



The Development of Marketing Strategy for Promoting the Creative Community-Based Tourism with Southern Isan Cultural Identity

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Abstract

The purpose of this research was to develop the marketing strategy for promoting the creative community-based tourism with the Southern Isan cultural identity. The communities with identity in 6 provinces in the Southern Isan group were selected as the areas of the study. This was qualitative research. In-depth interviews were employed for data collection. The interviews and focus group discussion were administered to create a participatory process. Data were analyzed by content analysis. When considering each aspect according to the marketing mix theory, the study results can be presented as follows. 1. Products: The products have the identity of each area. 2. Price: The price of tourism products and services is reasonable and good value for money. 3. Place or distribution: There are 2 distribution channels in the tourism service market: 1) distributing directly to customers and 2) distributing through intermediaries. For souvenirs, there are online marketing which is communicating directly to customers and offline marketing. 4. Promotion: The tourism is promoted mostly through the public relations brochures and price reduction campaigns. 5. Process: The communities have the process of welcoming tourists. 6. Physical evidence: The communities have tourist attractions with unique local identity. 7. People: In each community, there is a tourism enterprise group. The organizational structure consists of a chairman and members of various departments with clear duties. The development of the creative tourism marketing strategy is recommended in 2 areas, namely the tourism service market and the souvenir market in order to be successful in the sustainable community tourism business.

Keywords: 1) Marketing strategy development 2) Creative community-based tourism 3) Southern Isan cultural identity

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Introduction

At present, tourism industry is developing rapidly and extensively. There is also the awakening of tourism. Existing natural resources, local culture and archaeological sites are used as tourist attractions to generate a lot of income for the country. Tourism revenue from foreign tourists and Thai tourists increased by 3.05 % and 1.18 %, respectively from the same period last year. Consequently, the total tourism revenue was 3.01 trillion baht, an increase of 2.37% from the same period last year (Ministry of Tourism and Sports, 2019). The government has given more importance to community-based tourism due to the announcement of Thai-style tourism as a national agenda. There is a community-based tourism strategic plan for developing community-based tourism in a sustainable direction. There is also the policy focusing on the community in using knowledge and resources in the area to produce goods and services to increase the potential of the grassroots economy in order to generate and distribute income to the community, support community products, raise the level of community enterprises, develop marketing channels linked to e-commerce systems and create social power, community power, and learning and practicing independent occupations in driving and developing the country which will lead to better living of people in the country (The Secretariat of The Cabinet, 2019).

The Southern Isan has a long history. There is archaeological evidence indicating that people with different ethnicities, languages, lifestyles and resources have lived in this region through many eras, resulting in cultural diversity

as presented through the following province slogans. Nakhon Ratchasima Province: “Land of brave women, fine silk material, Khorat rice noodles, Phimai Historical Park, and Dan Kwian ceramics”. Chaiyaphum Province: “Beautiful scenery, rich forests, many elephants, beautiful flowers, famous heroes, super silk, Big Buddha Dvaravati”. Buriram Province: “The city of sandstone sanctuaries, land of volcanoes, beautiful silk, rich culture and the best city of sport”. Surin Province: “Surin the land of elephants, splendid silk, beautiful silver beads, stone castles, sweet cabbage, aromatic rice, beautiful culture.”. Sisaket Province: “The land of Cambodian Castle, good onion and garlic, Suan Somdej, Lamduan Forest, various cultures, and great unity”. Ubon Ratchathani Province: “A city of beautiful lotuses, a two-colored river, delicious fish, beaches and rapids, Thai scholars, devout buddhists, finely carved candles, and pre-historical rock paintings”.

