

A DEVELOPMENT GUIDANCE OF TOURISM LOGISTICS MANAGEMENT FOR BAN PHE IN RAYONG PROVINCE

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ABSTRACT

Abstract—The objectives of this study were 1) to study the logistics situation for tourism in Ban Phe, Rayong province 2) to study the satisfaction of tourists towards the components and the logistics management for tourism in Ban Phe, Rayong province 3) to study the logistics management for tourism in Ban Phe, Rayong province from the perspective of tourists 4) to collect data to be a guideline for the development of the logistics management for tourism in Ban Phe, Rayong province. The sample group was 400 tourists in Ban Phe, Rayong province. Questionnaires were used for data collection and statistics analysis consisted of frequency distribution, percentage, mean, standard deviation, t-test, and f-test by using One-Way ANOVA. The research found that most of tourists were females and ages between 18 - 30 years old. Most of them were single, company employees, studied bachelor's degree, and have the average monthly income between 15,001 - 20,000-baht. Most of the tourism come to Ban Phe Rayong province for second time, took long holiday to travel and visited at least 2 places, receive tourism information from friends and family, travel by private car or rental car. Travel planned expenses per trip were between 2,001 - 5,000 baht. The main objective of tourism was for recreation, the form of traveling is private travel, come with friends, spend in cash and almost all want to come back to travel at Ban Phe again. The tourists were satisfied with the overall components of the logistics for tourism in the high level.

Keywords— Tourism Logistics Management, Ban pae, Rayong Province

INTRODUCTION

In 2017 - 2019, the Thai economy expanded in the first half of the year, driven primarily by both external and domestic demand. But in the second half of the year, the export demand of foreign demand clearly decreased. In 2020 - 2022 the product import and export sector of Thailand had been affected by the trade war between the United States and China And the war between Russia and Ukraine especially COVID 19 diseases causes economic slowdown, the trading partners that come from other factors ,therefore it is expected that the effects of many factors will become clearer which is an important factors that pressures the growth of the Thai economy this year (Sirawit Woramongkol, 2019) which the tourism sector gradually recovered. Thailand's tourism sector, which has expanded well in the first half of 2022, had to stumble from US FED increased policy's interest for all the year which affected confidence of the investors for tourists severely.

The tourism sector began to signal. The recovery continues after the government has accelerated the promotion of tourism safety standards. Including using various stimulus measures resulting in Chinese tourists beginning to have signs of improvement. In addition, tourists from other countries continued to expand well and should have continued growth in the half year of 2022, but the problem of excess usage of various airports. Is still a significant supply constraint to the Thai tourism sector (Sirawit Woramongkol, 2019) Tourism Authority of Thailand (TAT) announced the direction of tourism promotion for the year 2022, emphasizing that TAT will adjust the marketing plan to focus on reducing serious inequality and pushing the distribution of income to travel provinces to travel in every season increase the target from tourism income to grow at least 11.5 percent by mentioning the national strategy which is Long-term national development framework in order for the country to achieve its goals. Covering from 2017 - 2037 in the tourism industry the target is to be a world-class travel

destination. Or is a world-class tourist magnet by the concept of creative economy which this year 2017 - 2019 TAT has set a target for revenue of both foreign and domestic tourists to increase by not less than 11.5 percent by setting the growth target of international markets 12 percent and domestic 10 percent, up from year 2018 which will not focus solely on increasing economic income in a specific area but will give importance to income distribution to reduce inequality and at the same time having to consider the environmental and community impacts quality tourism emphasizing the environment and safety while promoting secondary cities and communities (Tourism Authority of Thailand, 2019)

Tourism in Rayong province is a special administrative area established under the EEC administrative regulations, dated 29th November 2010, equivalent to the municipality of Rayong province. Considered as a secondary world-renowned international tourist destination, especially the beaches that stretch along the coastline also the famous island. Organized as beautiful in Thailand, Ban pee, Rayong is also a popular tourist destination for both Thais and foreigners. In which millions of tourists visit Ban pae each year because Ban pae has everything that a tourist needs since the accommodation which has sufficient tourist support and there are many styles to choose from the travel is convenient. Whether private cars, buses or taxis from Bangkok to Rayong, because the distance is not far from Bangkok. (Tourism Authority of Thailand, 2019)

