

# การเพิ่มขีดความสามารถ การจัดการการตลาดดิจิทัล การท่องเที่ยว เชิงวัฒนธรรมอย่างยั่งยืนในชุมชนพื้นที่ภาคตะวันตก

## Capacity Building on Digital Marketing Management for Sustainable Cultural Tourism in Western Provincial Communities

ณฐาพัชร์ วรพงศ์พัชร์<sup>1</sup> และ รุ่งทิวา ชูทอง<sup>2</sup>

Ntapat Worapongpat and Rungtiva Choothong

Corresponding author, E-mail: dr.thiwat@gmail.com

Received : January 4, 2021  
Revised : October 15, 2021  
Accepted : December 3, 2021

### บทคัดย่อ

การวิจัยดังกล่าวมีวัตถุประสงค์เพื่อศึกษาถึงปัญหา จุดแข็งจุดอ่อนและช่องว่างและเรียนรู้จากสิ่งที่ระบบการตลาดดิจิทัลทำงานได้ดีและวิเคราะห์แพลตฟอร์มและเครื่องมือเพื่อสร้างขีดความสามารถของแต่ละบุคคลและองค์กร ในการปรับปรุงการออกแบบการใช้งานและการประเมิน การจัดการการตลาดดิจิทัล ในจังหวัดเพชรบุรีราชบุรี สมุทรสาครสมุทรสงคราม การวิจัยครั้งนี้เป็นวิธีผสมโดยวิธี เชิงปริมาณและเชิงคุณภาพ วิธีการสุ่มตัวอย่างสำหรับเชิง ปริมาณคือการสุ่มอย่างง่ายประมาณ 331 ตัวอย่างและวิธี การเชิงคุณภาพจำนวน 120 ตัวอย่างในการรวบรวมข้อมูล ในการศึกษาคือแบบสอบถามและแบบสัมภาษณ์เชิงลึก ค่า ทางสถิติจะถูกประมวลผลสำหรับสถิติเชิงพรรณนา: ความถี่ ร้อยละค่าเฉลี่ยส่วนเบี่ยงเบนมาตรฐาน

ผลการวิจัยพบว่าการเพิ่มขีดความสามารถในการใช้ Facebook Fanpage สามารถสร้างการรับรู้เพิ่มการใช้งาน โซเชียลมีเดียความสวยงามและความน่าสนใจของสื่อเนื้อหา เว็บไซต์ที่ดีการใช้ QR code บนฉลากผลิตภัณฑ์เพื่อสร้าง

การรับรู้ตามลำดับ ผู้ตอบเห็นด้วยกับเนื้อหาของการสร้าง เพจการรับรู้เหมาะกับแนวทาง

**คำสำคัญ:** การจัดการการตลาดดิจิทัล, การท่องเที่ยวเชิง วัฒนธรรมอย่างยั่งยืน

### Abstract

The research objectives were to identify problems, strengths, weaknesses, and gaps and learn from what is digital marketing system working well and analyze the platforms and tools to build the capacity of individual and organizations to improve the design, implementation and evaluation of digital marketing management in Phetchaburi, Ratchaburi, Samut Sakhon, Samut Songkhram province. This research was the mixed method by quantitative and qualitative methodology. Sampling method for

<sup>1</sup> อาจารย์ ดร.ศุภณีย์ถ่ายทอดองค์ความรู้ เทคโนโลยี นวัตกรรมชุมชน ผู้ประกอบการ การท่องเที่ยว และการบริหารการศึกษา  
Instructor Dr. Center for Knowledge Transfer, Technology, Community Innovation, Entrepreneurship, Tourism and Educational Administration

<sup>2</sup> รองศาสตราจารย์ คณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลรัตนโกสินทร์  
Associate Professor Faculty of Business Administration Rajamangala University of Technology Rattanakosin

quantitative is simple random sampling about 331 samples and qualitative method is about 120. Tool for gathering data in the study is questionnaire and in-depth interview. The statistical values will be processed for descriptive statistic: frequency, percentage, mean, standard deviation.

The results showed that capacity building on using Facebook Fanpage can build awareness, increase usage of social media, beauty, and attractiveness of media, good website content, using QR code on the product label to build awareness respectively. The respondents were agree with the content of the page creation, perception, suitable for approach.

