



## Guidance for Developing Sustainable Destinations of Thaiphuen Community in Nakhon Nayok Province, Thailand

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### Abstract

This research concerns issues of community destination development for sustainability within the context of Thailand. One particular community; Thaiphuen in Nakhon Nayok province, was investigated. The focus of the research is on assessment of the environment for tourism, the available resources of Thaiphuen Community, destination sustainability as well as marketing analysis. Consequently, guidelines for developing sustainable destinations for the community are recommended. An integrated approach; the key factor for the success of sustainable tourism, should be adopted in planning sustainable tourism for Thaiphuen destinations. Overall development schemes of all tourism organizations are needed to integrate in order to mitigate the conflicts that can emerge between tourism and other resources-based activities. Further more, critical marketing activities are elaborated; positioning tourist destinations, defining target groups and developing service marketing strategy; products, price, place, promotion, process, personal selling and physical evidence. These activities are essential in driving the tourism service level of the community to meet the target groups' expectations and tourism sustainable achievement in the long term.

**Key words :** Community Based Tourism, Sustainable Destinations, Tourism of Thailand



## Introduction

As defined by the travel industry, destinations are specific places chosen by travelers for temporary stays. People will select a given destination to visit, based on their preferences and purpose for travel (Medlik and Middleton. 1973). With the advent of mass tourism, the need to engage in formal destination planning and to establish sound policies with respect to development has become more evident (Bangur and Arbel. 1975). Destination planning entails numerous processes and requires the cooperation and commitment of many parties. The key to orderly development seems to lie in proper planning for controlled development, awareness and vigilance on the part of host communities and governments, and careful monitoring of actions. Above all, destination development requires education and the understanding of the rights and responsibilities of both hosts and visitors (Helber. 1979).

Nakhon Nayok Province of Thailand is a destination that has arguably been taken for granted by many tourists. Located just 106 kilometers from Bangkok. Among variety types of destinations in Nakhon Nayok, there is one famous cultural destination namely “Thaiphuen community”. This community currently attracts many visitors as they can maintain their authentic attitude and value. It is a strong community which comprises of 4 small villages; Tha Daeng, Fung Klong, Koh Wai and Ban Mai, All four villages have shared similar traditions and cultures (Viriyanyuyok. 2012).

Back to 200 years ago, “Thaiphuen” migrated from Laos and located in Nakhon Nayok Province. Some of them scattered and settled in the northern part of Thailand. Presently, the native language is still used among the community people. However, they use Thai language formally in communicating with mainland people. Thaiphuen people wear own traditional style clothes and prefer to take traditional foods in their family. They still use traditional type medical facilities e.g. herbs, and naturopathy, hardly people use modern medical services. The center of this

community is “Fung Klong temple” where community people are joined together to perform religious functions and celebrate their festivals and traditional activities (Tourism Authority of Thailand. 2012).

This community has been promoted by the Ministry of Culture Thailand to be “Cultural Center in Honor of His Majesty the King” on 19th December, 2012 in celebrating for the auspicious occasion of His Majesty the King’s 7th Cycle Birthday Anniversary. Beside this main cultural center, there are the other historical sites available to serve tourists’ interesting such as temples; Tha Daeng temple, Fung Klong temple, Koh wai temple and Ban Mai temple (Pra Tum Wong Sa Was temple) as well as a various kinds of activities such as trekking in the forest near the villages, joining a lecture/workshop for learning Thiaphuen tradition and culture, demonstrating of food preservation , demonstrating of plant growing and demonstrating of traditional products’ production, etc.

As this community becomes famous in their strength, a great number of visitors are continuously coming to visit its destinations. Therefore, it is necessary for Thaiphuen community to plan for future development on destinations. Because of the unique nature of Thaiphuen community tourism, the true ability of a destination to compete and sustain should involve three pillars of sustainable tourism; environmental, economic and social aspects. Consequently, the author is interested in the research problem of what makes a tourism destination truly competitive, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitably way, while enhancing the well-being of destination residents in Thaiphuen community and preserving the natural capital of the destination for future generation.



