

The Marketing Strategy Development of Cultural Tourism: A Case Study of Thung Bua Daeng Floating Market at Banglane, Banglen, Nakhon Pathom

by

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ABSTRACT

This study aims (1) To study the level of motivation in tourism of cultural tourists. (2) To compare the level of motivation in tourism of cultural tourists; and (3) the marketing strategy for promoting cultural tourism in Thung Bua Daeng at Bang Len, Nakhon Pathom province. Use quantitative integration research. And qualitative. Using quantitative sampling from accidental sampling. The research instruments were both open and close ended questions. For data analysis, descriptive statistics includes frequency, percentage, mean and standard deviation were applied. The evaluation results of the applications performance, it was found that (1) Level incentives in the tourism market of tourists visit Thung Bua Daeng Floating Market at Banglane overall, are moderate and considering it was found that the motivation is moderate on all sides. Sorted by following; travel, in tourism attractions, service, facilities and public relations. (2) Compare the level of incentive travel traveling tourism market Thung Bua Daeng Floating Market at Banglane by personal factors that tourists with sex, age, education, occupation, income and marital status have different incentives for different tourism Thung Bua Daeng Floating Market at Banglane statistically significant at the .05 level at the tourists domiciled different level incentive travel market capital is no different. (3) A guideline for the development of a community-based cultural tourism marketing strategy in Tung Bua Daeng market at Banglane, Banglen, Nakhon Pathom province. Community tour Finance or Budget There should be support from local or district administration. And the relevant agencies. They should be grouped together to provide coordinated and informative assistance. Link to other attractions. To build the next network

Keywords: Marketing Strategy, Cultural tourism, Floating Market

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Introduction

Cultural Tourism is the factual one of tour that focuses on tourism. Related to Heritage, tradition, succession and culture attracted. There are many museums, galleries, theaters, musicals, folk music, folk rituals, crafts and other activities. This is a very important part of the culture (Kongsawat Juthamas, 2007). Tourism has meaning as well. Man-made attractions include historic landmarks, ancient objects, artifacts, museums. Assembly outstanding career venues, traditions, local handicrafts, local arts and crafts also the way to live.

Tourism in Nakhon Pathom There are many researchers. The study and the potential of Nakhon Pathom. In terms of tourism, such as Boonkum Podjana(2013), we have studied the development of ecotourism. Ayutthaya Waterfront Market in Nakhon Pathom The study shows that Nakhon Pathom Province has potential

tourism resources in terms of location, atmosphere, culture and cooperation of people in the area. As with the research of Fangsang Duangsamorn (2009), a study of social capital and route planning was conducted. Cultural tourism of community in Salaya district municipality. Nakhon Pathom the results of social capital analysis revealed that the residents of Salaya district community were closely related. It will be seen by people in the community to do activities. Traditional merit the unique of the Salaya, such as boat racing traditions, children's day, Songkran festival. As well as help In addition to supporting activities or activities such as weddings, weddings, etc., and the community of Salaya. Meetings are held at the Floating Market, which is a unique lifestyle of the local community. The life of the Thai people in the past as well. It is of interest to both Thai and foreign tourists. The food is sold. Local souvenirs. It is a place where tourists visit a lot. Currently, the floating market is becoming more and more popular, making the floating market a more attractive place in many provinces. Thung Bua Daeng floating market at Bang Len is located on the edge of the big red lotus. The area is 44 rai, 24 rai of lotus pond that can travel all the year.