**Keywords:** Digital marketing management, Sustainable cultural tourism

## Introduction

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers (Alexander, 2020). The digital marketing is vital for the business and brand awareness. Different organizations use different terms to describe the market systems approach, depend on their emphasis, scope and strategies (Campbell, 2014). For example, value chain development, making markets work for the poor (M4P), participatory market systems development (PMSD), market facilitation and inclusive market systems development (Ripley, M. and Nippard, D., 2014). The measurement of digital marketing performance can be improved through at least two distinct digital solutions: Web analytics (WA) and social media monitoring (SMM) software. First, WA software can be used to track visitor behavior on a company website via click-stream data. Click-stream data enables firms to track how exposure to a specific digital marketing action on a particular platform contributes to website traffic generation and customer actions, such as a decision to purchase, downloading

a brochure, or abandoning the visit (Wilson, 2010). The measurement of digital marketing performance can be improved through at least two distinct digital solutions: Web analytics (WA) and social media monitoring (SMM) software. First, WA software can be used to track visitor behavior on a company website via click-stream data. Click-stream data enables firms to track how exposure to a specific digital marketing action on a particular platform contributes to website traffic generation and customer actions, such as a decision to purchase, downloading a brochure, or abandoning the visit (Wilson, 2010). The measurement of digital marketing performance can be improved through at least two distinct digital solutions: web analytics (WA) and social media monitoring (SMM) software. WA software can be used to track visitor behavior on a company website via click-stream data. Click-stream data enables firms to track how exposure to a specific digital marketing action on a particular platform contributes to website traffic generation and customer actions, such as a decision to purchase, downloading a brochure, or abandoning the visit (Wilson, 2010). SMM used for mining and listening to customer opinions related to relevant themes, such as the company itself, its products and brands, a specific marketing campaign, competitors, or an industry as a whole (Blanchard, 2011).

Capacity building is a deliberate set of interventions to develop ongoing processes by which individuals, organizations and societies acquire and sustain abilities to perform better, solve problems faster and adapt to change (Rick 2002). Capacity building is contextual. "The way people think, feel, behave and change is very strongly influenced by the culture and context in which they live". In the global context, capacity refers to the ability of individuals and institutions to make and implement decisions and perform functions in an effective, efficient and sustainable manner. At the individual level, capacity building refers to the process of changing attitudes and behaviours imparting knowledge and developing skills while maximizing the benefits of participation, knowledge exchange and

ownership. At the institutional level it focuses on the overall organizational performance and functioning capabilities, as well as the ability of an organization to adapt to change. It aims to develop the institution as a total system, including individuals groups and the organization itself (United Nations Committee of Experts on Public Administration, 2006).

Thailand recognized as one of the countries which have been successful in tourism promotion, based on the statistics of the World Tourism Organization: (WTO). In 2002, Thailand was ranked 17th in the world's top destination. Also, Scandinavian Travel Trade ranked Thailand as the World's Best Tourism country 2004 and won the Grand Travel Award 2004. The Travel & Leisure Magazine ranked Bangkok as the Best Tourism Cities. Moreover, ITB Berlin, the world's largest tourism trade fair, voted Thailand as The Most Popular Destination in ITB 2004. Besides, Asia Pacific Region Spa Research ranked Thailand as The Number One of Spa Destination. Given these factors, tourism in Thailand has developed progressively during the period. As a result, it generated a hundred thousand million Baht in revenue. Furthermore, it positively affects the overall economy as well as create a favorable image and reputation worldwide (Ministry of Tourism and Sports, 2004:2-5).

With Thailand's capacity in tourism, environmental conservation and ecological tourism development were conceptualized, and various types of local activities were developed. These include searches and development for new destinations and promotion of local participation in tourism management such as city tours, sports tourism, cultural tourism, agro-tourism, and medical tourism. However, all types of tourism management should have systematic and effective management. It must focus on community participation, considers the unique characteristics of each area. It is noticeable that this region is full of attractive destinations, but the region cannot sufficiently create demand for communities in Phetchaburi, Ratchaburi, Samut Sakhon, Samut

Songkhram area. These provinces have capacities in terms of valuable tourism resources; therefore, it would be interesting to identify means to attract tourists to the area continually.

In the study done by Afrina Yasmin and others (2015) stated that all elements of digital marketing show positive effect on firm's sales. Online advertising, email marketing, social media, and search engine optimization are highly positively correlated with sales increase.

