



## DEVELOPMENT OF TOURISM MARKETING STRATEGIES TO ENHANCE COMMUNITY TOURISM EFFICIENCY TO ENHANCE THE FOUNDATION ECONOMY OF SAMUT SONGKHRAM PROVINCE

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### Abstract

The objectives of this research are: 1) To analyze the pathways of causal relationships that influence the development of tourism marketing strategies to increase the efficiency of community tourism towards upgrading the foundation economy of Samut Songkhram province 2) To create guidelines for the development of tourism marketing strategies to increase the efficiency of community tourism to upgrade the local economy of Samut Songkhram province and 3) To examine guidelines for the development of tourism marketing strategies to increase the efficiency of community tourism to upgrade the local economy of Samut Songkhram province. The sample used in this research was divided into 3 groups: 340 community enterprise entrepreneurs in Bang Khonthi District, there were 9 experts in the group discussion and 5 experts in the assessment. Using tools for research includes: Questionnaires, focus group interviews, and assessment questionnaires. Data analysis uses statistics, structural equation model analysis techniques, percent, average, Standard deviation and content analysis. The results of the study revealed that the causal relationship route was analyzed to influence the development of tourism marketing strategies to enhance community tourism to enhance the local economy of Samut Songkhram province. The analysis shows a Chi-square probability level consistency (CMIN-p) of 284.205, Relative Chi-square value (CMIN/df) of 1.947, Fit Integrity Index (GFI) of .982, and an average square root tolerance (RMSEA) of .045.2). The development of this strategy has its main components: marketing mix strategy factors. Social capital factors and entrepreneurial factors and 3) examining marketing strategy development approaches by measuring accuracy, usefulness, feasibility, and suitability. By adopting such an approach, it was overall found to be effective in practice.

**Keywords:** Local Economic Capital / Community Enterprises / Local Economy

### Introduction

Tourism is an important activity in the global economy, generating not only income for the country but also a channel for cultural and experience exchange between countries (Ministry of Tourism and Sports, 2019). In an era when travel is easier, The tourism industry is therefore growing rapidly, As a result, competition in this industry has intensified. Therefore, countries have to find new strategies to attract tourists, such as developing unique tourism products, Infrastructure improvements and destination branding (UNWTO, 2017). In the context of Thailand, Samut Songkhram province has been praised for its potential to develop into a major

tourism destination with its precious cultural and natural resources (Ministry of Tourism and Sports, 2019). However, making Samut Songkhram province well-known and attractive in the eyes of tourists around the world remains a challenge. Developing a strong and unique marketing strategy is therefore essential, such as branding local products and services, Connecting stories and history to travel experiences as well as presenting unique Thai heritage through both online and offline media. (Ministry of Tourism and Sports, 2020). Tourism is therefore a guarantee that will help to enhance the economy and society of Samut Songkhram province by offering diverse resources and the uniqueness of the province, Developing a marketing strategy that emphasizes differentiation and branding is therefore vital. The results from this research will not only help Samut Songkhram province become more well-known. It also helps to support community tourism to grow sustainably, It generates income and wealth for the community as well.

Therefore, the research on "Development of tourism marketing strategies to enhance community tourism efficiency to enhance the foundation economy of Samut Songkhram Province" will be able to use the guidelines obtained to develop tourism marketing strategies to enhance community tourism efficiency that affects the upgrading of the foundation economy of Samut Songkhram Province so that communities can earn income and achieve sustainable development.

### **Objectives of the research**

1. To analyze the pathways of causal relationships that influence the development of tourism marketing strategies to increase the efficiency of community tourism towards upgrading the foundation economy of Samut Songkhram province.
2. To create guidelines for the development of tourism marketing strategies to increase the efficiency of community tourism to upgrade the local economy of Samut Songkhram province.
3. To examine guidelines for the development of tourism marketing strategies to increase the efficiency of community tourism to upgrade the local economy of Samut Songkhram province.