In 2017 - 2019, TAT Rayong Office has set a target for total revenue of 2017. There are 17.4 million tourists in Ban pae and Rayong, increasing by an average of 2.4 billion baht, an increase of 16%. The numbers will increase both the income and the number of tourists. Year 2019 will increase by not less than 7%. As for the growth of tourism revenue as a whole, will try to maintain 16% of the number of tourists each 14.7 million people are Thai people. Nearly 9 million members and more than 6 million foreigners. Consisting of the top 5, namely China, Russia, Korea, India, Germany will accelerate the engine to grow more than 10% or more depending on the future situation next year which we will see that If the logistics management system is good, it will be able to service tourists to tourist destinations in different regions of Thailand in many directions and also able to accommodate the number of both Thai and foreign tourists visiting Rayong causing tourists to be impressed with good environmental management. Generate income from tourism in the province, increasing the proportion of tourism income to gross domestic product (GDP) at the national level.

From a study of past research data about tourism in order to use the results to develop the tourism industry to be sustainable and improve to generate income for the country that province and locality There must be something that can attract tourists to visit and make tourists satisfied while traveling. Until after traveling back, there is still a need to visit again next time Those attractions often include various tourist attractions or various activities which helps to encourage tourists to travel, such as accommodation availability local food, excellent service friendliness of the local people. Which these are what make the tourists satisfied in using the service and causing tourists to come back and travel repeatedly many times.

The researcher is therefore interested in studying the situation of the tourism logistics management system of Ban pae in Rayong province to study an overview of the logistics management system for tourism in Ban pae in Rayong province. Currently, studies on tourist satisfaction have also affected the various aspects of tourism logistics management systems. In order to encourage visitors. A study of the concept for developing a logistics management tourism's system in the perspective of direct tourists. Therefore, it is very important in the planning of sustainable tourism development in the future perspective.

RESEARCH OBJECTIVE

Research on tourism logistics management for Ban pae in Rayong province have established important objectives as follows.

1. To study tourists' satisfaction with components and logistics management for tourism.
2. To study tourism behavior in Ban pae, Rayong province in the perspective of tourists.
3. To study and compare the satisfaction of tourists towards the logistics management for tourism classified by personal factors.
4. To study the guidelines for the development of logistics management systems for tourism in Ban pae, Rayong province.

LITERATURE REVIEW

In this research, the researcher studied about logistics management concepts, tourism and types of tourism, concept of tourism logistics management, conceptual framework and theories about tourist satisfaction.

Logistics management concepts

Logistics management (Stock & Lambert, 2001) is the process of moving goods and services in both the manufacturing and service sectors. In the service sector, there are government sectors, hospitals, banks, wholesale, and retail trade. Which must consider the final management, eliminate the transformation, the logistics management has a higher scope of responsibility Which is not only related to the process of production, but the logistics activities will be relevant in every activity.

Logistics management, it is an element of supply chain management in planning. storage control Operation, procurement activities, moving collection and the distribution of raw materials, finished product services efficiency and effectiveness. There is coordination in the operation of information linkage. Each step systematically under the appropriate total cost from the beginning to the end of consumption by take into account the satisfaction and the needs of customers.

In summary, logistics management refers to a storage control plan. And then proceed with the procurement operations and distributing raw materials, finished products efficiently and a systematic procedure from the beginning of work until the end of work.

Tourism and types of tourism

Chalongsri Pimonsompong (2007) said that when taking the definition of tourists and tourism Come together "Tourist" means a person who travels from a normal place of residence to another location. Temporarily voluntarily and for any purpose that is not a career or to earn more than 24 hours round trip (must stay overnight in the destination or tourist attractions), which is a journey that has 3 important conditions, which are 1) Travel on a voluntary basis. 2) Traveling temporarily from a normal place of residence to another location. 3) Travel for any purpose, but not for a career or income.

