

MARKETING STRATEGY OF THA POM KLONG SONG NAM AS A NATURE TOURIST ATTRACTION IN KRABI THAILAND

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ABSTRACT

Every country must have a tourist attraction, such as nature tourism, education, history, religion, culinary tours, and many more. Tha Pom Klong Song Nam is a nature tourist attraction located at Krabi Province, Thailand. This tourist spot offers a very beautiful view of the bottom of the canal, very clear turquoise water, lush trees, and a diversity of flora and fauna that are its main attractions. However, this tourist attraction has a weakness that can become a threat in the future. These weaknesses are the lack of tourist visits and also lack of promotion. This study tries to answer why a marketing strategy is needed, what marketing strategy is right for Tha Pom Klong Song Nam's nature tourism object and what potential it has. The research method used is the descriptive qualitative method. While the data collection techniques used were observation, interviews, and document study. The collected data were then analyzed using the SWOT technique. The results showed that the Tha Pom Klong Song Nam tourist attraction has been well managed. However, there are still few tourists who visit because of the lack of promotion. So it can be concluded that a marketing strategy is needed for this tourist attraction. The marketing strategy that can be developed is by utilizing information technology and collaborating with several parties such as the media, academics, organization, and the government in marketing this tourist attraction.

Keywords : Tha Pom Klong Song Nam, marketing, nature tourism.