## Research Methodology

This research is a survey research which covers both qualitative and quantitative approaches. Qualitative Data is collected from 10 key people of the community and 10 involved parties of relevant organizations. A non-probability sampling technique; snow ball is adopted along with a structured questionnaire in conducting deep interview. Quantitative Data is collected from 400 travelers of the community. A non-probability sampling technique; quota sampling is used together with a self-administered questionnaire. The data is formulated and analyzed by descriptive and inferential statistics. The hypotheses are tested by using Chi-square test ( $\chi^2$  - test). In case two variables are associated then, Cramer's V and Sommers'd are used for testing correlation.

## Research Results

### 1) Qualitative Approach

#### Part I: Environment, Available resources, Cultural activities and Infrastructure at the destinations of Thaiphuen community

All respondents mentioned that there is one natural resource in their community which is Tha Daeng canal. There are also four historical temples in the community; one called "Tha Daeng Temple", second one called "Fung Klong temple", third one called "Koh wai temple" and fourth one called "Ban Mai temple. In Ban Mai temple, there are some very interesting historical sites namely Kusawadee Pagoda, traditional weaving and food centers. Fung Klong temple and Ban Mai temple are the most frequently visited by travelers. Fung Klong temple has cultural center available for entertaining those travelers interested in traditional and cultural activities; music dance, food, custom and language, etc. Moreover, the museum in Fung Klong temple is also the most interesting attraction for travelers.

All respondents said that they are proud of the many cultural activities of their community. Hand weaving cloth is an important traditional product of Thaiphuen community. They produce these products by traditional weaving machine which is made

from wood. The most popular traditional food is preserved fish called "Pra Doo". The other kinds of food are closed rice called "Khao Pun", grilled rice called "Khao Jee" and lotus stem curry called "Kheng Born", etc.

There are many religious functions and ceremonies of Thaiphuen people such as longer lifespan, removing bad luck, New Year and wedding ceremony, etc. These functions and ceremonies are arranged at the four temples of the community. Many community people like to play local music by traditional music instruments such as tom-tom, xylophone, and small cymbal, etc. Thaiphuen people have traditional dance called "Rum Phuen". It is similar to northern dance of Thailand. They also have traditional music called "Rum Tad" which is accompanied by tum-tum.

Overall Infrastructure in the community is quite good. There is a huge power plant that produces and distributes electricity throughout Nakhon Nayok. There is no problem about water supplies. It is distributed consistently with high pressure. Telecommunication and transportation systems are quite good also. All main roads are made of concrete, in good condition and have 4 lanes. Even though some small roads in the villages are a bit narrow, all are made with concrete or asphalt.

#### Part II: Destination sustainability; the environmental, economic and social impacts at destinations when travelers visit

All respondents were of the opinion that presently there is no environmental impact at the destinations due to the fact that the amount of travelers is still limited. The development on tourist destinations has led to a positive economic impact on the community. People have an opportunity to show their traditional performances and to sell their traditional products and food. They can earn extra income. The employment rate is affected in positive way as well. Moreover, there is a positive impact by tourism on their society. Whenever travelers come to visit their community, they are very happy because they will have a chance to exchange



and present their culture and tradition; language, clothes, food and music, etc. They are eager and willing to greet and participate in all activities that are offered to travelers. They always set the greeting plan and tour programs in advance to ensure the maximum service level for travelers. Community elders or the abbots usually help the locals in facilitating all activities.

### **Part III: Market analysis; Past and Present trends of tourism and Marketing strategies to promote the destinations**

Past trends of tourism in the community depended on the season. Most of the travelers came in rainy season to visit natural destinations especially, waterfalls. Present trends of tourism are increasing due to the increasing popularity of the community. Since public media companies have broadcasted the tourism information of this community on television, there are many travelers come to visit, particularly groups of travelers such as students, academics and government staff, etc. Even though tourism seems to depend on the season but, many travelers come year round to visit the most famous destinations; Wat Fung Klong Museum. Therefore, the present tourism trend is obviously increasing.

