



A Study of Tourism Supply Chain of Ampawa Floating Market, Samut Songkhram Province Under the Circumstances of the Coronavirus 2019 (COVID-19) Pandemic

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Abstract

This research study on tourism supply chain of Ampawa Floating Market, Samut Songkhram Province under the situation of the coronavirus 2019 (COVID-19) pandemic, aims to study 1) the tourism supply chain of Ampawa Floating Market 2) The tourists' satisfaction towards Ampawa Floating Market and 3) The operating guidelines for Ampawa Floating Market tourism. A sample of 330 respondents were stakeholders, people involving in the tourism supply chain of Ampawa Floating Market under the situation of the coronavirus 2019, as the entrepreneurs, travel agents, and tourists, are collected randomly using in-depth interviews, non-participant observation, and questionnaires. The statistics is used to analyze the data were mean, percentage, standard deviation.

The results of the study showed that tourism supply chain of Ampawa Floating Market under the situation of the coronavirus 2019 pandemic, consisted of upstream, midstream and downstream factor are 3.13, 3.58 and 3.3 respectively. To enhance the suitable value chain, for entrepreneurs, travel agents, and tourists who are stakeholders in the supply chain, the operational guidelines for the tourism of Ampawa Floating Market are recommended as 1) The tourism of Ampawa Floating Market should be promoted as uniqueness and distinctive features of the floating market, and be publicized in order to create a unique identity and to make a difference. This will create the value-added value for the Ampawa floating market. Additionally it helps to create value and adds value to the Ampawa Floating Market. 2) Communication technology such as websites or social media should be used to help communicating with tourists more quickly, and to build relationships with tourists more easily, as well as to help promoting Ampawa Floating Market to be widely known. 3) Security measures preventing the COVID-19 pandemic should be implemented. 4) The tourism of Ampawa Floating Market should be carried out regularly in order to preserve the way of life, culture, resources, and environment; and knowledge should be transferred to all groups of stakeholders to promote tourism to be sustainable competitiveness. 5) The Tourism Value Chain Management Model of Ampawa Floating Market that the researcher had studied should be applied and expanded to cover all activities of the value chain, in creating value-added tourism for the Ampawa Floating Market.

Keywords: *Travel and Service Industry, Supply Chain, Ampawa Floating Market, Coronavirus 2019*

1. Introduction

Ampawa Floating Market is located in Ampawa Sub-district, Ampawa District, Samut Songkhram Province.

Ampawa community along the Ampawa Canal is a riverside community, which still maintains its cultural identity, which we can still touch the walk of life of traditional villagers, combined with the abundance of natural resources and the environment, which is of great importance to the well-being of the floating market community.

There are many trees, millions of fireflies living in the Lamphu trees, sparkling and glittering all over the Ampawa Floating Market, so-called "Evening Floating Market", which makes Ampawa District become more well-known and even popular. Ampawa Floating Market is a famous tourist destination of Samut Songkhram Province, due to rapid increase in tourist visiting the area, which at first the villagers in the community couldn't adjust their living and their walks of life to keep up with tourism.

In addition, entrepreneurs in the community, as well as the entrepreneurs from other communities can earn more income from the Ampawa Floating Market.



However, these changes caused the tourism management problems, for example tourists left plenty of food containers, which were difficult to degrade, such as foam and plastic bags (Aris Radianon, 2009).

The impact on the global tourism industry caused many countries, including Thailand, to have various measures to alleviate the problems.

The important things were the role of every sector, involving in tourism to work together, in reviving the Thai tourism industry to become an important mechanism, for the economic and social development of the country (Office of the Permanent Secretary for Tourism and Sports, 2020.)

In this study, the researcher has illustrated the Ampawa Floating Market before (Figure 1) and after (Figure 2) the situation of the Coronavirus 2019 pandemic as follows:



Figure 1 Ampawa Floating Market before the COVID-19 pandemic



Figure 2 Ampawa Floating Market under the situation of the COVID-19 pandemic

Therefore, the researcher was interested in studying the tourism industry supply chain of Ampawa floating market under the COVID-19 situation. It was done by analyzing the activity of the value chain, covering an overview of the connection of activities, which contributed to the development of tourism and services, to keep up with the changes under the situation arising, in the most beneficial way. The results of the study can be effectively applied in tourism management.



