



Ways to Promote Tourism in Muang District, Chachoengsao Province to Serve Tourists' Demand

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Abstract

This paper is to study the concept and government's tourism promotion influencing tourist attractions in Muang District, Chachoengsao Province; to study the concept in promoting tourism of related private enterprises in the local area; to improve the concept according to government's tourism development guidelines; and to study the demand of tourists who come to visit Muang District, Chachoengsao Province. Research findings showed that both central and local tourism office has always been playing a part in promoting tourism in Muang District, Chachoengsao Province, as well as publicizing its tourist attractions through all kinds of media. The number of tourists visiting Chachoengsao Province was quite high, and most of them were interested in visiting Buddhist monastery, like Sotornwararam Temple, since it was the most famous local and visited site (52.80%). In order to acquire the data necessary for this study, the researcher had gathered information from 545 samples: 500 Thai and foreign tourists, and 45 related private enterprises. Then the researcher applied the data and classified the level of problems existed in tourist attractions in Muang District, Chachoengsao Province, and the results were: the officers' service, the quantity and sanity of toilets and the quantity of trash boxes were in a medium-level problem. Thai and foreign tourists, and related private enterprises, therefore, suggested that Thai government and local authorities to solve these problems accordingly. The urgency of the following matters: an improvement of infrastructure, sign boards and information boards, food and beverages service, public services, and accommodation service were classified in a medium-level, the accessibility of tourist attractions in a high-level, the urgency of solving problems of tourist activities in the area: making merit and paying homage to Buddha images was classified as the highest-level, Bangpakong river cruise, health tourism, local cultural performances were classified in a medium-level, and visiting temples and ancient monuments classified in the highest-level ($X^2 = 4.52$), the urgency of solving problems of tourist attractions qualification: local enterprises services, sanitary conditions of the area, accommodations' comfort and convenience, food shops' quality and sanitary conditions, and the qualification of local products and souvenirs were classified in a medium-level. The improvement of the usage of foreign languages in tourism services was classified as a low-level ($X^2 = 2.75$). The urgency of solving problems of welfare and safety: the safety of visiting and the usage of the area, life and asset safety, and sanitary safety were classified in a medium-level. The marketing and image-making of tourist attractions, the usage of media for advertisement and public relations, and sales promotion were classified in a medium-level. And lastly, according to the analytical results of SWOT analysis and TOW Matrix strategies, the researcher had learned that 3 types of tourism should be developed: 1. Historical and Cultural tourism, 2. Religious tourism, and 3. Health tourism and 5 aspects should be improved: Infrastructure management, 2. Service and the usage of foreign of the officers, 3. Cleanliness and safety in the area, 4. Knowledge provided to officers and people in the area, and 5. The usage of media for publication to raise the standard of tourism in Muang District, Chachoengsao Province.

Keywords: *Ways to promote tourism, Tourist attractions in Muang District, Chachoengsao Province*

1. Introduction

Thailand can be divided into 5 parts: Northern part, Central part, Northeastern part, Eastern part, and southern part. There are 77 provinces altogether, as for each of the provinces, there are many tourist attractions spread all over the area. The government tries to promote tourism in Thailand to be grown accordingly. The tourism industry makes a lot of benefits and revenues to the country continuously by supporting of Tourism authority of Thailand, ministry of tourism and sport and private enterprises such as hotel accommodation, tour operators, food and restaurants, souvenirs businesses, tourist attraction businesses, and related service businesses.



Chachoengsao province is the province in the central part of Thailand and it is located near Bangkok approximately 80 kilometers away, one can drive to Chachoengsao within 1-1.30 hours. Most tourists always travel passes the province and makes only a brief stop and continue to other destinations. This province becomes the bypass city as only some tourists with specific reasons make stop overnight in the province, and the rest will continue to their destinations. In fact, Chachoengsao province itself is used to be an ancient town located to the east direction of the old capital of Ayutthaya period. According to a chronicle, the province had been established since king Boromtrailokanat (king number 8 of Ayutthaya period) and later by the reign of king Rama VI, and the ancient city became the province in 1916. Nowadays, there are so many varieties of tourist attractions especially in Muang district: historical and cultural tourist attractions such as the Sotornwararam temple which has the Sotorn principal Buddha image, the most revered among Thai Buddhist people was enshrined in the ordination hall, forts and walls built in the reign of king Rama III, city pillar shrines, Pitularatransarit temple, Chinprachasmosorn temple built in the reign of king Rama V etc., Natural tourist attractions such as the Bangpakong river originated from Sankampaeng mountain range flow through Prachinburi province and to Chachoengsao then to the Gulf of Thailand about 230 kilometers long. These are located in Muang district which are the main tourist attractions of Chachoengsao province.

