

THE SUPPLY CHAIN MANAGEMENT OF TOURISM'S AMPHAWA FLOATING MARKET, THAILAND.

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ABSTRACT

Nowadays, the popularity of tourism in the world has changed. Tourists are increasingly interested in ecotourism or sustainable tourism by experiencing the nature and learning of local culture, including the way of life of the villagers. Samut Songkhram is another province of Thailand that has cultures, traditions, and ways of life that are connected to the river from the past to the present, especially Amphawa sub-district which has long-history communities since the Ayutthaya period and is settled on the flat plain of the Mae Klong River Basin. There are Amphawa canals which separate from the Mae Klong River flowing through the community area. There are also many canals that flow through the community area. In addition, there are canals being connected as a network within the community area, resulting in the convenience of water transportation. Moreover, Amphawa community is also known as “Muang Sam Nam”, which is a city that has both fresh water, brackish water, and salt water. This results in biodiversity, including creating an abundance of ecosystems. It can be seen that the Amphawa community has very ridiculous cultural and natural resources. Therefore, this article wants to study the supply chain operations of tourism in Amphawa floating market in order to know the operational model according to the supply chain management principles and to be a way to develop and respond to the preparation at the provincial level and provincial groups of the country to generate income for the people and develop tourist attractions in Thailand to be able to compete in the ASEAN and world markets systematically by considering the economic, social, and cultural potential of the area which will be a mechanism to strengthen local, provincial and national levels in the future.

The results depict that the information flow of Amphawa floating market has both Thai and foreign tourists visiting Amphawa floating market. Sometimes, they want to report the situation and request information about the places to visit around the floating market. Currently, tourists still find information by themselves from social networks and rely on inquiries from tourists who come to each other because there is no tourist service center. The management of Amphawa Floating Market (Service Flow), Shops, This is a floating market in the evening with the charm of houses on both banks that are still very original. The pedestrian walk is a clean concrete walkway with a fence to prevent tourists to increase safety. Parking Lots, has enough space to provide tourist parking for 2 types which are free parking and charging parking. Toilet especially about its cleanliness and various odors. There are separate male-female toilets. Tourists can use the service conveniently. Cleanliness and safety during the festival, tourists' personal belongings need to be more careful because the pickpocket will seize opportunities during festival. This will occur with tourist spots everywhere in the world. Cash Flow allows tourists to buy products in the market in baht currency and mainly pay for goods with cash. Reverse service flow, Amphawa Subdistrict Municipality Office will look after using 4 channels of complaint, including manual complaint by writing a complaint at Amphawa Municipality Office, complaint via telephone number 034-751-351, complaint via the Amphawa Municipality website, and complaint via Facebook of Amphawa Municipality.

Keywords: Supply Chain Management, Floating Market, Tourism

INTRODUCTION

Nowadays, the popularity of tourism in the world has changed. Tourists are increasingly interested in ecotourism or sustainable tourism by experiencing the nature and learning of local culture, including the way of life of the villagers.

However, among the tourist spots that can demonstrate the way of life, tradition, and culture in the countryside clearly in all regions of Thailand and ASEAN are floating markets, which can be considered a unique tourist destination and the way of life in Thailand. Samut Songkhram is another province of Thailand that has cultures, traditions, and ways of life that are connected to the river from the past to the present, especially Amphawa sub-district which has long-history communities since the Ayutthaya period and is settled on the flat plain of the Mae Klong River Basin. There are Amphawa canals which separate from the Mae Klong River flowing through the community area. There are also many canals that flow through the community area. In addition, there are canals being connected as a network within the community area, resulting in the convenience of water transportation. Moreover, Amphawa community is also known as “Muang Sam Nam”, which is a city that has both fresh water, brackish water, and salt water. This results in biodiversity, including creating an abundance of ecosystems. It can be seen that the Amphawa community has very ridiculous cultural and natural resources.

Therefore, this article wants to study the supply chain operations of tourism in Amphawa floating market in order to know the operational model according to the supply chain management principles and to be a way to develop and respond to the preparation at the provincial level and provincial groups of the country to generate income for the people and develop tourist attractions in Thailand to be able to compete in the ASEAN and world markets systematically by considering the economic, social, and cultural potential of the area which will be a mechanism to strengthen local, provincial and national levels in the future.

OBJECTIVE

1. To study the supply chain management of tourism's amphawa floating market.

METHODOLOGY

The researcher collected data from 2 sources:

1. Primary Data Analysis.

The researchers collected data from interviews based on purposive sampling, consisting of 3 floating market executives, 12 officers and 65 tourists, regarding logistics and supply chain operations of amphawa floating market based on the supply chain system model, consisting of information flow, service flow, cash flow and reverse service flow, in order to understand the pattern of operations in terms of logistics and supply chain. The interview duration was 30-60 minutes. The questions were open-ended to give opinions and suggestions as well as making informal observations to see store supply chain management by observing Saturdays and Sundays.

