



# Development Of Creative Tourism Marketing Strategies And Innovation Under The Concept Of Circular Economy In Samut Songkhram Province

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## ARTICLE INFO

## ABSTRACT

The research project targets a diverse population involved in the tourism sector of Samut Songkhram Province, including local residents, tourism operators, community leaders, governmental authorities, and visitors. To ensure a representative sample, a multi-stage sampling approach could be adopted. Initially, clusters within the province could be identified, such as different districts or sub-regions renowned for their tourism potential. Subsequently, within each cluster, random sampling methods like stratified random sampling or cluster sampling may be employed to select specific communities, enterprises, or individuals for participation. Statistical analyses may encompass both quantitative and qualitative methodologies. Quantitative data collection methods such as surveys or questionnaires could be utilized to gather information on tourist preferences, economic indicators, and environmental impacts. Statistical techniques like regression analysis or correlation analysis may be applied to examine the relationships between various variables. Qualitative data could be obtained through interviews, focus groups, or participant observations to gain insights into community perceptions, cultural values, and challenges encountered in implementing circular economy principles. Qualitative data analysis techniques such as thematic analysis or grounded theory could be employed to identify recurring themes and patterns. The research findings are anticipated to provide valuable insights into the efficacy of creative tourism marketing strategies and the integration of circular economy principles within Samut Songkhram Province. These insights could inform policymakers, community leaders, and stakeholders in devising sustainable tourism practices that foster economic development, preserve cultural heritage, and maintain environmental integrity.

**Keywords:** Marketing Strategy, Creative Tourism, Innovation, Samut Songkhram

## INTRODUCTION

Economy [1], society, and the environment play crucial roles in shaping the future of the tourism industry. Currently, environmental concerns are gaining increasing global attention. In the early years of the tourism sector, particularly in the 1950s, Classic Tourism primarily aimed at fostering industry growth through marketing and public relations efforts. However, present-day operational objectives extend beyond mere growth, with a heightened emphasis on sustainability alongside traditional marketing endeavors [2]. Mass Tourism, driven by the popularity of specific tourist attractions, often leads to the degradation of tourism resources. This results from a large influx of tourists overwhelming destinations with limited carrying capacities, consequently deteriorating these locales. Such tourism practices not only harm the environment but also disrupt local ways of life. Consequently, there's a pressing need for improved resource management and effective governance to avoid these negative impacts. To address these challenges, the industry is embracing qualitative tourism as a primary goal. This shift underscores the importance of sustainability in tourism operations. Organizations like the Pacific Asia Travel Association (PATA) advocate for sustainable tourism practices, emphasizing the need for tangible outcomes. Furthermore, there's a growing recognition of the necessity for innovative approaches to tourism that minimize negative impacts while maximizing benefits.

This entails exploring alternative forms of tourism that align with principles of sustainability and responsible travel. In essence, the industry is evolving towards more sustainable and ethical practices to ensure long-term viability and minimize adverse effects on both the environment and local communities.

In recent times, a novel form of tourism [3] has emerged, known as concept tourism. It's a creative approach where travelers opt to journey based on personal interests rather than following mainstream trends. This fosters innovation among tourists [4], inspiring them to craft unique travel experiences. When selecting a destination, tourists seek cohesive themes or styles, irrespective of specific attractions. This entails not only the choice of accommodation but also the management and coordination of activities throughout the trip. Establishing a framework for tourism concepts is essential to cater to the individual preferences and needs of tourists. Collaboration between stakeholders, including businesses and tourists [5], enhances the value proposition for both parties and enriches the tourist experience. Nature-based tourism, such as ecotourism, marine tourism (Marine Ecotourism), geological tourism and agricultural tourism (Agrotourism), represents the initial manifestations of concept tourism that resonate well with travelers.

Community enterprises serve as the cornerstone of economic advancement within a country. They contribute significantly to national income generation, employment creation, and poverty alleviation. Additionally, they play a pivotal role in fostering societal cohesion by nurturing entrepreneurs and establishing professional networks. However, it has been observed that many community enterprises lack the requisite knowledge and skills to effectively manage contemporary business operations [6]. Deficiencies in international negotiation skills and an inadequate understanding of rapidly evolving global dynamics hinder their efficiency and impede their ability to compete. This challenge cuts across all levels of community enterprises, whether they are nascent ventures, grassroots initiatives, or agricultural endeavors [7]. Consequently, there is a pressing need to enhance their capacity to conduct business proficiently. Thailand has historically encouraged entrepreneurship, yet for new entrepreneurs to significantly contribute to the economy, there must be a focus on cultivating a new generation of community enterprises capable of generating substantial value. This includes fostering innovative technologies and promoting ventures in creative and cultural sectors to enable them to compete globally. To achieve this transition from an efficiency-driven to an innovation-driven economy, the government must prioritize initiatives aimed at creating conducive environments for emerging entrepreneurs. This involves facilitating access to diverse funding sources and implementing supportive policies tailored to their unique business models, thus propelling Thailand towards a future driven by innovation [8].

The new economic model (BCG model)[9] focuses on creating a balance between economic growth and sustainability of the natural resource base. It emphasizes using natural resources available in the community to be worthwhile and being ready to cope with environmental changes that will affect people's quality of life in society [10]. The new economic model consists of two main concepts. Firstly, the bioeconomy, which is a form of economic development that focuses on making worthwhile use of biological resources. Secondly, the circular economy, which refers to an economic system in which the use of resources is planned so that they can be reused to create the greatest value. Additionally, the green economy is highlighted, focusing on balanced development in all three areas: economy, society, and environment, aiming for sustainability (National Science and Technology Development Agency, 2022). The concept of circular economy is conducting modern economic activities that are more mindful of the environment and sustainability. The principle is an economy that emphasizes the value of raw materials, preserving resources and products for as long as possible with the lowest waste generation. This is achieved by changing the business cycle to be as self-renewable as possible, recovering resources into new materials from products that have already been used [11]. The circular economy is based on three principles. Firstly, maintaining and enhancing natural capital by managing and controlling limited natural resources to create benefits or value resources efficiently. Secondly, maximizing resource utilization through recycling of products, components, and materials to get the most benefit. This involves resource transformation through remanufacturing, refurbishing, and recycling to maintain circulation within the economy. Thirdly, ensuring system efficiency through design to avoid negative externalities from products, covering various impacts such as food, transportation, housing, education, health, land use, air, water, noise pollution, and climate change [12].