According to the slogans of the Southern Isan provinces, to achieve mutual understanding, these provinces were called “Nakhon Chai Burin Sri Ubon Group” to make it easier to remember. Every province has its own indigenous identity that can explain the relationships among people’s livelihoods, resources, and economic activities. This is the rationale of the research for the development of creative community-based tourism according to cultural diversity identities of “Nakhon Chai Burin Sri Ubon”

Nakhon Chai Burin Si Ubon is attractive for many types of tourism, such as historical, cultural, nature and way of life tourism. It is due to the advantages of the location coupled with



the availability of diverse tourism resources and potential suitable for traveling. There are also adequate and appropriate tourist facilities. So, many tourists come to travel and relax in this area every year. Although many tourists travel to the land of civilization “Nakhon Chai Burin Sri Ubon”, about 80% are Thai tourists. From the statistics, the number of both Thai and foreign tourists traveling to “Nakhon Chai Burin Sri Ubon” is increasing every year.

Community-based tourism is an important tool in promoting the potential of the local community by participating in tourism management which will strengthen the grass-roots economy. This is an important policy of the government in driving the country to achieve strength, stability, prosperity and sustainability. In addition, the communities in Nakhon Chai Burin Si Ubon have potential, strong group integration and tourism resources. The communities in Nakhon Chai Burin Si Ubon include 1) Muen Wai Community, Muang District, Nakhon Ratchasima Province; 2) Siew Noi Community, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province; 3) Khao Angkhan Tourism Community, Chaloem Phra-kiat District, Buriram Province; 4) Khao Sawai Community, Mueang District, Surin Province; 5) Pak Saeo Weaving Community, Ban Rong Ra, Tum Subdistrict, Prang Ku District, Sisaket Province and 6) Ban Pa-Ao Brass Handicraft Community, Mueang District, Ubon Ratchathani Province. These communities have community products with identity that can be further developed. But the current problem of these communities is a lack of competence in community-based tourism market manage-

ment, which is the heart of the tourism system. They also seriously attach importance to the purchasing behavior of tourists visiting the communities. As a result, the development of tourism products and services does not fully respond to the needs of tourists. Therefore, it is difficult to reach the true needs of tourists. Developing the marketing strategy to promote creative community-based tourism with the Southern Isan cultural identity is, therefore, essential and requires a comprehensive study of tourism marketing management to support the expansion of tourism, create advantages, attract tourists in traveling and spending more in the Southern Isan and develop creative community-based tourism so that more income can be generated from tourism. People will also have a better quality of life. It will also create strength, stability, prosperity and sustainability, which will promote and support the community tourism industry in accordance with important government policies.

Objective

To develop the marketing strategy to promote creative community-based tourism with the Southern Isan cultural identity

Expected outcome

There is the development of creative community-based tourism marketing channels with the Southern Isan cultural identity.

Implementation plan

The outcomes after conducting research are as follows.

1) Developmental data: the marketing strategy of the Southern Isan cultural tourism

2) Knowledge-based data: the process of formulating the marketing strategy for the Southern Isan cultural tourism

Definitions of terms

1) The development of marketing strategy refers to the development of the marketing strategy to cause changes in knowledge and attitudes in creative community-based tourism marketing management and the community members' behaviors, starting from the individual level, the institutional level to the social level, from what it used to be to become a tourist community or change for the better.

2) Creative community-based tourism means the tourism that offers opportunities to tourists or visitors to develop or use their own creative potential or abilities to participate in learning ways of life and experiences with people in the community, which are regularly done by people in tourist attractions such as weaving.

3) Southern Isan cultural identity refers to the created things that have moved and changed all the time. It is not only the products inherited from the past, but also the newly created ones. Identity can be developed further, such as developing the new product from volcanic soil fermented cloth (orange-brown tone cloth). In the past, tourists would buy a piece of cloth which cannot be used in a wide variety of ways. When this activity is organized, local materials, such as flowers, grass and cockscomb flowers are used to make pillowcases, shirts, skirts and pants with beautiful design. They are also developed into jewelry such as necklaces and rubber bands,

which may be sold as a set. So, the products can be sold for a higher price just by using the materials available in the community with the community story. When these products are developed, they will remain with the community because it is the identity of the community.

