

POTENTIAL AND ABILITY TO ACCOMMODATE TOURISTS SAMUT SONGKHRAM PROVINCE (AREA AND FACILITIES)

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ABSTRACT

Study of analysis of potential and ability to accommodate tourists (Area and Facilities) Samut Songkhram Province it is qualitative research. The researcher has conducted research to find secondary information from documents, writings, textbooks, journals, research, and internet information. And went into the area to use survey records of tourist attractions to process and find definitions and bring information to analyze and synthesize potential and ability to accommodate tourists. Samut Songkhram Province the results of the research found that the potential of tourist attractions and their ability to accommodate tourists. (Area and Facilities) Samut Songkhram Province can be divided into 7 areas. as follows: 1) location, 2) condition of tourist attractions, 3) facilities, 4) public utilities, 5) community participation, 6) opportunities for tourist attraction development, and 7) public relations of tourist attractions. Travel

Keywords: Potential, Ability, Supporting Tourists, Samut Songkhram Province

INTRODUCTION

Tourism is a service industry that plays a high role. In bringing foreign currency into the Thai economic system, it is the industry that generates the highest income. Compared to other export products, tourism is important to the economy and society. It is a source of income in the form of foreign currency. Help reduce the problem of international payment deficits. Helps create careers and employment, creates income distribution, and changes the structure of the local economy. And stimulate production for the importance of tourism to a country's society is that it helps raise the living standards of the local people. Chumpon Rodjam. (2021) Help create social prosperity for the local area, help preserve and restore culture and the environment, and help reduce migration problems of local communities. And help stimulate the invention of using surplus, worthless resources to create souvenir products for sale. From the policy of developing services and promoting tourism to make Thailand the center of tourism in Asia (Tourism Capital of Asia). The main goals have been set for the development of public utilities, accommodation and basic public health, access to tourist attractions. Various forms of tourism, offering

unique Thai culture setting safety standards for tourists and hospitality, etc. To achieve this goal, it is necessary to rely on cooperation from all interested parties or those involved in every sector. To encourage Thai tourism to develop to its full potential and achieve the goal of mutual benefit to all parties in a fair and sustainable manner. Such policies are important for promoting tourism at all levels, especially at the local level. In addition, there is a plan to decentralize power to local government organizations, including 3 missions, including tourism planning. Improvement and maintenance of tourist attractions (Department of Local Administration, 2009, page 21)

OBJECTIVES

To analyze the potential and ability to accommodate tourists. (area and facilities)

METHODOLOGY

1. Gather information from documents, books, and academic articles. And related research to be used as information to find guidelines for setting up a technology management model for determining the ability to support tourists in Samut Songkhram province. The steps are as follows.

- Collect information about the context of Samut Songkhram Province
- Analyze the potential and ability to accommodate tourists of Samut Songkhram Province. (Area and facilities)

2. Analysis and synthesis of data

- Analyze the potential and ability to accommodate tourists of Samut Songkhram Province. (Area and facilities)
- Context of Samut Songkhram Province (Information on space and facilities factors Analyzed using percentage (Percentage) and frequency (Frequency))
- Analyze data using SWOT analysis and Content Analysis techniques to find relationships between the data in order to check and confirm the reliability and accuracy of the obtained data and statistics used in data analysis.

3. Evaluating the potential of tourist attractions the researcher has the following steps for preparing and

analyzing data.

- Analysis of general data in the context of Samut Songkhram Province By way of lecture and use descriptive statistics with percentage, mean, and standard deviation values.
- Analysis of technology management models for determining the ability to support tourists in Samut Songkhram Province
- Information from the interview form because it is qualitative research the researcher then took all the obtained data and analyzed it. And summarize the content points in a descriptive manner.
- Take the information obtained from analysis and evaluation. Participate in brainstorming to create and set up a technology management model for determining the ability to support tourists in Samut Songkhram province.