2. Objectives

- 1) To study the tourism supply chain of Ampawa Floating Market, Samut Songkhram Province under the situation of the COVID-19 pandemic.
- 2) To study the satisfaction of tourists towards Ampawa Floating Market.
- 3) To study the operating guidelines for Ampawa Floating Market tourism.

Research Scope

A sample of 330 respondents, consisting of the stakeholders, and the stakeholders in the tourism supply chain of Ampawa Floating Market, under the situation of the coronavirus 2019, as well as the entrepreneurs, travel agents, and tourists, collected between January-February 2021 by using a simple random sampling method.

Terminology Definition

Ampawa Floating Market means a floating market located in Samut Songkhram Province. It is another charming tourist spot, which both Thai and foreign tourists are interested in.

The Coronavirus 2019 (COVID-19) situation is the most recently discovered contagious disease, caused by the coronavirus.

3. Materials and Methods

This research is qualitative and quantitative, applying the concept of tourism supply chain and related theories in the study. The details of research methods are as follows.

Population and Sample

The population used in this study was stakeholders and the stakeholders in the tourism supply chain Ampawa Floating Market, calculated by using the formula of $n = P (1-P) z^2 / e^2$ using accidental sampling method (Boonchomsri Sa-at, 1992; 38). It is because the exact population is unknown, where n is the number of samples required.

P is the proportion of the desired population, which equals to 0.30.

Z is the level of confidence with statistical significance at 0.05, which equals to 1.96.

e is the tolerance ratio, which equals to 0.052.

So, $n = 0.30 (1-0.30) 1.962 / 0.052 = 330$.

Note: The proportion of population at 0.30 was determined from past research studies.

Tools and Data Collection

The instruments used in this research consisted of structured questionnaire, in-depth interviews, and non-participant observations.

In-depth interviews and non-participation observations were used, for data collection from tourism entrepreneurs and travel agents.

A structured questionnaire was used, to collect data from tourists about their tourism satisfaction. The questionnaire was validated by three experts with a confidence factor of 0.72 by 30 tryout.

The criteria for the range of the score was as follows (Sri-Sa-Art, B.,2010)

The meaning of the range:

4.51-5.00 means highest,

3.51-4.50 means high

2.51-3.50 means moderate

1.51-2.5 means low

1.00-1.50 means lowest



Data analysis

The qualitative data were collected from structured interviews, in-depth interviews, in-depth observations, non-participant observation, content analysis, validation with a three-wire method, and analyzed data according to research objectives and analysis.

Questionnaires were analyzed using mean, percentage and standard deviation.

From interviews with the sample groups of stakeholders related to the supply chain, the Amphawa floating market industry, were Travel operator Travel agency and tourists Along the upstream, midstream and downstream supply chains as follows:

From an interview with a group of stakeholders, related to the industrial supply chain of Ampawa market, namely tourism entrepreneurs and tourists, according to the upstream, midstream and downstream supply chains as follows:

1) Upstream Factor

1.1 The way of life remains in its original natural condition, making it possible to trade, as in the past which was warm and impressive. Fireflies are conserved and the environment is well protected. People rely on one another. Ampawa people live simply, speak gently and nicely, smile easily. They are friendly to the visitors.

1.2 Food and drinks are clean with standard prices. Sea food like shrimp, shellfish, crab, freshwater and saltwater fish, can be easily found. There are many souvenir products.

1.3 Products and services such as accommodation, restaurants, souvenir products, fireflies watching service, a wide variety of foods and toys, day and night activities are tourists' favorite.

1.4 Water and electricity are provided for convenience. The whole river and canals are clear and beautiful.

1.5 Waste management is sorted into sections. A lot of waste is found, and numbers of staff are limited.

1.6 Government sectors and other related sectors take part in public relations. Tourists screening under the situation of COVID-19 pandemic is implemented systematically.

2) Midstream Factor

2.1 Accommodation and Services: There are many accommodations available to choose from. The staff takes care of various quality services.

2.2 Natural Attractions: There is history to learn. The houses remain in their original condition. There are riverside accommodations which are popular and suitable for relaxing.

