



ร่วมมือระหว่างบุคคล ชุมชน และองค์กร ในเขตพื้นที่ เพื่อร่วมกันวางแผนดำเนินการทางการท่องเที่ยว และ E = Empathy เป็นเรื่องของการที่ผู้ให้บริการด้านการท่องเที่ยวโดยเฉพาะการท่องเที่ยวลุ่มแม่น้ำปากพนัง จะต้องมีการตระหนักถึงการเอาใจใส่ การทำความเข้าใจ การให้ความสนใจต่อกลุ่มนักท่องเที่ยวที่เลือกมาท่องเที่ยวในพื้นที่ลุ่มแม่น้ำปากพนัง จังหวัดนครศรีธรรมราช

## Abstract

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The objective of this research were: To study the behavior and needs of tourists, to determine the segmentation and positioning of tourism products and to propose a marketing strategy to promote tourism in the Pak Phanang river basin in Pak Phanang district, Nakhon Sri Thammarat. This research is a mixed mode research. Qualitative research study was based on relevant documents and interviews of key experts from public policy administration, government sector, private Tourism business sector, local community, tour operators and tourists. Questionnaires on quantitative research were distributed to Thai and foreign tourists. Data's were collected from 400 people. Data analysis uses content analysis, mean and standard deviation. It is synthesized to provide a paradigm for creating a marketing strategy that is tailored to the competitive landscape of tourism.

The research found that tourists sample indicate the purpose for travelling to the area of Pak Phanang, Nakhon Sri Thammarat is for leisure and tourism. The factors that influence travelling are the variety and taste of local cuisine. Friends influence traveling to Pak phanang District and the majority of tourist travel with family. Tourist travel on their own using private cars and most of them do not stay overnight. The tourist obtain the source of travel information of Pak Phanang from friends and relatives. The tourist sample had opinion that the tourism image of Pak Phanang district of Nakhon Sri Thammarat has unique attractions, activities and ways of life along the river basin for tourism are interesting at the highest level ( $\bar{X}$  = 4.23, S.D. = 0.75). The level of needs for participating in tourism activities of Pak Phanang district, Nakhon Si Thammarat Province shows that sightseeing for the initiatives of Royal Project of King Rama IX such as; Pak Phanang Royal Residential Hall, Uthokwiphat Prasit Watergate, Pak Phanang River Basin Development project, etc is at the highest level ( $\bar{X}$  =4.26, S.D.= 0.88).

Segmentation and target group are determined by types of tourism, types of cuisine corresponding to old age and retirement group. The initiative of King Rama V & IX aligned with students, occupational group and the way of belief is consistent with the retirement age group and occupational group.

Marketing strategies to promote tourism in the Pak Phanang River Basin in Pak Phanang District, Nakhon Sri Thammarat is based on the paradigm known as "VENICE" 1) V = Value is focused on reinforcing local selling points of the Pak Phanang River Basin. It is the value of the experience gained from travel experiences (Value for Experience). 2) E =

Ecotourism is the focus of ecotourism and nature tourism. 3) N = Niche Market is a marketing niche that has potential to grow in the future. 4) I = Integrating Marketing Communication (IMC). It is the use of various marketing communication tools suitable for tourism. 5) C = Collaboration between people, communities and organizations in the area to jointly plan tourism. 6) E = Empathy is a matter by which travel providers, particularly the Pak Phanang River Delta, give more attention and let tourist understand why they choose to travel in the Pak Phanang River Basin of Nakhon Sri Thammarat.