

BEACH DEVELOPMENT FOR TOURISM IN CHONBURI PROVINCE

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ABSTRACT

The objectives of this research were 1) to study the level of beach development for tourism in Chonburi Province. 2) to study factors affecting beach development for tourism in Chonburi Province. A questionnaire was used to collect data from 400 representatives of households living in the coastal areas of Chonburi province. Statistics were used to analyze the data, including frequency, percentage, mean, standard deviation, and multiple regression analysis. The results of the research revealed that the development of beaches for tourism in Chonburi province as a whole and each aspect were at a high level in terms of cleanliness, safety, availability of public utilities, and traffic flow. 2) Policy factors of the agency, the public sector, marketing strategy, and public participation influence beach development for tourism in Chonburi province at 64.1%.

Keywords: Beach development, tourism

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INTRODUCTION

Thailand's tourism industry is now considered to play an important role in the economy of Thailand. Over 100 billion foreign currencies can be generated each year. This is a very high income compared to other industries, such as textiles and agricultural products. The industry has affected the overall economy of Thailand. Resulting in employment and income distribution to the tourism business sector and related industries. Resulting in bringing prosperity to the region in various fields. In terms of improvement and development of tourist attractions Build utilities and various facilities to support tourists and people in Thailand's tourism industry. It is an important industry in many countries and has been growing regularly and continuously, with the latter having been managed more systematically and developing into a large industry. As a result of rapid advancements in technology, transportation, and telecommunication, including the dissemination of tourist attraction information and the convenience of travel. (Tourism Authority of Thailand, 2022)

In addition, the tourism industry can create value for other industries. Many more, such as hotels, accommodations, restaurants, souvenir shops, and local products, cause investment, employment, and income distribution for the locals, making them play an important role in the economy of Thailand. (Tourism Authority of Thailand, 2022). The tourism industry is a highly expanding industry that plays a very important role in the economy and society of Thailand. It is an important source of income, bringing foreign currency, creating jobs, and distributing prosperity to the region. In addition, tourism also plays an important role in the development of transportation infrastructure, including trade and investment. When Thailand faces an economic crisis, tourism plays an important role in generating income for the country. It can help the economy recover faster than other manufacturing and service sectors. However, the tourism industry tends to be more competitive. It changes rapidly and is susceptible to negative factors both inside and outside Thailand that are inevitable to the point that it may become a situation, and the impact of change poses a challenge to Thailand's tourism. (National Tourism Policy Committee, 2022).

In 2022, Thailand still faced an epidemic of the COVID-19 virus, but not as severe as the past year. Because the strains found do not have severe symptoms and do not spread widely. In addition, the number of people receiving booster vaccinations has increased. Combined with better adaptation and coping with COVID-19, the anxiety of the Thai people has been alleviated, and they now dare to travel. It can be seen from the Songkran holiday that Thai people travel throughout the country in all regions. Although still under social distancing measures and in the middle of 2022, the spread of the COVID-19 virus around the world tends to decrease. Along with preparing to declare COVID-19 an endemic disease, many countries, including Thailand, announced its unlocking. And relax various measures according to the conditions of each country. Along with accepting tourists to enter the country unconditionally Causing people to plan a large number of travel trips. The atmosphere of travel began to come back to life again. And see the signs of tourism recovery in 2022 more clearly with supporting factors. The spread of the COVID-19 virus has decreased, including during long holidays. Special holidays occur during many periods. Combined with measures to promote and stimulate the economy through the project. "We travel together, Phase 4 expansion," which extends the rights to use continuously until October and the second half of the project. Based on the aforementioned factors, it is an important incentive for Thai people to travel and spend more on domestic tourism. (Tourism Authority of Thailand, 2022)

Although the overall picture of the tourism situation in the country in 2022 has a better trend, it has not returned to normal as before the COVID-19 crisis due to factors, obstacles, and challenges that prevent domestic tourism from moving forward fully, including 1) economic problems in the country that have just recovered. as well as rising inflation and household debt, 2) the volatility of oil prices, and 3) the desire of Thai people to travel abroad. Therefore, the

situation in 2022 saw the number of Thai visitors reach 151.45 million, a recovery of 88% compared to 2019, and a tourism income of 641,554 million baht, a recovery of 59% compared to the year 2019. (Tourism Authority of Thailand, 2022)