Samut Songkhram Province is renowned for its significant tourism potential. As the smallest province in Thailand, located just 63 kilometers from Bangkok, it covers an area of approximately 416 square kilometers and comprises three districts: Mueang, Amphawa, and Bang Khonthi. The Mae Klong River flows through the province, adding to its natural beauty and allure. The region holds immense historical significance, particularly related to the Chakri Dynasty, and boasts valuable arts and culture with unique local characteristics. Its abundant natural resources, including fresh, salt, and brackish water bodies, coupled with the traditional Thai way of life, attract numerous tourists seeking authentic experiences. This influx of visitors has not only increased local income but also led to the establishment of community enterprises engaging in various activities rooted in local knowledge, wisdom, culture, and resources. Consequently, Samut Songkhram Province serves as an excellent model for education, showcasing the value of its community-based initiatives. This will provide information for developing strategies [13] in tourism marketing to serve as a model for promoting and developing community enterprises on issues important to growth and competitiveness [14]. This includes upgrading creative tourism marketing efforts, promoting access to target markets, and

supporting the use of electronic commerce to expand market reach both domestically and internationally. These efforts align with Thailand 4.0's direction, aiming to create sustainable wealth by developing the economy at all levels, central and local, through the integration of business operations, creativity, and technology. Collaboration [15] with knowledgeable experts from various fields, including related agencies, local and national organizations, financial institutions, and labor development centers, is essential. By engaging both government and private sectors, all stakeholders can contribute to promoting and facilitating maximum benefits for entrepreneurs at all levels, enhancing their potential, performance, and profits, thereby fostering stable, prosperous, and sustainable growth.

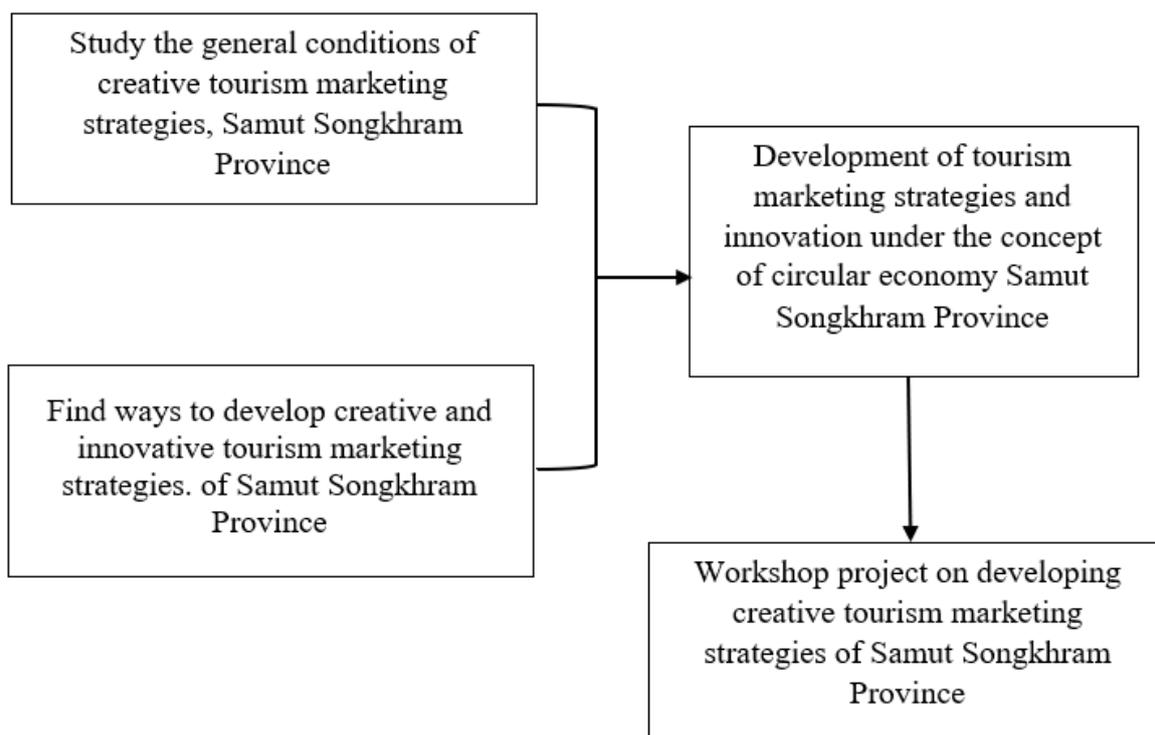
This information will be instrumental in devising tourism marketing strategies [16] aimed at serving as a model for promoting and developing community enterprises. These strategies will address issues crucial to growth and enhance the competitiveness of community enterprises by upgrading creative tourism marketing efforts. This includes promoting access to target markets and supporting the use of electronic commerce to bolster community enterprises [17] and expand their market reach. Additionally, these strategies will facilitate travel abroad in various forms, aligning with the direction of Thailand 4.0. This initiative aims to create sustainable wealth for Thailand in the 21st century by fostering economic development at all levels, both centrally and locally. It will rely on integrated business operations, leveraging creativity and technology. Collaboration with knowledgeable individuals and organizations, including local and national financial institutions [18], knowledge centers, and government and private sectors, will be essential. By involving all sectors in promoting and facilitating maximum benefits, entrepreneurs at all levels can enhance their potential, performance, and profits, fostering stable, prosperous, and sustainable growth.