Asia R. Locket (2018) stated that business leaders of small retail organizations who want to increase revenue, remain competitive, overcome challenges associated with online marketing, and increase communication by implementing new technology might elect to align with the strategies identified in this study. The implications for positive social change include the opportunity for small retail business leaders to increase revenue while providing more job opportunities to benefit employees, employees' families, and the community.

Vassaileva in 2014 stated that three key capacity areas are identified within the marketing leadership framework namely (1) strategic intent; (2) culture / behavior; and (3) business processes. The components comprising each of these areas are defined as well as four types of marketing leadership.

In the article entitled "Influence of digital marketing on brand building" Yurraj and Indumathi in 2018 stated that the digital marketing makes the consumers to remember the eye-catchy caption which blinks on their digital devices starting from their e-mail to their search engines. The study identified that digital channels and assets are used to communicate a brand's positioning as part of a multichannel brand communication or engagement program where the digital marketing can be called as digital branding or digital communication.

Hence, this study aims to analyze the platforms and tools to build the capacity of individual and organizations to improve the design, implementation and evaluation of digital marketing management.

## Objectives

The purpose of this study is :

a) To identify problems, strengths, weaknesses, and gaps and learn from what is digital marketing system working well.

b) To analyze the platforms and tools to build the capacity of individuals and organizations to improve the design, implementation, and evaluation of digital marketing management in Phetchaburi, Ratchaburi, Samut Sakhon, Samut Songkhram province.

## Research methodology

This research was used a qualitative and quantitative approach. The researchers divided the data collection methodology into two parts: literature review and data collection from documentary research, and field data. This study is conducted based on both primary and secondary data sources.

The appropriate data collection methods for qualitative research are suggested by Bryman and Bell (2011) as focus groups, interviews, language analysis and documents as a source of data. Qualitative interviews can be unstructured or semi-structured and aim to give flexibility and a deeper discussion in the subject area (Bryman & Bell, 2011).

## Population and Sample

In this study, the target population should be selected from the government authorities, Sub-district administration Organization (SAO) official, developers, philosophers (keys Person), community leaders, capacity builders, youth leaders with experience in market systems development, the total number is 120.

Thai tourists who have visited Phetchaburi, Ratchaburi, Samut Sakhon, Samut Songkhram province between April to June 2019, the total number is 6,860,304 (Samut Sakhon = 786,698, Phetchaburi = 4,208,356, Ratchaburi = 797,804, Samut Songkhram = 1,067,446 Source from: Office of the Permanent Secretary, Ministry of Tourism and Sports). To provide accuracy and precision of analysis, the sample of 400

was used. Check a questionnaire and separate the complete questionnaire about 331 (82.75%).

## Research Instrument and Construction

In the validation process of this study, copies of the questionnaire and copies of the research question was given to three experts. IOC was used so as to find the content validity. Qualitative research instrument consists of an In-depth. The interview features semi-structured or guided interviews, checklist, and focus group. The topic of the interview includes strengths, weaknesses, problems, obstacles, development guidelines, and network building.

Quantitative approach was used to identify the digital marketing. A survey research involves acquiring about their demographic, attitude, perception by asking questions and tabulating answers. The instrument was structured in the modified Likert fashion, on a 5-point scale, ranking from "strongly agree", through "agree", "disagree" to "strongly disagree". The value of 5 level of Likert's scale was 4.50 – 5.00 strongly agree, 3.50 – 4.49 agree, 2.50 – 3.49 neutral, 1.50 – 2.49 disagree, and 1.00 – 1.49 strongly disagree. It was comprised of 3 parts on follows: Part I : demographic characteristics, Part II: The influence of decision making on marketing mix factors, Part III: The opinion of social media for digital marketing. They were analyzed by descriptive analysis.

The reliability of research, the Cronbach's alpha method has been used. Every construct shows Cronbach' s alpha readings of suitable value above 0.33.

