

## CHAPTER V

### CLOSING

#### A. Conclusion

Based on the results of the research and discussion above, it can be concluded that a marketing strategy is needed. This is because, at the time of observation, the condition of the Tha Pom Klong Song Nam tourist attraction was still lacking in tourists. The natural beauty of this tourist object is very interesting and does not always exist in various places, so it is quite unfortunate if not many tourists come to enjoy it. The marketing strategy for this tourism object is expected to boost the number of domestic and international tourists visiting. This can also increase the country's foreign exchange and the economy of the people around the tourism object Tha Pom Klong Song Nam and the parties who are also working together.

The manager can carry out a marketing or promotional strategy in various ways. A fairly effective way of marketing today is to use internet technology through digital promotion. Managers can create an official website that contains information about this Tha Pom Klong Song Nam tourist attraction. This information can be in the form of a brief history, address, days and hours of operation, ticket prices and other important matters. This official website, it will certainly make it easier for tourists who want to find information via the internet. In addition, creating an Instagram or Youtube social media account is also a marketing technique. Uploading photos and videos with attractive quality will certainly increase

the curiosity of tourists about this tourist attraction. Or you can also work with influencers such as YouTubers or other content creators to create content about Tha Pom Klong Song Nam's tourist attraction and introduce it to followers on their social media. The number of followers that influencers have, of course, the more people know about this tourist attraction. However, it is hoped that the information disseminated on the internet does not only use Thai but also uses English or other languages so that it can be understood by everyone.

The existence of a travel agent can be a symbiotic mutualism between the travel agent and the tourism object managers. Collaborating with travel agents to recommend Tha Pom Klong Song Nam as a tourist attraction worth visiting tourists when visiting Krabi Province is also an effective way of marketing. Travel agents can make tour packages containing tourist objects in Krabi Province, including Tha Pom Klong Song Nam. This has certainly become a mutually beneficial marketing strategy for both parties. Not only that, but tourists will also be helped by the recommendations given by the travel agents they use.

Collaboration with academics such as schools or colleges can also be done. The school can make Tha Pom Klong Song Nam as a study tour destination for its students. Students and researchers can also make this place as a research material. Besides being able to enjoy the natural beauty, of course, it will add insight into why this canal has 2 flavors of water, as well as the presence of calcium carbonate content which causes the water in this canal to be very clear and also the diversity of flora and

fauna that live in this place. Because education can not only be obtained at school, even at tourist attractions it can also add insight.

Having the media work together can also be a marketing strategy. The media can be in the form of television, radio, print, or other media. One way to do this is by showing advertisements about this tourist attraction on television and radio. The role of this media is quite effective. Almost everyone has a television, even in vehicles such as cars there is also radio media. Therefore, the delivery of information can easily be accepted by many people. Currently, print media such as newspapers or magazines are rarely enjoyed due to technological advances so that anything can be done using the internet. However, there are still some people who are more comfortable reading in print media, so that advertising or publishing articles about tourist objects can also be done.

In addition, managers can also put billboards that are placed in strategic places so that many people can see them. Billboards can be printed in large sizes. The contents listed on this billboard include interesting photos, location, ticket prices, operating hours, and available facilities or other informative things. Printing a brochure containing the same information as on billboards can also make it easier for managers to market this tourist attraction. The reason is, with the existence of brochures, tourists can bring these brochures and maybe they can be given to their family or relatives so that they can easily spread information about this Tha Pom Klong Song Nam tourist attraction.

The government also has an important role. Building a supporting tourism infrastructure such as providing public transportation that can be used to get to this tourist attraction, given the lack of available public transportation. This infrastructure development aims to improve accessibility for tourists. The next step is to support all forms of development of the Tha Pom Klong Song Nam tourist attraction. The government can support by helping to finance the necessary needs. Holding a tourism exhibition or Tourism Fair within the scope of Asia or more broadly can also be done to introduce tourism owned by the Thai state to other countries. In this activity, the government can introduce tourist objects in Thailand, especially Krabi province, one of that is Tha Pom Klong Song Nam. With the intervention from the government, it is hoped that it will further increase tourist visits, both local and foreign tourists.

Tha Pom Klong Song Nam has quite interesting potential. Natural beauty is the main attraction. The crystal clear turquoise water of the canal allows us to swim and see directly the riverbed. The shady trees that grow around the river and the wooden bridges that are built around the river area are also some of its attractions. But apart from that, there are other potentials, such as the diversity of flora and fauna that can be an attraction for educational tourism. This can be developed so that Tha Pom Klong Song Nam is better known not only as a natural tourist attraction but also as an educational tourism object. Managers can create new tourist

attractions with educational themes, for example by providing signs containing an explanation of the rare flora and fauna found in this place.

## **B. Suggestion**

The marketing of Tha Pom Klong Song Nam natural attractions is expected to increase interest and the number of visits from local and foreign tourists. Achieving this goal, of course, requires a strategy and cooperation between various parties.

Suggestions that the author can provide based on the results of the above research include:

### 1. The Management

- a) Take advantage of technological advances to promote the Tha Pom Klong Song Nam tourist attraction so that promotional activities can be maximized and effective.
- b) Collaborating with influencers to create content about the Tha Pom Klong Song Nam tourist attraction that can attract tourists.
- c) Cooperating with Travel Agents to include and make Tha Pom Klong Song Nam as a nature tourist destination in Krabi, Thailand.
- d) Increase cooperation with academics. As well as supporting academic activities carried out at this tourist attraction.
- e) Marketing tourism objects in cooperation between media parties, such as television, radio and print media.
- f) It would be nice if the manager cooperates with the local government to pay attention to tourism infrastructure and promotional activities for tourist objects.

- g) Increase cooperation between communities, involve the community in tourism activities at the Tha Pom Klong Song Nam tourist attraction and maintain good relations between the community and managers.
- h) Adding new attractions or facilities as attractions that can be enjoyed by visitors.

## 2. Community

- a) Support all tourism activities held.
- b) Maintain cleanliness around tourist attractions in order to provide comfort for tourists.
- c) Participating in helping to promote the Tha Pom Klong Song Nam tourist attraction.

## 3. Tourist

- a) It is hoped that visiting tourists can participate in preserving and protecting this tourist attraction by obeying the existing regulations by not destroying the facilities provided, littering and others.
- b) Contribution of tourists in participating to promote Tha Pom Klong Song Nam is also very helpful to be better known by many people so that the number of tourists visiting can increase.