

COMMUNITY TOURISM MARKETING INNOVATION TO ENHANCE THE FOUNDATION ECONOMY OF SAMUT SONGKHRAM PROVINCE

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ABSTRACT

This research aimed to 1) develop community tourism marketing strategies in Samut Songkhram province, and 2) increase competitiveness to upgrade the basic economy of Samut Songkhram Province. The sample group was People and entrepreneurs 200 people, Use Content Analysis and summarize it as an essay.

The finding revealed that;

1. Community tourism marketing innovations to enhance the community foundation economy to propose community tourism marketing strategies as follows

Strategy 1 Promotion and development of tourism in the form of community tourism according to the identity of the community.

Strategy 2 Promotion and quality control of community tourism sites.

Strategy 3 Promoting and supporting the promotion of tourist attractions by emphasizing storytelling.

Strategy 4 Promotion and development of the physical environment and the composition of tourist attractions to facilitate the elderly and disabled tourists.

Strategy 5: Promoting proactive and sustainable strategies

2. Increase competitiveness to upgrade the basic economy it was found that 1) travel behavior has a pattern of traveling by private car. 2) Tourism management potential: There is a high level of potential in the criteria, and 3) Guidelines for developing the potential of community tourism management found that: 3.1) Travel routes should be increased, pamphlets should be prepared in English and Chinese, 3.2) The water supply system should be managed so that the water flows normally. Add enough toilets and trash cans, 3.3) The quality and suitability of accommodation and food should be of a standard that suits the price and is adequate, and 3.4) Rim trail cycling activities should be added. Canal to see nature, 3.5) The format and price of travel packages should be appropriate, 3.6) should provide tourist information, banks, and ATMs to tourists, and 3.7) Public relations, quality and price of food public toilets and increased supply of trash cans, both public and private.

Keywords: Community Tourism, Marketing Innovation, Foundation Economy, Samut Songkhram Province

INTRODUCTION

The Council of Ministers approved the framework of the country's economic and social rehabilitation policy in various aspects. One product to solve the problem of medicines and restore the economy and society affected by the COVID-19 outbreak. As well as handing it over to the responsible agencies to develop a project to drive the project in one sub-district. One of the four products, which is in line with the national strategy on building competitiveness. It aims to develop based on three concepts: (1) "Building on the past" by looking back to its economic roots; Identity Culture, traditions, lifestyles, and various natural resource strengths, as well as the country's comparative advantage in other aspects. It is applied in combination with technology and innovation to be in line with the context of the modern global economy and society. (2) "Adjust the present" to pave the way for the future through the development of the country's infrastructure in various dimensions, including transportation and transportation networks. Science, technology, and digital infrastructure and adapting the environment to facilitate the development of future industries and services. and (3) "create new value in the future" by increasing entrepreneurial potential, developing new generations, and adjusting business models to respond to market demands. Combined with a future-proof strategy based on building on the past and adjusting the present, as well as promoting and supporting from the government. This will enable Thailand to create a new income and employment base. Expand trade and investment opportunities on the global stage Along with raising income and eating well. Including the increase in the middle class in the country at the same time. In line with the 12th National Economic and Social Development Plan (2017 - 2021), Strategy 3 will focus on developing and implementing advanced science, technology, and innovation. Digital Economy Development Developing and upgrading the quality of manpower and creativity in expanding the new economic and income bases along with increasing the productivity of existing production and service bases. As well as expanding existing production and services using digital and smart technology. In addition, it will focus on the use of the potential of biological resources. Promoting effective linkages throughout the value chain Development of new economic areas and development along economic corridors Combining the service sector with trade and preparing the service sector to support free competition. Enhancing the competitiveness of small and medium-sized enterprises, as well as building a society of entrepreneurs who produce and sell by considering rapid changes in consumer demand and higher international standards of goods and services, as well as environmental standards, as well as developing systems and mechanisms. As well as spatial development to distribute economic opportunities to local and local people and share benefits fairly to reduce economic inequality. Area Based Approach is a new management approach that operates from the foundation to the top, which is the goal and direction of development to strengthen communities and bridge gaps. Tackling inequality and create concrete development guidelines in the area based on facts about potentials, problems, needs, development opportunities in the area, as well as the use of development mechanisms resulting from the cooperation of all sectors, including the government. Private Sector Public and Academic Sectors (Office of the National Economic and Social Development Board, 2017)