Literature Review

Marketing concept

The marketing concept was the first concept that was studied to understand the basic meaning of marketing. Many definitions of the term "marketing" have been defined as follows.

Wongmontha (2004) explained the meaning of marketing as a social and administrative process. Its purpose is to provide persons or groups with goods and services that meet their needs and wants by creating, offering and exchanging. Or it is a system of all business activities that occur to plan, set price, promote and distribute the products that can meet the needs of the target market in order to achieve the goals of the organization.

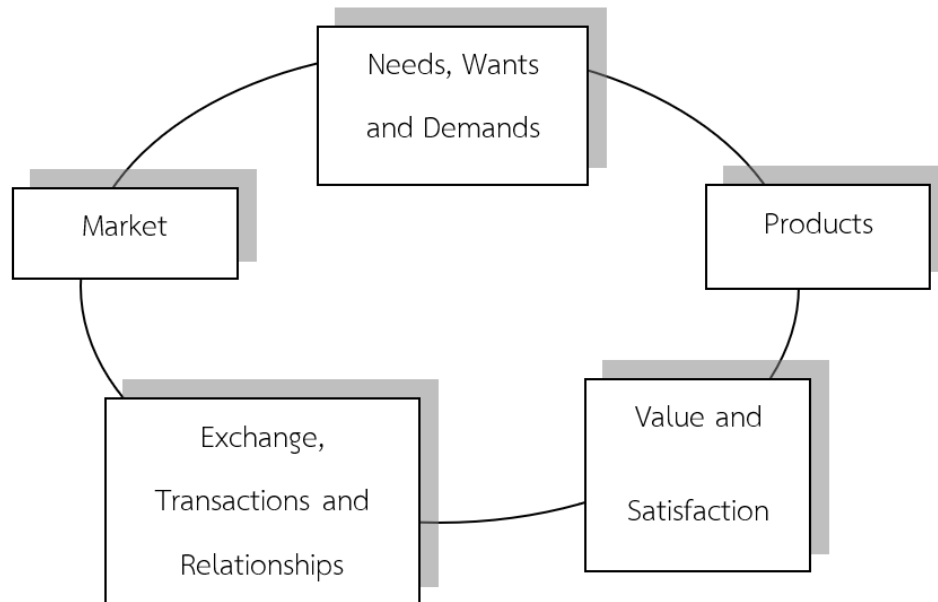
Armstrong, et al. (1994) also defined the meaning of marketing. It is a social and administrative process in which individuals and groups obtain something that satisfies their needs and desires by creating, offering and exchanging goods with others.

This marketing concept is based on the concept that humans have complex needs, wants and demands. Human beings need food, air, water, clothing and accommodation to survive. They also need ownership, education and pride. Therefore, human beings must find things that can satisfy these needs and wants



(products), which may be tangible or intangible (goods and services). When the things that meet the needs, wants and demands of humans are available, each human being has their own way of thinking and selecting them based on their value and satisfaction. Then there will be exchange, transactions and

relationships. When there are many exchanges, there will be a market. The main marketing concept can be presented in the following chart as shown in Picture No. 1.



Picture No. 1 Main marketing concept

Source: Armstrong, et al. (1994)

According to the marketing concept, it mostly focuses on the process of studying the customers' needs to produce products and services that are primarily aimed at meeting the needs and satisfaction of the customers. There will be analysis, planning, research and prediction in order to use the information of the customers' needs to improve, develop and determine the marketing mix. From the literature review, several scholars have stated that the factors and components of the marketing mix in tourism and hospitality businesses are different from those of the conventional mar-

keting. For example, Misiura (2006) and Kotler, Bowen and Maken (2003) mentioned that the creative tourism marketing mix consists of 7Ps (7 key elements or factors) as follows.