The research objectives highlight a pressing need for a thorough investigation into the creative tourism marketing strategies employed in Samut Songkhram Province. However, the existing research landscape reveals a notable gap in our understanding of the efficacy and implementation of these strategies. This lack of insight hampers the province's ability to fully capitalize on its tourism potential. Additionally, the absence of comprehensive research hinders the development and optimization of marketing strategies tailored to the unique demands of creative and innovative tourism in Samut Songkhram Province. Without a clear understanding of current practices and potential areas for improvement, the province risks falling behind in a rapidly evolving tourism landscape. Therefore, bridging this gap in knowledge and providing actionable insights is imperative for fostering sustainable tourism growth and maximizing the province's economic potential.

**OBJECTIVES**

To study creative tourism marketing strategies in Samut Songkhram Province

To find ways to develop marketing strategies Creative and innovative tourism Samut Songkhram Province Development Framework



## LITERATURE REVIEW

**Marketing Strategy** refers to a carefully planned course of action aimed at achieving specific goals. These methods, known as "strategies," are commonly employed in business or marketing contexts to achieve targeted objectives, such as profit maximization. In essence, a business or marketing strategy involves the systematic planning of operations to persuade potential customers to choose a particular product or service, ultimately leading to their conversion into satisfied and repeat customers. Marketing strategy, specifically, encompasses the fundamental plan or framework established for developing a product that effectively meets the needs of a specified target group or market segment. Entrepreneurs must judiciously allocate resources to optimize production and marketing efforts, tailoring strategies to suit various operational stages. This involves decision-making processes related to marketing expenditure, product positioning, formulation of strategy components, and clear delineation of target markets, all aimed at achieving predefined economic objectives.

**Types of Marketing Strategies** In contemporary marketing, several strategies are commonly utilized, including the 4P, 8P, and 4C strategies. The 4P strategy revolves around the fundamental elements of product, price, place, and promotion. This strategy aims to entice customers by addressing their specific needs and preferences. For instance, customers may be drawn to a product due to its high quality, affordability, accessibility, or promotional offers. By strategically aligning these 4Ps with the target audience's desires, businesses can effectively attract new customers. The 8P strategy expands upon the 4P model by incorporating additional elements to influence customer decision-making. In addition to product, price, place, and promotion, this strategy includes packaging, personnel, information, and public relations. Businesses leverage attractive packaging, personalized interactions with customers, informative communication, and positive public image to sway purchasing decisions. Moreover, the power of negotiation is harnessed to facilitate trade exchanges and stimulate deals. On the other hand, the 4C strategy has gained prominence in the era of social networking and online marketing. In addition to the traditional 4P strategy, businesses must also consider the 4Cs: Consumer, Cost, Convenience, and Communication. This strategy emphasizes building strong relationships with consumers, ensuring affordability and convenience, and effectively communicating with them through various channels. By integrating these elements into their marketing approach, businesses can adapt to the dynamic digital landscape and engage with customers more effectively.

**Creative tourism** involves tourists immersing themselves in the history, arts, culture, way of life, and identity of a particular community or place through direct experiences. This includes actively participating in creating meaningful experiences alongside local cultural practitioners or engaging with residents through various means such as conversation, hands-on activities, and shared living experiences (Tourism Authority of Thailand, 2013). **Creative Tourism Development** In the pursuit of developing creative tourism, it is essential to consider two fundamental elements crucial for achieving the set objectives (Phuriwat Dej-Um, 2013): **Creative Tourists:** Creative tourists play a pivotal role as they directly engage in tourism activities and exhibit various behaviors, particularly in light of technological advancements. Many tourists now actively seek information about the communities they plan to visit, allowing them to familiarize themselves with the community's basics, culture, and way of life beforehand. Consequently, tourists should possess awareness regarding the societal, cultural, lifestyle, and environmental aspects of the community. This includes participating in diverse activities and fostering meaningful experiences with community members in a respectful and appropriate manner. **Dimensions and Factors Supporting Creative Tourism Development:** The development of creative tourism relies on three significant dimensions: **Dimension 1: Space:** Space serves as a foundational element in creating attractive destinations for creative tourists. It encompasses cities and communities with potential and prominence, capable of drawing tourists. This dimension encompasses urban and rural areas' city planning, morphological characteristics, physical and spatial architecture, as well as lifestyle. It also involves identity and perception changes among tourists, reflecting both physical and virtual space conditions. **Dimension 2: Interaction:** Interactions with the culture visited by tourists are crucial, whether it pertains to ancient, contemporary, national, or local culture. These interactions provide tourists with authentic experiences, facilitating learning and applicability in their daily lives. **Dimension 3: Agents:** Agents are integral to the development of creative tourism and encompass individuals with innovative ideas within each location. This includes community members who possess traditional wisdom, skills, and adaptability to the current context. Additionally, factors such as the learning process and knowledge exchange among host communities and creative tourists, as well as intercultural knowledge exchange, contribute significantly to this dimension.