Some respondents could not recognize the marketing strategies. They knew only that they were willing to participate in all activities of the community whenever there were travelers that came to visit the community. However, some said that it is the duty of Tourism Authority of Thailand (TAT) to set the marketing strategies as TAT has played a crucial role in promoting tourist destinations around Thailand. Besides TAT, Tourism and Sport office in Nakhon Nayok has supported events or activities to encourage tourism such as rallies, racing and contests, etc. For Thaiphuen community, they are fortunate that many television broadcasters are interviewing locals and making television programs particularly about the present famous destination; Wat Fung Klong museum which has been promoted by the Ministry of Culture Thailand to be “Cultural Center

in Honor of His Majesty the King”. Therefore, this museum presently tends to be magnet of Thaiphuen destination. The Abbot of Wat Fung Klong has attempted to promote this museum by publishing leaflets and brochures as well.

Most of the respondents said that there were no financial resources directly supporting their community. They had to develop the projects that defined the needs, objectives and the activities then, presented to the government offices before they would allocate an annual budget. If they could clarify the importance and outputs of their projects, they would be allocated funds to support those projects. Most projects that were approved in the past were small projects.

## **2) Quantitative Approach**

### **Part I: General information of travelers**

Out of total 400 respondents, the highest percentages of each general information were as; 55.0 percent were females. 36.0 percent were 50 years old and above. 57.0 percent had lower than bachelor degree and 29.0 percent were government official or state enterprise employees.

### **Part II: Behavior of travelers toward traveling to destinations of Thaiphuen community**

Out of total 400 respondents, the highest percentages of each aspect of travelers' behavior were as; 74.0 percent were social netting group traveler who travels with peers, colleagues or many other associations. 56.0 percent travelled to Thaiphuen tourist destinations by car. 59.0 percent had been to Thaiphuen tourist destinations only one time. 35.0 percent visited Thaiphuen tourist destinations for the main purpose of meeting. 66.0 percent rated summer as the most favorable period of visiting. 41.0 percent rated friend or partner as the most influential person in making decision to visit Thaiphuen destinations, 63.8 percent stayed overnight at home stay and 46.3 percent preferred small food shops the most.



### Part III: Demands of travelers on destinations of Thaiphuen community

The top three types of each issue of Thaiphuen destinations that the respondents rated for improvement were as follows;

Tourist destination; first, sign board expressing back ground and importance. Second, tour book and leaflet, and third, knowledge and communicating skill of guide and staff.

Food shop or restaurant; first, variety of shops. Second, cleanliness, and third, area for group tour.

Accommodations; first, shuttle van/bus services. Second, rate of the rooms, and third, availability of tour agent counters.

Traditional souvenir shop; first, number of shops. Second, quality of products, and third, demonstration of production.

Transportation; first, clarity and consistency of traffic sign boards on the road. Second, convenience and safety, and third, a variety of vehicles.

Travel center; first, tour books, leaflets and tour programs of each destination. Second, clarity and consistency of traffic sign boards direct to travel center or agent offices, and third, knowledge and communicating skill of guides and staff.

Promotion; first, availability, clarity of information and accessibility of bill boards, leaflets, tour books and travel magazines in important tourist destinations. Second, modern and updated of information advertizes in television and radio, and third, appropriate and updated information in the website.

### Part IV: Hypothesis tests

In testing the main hypotheses, the results were as follows;

#### 1. Gender and number of times visited

**Hypothesis:** Gender of travelers is associated with number of times visited to destinations of Thaiphuen community

**Table 1** Hypothesis Testing on association between gender and number of times visited to destinations of Thaiphuen community

GENDER	NUMBER OF TIMES VISITED		TOTAL	$\chi^2$	p
	ONE	TWO OR MORE			
FEMALE	100	80	180	1.605	0.205
MALE	136	84	220		
TOTAL	236	164	400		

Table 1 shows that p value at 0.205 is higher than  $\alpha$  at 0.05, therefore at the statistical significance level of 0.05, we can conclude that gender of travelers is not associated with number of times visited to destinations of Thaiphuen community.