## Findings

The data analysis was conducted under qualitative research. Data are collected with opinion questionnaires' via Google form and In-depth Interviews. Based on the findings of qualitative method, the average ages were 37 years. Most of them were males about 84.3% and were female about 15.7%. 63 percent of those respondents have bachelor's degree that allocates the

highest percentage. Average work experience has been 12 years. The results are as follows:

#### A. SWOT Analysis

##### Strengths

1. Attractive tourist destinations, include holy place, local markets that offers quality products and good price
2. Charming local culture
3. Price matches with product quality
4. The destinations are located near Bangkok, the national capital, and it does not take much travelling time

##### Weaknesses

1. Products, located in these tourism destinations, have just receive manufacturing standards such as FDA Products, located in these tourism destinations, have just receive manufacturing standards such as FDA.
2. Products do not generate enough profit for its distributor.
3. An area is still under development, some of the market ground, and temple is surrounded with an unsightly construction equipment and thus an area is not full ready for service.
4. Lack of proper sales promotion.
5. Lack of public relations campaign through social media with community-leaders such as Facebook Line and Instagram.

##### Opportunities

1. The government is currently promoting domestic tourism; thus, Phetchaburi province has accelerated its development of tourist destinations for welcoming tourists.
2. Natural attractions in the area include trees, mountains, etc.
3. The government is currently promoting domestic tourism and focuses PR activities through social media help consumer's engagement more than other types of content.

4. The social media had popular for the customer to choose the product because they can approach rapidly.

##### Threats

1. There are monkey population in the area; although, the authorities have attempted at controlling them, the monkey behaviors may still lead to danger
2. Many tourist attractions nearby
3. Post photos in social media, there may have error occurred because of the weather condition.

There are a variety of methods to sale the product of community. Respondents from the survey identified direct sales at community, OTOP event, consignment for sales. 72% of respondents of the in-depth interview indicated their community considered capacity building in digital marketing as important or very important.

#### B. The opinions on Digital Marketing Management and cultural tourism through social media and channels

The quantitative method data for the study was collected from the 331 Thai tourist in 4 provinces found that:

1. The 50.7% (168 sampling) of the respondents were female, the total sampling was 331. The majority of the respondents were in 22 – 40 age (75.6%) groups. 80.6% of the respondents had visited Phetchaburi, Ratchaburi, Samut Sakhon, and Samut Songkhram. Their main purpose of the visit was 'rest and relaxation' (77.9%), visiting relatives and friends (13.8%), followed by business and relaxation (8.3%).

2. The results of overall opinions on digital marketing management, cultural tourism through social media (building Facebook Fanpage, Website, Instagram and QR code on product label and usage of public relations) was agree with 4.35. It was found that the evaluated of opinions on digital marketing management is agree with using Facebook Fanpage

to build awareness, increase usage of social media, beauty and attractiveness of media, good website content, using QR code on product label to build awareness respectively.

3 .The marketing mix factors that influence decision making on cultural tourism overall was agree with 3.52. The respondents were agree with credibility and positive image in product, rapid support, price, quality, and variety, online purchase, continued advertisement and public relations respectively.

4. The opinion of social media for digital marketing of respondents found that the highest average is the building and developing a Facebook Fanpage. The respondents were agree with the content of the page creation, perception, suitable for approach. Marketing communication via Facebook Fanpage should be consist with 5 strategies as follows: focuses on consumer content, focus on creating Engagement, different types of content presentation strategies, using influencers or famous people, and enhance knowledge and inspire viewers.

## Discussions

The researcher collected data through in-depth interviews with the management and marketing staff, including the collection of data via Facebook Fanpage; the results of the study are consistent and in line with conventional strategies. Facebook Fanpage marketing communication consists of 5 strategies: 1) consumer-based content 2) engagement) 3) varieties of content 4) endorsements 5) education and inspiration. Facebook Fanpage Marketing Communication Strategies that provide the highest level of consumer engagement is education and inspiration.

The type of content on Facebook Fanpage found that the contents are classified in 6 groups: 1) Product Information 2) Using famous people to support the product (Endorsements, Expert and Celebrity) 3) Provide special activities 4) Education / Inspiration 5) Promotion and 6) Others. The classification of the content type presented on Facebook Fanpage

is consistent with the research of the content type of marketing on Facebook Fan Page and type of marketing communication content that promotes engagement on Facebook Fanpage. The study found that presenting content that consumers are interested and create engagement, including image and video click event, like comment, share, and engagement rate. It corresponds to the article of Facebook Marketing (Conley, 2019) stated that Facebook has 1.56 billion dairy active users and still climbing. So imagine the social influence achievable through Facebook in terms of peer effects, e-commerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other social media platforms). Globally, the average user spends almost an hour per day on Facebook. Considering the average person sleeps eight hours a day, that means about 7% of our waking hours is spent with our eyes glued to the social network.