**Characteristics of Creative Tourism** Creative tourism possesses six unique characteristics, as outlined below (Paimanee Kaewsanga and Nisachon Cham Nongsri, 2012, cited from Richards, 2009): **Skill Enhancement:** Creative tourism serves as a platform for enhancing tourists' skills, facilitated through their active participation in tourism activities. **Emphasis on Cultural Experiences:** The primary offerings of creative tourism are skills and cultural experiences acquired through engagement in various activities, such as experiencing local music and culture. **Shift to Intangible Resources:** Creative tourism marks a transition from the promotion of tangible tourism resources to intangible ones, focusing on selling experiences rather than physical products. **Embrace of Daily Culture:** Unlike traditional tourism, creative tourism emphasizes daily culture over high culture, enabling tourists to better connect with local customs and lifestyles. High culture attractions like museums

and monuments are complemented by immersion in everyday activities like visiting local markets and dining at rural restaurants. **Community Engagement:** Creative tourism encourages tourists to actively participate in activities alongside local communities, providing authentic insights into local life. Tourists have the opportunity to choose activities in collaboration with local residents, fostering meaningful interactions. **Distinctive Tourism Resources:** To establish a unique identity for the destination, creative tourism necessitates the presence of distinctive and diverse tourism resources.

**Circular Economy** is a concept that diverges from the linear economic model, aiming to merge environmental and economic dimensions. It seeks to address environmental damage caused by the linear economic system, striving for sustainable development (Masi, Day & Godsell, 2017; D'Adamo, 2019). According to the Euro Commission (2019), the circular economy seeks to preserve the value of products, raw materials, and resources by prolonging their use and reintegrating them into the production process, thereby reducing waste, disposal, and the consumption of raw materials for a more sustainable environment. The Ellen MacArthur Foundation (2019), an influential international organization, emphasizes that the circular economy entails economic activities that enhance overall system integrity through building and repairing. This includes prioritizing design to utilize easily biodegradable materials from natural sources, extending product lifecycles, minimizing environmental impacts during production, and enabling biodegradation after use. Additionally, it involves maximizing benefits through practices like offering rental services for various items, necessitating collaboration across businesses, agencies, and individuals at international and national levels. The Thai Institute of Science and Technology Research (2019) defines the circular economy as a concept focused on reprocessing used resources for maximum efficiency, thereby mitigating waste problems and conserving natural resources when necessary. Phatraporn Yaemla (2018), co-founder of Pa Sala Company Limited, describes the circular economy as a production model designed to efficiently use raw materials, minimize waste, and reduce environmental impacts. Phet Manopawit (2018) defines the circular economy as a business model emphasizing the continuous reuse of raw materials instead of the linear approach of production, use, and disposal, aiming to minimize waste and negative environmental impacts. The circular economy emphasizes the "3R principle" – reduce, reuse, and recycle – to extend resource lifespans, maximize efficiency, and minimize waste throughout the product lifecycle. This involves systematic thinking from product design to disposal methods that are both customer-centric and environmentally friendly (Jiranan Nakasomsong, 2020).

**Community enterprise** is a business operation conducted by a community, leveraging its collective wisdom, resources, and capital to generate income, welfare, and stability for both families and the community as a whole. Unlike traditional businesses focused solely on profit, community enterprises prioritize social benefits. As defined by the Community Enterprise Promotion Act of 2005, a community enterprise involves a group of individuals with shared lifestyles coming together to engage in business activities. The Department of Agricultural Extension oversees the registration and promotion of community enterprises. There are seven essential components of a community enterprise: Ownership and operation by the community, with outsiders potentially participating but not holding major decision-making power. Emphasis on utilizing local resources in the production process, though external raw materials may also be used. Encouragement of creativity and innovation within the community to develop its potential, fostering confidence and independence. Integrated operations that link various activities systematically, promoting coordination and mutual support. Utilization of local wisdom as a valuable asset, blending it with international knowledge for modern applications. Emphasis on continuous learning within the community, driven by knowledge rather than mere desire, facilitated by platforms such as social media. Prioritization of self-reliance as the primary goal, focusing on stability before pursuing business development. Effective management of community enterprises involves several key practices: Thorough planning before action, ensuring clear business goals and strategies. Appropriate division of work among departments, with clearly defined responsibilities and expectations. Selection and assignment of qualified personnel to various positions, ensuring they possess the necessary knowledge and skills. Clear and understandable communication of instructions and expectations. Fostering high morale among team members to encourage dedication and satisfaction in their work. Proficient problem-solving skills to address issues efficiently and effectively. Informed decision-making based on careful analysis of facts and options. Accurate and transparent accounting practices to maintain financial integrity. Regular monitoring and follow-up of work progress, identifying areas for improvement and ensuring continuous development. Overall, community enterprises play a vital role in empowering communities, fostering self-reliance, and promoting sustainable development while prioritizing social well-being.

Factors that contribute to successful community enterprise development: Members with a shared understanding of common goals, cooperation, and adherence to virtues such as honesty, sacrifice, and responsibility. They enjoy working together, sympathize, and trust each other. Strong, honest, and selfless leadership that fosters a culture of learning and communication among members. Leaders actively engage with members, provide encouragement, and regularly participate in activities. Management focused on self-reliance, with a transparent structure that assigns tasks according to individuals' abilities. It remains flexible, adaptable, and maintains a coordination center. Regular and continuous communication, allowing for open discussions and reasoned arguments to consider everyone's opinions. External support tailored to the community's actual needs, provided consistently and flexibly. Emphasis is placed on learning processes within

the community, rather than relying on pre-existing formulas or imitations. Factors hindering community enterprise development: Lack of understanding among members regarding community enterprises, leading to unrealistic expectations and a lack of confidence in both the enterprise and its leaders. Weak leadership characterized by poor communication, mistrust, and a lack of honesty, resulting in low confidence among members. Inadequate management practices, including unclear goals, frequent regulatory changes, and a lack of capable personnel, particularly among younger generations. Insufficient communication between leaders and members, leading to misunderstandings and ineffective collaboration. External support that does not align with community needs or lacks responsiveness to changing circumstances. Political conflicts at local and national levels may further impede support efforts. These factors highlight the importance of strong leadership, effective communication, and tailored support in facilitating successful community enterprise development while addressing potential obstacles.