2.3 Transportation and traveling: It's convenient to travel to the place, because it's near Bangkok, which we can transport by land and waterways.

2.4 Tourists are interested in good friendly tourism. Both day and night activities are provided.

3) Downstream Factors

3.1 Tourists' satisfaction: Travelling is convenient. The activities which tourists enjoy, are paying respect to the Buddha image, watching fireflies, seeing the villagers' way of life. They also like the atmosphere of the attractions.

From the study of the tourist industry supply chain, Ampawa Floating Market can be shown in Figure 3.

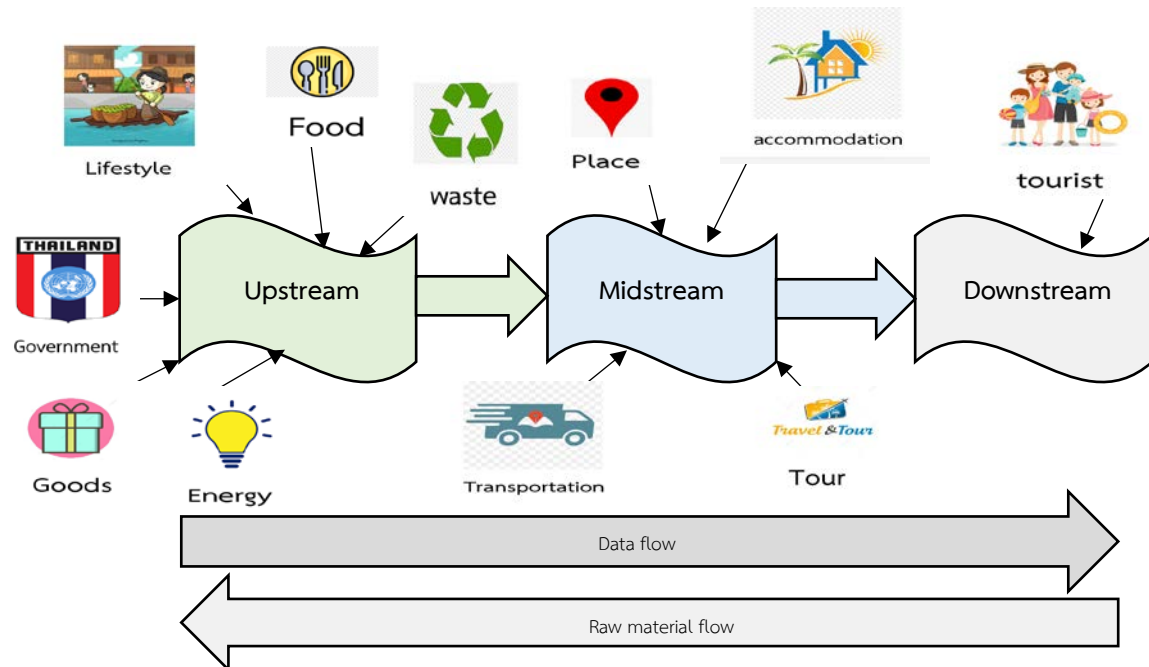


Figure 3 Tourism supply chain of Ampawa Floating Market, under the situation of COVID-19 pandemic
 Source: Researcher, 2021

Data analysis results

The analysis of the respondents' general information found that there were 54% of male and were in the age range of 25-70. 10% of the respondents were travel agents, while 90% are tourists. 55% of respondents graduated with bachelor's degrees and the average income of the respondents was Baht10,000-30,000.

This is analysis of tourists' satisfaction towards the tourism and service industry supply chain, a case study of Ampawa Floating Market, Samut Songkhram Province under the situation of COVID-19 pandemic.

The analysis results are as follows:

4. Results and discussion

The findings reveal that tourism supply chain in Ampawa Floating Market, under the situation of COVID-19, consists of upstream, midstream, and downstream factors, as shown in Table 1.