Office of Tourism Development (2009) said that the definition of tourism as World Tourism Organization (WTO) means travel with 3 conditions which are 1) Travel means a trip that is not forced or rewarded. By planning travel from one location to another and use vehicles for a short distance or can be a long distance. 2) Destinations means having a destination to temporarily stay Then have to travel back to the original address or original copy as a place that tourists choose to visit and spend a period there where there are facilities and sufficient services to meet the needs and satisfaction for tourists visiting. 3) Purpose means any purpose or purpose for traveling who is not for a career or to earn income with the intention of traveling more than one time.

Chantouch Wanthanom (2009) said that tourism is a journey from normal housing. To be temporarily elsewhere for the purpose of resting, enjoying, or for any non-occupation purpose.

In summary, tourism is any activity related to travel movement. of a person from a normal place of residence temporarily for any purpose which is not for earning money. In which such activities causing phenomena and relationships resulting from interaction between persons traveling (tourists or visitors) businesses in the tourism industry that manufacture products and services to meet the needs of tourists' government that oversees tourism and communities in the tourist area.

Concept of tourism logistics management

Conceptual framework used to determine the causal relationship between logistics management. With loyalty to tourist attractions, it is an assessment of the satisfaction of tourists received from the logistics management of tourist attractions in 3 points (Thakerngsak Chaichan, 2012) as follows 1) Financial Flows: Financial management, payment, currency exchange and various forms of tax refunds. 2) Physical Flows are operations in relation to tourism management of tourists. Accommodation management, baggage, security tour program for convenience and the safety of tourists. 3) Information Flows is the management of information. From the information that makes decisions about choosing a tourist destination to the information received when arriving at various attractions Which tourists should access information conveniently, quickly, and correctly receiving information.

Butsaba Sittikarn & Siriwattana Chaima (2009) have the idea that various tourism resources categories that can attract tourists to travel to that tourist destination Should have characteristics of at least 6 elements or 6As. 1) Attraction means tourism resources that help attract Causing tourists to be interested or to make it look attractive, attractive, and has a unique charm Mainly due to the beauty of nature such as on the beach, coral reefs are colorful Including various fish species Or caused by the beauty that humans have created, such as lakes or resorts in the valleys. 2) Accessibility means to make tourists interested in traveling to travel Which if tourists traveled to travel comfortably Because if the tourist attraction is beautiful, but the travel is difficult It's difficult for tourists to travel. Therefore, the agency responsible for tourist attractions should create comfortable travel. 3) Amenity means that tourists travel to various locations. What tourists want from tourism is the convenience of

traveling. By agencies involved in tourism Will construct the facilities which the infrastructure such as electricity, water supply, roads, communication systems. 4) Accommodation means the place to stay for tourists. Because traveling may sometimes have to stay overnight in the tourist location. Therefore, as a facility Therefore has a place to stay for tourists. 5) Activity means activities that are organized in tourist attractions, such as organizing festivals, rafting, hiking, boating, etc. 6) Ancillary Service in tourist attractions requires various services. To facilitate tourists such as banks, hospitals, tourist service centers and petrol station etc.

Concepts and theories about tourist satisfaction

Service satisfaction is the highest and most important goal of service work. Creating satisfaction for users until feeling good. Impressed and returned to use the service again Considered to be a true success of the service. Therefore, studying the satisfaction of users is important. That relevant person, whether service providers or operators, must always be aware of their services. Because that means sustaining existence and the importance of satisfaction with service users that the service organization must give priority (Chittinan Dechakup, 2008) as follows 1) The satisfaction of users determines the features of the services. Corporate executives and service workers need to survey the satisfaction of users. Regarding the products, services, and the nature of the presentation of the services that users are satisfied and liked. Because the said information shows the evaluation of the feelings, and the opinions of the users Want to show the response to the needs of each user desire This is good for service providers to be aware of the needs of users. And can make it match the needs of users. 2) Customer satisfaction is an important variable in evaluating service quality. Offer good quality services that match the needs and expectations of users. Resulting in the user being satisfied with the service and is likely to return to use again including locations good personality of the staff the reliability of the service which will make the service able to build trust and understanding with others.