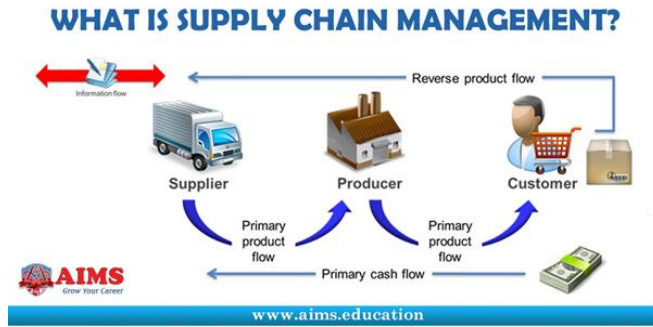


Figure 1 Research conceptual Framework of Supply chain management
Source: AIMS Education, UK (2016)

2. Secondary Data Analysis.

Secondary data was collected from reports, articles, multimedia presentations, travel documents of Amphawa floating market, textbooks, websites, and related research.

Since this research is a qualitative research, therefore, data analysis was mainly based on logical analysis by analyzing the content from interviews, observations, as well as applying theories, articles, and related research.

RESULTS

When studying the supply chain operations of Amphawa floating market tourism in accordance with the supply chain management principles, it was found that the information flow management of Amphawa floating market has both Thai and foreign tourists visiting Amphawa floating market. Sometimes, they want to report the situation and request information about the places to visit around the floating market. Currently, tourists still find information by themselves from social networks and rely on inquiries from tourists who come to each other because there is no tourist service center. The management of Amphawa Floating Market (Service Flow) comprises shops, pedestrian walkways, parking lots, toilets, cleanliness, and safety. Amphawa Floating Market is open every Friday, Saturday and Sunday or public holidays in the evening from 15.00-21.00.

Shops in Amphawa Floating Market can be set up since 05.00 and must be completed by 24.00. They are located on the canal near Amphawan Chetiaram temple, Samut Songkhram Province. Entrepreneurs want to preserve the old tourism in the traditional way of life of the villagers. This is a floating market in the evening with the charm of houses on both banks that are still very original. This makes it popular with both Thai and foreign tourists. In Amphawa canal, there are boat salespersons selling foods and beverages, such as Thai desserts, grilled seafood, boat noodles, Pad Thai, fried clams, snacks filled, banana desserts, and many more, which is another charm of this place, which tourists can buy various things from the rowboat of the vendors. There is also a shopping cart on land as well as stores, restaurants, and coffee shops available.

The pedestrian walk to see the Amphawa market is a clean concrete walkway with a fence to prevent tourists to increase safety. The path, however, is narrow. During the festival, there are a lot of tourists causing to huddle together. Store operators suggest that should widen the walkway. Nonetheless, there is a limitation of the walkway extension because the walkway expansion will penetrate into the area of the Amphawa canal as well as it will narrow the canal and then make the boat run more difficult.

Parking Lots in Amphawa Floating Market has enough space to provide tourist parking for 2 types which are free parking at Amphawa Temple's parking lot and charging parking fee for supporting tourists visiting Amphawa floating market. The parking prices of the parking lot service providers are different. The factor in determining the price depends on the area and distance, for example, the area that is closer to the floating market will have a higher price than the area that is far from the floating market.

Toilet service is an important factor in promoting tourism business in Amphawa floating market, especially about its cleanliness and various odors. There are separate male-female toilets. Tourists can use the service conveniently but during the festival there will be service problems – insufficient bathroom - because more tourists are using the service than usual.

Cleanliness and safety in the floating market area is excellent and orderly but there is still a problem with the collection of garbage. In the past, garbage were collected twice a day in morning and midday but now they were collected once a day after midnight due to the difficulty in picking up garbage in the area because of the increasing number of tourists. As for safety during the festival, tourists' personal belongings need to be more careful because the pickpocket will seize opportunities during festival. This will occur with tourist spots everywhere in the world.

Cash Flow within the Amphawa floating market allows tourists to buy products in the market in baht currency and mainly pay for goods with cash. Banks or automatic teller machines (ATMs) for financial transactions are able to support tourists and communities sufficiently for the needs of customers by being available in the same area and adjacent to the floating market.

The management of development and customer satisfaction, Amphawa Floating Market, Amphawa Subdistrict Municipality Office will look after using 4 channels of complaint, including manual complaint by writing a complaint at Amphawa Municipality Office, complaint via telephone number 034-751-351, complaint via the Amphawa Municipality website, and complaint via Facebook of Amphawa Municipality. After that, when the Amphawa municipality received a complaint, the responsible person will coordinate the responsible agency to conduct the investigation. Once completed, the responsible person will notify the complaint center of Amphawa Municipality the results in order to solve the problem according to the complaint within 15 days from the date of receiving the complaint. If the resolution of the complaint cannot be resolved Amphawa Subdistrict Municipality will notify the complainant the results and take the next steps.