- Provide knowledge to sectors that need knowledge by applying technology and good production processes to create products that add value. There are production standards. Good quality and safe
- Use the conclusions in determining Technology management model for determining the ability to support tourists in Samut Songkhram Province

RESULTS

Results of this study regarding the potential and ability to accommodate tourists in Samut Songkhram Province, the researcher went to the area to inspect the tourist resources themselves. By using a survey record of tourist destination data obtained from a review of literature related to surveying the potential of tourist destinations (Resource Audit), the researcher divided the assessment level of tourist destination potential from the survey into 3 levels. Including high, medium and low levels. The overall picture from the evaluation of the potential of tourist attractions in Samut Songkhram province is at a moderate level. Applewhite, P. B. (1996), Ahmadi, R.H. (1997).

Because most tourist attractions are well known by tourists and the public sector. In the area is involved in management in addition, the government has supported the development and promotion of tourism, but there are still weaknesses in transportation and linking tourist attractions. Bar-On, R. (1976), Chan, W.W., and Chan, L.C. (2008). Therefore, in this study of the potential of tourist attractions, the researcher has determined the issues in reporting the results of evaluating the potential of tourist attractions in 7 areas as follows:

1) Location

Traveling to Samut Songkhram Province Located approximately 72 kilometers from Bangkok, tourists can conveniently travel to Samut Songkhram province in several ways. Both by private car, bus and train. Most tourist attractions are located on the main road. Tourists traveling into tourist attractions must enter the tourist attraction for another period, such as Don Hoi Lot, Thai Dessert Museum. And Bang No floating market the travel route to tourist attractions is quite inconvenient. Tourism infrastructure is the main problem in promoting tourism potential. This is because the main road connecting tourist attractions still lacks ease of travel to tourist destinations. and not as standard as it should be in addition, the transportation system is not yet comprehensive and connects to main tourist attractions, with very few buses and public service vehicles. Most of the tourists traveling will prefer to travel by personal car. Or come with a tour group only.

2) Condition of tourist attractions

Most tourist attractions have a high level of attracting tourists to travel. Amphawan Chetiyaram Temple, King Rama II Park, Bang Kung Temple, Amphawa-Chaipattana Anurak Project, Mae Klong Market (Talad Rom Hub) and Don Hoi Lod, etc. Most tourist attraction resources are systematically managed, and the community participates in their development. Some tourist attractions are not as well managed as they should be, including Don Hoi Lot, Mother Mary Cathedral, and the Thai Dessert Museum. As for the tourist attraction that needs to be urgently rehabilitated is Wat Bang Kung, which is a tourist attraction that most tourists know about but has no systematic management.

3) Facilities

Accommodation in tourist areas is at a moderate level. Most are sufficient to accommodate tourists traveling into tourist areas. But there are some places that don't have standard accommodations. And it's a small accommodation on the side of the road. This is because the province has not yet gone in

to lay down standards for controlling accommodation services. And the establishment has guidelines for improving the cleanliness and safety of the accommodation facilities. The electrical system in most tourist attractions is adequate. And there are some tourist attractions that have problems with insufficient electricity supply. This is because the wiring in the sub-district is not thorough. Facilitation and security within tourist attractions Provincial government agencies have put in place measures for convenience and safety within tourist attractions during festivals and traditions or during public holidays. Due to the large number of tourists traveling within Samut Songkhram Province, security is maintained to facilitate tourists. That has received cooperation from volunteer protection groups and police officers. During normal times, the police oversee security within the tourist attractions, and within the community there is cooperation from village volunteers in patrolling security.

4. Utilities

Public utility systems of tourist attractions in Samut Songkhram Province There is overall condition. At a high level, the water supply systems of tourist attractions are adequately managed. As for drainage and wastewater disposal, a wastewater treatment pipe system has been laid in the area surrounding the tourist attraction. Especially the Amphawa evening floating market. Bang Noi Floating Market and Amphawa-Chaipattana Anurak Project In terms of the electrical system of the tourist attraction, there is adequate allocation of electricity used in the area. In terms of communication systems, there is a good telephone signal network for management of waste disposal systems. The area authority has set up adequate and comprehensive trash cans in tourist attractions. As for security in tourist attractions, some places have installed CCTV systems to ensure the safety of tourists and residents in the area. In addition, some tourist attractions have security guards on duty.