Table 1 Tourists' satisfaction of Ampawa Floating Market, Samut Songkhram Province, under the situation of the COVID-19 Pandemic

The satisfaction of tourists	Mean	S.D.	Interpret results
Upstream factor			
Way of life	3.8	0.75	high
Food and drink	3.5	0.67	moderate
Product service	3.4	0.49	moderate
Water and electricity	3.6	0.49	high
Waste	2.5	0.81	low
Government sector	2.0	0.78	low
Average	3.13	-	moderate
Midstream			
Accommodation /Service	3.8	0.60	high



Accommodations	4.0	0.78	high
Transportation	3.6	0.67	high
Tour	2.9	0.95	moderate
Average	3.58	-	moderate
Downstream			
Tourist satisfaction	3.3	0.90	moderate

From Table 1, Tourists' satisfaction towards Ampawa Floating Market, Samut Songkhram Province under the circumstances of the Coronavirus 2019 pandemic, was found that the upstream factors of tourists' satisfaction had an average of 3.13, at high level. The satisfaction of lifestyle, water and electricity bills had an average of 3.8 and 3.6 respectively. The satisfaction of food/drink and products/services had an average of 3.5 and 3.4 respectively. The low level of satisfaction was waste, and the government sector had an average of 2.5 and 2.0, respectively.

The downside was the continued lack of government support, therefore, there should be public relations via the media of the community, in addition to support from the government, etc.

The satisfaction toward midstream factors had an average of 3.58, at high level. The satisfaction towards tourist attractions, accommodations/services, and traveling had an average of 4.0, 3.8 and 3.6 respectively, while the satisfaction at tours had an average of 2.9.

An interesting highlight was that Ampawa Floating Market, that is not far from Bangkok and the river is crystal clear, with houses along the riverside. The temples are beautiful and there is boat service for fireflies watching, which usually attracts the tourists.

The downside is that the tours are unable to handle tourism due to the COVID-19 pandemic. The satisfaction is moderate at the average of 3.3, due to the pandemic situation. More organized measures and security against COVID-19, should be implemented, in order to make tourists more confident in their traveling.

From the results of the study on the tourists' satisfaction towards Ampawa Floating Market under the pandemic situation, it is to analyze the value chain, by dividing the activities, within the organization into 2 groups: 1. Primary Activities and 2. Supporting Activities (Figure 4).

1. Main activities

1) Inbound transportation is an activity, involving conveying, transportation, inspection, receiving, storage, distribution of raw materials into a production process. There are the warehouse systems that help develop people in the community, develop products, places and services; and maintain the community with identity, which are important activities that help create the value.

2) Operation is an activity, related to the transformation of raw materials into goods or services, such as setting up a management system, for the Ampawa Floating Market to support tourism. There is improvement of tourist attractions to support tourism, connecting the community with villages and tourist area.

3) Distribution and transportation are activities, related to the collection, distribution of goods that is ready to be transported to customers, including improving the efficiency of inland and water transportation services. Additionally the tour programs should provide individual differences.

4) Marketing is also a related activity. There is persuading for customers to buy products and services, including connecting with the travel agents, by the community itself. Public relations create perception inside and outside in every channel.

5) Service is an activity that involves providing services to add value or maintain products, including after-sales services, such as developing a website system for tourism, therefore creating its identity. Public relations for Ampawa Floating Market tourism to promote tourism at Ampawa Floating Market via various media to the public, creates the highest satisfaction for tourists, as a whole.

