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Enhancing a competitive advantage of tourism through implementing logistics and supply chain strategies of tourism in palmary community and product at Phetchaburi province.

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Abstract

The objectives of this research are to 1. To study the logistics model used for tourism in Thailand. 2. To propose ways to develop a logistics model for tourism in the Asean Economic Community. The research will be conducted to improve the competitiveness of the community and the palm tree products. Phetchaburi Province By reducing costs. Develop quality of tourism, community and product to provide better service. Using the application of logistics and supply chain management strategies.

Population and sample 1) The research population was composed of members of Palmary community Community from 6 pigs at Tambon Tham Rong in Banlad District, Phetchaburi Province. 2) There are 20 experts in quality inspection. Evaluation of logistics management system. To enhance competitiveness, community tourism and Tan Tanot products. Phetchaburi is a professional tourism community. And crafting owner Academic Tourism Community Logistics Management Scholar Related experts Philosopher The government agencies involved are representatives of the Tambon Tambon Administration Organization, Banlad District, Phetchaburi Province. Subcommittee 1 Sub-District

1 Product. Phetchaburi is one of the 10 provinces in the creative economy. From the Department of Intellectual Property. Ministry of Commerce It has been selected as a creative city in the "Diamond City of Palmary community Tan", which is considered as the strength of Phetchaburi province has been selected as a creative economy in four areas. 1. The potential of intellectual capital as a factor for creative economy development. 2. Potential of Urban / Prototype Economic Community 3. Sustainable Management and Planning System 4. Involvement of stakeholders. A stakeholder who is a driving force and energy to convey knowledge in the community.

Keywords : palmary community, Logistics, Supply Chain

Introduction

Tourism industry is a big industry and it is important to grow consistently and continuously. The crisis in the economy, natural disasters that affect the industry. But people are still traveling for tourism. Tourism industry is also one of the key factors in stimulating growth. (Bangor Churungruang, 2011: 1) In many countries, the tourism industry is the main source of income for the country. According to the United Nations World Tourism Organization, the growth rate of tourists in the current year has grown by 4-5 percent or 900

million people in the world. The 2015 Asean Economic Community (2015) is expected to reach 1169 million arrivals from the Asia-Pacific region of 265 million, or an average of 23 per cent, traveling around the world. In the midst of the development of the tourism industry, it is one of the key policies of the Thai government. The policy is to promote tourism. The emphasis is on Thai identity. Local Wisdom and Community Product Promotion With the support of a quality product acceptable to tourists. Therefore, promotion from the government. It is important and necessary to develop tourism to increase employment and income distribution to the community, focusing on promoting the participatory process of people in the community and occupational groups in the development of quality tourism. Develop new potential products to meet local potential, environment, natural environment, arts, culture and local traditions. The promotion of tourism on a strong community base. Therefore, community tourism and local products. Using logistics and supply chain strategies is an important tool in developing countries. Management of quality tourism systems. It often leads to negative consequences for the community and the environment. Increasing competitiveness, tourism, community and product is one production activity, only called tourism service. So there is a production unit. There is a sourcing activity. Have production activities And there are productive activities. Tourism is supported by other manufacturing sectors. As with all common production activities. The flow is the main problem in solving the problem. The tourism is related to three flows, starting with tourists

traveling to physical traffic, information flow, and flowing from tourists to service providers. The goal of customer satisfaction is the same. Quality depends on the willingness to pay the customer, it has many grades as well. Tourists are different from the people who are living soul and emotions. The movement must be managed to avoid the need to fast, safe and comfortable. Therefore, the transportation process and

