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

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INTRODUCTION

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.



OBJECTIVE

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



METHODOLOGY

➤ 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

➤ 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.



METHODOLOGY

➤ Research Instruments

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.

➤ 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 AND FINDING

- 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 on 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.



RESULTS AND FINDING

- 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.



CONCLUSION AND 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,



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