CONCLUSION AND FUTURE WORK

From the research on the supply chain management of tourism amphawa floating market, the results revealed that the information flow of Amphawa floating market has both Thai and foreign tourists visiting Amphawa floating market. Sometimes, they want to report the situation and request information about the places to visit around the floating market. Currently, tourists still find information by themselves from social networks and rely on inquiries from tourists who come to each other because there is no tourist service center. The management of Amphawa Floating Market (Service Flow), Shops, This is a floating market in the evening with the charm of houses on both banks that are still very original. The pedestrian walk is a clean concrete walkway with a fence to prevent tourists to increase safety. Parking Lots, has enough space to provide tourist parking for 2 types which are free parking and charging parking. Toilet especially about its cleanliness and various odors. There are separate male-female toilets. Tourists can use the service conveniently. Cleanliness and safety during the festival, tourists' personal belongings need to be more careful because the pickpocket will seize opportunities during festival. This will occur with tourist spots everywhere in the world.

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This is consistent with the research of Manat Meepong, tourists' satisfaction in Pattaya floating market, Bang Lamung, Chonburi. It found that most of the tourists were 193 Asians, representing 46 percent, 269 females, representing 64 percent, aged 36-50 years, 204 people, representing 48.6 percent, had the average monthly income 30,001-55,000 baht, 231 people, representing 55 percent, mostly traveled by group tour of 188 people, representing 44.8 percent, traveled with families, 144 people, representing 34.3 percent, known the tourist attractions from the travel documentary, 89 people, representing 21.2%, liked to travel for leisure, 1424 people, representing 55.7%. This study is besides corresponding to the research of Vatuny Choopak and Wissawa Aunyawong, tourism logistics and supply chain management: A Case study of Lam Phaya floating market, Bang Len district, Nakhon Pathom province. It found that Lam Phaya floating market Lam Phaya Floating Market first opened for service on Sunday, September 5, 1999. At present, there were more than 300 stores. In addition, Lam Phaya Floating Market had an environment and a favorable environment for ecotourism, including the product prices in the market that were cheaper than elsewhere. Most importantly, the government also supported Thai tourism to promote and create opportunities for farmers to increase their incomes as well. However, the research also found that Lam Phaya Floating Market should be developed in terms of store management systems in the market and facilities, such as walking routes and parking lines, buses with only one line, road signs, and roads connecting to the market to cause the tourism development in Lam Phaya Floating Market. This study likewise supports the research of Nida Buangam et al., Tourism Management, Lam Phaya Floating Market, Bang Len District, Nakhon Pathom Province. The management of the floating market tourism found that tourists were very satisfied with the Lam Phaya floating market because the market retained the condition of an ancient market and had a natural environment, fresh air, and many types of products. The study proposed guidelines for managing Lam Phaya Floating Market at the policy level that the market should have a clear management style. The study furthermore sustains the research of Jariyawat Lohaphoontrakul, the development and solution of community problems by managing tourist attractions by community: a case study of Bang Nam Phueng Floating Market, Phra Pradaeng District, Samut Prakan Province. It found that the managerial process to be an ecotourism so as to strengthen the community in developing tourism destinations sustainably included tourist area, management, activity, process, and participation. This study similarly upholds the research of Somkiat Plodnui, guidelines for development of tourism logistics and supply chain management: A case study of Amphawa Floating Market, Samut Songkhram Province, by using the SCOR Model. It found that Amphawa Floating Market should improve the parking service fee rate, the safety of tourists' properties, the advertising media management, and tourist services. This correspondingly confirms the research of Maneewan Piwnim et al., Tourism Development and Impact project: a case study of floating market community. It found that the floating market tourism management still had large potential because it was a unique activity, unlike others. It was a tourists' favorite for both Thais and foreigners. It is consistent with the research of Anchalee Hiranphaet, Supply Chain Management Factors Affecting Tourists' Satisfaction Towards Thung Bua Daeng Floating Market, in Bang Len District, Nakhon Pathom Province, Thailand, The research found that tourists' satisfactions towards the Thung Bua Daeng floating market are as follows: 1) boating activity taken pictures with drones, received the satisfaction at a highest level (mean of 4.20), 2) foods and beverages made from natural

ingredients, received the satisfaction at a high level (mean of 3.94), 3) agricultural products sold locally, the satisfaction at a moderate level (mean of 3.05), and 4) access to the location, received a high level of satisfaction (mean of 4.06). While, for the factors affecting supply chain management of Thung Bua Daeng floating market, Bang Len district, Nakhon Pathom province by sorting the priority from the most to the least as follows: 1) Planning, 2) Management, 3) Supply chain management from upstream to downstream, 4) Network construction, 5) Local wisdom, and 6) Obtaining operational support from government agencies from upstream to downstream. That is to say, the most important factor that creates success in supply chain management of Thung Bua Daeng floating market is planning. The executives plan step by step by starting from renovating the place, creating the identity, making awareness, holding different tourist activities, providing complete facilities, support local wisdom products, and generating income for nearby farmers, other factors, moreover, are considered as important elements in supply chain management.

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