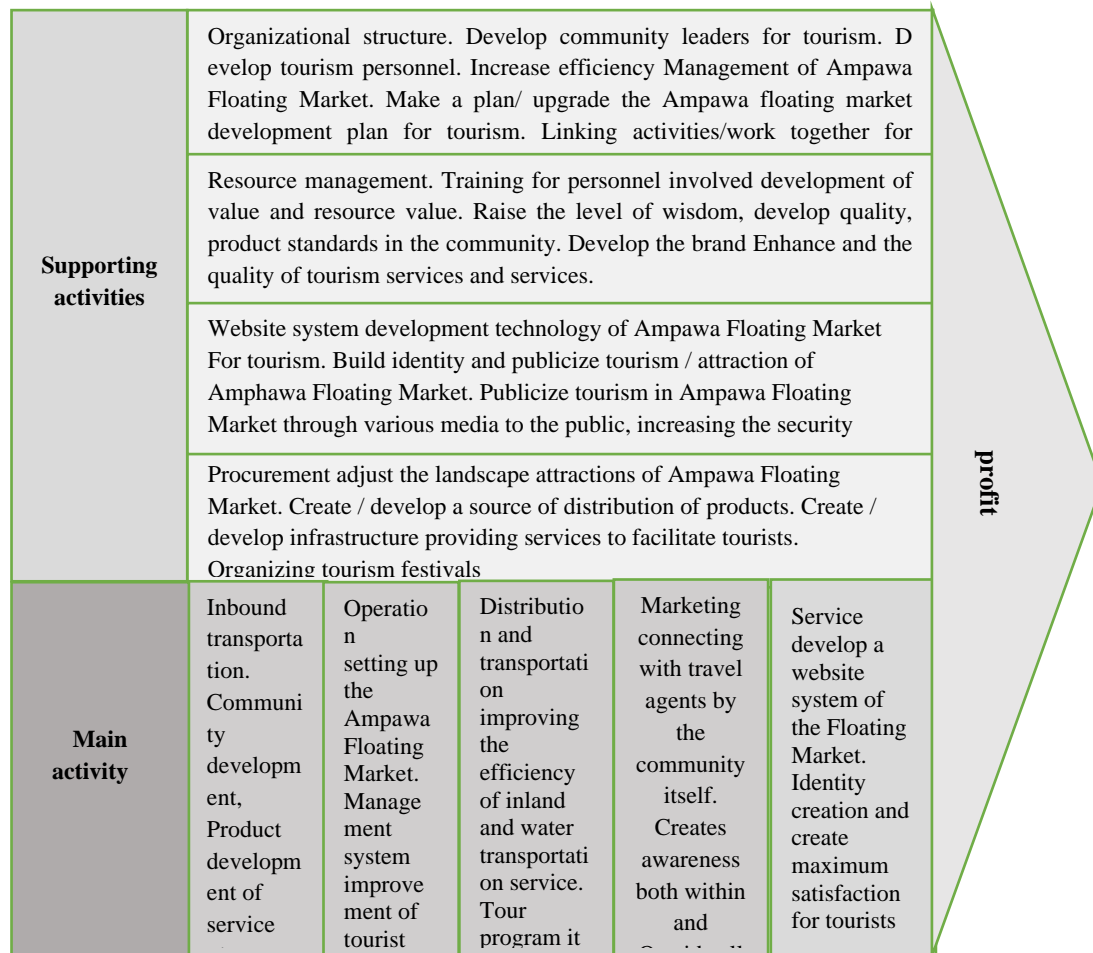


Figure 4 Tourism value chain of Ampawa Floating Market under pandemic situation of Coronavirus 2019 (COVID-19)

2. Supporting activities

1) Organizational structure is an activity that involves general management in the organization, organizational structure, planning, preparation of various work systems, including the development of community leaders for tourism, and personnel development, to increase efficiency management of Ampawa Floating Market, in order that it creates a plan and upgrade the Ampawa Floating Market development plan, for tourism linking activities/tasks together, to achieve the continuity.

2) Resource management is an activity, that deals with human resource management, such as training personnel with stakeholders for development of value and resource value in order to raise the level of wisdom, develop the quality of community product standards, and develop the brand, enhancing and developing the quality of tourism services and services.

3) Information technology is an activity that involves adding value to products and services, such as the development of the Ampawa Floating Market website system for tourism, to build identity and publicize tourism/attraction of Ampawa Floating Market, through various media to the public, so that it increases the security measures against the COVID -19.



4) Procurement is an activity that involves procurement of inputs, namely landscape adjustment Ampawa Floating Market to build, and develop a source for the distribution of infrastructure products, providing services to facilitate the organizing of tourism events.

Discussion

The study of tourism supply chains in Ampawa Floating Market, Samut Songkhram Province under the situation of the coronavirus 2019 (COVID-19) pandemic can be summarized as follows:

1) Tourism supply chain of Ampawa Floating Market, Samut Songkhram Province comprises of upstream factors which are livelihoods, food, beverages, goods, services, water, electricity, waste, government sector, accommodations/service, attraction, transportation, travel, and tours. The downstream factor was the tourists.