Chonburi Province has been a famous eastern seaside tourism province for a long time. There is also a residential community dating back to the Dvaravati period. become a source of civilization and prosperity in many areas, especially tourism, tradition, community life, and international industry for the general public. Chonburi may be known as a seaside resort town close to Bangkok. Especially Bangsaen and Pattaya beaches, which are popular with both Thai and foreign tourists. Everyone traveled to experience the beauty of this charming eastern seaside. Millions of people every year. The fact that Chonburi is located next to the sea and has a coastline stretching for 160 kilometers, resulting in a cool climate all year round, Summer is not so hot. Winter is not very dry. Because there is still a lot of rain under the influence of the southwest monsoon wind. especially in the inner areas of the province, which have mountainous terrain and undulating plains alternately. There is often more rain on the coast. In the past, the seaside area of Chonburi has been recognized as having very good weather. until it can be used as a sanatorium for patients and the royal resort. Including many high-ranking royals in the Chakri dynasty. As shown in the beautiful royal palace of King Chulalongkorn, Rama V, on Koh Si Chang. And has become one of the most popular tourist attractions that cannot be denied. Location advantage on the coastline where waves and winds are not strong all year round Chonburi has been an important port city since ancient times. There are Chinese people sailing large junks to trade. and a large number of immigrants and settlers As it turns out, there are still Chinese descendants to continue living. and working in a career in Chonburi even today. There is a record of sailors in the past saying that Koh Si Chang is where Chinese junk ships usually park their boats before entering the mouth of the Chao Phraya River or before leaving for the ocean. Until today, there were also cargo ships. and large marine ships always come and float in the area; it never changes. The location is suitable for maritime trade. As a result, Chonburi is now planned to be a major industrial city. and trade of the east Laem Chabang Port is an important commercial port in Thailand. Second only to the port of Bangkok. There are also many industrial factories, such as oil refineries, car assembly plants, sugar factories, cassava pellet and pellet factories, electronics parts factories, etc., as well as the tourism industry, which is growing steadily. Because Chonburi has a tourist attraction and a variety of activities both in nature and life, ancient temples Exciting community lifestyles, exquisite handicrafts, a modern entertainment venue, and a variety of adventurous activities Be it horseback riding, diving, sailing, paragliding, etc., all of which contribute to the attractiveness of Muang Chon in all dimensions. (Chonburi Province, 2023)

The advantage of Chonburi Province, which is located next to the sea, is that there are many tourist attractions. Especially beach tourism in Mueang Chonburi District, Bang Lamung District, Sattahip District, Ko Si Chang District, Sri Racha District, and Pattaya Special Administrative Region, where relevant government agencies have realized and given importance to beach degradation problems, coastal erosion of the sea Therefore, there are plans to develop the beach as a tourist destination with beautiful landscapes, clean infrastructure, traffic flow, and safety. The development of such beaches for tourism requires the leadership of executives involved in tourism, the promotion of government agencies' policies, the formulation of marketing strategies, and public participation. The goal is to develop the beach for tourism. Therefore, the researcher is interested in studying "Beach Development for Tourism in Chonburi Province" to use the information obtained from the study as a guideline for setting policies for developing beaches for tourism in Chonburi Province for maximum efficiency and effectiveness.

LITERATURE REVIEWS

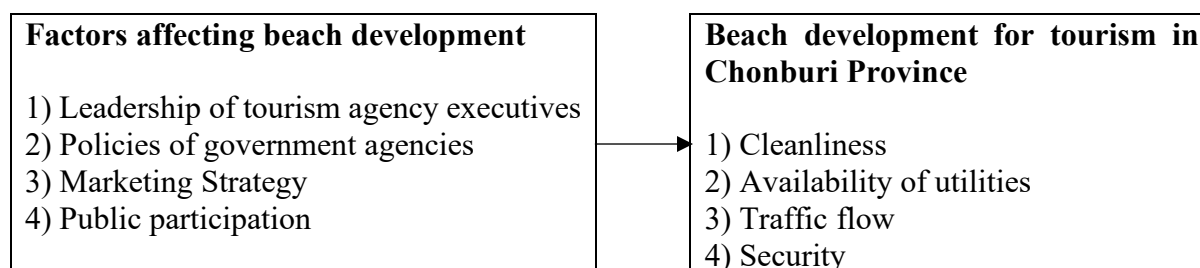
Concepts and theories about beach development for tourism