**Technology** is the application of scientific knowledge that brings practical benefits to humanity, allowing for the creation of various tools and solutions to optimize efficiency and address challenges. Unlike science, which is a shared body of knowledge distributed without commercial exchange, technology often depends on economic factors, as it involves the production and sale of goods and services. Modern technology is built upon scientific knowledge, serving as its foundation. Characteristics of technology can be categorized into three types: Technology as a process involves the systematic use of scientific methods or accumulated knowledge to achieve practical results, providing reliable solutions to various problems. Technology in the form of output refers to the materials and equipment resulting from technological processes. Technology combining both process and product, such as computer systems integrating machine interaction with biotechnology programs. Biotechnology holds significant potential for enhancing food production and addressing global challenges. Innovation refers to the creation or modification of ideas, inventions, products, and technologies, driving progress and adaptation in society. It can be categorized into four types: Disruptive innovation arises from new technology and significantly impacts users, often creating entirely new markets and replacing existing solutions. Radical innovation emerges from new technology but has not yet made an impact on users or found profitable applications. Sustainable innovation stems from existing technology but has a high impact on users, focusing on incremental improvements to meet evolving needs and capture profits. Incremental innovation builds upon existing technology to deliver high-impact improvements for users, commonly seen in product enhancements or operational optimizations. Forms of innovation include product innovation, operational innovation, and business innovation: Product innovation involves creating new products or enhancing existing ones, such as redesigning products, improving materials, or modifying packaging. Operational innovation focuses on improving or redesigning organizational processes to enhance efficiency and effectiveness, such as implementing new operational methods or systems. Business innovation aims to transform markets or industries through changes in organizational operations, including the development of new products and services to meet evolving market demands. These characteristics and classifications highlight the diverse nature of technology and innovation, emphasizing their role in driving progress and adaptation in society and the economy.

## RESEARCH METHODS

Research on the development of creative tourism marketing strategies and innovation under the circular economy concept for community enterprises in Samut Songkhram province involves a participatory action research process aimed at developing tourism marketing strategies using technology, creativity, and innovation within the framework of the circular economy concept for community enterprise groups in Samut Songkhram Province. This research adopts a Research and Development (R&D) approach, combining qualitative and quantitative methods as follows: Qualitative research aims to elucidate the context of development of creative tourism marketing strategies, helping to empower communities to bolster the grassroots economy by understanding their belief systems, relationships, and the phenomena within the research area. It involves studying the process to uncover answers regarding the underlying causes of problems in order to address the research objectives and the interplay of various elements. Qualitative data interpretation is conducted through in-depth interviews with designated sample groups. Quantitative research encompasses both basic and applied research, categorized based on goals or outcomes and the nature of the study. It also varies in terms of the depth of analysis and control levels. Data collection tools include general questionnaires and rating scales. Action research is a discovery process aimed at finding solutions or innovative methods to solve existing problems within the context of the research. It involves conducting research within the operational setting itself, employing educational methods with specific steps including defining operational problems, exploring avenues for problem-solving, implementing different methods, documenting operational results, and summarizing and presenting problem-solving outcomes. Key characteristics of action research include its focus on problem-solving and work development, aiming to uncover truths within the practical framework, with a flexible approach to research methodologies. The overarching goal is to foster innovation in community management to strengthen the economy, aligning with the principles of the creative economy and sustainability within the circular economy concept of community enterprises in Samut Songkhram Province. Population: This encompasses community leaders, members of community enterprise groups, and tourists.

Sample Group: Selection of the sample group will be conducted based on the specified sample size. This will involve drawing lots from the names of all population groups, categorized into three distinct groups, within Samut Songkhram Province.

Here's the revised text in English: The tools utilized for data collection include a questionnaire encompassing various aspects related to Creative Tourism marketing analysis. The questionnaire was meticulously designed to delve into tourist behavior, encompassing their experiences and creative tourism preferences across different locations. It comprises three distinct sections: Part 1: General Information of the Respondents, comprising 6 multiple-choice questions. Part 2: Knowledge, Behavior, and Preferences concerning creative tourism, comprising 12 multiple-choice questions. Part 3: Opinions on Creative Tourism, consisting of 20 questions rated on a Likert Scale, featuring 5 levels ranging from 1 (least agree) to 5 (most agree). Innovation, defined as the process that engenders novel ideas, solves problems, or devises new approaches, leading to the inception and creation of fresh inventions or modes of thinking, forms a pivotal aspect of this study. The questionnaire structure, including the criteria for scoring in technology, creativity, innovation, and marketing, was adapted from Ubon Wan's questionnaire [19]. For scoring purposes, the Likert scale method was employed, assigning numerical weights corresponding to the levels of opinions, ranging from 1 to 5. The researcher utilizes predefined criteria to interpret responses, categorized as 'highly practiced,' 'frequent,' 'moderate,' 'occasional,' and 'rare.'

The quality of the tool was assessed by determining content validity, with questions having an IOC >0.50 considered to have content validity (Burns & Grove, 2005). The coefficient of concordance ranged between 0.67 and 1.00, while the confidence value was 0.954, meeting the reliability criterion (Lee & Hsieh, 2010). Structured interviews were conducted to explore barriers and success factors of community enterprises, and small group meetings utilized the SWOT Analysis technique to assess their situation.

Data analysis: Quantitative Data Analysis The questionnaire utilizes an estimation scale and descriptive statistics to analyze data, including frequencies, percentages, averages, and standard deviations. Open-ended questionnaire responses are analyzed using content analysis to summarize issues. Qualitative Data Analysis Data accuracy is ensured through triangulation techniques, considering sources in the dimensions of time, place, and person [20]. Conclusion and Comments Data synthesis is conducted using content analysis to connect and identify relationships among data. Descriptive analysis is combined with theoretical concepts and related research documents.