## 2. Gender and average length of visiting time

**Hypothesis:** Gender of travelers is associated with average length of visiting time to destinations of Thaiphuen community

**Table 2** Hypothesis Testing on association between gender and average length of visiting time to destinations of Thaiphuen community

GENDER	AVERAGE RANGE OF VISITING TIME		TOTAL	$\chi^2$	p
	1 DAY	2 DAYS OR LONGER			
FEMALE	136	44	180	3.299	0.069
MALE	148	72	220		
TOTAL	284	116	400		

Table 2 shows that p value at 0.069 is higher than  $\alpha$  at 0.05, therefore at the statistical significance level of 0.05, we can conclude that gender of travelers is not associated with average length of visiting time to destinations of Thaiphuen community.

## Conclusion and Discussion

When analyzing qualitative data of the research by following the elements of destination development for sustainability, it is found that Thaiphuen community has recognized the importance of their environment for tourism. They have developed their destinations in line with sustainability concepts. It is definitely concerned with the three aspects of sustainability which are defined by Roger et al (2008) that covers environmental/ ecological, economic and social/ socio - cultural.

In discussing the first aspect; environmental/ ecological, it is found that there is only one natural resource in Thaiphuen community which is Tha Daeng canal. Presently, many tourism parties are trying to develop this canal to become a natural tourist destination. This endeavor is consistent with the idea of Keyser (2002) who describes that in managing destinations, the activities, programs and processes are implemented across all of the tourism industries in a destination to create supportive and enabling conditions that will achieve policy goals and the destination's long-term success. It is also same as the idea of Ritchie and Crouch (2003: 183) that describe destination management as 'the key to maintaining a sustainable competitive advantage' which concerns

several activities especially coordinating the fragmented supply that together provides the tourists' experiences in a destination and developing and maintaining high quality resources for tourism and an effective image to promote the destination.

When analyzing available resources of Thaiphuen community, many core attractions, supporting attractions and cultural activities such as traditional products, food, ceremonies, local music and traditional dances are obviously prominent with their own tradition and identity. Therefore, the tourism of this community is related to eco-tourism as well, because it has centered on cultural and nature-based. Their destinations have attracted many travelers, particularly educational tourists who want to learn and experience their interesting tradition and culture. This complies with the idea of Weaver (2006) who highlights a range of characteristics that typify eco-tourism initiatives: these tend to be centered on nature-based attractions but, as opposed to other nature-based tourism forms, there is usually an educational element involved in the experience. Additionally, they usually come to visit destinations more than one time. This is shown by the hypothesis test of this research which found that the type of



traveler is associated with the number of times visited to destinations of Thaiphuen community. The social netting group travelers and family group had visited Thaiphuen destinations two times or more when compared with other types of travelers; independent, partner/friend and tour group travelers.

However, when considering the flow of travelers and the present trends of tourism of the community which are continuously increasing, the number of travelers are still limited. Hence, there is no negative environmental impact at the destinations of this community, but instead it causes the positive environmental impact as Inkson and Minnaert (2012) explain that tourism is an exciting and dynamic sector that is constantly changing. It can affect people's lives in many different ways: for tourists it can be source of lifelong memories, joy and fulfillment, and for businesses and destinations it is a source of income and employment.

Anyway, it is the role of the community and tourism government parties who will take action in preventing negative environmental impact that may arise from the increasing number of tourists. This is a crucial step for tourism that complies with the belief of Harris et al (2002). They agree that the key challenges for tourism are the coordination and cooperation between different stakeholders, the limitations of the efforts of the industry (many being voluntary), and the fact that many small-scale businesses operate in tourism.