1. Product: It refers to tourism products, such as tourist attractions and tourism services. For example, the creative community-based tourism based on local food wisdom learning in the communities in Lan Saka District, Nakhon Si Thammarat Province consists of natural attractions, religious attractions, agricultural attractions, cultural attractions and community lifestyle attractions. These tourist attractions

are linked to tourism products such as local food and souvenirs that make up the identity of the community in Lan Saka District, Nakhon Si Thammarat Province.

2. Price: It refers to the pricing of goods and services in tourist attractions, such as tour packages, products, souvenirs and local food in the community or services in tourist attractions. The quality, value and suitability of products or services and the value of traveling in tourist attractions and receiving services in various important points in tourist attractions or impressive services must be considered.

3. Place: It refers to the distribution channels which are channels or places to sell or distribute products or services to tourists. Tourism distribution channels start from the channel to access the communication between tourism business operators or community and tourists. Sales channels include the location of tourist attractions and shops in the community where tourists can buy products or services easily, quickly, and safely as well as personal selling, social networks, stores or franchises.

4. Promotion: It is marketing promotion, which is the communication between manufacturers, entrepreneurs and tourists. So, they can learn about the information of tourism in all dimensions. The information will be used in creating attractiveness and deciding whether to buy or not to buy tourism products or services. The important tools in marketing promotion are as follows.

4.1 Advertising and public relations: Messages, images, light, sound, information and news related to tourism products and services are presented to the tourists who are the target group. It is the way to carry out

advertising and public relations at the same time.

4.2 Personal selling: Tourism marketing promotion involves people who sell tourism products and services, such as tourism business operators, tour guides and people in the community. It also involves in providing information, motivating and convincing in selling products and tourism services to target customers and providing information about tourism by government personnel, the private sector, businesses, tourism associations and people in the community.

4.3 Sales promotion: It is a form of marketing communication that encourages the purchase of tourism products and services such as the promotion of selling the packages of tourist attractions, accommodation and food in a variety of forms. It can be organized by the business sector or the cooperation between government agencies and the business sector to promote tourism in the festivals, traditions and special occasions.

4.4 Word of mouth marketing: It is the presentation of information, stories, and impressions about tourism products and services that the tourists themselves, their families and friends experience and have a good experience, satisfaction and impression with. Today, information about tourism is communicated and shared through social network channels such as Facebook, Twitter, Blogs, Instagram or Pantip.

5. Process: It is the process of providing services that are related to the forms, methods, and procedures of providing services to impressive tourists. It starts from tourists accessing information to receive news, images



of tourist attractions, convenience in arriving at tourist attractions, safety, being welcomed by good services from hosts, villagers and entrepreneurs in the community in terms of accommodation, tourism activities, getting good experiences and having impression and satisfaction with all dimensions of tourist attractions and the services of people involved until they are sent back to their homeland.

6. Physical evidence: It is the physical characteristics of tourist attractions. It is the environment of tourist attractions that can be seen and touched. For example, there is a place or a tourist attraction that is green, cool, comfortable, relaxing, clean, peaceful, safe with local identity, such as a natural tourist attraction at Khiriwong, Lan Saka District, Nakhon Si Thammarat Province, as well as other amenities such as having clean and adequate bathrooms.

7. People: It refers to people involved in providing services such as community entrepreneurs, guides, villagers in the tourist destination communities that are hospitable, friendly, and generous in providing information to help tourists by being good hosts as well as the personnel of government agencies, associations and businesses in the community.

According to the study of the marketing mix, it is the marketing tool that can be mixed to create something that satisfies customers in order to spread the Southern Isan cultural identity, which is important in the development and promotion of creative community-based tourism. Therefore, the researchers focused on the development of this marketing strategy.

Method

Scope of the study

This was qualitative research. In-depth Interviews were employed for data collection. The study was conducted for 1 year, from October 2019 to September 2020. It was divided into 4 phases as follows.