**Research tools** 1. The interview form is a semi-structured interview. To find overall information about community enterprise groups Used for interviews Village headman, president, vice president, community enterprise group tourist 2. Small group meeting

**Data collection:** Step 1: Data collection and analysis from a review of academic documents related to Elements of marketing strategy Tourism, circular economy concept and adding marketing value

Step 2: Interviewing stakeholders Including leaders in the community, president, vice president, members. Community enterprise group tourist

Step 3 Workshop with Community leaders, president, vice president, group members community enterprise Those involved

## RESEARCH RESULT

**The objective to study creative tourism marketing strategies in Samut Songkhram Province** aims to yield several outcomes that contribute to the development and enhancement of tourism in the region. By focusing on creative tourism marketing strategies, the research endeavors to explore innovative approaches to promoting tourism in Samut Songkhram Province, which is known for its rich cultural heritage, natural attractions, and unique local experiences.

One of the primary objectives of this research endeavor revolves around the meticulous examination and subsequent analysis of the prevailing marketing strategies within the tourism sector of Samut Songkhram Province. This comprehensive investigation, buttressed by robust research methodologies and meticulous data analysis techniques, is poised to delve deep into the intricacies of the province's tourism marketing landscape. The overarching aim is to meticulously scrutinize the efficacy of the current marketing endeavors and discern potential areas ripe for enhancement and refinement. By meticulously dissecting and evaluating the existing strategies, this study endeavors to unearth valuable insights into the multifaceted dynamics of tourism promotion within the province. Through a judicious amalgamation of quantitative and qualitative analyses, this research seeks to unravel the intricate interplay of factors shaping the tourism marketing ecosystem. From the utilization of digital platforms to traditional promotional avenues, every facet of the marketing spectrum will be scrutinized with a discerning eye. Moreover, the research endeavor is poised to identify not only the strengths but also the inherent weaknesses permeating the current marketing strategies. By critically appraising the prevailing methodologies, stakeholders stand poised to gain invaluable insights into avenues for improvement and optimization. Furthermore, by unraveling the nuanced intricacies of the tourism marketing landscape, this study aspires to empower stakeholders with the requisite knowledge and foresight

to navigate the ever-evolving terrain of tourism promotion effectively. Through informed decision-making and strategic interventions, the aim is to foster a conducive environment conducive to sustainable tourism growth and development within Samut Songkhram Province. In essence, this research endeavor represents a concerted effort to unravel the enigma of tourism marketing, illuminating pathways towards a future characterized by enhanced promotional efficacy and sustainable tourism development.

The study endeavors to delve deeper into the realm of tourism marketing, particularly focusing on Samut Songkhram Province, with the aim of uncovering fresh and inventive strategies tailored to the province's distinct characteristics and offerings. Beyond merely scratching the surface, this research seeks to penetrate the core of emerging trends within the tourism industry, understanding their nuances, and harnessing them to craft innovative marketing techniques. Samut Songkhram Province, nestled within the heart of Thailand, boasts a rich tapestry of cultural heritage, natural landscapes, and immersive experiences waiting to be explored. Yet, amidst the bustling tourism landscape, it's imperative to carve out a niche, to distinguish the province as not just another stop on the tourist circuit, but as a destination brimming with unique allure and charm. With this in mind, the research sets out on a journey to unravel the intricacies of Samut Songkhram's appeal, understanding what sets it apart from neighboring locales and popular tourist destinations. Through meticulous analysis and careful observation, the aim is to unearth those hidden gems, those authentic experiences that captivate the hearts and minds of travelers seeking something beyond the ordinary. But it doesn't stop there. Armed with this profound understanding, the research endeavors to translate these insights into actionable strategies, strategies that resonate with the target audience, strategies that ignite curiosity and beckon travelers to embark on a journey of discovery. Digital marketing, with its ever-expanding reach and dynamic capabilities, stands at the forefront of this endeavor. From captivating social media campaigns to immersive virtual experiences, the digital realm offers boundless opportunities to engage and enthrall prospective visitors, painting a vivid picture of what awaits them in Samut Songkhram. Yet, the allure of Samut Songkhram extends far beyond the confines of the digital world. Experiential marketing, with its focus on creating tangible, memorable interactions, presents a gateway to immerse travelers in the sights, sounds, and flavors of the province. Whether it's through curated culinary tours, hands-on craft workshops, or intimate cultural exchanges, the goal is to forge connections, to leave a lasting impression that lingers long after the journey ends. And let's not forget the power of community. In a world increasingly dominated by impersonal transactions, community-based initiatives offer a refreshing alternative, one rooted in authenticity and genuine human connection. By fostering partnerships with local artisans, businesses, and residents, the research aims to harness the collective spirit of the community, transforming it into a catalyst for sustainable tourism growth. In essence, the research is not just about devising marketing strategies; it's about crafting experiences, experiences that transcend the ordinary, experiences that leave an indelible mark on the hearts and minds of travelers. It's about showcasing the essence of Samut Songkhram in all its splendor, inviting the world to embark on a journey of discovery, one that promises adventure, enrichment, and above all, a profound sense of connection.