Storage (Overnight accommodation) En route It is different from the subject matter of the mind of the people. Travelers who are consumers move to the service. The service is not moving to consumers, such as tourist attractions, not to tourists. But tourists come to the site itself. Transportation is not transporting goods from the source to the market. But it is the transportation market to the production. There are issues about people like illegal immigration. Illness and medical treatment during travel, food, eating, bathroom, and people are not always the same thing. Supply chain management of tourism It's a big deal, not just for tourists. It also includes what the tour operator buys from anyone. The process of managing visitors to the tourist site is very good and fun. Look at it Logistics It is a specific subject that focuses on the satisfaction of tourists directly and relates to activities that visitors directly experience. While travel logistics is different from passenger transport, it takes into account the mood of the traveler. Because people want to travel more than the need to travel from one place to another, such as relaxation, comfort, fun, entertainment, so the point is to create a mood to entertain the entertainment. And do not stumble on the way. While tourism management seeks to

track what is best practice of various functions of tourism production. Travel logistics will help you to imagine a better system. With the belief that it can create a better system than what is Best Practice today. Logistics is a system engineering to create mechanisms that will improve the system (Mechanism design), which is what will be the future of tourism management. Logistics will answer that question. What should be added? And what should be removed? Or, some steps that delay the inefficiencies can help in solving the problem. To achieve social, cultural and economic goals.

Phetchaburi Province It is a province with abundant in arts and culture, Thai wisdom, natural environment. The diversity of tourism activities and the tree symbol of Phetchaburi is a palm tree is a tree that has been generating income for a long time since grandparents. As a source of agricultural produce And the wisdom inherited for generations. To know the benefits of sugar palm. Can be woven in a variety of styles such as basket baskets, mats, bag bags, etc. The trunk can be made of various furniture, the result is fresh. Stewed sugar Drinks with alcohol And processed to make sweets, diamonds, etc. From the value and the benefits of palm sugar, there are many benefits. But the development of palm sugar is limited. Together with the economic structure change. Thai society is promoting the substitution of local products. The rapid reduction of the existing trees in Phetchaburi (pollen, bright, The problem also affects the spirit of life of the people of Phetchaburi. That is going to be lost. With such a situation. The researcher is interested in sugarcane. They are interested in promoting local tourism, community and products

by applying logistics management and supply chain strategies to enhance their competitiveness and increase economic value. Palmary community Community Phetchaburi Province To meet the needs of the domestic market.

The purpose of the research.

1. To study the logistics model used for tourism in Thailand.
2. To propose ways to develop a logistics model for tourism in the Asean Economic Community.

Research Methodology

The research will be conducted to improve the competitiveness of the community and the palm tree products. Phetchaburi Province By reducing costs. Develop quality of tourism, community and product to provide better service. Using the application of logistics and supply chain management strategies. Scope:

- 1) The content consists of 2 parts:1) Related concepts - Concepts related to tourism resources.- General characteristics of Phetchaburi.- General characteristics of the community of Thamrong, Banlad District, Phetchaburi Province.- History of Palmary community - One Tambon One Project Management Mechanism 1.2) Related theories - Logistics Management - the chain of activities of the organization. - Customer Relationship Management - Competitiveness

2) Population and sample

2.1) The research population was composed of members of Palmary community Community from 6 pigs at Tambon Tham Rong in Banlad District, Phetchaburi Province.

2.2) There are 20 experts in quality inspection. Evaluation of logistics management

system. To enhance competitiveness, community tourism and Tan Tanot products. Phetchaburi is a professional tourism community. And crafting owner Academic Tourism Community Logistics Management Scholar Related experts Philosopher The government agencies involved are representatives of the Tambon Tambon Administration Organization, Banlad District, Phetchaburi Province. Subcommittee 1 Sub-District 1 Product

research result

To keep the sugar. Summer is the sweetest period of sugar. The people of Phetchaburi have allocated time to meet the natural season. In the summer, it will be used to make sugar. And in the rainy season, they will begin to sow. It is a lifestyle that supports the balance of nature. There are two kinds of sugar palm planted in the country. The villagers call themselves malt and malt. Brown sugar, it also gives the sugar, then the sugar balls to make delicious candy. We also have more tips from Mr. Pongsathorn. Sugarcane planting must be 10 years to reap. One can get the results. Until the age of nearly 100 years, but the age of the tree is much higher. Make a climb to take the sugar. The villagers are not popular. However, this is a very old sugar beet sugar is very high, too. "The villagers here are not jealous. Who has the wisdom to rise up. But when it comes to selling, he will take the sugar to share it," said Mr. Pongsat laughter. But in that voice, we can feel the warmth of our minds, recalling the exchange culture of "rice exchange", which currency is not necessary. Banthad Community Enterprise Group, Baan Laad, Banlad, Thailand. Learn how to make palm sugar and