Phase 1) Main stage 1: Preparing and coordinating with the areas of study (1 month)

Phase 2) Main stage 2: Conducting the research in the community process (4 months)

Phase 3) Main stage 3: Developing and focusing on the strategy (4 months)

Phase 4) Main stage 4: Expanding PAR to process (3 months to develop community strength and sustainability and write a research report)

The scope of the study areas was defined as follows. The study areas must be the communities with tourism activities and tourism products, but they are still unable to build strength which will lead to sustainable income. The following 6 communities with diverse resources and identities in 6 provinces of Nakhon Chai Burin Si Ubon Group (Southern Isan) were selected.

1) Nakhon Ratchasima Province: Muen Wai Community, Muang District, Nakhon Ratchasima Province

2) Chaiyaphum Province: Siew Noi Community, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province

3) Buriram Province: Khao Angkhan Tourism Community, Chaloem Phrakiat District, Buriram Province

4) Surin Province: Khao Sawai Community, Mueang District, Surin Province

5) Sisaket Province: Pak Saeo Weaving Community, Ban Rong Ra, Tum Subdistrict, Prang Ku District, Sisaket Province

6) Ubon Ratchathani Province: Ban Pa-Ao Brass Handicraft Community, Mueang District, Ubon Ratchathani Province

Scope of the population

The population of this research was defined as follows.

1.1 Government agencies: 1) Provincial Tourism and Sports Office, 2) Local Administrative Organization, 3) Provincial Community Development Office, 4) Provincial Chamber of Commerce, 5) Provincial Industry, 6) Provincial Agriculture and Cooperatives Office, 7) Provincial Agriculture Office and 8) Provincial Cultural Office of the provinces in Nakhon Chai Burin Si Ubon Group

1.2 The private sectors: 1) entrepreneurs and community enterprise networks in Nakhon Chai Burin Si Ubon Group, 2) community-based tourism networks in Nakhon Chai Burin Si Ubon Group and 3) Provincial Tourism Promotion Associations in Nakhon Chai Burin Si Ubon Group

1.3 The people sector: the villagers living in the targeted areas in the 6 provinces of Nakhon Chai Burin Si Ubon Group

Scope of the content

The researchers focused on the development of the marketing strategy for promoting creative community-based tourism with the Southern Isan cultural identity using the marketing concept as the guideline for creating the marketing strategy in the development of creative community-based tourism with the Southern Isan cultural identity.

Data collection

In-depth interviews were employed for data collection according to the following interview guidelines.

1) The government sector consisted of the representatives from the government

agencies involved in tourism in the Southern Isan, namely Provincial Tourism and Sports Office, Local Administrative Organization, Provincial Chamber of Commerce, Provincial Industry of the provinces, Provincial Agriculture and Cooperatives Office, Provincial Agriculture Office and Provincial Cultural Office of the provinces in Nakhon Chai Burin Si Ubon Group.

2) The private sector comprised the representatives from the private sector agencies involved in tourism in the Southern Isan, including tourism operators, Provincial Chamber of Commerce, tourism associations, tour guides and hotel business groups.

3) The people sector included the target communities in the Southeastern Isan Group consisting (1) Muen Wai Community, Muang District, Nakhon Ratchasima Province; (2) Siew Noi Community, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province; (3) Khao Angkhan Tourism Community, Chaloem Phrakiat District, Buriram Province; (4) Khao Sawai Community, Mueang District, Surin Province; (5) Pak Saeo Weaving Community, Ban Rong Ra, Tum Subdistrict, Prang Ku District, Sisaket Province and (6) Ban Pa-Ao Brass Handicraft Community, Mueang District, Ubon Ratchathani Province.

The data were collected by informal interviews according to the interview guidelines, focus group discussion, participant observation and non-participant observation based on the observational guidelines. The researchers' logbooks and observations were also employed to obtain complete important qualitative data so that the data can be analyzed properly.

