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CONFERENCE IN AMSTERDAM 2023**

*Amsterdam, Netherlands
17-19 February 2023*

ICBTS 2023



Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Nitaigour Premchand Mahalik, California State University, Fresno, USA
Bob Barrett, American Public University, USA
Vipin Nadda, University of Sunderland, United Kingdom
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THE IMPACT OF DIGITAL MARKETING, TOURISM, SPA, CREATIONS BASED ON LOCAL WISDOM AND RANONG CULTURE

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ABSTRACT

This research is primarily quantitative research combined with semi-operational quality research by integrating online and offline tools. To carry out the marketing of innovative spa products. Souvenir Products Local food coupled with tourism and tourist routes to suit purchasing habits. Tourism and consumer demand are changing with the development of content suitable for social media according to consumer behavior (Customer Persona) personality traits. Lifestyle or lifestyle of the target audience and demand. The goal is to build awareness, manage customer relationships, build brands, and generate sales, including: (1) creating a digital linkage of product trading channels; There are 3 platforms: Facebook, LINE, Instagram, (2) Creating a path to connect video content from the main platforms, Namely YouTube and Facebook, (3) Advertising through Google ads.

The study found that the majority of Thai consumers are female, under 25 years of age, single status, undergrad degree, student/student occupation. Household income per month is less than 13,500 baht, Buddhist, most foreign consumers are males, under 25 years of age, single status, bachelor's degree, professional professionals. Monthly household income is less than 13,500 baht or more. It's like a backpacking tourist and coming from Europe. Thais have an average frequency of street food eating about 6 times a week. It was found that loyalty has the greatest overall impact (0.351), followed by badges that promote self-image (0.117), functional benefits (0.085), personality badges (0.063), customer retention (0.040), where loyalty has a direct impact. As for badges that promote one's own image. Functional benefits Personality badges, customer retention have an indirect impact on the willingness to pay a high price, through loyalty and factors that correlate with satisfaction. Loyalty and willingness to pay high prices of Thai tourists An assessment of the total overall impact (both directly and indirectly) of various factors affecting the willingness to pay a high price. It was found that loyalty had the greatest overall impact (0.683), followed by value for money (0.452), where loyalty had a direct impact. Value section It has an indirect impact on the willingness to pay a high price.

Keywords: Digital marketing, innovations for prototype products, creative, spa tourism

INTRODUCTION

National Economic and Social Development Plan No. 12 (2017-2021), National Strategy on Competitiveness Building, Ranong Provincial Development Plan 2018-2022,

Provincial Strategy 1, Development Issues 1, Promoting and Developing Tourism and Health Services Linked to ASEAN Plan 3: Promote tourism public relations and marketing. The problem condition is studied. need In regard to the tourism publicity of the province. There is a high level of urgency. It focuses on raising awareness, managing customer relationships, building brands, and generating sales in Ranong province. Enriched with mineral wells, the quality of the country. There are places to visit with all kinds of tastes, including the sea, waterfalls, sandy beaches. Mountains, temples, markets, museums, hot springs, and even local communities are all there. Marketing operations of innovative spa products Souvenir Products Local cuisine, coupled with tourism and tourist routes, is an important strategy to make the group's products known. grow Local residents are increasing their income, which has been hit by marketing trends in 2021, which create a path for consumers to access the province's products and services as comfortably as possible: websites (to facilitate consumers), social media (to make such products reliable and reach a broad audience), data (to analyze strategies that meet consumer behavior). Creating a digital linkage of trade channels There are three platforms: Facebook, LINE, Instagram, creating a path to link video content from the main platforms, YouTube and Facebook. Content that effectively reaches customers while promoting products to niche audiences and mass audiences to create awareness, learning, attitudes, and sales. The panel therefore recognized the importance of designing online and offline channels to build community on social media through Creating a digital linkage of trade channels There are three platforms: Facebook, LINE, Instagram, creating a path to link video content from the main platforms, YouTube and Facebook. Advertising through Google ads. and content that effectively reaches customers while promoting products to specific customers and large groups of consumers, thus using social media to reach customers developed from word-of-mouth marketing. Word-of-Mouth (WOM)

OBJECTIVE

To study the impact of digital marketing. Tourism, spas, creations based on local wisdom and Ranong culture.