### **Research Methodology**

In this research, the research and development model uses a combination of research methods, including quantitative research methods and qualitative research methods. The researcher divided the study and analysis process into 3 parts:

- (1) Analysis of the causal relationship route that influenced the development of tourism marketing strategies to increase the efficiency of community tourism towards enhancing the local economy of Samut Songkhram province. The subjects used in this study were community enterprise entrepreneurs in Bang Khonthi District. The researchers took into account the suitability of the samples used in this study with AMOS data analysis using the Structural Equation Model (SEM) analysis technique, consisting of a total of 17 research variables. Therefore, the optimal advanced sample size is 340 people. The instrument was a questionnaire

with quality checks from 3 experts with IOC values with an average score of not less than 0.50 and a confidence of 0.9760 from a try-out outside a sample of 30 people.

(2) Creating guidelines for the development of tourism marketing strategies to increase the efficiency of community tourism to enhance the local economy of Samut Songkhram province. There are 9 luminaries. The tool was conducted in a group interview to review the draft format, with the quality of the tool being checked by 3 experts with an IOC value with an average score of not less than 0.50. Data analysis by determining percentages.

(3) Examine the development guidelines for the development of tourism marketing strategies to enhance community tourism to enhance the local economy of Samut Songkhram province with 5 experts.

The tool is a model assessment questionnaire to assess accuracy, suitability, possibilities and usefulness. For instrument quality inspection from 3 experts, the individual IOC value is 1.00. Data analysis includes averages ( $\bar{x}$ ) and standard deviation (SD).

### Findings

1. Analysis of the causal relationship route that influenced the development of tourism marketing strategies to increase the efficiency of community tourism towards enhancing the local economy of Samut Songkhram province. The researchers have studied the causal relationship pathway analysis model model shown in Figure 1.