5. Data analysis

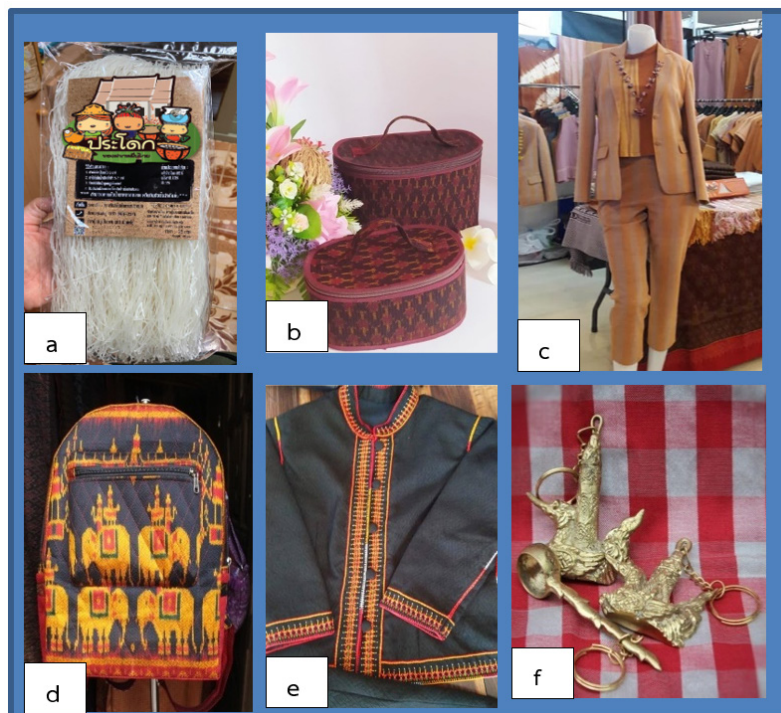
This research focused on data analysis. All types of data obtained from the interviews and the observations were verified for data accuracy. Then the content was analyzed and organized according to the objectives. After that, the data were categorized. The data relationships were analyzed using the theoretical framework in order to explain the development of the marketing strategy for promoting creative community-based tourism with the Southern Isan cultural identity.

Results

The researchers studied the issues related to the research objectives. When

considering each aspect of the marketing mix theory, the details can be summarized as follows.

1. Product: The market conditions of the tourism products in the Southern Isan communities are divided into 2 types: 1) tourism marketing and 2) souvenir marketing. Each area has its own identity. The focus is on responding to the needs of tourists, developing and improving tourism activities and programs. The concept of tourism resource life cycle is applied to produce community souvenirs with the Southern Isan cultural identity in each area as shown in Picture No. 2.



Picture No. 2 The souvenirs of each area with creative community-based tourism based on the Southern Isan cultural identity

- a) Khanom Jeen Pradok, Nakhon Ratchasima, b) Mother and Son bags, Chaiyaphum, c) Akane clothes, Buriram, d) backpack, Surin, e) Pa Saew clothes Sisaket and f) brass keychains, Ubon Ratchathani

2. Price: The prices of tourism products and services are reasonable and good value for money.

3. Place or distribution: There are many channels for the community-based tourism management in the Southern Isan. The marketing channels where tourists access the tourist attractions can be divided as follows.

3.1 Tourism service markets are as follows.

3.1.1 Direct sales (B to C -Business to Customer): The communities distribute and sell their products directly to tourists using certain tools such as the Internet or direct advertising. They also directly control the sales system. The customers have to contact each tourism area and through the community tourism coordinators.

3.1.2 Intermediaries or B to B (Business to Business): The communities distribute and sell their products through intermediaries, both retail and wholesale. For example, tourists can buy the community tour packages through the coordinated travel companies or the government organizations such as Subdistrict Administrative Organizations, Community Development Office, Provincial Tourism and Sports Office.

3.2 Souvenir markets can be divided as follows.

3.2.1 Online marketing: It is the use of new media on online formats to new target groups. Many communication channels are used to communicate directly to customers such as texts, images, audio, videos. Social media channels such as Facebook, Line, Email, Instagram and Website are also used.

