

THE DEVELOPMENT OF TOURISM LOGISTICS AND SUPPLY CHAIN MANAGEMENT OF LAMPAYA FLOATING MARKET, BANGLLEN, NAKHON PATHOM, THAILAND

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ABSTRACT

Lampaya floating market is the market located on the Nakhon Chaisri (Tachin) riverside. It is the place which is suitable for tourists demanding the river view, including more than one-hundred thousand fishes in the river. It represents the lifestyle of the people living in Banglen, for instance, farming and gardening. Those people are friendly agriculturist who smile on pedestrians. There are active environments of trade around dam side and walking raft throughout the river in front of Lampaya temple. This study aims to search the history and current situation of Lampaya floating market and to inspect in order to analyze the characteristics of services Marketing Mix. Research Method is the informal investigation, questionnaire, and in-depth interview. The research samples are community leaders, villagers, and tourists which are as follows: floating market board, Don Wai floating market committees, and Ampawa floating market committees, residents of the floating market, including the sellers within floating market, and both Thai and foreign visitors travelling in three markets. The data is analyzed and compared, including the secondary data is collected from several sources, both inside and outside Lampaya floating market.

The results depict that Lampaya floating market was started up on Sunday, September 5th, 1999. Nowadays, there are more than three hundred shops which offer the competitive prices as compared to others. Lampaya floating market, additionally, has the surroundings and environments endorsing conservative tourism. The government, moreover, support Thai tourism to permit and create the opportunities for increasing the agriculturists' revenues. The results, nevertheless, portray that Lampaya floating market should be developed in store management system and facilities, such as footpath, parking lots, bus transportation, traffic signals, and connecting roads in order to develop the tourism of Lampaya floating market.

Keyword—The Services Marketing Mix (Product, Price, Place, Promotion, People, Physical, Process)

INTRODUCTION

Tourism plays an important role in facilitating the country development and the quality of life of people across all regions of Thailand. It is also an important tool in driving the economy, contributing to job creation, Increasing revenue for the country, and growing country sustainably. Nowadays, the popularity of the travel of people around the world has changed. Tourists increasingly care for eco-tourism or sustainable tourism by experiencing nature and learning the local culture including lifestyle of rural people. Those attractions can display rural life, tradition, and culture evidently. Tourism is also an industry that brings culture to the point of sale to attract foreign tourists, especially American and European tourists who are interested in learning culture and historical legacy, visiting architecture, and perceiving the lifestyle or well-being of people in the specific countries, especially in Asian and African countries, Including buying souvenirs that are handicrafts and crafts made by the wisdom of people in the local area as well. The researchers lived in Nakhon Pathom and were interested in discovering the history of the Lampaya floating market and planning to develop Lampaya floating market to promote career and income of the community and respond to the provincial readiness in utilizing the potential of the area in the province and the various provinces of the country to develop tourism attractions. This supports the completion in the Asian and world markets effectively by taking into account the economic, social, and cultural potential of the area to be a mechanism for social development at provincial and national level, including the expansion of the quality tourist market in the new area. And in niche markets under the strengthening of the Thailand brand.