## Conclusion

Nowadays, digital marketing has become essential part of strategy of many companies even for small business owner. The digital marketing has no boundaries, the companies can use any devices to promote their products and services such as smartphones, tablets, social media (Facebook Fanpage, Instagram, Line), e-mail, YouTube etc. Many communities in Thailand had potential in attractive destinations and local products, but the region cannot sufficiently create a channel for products. Using social media will make it easy, economical, and quick for communities to reach their target customers. Customers can easily find and contact vendors with their various sales channels. In the current situation, customers are more likely to shop via social media, company could create digital marketing so they can be easily and always accessible to meet the immediate needs of their customers. The specific strategies for media to identify the best path for driving up digital marketing performance.

## Recommendation

The study of "Capacity Building on Digital Marketing Management for Sustainable Cultural Tourism in Western Provincial Communities: Phetchaburi, Ratchaburi, Samut area Sakhon, Samut Songkhram recommends the following:

1) Apply information related to form and type of content for increasing marketing effectiveness. For example, creating new content, increasing channels for disseminating information to consumers. It could be any other communication channels, other than Facebook page.

2.) Based on the findings, this researcher recommends that changchui project focuses on present Education and Inspiration content. The aforementioned content helps to promote community participation more than other types of content.

3.) This researcher found that good marketing campaign must consider consumers' need, in business operation, and communication. This is the key of any successful business.

## เอกสารอ้างอิง

Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015) Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. **International Journal of Management Science and Business Administration**. 1(5),69-80.

Alexander, Lucy. (2020). **The Who, What, Why, & How of Digital Marketing**. Retrieved March 20, 2020, from <https://blog.hubspot.com/marketing/what-is-digital-marketing>

Bangkok Design today / Marketing Room, **digital media publication**. Retrieved August 18, 2019, from <http://www.bangkokgraphic.com/digital-media-publication>

Blanchard, O. (2011). **Social media ROI: Managing and measuring social media efforts in your organization**. Boston: Pearson.

Bryman A., Bell E. (2011). **Business Research Methods**. third ed. New York: Oxford University Press.

Campbell, Ruth (2014) **A Framework for Inclusive Market System Development**, LEO brief. USAID;

Ripley, M. and Nippard, D. (2014) **Making Sense of Messiness**, Kathmandu and Durham: SAMARTH;

M4P Operational Guide 2 ed (2014). **The Springfield Centre. Community Development Department**. Ministry of Interior, Thai Tambon OTOP Ban Nong Khao. August 7, 2019, From <http://www.thaitambon.com/otopvillage/141209082312>

## เอกสารอ้างอิง

- Editorial (2012), the Public Post, Pha Khao Ma, **the Multi-Color Loincloth**. Retrieved August 7, 2019, from <https://www.publicpostonline.net/4487>.
- James, Rick (2002), People and Change, Exploring Capacity-Building in NGOs, INTRAC NGO Management and Policy Series No. 15.
- Locket, Asia R. (2018). **Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses**. Retrieved March 20, 2020, from <https://scholarworks.waldenu.edu/dissertations>
- Conley, Megan. (2019). **Facebook Marketing**. Retrieved March 25, 2020, from <https://www.hubspot.com/facebook-marketing>
- Souvenir, Packaging Development Retrieved August 18, 2020, from <https://souvenirbuu.wordpress.com/development/packaging> Thailand Tour Info, Thai-tour, Kanchanaburi. Retrieved August 7, 2019, from <https://www.thaitour.com/history/tour.com/history/Kanchanaburi>
- United Nations Committee of Experts on Public Administration (2006). **“Definition of basic concepts and terminologies in governance and public administration” United Nations Economic and Social Council**. Retrieved March 8, 2020, from Council.<http://bit.ly/2cclKYD>
- Vassileva, Bistra (2014) **Marketing Education: Building Capacity beyond Competencies**. Retrieved March 8, 2020, from [https://www.researchgate.net/publication/269630883\\_Marketing\\_Education\\_Building\\_Capacity\\_beyond\\_Compencies](https://www.researchgate.net/publication/269630883_Marketing_Education_Building_Capacity_beyond_Compencies)
- Wilson, R. D. (2010). Using clickstream data to enhance business-to-business web site performance. **Journal of Business & Industrial Marketing**, 25(3), 177-187.