Then discussing the second aspect; economic. When groups of travelers come to visit ThaiPhuen community, the people of the community will have a chance to show their traditional performances and to sell their traditional products and food. This entails positive economic impacts of tourism on the host community. The impacts can be direct, indirect and induced impacts depend on the beneficiary of tourism (Inkson and Minnaert, 2012). For this case, the community has received direct economic impact which is generated directly via tourism expenditure. Therefore, tourism of this community has not just brought about environmental but also commercial

implications that were mentioned by Lane (2005) about this characteristic of rural tourism in the community.

Finally, in discussing about the third aspect; socio-cultural. As Inkson and Minnaert (2012) state that tourism's social and cultural impacts may be positive or negative, it is clearly found that tourism provides positive socio impact to Thaiphuen community. People of the community have a chance to exchange their culture and tradition with the travelers. The travelers enjoy and feel at home with the warm greeting of local people. This conforms to the idea of Reisinger (2009). He believes that by increasing the cultural awareness between hosts and visitors, tourism can contribute to reducing stereotypes and prejudices about nationalities, religions and cultures.

From the above mentioned discussion, we can conclude that currently Thaiphuen community is on the right track in order to develop their destinations toward a sustainable way.

In market analysis, it is found that some government parties have promoted Thaiphuen destinations. This is consistent with the opinion of Ritchie and Crouch (2003: 183) who describe one role of destination management is to coordinate the fragmented supply that together provides the tourists' experiences in a destination, for example local transport, hospitality and attraction providers, the local government whose decisions affect the destination's tourism resources, and the local community, to create a single cohesive vision and voice for tourism.

The most famous destination of Thaiphuen community is Fung Klong Museum. This museum has been promoted by the Abbot of Fung Klong temple. He has used various types of printed media. Even though he did not concentrate on promoting Thaiphuen brand, the brand of the museum has possibly been promoted on the sign board in front the museum and the logo is printed and shown on several printed media and websites as well. The benefit of branding is described by Kolb (2006) that branding as a creative process, involving the formulation of a slogan and designing a symbol or logo. A well designed brand



quickly and easily communicates the benefits a tourist will experience from visiting the destination. If tourists have had a positive experience of a destination, an unchanging brand will remind them of this and highlight that positive experience is still available. Other advantages are that a clear brand can support internet marketing efforts and bring the different stakeholders in the destination together for long-term planning.

In collecting data from travelers by using quantitative approach, the authors followed the ideas of Inkson and Minnaert (2012) who state that marketing is a complex, dynamic, creative and innovative process that seeks to influence consumer behavior, so the core principle of marketing is that companies and organizations achieve their objectives most successfully by focusing on satisfying customers' needs more effectively than competitors do. The authors also followed Kotler et al. (2009) who believe the importance of identifying segmentation for the market and Middleton et al. (2009) who identify main criteria by which tourism suppliers can segment their markets such as purpose of travel, buyer needs, motivations and benefits sought, buyer behavior/characteristics of product usage, demographic and geographic profiles, etc.

When analyzing the quantitative data, it is found that some of respondents were social netting group travelers who travel with peers, colleagues or many other group associations and some were family travelers. These kinds of travelling can strengthen personnel relationship as McIntosh et al. (1995) developed a model of motivation for travelling. One of the four motivations is interpersonal motivators: these are linked to meeting new people, or visits to friends and family. This means travelers visit destinations because they want to meet new people or want to escape from the home environment. It is spiritual reason.

In addition, it is also found that respondents visited Thaiphuen destinations for the main purpose of meeting, vacation and education. They chose to visit Thaiphuen destinations because of availability of

favorite tourist attractions. This complies with the belief of Pike (2008). He explains that tourism can enrich tourists' experience, widen their horizons and increase their knowledge.

