

CHAPTER I

INTRODUCTION

A. Background

Every country must have tourism as its own attraction. Apart from being a tourist attraction, tourism also plays an important role in improving a country's economy. Apart from being a source of foreign exchange, tourism also helps improve the economy of the local community. Objects and attractions are important elements in tourism activities. There are various types of attractions, such as nature tourism, education, history, religion, culinary tours, and many more. A tourist attraction must have its own potential that can be developed and promoted. Tourism potential is all objects (natural, cultural, artificial) that require handling in order to provide attractive value to tourists. The creativity and enthusiasm of the community are able to add value to the attractiveness and competitiveness of tourism (Syamsu, 2018:71).

Thailand is a mosaic of diversity and culture. A country with a population of over 60. 000.000, the Thai sense of identity is allied with Buddhism and the Monarchy. It is a country proud of its independence, rich heritage, and tradition, but it has also adapted and embraced the rapid change brought about by globalization (Nurdiansyah, 2018:27). Thailand is a country in Southeast Asia bordering Malaysia and the Gulf of Siam to the south, Myanmar and the Andaman Sea to the west and Laos and Cambodia to the east. Thailand is the 50th largest country in the world and the 22nd most populous country in the world. Thailand itself has around 76

provinces, each of which is divided into districts then sub-districts to villages. Bangkok is the capital of Thailand. This city is a destination for many local and foreign tourists because there are so many tourist attractions that can be enjoyed, ranging from temples (wat), historical relics, palaces, shopping places, culinary tours, and much more. There are several famous tourist attractions in Bangkok that must be visited, such as Wat Arun, Wat Phra Kaew, Wat Traimit, The Grand Palace, Chatuchak Market, Asiatique The Riverfront, Khaosan Road, and many more.

Apart from Bangkok, Krabi province is also a choice for tourists. Krabi is a province that is about 814 km from Bangkok. Located in an area of approximately 4,708 km², the western border of Krabi is the Andaman Sea, its northern boundary is Surat Thani and Phang Nga Province, to the east is Nakhon Si Thammarat and Trang Provinces. The origins of the name Krabi are two legends that coexist. The first said that the villagers presented the governor with a large ancient sword ('Krabi' in Thai) that was unearthed by chance. They also did the same when a smaller sword was discovered later. The governor considered this second sword sacred and magical, and since the construction of the province was still ongoing, he placed it crossed over each other in a cave called Khao Khanab Nam. This is the origin of the coat of arms of the province of Krabi: two ancient swords crossed in front of the Indian Ocean and Mount Phanom Bencha, with an elevation of 1,397 meters above sea level, which is the highest mountain in the province. According to the second legend, Krabi comes from the name of the local tree Lumphi. Malay and Chinese traders

mispronounced it as Ka-lu-bi or Kho-lo-bi, which eventually changed the name to Krabi (<https://asianitinerary.com/history-of-krabi-town/>).

According to Krabi province is a top tourist destination as a result of its plentiful natural attractions (Tourism Authority of Thailand, 2016). Moreover, Krabi is a southern province on Thailand's Andaman seaboard with perhaps the country's oldest history of continued settlement. The small province located approximately 814 kilometers from Bangkok and was founded in 1872. The province includes archeological, historical and religious sites, ethnic and lifestyles, folk wisdom, and handicrafts and is accepted cultural significance concept which helps in estimating the value of places.

Krabi Province is a province known for its many natural attractions and it never fails to impress tourists. Krabi is the gateway to an ideal tourist destination offering natural attractions including white sandy beaches, coral exploration of the sea, a number of islands large and small, jungle with caves and waterfalls (<https://www.yuktravel.com>). Krabi is famous as a hidden paradise. This is because Krabi has many beautiful natural attractions, such as islands, beaches, hills, bay caves, canals, national parks, and many more. Apart from natural attractions, Krabi province also has other interesting tourist destinations, from temples, night markets, museums, tourist villages and others. There are several famous tourist objects in Krabi including Ao Nang Beach, Phi-Phi Island, Ko Phi Phi Don, Ko Lanta, Mu Ko Lanta National Park, Koh Jum, Khiriwong, Sai Thai, Wat Tham Sua and many more.

In addition, Krabi also has quite interesting nature attractions, namely Tha Pom Klong Song Nam. This tourist attraction is located at Moo 2, Baan Nongjit, Krabi Province, Thailand. This tourist attraction is a canal or river with a beautiful view under the canal. This canal has water that is turquoise and very clear, crystal clear. Many mangrove trees that grow along the canals make the atmosphere in this place very cool. We can also find a diversity of flora and fauna at the Tha Pom Klong Song Nam tourist attraction.

This tourist attraction is located approximately 34 kilometers from the center of Krabi Province. Tourists can visit this place by renting a vehicle such as a motorbike or a car. The lack of available public transportation is one of the obstacles to the interest of tourist visits. However, the management has provided quite complete facilities at this tourist attraction, including a large parking area, toilets, information center, food court, gazebo, trash cans, wi-fi network, and many more. In addition, accommodation aspects such as lodging are also available and its location is not far from this tourist attraction itself.