Objectives

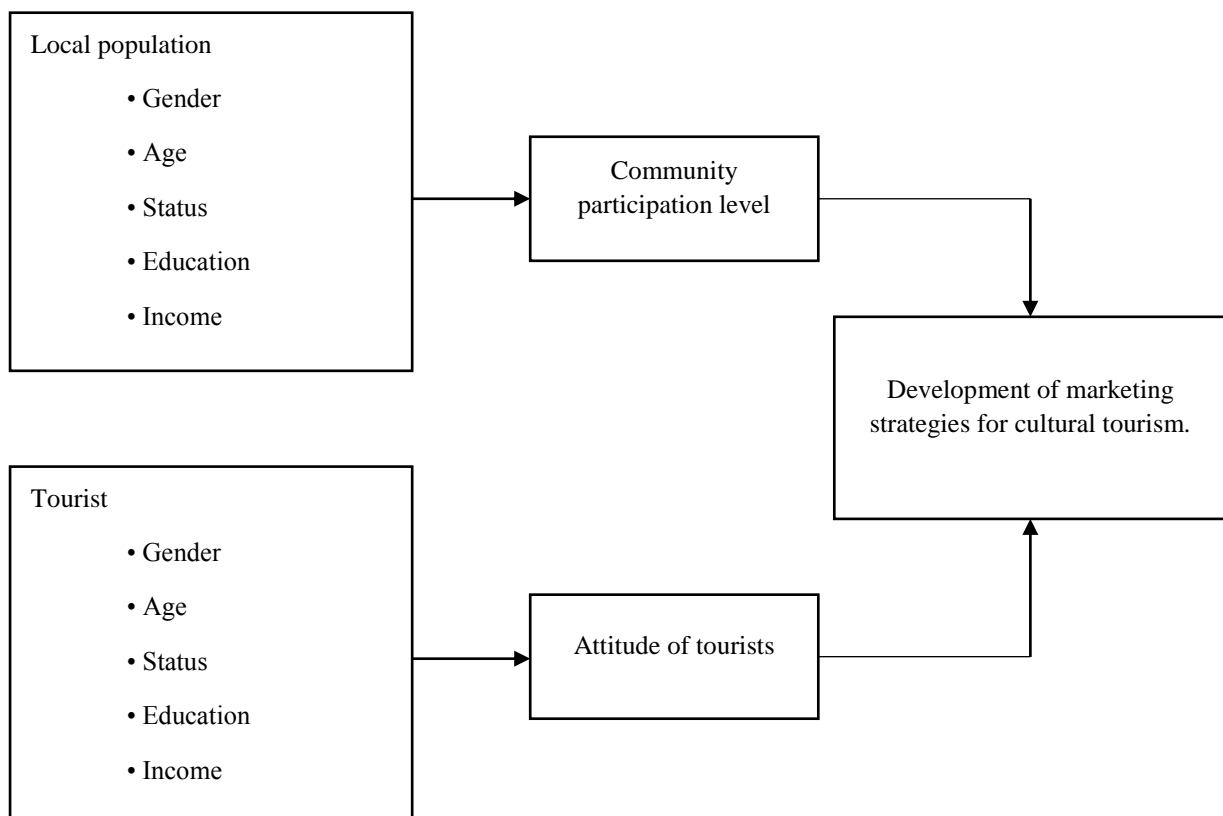
1. To study the level of motivation in tourism of cultural tourists in case of Thung Bua Dang Floating Market at Bang Len, Bang Len, Nakhon Pathom.
2. To compare the level of motivation in tourism of cultural tourists in the case of Thung Bua Daeng Floating Market at Bang Len, Bang Len, Nakhon Pathom by personal status of tourists.
3. To study the marketing strategy in promoting cultural tourism in case of Thung Bua Daeng Floating Market at Bang Len, Bang Len, Nakhon Pathom.

Conceptual Framework

Based on the study of the literature and related research, the researcher set the conceptual framework in the research on the development of marketing strategies for cultural tourism: a case study of Thung Bua Daeng floating market at Bang Len.

Banglane, Nakhon Pathom, Thailand. The research framework was set up in two aspects: the level of local community participation and the attitude of tourists towards the Tung Bua Dang Floating Market at Bang Len, Bangna

Each conceptual framework has both quantitative and qualitative dimensions, adding a dimension of research covering all aspects of the study.



Hypothesis

1. The development of marketing strategies for cultural tourism in the attitude of gold tourists should develop the most environmental aspects.
2. The development of marketing strategies for cultural tourism in the attitude of entrepreneurs should develop the most economic aspects.
3. Gender, age, domicile, occupation, income, education Factors related to attitude toward marketing strategy development, cultural tourism of gold tourists.
4. Gender, age, domicile, education Occupation The duration of stay is a factor that correlates with entrepreneurial attitude.