Pike (2008) adds that the most tourism activities take place at destinations, and destinations form a pillar in any modeling of the tourism system and have emerged as the fundamental unit of analysis in tourism. As like this community all tourism activities take place at each tourist destination. Therefore, the travelers have a chance to participate and experience the activities. This makes them feel like a part of the community.

Health and Wall (1992) state that destination marketing and management is a complex issue which requires a comprehensive, holistic and systematic approach to understand it. From the demand side, travelers have a variety of choices of available destinations; from the supply side, destination marketing organizations at different levels are trying their best to compete for attention from a highly competitive marketplace. Moreover, Pike (2008) concludes that destination competitiveness and attractiveness demand effective and integrative marketing and management strategies which are based on a sound understanding of the market condition. Therefore, in order to have the highest benefit from tourism, the community should apply the concept of marketing and management in developing their destinations.

Additionally, it is found that travelers demand for the improvement of many issues of Thaiphuen tourist destinations, restaurants, accommodations, traditional shops, transportations, travel centers and promotions. All needs or demands of travelers should be understood in order to have success in tourism development as Anon (1985) says that in order to become a successful manager in the tourism industry, managers must be able to identify and understand tourist needs and wants and subsequently market programs that will satisfy those mentioned items. As one respondent has recommended that the



tourism parties should provide sufficient budget to support the community development and as tourism parties are part of the service sector, therefore the relevant parties should adopt the service marketing mix activities. Service marketing theory evolved in the late 1970s and early 1980s with research by Shostack (1977), Grönroos (1978) and Zeithaml (1981), whom Hoffman et al. (2009: 25) refer to as 'services marketing pioneers', because they proposed that services could not be marketed in the same way as goods. Zeithaml et al. (2006:355) suggest that "service marketing is about promises-promises made and promises kept to customers".

To a certain extent, external marketing involves a marketing mix which is a blend of actions taken by marketers to manage and develop demand for their products. Traditionally this mix has consisted of four variables - product, price, place and promotion - originally described by McCarthy in 1960 as the 4Ps framework (McCarthy, 1981, in Middleton et al., 2009:138).

In addition to the 4Ps, Booms and Bitner (1981) added three more marketing mix variables that are used in services marketing; people, processes and physical evidence. These three variables are related to interactive marketing and internal marketing because they involve the relationship between customers, a company and its employees.

Eventually, having clearly seen by the above discussion, Thaiphuen community should adopt the concept of sustainable tourism, destination management and service marketing. Through implementing these concepts, they will be able to bring about benefits to all involved parties in developing community destinations for sustainability.

## Recommendations

In this part the recommendations are suggested for developing sustainable destinations for Thaiphuen Community.

### 1) Determining the core attractions and supporting attractions for sustainable development

The core attractions and supporting attractions of Thaiphuen community, that already have developed or can develop, should be determined before planning the strategies to develop them into sustainable destinations.

### 2) Conducting marketing analysis

Market analysis should be conducted by studying past and present trends, traveler profiles, traveler behavior and demands, market positioning, and destination image. It is important for planning, budgeting and marketing purposes in order to develop Thaiphuen destinations. The activities of market analysis are illustrated below;

#### 2.1) Positioning tourist destinations of Thaiphuen community

Tourist destinations of Thaiphuen community are prominent in their features especially cultural and traditional identities. They are located not far from Bangkok. They have good infrastructure both telecommunication and transportation system. Hence, positioning these destinations is essential in order to create a clear image for the tourists. The author agree with the community to develop their position as

"Thaiphuen, a destination of prominent culture, delicious 'Pra doo', traditional food and beautiful dance and music performances.

#### 2.2) Defining target groups

The whole market of Thaiphuen tourism consists of several types of travelers which are different in occupations and ages. For Thaiphuen community, the target groups for developing tourism should consist of the following;

2.2.1) Social netting group travelers who have different occupations; government official/state enterprise employee, laborer, business owner/merchant, farmer/gardener and private officer including unemployed/retired person or student.

2.2.2) Family travelers who like to travel with spouses, children and relatives.



