

Development of Logistics Systems for Tourism in Phutthamonthon District, NakhonPathom Province, Thailand.

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Abstract. This research aimed to evaluate the logistics tourism performances system, Nakhonpathom Province. The researcher asks for information from a sample of 4 groups, comprised the tourist, community, entrepreneurs, and community leaders in Klonyong, Phutthamonthon, Nakhonpathom Province. Total 400 samples, the statistics used to analyze data such as frequencies, average percentage. The research finds that the tourist has medium satisfactions to the logistics tourism current overall. When researcher analyzes the relationship between the logistics tourism and satisfaction tourists that bring them to travel repeat. The researcher finds that the satisfaction has almost all effect. The community finds that the tourism has made many aspects of community development and has medium satisfactions to the logistics tourist management. The entrepreneurs have most satisfactions. The community leaders has ready in medium level. There are many comments from groups that aim one direction is make the tourist comes in the tourist area as ease, convenient, fast, and safety. The integrated of the individual or entity for make acting and rolling models. The meeting of the European logistics community both inside and outside has a team to responds directly, and promote a new tourist area attraction to well known for increasing the tourist.

Keywords— Tourism, Logistics System

INTRODUCTION

At the present, the travel management in Nakhonpathom province is popularity and interests from local people. That makes enthusiasm to participate the travel management. Nakhonpathom province has a survey the tourist areas to take in charge for availability to support the tourist. The local community has participated for travel management to develop the tourist areas in Nakhonpathom province that able to define the tourist areas from consideration of the local community. It's useful for accessible to the tourist areas. The tourist will get knowledge from travels and environmental conservations. Hopefully the tourist will get convenient to travel in Nakhonpathom province. The benefit after that will be distribution of income to local community and encourage the natural resources does not let it deteriorate. The government will take in charge this responsibility is Tourism and Sports Office in Nakhonpathom Province. The tour entrepreneur in Nakhonpathom Province, Tourism Business Association of Nakhonpathom Province, Community attractions, and Sub-district Administration Organization that related, able to bring the research of Guidelines for potential development of logistics systems for tourism in Nakhonpathom province to use for the next step.

Diversity in tourism resources, it has led to the idea of developing logistics systems for tourism follow the concept of Logistic and Supply Chain. That is the main format management, collaboration between activities in supply chain of business in meaning of tourism from upstream to downstream. That creates the value added in servicing. Therefore the tourism development emphasize on the importance of tourism that must be developed together. This causes problems, the impact of tourism on the natural, social and cultural environment. The Rapid growth and expansion of tourism industrial without the best management control including the number of tourists increased that impact on tourist attractions. The best management should consideration the area support capacity and should know the potential of the logistics system in each tourist. That can be used as a guide to promote sustainable tourism development. The researchers are interested to study and guidelines for potential development of logistics systems for tourism in Nakhonpathom province.

RESEARCH METHODOLOGY.

This time the population studied tourists and local communities. The researchers define the sample group and area by using the Taro Yamane table from defining area. The sample group will use the random exercises method that has error level $\pm 5\%$ and confidence level 95% as equation 400 units as follow the formula below.

$$n = \frac{N}{1 + Ne^2}$$

When n: The size of the sample group
N: Total population
e: Discrepancies of sample selection at significance level 0.05

This research is the quantitative research that researchers have defined tools to use with sampling is sample questionnaires were randomly selected. When researchers have distributed the questionnaires, will have the interactive to

exchange the question and answer to cross check and get facts from questionnaires. The data analysis in this time use basic statistics from percentage, average, and standard deviation. To perform data analysis by computer program SPSS.

The researchers uses average threshold that define the distance from highest score at 5 and lowest score at 1. Therefore, find out the distance of score as follow.

$$\text{Width of each level} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of levels}}$$

$$\text{Width of each level} = \frac{5 - 1}{5} = 0.8$$

RESEARCH RESULT

This time, study on potential development of tourism logistics system in Nakhonpathom province. To study logistics situation for current tourism and guideline to improve the tourism logistics for ability leverage and support the tourists to the best. The researchers perform to gathering all data for study from the tourists as follow.

3.1 The tourist satisfaction that effect to the composition of the logistics of tourism as a big picture.

3.2 The comments related the development of tourism logistics management in Nakhonpathom province

Table 3.1 The tourist satisfaction that effect to the composition of the logistics of tourism as a big picture.