2) Tourists' satisfaction towards Ampawa Floating Market, Samut Songkhram Province under the pandemic situation. The upstream factors are at a high level. Lifestyle, water, and electricity have an average of 3.8 and 3.6 respectively. Foods/drinks and goods/services has an average of 3.5 and 3.4 respectively. The lowest level of satisfaction is waste and the government sector, which has an average of 2.5 and 2.0 respectively. The average level of travel transportation is 4.0, 3.8, and 3.6 respectively. The tour has an average of 2.9. The satisfaction of the downstream factor is the tourists at a moderate level, with an average of 3.3.

3) Operating guidelines for Ampawa Floating Market tourism, Samut Songkhram Province to enhance value chains suitable for entrepreneurs, travel agents, and tourists, who have all stakeholders with the supply chain, and take into account the implementation guidelines, the researcher had the following recommendations:

1) The tourism of Ampawa Floating Market should be promoted, as the uniqueness and distinctive features of the floating market, and be publicized in order to create a unique identity and to make a difference. This will create the value-added value for the Ampawa floating market. This creates value and adds value to the Ampawa Floating Market.

2) Communication technology such as websites or social media should be used, to help communicating with tourists more quickly, and to build relationships with tourists more easily, as well as to help promoting Ampawa Floating Market, to be widely known and popular.

3) The tourism promotion of Ampawa Floating Market should be carried out regularly, in order that it helps to preserve the way of life, culture, resources, and environment; and the knowledge should be transferred to all groups of stakeholders to promote tourism to be sustainable competitiveness.

4) The Tourism Value Chain Management Model of Ampawa Floating Market, that the researcher had studied should be applied and expanded to cover all activities of the value chain, to create the value-added tourism for Ampawa Floating Market. If possible, each activity may be studied separately, to make it more connected.

5. Conclusion

The study of tourism supply chains in Ampawa Floating Market, Samut Songkhram Province under the situation of the coronavirus 2019 (COVID-19) pandemic, can be summarized as follows:

1) Tourism supply chain of Ampawa Floating Market, Samut Songkhram Province comprises of upstream factors, which are livelihoods, food, beverages, goods, services, water, fire, waste and the government sector. The accommodation /service of the attractions, transportation, travel & tours, and tourists are downstream factors.

2) Satisfaction of tourists towards Ampawa Floating Market, Samut Songkhram Province is under the coronavirus Pandemic situation (COVID-19), and upstream factors were found that the tourists give a high level of satisfaction, i.e. lifestyle, water, and electricity that have an average of 3.8, 3.6, respectively. Food and drink are the average level of goods and services and are 3.5, 3.4, respectively. The lowest level of satisfaction, i.e. garbage and the government sector, are an average of 2.5, 2.0, respectively. The average level



of travel transportation is 4.0, 3.8, 3.6, respectively. The tour is an average of 2.9 satisfaction factor downstream. Finally, it is found that the tourists were satisfied at a moderate level, with an average of 3.3.

3 Operational Guidelines for Tourism Amphawa Floating Market, Samut Songkhram Province. To enhance the value chains suitable for entrepreneurs travel agents and tourists, who have all stakeholders with the supply chain and take into account the implementation guidelines, therefore, the researcher has the following recommendations:

1. Tourism Ampawa Floating Market. The unique and distinctive features of the floating market should be presented to the public. To create a unique identity for Ampawa Floating Market in order to make a difference, which will create value and adds value to Ampawa Tat Nam.

2. Tourism of Ampawa Floating Market should bring more technology to apply to it, especially communication technology that helps communicating with tourists more quickly and helps building relationships with tourists more easily. It also helps to promote publicity to be widely known, through websites and social media (Social Media) that are interesting, in order to add a security measure against the coronavirus 2019 (COVID-19).

3. Tourism in Ampawa Floating Market should be developed regularly. And must preserve the way of life, culture, resources, environment, and transfer knowledge to all stakeholders, in order to promote the potential of tourism for sustainable competition

4. Tourism at Ampawa Floating Market should apply the Ampawa Floating Market Value Chain Management model that the researcher has studied and developed, to cover all activities of the value chain. This is to create value-added tourism at Ampawa Floating Market. Each activity may be studied separately, in order to make it more connected, which provides guidelines for the development of value chain activities in each area.

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