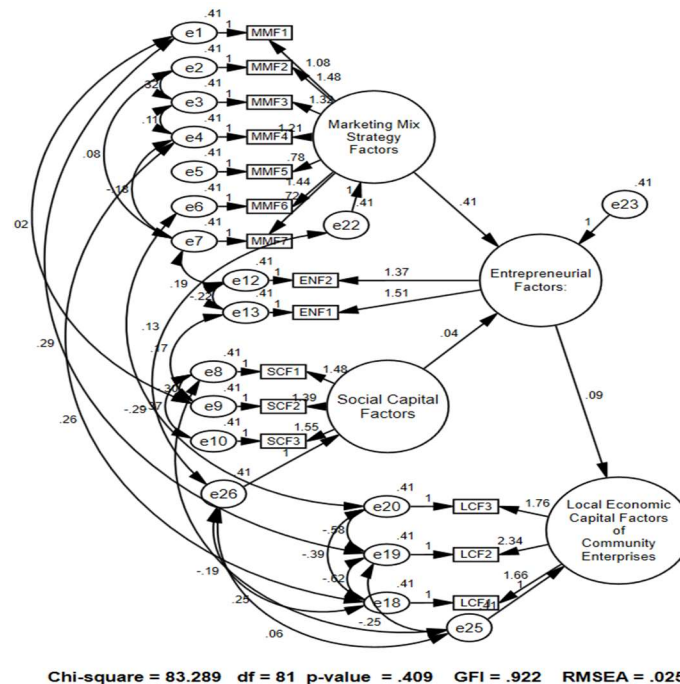


Figure 1: Path Analysis model of the studied variable

by

<b>Marketing Mix Strategy Factors</b>	<b>Substitute value</b>	<b>MMF</b>
Product factor variables	Substitute value	MMF <sub>1</sub>
Price factor variables	Substitute value	MMF <sub>2</sub>
Distribution channel factor variables	Substitute value	MMF <sub>3</sub>
Marketing Promotion Strategy Factor Variables	Substitute value	MMF <sub>4</sub>
People factor variables	Substitute value	MMF <sub>5</sub>
Physical appearance factor variables	Substitute value	MMF <sub>6</sub>
Process factor variables	Substitute value	MMF <sub>7</sub>
<b>Social Capital Factors</b>	<b>Substitute value</b>	<b>SCF</b>
Enterprise Capital Factor Variables	Substitute value	SCF <sub>1</sub>
Symbolic capital factor variables	Substitute value	SCF <sub>2</sub>
Natural resource capital factor variables	Substitute value	SCF <sub>3</sub>
<b>Entrepreneurial Factors</b>	<b>Substitute value</b>	<b>ENF</b>
Risk Factor Variables	Substitute value	ENF <sub>1</sub>
Proactive operational factor variables	Substitute value	ENF <sub>2</sub>
<b>Local Economic Capital Factors and Community Enterprises</b>	<b>Substitute value</b>	<b>LCF</b>
Physical capital factor variables	Substitute value	LCF <sub>1</sub>
Financial asset capital factor variables	Substitute value	LCF <sub>2</sub>
Cultural Wisdom Capital Factor Variables	Substitute value	LCF <sub>3</sub>

Statistical analysis shows that theoretical models are statistically significantly consistent with actual data, with a Chi-square ( $\chi^2$ ) of 83.289, Degrees of Freedom (DF) of 81, and a p-value of .409, the GFI is .922. This indicates very good model compatibility. While the RMSEA value of .025, indicates a good approximation compared to the data collected. Analysis of causal relationships affecting the development of community tourism and local economy marketing strategies in Samut Songkhram has 15 contributing variables (The non-ineffective variables were the innovation capability factor: ENF3 and the human resource capital factor variable: LCF4). It

was found that the strategic factors of the marketing mix, Entrepreneurship and local economic capital are mutually correlated and influential in the development of marketing strategies.

2. Results of the development of tourism marketing strategies to increase the efficiency of community tourism to enhance the local economy of Samut Songkhram province. The study identified three key elements that influenced the development of this strategy: 1) marketing mix strategy factors, including product factors, price factors, distribution channel factors, marketing promotion factors, people factors, physical appearance factors, and process factors. This is directly influenced by entrepreneurial factors and indirectly influenced by local economic capital factors 2) Social capital factors include corporate capital, symbolic capital, and natural resource capital. It is influenced both by entrepreneurial factors and indirectly by local economic capital factors and 3) Entrepreneurship factors, including risk taking and proactive operations. This is directly influenced by local economic capital factors. In addition, the study examined the relationship between various variables within each component of the development approach, finding that each factor within the group was closely related to each other and influenced each other.

3. Examination of guidelines for the development of tourism marketing strategies to increase the efficiency of community tourism to enhance the local economy of Samut Songkhram province. Validity assessment results, suitability, The feasibility and usefulness of the guidance model, based on expert feedback, found that the overall average was at the highest level.

## **Discussion**

1. Analysis of the causal relationship route that influenced the development of tourism marketing strategies to increase the efficiency of community tourism towards enhancing the local economy of Samut Songkhram province. It was found that the analysis of causal relationships that affect the development of community tourism marketing strategies and Local Economy in Samut Songkhram found that strategic factors in the marketing mix, entrepreneurship and local economic capital are mutually correlated and influential in the development of marketing strategies. In line with Phiwphan's research, K. (2023) presents guidelines for developing local economic capital to increase the capacity of community enterprise entrepreneurs in the lower northern part of Thailand. The results of the study show the importance of strengthening economic capital as the cornerstone of community development and in line with the research of Sukpan, C. and Sajjasomboon, S. (2023). Community-based tourism operators' competitive advantage strategies emphasize the importance of having clear strategies and effective marketing planning, this is a key factor contributing to the success of community tourism. Therefore, strengthening economic capital and developing marketing strategies can increase the potential of local communities and entrepreneurs. It is also an important way to create innovation and marketing strategies for sustainable development.