5) Community participation

People in the area are alert to participate in tourism activities at a high level. Because at present the tourism industry has begun to play a role in stimulating the economy in the community, it has resulted in the community beginning to have a reasonable understanding of tourism. But there is still a lack of tourism knowledge. Welcoming tourists, including being a good host, government agencies within some tourist destinations encourage communities to participate in planning tourism development in the community. There are continuous activities such as Amphawa evening floating market and Bang Noi Floating Market Past activities are being revived to preserve more and more. By having people in the area lead the activities. However, there are still many tourist attractions where there are conflicts regarding the management of tourist attractions, resulting in the development of tourist attractions not being fully developed.

6) Opportunities for developing tourist attractions

Samut Songkhram Province plays a role in developing the management of tourist attraction areas within the area because Samut Songkhram Province Budget has been allocated to develop tourist attractions within the province. Including government agencies within the tourist destination area has given importance to the development of the area. As a result, the opportunity to develop tourist attractions is at a high level. In addition, many tourist attractions are well known to tourists, including Amphawan Chetiyaram Temple, King Rama II Park, Bang Kung Temple, and Amphawa-Chaipattana Anurak Project. Bang Noi Floating Market Amphawa Evening Floating Market and Mae Klong Market (Talat Rom Hub). In addition, there is exploration and search for new tourist attractions. According to the policy of the province by allowing each district to search for tourist attractions within its own district and sub-district. This makes Samut Songkhram province have more tourist attractions. This is considered a good result in increasing the tourism potential of Samut Songkhram Province.

7) Public relations for tourist attractions

The use of online media to promote tourism in Samut Songkhram Province is classified as a medium level tourist attraction. Most of them still do not receive much attention from the private sector and communities. In using online media to disseminate tourism information including forwarding interesting information about tourist attractions within the province such as Facebook, Blog, Website and tourism applications. As for the presentation of the tourism image of the tourist destination to outsiders, it was rated at a high level. The province and public groups are involved in promoting the promotion of tourist attractions in the province. For example, inviting travel programs to film within the province to present tourist attractions to the eyes of tourists.

CONCLUSION AND FUTURE WORK

The results of the analysis of the potential and ability to accommodate tourists found that the analysis.

Tourism resources consist of outstanding natural resources. Outstanding cultural resources Important event and spectacle resources Outstanding activity resources Service resources, potential and readiness to organize community tourism activities along the Mae Klong River Including areas with natural identities, ways of life, and arts and culture. There is a selling point not far from Bangkok. There is nature in the Thai way. A traditional riverfront with nature, art, culture and history. There is safety in tourist attractions. On the organizational side, including "Jaturapakee", the government sector has plans/strategies for development. The corporate sector has tourism associations. Local community. Panida Ninaroon (2019). Play a role in developing tourist attractions educational institutions, schools, Mahawittaya Colleges, the private sector, there are groups of entrepreneurs participating. Management aspect includes tripartite management (state, private sector and community) and development to be a city of relaxation and learning. There is high transportation and safety. There are clear signs on the main routes. Facilities in tourist attractions have improved. And there is public relations through various media. Of government agencies such as TAT, website for activities. Including a boat trip activity to pay respects to the Buddha at 9 temples, an activity to ride a bicycle to see the garden. Fruit orchard tour activities Coconut sugar simmering activity and fruit charcoal challenge activities Puppet show activity Benjarong pattern writing activity, coconut fiddle carving activity Ten activities of Thai craftsmen in Mae Klong. Thai Ways Learning Center Activities for giving alms to monks on water Firefly watching boat activity and mangrove planting activities. The concept of arranging the potential or importance of tourist attractions by considering major elements. The value of a tourist attraction refers to the true essence of the tourist attraction, which is considered to have value or importance. Therefore, adjustments in tourism guidelines. Eagles, P., McCool, S., and Haynes, C. (2002), Edelheim, J. R. (2015), Fyall, A., Garrod, B., and Leask, A. (2003). There is also a context that is consistent with the goals of cooperation for sustainable development of the United Nations (Sustainable Development Goals: SDGs). That encourages the world to develop the tourism industry towards high value and create negative impacts in the future, 5 issues 1) Sustainable tourism management 2) Creating environmental factors and developing infrastructure that facilitates tourism 3) Modern marketing to support future changes 4) Creating enterprises and startups in tourism. On the basis of innovation and 5) creating effective cooperation networks with government and private agencies both domestically and abroad.

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