3.2.2 Offline marketing: There is no Internet use. It focuses on one-sided communication such as publications, television, radio, advertising signs in front of the shops along the travel route, shops in the department store and sale booths at various festivals in the city area.

4. Promotion: The promotion of tourism services and souvenirs is promoted through the following channels.

4.1 Advertising, including radio, television, magazines and newspapers and community tourism brochures that are published to promote tourism activities and souvenirs through the Facebook Fanpages of the tourism areas, such as Taitun Silk Market Page and Utama Thai Silk Page

4.2 Sales promotion, price deals, sales contests, trade shows and exhibits and Point-of-Sale (POS Display)

4.3 Public relations and publicity such as creating online public relations materials, for example, reviewing tourist attractions in the community on Facebook

4.4 Personal selling such as selling services or products by people in the community to acquaintances or tourists who communicate directly with community leaders or people in the community by offering information about tourism products and services

4.5 Direct marketing such as selling Kanom Jeen Pradok as a souvenir through a storefront, a fresh market or a green market that one-on-one relationship can be built. Customers can respond immediately or interact with the sellers, which is two-way communication



5. Process: The communities have the process to welcome tourists. There is an organization structure allowing the villagers to participate in welcoming tourists. The responsibilities are assigned in the process to make the tourists impressed. The process starts from providing information on tourist attractions, transportation, accommodation, restaurants, and jointly creating tourism activities for tourists to have a good experience and impressions such as fabric dyeing and weaving activities in the community.

6. Physical evidence: There are community tourist attractions with a unique identity, such as Khao Angkhan (a mountain), formed by a volcanic eruption in the Quaternary period, aged about 700,000 years old. It is a good ecotourism attraction. The area around the mountain has fertile deciduous dipterocarp forests. It has been promoted by both the government sector and the private sector. A homestay village, called Ban Charoensuk is operated.

7. People: In each community, there is a tourism enterprise group. For the organizational structure, there is a chairman and members of various departments with clear responsibilities such as reception/hostess, tour guides. It relies on cooperation from community entrepreneurs, guides, villagers in tourism communities as well as personnel of government agencies. These people will provide information and help tourists in various ways by being good hosts.

From the study results, most of the communities want to develop tourism marketing in terms of distribution channels/distribution

locations and marketing promotion in tourism services even they are being operated at present because the communities lack knowledge and experience in organizing such marketing activities.

Conclusion and Discussion

From the study on the development of the marketing strategy for promoting creative community-based tourism with Southern Isan cultural identity, it can be seen that to develop the Southern Isan tourism market, it is necessary to enhance the market potential from the beginning to the end. That is to say, the cycle of the entire tourism system must be considered before tourists arrive, in order to see what in marketing that can build expectations and respond to the perceptions and the needs of tourists. For example, if tourists want to find the information about tourism in the Southern Isan communities, where they can find it? How many ways can the information be accessed? Are all tourists able to access the information? When they arrive, can they access to tourist attractions that are scattered around the area? Are there any tourist attractions in the area that can serve different groups of tourists? These are important things to consider in the development and promotion of tourism marketing. From the researchers' field visits, the things that need to be developed first are place or distribution and promotion because the communities still lack knowledge and experience in carrying out such marketing activities. Therefore, the conclusion, discussion and recommendations of the study are as follows.

1. Place or distribution: Generally, the Southern Isan tourism market focuses on responding to the needs of tourists and developing tourism activities and programs by applying the of tourism resource life cycle, which can be divided into 2 categories: 1) tourism marketing and 2) souvenir marketing. Each area has its identity of place or distribution such as social media channels, including Facebook, Line and Instagram. The studies of Cameron and Fellow (2012) and Miles (2014) revealed that Instagram has the most influence on the willingness to buy goods and services. Therefore, entrepreneurs should pay attention to the details of posting pictures and captioning texts. The posted pictures must not overly retouched. The correctness and the completeness of the information of the pictures must be checked. Contact phone number or LINE application must be clearly provided in order to make it easier for customers to use and order products and services. There is also offline marketing without the use of the Internet, which focuses on one-sided communication such as publications, television, radio, various advertising banners, selling at the shops along the travel routes, department stores or various festivals in the city.