2. Results of the development of tourism marketing strategies to increase the efficiency of community tourism to enhance the local economy of Samut Songkhram province. The study

identified three key factors : strategic factors, marketing mix, social capital factors, and entrepreneurship factors. These three factors are related and have a common influence in the development of tourism marketing strategies to enhance community tourism to enhance the local economy of Samut Songkhram province. This is consistent with the research of Phiwphan, K and Kobamrung, P. (2023) and Rinros,T., Wongkamchan, S. and Chochai, R. (2022). who have studied relationship path analysis and development of marketing strategies to enhance the capabilities of local entrepreneurs. And in line with Rodjam's research., C., Chanthakit, P., Sukmaitree, J., Suwannarat, T., Butdam, C., Chotianusorn, E. and Phansuwan, B. (2022: 79-85) Study on "The development of agricultural tourism community enterprises and farmer maid networks to have the capacity to develop human resources to enhance the community economy according to The King's Philosophy, Samut Songkhram Province” Mtapuri & Giampiccoli (2020) and Setini et al. (2021) with similar results. It found that local economic development and sustainability in communities through tourism, the importance of integrated development between tourism and various elements or capital in the community should be emphasized to influence the formulation of marketing strategies to promote community tourism and develop capability, sustainability for the community.

3. The results of the audit to evaluate the development of tourism marketing strategies to increase the efficiency of community tourism to enhance the local economy of Samut Songkhram province. The results of such a study It was found that the guidelines for developing tourism marketing strategies to enhance community tourism efficiency to enhance the local economy of Samut Songkhram province are correct, suitability, Possibilities and usefulness. The results of the assessment show that the strategy can be applied in real-world conditions, which is in line with Rodjam, C. (2022: 7717-7729), who studied "Analyzing causal relationship pathways influencing the development of local economic capital of community enterprises promoting the branding of tourism products”. And it's in line with Aquino's research., Lück, and Schänzel (2022) and Walker, Lee, and Li (2021) studied sustainable tourism development, and Susila et al. (2024) studied integrated agritourism exploration. The results of the study were similar, saying that the necessity of integrating and developing sustainable tourism, marketing strategies must be formulated to integrate tourism with various community elements that contribute to mutual benefit. And enhance the capacity of the community, the local economy of the community and the sustainability of the community.

## Suggestion

**Research recommendations:** Guidelines for the development of tourism marketing strategies to enhance community tourism efficiency obtained from the results of the study should be used as guidelines to strengthen entrepreneurship in the community. There should be support to develop the skills of entrepreneurs in the community through training, expert advice on product development to promote community tourism to affect job creation, Generate revenue for the

community Including bringing community identity, The history of the community has been involved in product development in order to create attraction for consumers who come to travel.

**Policy recommendations:** There should be policies to promote and support education, training for community leaders, Community enterprise members or members of the community to develop skills. and knowledge in marketing, community management, product development, Community Economic Development, Emphasis is placed on the use of resources in the community that are strengths to create products and services, it relies on tourism marketing strategies as a tool to promote. There should be policies to promote sustainable tourism to support tourism, such as promoting community tourism, learning tourism, and eco-tourism and culture, community products, Occupations in communities that should be preserved, etc. Through public relations in various government sources, as well as creating partnerships and support from the private sector in the tourism business category to support community tourism.

**Suggestions in the next research:** Education should be added to the issue, Study in other areas or expand the scope of study to other areas to compare and test the appropriateness of the approach to develop tourism marketing strategies to increase the efficiency of community tourism to upgrade the foundation economy. The study should be added to the qualitative study from both positive and negative impacts from promoting tourism marketing strategies to enhance community tourism to upgrade the foundation economy to be formulated into policies that can be proposed to government agencies for consideration and bring about the formulation of policies to promote it at the national level. Studies should be added to the issue of monitoring the implementation of the results of the studies that have been carried out, how they have been achieved, and which issues should be successful or problematic to guide further improvement.

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