Manat Suwan (2018, p. 128) Development of tourist attractions for success There are important things that must be evaluated for development decisions, including The tourist's desires, the tourist's ability to use the services, the ease of travel, the accessibility and affordability of an area, including physical society and ecological tolerability, are in line with Nikhom Jarumanee's (2019, p. 68) saying that the development of a tourist attraction means "to create or develop a tourist attraction that is an uninteresting area to be a source of important tourism that can attract tourists. Important points must be taken into account in terms of the natural environment, either in physical or regional terms. location or the reputation of the place that spreads to the outside world. Ease of travel and the accessibility and acceptability of the area. The reputation of the place spread to the outside world.

The Department of Tourism (2021) has classified the components of beach development for tourism as follows: 1) Cleanliness means that beach attractions are kept clean. well done Waste and solid waste are managed systematically. The park on the beach is clean and tidy, and the establishments' food and beverage outlets are clean. 2) The availability of public utilities means that beach destinations have effective communication systems. Arrangement of public toilets that are sufficient for tourists Adequate public transportation management and electrical system arrangement Bring efficient waterworks to cover the beach area. 3) Traffic flow means tourist attractions have traffic management systems to access beach attractions. Arrangement of staff to facilitate parking in the beach area Arrangement of traffic routes that can be accessed in many ways. And the arrangement of traffic police officers to serve the traffic of tourists 4) Safety means that the beach tourist area has a tourist service center to help and give advice to tourists. having an emergency medical facility to serve tourists having security officers to serve tourists and having tourist police officers to look after tourists' safety. The successful development of beaches for tourism is due to the following factors: 1) Leadership of tourism agency executives means characteristics of tourism agency executives 2) Government policy means guidelines for promotion and development. 3) Marketing strategy means the strategy of beach tourism presented to tourists who visit and 4) Public participation means the collective behavior of groups of people in activities. both directly and indirectly in a way that jointly thinks together, decides together, and takes action to carry out activities. Participate in monitoring, evaluation, and co-benefits in order to focus on the goals or objectives of oneself or society. Acts through groups or organizations are voluntary, not forced (Marijem and Jelle, 2020).

According to the literature review, the following research hypothesis can be formulated:

H1 leadership factors of tourism agencies executives, government agencies policies, marketing strategies, and public participation affect beach development for tourism in chonburi province. From the literature review, the conceptual framework can be drawn as shown in Figure 1.



RESEARCH METHODOLOGY

The population in this study was Representative of 928,319 households living in the beach area of Chonburi Province (Department of Provincial Administration, 2022) and a sample of 400 people was obtained from the formula for calculating a sample of Yamane (Taro Yamane, 1973). The reliability was obtained at the 95% level with the stratified sampling.

The research tool was a questionnaire consisting of Part 1: Respondents' personal factors included gender, age, level of education, income, and occupation. The questionnaires are selective questions. Part 2: Factors affecting beach development for tourism. The nature of the questionnaire is Likert Scale with 5 scoring criteria, namely, the highest equals 5 points, the high equals 4 points, the medium equals 4 points, the least equals 2 points and the least equals 1 point. Part 3: Development of Beaches for Tourism in Chonburi Province. The questionnaire is a Likert Scale with 5 scoring criteria with the highest equals 5 points, the high equals 4 points, the medium equals 4 points, the least equals 2 points and the least equals 1 point.

Before using data collection tools, the Index of item objective congruence (IOC) and questionnaire validity test via Cronbach's alpha were performed systematically. The examination found that the IOC was 0.839 and the Cronbach's alpha was 0.917, indicating that the research tool was of sufficient quality (Polit & Beck, 2006; Hair et al., 2012) To obtain this study data, questionnaires were sent to representatives of households living in coastal areas of Chonburi Province. The descriptive statistics used to analyze the data were frequency, percentage, mean, standard deviation, and multiple regression analysis.