From attending small group meetings with stakeholders and government representatives. found that What the community wants to develop/expand/promote and focus on developing tourist attractions and tourism image according to the identity of the community and in line with the needs of tourists. This leads to pinning down tourism. Linking tourist routes Point-based learning activities, including the enhancement of nature tourism and training of tour guides or tour guides in the community, etc., and focus on developing business plans to enhance entrepreneurial potential. that operate with social responsibility. Income

is distributed to the community. Responsible for preventing and solving environmental problems to society, both waste management and wastewater generated from the operation of the establishment.

Therefore, the researcher is interested in conducting research. "Community Tourism Marketing Innovation to Enhance the Foundation Economy of Samut Songkhram Province" It is a spatial development with technology and innovation that meets the needs of citizens and entrepreneurs. From upstream, midstream, and downstream so that people and entrepreneurs can start to participate in the development as well. It creates a tourism economy for the community to generate income for the family. This will bring benefits that will lead to balance in life and well-being and increase competitiveness in community tourism to be accepted by both Thai and foreign tourists, as well as spatial development on the part of the community to promote quality of life and fair returns to the people in the community to be sustainable.

OBJECTIVES

1. Develop community tourism marketing strategies in Samut Songkhram province.
2. Increase competitiveness to upgrade the basic economy of Samut Songkhram Province.

LITERATURE REVIEW

3.1 The concept of the micro-economy

Using the concept of the Cabinet Secretariat (2018), the researcher said: The foundation economy is the economic system of local communities that can be self-reliant. There is mutual support. It is an economic system that facilitates the development of various aspects in the area. people Community, Culture, Environment Strong and sustainable natural resources. In addition, the foundation economy must have a comprehensive approach to development and management by local communities as much as possible. Strong capital and fund formation, basic production, privatization, services, marketing. Food production and basic needs for local people to be self-sufficient and develop as a social enterprise or community business."

3.2 Community Tourism Ideas

We used the concept of Thanapol Chanreungrit (2019) said Tourism management through public participation is another option that can respond and develop towards a sustainable social development process. Under the 4 dimensions are: 1) Environmental Dimension, 2) Political Dimension, 3) Social and Cultural Dimensions, and 4) Economic Dimension.

3.3 Concepts and theories about management innovation

The researcher used the ideas of Bartol & Martin (1997) and said The Management Process consists of 4 important steps: 1) Planning 2) Organizing 3) Leading: Leaders and 4) Control.

3.4 The concept of human resource management innovation

Using the concept of the Wutipong Janmuangthai, Chumpon Rodjam, Chutikarn Sriviboon, Cholpassorn Sitthiwarongchai (2021), the researcher said: Human resource management innovations for educational organizations can be divided into 2 parts: (1) Human resource management, consisting of human resource planning, recruitment and selection, training and development. performance appraisal and remuneration and benefits, and (2) Organizational innovation consists of strategic innovation, human capital innovation, process innovation, and service innovation, which is very important in building the capacity of the organization's people. To compete in Thailand's educational organizations to be innovative organizations.

METHODOLOGY

4.1 Population and sample

Are people and entrepreneurs living in Don Manora and Chom Pluak sub-districts. Bang Bang Thi District, Samut Songkhram Province 200 people

4.2 Research Instruments

Interview about Community Tourism Marketing Innovation to Enhance the Foundation Economy of Samut Songkhram Province The process of creating the tool is as follows:

1. Study of documents and research related to the development of tourism marketing strategies to increase the efficiency of community tourism. To upgrade the basic economy of Samut Songkhram province to use theories and concepts as a guide for creating interview drawings.
2. Create an interview that covers the content you want to study.
3. Present the generated interview form to the research project consultant (community tourism expert) for further review and suggestion for improvement in the remaining areas.
4. Complete the interview form as suggested by the research project consultant (community tourism expert).
5. Double-check and complete the correction before using it for further data collection.

