailand's digital creative industries such as the webtoon market, the film industry increasingly relies on cultural content and local identity as sources of economic value creation (Kim et al. 2025).

Thai Tier 2 Films Concept

Thai Tier 2 Films refer to films specifically designed for provincial and regional audiences. Unlike mainstream commercial films primarily targeting metropolitan markets, Tier 2 films emphasize local narratives, regional languages, cultural practices, and everyday experiences of people outside major urban centers.

The emergence of Thai Tier 2 films reflects changing market dynamics within the Thai film industry, where provincial audiences constitute a substantial consumer segment. Their success demonstrates that local cultural identity can become an important source of both audience engagement and economic value creation.

Results

The results showed that the sample group of 10 Tier 2 Thai Movies selected by the researcher for this analysis – namely, Thai Baan, The Series, Hug Phaeng, On-Zon-De, The Indy, Hugby Ban Bak, Mon Ruk Dok Pak Bung, Hug Tho Thoeng, Love You Kohk-E- Kueng, Ela-Auey, and Som Poi – have adopted the Forest Surrounding the City Strategy in various processes related to the production and marketing of Thai Tier 2 films by analyzing four processes, namely: 1) the process of thinking about the story and the characters, 2) the process of conveying and presenting the picture, 3) the process of raising funds for film production, and 4) the production and marketing process. As stated in Thai Winner (Thai Winner. 2020), 'Making a name in an area that is easy to beat low cost and easier to reach consumers.' This is evident in the various processes, starting with Process 1 – the story thought process. In this phase, most Tier 2 films implement the forest surrounding the city

strategy through storytelling and character creation by focusing on local stories. The films depict simple, uncomplicated life stories with an emphasis on fun and the struggle against money power and the insincerity of urban society.

In the second process, the transmission and presentation of the image experience the implementation of the forest surrounding the city strategy, as well as the story thought process. The depiction and portrayal in Tier 2 films often showcase the countryside or a local area full of beautiful nature where people are sincere to each other. Moreover, every movie concludes with a picture of the joy of being in the home community. This is an effective strategy to reach local audiences by visualizing places that audiences are familiar with, creating a feeling of being part of the depicted image. The research also found that the characters in all 10 sample films were portrayed by actors who were domiciled in the provinces and could transmit and communicate in the local language to everyone. This creates a sense of unity with the audience, who are people in the same region, fostering a feeling of support, known as 'People of the same village,' which is one of the strategies of the forest surrounding the city strategy.

In the third process, the fund-raising process for film production, the research found that the sample groups of Thai Tier 2 films had different fund-raising processes, both in terms of the amount of investment and the background of the sponsor. An interesting case is the movie *Thai Baan, The Series*, which involves a fund-raising process and seeks support from local politicians. They aim to provide funds to support directors from the same province who desire a film that can intervene in the publicity of the place and create a positive image for Sisaket Province, starting with a total amount of 2 million baht. Additionally, the research identified cases of Tier 2 to 4 films in the sample group where filmmakers received direct funding from national cinema business capitalists. For example, the movie *On-Zon-De*, *Mon Ruk Dok Pak Bung*, and *Som Poi* received funding from M Pictures, a movie production company under Major Public Company Limited. Moreover, a group of capital and producers from a music label and drama camps from the country's major television stations collaborated in this process. Even if the goal is success in terms of income, indirect results benefit those involved, including the film industry and the country's economy. According to the concept of the Forest-Surrounding the City Strategy, this approach involves using a small budget but quickly achieving success, making it an ideal choice for new businesses seeking survival today.

In the fourth process, which is the production and marketing process of Thai films in the Tier 2 group, the research found that the Forest Surrounding City strategy was employed in all 10 films. This is evident in filmmaking for the audience in provincial regions and films communicated in dialects to make consumption easy for audiences. Additionally, all films were initially released in the provinces before expanding to cities and the capital. This was done to create strong local popularity, leading to the creation of trends and expansion to audience groups in other regions or provinces. Ultimately, this popularity extended to the urban market like Bangkok and garnered attention from the audience, leading to media attention and the involvement of influencers who were interested in and conveyed the film's message. Popular movie soundtracks, cover songs by famous artists, and mimicry of words used in movies, for instance, originated from local (forest) marketing, resulting in building a robust consumer base in the city. Finally, this filmmaking process, utilizing urban siege

tactics, represents the creation and development of the Thai film industry, making it more widely known and successful. It has the potential for future development in the global film market.