Based on the results of observations, the management of the Tha Pom Klong Song Nam tourist attraction is quite good. However, the number of tourists visiting is still small, so the marketing or promotion strategy must be further improved in order to attract tourists to visit. Marketing this tourist attraction can be done in various ways, one of which is by utilizing existing technology such as the internet and social media. It is considered effective because it can be easily accessed by everyone.

There is cooperation between several parties such as organizations, academics, media, and also the government. With this marketing strategy, it is hoped that the Tha Pom Klong Song Nam tourist attraction will be better known by local and foreign tourists to become a nature tourist destination in Krabi Province.

B. Problem Formulation

The formulation of the problem of this research is as follows:

1. Why is a marketing strategy needed for this tourist attraction?
2. What is the right marketing strategy for Tha Pom Klong Song Nam's nature attraction?
3. What potential does Tha Pom Klong Song Nam have?

C. Research Purposes

The objectives to be achieved in this study are as follows:

1. To explain why a marketing strategy is needed for this Tha Pom Klong Song Nam tourist attraction.
2. To explain what is the right marketing strategy for nature attractions Tha Pom Klong Song Nam.
3. To find out the potential of the Tha Pom Klong Song Nam tourist attraction in Krabi, Thailand.

D. Research Benefits

This research is expected to have both academic and practical uses.

The benefits to be achieved from this research are as follows:

1. For writers, it can add knowledge and experience, knowing what the potential is and how marketing strategies can be carried out on a tourist

attraction. In addition, this research is one of the requirements for graduation from the Undergraduate level (S1) in Tourism at STIPRAM Yogyakarta.

2. For the management, as a reference in marketing Tha Pom Klong Song Nam nature tourism object, so that it is better known by many local and foreign tourists.
3. For readers, as information about what is Tha Pom Klong Song Nam and what are the potentials in this tourist attraction and how the marketing strategy is.

E. Research Scope

Tha Pom Klong Song Nam is a nature tourist attraction located at Krabi Province, Thailand. This nature tourist attraction is a canal with views of very clear water and trees on the edge of a lush canal. The diversity of flora and fauna can also be found in this place.

Because the problem is too broad, in this study the authors limit the research to one or more focuses, namely:

1. Marketing strategy of Tha Pom Klong Song Nam as a nature tourist attraction in Krabi, Thailand.
2. The research was conducted in the nature tourism area of Tha Pom Klong Song Nam as a potential attraction and marketing strategy that will be developed.

F. Linearity of Research Themes

In preparing this Scientific Article, the author takes the theme of a destination being linear with the Domestic Case Study Scientific Journal

entitled "Vredeburg Fort Museum as an Educational Tourism Destination in the City of Yogyakarta" and the Foreign Case Study Scientific Journal entitled "The Enchantment of the Beauty of Wat Arun as a Tourist Place in Bangkok Thailand". In writing this Scientific Article, the author takes the title "Marketing Strategy of Tha Pom Klong Song Nam as a Nature Tourism Attraction in Krabi Thailand". This research focuses on the marketing strategy of Tha Pom Klong Song Nam as a nature tourist attraction in order to increase tourist visits, both local and foreign tourists.

G. Systematics of Writing

To make it easier to see and know the discussion in this Scientific Article as a whole, it is necessary to put forward systematics which is the framework and guidelines for the thesis. The writing systematics are as follows:

1. The Beginning of Thesis

The initial section contains the front page, the title page, the approval page, the endorsement page, the scientific article authenticity page, the motto, and offerings page, the foreword page, the table of contents page, the list of pictures and tables, the table of contents page and the abstract.

2. Main Part of Thesis

The Main Section is divided into chapters and subchapters in the following ways:

CHAPTER I

INTRODUCTION

This chapter consists of background, problem formulation, research purposes, research benefits, research scope, linearity of research themes and writing systematics.

CHAPTER II

LITERATURE AND THEORETICAL REVIEWS

This chapter consists of a literature review and theoretical study.

CHAPTER III

METHODOLOGY AND DATA

In this chapter, the writer suggests the research method used by the author. To be systematic, the methodology and data chapters include:

A. Methodology

1. Research Method
2. Research Materials

B. Data

1. Research Location and Time
2. Population and Sampling
3. Data Collection Techniques
4. Data Processing Techniques
5. Data Analysis Techniques (SWOT)
6. Frame of Mind

CHAPTER IV

RESULTS AND DISCUSSIONS

This chapter consists of an overview of the research results and analysis. Both from qualitative, quantitative, and statistical, as well as discussion of research results. In order to be well organized are classified into:

A. Results

B. Discussions

CHAPTER V

CLOSING

This chapter contains conclusions and suggestions from all the research that has been done. Conclusions can be found on the problems that exist in the research as well as the results of the completion of the research which is objective analysis. Meanwhile, the suggestions contain solutions to overcome existing problems and weaknesses. This suggestion cannot be separated from the scope of the research.

3. End of Thesis

The final part of this thesis contains a references and attachments.