

## Marketing Service in Tourism and Tourism Development by Community

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### Abstract

This article is intentionally aimed to present guidelines of community-based tourism in terms of marketing to manage tourism in a community and to develop community-based tourism. The goal is to achieve the permanence of tourism and its equilibrium in all 4 aspects: economic, social, cultural, and environmental dimensions. The effort was to create co-operation among the governmental sector, private sector, and local community residents. This would generate benefits for both the residents and the community. They should be motivated to be proud of tourism resources existing within the community. The idea could also be applied to the tourism development plan for equity and sustainability of tourism.

**Keywords:** Community-based tourism, sustainability of tourism, equity-equilibrium, tourism market

### Introduction

One of the most favorite types of tourism which is becoming popular is community-based tourism. It is regarded as an important type of tourism to be developed in Thailand. The prominent element of tourism is the inventory of tourism resources in a community. This will constitute the identity of the community. The idea is to create the value added of tourism products which consist of three important aspects, namely-the community culture, tradition, the way of life or its folk wisdom. The three components should be present holistically.

## Marketing Service in Tourism

At the same time Tourism has helped to develop the quality of the Community-based tourism has played an important role in the respective community and its natural resources alike. Many cultural aspects include costumes, the local language, local dishes and the community way of life. All of these elements create a prominent community identity. Community development should be in harmony with local residents' quality of life in terms of prosperity, stability and equilibrium. Running the project as planned creates the strength of community with capability to take care of tourists appropriately, so that tourists can learn and understand community-based tourism with their hand on experiences. Consequently, local culture can be learned properly and will not be damaged. The future of culture will be as sustainable as it has been inherited for a long time.

## Community Tourism Development

Community-based tourism should benefit community economy. Community-based tourism development should stimulate local residents to highly value and take pride in tourism resources of the community, which is worth preserving as heritage. It can also pave the way for them to conserve cultural, traditional heritage and their folk wisdom. What they have done also pave the way to the sustainability of both social and cultural dimensions. Never the less tourism development must be run under the idea of the equilibrium of environment.

Community-based tourism is getting popular among tourists because not only can it concern about the culture, and create unity among community residents, but it also conserves the environment and stimulates community economy as well. [The Office of Tourist Attraction Development and The Office of Tourism Development–Ministry of Tourism and Sport, 2007: 34–35] Community-based tourism is created in the context of community, so local residents' consciousness should also be motivated for them to be proud of tourism resources in the community. They can mutually conserve and develop natural resources, culture and its way of life. They must neither be decadent and nor extinct. It must eternally exist. (Weerapon Thongma and Prajet Umnaj, 2004)

Considerably community identity should be created to attract tourists, so the investment and employment will be increased and income distribution in the community will be improved.

Or if the community does not agree to accept tourism by the community, then there will be problems if the government Private majors continue to lead tourism by the community. Which will cause problems in welcoming tourists, Tourist services and tourist safety.

Due to the lack of cooperation of the people in the community in opening as a tourism by the community (The subcommittee of community tourism under authorize the committee of National Tourism Policy, 2018) Poor management towards a large number of tourists leads to unwanted garbage left. It deteriorates the overall environment. The difference of perception of culture between tourists and local residents is one of the important problem leading to a loss of local identity. (Weerapon Thongma and Prajet Umnaj, 2004) The context of disagreement occurs when the community is not yet ready to run tourism.

The mentioned issues are clearly seen in its own limitations. This brings about the obstacle of community-based tourism. In the writer's opinion, the problem should be resolved in terms of culture, particularly local culture and the art objects that have been marketed to generate revenues for the community residents. This may cause cultural changes. Garbage will be increased with plastic bottles and foam containers which tourists brought into the community. Moreover, local residents' dressing styles will be westernized, which will destroy authenticity of the local people's way of life rapidly. Security is one of the most important aspects which should not be ignored-crime, the over-standard prices of transportation fare settled freely by taxi drivers and other forms of vehicle violating the transportation regulations. The unreasonable prices settled by hotels and shops in tourism businesses cause negative impacts on tourists' satisfaction. Affect the value of local culture. Therefore, what remains is economic value if the public and private sectors jointly promote tourism in the community The overall tourism services will not well provided due to the lack of local respondents' cooperation to run the business. Guest welcoming, to service and tourists' secure is not standardized. (The subcommittee of community tourism under authorize the committee of National Tourism Policy, 2018) with a purpose to run community-based tourism must be based on the ideas suggested by all stakeholders. The governmental sector and the private sector should mutually run the tourism under the idea of fair income distribution among local residents. The idea leads to the equity of development.

With an appropriate plan and broad assumptions, private companies would probably invest a large amount into some specific businesses to gain higher profits. Consequently, the employments

are highly available during the peak period, and local residents will leave other occupations to take jobs in the tourism industry. Originally they used to be agriculturists, and now they take jobs in the tourism industry, but their incomes would decrease during the low season. The private sector invests in tourism industry without an appropriate control by government sector: thus this would probably be destructive to community afterwards.

There is a need for mutual co-operation among the governmental sector, the private sector, and local residents for sustainability and development equilibrium. Creating a strong community is the first priority, followed by a strong governmental sector, a strong private sector, and academic supports should also prevail. (Therdchai Chuybumroong, 2009)

All problems may be incurred, so the researcher offers the idea for community-based tourism development leading to sustainability of all four dimensions-economic, cultural, social and environment.