The research results also found that the films were analyzed regarding issues related to community development and economic value creation through key elements of the film, namely, 1) Scene, 2) Language, 3) Costumes, and 4) Music, Art, and Culture. The researcher intends to present the analysis results separately for each component as portrayed in the films.

The Analysis of Community Development and Economic Value Creation Through Scene Elements

The research found that areas or locations used in the filming of all 10 Tier 2 films are popular for depicting scenes or locations in various regions of Thailand, such as the Northeast, the North, and the South. All of these shoots have chosen beautiful and enhanced locations, intending to present images of the areas that convey abundance, nature, purity, shade, and tranquility, with the aim of creating new perceptions for the audience. This will offer a different perspective from reality, and the portrayal of the area can also influence a change in the attitude of the audience, particularly individuals outside the local area, fostering positive thoughts and feelings about the locality and rural life. For example, pictures of the northeastern region in the past portrayed it in terms of drought, heat, and cracked ground. However, Tier 2 films now present images of the Isan area from a perspective that outsiders may not have previously seen or touched, showcasing scenes like a picture of a green field, representing pure nature, beauty, and abundance. This evokes a desire to connect, as illustrated in the following example:



Figure 2. The Movie 'Hug Phaeng' & the Portrayal of the Abundance of Isan Region. Source: www.variety2day.com.

The presentation of places differs from the audience's past memories, initiating a trend following the movie that leads to community and economic development. This is due to the surge in tourism sparked by the movie, resulting in increased travel by tourists, job creation, income generation for the community, and heightened visibility for the location. The selected sample films presented by the researcher showcase these outcomes. The representation of landscapes and local spaces in films can function similarly to heritage preservation mechanisms that strengthen cultural significance and tourism development (Zhang et al. 2025).



Figure 3. A Beautiful Scene from the Movie 'Som Poi' shows a beautiful landscape of North Thailand. Source: www.entertainment.trueid.net.

Results indicate that after watching the movies, many instances highlight the allure of the filming locations, prompting interest in the community. Consequently, community members unite to develop, preserve, and maintain these locations as appealing tourist destinations. Numerous attractions gain recognition for being featured in films, perpetuating their popularity. In the present day, there is a growing yearning for nature and tranquility, making locations presented in films increasingly popular. Therefore, the film's depiction of beautiful places not only attracts outsiders but also contributes to community and economic development.

The Analysis of Community Development and Economic Value Creation Through the Language Component

The results showed that all 10 Thai Tier 2 film samples used the local language of each region in the film's transmission. This included the Isan language, the northern language, and the southern language. Additionally, the local language was present in all movie soundtracks. The use of local language to convey the story in the film expresses the uniqueness of different regions, aiming for people in those areas to access, feel, and engage with the mood of the story. The intention is also to convey through the movie, with a primary focus on people in the area understanding the narrative. Furthermore, the presentation of the film will also be in the central language, allowing audiences in other regions to comprehend the intended story. The use of local language in such presentations helps create a new culture for the film industry, eliminating the need for a common language for communication. Instead, it utilizes local languages to enhance the viewing experience. This use of local languages, besides conveying the identity of each locality, fosters a relationship between people from different regions. It creates knowledge, understanding, and cultural exchange through the unique charm of the language from each area. Moreover, the charm of the language leads to learning specific words, used as 'cool phrases,' contributing to the popularity of communication among audiences nationwide. A good example of a Tier 2 film effectively using the local language is a song in the film that employs the local language to convey its content. This approach is not only popular among people in that region but also

among residents of other regions who can memorize and sing along, as evidenced by the popularity of many movie soundtracks, proving that this method resonates well with the audience.

The Analysis of Community Development and Economic Value Creation Through Costumes

The results show that, in addition to presenting a local image through space, location, and language, clothing is another important element of presentation. Costumes in films can broadcast regional identity as well, such as showcasing the beautiful and endemic costumes of the north, northeast, or south. This includes the portrayal of costumes used in traditions, merit events, and important occasions, as well as the transmission of art and culture through clothing. It serves as a presentation of beauty to those in other regions, allowing them to learn about the dress and perceive the value of clothing made with local fabrics. The beauty conveyed through these clothes or attire has gained popularity, turning into a trend and leading to campaigns for the conservation and wearing of various regional styles. This ongoing trend has continued to contribute to community and economic development in the production and distribution of local fabrics and traditional costumes. The presentation of local costumes also aligns with studies emphasizing the role of traditional textile knowledge in preserving cultural identity and generating local economic opportunities (Chanthakhoun et al. 2025).