Related Literatures

Klinmuanwai Kittisak (2011) Research on tourism development in Lampang community. To study the opinions of tourists and the public on the development of community tourism. Including the government's tourism management policy and the opinion of community leaders in Lampang. To use as a guideline for tourism development in Lampang. The results showed that tourists. Most respondents had a need for community-based tourism components. facilities Travel Programs Tourism activities and value added services. The majority of the respondents rated the tourism development in Lampang community at a high level and wanted to participate in planning. Tourism management, community and tourism resources in the community were at a high level. In addition, most interviewers agreed that planning for community tourism should be planned.

Munklun Piyaphong (2011) The objective of this study was to investigate the status and potential of tourism resources of three floating markets in Nonthaburi Province, namely Wat Sangsirtham Floating Market Wat Takian Floating Market Compare the potential of such attractions. It also provides tourism management advice based on 4 main factors, including 12 indicators. As a whole, all three floating markets had average scores. Sainoi Floating Market had the highest average score of 3.67, followed by the Wat Takian Floating Market with an average score of 3.50 and Wat Sutiritham Floating Market with the lowest score of 3.25. That the resources. Wat Sutthisan is the most prominent. The average score was 4.33, in particular, access to the tourist with a maximum score of 5.00, while in the service. Sai Noi Floating Market has the highest average score of 3.50 and is outstanding in the tourism services, with the rating of 4.00 for the management. Floating the Sai Noi. The average rating is the same. The value of 3.00 and the outstanding in the group and the participation of people in the community with the rating of 3.00 equal and in marketing, it is found that Wat Takian floating market has the highest average. 4.25, distinguished from other tourist destinations in relation to other tourist destinations. The score is 4.00.

Rattanapong Preeyaporn (2013) Study on the development of tourism in communities and places around the canal floating market. The samples used in this study were divided into the respondents were 400 Thai tourists who came to the community around Klong Lad Mayom floating market. The data were analyzed for percentage, mean, standard deviation T test statistics One-way analysis of variance and analysis for Pearson product moment correlation coefficient. Interviews the total number of participants was 6. The research found that the tourist attractions should be able to accommodate the increasing number of visitors, such as adding parking places and bathrooms. Should promote more marketing, such as advertising. Informs visitors to use the service. Manage the environment for the community to be beautiful. Provide activities that allow visitors to participate in everyday activities of the community. It should instill a sense of community in protecting the environment of the community and canals. People involved in community attractions. There should be policy planning. To develop serious tourism. Both short and long term. To develop tourism as a way of life for the people in the community.

Sawangphol Kalayakorn (2015) The purpose of this research is to study the participation of people in the community on the tourism market Sai Noi, Sainoi District, Nonthaburi. To study the attitude of tourists towards Sai Noi Floating Market, Sainoi District, Nonthaburi Province. And to explore the attractions and study the development of Sai Noi floating market for sustainable tourism. The population are 50 traders in the Sai Noi market and 400 tourists in the market. Merchants participated in a low level of participation in acknowledging the most problematic issues. Based on the hypothesis testing, the research found that Traders with different periods of stay and income will have different levels of involvement in planning. And participation in different actions. Participation in acknowledgment of problem study. Participation in planning activities. Participation in monitoring and evaluation was not significantly different. On the attitude of tourists, the tourists have attitude towards the market. Moderate the tourists have the attitude of travel, transportation and facilities most. Stay in

good Tourist Attitude towards activities and attractions in travel. The attitude of product quality and price were moderate. Based on the hypothesis testing, it was found that tourists with personal factors, such as age, status, education, occupation, income, Sex differences were not different in tourism.

Research Methodology

A study on The Marketing Strategy Development of Cultural Tourism: A Case Study of Thung Bua Daeng Floating Market at Banglane, Banglen, Nakhon Pathom by Accidental sampling. (Questionnaire) The questionnaire was designed to be a closed-end question and an open-ended questionnaire with five criteria and a rating scale. The most agreeable was the agreement. With minimal the tourists are Thai tourists. And entrepreneurs focus on qualitative data collection. Data were collected from 200 Thai tourists and entrepreneurs at Tung Bua Daeng Floating Market, Banglane, Banglen, Nakhon Pathom Province. The questionnaire was distributed to the sample. And the data was collected. The data is processed from a computer. The software program (Vanichbuncha Kalaya, 2016) helps in data analysis. The statistics used for data analysis are: Frequency and percentage Use of demographic characteristics. And the behavior of the tourists who are tourists. And entrepreneurs Use the mean and standard deviation. To explain the satisfaction of using the service. It also includes analysis of problems and obstacles in using the services of the users. The standard deviation is used in conjunction with the mean. The t-test, one-way analysis of Variances, and chi-square were used at the 95% confidence level for the results. The instrument used to collect this data was a questionnaire related to satisfaction. Consumption behavior and behavioral trends. Creating research tools. This is a questionnaire with the following tools in the following order.