Although, there are so many diversities of tourist attractions in Chachoengsao province but according a website (Skyscanner, top 10 hit provinces of Thailand 2016) it states that the first top 10 provinces of Thailand are: 1) Bangkok 2) Chiang Mai 3) Phuket 4) Songkhla 5) Krabi 6) Udonthani 7) Ubonratchathani 8) Chiangrai 9) Suratthani and 10) Khonkaen. In Chachoengsao province, there are 2,984,298 tourists who visited with revenues of 4,160.71 million Baht (Department of Tourism, tourist statistic, 2016) and the average stay is 1.87 days which is a small number of tourists. Actually, Chachoengsao province is located near Bangkok which has the most number of tourists who visited due to no one studying the real potential of tourism in the province which can serve the need of tourists who come to visit to this province.

The researcher, therefore, selected Muang district, Chachoengsao province to study the ways to promote tourism to serve the need of tourists because of its location, costs, and the service standard.

2. Objectives

1. To study the concept and government's tourism promotion influencing tourist attractions in Muang District, Chachoengsao Province
2. To study the concept in promoting tourism of related private enterprise in the local area
3. To improve the concept according to government's tourism development guidelines
4. To study the demand of tourists who come to visit Muang District, Chachoengsao Province.

3. Materials and Methods

Researcher used 2 methods for the research as the following:

1. Qualitative method: the researcher used interviews to be the study tools by purposive sampling technique to the groups of people: 5 leaders of the community in Muang district, a director and 5 officers of central part, Tourism Authority of Thailand head office, a head and 5 officers of Tourism Authority of Thailand, Chachoengsao office, a head and 5 officers of Tourism and Sport, Chachoengsao province, and 17 managing directors and staffs of private enterprises related to tourism of the area; the total number is 40 samplings. The researcher used triangulation for data validation by 1) Surveying the area to compare data obtain from government officers and local people 2) Observation without participating to collect data and 3) Data collection in different time such as week day, week end and holidays etc.

2. Quantitative method: the researcher used questionnaires to be a study tools by accidental sampling technique to 3 groups of people: 1) 400 Thai tourists, 2) 100 foreign tourists and 3) 45 related private enterprises; the study tools are in frequency distribution, average, percentage and standard deviation; hypothesis testing by (SPSS). One sample t-test is also used.



4. Results and Discussion

Researcher used a questionnaire as a tool for quantitative research by accidental sampling of 500 Thai and foreign tourists, and 45 related private enterprises related service provider business. Qualitative research used an interview as a tool by purposive sampling of 40 persons. The researcher found the findings as the following:

1. The government policy support all tourists to visit some main tourism resources in Muang district, Chachoengsao province such as Sotornwararam royal temple followed by take a rest in hotels or resorts for their physical wellness and do spiritual wellness tourism in the temple due to the short distance of traveling from Bangkok to Chachoengsao province (about 80 kilometers) and the 5'A of factors represent the essential requirements of successful tourism:

Table 1 The 5'A of factors

The 5' A factors	\bar{x}	levels
Attractions	4.33	High
Accessibility	4.52	High
Accommdations	4.37	High
Amenities	4.23	High
Activities	4.63	High

From table 1 shows all of the 5' A of factors are in high level.

2. To study the concept in promoting tourism of related private enterprise in the local area and 3. To improve the concept according to government's tourism development guidelines according to their opinions:

Table 2 Thai and foreign tourists and private enterprises in the area's opinion

Opinions	\bar{x}	levels
1. Tourist attractions		
1.1 Problems	2.89	Low
1.2 Need to be improved	2.90	Low
2. Routing and Signages		
2.1 Problems	2.91	Low
2.2 Need to be improved	2.95	Low
3. Service of officers		
3.1 Problems	3.00	Medium
3.2 Need to be improved	2.98	Low
4. Ancillary		
4.1 Problems	2.89	Low
4.2 Need to be improved	2.85	Low
5. Safety		
5.1 Problems	2.81	Low
5.2 Need to be improved	2.85	Low
6. Participation of the community		
6.1 Problems	2.71	Low
6.2 Need to be improved	2.78	Low
7. Public relations of tourist attractions		
7.1 Problems	2.99	Low
7.2 Need to be improved	3.10	Medium



Opinions	\bar{x}	levels
8. Cleanliness of tourist attractions		
8.1 Problems	2.99	Low
8.2 Need to be improved	2.89	Low
9. The number of toilets and their cleanliness		
9.1 Problems	3.11	Medium
9.2 Need to be improved	3.18	Medium
10. The number of trash boxes		
8.1 Problems	3.02	Medium
8.2 Need to be improved	3.09	Medium

From table 2 shows the number of toilets and their cleanliness, and the number of trash box are the problems in medium level and need to be improved in medium level as well and public relations of tourist attractions need to be improved in medium level.