RESEARCH RESULTS

1) Most of the respondents were female, 65% aged between 41-50 years old, 69% graduated from high school/high school, 49% had an average monthly income of 15,001-20,000 baht, 58%. and 45% of them are engaged in trading.

2) The development of beaches for tourism in Chonburi Province, overall and in detail, was at a high level in terms of cleanliness, safety, availability of public utilities, and traffic flow, respectively, as shown in Table 1.

Table 1 Mean and Standard Deviation of Beach Development for Tourism in Chonburi Province

Aspect	Description	\bar{X}	S.D.	Interpretation of results
1)	Cleanliness	3.81	0.61	Much
2)	Availability of utilities	3.65	0.47	Much
3)	Traffic flow	3.52	0.42	Much
4)	Security	3.68	0.51	Much
Total		3.60	0.42	Much

3) Policy factors of government agencies are valuable $\beta = 0.317$, marketing strategy is valuable $\beta = 0.142$ and public participation is valuable $\beta = 0.231$ which showed that there was a statistically significant positive influence on beach development for tourism in Chonburi at the level 0.05. By value Sig. equal to 0.000, 0.007 and 0.000 which is consistent with the assumptions set. When analyzing the correlation coefficient (R) is equal to 0.856. This indicates that the group of independent variables is highly related to the dependent variable. and the forecasting coefficient is equal to 0.641 which showed that the group of independent variables affected beach development for tourism in Chonburi Province in 64.1 percentage.

In order, the equation can be written as follows.

$$Y = 0.947 + 0.317X_2 + 0.231X_4 + 0.142X_3$$

From the analysis of the regression coefficients, it was found that factors, government agencies' policies, marketing strategies and public participation, were able to predict beach development for tourism in Chonburi Province. The public participation factor had the greatest effect on the forecast (Beta = 0.121). Next is marketing strategy (Beta = 0.092) and policies of government agencies (Beta = 0.043). The details are shown in Table 2.

Table 2 Multiple regression analysis of factors influencing beach development for tourism in Chonburi Province.

Factors	Unstandardized (b)	SE	Standardized (β)	t	Sig.
(Constant value)	1.121	0.106		10.632	0.000
Leadership of tourism agency executives	0.123	0.023	0.032	0.662	0.518
Policies of government agencies	0.043	0.021	0.317	7.865*	0.000
Marketing Strategy	0.092	0.042	0.142	2.402*	0.007
Public participation	0.121	0.106	0.231	10.632*	0.000
R = 0. 856		Adjusted R ² = 0. 641			
R ² = 0.730		SE = 0.142			

* Statistical significance at the 0.05 level

DISCUSSION & CONCLUSION

In studying beach development for tourism in Chonburi Province, the researcher brought important issues to discuss the results according to the research objectives as follows.

1) The development of beaches for tourism in Chonburi province as a whole and each aspect was at a high level in terms of cleanliness, safety, availability of public utilities, and traffic flow, respectively. The reason for the policy is to develop the beach better. There is a marketing strategy to develop tourism. And with the participation of the people, the development of the beach for tourism is at a high level. The research results are consistent with the research results of Monthita Hanput (2019), who studied Guidelines for the Development of Cha-am Beach Tourism in Phetchaburi Province. The study found that the development of beach tourism in Cha-am Phetchaburi Province is at a high level.

2) The policy factors of government agencies, marketing strategies, and public participation influence beach development for tourism in Chonburi Province at 64.1 percent. Policies on beach development for tourism have been rehabilitated. Marketing strategies for tourism have been developed, and people have been involved in planning, deciding on development projects, taking action, acknowledging the benefits of development, and participating in the monitoring and evaluation of beach development projects. The results of the study are consistent with the research results of Wichan Samranram (2020), who studied the tourism development model of Chom Thong Beach, Khon Buri District, Nakhon Ratchasima Province. The study found that factors, policies of government agencies, marketing strategies, and public participation that affect beach development for tourism in Chonburi Province.

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Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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