LITERATURE REVIEW

Digital marketing is the use of marketing machines focusing on the target market. Connect with innovation work Gurvinder S. Shergill & Rajendra Nargundkar, 2004, p.27-47) will focus on marketing innovation for small businesses. Marketing innovations are used as follows: 1) Creating sustainable competitive advantages 2) Marketing innovations to develop with a focus on sustainability based on differentiation criteria and low-cost leadership strategies. 3. The ability to innovate in marketing will improve the production of small businesses that are superior to competitors and have good inter-functional capabilities.

Innovations for prototype products) The strategic tourism marketing planning process is defined as follows (Tsotsou & Goldsmith: 2012). (1) Use target marketing, i.e. with market segmentation. Choosing a target market and clearly positioning the products of tourist attractions. (Destinations positioning) (2) Apply the branding principle by developing the brand

in the destination. (3) Destination image creation (4) Destination brand equity (5) Relationship marketing and loyalty in tourism (6) Experiential marketing (7) Innovations in E-marketing Knowing a destination awareness is a key element in the performance of branding in the tourism industry (Lee and Back, 2008), and research has shown that knowing a destination awareness affects actual visit behavior (Kwun and Oh, 2004) and has been found to play an important role in choosing a travel destination (Chon, 1992). Awareness set refers to a list of destinations that are in the minds of tourists. After the tourist has listed the destination. Boo, Busser and Baloglu (2009) found that knowing a destination awareness can positively affect the brand value of a tourist destination, but in some cases, knowing a destination awareness does not always lead to brand value (Kashif, Samsi and Sarifuddin, 2015).

Yildi & Kocan (2018) points to the impact on product innovation on the quality of products loyal to the brand. The results showed that both innovation and product quality had a positive impact on brand image or brand recognition and loyalty to the brand. It is also considered that knowing the badge and its image has a positive impact on its loyalty. Therefore, innovation is critical to the quality of customer loyalty. In addition, the quality of the product affects the good feeling in the customer's mind. However, the brand's image must be enhanced in the customer's view, which will lead to loyalty to the badge.

METHODOLOGY

Data Collection

The researcher conducted quantitative and qualitative data collection as follows: Quantitative data by distributing questionnaires. The researcher requested cooperation for Spa consumers and restaurant operators in Ranong

Data Analysis

The researcher used the collected data to analyze which were quantitative and qualitative analysis as follows: Data obtained from the questionnaires collected. The researcher used the statistical analysis by finding the percentage, mean, standard deviation.

Empirical Results and Discussion

The tourism industry is an industry of great importance for the prosperity of Thailand's economy. This has generated approximately 3,000 trillion baht in revenue for Thailand. In 2019 (1993) trillion baht from foreign tourists and 1084 trillion baht from Thais), it accounted for 11% of total GDP (EIC, 2016) (Bank of Thailand, 2021).

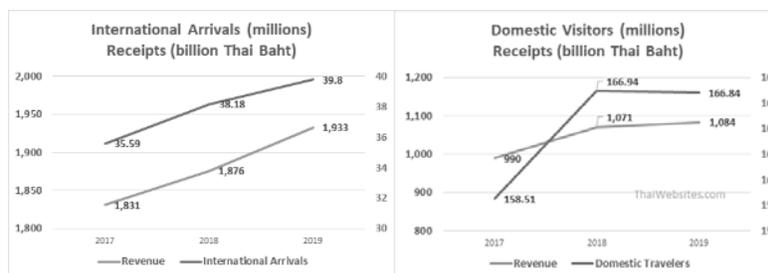


Figure 1 shows the number of tourists comparing between foreign tourists and Thai tourists, and the income from foreign tourists compared between Thai tourists.

WWW.Thaiwebsites.com

When considering the regions of tourists with the highest proportion of tourists visiting, the number 1 is tourists from East Asia, followed by Asia and followed by Europe.

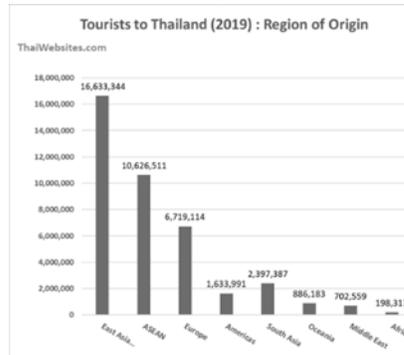


Figure 2 shows the number of foreign tourists classified by region of tourists.