1. Economic aspect; the role and effectiveness of marketing service in tourism is the core idea. The market mix of 7 P's is applicable to achieve sustainable tourism, which results in economic security in the community as follows;

1.1 Product-tourism products are related to all offerings of tourism-transportation system, accommodation facilities, food shops, tourism attractions and souvenir shops. (Department of Tourism, 2018) Tourism products must be goods produced in the community. The goods must not be forbidden items or reserved products The management for sustainability means to retain things in the way that they have been existed for years. Limited number of tourists: this is a way to manage carrying capacity to prevent any damages towards community tourism resources both in terms of time to operate and number of tourists coming into the community.

1.2 Price-price setting must be well considered and arranged logically to build tourists' satisfaction, so that they will feel that it is worth coming, and sustainability can be achieved. The entrepreneurs need to have competency and good mindset of price setting. It is mandatory that they do not take advantages of raising prices when demands exceed supplies.

1.3 Place-In tourism, place includes channels of transaction and communication that provide convenience and information to tourists, especially public relations to create awareness of tourism attractions. (Monrat Jaiuea et al., 2016) It is important that the information center be

established. Integrated marketing communication (IMC) must provide accurate and comprehensive information through different channels, including offline and online platforms.

1.4 Promotion – This means ways to create awareness and appeals of tourism attraction to persuade tourists to visit the community. Creating contents telling tourism activities catering to tourists' tastes and expectations are vital. Tools of promotion are as follows:

1) Public relations –tourists should get accurate, comprehensive, and appealing information of community resources to help them make travelling decisions.

2) Sales promotion–tourists should be stimulated with discounts and other promotional tactics on different occasions and with different approaches.

3) Personal selling–The sales force can be a network with a mutual cooperation among the governmental sector, the private sector, and the local resident sector to sell tourism activities, attractions, and other products. The three sectors can share their information and resources. They can also co-promote.

4) Referrals: Tourism promotion should be spread widely with word-of-mouth referrals. Tourists should be impressed with all attractions they have experienced, so that they will become advocates to promote tourism of the community. That's why the community tourism must be as good as or better than world-class. (Monrat Jaiuea et al., 2016)

1.5 People – Tourism industry personnel should be residents living in the community. They were born and raised up with its locally-specific identity, so they are proud of the identity and existing tourism resources. They should be willing to answer to all tourists' needs tourism with skills and knowledge to become good brand ambassadors of the community. They should have practical training consistently, so they are will be efficient and effective service providers.

1.6 Process – This is a system consisting of activities, processes, and procedures relating to the transaction of tourism hospitality. The system must provide convenience, speed, ease, and consistency with accuracy. (Siriwan Sererat et al., 2003) An integrated meeting must be arranged by community leaders to discuss this matter in details, and the governmental sector and the private sector must support to enhance the potential of service management to achieve fast, convenient, accurate, easy, and consistent services within the community context.

1.7 Physical Evidentce – These are particular tangible elements that can be touched with different senses. The elements aim at creating and presenting particular identity of the community

to impress tourists. (Monrat Jaiuea et al., 2016) The peculiarity of community-based tourism must be unique in terms of its own culture, food, environment, and local residents' ways of life. Sustainable tourism can be created by local inhabitant's conscience to love the locale where they were born and be proud of the existing identity. They are proud of what they have, so they are willing to conserve it as it has been.

#### 2. Cultural aspect:

When community-based tourism is developed, local residents and tourists can learn from one another based on the difference of their cultural backgrounds, traditions and their ways of life. Tourists visit a community to seek new experiences. (Weerapon Thongma and Prajet Umnaj, 2004) The sustainable development will be achievable when local residents are proud of their own culture, so they are willing to conserve it as it has been inherited. Another important aspect of hospitality is not to present staged culture to tourists, because that will result in a loss of authenticity.

#### 3. Social aspect:

Tourism activities are arranged to conserve community culture and local ways of life. The activities should be designed for tourists and local residents. They mutually participate to gain direct experiences, so they can be aware of what should be conserved. The unity of community and the cooperation in tourism development are the key aspects of tourism quality, and they can respond to both tourist' needs and community residents' desires. (The subcommittee of community tourism under authorize the committee of National Tourism Policy, 2018)

All what they have done can conserve community culture and retain local ways of life, and not exactly blended beyond the outer culture The unity among the community residents must prevail, so that the society dimension will be sustainable.

#### 4. Environment:

It is the first priority of community-based tourism development to cultivate local residents' conscience to love and be proud of their community resources, so they can mutually save and conserve their environments and natural resources. They should be well prepared for tourism development, environment management, and all environmental-friendly activities. (The subcommittee of community tourism under authorize the committee of National Tourism Policy, 2018) The second priority is to create tourists' conscience. Flexible and reasonable regulations must be created

to gain tourists' cooperation. , Once the conscience has been incurred, people will cooperate, and sustainability will be achieved.

## Conclusion

In summary, community-based tourism relies on marketing, which is an integral element to persuade tourists to visit a community. However, local residents must be ready to welcome tourists. They should be proud of their own culture and share it with tourists, so experiences of cultural exchange can take place. Local residents should willingly cooperate with the governmental sector and private sector to develop community-based tourism to achieve sustainability in economic, social, cultural and environmental dimensions.

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