Lovelock & Witz (2011) discusses the importance of customer satisfaction, which provides many benefits to service organizations. And the satisfaction of users at a high level will lead to corporate loyalty in the long run. If better retain users, than to incentivize or develop new users to replace those who have passed away. Users with the highest satisfaction will spread the word positively, becoming advertising to service organizations. This will reduce the cost of finding new users. This is very important for service providers. Because reputation and spreading are important sources of news for new users. Service quality is important to make users happy. And the benefits of satisfaction will positively impact the service organization.

RESEARCH METHODOLOGY

1. Population and the sample selection are Tourists in Ban pae, Rayong province 400 people by accidental selection method with a simple sampling method.

2. The instrument used in this research were questionnaire and interview information which has general information for tourists who came to travel in Ban pae is divided into 4 parts as follows: 1) General information about respondents. 2) Information about tourism behavior resulting from tourist satisfaction. 3) Information about tourist satisfaction with the components of logistics system for tourism. 4) Other suggestions.

3. In this research, the researcher has compiled data from data sources as follows: 1) Primary data from the survey questionnaire from tourists in Ban pae, Rayong province. 2) Secondary data obtained from report, journals, research articles related from various government agencies, including from various websites.

4. Data Processing, the researcher will investigate all issues and queries that have been selected to complete a questionnaire to 400 samples and analyzed using computer software.

5. Data analysis and statistic will use are percentage (Percentage), score average (Mean), standard deviation (S.D.), t-test and F-test by using one-way ANOVA. By using of confidential significance level at 0.05.

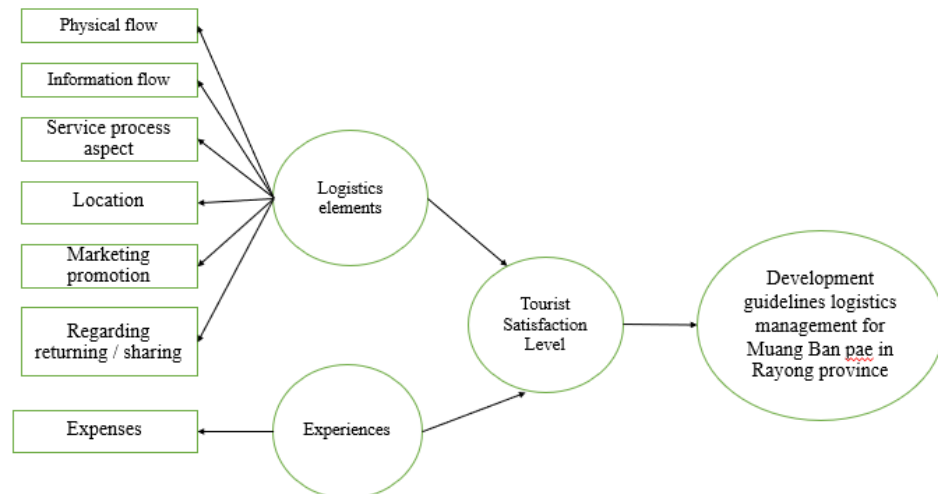


Figure 1: The conceptual framework of the study

EXPECTED BENEFITS

1. Able to bring logistics management factors that tourists are satisfied to improve it until it has the potential to help attract more tourists to come to Ban pae again and again.
2. Introduce logistics management guidelines to develop readiness to support tourists in Ban pae, Rayong province.
3. The data studied will be able to become a database of public and private sectors. To develop the entrepreneur efficiently as well as a guideline to promote new entrepreneurs.

FUTURE RESEARCH DIRECTIONS

There are many famous places in Thailand for tourist not only Ban pae in Rayong. The future researcher, maybe focus on the new place nearby such as Chonburi province as well.

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