The study's significance extends beyond data collection and analysis; it culminates in the formulation of actionable recommendations crucial for various stakeholders entrenched in the tourism landscape of Samut Songkhram Province. These recommendations serve as a bridge between research findings and practical application, meticulously tailored to guide policymakers, tourism authorities, businesses, and local communities towards the implementation of robust marketing strategies. At its core, these recommendations are not generic prescriptions but rather bespoke solutions intricately woven from the fabric of research insights. Delving deep into the nuances of tourist behavior, preferences, and perceptions unearthed through the questionnaire, these recommendations stand as beacons illuminating the path towards sustainable tourism growth and development. They encapsulate a fusion of local wisdom, global best practices, and innovative approaches, carefully calibrated to harmonize with the unique cultural and natural tapestry of Samut Songkhram Province. For policymakers, these recommendations offer a roadmap delineating policy interventions conducive to fostering a conducive environment for tourism expansion while safeguarding the province's cultural and environmental heritage. They advocate for policies that incentivize responsible tourism practices, promote community engagement, and enhance infrastructural development in alignment with sustainable tourism principles. Tourism authorities find in these recommendations a comprehensive playbook outlining strategies to enhance destination branding, diversify tourism offerings, and amplify promotional efforts leveraging digital platforms and experiential marketing techniques. By harnessing the power of data-driven insights, they can fine-tune their marketing campaigns to resonate with target audiences, thereby maximizing the province's tourism potential. Businesses operating within the tourism ecosystem stand to gain invaluable insights from these recommendations, guiding them in tailoring their products and services to meet evolving consumer preferences. From boutique accommodations to local eateries and tour operators, each entity can leverage these recommendations to carve out a distinct competitive edge, rooted in authenticity, sustainability, and customer-centricity. Local communities, the custodians of Samut Songkhram's cultural heritage, are not overlooked in these recommendations but rather placed at the forefront of tourism development efforts. Empowering them through capacity-building initiatives, community-based tourism ventures, and cultural preservation programs, these recommendations foster a sense of ownership and pride, ensuring that tourism becomes a vehicle for inclusive growth and socio-economic empowerment. In essence,

these recommendations serve as a testament to the transformative power of research-driven insights when coupled with a fervent commitment to sustainable development. They embody the collective aspirations of stakeholders united in their endeavor to unlock the full potential of Samut Songkhram Province as a premier tourist destination, where culture thrives, nature flourishes, and communities prosper in harmony with visitors from around the globe.

In addition to the primary objective of conducting the research, which is to glean insights into creative tourism marketing strategies, the anticipated outcomes extend beyond mere academic pursuits. The findings of this study hold significant potential to enrich the existing body of knowledge within the realm of tourism marketing, with a specific focus on creative tourism. By disseminating these findings through various channels such as academic publications, conferences, and industry workshops, the research endeavors to catalyze a broader understanding and appreciation of innovative marketing approaches within the tourism sector. This dissemination process serves as a conduit for knowledge exchange and collaboration among diverse stakeholders, including researchers, practitioners, and policymakers. One of the key aspirations is to spark conversations and foster collaborative efforts aimed at advancing tourism marketing practices not only within Samut Songkhram Province but also on a broader scale. By engaging with stakeholders at multiple levels, the research aims to bridge the gap between theory and practice, translating theoretical insights into actionable strategies that can drive positive change within the tourism industry. Furthermore, the dissemination of research outcomes serves as a catalyst for capacity-building initiatives, empowering local communities and tourism operators with the knowledge and tools necessary to adopt innovative marketing approaches effectively. Through targeted interventions and capacity-building workshops, the research aims to equip stakeholders with the skills and insights needed to leverage creative tourism as a driver of sustainable development. Moreover, the research aims to highlight the unique attributes and potential of Samut Songkhram Province as a creative tourism destination, thereby enhancing its visibility and attractiveness on the global tourism stage. By showcasing the province's cultural heritage, natural landscapes, and vibrant creative scene, the research seeks to position Samut Songkhram as a frontrunner in the realm of creative tourism. In summary, the research endeavors to transcend traditional academic boundaries by actively engaging with stakeholders and driving tangible outcomes that contribute to the advancement of tourism marketing practices. Through knowledge dissemination, capacity-building initiatives, and strategic partnerships, the research seeks to unleash the transformative potential of creative tourism, thereby fostering sustainable growth and development in Samut Songkhram Province and beyond.

The anticipated outcomes of the study hold significant promise for the tourism ecosystem in Samut Songkhram Province, heralding a new era of sustainable growth, economic prosperity, and cultural preservation. By integrating creativity and innovation into tourism marketing strategies, the province stands poised to redefine its identity as a dynamic and captivating destination, capable of captivating the imaginations of both domestic and international travelers alike.

At its core, the infusion of creativity into tourism endeavors promises to unlock a myriad of opportunities, breathing new life into traditional attractions and experiences. By reimagining age-old customs and practices through innovative lenses, Samut Songkhram can showcase its rich heritage in fresh and engaging ways, appealing to the evolving tastes and preferences of modern tourists.

Moreover, the embrace of innovation in marketing approaches is poised to revolutionize how the province connects with its target audience. Through the strategic deployment of cutting-edge technologies and digital platforms, Samut Songkhram can amplify its visibility on the global stage, captivating the attention of prospective visitors and inspiring them to embark on transformative journeys within its borders.

The ripple effects of these initiatives extend far beyond mere economic gains. By fostering a thriving tourism sector, Samut Songkhram can bolster community development efforts, empowering local residents and preserving the cultural fabric that defines the region. Through initiatives that promote responsible tourism practices and environmental stewardship, the province can safeguard its natural treasures for generations to come, ensuring a legacy of sustainability and resilience.

In essence, the study's findings have the potential to catalyze a paradigm shift in how Samut Songkhram is perceived and experienced by travelers worldwide. By harnessing the power of creativity and innovation, the province can transcend conventional boundaries, emerging as a beacon of inspiration and possibility in Thailand's tourism landscape. As such, the journey towards realizing its full potential as a tourism hotspot is not merely a destination but a transformative voyage towards a brighter, more vibrant future.