4. Both Thai and foreign tourists want to come to Muang district, Chachoengsao province for their tourist attraction demands and their activities in the area:

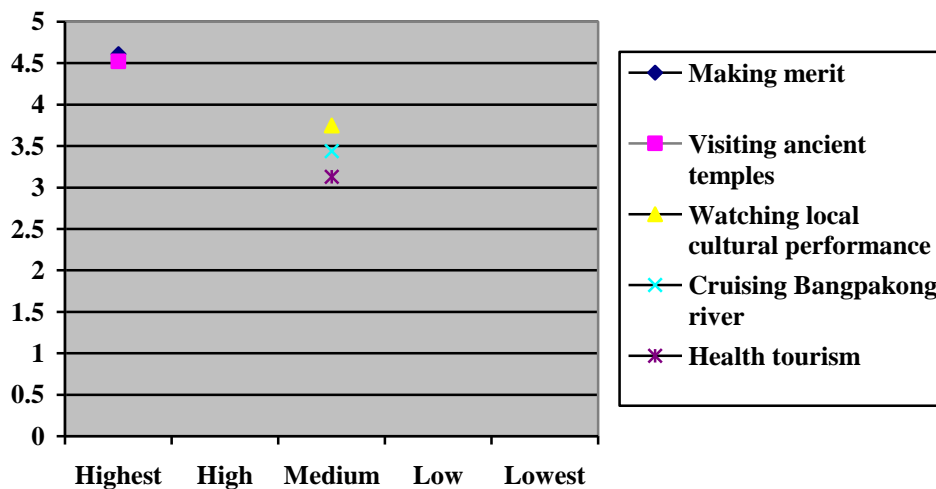


Figure 1 Tourists attractions demand and their activities in the area

For tourists attraction demands and their activities are as the following: 1) making merit and pay homage to Buddha image in highest level ($\bar{x} = 4.61$), 2) visiting ancient temples/temples in highest level ($\bar{x} = 4.52$), 3) watching local cultural performance in medium level ($\bar{x} = 3.75$), 4) cruising in Bangpakong river in medium level ($\bar{x} = 3.44$), and 5) health tourism in medium level ($\bar{x} = 3.13$) (Chittangwattana, 2005).

Discussion

The stakeholders should pay attention to problems of tourist attractions qualification and try to improve them: local enterprises services, sanitary conditions of the area, accommodations' comfort and convenience, food shops' quality and sanitary conditions, and the qualification of local products and souvenir, the usage of foreign languages in tourism services, the safety of visiting and the usage of the area, life and asset safety, and sanitary safety (Saenkam, 2002). The 5A' of factors are attraction, accessibility,



amenity, accommodation, and activity is in high-level; the stakeholders have to preserve them (Lamaichin, 2009). Types of tourist attractions which are historical, natural and man-made tourist attractions are very important and the stakeholders have to pay attention to improve them and raise them into the standard of tourism (Chittangwattana, 2005).

The improvement of Muang district; Chachoengsao province should be done as the following:

1. Tourism qualities

Both Thai and foreign tourists and all related entrepreneurs need to improve the service of local tour operators, cleanliness of places, the comfort and convenience of hotel accommodation, quality and cleanliness of food shops and restaurants, and the quality of souvenirs and shops according to the government, however well management and cooperation of private enterprises still not well cooperated.

2. Tourism services

Both Thai and foreign tourists and all related entrepreneurs need to improve officers who provide tourist information, give direction to tourists and suggest tour routing to be accuracy and clearly to all tourists and also improve their foreign languages especially English and Chinese.

3. Public welfare and security

Both Thai and foreign tourists and all related entrepreneurs need assets and lives security checks in tourist area.

4. Marketing

Both Thai and foreign tourists and all related entrepreneurs need to improve image of tourist attractions, the usage of Medias for advertising and public relations, and sales promotion.

