

GUIDELINES FOR DEVELOPING THE SERVICE MARKETING MIX OF TALAY BUA DAENG TOUR BOAT GROUP IN UDON THANI PROVINCE

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ABSTRACT

The objective of this study was to examine the present state of the service marketing mix of the Talay Bua Daeng tour boat group in Udon Thani Province, and to propose guidelines for the development of its service marketing. The research included 400 Thai tourists who visited Talay Bua Daeng in Udon Thani Province, selected using a convenience sampling method from six piers in the vicinity of Nong Han, namely Ban Diam, Don Khong, Kon Sai, Chae Lae, Non Nam Yoi, and Chiang Waeo. Data was collected through a questionnaire, and analyzed through mean and standard deviation calculations. The results showed that the Talay Bua Daeng tour boat group in Udon Thani Province had a high overall rating for its marketing mix. Among the various components of the marketing mix, physical characteristics had the highest average score of 4.49, followed by personnel with an average of 4.35, price with an average of 4.20, distribution channel with an average of 4.18, service process with an average of 4.14, product with an average of 3.76, and marketing promotion with an average of 3.46. The guidelines for the development of service marketing for the Talay Bua Daeng tour boat group in Udon Thani Province include offering attractive discounts to encourage the purchase of products and services, creating a variety of community-based products, introducing modern equipment and technology in the services provided, and leveraging social media platforms in different formats for effective public relations.

Keywords: Service marketing mix, Talay Bua Daeng tour boat group, Udon Thani

INTRODUCTION

Tourism plays a significant role in promoting economic growth and income distribution in local communities. In Thailand, the government has prioritized the tourism sector under its "Thailand 4.0" policy. The Tourism Authority of Thailand (TAT) introduced the "Unique Thai Local Experience" initiative in 2018 to enhance income generation through authentic Thai experiences, promoting cross-region tourism and increasing tourist spending. The changing preferences of tourists, who now seek lifestyle activities such as food, sports, and music, have encouraged various tourist attractions to adopt

creative approaches that combine local wisdom with tourism activities to create distinctive experiences. Such initiatives promote tourism products and services through value addition and story creation, while marketing communications, under the campaign "Tourism in Thai way Stylish, profound style," provide a creative perspective on travel experiences. [1] Creative tourism is a new dimension of tourism that promotes the participation of tourists and local communities in tourism activities, allowing them to explore cultural heritage, local knowledge, arts, and other unique aspects of the area. [2] The elements in the marketing mix that the business must keep an eye on in order to please the target audiences. [3] Marketing mix consists of all the things that a company can do to influence the demand for its products. [4]

Udon Thani, located in the northeast region of Thailand, is a major transportation hub for both the Isan region and neighboring countries. It boasts various natural attractions, archaeological sites, and other places of interest. Among them, Talay Bua Daeng, situated in the Kumphawapi District of Udon Thani, is a popular destination. It is situated in Bueng Nong Han, a freshwater lake known for its abundance of fish, birds, and aquatic plants. The lotus flowers, which bloom most heavily between December and February, add to the natural beauty of the lake. Visitors can witness the breathtaking sight of red lotus flowers in full bloom in Nong Han waters, which earned the area the moniker "Red Lotus Sea." The annual Red Lotus Sea Festival takes place at Wat Ban Diam in Chiang Waeo Sub-district, Kumphawapi District, Udon Thani Province. This event provides an opportunity for tourists to experience boating activities and witness the beauty of the Red Lotus Sea and the local way of life in the morning

OBJECTIVE

1. To investigate the present state of the service marketing mix of the Talay Bua Daeng Tour Boat Group in Udon Thani Province.
2. To propose guidelines for the development of service marketing for the Talay Bua Daeng Tour Boat Group in Udon Thani Province.

METHODOLOGY

The study's sample group consisted of 400 Thai tourists who had visited Talay Bua Daeng in Udon Thani Province. The sampling method employed for this research entailed a convenience sampling technique, with a random selection approach conducted at six piers located around Nong Han, specifically Ban Diam Pier, Don Kong Pier, Kon Sai Pier, Chae Lae Pier, Tha Non Nam Yoi, and Tha Chiang Wae. The research tool employed for data collection was a questionnaire. Data were analyzed by computing mean values and standard deviation.