Figure 4. Left, A presentation of Northern Women's Dress in the movie "Som Poi." Source: www.entertainment.trueid.net. Right, Presentation of Isan Culture through Dress in the Movie "Love You Kohk-E-Kueng." Source: www.sanook.com.

The Analysis of Community Development and Economic Value Creation Through the Elements of Traditions, Arts, Culture and Beliefs

The result found that 10 Tier 2 films were presented and interwoven with traditions, arts, culture, and beliefs throughout the film. This presentation manifests through the transmission of local beauty and identity, encompassing subjects, songs, and performing arts

unique to various localities, such as Mo Lam, Luk Thung songs, Nora dance, and more. Each culture's beauty is showcased, creating images that are recognized, remembered, and leave a lasting impression, contributing to the preservation of traditions, arts, culture, and beliefs for the next generation. This effort serves as a means to persist and prevent these cultural elements from disappearing, particularly in the face of foreign cultural trends. Moreover, by disseminating these cultural expressions to people outside the respective areas, it raises awareness of the traditional culture in each locality. As this culture is transmitted to people in other regions, it draws attention to the richness of the local culture and traditions. When the time comes for cultural events and traditions in each area, it leads to increased tourism in these traditions, resulting in community development and a boost to the local economy.



Figure 5. Presentation of the Northeastern Thai Arts in the Movie "Love You Kohk-E-Kueng."
Source: www.sanook.com.



Figure 6. Presentation of the Northern Dance arts in the Movie "Som Poi."
Source: www.entertainment.trueid.net.

The unique performing arts can facilitate social and cultural learning through the presentation of musical instruments, lyrics, and dancing gestures. These elements convey ways of life, the development or adaptation of performing arts in accordance with the era, making it more accessible to local people. For instance, adapting 'Mor Lam' to Isan Pop or 'Mor Lam Ploen' can make it more relatable to listeners in the northern part of the country. In the north, there are delicate and beautiful dances, accompanied by music that distinctly represents the region. These performances showcase the diverse folk life that holds value for those who witness them.

Moreover, cultural aspects, beliefs, lifestyles, and eating habits, including occupations, are woven into the story to convey these elements to the audience. This aims to provide the audience with a comprehensive understanding, whether it pertains to matters of godliness, food, or other aspects that have been passed down through generations.

The Impact of the Forest-Surrounding the City Strategy on Rural and Urban Society and Economic Development

The findings indicate that the Forest-Surrounding the City Strategy creates significant impacts on both rural and urban societies. In rural communities, the strategy contributes to strengthening local identity and increasing community participation through the representation of local stories, traditions, language, and cultural practices. The portrayal of local lifestyles through films encourages community pride and creates opportunities for tourism development and local business growth.

In urban society, the strategy introduces alternative cultural perspectives that challenge conventional representations of provincial areas. Rather than portraying rural communities as underdeveloped or economically disadvantaged spaces, Tier 2 films reconstruct these areas as places rich in culture, social values, and creative potential. This process reduces cultural distance between urban and rural audiences and facilitates cultural exchange.

Economically, the strategy contributes to Thailand's economy and film industry through multiple mechanisms. First, successful Tier 2 films generate direct revenue through box-office income and distribution channels. Second, film-related activities stimulate tourism and local product consumption. Third, the strategy creates employment opportunities among local actors, filmmakers, musicians, and supporting industries. Finally, successful local productions strengthen the overall competitiveness of Thailand's creative economy and increase the sustainability of the national film industry.

Therefore, the Forest-Surrounding the City Strategy can be viewed not only as a film production strategy but also as a mechanism for cultural and economic development that integrates local resources into broader national development objectives.

Conclusion & Discussion

The Process of Thai Film Tier 2 Based on the Forest Surrounding City Strategy

The results show that the sample group of 10 Tier 2 Thai have adopted the Forest surrounding the City Strategy in various processes related to the production and marketing of Thai Tier 2 films. The analysis was divided into four processes: 1) the process of thinking

about the story and the characters, 2) the process of conveying and presenting the picture, 3) the process of raising funds for film production, and 4) the production and marketing process of Tier 2 Thai films. All films demonstrate the application of the 'forest surrounding the city' strategy from the very beginning of the filmmaking process, and used the strategy as a precursor to plot and narrative design. The goal is to make the film's story, upon release, popular with audiences residing in the provinces. Therefore, the focus is on local stories simple, uncomplicated narratives with a focus on fun and the struggle against the influence of money and the insincerity of urban society. As seen in the research, this is a strategic use of urban siege tactics to build a deep relationship and create loyalty in marketing between filmmakers and audiences. In other words, it establishes a connection with the consumer in the economic engine.