### 2.3) Developing service marketing strategy to serve the target groups

As tourism is in the service sector, service marketing strategy should be developed to serve the defined target groups. The service marketing consists of seven variables as follows;

#### 2.3.1) Tourism products

Thaiphuen community themselves and tourism organizations, both government and private sectors, all are important in developing tourism products of the community. Some main recommendations are as follows;

##### 2.3.1.1) Tourism organizations

(1) Form organizations to take care of Thaiphuen destination development by concentrating on individual destinations; cultural destinations, agricultural destinations, etc

(2) Plan sustainable tourism for Thaiphuen destinations by integrating the overall development schemes of all tourism organizations and allocate sufficient budget to each destination in Thaiphuen community

(3) Hold brain storming meeting with local people about improving and developing sustainable tourism for Thaiphuen destinations.

(4) Hold seminar or meeting to disseminate tourism policy, plan and budget for relevant tourism parties and Thaiphuen community, including encouraging them to participate continuously. A reward should be offered to the relevant parties who succeed in maintaining and developing destinations.

(5) Hold tourism fairs and exhibitions consistently in Nakhon Nayok or other provinces in order to promote Thaiphuen destinations. At the same time, also develop traditional activities or contests in Thaiphuen community to attract travelers from time to time.

(6) Develop Thaiphuen destinations as MICE tourism destinations. Many activities can be created to educate interested travelers, especially those who come from educational institutions and government organizations.

##### 2.3.1.2) Thaiphuen community

(1) Cooperate with local tourism organizations by participating in seminars or meetings for planning sustainable tourism developing strategy or for tourism training.

(2) Improve lifestyle of local people to protect the region's natural and cultural attitudes by encouraging them to support or sponsor in maintaining cultural destinations, participate in cultural performances and activities, and join local festivals and traditions.

(3) Try to demonstrate traditional and cultural identity, history and value of destinations through well-organized performances; music, show, and dancing, etc.

(4) Organize special events e.g. cultural festivals, sports contests and food fairs, etc. at destinations. In each event, should perform several activities, i.e. edutainment, religious, festivals, rituals, and native dancing and food over the year.

(5) Develop agro-tourism by encouraging garden owners to improve the attractiveness of their gardens and create activities, such as offering fruit buffet, picking fresh fruit, growing young plants and demonstrating organic fertilizer and preserved fruit production, etc.

#### 2.3.2) Price of Tourism products

##### 2.3.2.1) Tourism organizations

(1) Supervise local entrepreneurs who operate accommodations, food shops/restaurants and traditional product shops in setting price of products or services at reasonable rates.

##### 2.3.2.2) Thaiphuen community

(1) Charge entry fee for famous destinations; Fung Klong museum and gardens, so that those destinations will have enough funds to develop and be maintained for long term sustainability in accordance with travelers' expectations and needs



(2) Encourage owners of accommodations, food shops and traditional product shops to set the price of their products or services at reasonable rate.

### 2.3.3) Place for Tourism products

#### 2.3.3.1) Tourism organizations

(1) Contact travel agents or tour operators in Nakhon Nayok for selling entry tickets of Thaiphuen destinations.

(2) Create network by coordinating with alliances to sell entry tickets of Thaiphuen destinations together with traditional products, i.e. post offices, convenience stores, super stores, hypermarket stores, department stores and kiosks in bus stations or train stations.

#### 2.3.3.2) Thaiphuen community

(1) Establish fee counters in front of destinations for selling entry tickets. The counters should be opened daily and staff should be assigned during working hours.

(2) Increase channels of distribution of accommodations, food shops and traditional products shops through development of individual websites for internet booking and having sale agents or tour agent.

### 2.3.4) Promotion for Tourism products

#### 2.3.4.1) Tourism organizations

(1) Disseminate and advertise up-dated information of Thaiphuen destinations with beautiful photos, appropriate content in television and bill boards in Nakhon Nayok and other provinces, especially big cities.