1. Research and research papers. Related to satisfaction, consumption behavior and behavioral trends. This is a guideline for creating a questionnaire.

2. The data collected from the collection of the questionnaire. This is a guideline to create a questionnaire, divided into 4 sections.

Part 1: the questionnaires of the respondents were gender, age, occupation, marital status, monthly income and education, this is a closed-end response question.

Part 2: Development of marketing strategies for cultural tourism: A case study of Thung Bua Daeng floating market at Banglane, Banglane, Nakornpathom Province. The questionnaire was a rating scale method. Likert scale questions. The level of interval measurement is divided into 5 levels.

Part 3: Information on Strategic Factors, Marketing mix, Cultural tourism 8 P's

Part 4: Suggestions and Opinions of Tourists at Thung Bua Daeng Floating Market, Bang Len, Bang Len, Nakhon Pathom. Open-ended Questionnaire was used to measure the Ratio Scale.

Data analysis

Data analysis Descriptive statistics are used.

- Percentage for the analysis of data from questionnaire 1, demographic characteristics, and section 4 are the main reasons for using the service. The person you come to use. The person who influences your decision most. And most of the day you use the service.

- Find the average (Mean) for the data from the questionnaire. Tourists traveling to Thung Bua Daeng Floating Market, Bang Len, Nakhon Pathom, Thailand. Part 3: Factors related to strategic factors of tourism marketing mix of Tung Bua Daeng Floating Market at Bang Len, Bang Len, Nakhon Pathom 8 P's Part 4 is the frequency of service. And the average cost of travel.

- Standard deviation (SD) for the analysis of data from the questionnaire. Part 2: Customer satisfaction in marketing mix. Part 3: Factors related to strategic factors, marketing mix, cultural tourism. 8 P's Episode 4: Suggestions and additional opinions of visitors to the promotion of Thung Bua Daeng floating market at Bang Len , Nakhon Pathom.

Inferential Statistics the statistics used in hypothesis testing are as follows.

- Independent t-test was used to compare the mean of two independent samples. To test hypothesis # 1 on gender

- One-way analysis of variance (F-test). One-way analysis of variance was used to compare the mean of the two groups to test hypothesis 1: age, occupation, marital status, income Month and Education Level

- Statistics coefficient Pearson Product Moment Correlation coefficient to find the relationship between two independent variables. To test hypotheses 2, 3 and 4.

Research Result

1. Motivation level for tourist arrivals. Cultural tourism: A case study of Thung Bua Daeng floating market at Banglane, Banglen district, Nakhon Pathom province. When considering each aspect, the motivation was at a moderate level. They can be arranged as follows. The attraction in tourism. Service Facility and public relations respectively.

2. Comparison of tourist incentives for cultural tourists: A case study of Thung Bua Daeng floating market, BangLon, BangLon, NakhonPathom, by personal factors. It was found that tourists who had sex, age, education level, occupation, income and marital status were different in level of motivation for cultural tourism: the case of Thung Bua Daeng market at Bang Len, Bang Len, Nakhon Pathom was significantly different. The level of motivation for tourism was not significantly different among tourists with different domicile.

3. Guidelines for promoting cultural tourism Community Participation in Cultural Tourism: Case Study of Tung Bua Daeng Floating Market at Bang Len, Banglen, Nakhon Pathom. Tourism development must be developed with volunteerism in tourism development in the community. Finance or Budget There should be support from local or district administration organizations and related organizations. Materials, equipment or items. Language and communication are important tools in communicating with foreigners. Management Nakhon Pathom Province. Not far from Bangkok. They should be grouped together to provide coordinated and informative assistance. To be a network and to support each other and the way to promote participatory tourism of the community should have a press conference to allow people in the community to play a role in the management of the market. And promoting local products to market.