In the process of transmitting and presenting images, it can be seen that Thai Tier 2 filmmakers aimed to portray the countryside or a local area full of beautiful nature where people are sincere to each other. Every movie ends with a picture of the joy of being in the home community. As explained in the research summary, the film producers implemented a forest strategy through images to evoke empathy from the local audience and contribute to the assembly process for creating images in movies. The research also found that the characters in all 10 sample movies were portrayed by actors domiciled in the provinces, able to transmit and communicate in the local language, creating a sense of unity with the audience who are people of the same region. This visualization strategy is crucial in marketing, serving as an important factor and motivation for consumers to support 'People of the same household,' leading to sustained patronage. If the creator reproduces the movie, the phenomenon of visual representation in Tier 2 films aligns with the Small-Town marketing strategy that the filmmakers created – a 'Brand Image' for the audience. Just like a product maker who sincerely values consumers in the provinces, the audience reacts positively and responds promptly to the products and services the operator sells. Thus, the entrepreneur's business becomes a better option in the consumer's point of view, and consumers are always ready to show their loyalty when presented again.

Regarding the funding process for production and the process of creating and marketing Tier 2 films, all of the trailers had lower budgets compared to other types of films, aligning with the concept of the forest surrounding city strategy, 'The Urban Forest on a Low Budget.' Filmmakers choose to market and sell their films in the suburbs or upcountry according to the forest strategy to save a substantial budget. The lower cost, encompassing marketing, transportation, labor, rental costs, etc., gives an undeniable advantage over competitors. Even in urban areas known to be densely populated with consumers, it's crucial to note that population distribution rates do not equate to actual numbers of people inhabited. A direct comparison reveals there are more people in the provinces than in Bangkok. Urban forest marketing aims to capture consumers in the provinces as the primary target, allowing filmmakers to reach more consumers than any other form of marketing.

A Model for Community Development and Economic Value Addition within the Thai Film Industry based on the concept of the Forest Surrounding City Strategy

From the second finding of Thai films, Tier 2, the sample group of 10 films applied the Forest Surrounding the City Strategy through all aspects of film work, including content, characters, scenes, language use, and costumes. Artistic elements in each film present a sense

of being 'Thai Folk,' with the identity of each area appearing distinctly. Moreover, the success of the films in applying the Forest Surrounding the City strategy is evident in the positive response and popularity among audiences in the provinces, especially in the regions or provinces featured or associated with as a set in a movie. This popularity in the provinces leads to the creation of trends and interests among audiences in other regions or provinces, including Bangkok, and garners attention from national and international media.

The action of producing Thai Tier 2 Films using the strategy of the forest surrounding the city contributes to the creation and development of the Thai film industry, making it more widely known and successful. It has the potential to advance further in the future. This concept aligns with the research of Maneekarn Chainon and Nattawut Suinta (2015) on film design to promote tourism at Ban Luang, Lhong Kot Subdistrict, Phrao District, Chiang Mai Province. The results indicated that most audiences were satisfied with the Ban Luang tourism promotion film, reflecting the success of filmmaking using the urban jungle strategy. Additionally, the research of Sermsak Khunphon and Fareeda Ooh (2019) on promoting cultural resources in creative tourism through advertising films of the Ranot community, Songkhla Province, showed that the sample group expressed interest in creative tourism in the Ranot district. Such films influenced interest and the need for creative tourism in the Ranot community.

The research also found that all 10 films were related to community development and economic value creation, whether directly or indirectly. The presentation of local identity through the films not only promotes local people to love and cherish their hometowns but also inspires people in the area who may have migrated to other places to learn about the stories in their locality, fostering a feeling of love and a desire to develop the local community. Moreover, people outside the area have the opportunity to recognize the beauty and charm of the northeastern, northern, and southern regions, leading to a trend in movie tourism and community development to support tourism, stimulate the economy for the community, and encourage the sale of local products. This contributes to the development of both the film industry and the community, fostering growth and persistence. These findings are consistent with the research of Pinyaluck Weerapatratwara (2014), who studied community development by the film industry based on the creative economy concept: a case study of Ban Mai Market Community, Chachoengsao Province. The results suggested development guidelines: creating and encouraging everyone in the community to learn, realize, and maintain what they have to attract the film industry to continue using the Ban Mai community as a shooting location. This can increase the number of tourists seeking a retro atmosphere, which serves as a community capital for sustainable development.