(2) Contact or sponsor broadcasting companies both domestic and international to produce travel programs of Thaiphuen destinations on television.

(3) Contact publishers of tourism magazines for promoting Thaiphuen destinations to travelers.

(4) Publish colorful and attractive tour books, brochures or leaflets to introduce background and history of Thaiphuen community destinations as well as provide knowledge about sustainable tourism to travelers.

#### 2.3.4.2) Thaiphuen community

(1) Demonstrate history and background of Thaiphuen destinations through video presentation.

(2) Contact tourism organizations for supplying tourism printed media to distribute at Thaiphuen destinations.

(3) Promote Thaiphuen community by using appropriate electronic technologies; website, travel blogs and social networks; Facebook, LinkedIn, and twitter, etc.

(4) Advertise Thaiphuen destinations by using word-of-mouth information and road-show method to promote Thaiphuen destinations at educational institutions, government and private organizations.

(5) Use promotional techniques to encourage travelers to purchase more local products, such as giving discounts under several conditions, i.e. showing entry tickets of any destination, purchase at specific volume and purchase for reselling to end users, etc.

### 2.3.5) Process for Tourism products

#### 2.3.5.1) Tourism organizations

(1) Arrange free training courses and work-shops about hospitality management for local people, entrepreneurs and tourism representatives.

(2) Research should be conducted periodically in order to learn about the effectiveness and efficiency of tourism plans and strategies.



### 2.3.5.2) Thaiphuen community

(1) Arrange proper process of touring the destinations for travelers. First, always start by demonstrating an introductory video on best practices and short history of Thaiphuen community and destinations to travelers when they come to visit. Followed by informing them about the significant features of destinations and the surrounding environment. Finally, before the tour, giving them sustainable knowledge in maintaining destinations.

(2) Advise travelers regarding proper travel behavior during the trips (including what they should do and should not do).

(3) Examine travelers' perceptions of the destination or evaluate their satisfaction to make sure that those perceptions or satisfaction reflect reality. The results of examination and evaluation will be used to improve the services of destinations in accordance with travelers' demands.

### 2.3.6) Personnel selling

#### 2.3.6.1) Tourism organizations

(1) Educated and well-trained man power such as travel agents, tour operators, tour guides, hotel personnel, restaurant managers, transportation company managers, tourist polices, traditional souvenir shop entrepreneurs and local people to serve travelers with correct and proper information especially tour guides who are role models for proper travel behavior.

#### 2.3.6.2) Thaiphuen community

(1) Encourage the local people in Thaiphuen community to participate in tourism activities. At the same time, educate them to know how to protect and preserve the natural resources of their destinations for sustainability.

(2) Promote local employment (either full or part time) by hiring local people to work in tourism businesses. Local people will have a chance to earn income and recognize the advantages of developing Thaiphuen community into tourism destination.

(3) Train local people to be proficient in communicating by using various international languages.

### 2.3.7) Physical evidence

#### 2.3.7.1) Tourism organizations

(1) Build tourism atmosphere and surroundings by decorating region and province, therefore, making them more attractive and interesting.

(2) Improve local transportation system by keeping roads in good condition, installing clear sign boards to guide the way, fixing enough lights for convenience and safety, assigning traffic polices to take care at tourist destinations and providing comfortable and sufficient variety of vehicles, etc.

#### 2.3.7.2) Thaiphuen community

(1) Maintain the beauty, along with cleanliness, hygiene, good arrangement and good air ventilation system at Thaiphuen destinations in consistency with natural setting.

(2) Build sufficient toilets to serve travelers. The toilets should be modern design and be maintained properly for cleanliness.

(3) Manage waste and garbage in an appropriate way. Trash bins should be installed around the destinations in accessible areas. Sign boards may be put to encourage travelers to throw waste and garbage properly.

(4) Advise owners of accommodations, food shops and traditional product shops to maintain and improve places of business with attractive physical decoration, good styles, comfortable and economical friendly environment.



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