2. Promotion: The communities in the Southern Isan have managed marketing communications through the following approaches: 1) advertising such as community tourism brochures published to promote tourism activities and souvenirs through the Facebook Fanpages of the tourism areas, such as Taitun Silk Market Page; 2) sales promotion, price deals, sales contests, trade shows and exhibits; 3) public relations and publicity such as reviewing tour-

ist attractions in the community on Facebook; 4) personal selling such as selling services or products by people in the community to acquaintances or tourists who communicate directly with community leaders or people in the community; 5) direct marketing such as selling Kanom Jeen Pradok as a souvenir through a storefront, a fresh market or a green market that one-on-one relationship can be built. The community's sales promotion is based on the theories of Wongmontha (2004) and Misiura (2006) and Kotler, Bowen and Maken (2003) which described that it is a community-based process with the aim to allow individuals or groups to receive goods and services that can meet their needs and wants through creation, offering, and exchange. Or it is the system of all business activities that occur in order to plan, price, promote and distribute products which can meet the needs of the target market to achieve the objectives of the organization.

3. Guidelines for the development of the creative tourism marketing strategy can be synthesized in 2 aspects as follows.

3.1 Tourism service market

3.1.1 Public relations:

More public relations information should be provided via Facebook, Line and Instagram. Media for community tourism public relations should be developed. Moreover, a tourism website of the province should be developed to be an important source of information that constantly up to date. The travel media in the form of video tour clips and online community travel brochures should also be prepared and available. The activities in the form of events to promote the community tourism should be organized with the participation of people in



the community.

3.1.2 Co-creation: Tourists should be involved in creating innovative marketing channels by sharing ideas and experiences. So, the hosts will use the obtained information to expand the distribution channels for better products or services that can meet the needs of tourists even more.

3.1.3 Character building: A brand different from others should be created to reflect the true brand identity by presenting the unique characteristics of the community, such as the silk weaving community with the identity of the ancient Khmer community.

3.1.4 Linking with neighboring provinces or countries such as with Laos, Cambodia: This should be done for joint promotion.

3.1.5 Developing a brand that will be a symbol of creative community-based tourism according to the identity of the historical path

3.1.6 New Normal tourism: The tourism can be designed on the country's travel website to reduce travel and congestion to avoid Covid-19.

3.1.7 Facilitating booking accommodation via social media such as Facebook, Line or other applications

3.1.8 Zoning the area so that each tourism area has a unique selling point in each region

3.2 Souvenir market

3.2.1 Silk is made into souvenirs. Silk is processed into souvenirs in various forms for distribution in the tourism areas. The artisans in the community are hired

for producing the products. The silk products are also purchased from the community networks so that they are souvenirs with a variety of styles. The selling price is not very high like selling a piece of silk so that tourists can buy them. This allows the communities to generate more income.

3.2.2 New tourism products should be created to create satisfaction for the niche market group, such as quality tourists.

3.2.3 A collection of products should be created to attract the attention of tourists and connect tourism products to suit each group of tourists.

The development of the marketing strategy for promoting the creative community-based tourism with the Southern Isan cultural identity mentioned above focusing on responding to the needs of tourists and developing marketing activities by applying the concept of the marketing mix will be able to lead to success in sustainable tourism business.

4. Guidelines for the development in the next phase

4.1 It should focus on expanding the quality market together with maintaining the original market as well as using the digital systems to promote tourism so that tourists can access tourist attractions in different areas of the country effectively.

4.2 The image of community-based tourism marketing should be studied and built. Or a brand should be built to increase the channel to recognize the image/news of community-based tourism.



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