The findings are also consistent with previous studies emphasizing that creative and cultural activities can improve social well-being and strengthen community engagement (Pholprasert et al. 2025). Community participation observed through Thai Tier 2 films resembles cultural ecosystem approaches that support sustainable social development and neighborhood engagement (Damrhung 2025).

The researcher would like to conclude the research by presenting the new research findings model as follows:

Model 1: The Process of Tier 2 Thai Films based on the Forest Surrounding City Strategy

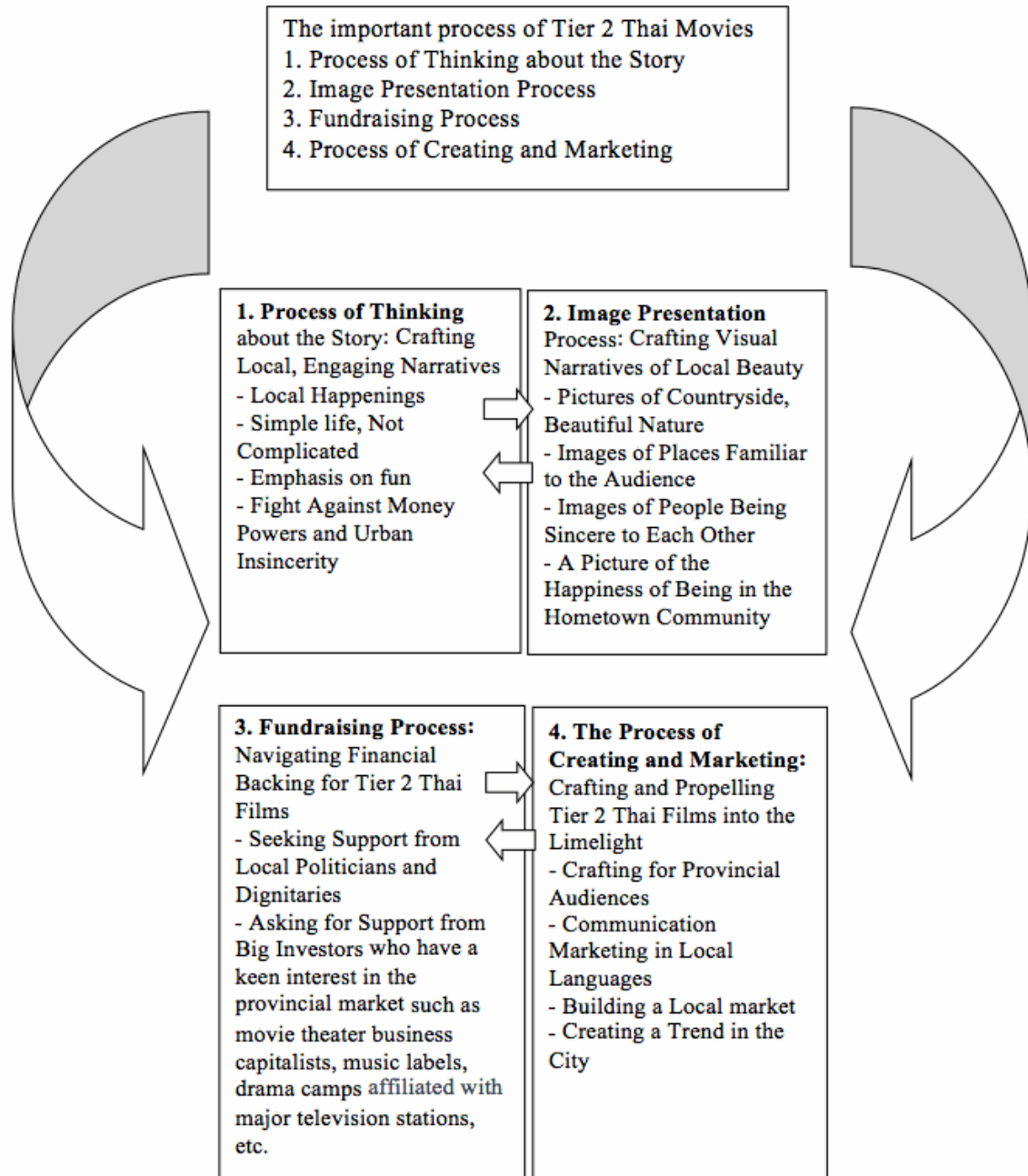


Figure 7. The process of Thai film Tier 2 based on the Forest-Surrounding City Strategy. Source: Author, 2021.