Researcher also do SWOT analysis of tourism in Chachoengsao province and the results are as the following:

Table 3 SWOT Analysis

Internal factors	Strengths (S)	Weaknesses (W)
	1. Muang district, Chachoengsao province is in short distance from Bangkok (about 80 km.). Travel from Bangkok is very easy, there are many connected routes and not only travel by car or bus, but also travel by train is comfort and convenience as well. 2. There are many diversities of tourist attractions which serve the need of both Thai and foreign tourists especially health or wellness tourism, historical, cultural and natural, 3. There are varieties of tourism activities according to tourist attractions to serve the need of all tourists.	1. Public utility is not completely ready, it needs to be improved. 2. Trash collection system is not perfect and the number of trash boxes are not enough makes the area not quite tidy. 3. Most of tour operators are not operate and sell the tour programs to the province. 4. Most of related tourism enterprises are not well cooperated to attract tourists to come to visit the province. 5. Lack of specialists to promote and public relations of the province.
External factors	Opportunities (O)	Threats (T)
	1. There are many and diversities of tourist attractions in Muang District, Chachoengsao province; therefore tourism activities can varies and attract to all tourists, however, cooperation among all related organization should be complied. 2. Cooperate the government and	1. Accelerate the cooperation to develop ancillary and infrastructure to be in comple. 2. Increasing number of trash boxes and the collection system. 3. Support of tourist information to local tour operators to do sales promotion and public relations of



<p>private to organize seminar or meeting in hotels or resorts within Muang district. 3. In Muang district, Chachoengsao province should promote to be wellness center both spiritual and physical for tourists.</p>	<p>tourist attractions in the area. 4. Organize the meeting all related local tourism to cooperate to attract tourists to come to Muang district, Chachoengsao province.. 5. Training tourist officers to do public relations through diversity of medias both online and off line..</p>
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After SWOT analysis, the researcher made the Tows Matrix Strategy to improve wellness tourism in Chachoengsao and Tows Matrix Strategy is as the following:

Table 4 Tows matrix strategy

Strengths strategy to make the advantage form opportunites (SO)	Beating weaknesses strategy to use benefit form opportunites (WO)
<p>1. There is a short distance from Bangkok to Chachoengsao province and there are diversity of tourist attractions. Some types of tourism activities should be added to draw attention to all tourist and come to the province increasingly. 2. Organize the meeting both government officers and private enterprise staffs in the province to cooperate and exchange their ideas to promote tourism. 3. Organize wellness or health tourism both spiritual and physical in the temples and hotel accommodation accordingly.</p>	<p>1. Accelerate working on public utility and infrastructure and improved to be perfectly ready. 2. Add more trash boxes and organize trash collection system efficacy. 3. Support local tour operators to sale tour program and promote tour program and tourist attractions of the province to the public. 4. Organize the meeting and invite all related businesses to be involved and cooperated. 5. Organize all officers training in tourism promotion and public relations of the province both online and offline.</p>
Strengths strategy to avoid threts (ST)	Reduce weaknesses strategy and avoid threts (WT)
<p>1. Organize meeting both government side and private side to well cooperate and promote tourism together. 2. Establish tourist information center officially. 3. Training and providing knowledge of tourism to local people, government offices and private enterprise staffs. 4. Training and practicing foreign language especially English to entrepreneurs, staffs and government officers to provide tourism information and able to communicate to foreign tourists.</p>	<p>1. Develop communication throughout the government offices and private enterprise staffs to promote the province to be well-known to the public. 2. Developing, training and providing tourism data to local people, entrepreneurs and private enterprise staffs continuously to promote both tourism attractions and activities in the area to be well-known nationally and internationally. 3. Support knowledge of foreign languages especialy English and practice their skill to all local people, entrepreneurs and private enterprise staffs to communicate to foreign tourists.</p>



5. Conclusion

These results served the need of many people's travel for resting and relaxation, while a significant number of people also arrive in Thailand to address travelling to visit much diversity of tourist attractions. Tourism sites in Muang district, Chachoengsao province varies from natural, cultural and wellness tourism where tourists can enjoy visiting any type of tourist attractions and freely choose their types of tourist attractions which serve their needs. The advantage of Chachoengsao province is the distance of travel from Bangkok, diversities of tourist attractions, diversities of activities, plenty of famous places to visit, and very good in service. However, there are many things that need to be improved immediately such as the number of toilets and their cleanliness and the number of trash boxes; another things need to be improved in the future is public utility, trash collection system, tour operators should promote the tour in the area, cooperate among all enterprises, and increasing number of specialists to promote the tour in the area. If the government side and private enterprises in the area integrated their work together, Chachongngsao province will be one of the destinations where both foreign tourists and Thai tourists will come to distribute their money in the area and make the province to be one of tourist destinations in Thailand.

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