LITERATURE & THEORY

Development of Tourism and Service Marketing Mix

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical

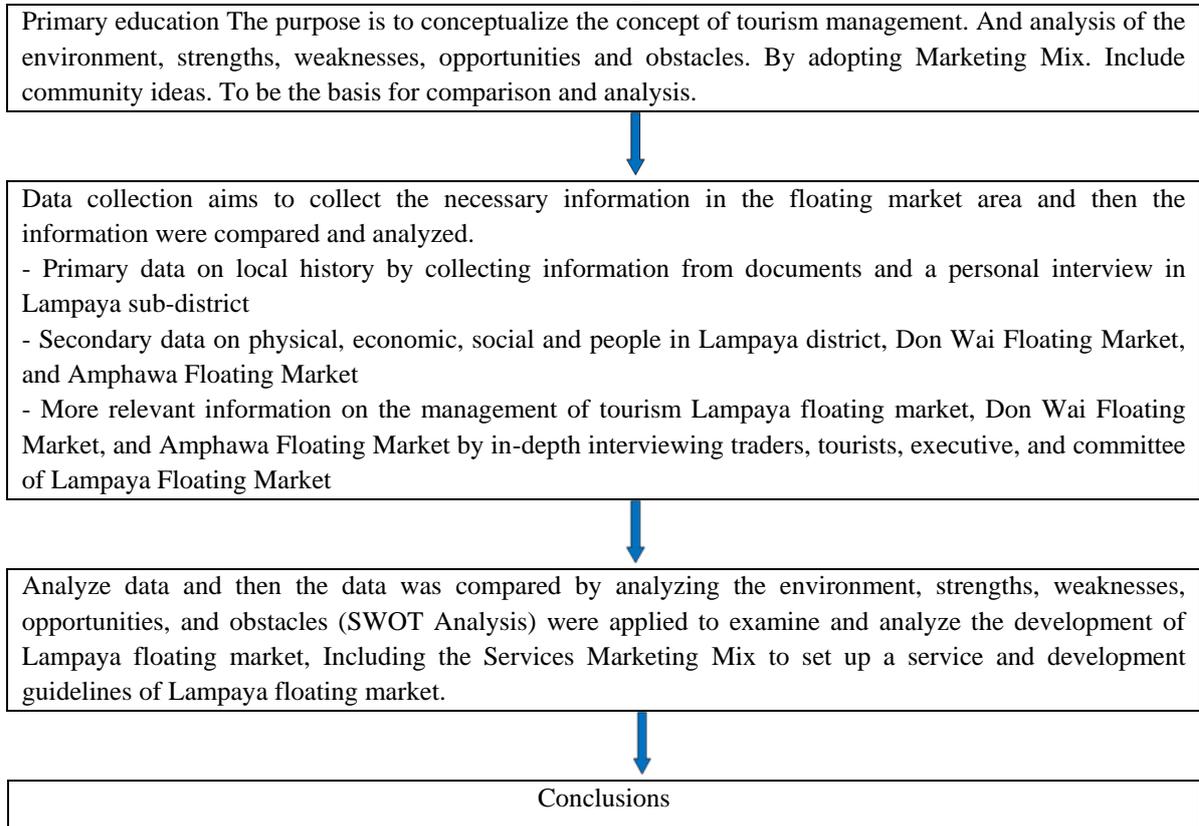
Transportation management

Transportation management there are three key characteristics of reasons.

1. Planning
2. Control
3. Co-Ordination

METHODOLOGY

Figure 1
Educational process



Research conduct

The researchers collected the data form both sources as follows.

[1] Primary Data Analysis

The researchers interviewed several persons, such as floating market committee, villager, and tourists who experienced in visiting Don wai and Amphawa Floating Market in terms of how logistics and supply chain of Lampaya floating market can be developed. The duration for interviews was 30-60 minutes. The open-ended questions were adopted to ask the opinions and recommendations. The characteristics of Questions comprise the Services Marketing Mix in providing Lampaya Floating Market with development guidelines for to comparing, analyzing and planning.

[2] Secondary Data Analysis

The researchers collected the data from reports, journals, multimedia presentations, Lampaya floating market's documents, books, websites, and related.

Defining the population and sample

1. Community executives, villagers, and tourists
2. Interview the floating committee, villagers, and tourists as follows.

2.1. Lampaya floating market committee who have visited Don Wai floating market and Amphawa floating market

2.2. The entrepreneurs and villagers living at Lampaya floating market who have visited Don Wai Floating Market and Amphawa Floating Market

2.3. Tourists visiting Lampaya floating market and who have visited Don Wai floating market and Amphawa floating market, both Thai and foreigners.

Data analysis

This research is a qualitative research, so the data were logically analyzed. It uses the judgment of the researchers as the main by analyzing the data gathered from interviews, observations, including the application of theory, articles and related researches.

Research Methodology

This research is based on an analysis of current situation by exploring the development of logistics management and supply chain tourism of Lampaya floating market, Bangbon district, Nakhon Pathom province for comparing with Don Wai Floating Market and Amphawa Floating Market in terms of service and development of Lampaya floating market.

Analysis of Current

Ecotourism is an industry that brings culture to the point of sale to attract foreign tourists, especially American and European tourists who are interested in learning culture and historical legacy, visiting architecture, and perceiving the lifestyle or well-being of people in the specific countries, especially in Asian and African countries, including buying souvenirs that are handicrafts and crafts made by the wisdom of people in the local area.