natural sugar. Mr. Pongsathir Mimikan led the Palmary community group as a knowledgeable person throughout the production process. Study of the villagers from their 60-year-old uncle, who is still very strong, but climbs nimbly along the bamboo ridge. One side of the waist has a knife cut into the bag in a bamboo bag. And the bamboo cylinder at the bottom of the wood to chop fine to store sugar from the cylinder to the last night. Fresh sugar from the sweet taste. If the sugar is simmering, the sugar is sweet with sweet aroma. And if you want to make sugar, then you need to simmer. Start sticky Then hit the beat with the folk wisdom. And use a crushed sugar to make the meat more brown sugar. The original natural sugar.

Palmary community is one of the oldest family in the world, with more than 4,000 Species. And with Phetchaburi. Since ancient times The sugar is also a key ingredient in the process of making diamonds. The sound from the ear to the present as a humorous childhood prayer over a hundred years. Said Breast pulp and palm sugar It's a sweet petal. Eat with sugar year I have a lot of help.

Conclusion

The study also found that the issues first study The analysis of data Phetchaburi is one of the 10 provinces in the creative economy. From the Department of Intellectual Property. Ministry of Commerce It has been selected as a creative city in the "Diamond City of Palmary community Tan", which is considered as the strength of Phetchaburi province has been selected as a creative economy in four areas. 1. The potential of intellectual capital as a factor for creative economy

development. Have intellectual capital Or development Extend the results from existing ones to be outstanding and potential. Use creative ideas. To add value to the city / community. Use creative ideas to create jobs and generate more income for people in cities / communities. Promote Motivational inspiration creativity To produce art and culture. There are costs that can support a creative capitalist economy based on participation. Taking into account the use of local and natural materials. and Considering their identity in the creative economy.

2. Potential of Urban / Prototype Economic Community Highlights and sales points. creativity Accepted and developed. Marketing Opportunity The urban environment is conducive to a creative city. It has a cultural landscape that is driven by creativity. and Has hosted conferences / exhibitions / activities, etc. in the field of creativity.

3. Sustainable Management and Planning System The vision of being a creative city is clear. The aim is to be a clear creative city. Have a plan And the management system to drive the city / community sustainable development. Operate under the relevant organizations and work efficiently. Have a network to work together to make the city / prototype community sustainable development. and There are organizations that can drive sustainable cities / communities. Has a clear plan and complies with the standards of creative economy. Provincial Commercial Office Powerful organizations have powerful and stable officials.

4. Involvement of stakeholders. A stakeholder who is a driving force and energy to convey knowledge in the community. Leaders and leaders have skills and experience in transferring

knowledge of creative economy. Knowledge and skills of the creative economy. Network and cooperation in planning and implementation. The government plays a key role in driving creative economy. Involvement of independent organizations And independent organizations to cooperate in the planning and implementation. The involvement of entrepreneurs. Civil society participation The cooperation in planning and implementation. Educational agencies cooperate very well. The cooperation in teaching. Academic Support for Provincial Development Phetchaburi Rajabhat University And other universities. In Phetchaburi To cooperate in product development, food processing and others. Phetchaburi Technical College Cooperate in the processing of products and equipment related. The people in the area. People participate in various activities. People who are involved Has played a role in joint development and deployment. and Public relations to disseminate a creative economy.

Suggestions.

Enhancing a competitive advantage of tourism through implementing logistics and supply chain strategies of tourism in palmary community and product at Phetchaburi province. Researchers have suggested below.

1. Include cities in the creative economy in the strategy, policy and budget of Phetchaburi.

2. Plan, Plan, Master Plan, Business Plan, Work Plan And administration To drive sustainable community development.

3. Budget for Phetchaburi City Development To be a creative economy city (from the public, private, local, etc.)

4. Public hearing to hear the concept and needs of the people in the province. To be a creative economy.

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