4.3 Analysis of data and statistics used

The researcher conducted an opinion analysis on the needs, potential, and readiness to develop innovations in community tourism marketing to enhance the foundation economy of Samut Songkhram Province using content analysis and summarized into essays.

RESULTS

5.1 Community tourism marketing innovations to enhance the foundation economy of Samut Songkhram province include: Product & Service Innovation, Contributing Innovation, Marketing Innovation, Brilliant innovation, Corporate Innovation, and sustainability innovation. To propose community tourism marketing strategies. as follows.

Strategy 1 Promotion and development of tourism in the form of community tourism according to the identity of the community.

Strategy 2 Promotion and quality control of community tourism sites

Strategy 3 Promoting and supporting the promotion of tourist attractions by emphasizing storytelling.

Strategy 4 Promotion and development of the physical environment and the composition of tourist attractions to facilitate the elderly and disabled tourists.

Strategy 5: Promoting proactive and sustainable strategies.

5.2 Increase competitiveness to upgrade the basic economy it was found that 1) travel behavior has a pattern of traveling by private car. 2) Tourism management potential: There is a high level of potential in the criteria, and 3) Guidelines for developing the potential of community tourism management found that: 3.1) Travel routes should be increased, pamphlets should be prepared in English and Chinese, 3.2) The water supply system should be managed so that the water flows normally. Add enough toilets and trash cans, 3.3) The quality and suitability of accommodation and food should be of a standard that suits the price and

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DISCUSSION

Community Tourism Marketing Innovation to Enhance the Foundation Economy, it consists of 6 aspects as follows: 1) Creating innovative products and services by creating and developing new and attractive but not negatively impacting the traditional community lifestyle and the community environment, in line with the concept of Tutorial Point (2016) states that tourist areas must provide tourism resources that can attract the attention of tourists or have a visually appealing appearance. It has a unique charm, both from nature and man-made beauty, 2) Creating innovative participation by integrating and coordinating between government agencies In line with Keling and Entebang (2017), the participation of local communities, village committees and people in the area is important for the construction of Karma Homestay Temple, 3) Creating marketing innovation by proactively marketing and promoting tourist attractions as traditional community ways, as well as collaborating on various forms of social activities, in line with Hashim (2015) said that the use of new or improved marketing methods to increase the attractiveness of corporate products and services or enter the market through the packaging design of new goods or services. sales or distribution, new or significantly altered, 4) Creating innovation by creating a management style that emphasizes quality, standards, transparency. This is in line with Hashim (2015) who says that process innovation involves improving the production of new goods or services. Improvement of new means of transporting goods, shipping or distributing goods, improvement of the maintenance system. Purchasing, re-accounting, and service level improvement, 5) Creating organizational innovation by developing knowledge, abilities, and skills of people in the community and creating a community culture that is mainly beneficial to the community. To cooperate in managing homestay together smoothly and willingly. This is in line with Omerzel (2015) that sees organizational innovation as related to new business management. Empowering employees Reward work with financial benefits and proper job satisfaction. How to maintain tourism sector employees to work continuously and efficiently, and 6) Creating sustainable innovations by generating permanent income for the community and focusing on the persistence of traditional identity. This is in line with UNESCO (2005) which states that sustainability comes from preserving ecosystems, ethics and society equally. Stabilize economic, social and cultural aspects. and Wutipong Janmuangthai, Chumpon Rodjam, Chutikarn Sriviboon and Cholpassorn Sitthiwarongchai (2021) research articles on Human Resource Management Innovative of Educational Organizations. This research aims to study human resource management innovation for educational organizations and to create appropriate models to bring human resource management innovation in educational organizations. Qualitative Research is based on the concept of innovation and human resource management, as well as the Thai educational context. The results showed that the right model to implement human resource management innovation for educational organizations is the 5H go 3In Model.

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