RESULTS

The research findings on the level of service marketing mix of tour boat group Talay Bua Daeng in Udon Thani Province are presented below:

Table 1 shows the opinions of the participants on the service marketing mix in terms of product.

Service marketing mix	$\bar{X}$	S.D.	Level

Product:			
1. Diverse service offerings	3.91	0.71	high
2. Use of modern equipment in services	3.64	0.70	high
3. Well-decorated boats for service	3.84	0.62	high
4. Ensured safety throughout the tour program	3.65	0.70	high
Total	3.76	0.68	high
Price:			
1. Appropriate pricing of services	4.11	0.78	high
2. Set pricing levels for various services	4.16	0.81	high
3. Availability of multiple payment methods	4.16	0.73	high
4. Clear pricing information for services	4.37	0.64	high
Total	4.20	0.60	high
Distribution Channel (Place):			
1. Convenient location for travel	4.20	0.79	high
2. Sufficient parking spaces	4.10	0.83	high
3. Adequate support facilities for service users	4.22	0.81	high
4. Appropriate service timing	4.30	0.77	high
5. Advance tourism promotion	4.09	0.85	high
Total	4.18	0.69	high
Marketing Promotion (Promotion):			
1. Comprehensive service information	3.47	0.86	moderate
2. Documentation recommending community tourist attractions	3.52	0.88	high
3. Advertising and public relations through various media such as leaflets, Facebook, Line, etc.	3.44	0.88	moderate
4. Discounts that incentivize purchasing products/services	3.39	0.94	moderate
Total	3.46	0.79	moderate
Service marketing mix			
	$\bar{X}$	S.D.	Level
Personnel:			
4. Service providers with good personalities and credibility	4.32	0.64	high
5. Service providers who treat all customers equally well	4.34	0.66	high
Total	4.35	0.53	high
Physical:			
1. Beautiful tourist destinations	4.56	0.54	The most
2. Clean and attractive surrounding service areas	4.47	0.61	high
3. Adequate security measures	4.44	0.59	high
Total	4.49	0.50	high
Service Process (Process):			
1. Fast service delivery	4.13	0.67	high
2. Queuing service before and after	4.07	0.71	high
3. Convenient procedures for receiving services	4.25	0.74	high
4. Channels for receiving feedback from service providers	4.11	0.71	high
Total	4.14	0.71	high

Based on the data presented in Table 1, it was determined that the Talay Bua Daeng Tour Boat Group in Udon Thani Province was rated highly in terms of their service marketing mix. Specifically,

the results showed that the group's overall opinion level was at a high level. Further analysis revealed that physical characteristics had the highest average rating, with an average score of 4.49. This was followed by personnel, which had an average score of 4.35, price with an average of 4.20, distribution channel with an average of 4.18, service process with an average of 4.14, products with an average of 3.76, and marketing promotion with an average of 3.46, respectively.

DISCUSSION

The present study examined the service marketing mix of tour boat group Talay Bua Daeng in Udon Thani Province and found that it was at a high level overall. Among the various aspects, the physical aspect was given the highest priority, followed by personnel and price. This finding is in line with the results of a study which investigated the marketing mix factors influencing the consumption behavior of clean food among people in Bangkok and its vicinity. The study revealed that the marketing mix factors in all aspects, including product, price, distribution channels, marketing promotions, personnel, physical, and process, were at a high level. Furthermore, the marketing mix of marketing and physical promotion was significantly associated with clean food consumption behavior at a 0.01 level of significance. [5] [6]

RECOMMENDATIONS

Based on the research results, the following guidelines can be recommended for the development of the marketing potential of the Talay Bua Daeng tour boat group in Udon Thani Province:

- 1) Introduce attractive discounts to encourage more purchases of products/services, which can generate additional income by producing community products that cater to the needs of service users.
- 2) Develop community products that communicate the stories and identity of the local community by utilizing local resources and local wisdom.
- 3) Utilize modern equipment and technology, such as providing wifi signals and taking pictures of tourists, to enhance the quality of services.
- 4) Organize a variety of activities to engage tourists while waiting in line for services.
- 5) Establish effective public relations through various channels such as entrepreneur websites, the Tourism Authority of Thailand, and social media to promote the tour boat group and its services.

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