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## **JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES (JCSH)**

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### **Editor's Note**

The JCSH continues to focus on publishing research works of various contemporary topics in social sciences and humanities. In this issue, we are pleased to present eight (8) research articles from various academic disciplines. Among them, two articles interestingly are related to Thailand's aged society: the decision to extend working life and a model for the improvement of health in aging urban populations.

In the first article, Kaewkwan Tangtipongkul examined the factors influencing the decision to extend working life, focusing on individuals aged 55-80 years old. Based on the 2018-2023 data from Thailand's National Labor Force Survey, the author found that geographic regions, age, gender, education, marital status, and the position of family members in the co-residence composition influenced an individual's decision to extend working life. For example, males had a significantly higher propensity to remain in the labor force compared to females.

In the second article, Patteera Pantaratorn, Benyapa Ruadrew, Naphatsorn Khanitda, and Areeya Tinnakornonsaeng investigated how social media influencer content characteristics and influencer attributes affected travel decisions among Thai Generation Z tourists. The authors found that the content characteristics significantly and positively influenced travel decisions. In addition, they found that influencers' credibility and expertise were much more influential than popularity.

In the third article, Suppachai Chanwanakul investigated Thai tourists' behaviors in wellness tourism at Khung Bangkachao, Samut Prakan. Based on a quantitative approach, the author found that there were significant relationships between demographic factors and visit frequency, particularly age, marital status, education level, occupation, and monthly income. The author also pointed out that Khung Bangkachao was transitioning from a youth-oriented ecotourism site to a nature-based wellness destination appealing to older, health-conscious travelers.

Next, Chatass Sawasdikul, Kanokchon Poontheratorn, Jirawat Tiwawatpakorn, Siam Permpetch, Sineenard Sukkubon, and Worachat Churdchomjan developed and evaluated a Community Health Bank model's effect on body composition and quality of life among older adults in Hat Yai Municipality, Songkhla Province. Based on the action research, the authors concluded that community-driven health promotion systems integrating behavioral incentives, social connectivity, and environmental modifications could improve health in aging urban populations.

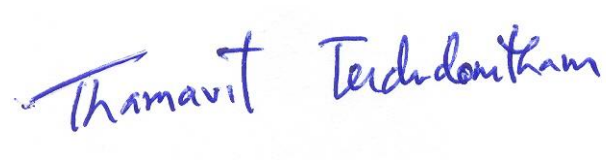
In the fifth article, Minn Myoh Minn Oo, and Jiraroj Mamadkul examined the impacts and challenges experienced by youths in Mon State regarding their digital rights and freedom under Myanmar's cybersecurity law 2025. Based on a qualitative approach, the authors found that the law had significant impacts on the youths, such as fear of arrest, declining digital engagement, restricted access to information and opportunities, and psychological stress. In addition, there were serious challenges such as VPN criminalization, the law's vaguely worded provisions, digital surveillance and privacy invasion, and inconsistencies in law enforcement.

In the sixth article, based on a qualitative approach, Ma. Daren Barquez and Nutthathirataa Withitwinyuchon examined the evolving roles of international stakeholders in the China-Philippines Maritime Dispute in the South China Sea. The authors concluded that stability in the South China Sea depended not only on legal legitimacy but also on collective political will, regional cohesion, and assertive diplomacy.

In the seventh article, Boyu Long and Malivan Praditteera investigated the effects of technological self-efficacy, task value, and goal orientation on digital literacy for employment among liberal arts university students in Chengdu, China. The authors found that students with higher confidence in their digital abilities, a stronger task value, and goal orientation were more likely to develop digital competencies for the labor market.

Last but not least, Lu Jun and Veerawat Sirivesmas examined the evolution of the Tile-cat cultural symbols in Yunnan, China. The authors found that the cultural resilience of the Tile-cat maintained its core “guardian” and “auspicious” genes. In addition, based on a quantitative approach, the authors found that the cultural authenticity impacted symbolic identity value and purchase intention, clarifying its value in commodification.

We always welcome your manuscripts and appreciate your comments. Links to our manuscript submission site can be found at the JCSH Online Submission and Review System: [www.rsu.ac.th/rjsh](http://www.rsu.ac.th/rjsh). We look forward to hearing from you and would like to express our appreciation in advance.

A handwritten signature in blue ink that reads "Thomavit Teerachonkham". The signature is written in a cursive style with a large initial 'T'.

Editor-in-chief