Travel logistics components		Mean	Translation level
1	Value gained from physical logistics management.	2.50	Little
2	Value gained from logistics management in the field of information.	2.83	Moderate
3	Service	3.59	Much
4	Place	3.01	Moderate
5	Promotion	2.21	Little
6	Human Resources	3.08	Moderate
7	Service Procedure	2.25	Little
8	Travel Repeat / share experiences	3.55	Much
9	Expenses	2.43	Little
Overview		2.83	Moderate

Source: From calculated

From the table found that the sample group of tourists that answers from questionnaires. There are satisfactions to the composition of the logistics of tourism as a big picture, is in the "moderate". When considerate from average that sort descending as follow the service has average 3.59, travel repeat / share experiences has average 3.55, place has average 3.01, promotion has average 2.21 respectively. The consideration that estimated, should improve in the promotion such as marketing advertisement to the public much more than previously.

Table 3.2 The comments related the development of tourism logistics management in Nakhonpathom province.

Development or Improvement of tourism logistics management.		Quantity	Percent
1	There are more route such as the bike.	63	15.75
2	There are more roads.	78	19.5
3	Better road conditions.	221	55.25
4	Increase the road light.	110	27.5
5	Less dust on the road.	105	26.25
6	Improved drainage of access routes.	46	11.5
7	Travel more convenient.	109	27.25
8	There are more places to visit.	96	24
9	There are the public buses on time.	38	9.5
10	There are more public buses.	107	26.75
11	There are more signposts.	105	26.25
12	There are signposts clearly.	135	33.75

13	There are signposts to visit.	89	22.25
14	There is a fair rental car.	77	19.25
15	There are enough parking lots.	28	7
16	Local guide training.	92	23
17	Educate local people for advice.	89	22.25
18	There are advices the attractions nearby.	98	24.5
19	Increase garbage disposal.	109	27.25
20	Increase water treatment.	65	16.25
21	There are clean toilets.	83	20.75
22	There are enough food and drink outlets.	88	22
23	Increase the souvenir business on the way.	60	15
24	There is service information on the road.	112	28
25	There is an Internet promotion.	98	24.5
26	Increase the brochure.	65	16.25
27	Increase the activities.	117	29.25
28	There are tourist attractions.	63	15.75
29	Attractions are not far from the local community.	71	17.75
30	Clean attractions.	66	16.5
31	First aid services.	54	13.5
32	Moving people hurt services.	34	8.5
33	Safe attractions.	67	16.75
34	There are the mobile signal services.	156	39
35	Promoting tourism cooperation.	83	20.75
36	Other	11	2.75

Source: From calculated

From the table found that the sample group of tourists that answers from 400 questionnaires relates the comments for development for improvement of tourism logistics management in Nakhonphthom province (answer more than 1 choice). The most average 55.25 have a comment that the development or improvement of tourism logistics management in Nakhonphthom province should improve the road to the best, there are signposts clearly, there are mobile signal services averages 33.75, and increase the activities average 29.25 respectively.

SUMMARY AND SUGGESTIONS

4.1 Provide tourists access to the tourist attractions easily, quickly and safely. To develop the tourist attraction routes. Provide information to the tourist completely. To create a map, a signpost as clear and ease of understanding, website to find some information, tourism information center, and mass transit system to support the tourists.

4.2 There is a grouping of individuals or entities for performing various roles in the development of tourism logistics such as the group is a tourist information center to provide information. There is a youth guide group in the navigation area, travel route management group, develops and organizes signpost group, tourism safety development group. The collaborative security cooperation between sub-district administration organization, village health volunteers, hospital, police, and other organizations. To support from government agencies that respond directly. To give the knowledge, training, advice on travel plans, traffic, safety, Support facilities.

4.3 Organize community meetings both on and off the community by internal community meeting and between communities every month. To create learning process, workshop, and vision setting to development of tourism logistics in Nakhonpathom province as short term and long term.

4.4 There are traveling activities all the time, both inside and outside the travel festival for reducing congestion of the tourists in travel festival

4.5 To public relations a new tourist attraction through various media. To create the map linking tourist routes from old source for ease of understanding (Thakerngsak Chaicharn, 2012).

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