The researchers lived in Nakhon Pathom and were interested in discovering the history of the Lampaya floating market and planning to develop Lampaya floating market to promote career and income of the community and respond to the provincial readiness in utilizing the potential of the area in the province and the various provinces of the country to develop tourism attractions. This supports the completion in the Asian and world markets effectively by taking into account the economic, social, and cultural potential of the area to be a mechanism for social development at provincial and national level, including the expansion of the quality tourist market in the new area. And in niche markets under the strengthening of the Thailand brand.

RESULTS

Guidelines for Service and Development of Lampaya Floating Market by the Service Marketing Mix: 7Ps.

1. storefront services, footpaths, parking slopes, bathrooms, security, and pedestrian walkways (Product). Lampaya floating market should improve the patches damaged and regularly checked. The Lampaya floating market should have clear parking and footpaths for the convenience and safety of tourists. In addition, the courtesy of the service of the shop should impress the customers. This includes cleanliness of stores and surrounding areas with insufficient trash. The food waste from the restaurant has been dumped on the river. Waste should be sorted before dumping.

2. Guidelines for service and development Lampaya floating by Service Marketing Mix (Price). Lampaya Floating Market is a strong point in the price of agricultural products. The prices of the products are cheaper than those in other markets. Because the goods brought to the market leg is the product of the people themselves. The service center of the market should provide training to the villagers in terms of the development of packaging to add value to the product. This encourages the villagers to earn more and satisfy customers or tourists as well.

3. Guidelines for service and development of Lampaya floating market by Service Marketing Mix Distribution Services (Place). Lampaya floating market is located far from other communities in neighborhood and has difficult access. It should be developed in terms of infrastructure which is a road that connects to a community or nearby district to be more accessible and convenient.

4. Guidelines for service and development of Lampaya floating market by Service Marketing Mix Promotion Services (Promotion). Lampaya Floating Market has no special privileges or promotional activities for tourists. In addition, the market should improve the place to be clean. The market also should make the riverfront photography area to be beautiful because photography is a favorite and attracts tourist, including it is another channel of promotion.

5. Guidelines for service and development of Lampaya floating market by Service Marketing mix for personalized services (People). Lampaya floating market also has staff to provide information to tourists is not enough. There should be more staff in several departments, such as the public relations department, Marketing and Development, and so on.

6. Guidelines for service and development Lampaya floating market by Service Marketing mix of (physical). It should increase the number of public service buses and automated teller machines because there is only one bus line and automated teller machine. This will provide more options for tourists and greater market access, including water safety facilities such as rubber rings, life jackets, and pedestrians should have clear lines for the convenience of tourists. In the environment of the market, it still maintains its natural beauty, cruise service, and Selling in the boat. As a result, this makes the feeling of floating market.

7. Guidelines for service and development of Lampaya floating market by Service Marketing mix (Processes). In the development of market working processes, the market development system should be improved to be coherent as a system. In addition, it is advisable to develop tourist bus services, such as taxis, minibuses or vans to meet the needs of customers, including the development process of public relations to make the customers easier to access Lampaya floating market.

CONCLUSION

Summary of the History and Current Situation of Lampaya Floating Market and the Service and Development Guidelines by the Service Marketing Mix

From the investigation on the history and current situation of Lampaya floating market, it was found that the Lampaya floating market was opened for the first time on Sunday, September 5th, 1999, located in the south of Bang Len, Moo 5, Lampaya, Nakhon Pathom. In the beginning it is open only on Sundays. When the market is more well-known, it is open on Saturdays - Sundays and public holidays. It has opened from 8.00 am - 5.00 pm by using the Lampaya Temple area and the coast of the Tha Chin River. By the beginning, there were about 40 stores. Until now, there are more than 300 stores, which are divided into thatching shops, shops in rental boat, shops in private boat, and shops in a large raft.

After studying, investigating, and setting up service and development guidelines of Lampaya floating market, it was found that Lampaya floating market should use the price advantage and the plentiful location, including the environment to attract tourists to visit Lampaya floating market. The market should be improved in the repair and maintenance, media public relations, market activities to promote shopping and tourism, including the addition of public transport to attract more tourists because currently there is only one minibus service.

FUTURE WORK

Further research might study on product value added and agricultural productivity of the residents in the communities to develop and create the revenues for the villagers in the communities.

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