Discussions

Research hypothesis 1 Sustainable development in the attitude of tourists should develop the most environmental dimension. In the study of data and data analysis, Laipun Nittarin (2007) and Sirimanaphong Wannee (2006) were found that the development of environmental dimension was lower than that of social dimension and dimension. Because of the flood. The development of the inconvenience of the sign is unclear. Lapluechai Patchara (2003) has insufficient waste disposal equipment. There are no signs of trash.

Research hypothesis 2 Sustainable development approaches in entrepreneurial attitudes should be most economically developed. The study found that attitudes towards environmental dimension development were lowest. That is, the sustainable development approach in entrepreneurial attitudes should develop the most environmental dimension. Because of the economic. Entrepreneurs continue to make a profit from the continued popularity of tourists. However, entrepreneurs began to worry. Environmental factors will affect the income of the operator. This is in line with Sayananont Worapat (2009). Ecotourism Management by Community at Klong Lad Mayom Market, Taling Chan District, Bangkok It was found that the occurrence of the floating canal floating market had a significant impact on the economy of the people in the community as a result of the increase in income. The villagers in the community have increased their income from the transition to being a merchant.

Research hypothesis 3 Age, Domicile, Occupation, Income, Education, Travel style and the number of visits was correlated with the significance of the development dimension at 0.05 significance level. The youngest gold will pay attention to the environmental dimension most. High income tourists who work for private companies. And tourists who come for the first time. These people consider the importance of environmental management. Should work for sustainable development. However, when considering high-quality samples, the social dimension is most important. Because these people are concerned about their identity. And the identity of the community will be lost. Gender factors were not correlated with developmental weight. In accordance with Thongma Weerapol and Aumnat Prajet (2004), the definition of community tourism is a common learning experience for local people and visitors. To maintain the resources of the existing community. It is a tool for community development to be sustainable.

Research hypothesis 4 Age and education level Factors related to attitude toward marketing strategy development for cultural tourism: A case study of Tung Bua Daeng Floating Market at Bang Len, Bang Len, Nakhon Pathom. Age is between 21-40 years, it should be developed in a more environmental dimension. Like a high school education or equivalent. Diploma or equivalent and the bachelor. Because these entrepreneurs are through the education system and have to follow the environmental impact. And be aware that if the person is

involved. Poor environmental management will reduce their performance. This is consistent with the research of Thianum Nakrob (2009) who studied the strong community from the floating market management. Phra Pradaeng District Samut Prakarn Province It has been found that creating a brand image for tourism is one of the factors that make market management and success. The result of Research hypothesis 4 was similar to the work of Kevin Wongleedee, Sakul Jariyachamsit, Opal Pongpanitch Surarak (2011) that studied the Satisfactions of Marketing Factors that Make American Tourists Choose to Revisit Thailand. Their results found that Thai foods, cultural and Thai beaches were the most attractive for the tourism image, respectively.

Suggestions

1. Suggestions from this research consider the issues. To achieve success in tourism were.

1.1 The findings show that there is lack of incentive and lack of budget for tourism development. Local and state agencies should motivate tourist attractions and budgets in all areas. To solve the problem of different people to create common understanding.

1.2 From the results found that. Cultural tourism is lacking. Consequently, stakeholders should improve and develop tourist attractions, landscapes / attractions. Facilities for tourists, cleanliness, parking facilities, car parking facilities. Including the orderly, beautiful, clear signs.

1.3 The results of the research. Cultural tourism is still lacking in public relations and personnel development. Therefore, the agency and the concerned parties should continue to disseminate the publicity of every part of every agency to participate in the promotion of tourism or the host as a joint. There are newsletters through travel brochures. Including public relations through mass media. And the website. Tourism development should be developed. Development Officer / Local Guide Provide knowledge, skills, service with the mind in tourism and have good manners.

1.4 From the results found that. Cultural tourism still lacks the knowledge and communication with tourists, so agencies and related people should provide educational institutions as an academic source. In training with the relevant stakeholders, operators, officials and guides. To provide travel and language knowledge. Including a central academic coordination unit. Organize local training courses and provide important language training to personnel of Bang Luang market.

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