WWW.Thaiwebsites.com

Thailand has a total of 10.13 million tourists. In 2001, it has steadily increased to 39.8 million people. In 2019, the number of tourists reached its end in March 2020 due to the COVID-19 pandemic, with the number of tourists falling to 6691 million in the first three months of 2020, from 10795 million in the same period of 2019 (-38.01%). Considering history. To the major events affecting the tourism industry It was found that Thailand experienced many important events, both natural disasters and political situations, but none of them had the same severe impact as the COVID situation. In other words, the number of tourists has dropped enormously from 40 million to 6.7 million. In the first 3 months of 2020, negative growth (-76.40%)

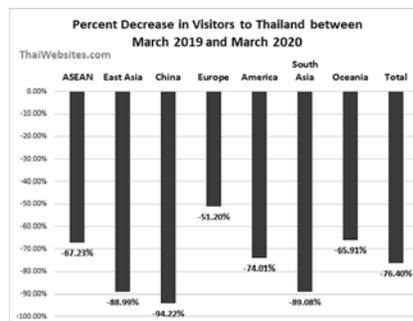


Figure 4 shows the rate of change in tourists compared between 2019 and 2020 in March, classified by region.

The results of the data collection showed that: Thai consumers are female, under 25 years of age, single status, undergrad degree, student/student occupation. Household income per month is less than 13,500 baht, Buddhist, most foreign consumers are males, under 25 years of age, single status, bachelor's degree, professional professionals. Monthly household income is less than 13,500 baht or more. It's like a backpacking tourist and coming from Europe. This

have an average frequency of street food eating about 6 times a week. It was found that loyalty has the greatest overall impact (0.351), followed by badges that promote self-image (0.117), functional benefits (0.085), personality badges (0.063), customer retention (0.040), where loyalty has a direct impact. As for badges that promote one's own image. Functional benefits Personality badges, customer retention have an indirect impact on the willingness to pay a high price, through loyalty and factors that correlate with satisfaction. Loyalty and willingness to pay high prices of Thai tourists An assessment of the total overall impact (both directly and indirectly) of various factors affecting the willingness to pay a high price. It was found that loyalty had the greatest overall impact (0.683), followed by value for money (0.452), where loyalty had a direct impact. Value section It has an indirect impact on the willingness to pay a high price.

CONCLUSION AND DISCUSSION

Marketing Innovation is the use of innovation principles in conjunction with the formulation of marketing strategies. The research found that marketing innovation has an impact on the company's competitive advantage, which is called the Innovative Marketing Strategy. Used to formulate marketing strategies. By creating an integrated marketing strategy (1) Integrated marketing with multiple tools together (2) Customer concentration (3) Market concentration (4) Unique situation can attract customer needs (5) Change to adapt strategies to meet changing needs (6) Various marketing styles to meet different customer needs (Varied Marketing) (Lancaster, 2007) Like many researchers who have applied the concept of brand equity to travel destinations. In countries such as Pakistan (Kashif, Saensi and Sarifuddin, 2015), Slovenia (konecnik and Gartner, 2007), Spain (Garcia et al.,2012), Asia (Kim et al.,2016), Tran, Nguyen, Tran, Tran and Huynh, 2019; Kaushal, Sharma and Reddy, 2019; Kladou et al., 2015; Morgan et al., 2002. Dedeoglu, Van Nickerk, Wenland and Celuch, 2019; Bianchi, Pike and Lings, 2014) destination brands are complex in education and marketers have little control over branding compared to general branding. Destination awareness is a key element in the performance of branding in the tourism industry (Lee and Back, 2008), and research has shown that knowing a destination awareness affects actual visit behavior (Kwun and Oh, 2004) and has been found to play an important role in choosing a travel destination (Chon, 1992). Awareness set refers to a list of destinations that are in the minds of tourists. After the tourist has listed the destination. Boo, Busser and Baloglu (2009) found that knowing a destination awareness can have a positive impact on the brand value of a tourist destination, but in some cases knowing a destination awareness does not always lead to brand value (Kashif, Samsi and Sarifuddin, 2015). Sledgianowski and Kulviwat, 2009) affects acceptance (Bareika, Jeyaraj and Wallnski, 2013), practicality (Lee and Cho, 2011), willingness to continue using the system (Kim, 2011), willingness to help with subscription fees (Hornig, 2012).

SUGGESTIONS

Recommendations from research

1. Studying users who can increase their popularity or decrease their popularity based on content presented under the concept by scoring or voting, such as Wongnai / TripAdvisor /

pantip, etc., and 3) Interacting social media in groups that generate user interactions or questioning is the foundation of social media and is the most popular form, such as Facebook / Twitter / Instagram, etc.

2. Social media should be studied in groups that generate user interactions or questioning as the foundation of social media and the most popular form, such as Facebook / Twitter / Instagram, etc.

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