Model 1: The Process of Tier 2 Thai Films based on the Forest Surrounding City Strategy

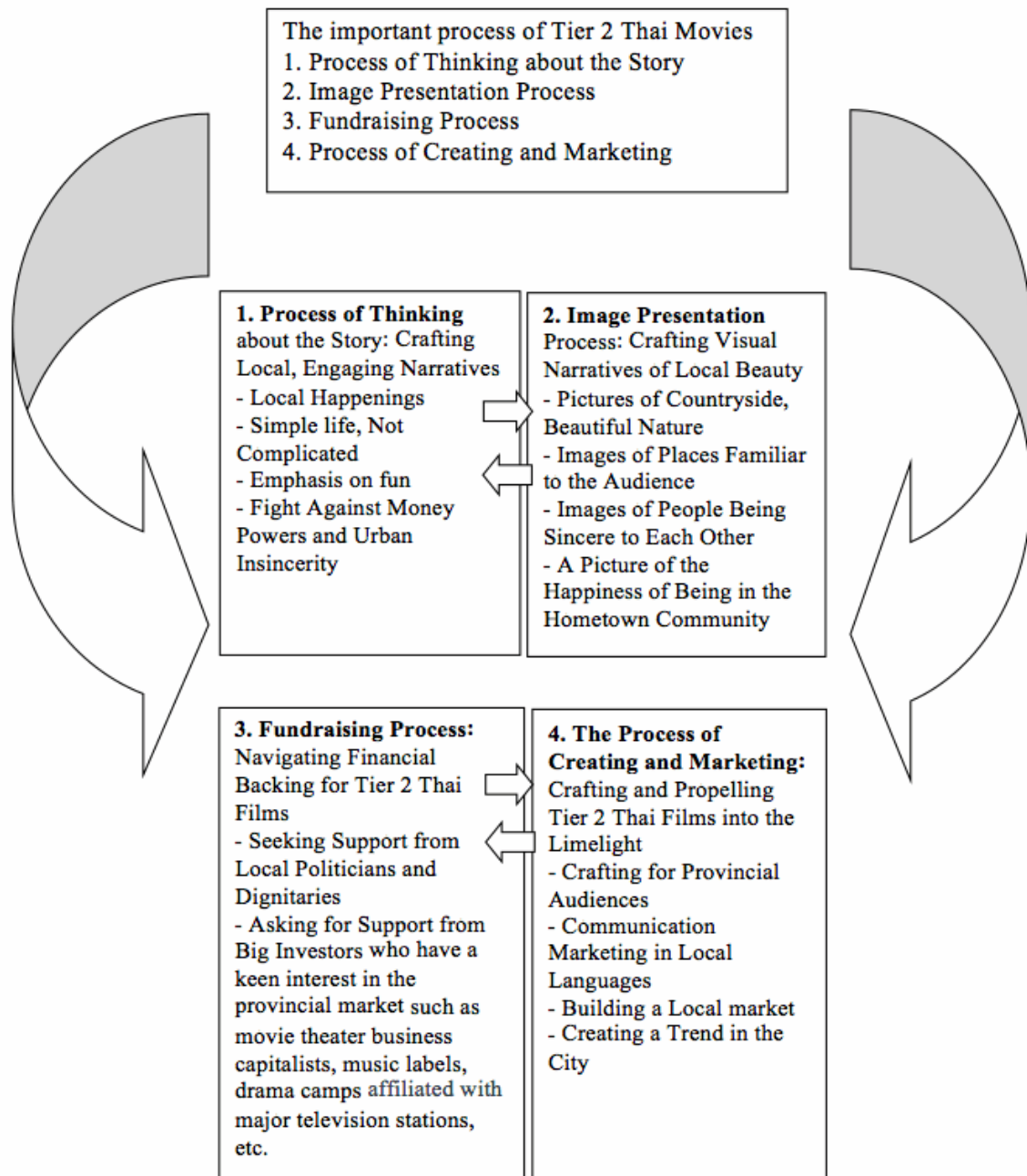


Figure 8. Guidelines for Community Development and Economic Value -Added through the Adoption of Tier 2 Thai Film Industry: The Strategy of Forest Surrounding the City. Source: Author, 2021.

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