### **To find ways to develop marketing strategies Creative and innovative tourism Samut Songkhram Province.**

To develop creative and innovative tourism marketing strategies for Samut Songkhram Province, it's crucial to leverage the region's distinct features, cultural heritage, and natural beauty. Here are some tailored approaches:

**Storytelling Campaigns:** Craft compelling narratives that showcase the province's unique cultural heritage, historical landmarks, and traditions. Use storytelling across various platforms, including social media, blogs, and videos, to captivate potential visitors and evoke a sense of curiosity about the destination. Discover the

**Hidden Gems:** Uncover the lesser-known aspects of Samut Songkhram's cultural heritage, historical landmarks, and traditions. Highlight unique stories, legends, and anecdotes that showcase the province's authenticity and charm. **Local Voices, Authentic Stories:** Interview local residents, artisans, and experts to capture their perspectives and personal experiences. Their insights can add depth and authenticity to your narratives, providing visitors with a genuine glimpse into the heart and soul of the destination. **Visual Storytelling:** Utilize the power of visuals to bring your narratives to life. Incorporate high-quality photographs, videos, and multimedia content that showcase the beauty and diversity of Samut Songkhram's landscapes, architecture, and cultural activities. **Interactive Experiences:** Engage your audience through interactive storytelling experiences. Create immersive online tours, virtual reality experiences, or interactive maps that allow visitors to explore the province's attractions and heritage sites from the comfort of their homes. **Themes and Narratives:** Develop thematic storytelling campaigns that resonate with different audience segments. Whether it's exploring the culinary delights of Samut Songkhram, delving into its rich history and folklore, or highlighting sustainable tourism initiatives, tailor your narratives to capture the interests and passions of your target audience. **User-Generated Content:** Encourage visitors to share their own stories, photos, and memories of Samut Songkhram on social media platforms. Curate user-generated content and incorporate it into your storytelling campaigns to foster a sense of community and engagement. **Collaborations and Partnerships:** Collaborate with local influencers, bloggers, and content creators to amplify your storytelling efforts. Partner with travel agencies, hotels, and tour operators to reach wider audiences and leverage their networks for distribution. **Consistency and Continuity:** Maintain a consistent narrative voice and storytelling style across all your marketing channels and platforms. Create a cohesive storytelling strategy that evolves over time, keeping your audience engaged and invested in the ongoing narrative of Samut Songkhram Province.

**Identify Local Talent:** Reach out to local artisans, craftsmen, performers, and community leaders to identify individuals or groups interested in participating in tourism initiatives. This could include artisans skilled in traditional crafts, musicians, dancers, storytellers, or guides knowledgeable about the region's history and culture. **Co-create Experiences:** Work closely with local partners to co-create immersive experiences that showcase their skills, traditions, and cultural heritage. This could involve organizing workshops where visitors can learn traditional crafts such as pottery, weaving, or wood carving directly from local artisans. Additionally, cultural performances, storytelling sessions, or cooking classes led by community members can provide visitors with firsthand insights into the region's heritage. **Customized Tours and Experiences:** Develop customized tour packages or experiences that incorporate interactions with local artisans and communities. Offer guided tours of artisan workshops, visits to traditional villages, or participation in cultural ceremonies and festivals. These experiences not only provide visitors with unique insights but also support local livelihoods and promote cultural exchange. **Promote Sustainable Practices:** Ensure that collaborations with local artisans and communities are conducted in a sustainable and ethical manner. Respect cultural traditions, practices, and intellectual property rights, and strive to minimize negative impacts on the environment and local communities. Consider implementing fair trade practices and providing fair compensation to local partners for their contributions. **Community Engagement and Empowerment:** Foster meaningful engagement with local communities by involving them in decision-making processes and sharing the benefits of tourism initiatives. Empower community members to take ownership of tourism activities through training programs, capacity-building initiatives, and entrepreneurship opportunities. Encourage the preservation and transmission of traditional knowledge and skills to future generations. **Marketing and Promotion:** Highlight the involvement of local artisans and communities in tourism initiatives as a unique selling point. Showcase their stories, craftsmanship, and cultural heritage in marketing materials, websites, and social media platforms to attract visitors interested in authentic and immersive experiences. Collaborate with local partners to leverage their networks and promote tourism offerings to a wider audience.

Promoting ecotourism and sustainable practices in Samut Songkhram Province not only preserves its natural beauty but also attracts travelers who prioritize responsible tourism. Here's how to emphasize the province's commitment to sustainability and appeal to environmentally-conscious travelers: **Develop Eco-friendly Tour Packages:** Design tour packages that focus on exploring the province's natural attractions while minimizing environmental impact. This could include guided tours of mangrove forests, birdwatching expeditions, or kayaking trips along pristine rivers. Partner with local eco-tour operators and guides who adhere to sustainable practices and prioritize conservation. **Promote Responsible Travel Initiatives:** Educate visitors about the importance of responsible travel and encourage them to minimize their ecological footprint during their stay. Provide information on eco-friendly transportation options, waste reduction practices, and guidelines for respecting wildlife and natural habitats. Encourage visitors to support local conservation initiatives through voluntary contributions or participation in community-based projects. **Highlight Conservation Efforts:** Showcase ongoing conservation efforts and initiatives aimed at protecting Samut Songkhram's natural environment. This could include habitat restoration projects, wildlife conservation programs, or initiatives to combat plastic pollution. Partner with local conservation organizations and government agencies to raise awareness about environmental issues and promote collaborative conservation efforts. **Engage with Local Communities:** Involve local communities in ecotourism initiatives and empower them to actively participate in conservation efforts. Support community-based ecotourism enterprises that provide livelihood opportunities while promoting environmental stewardship. Encourage cultural exchange experiences that

foster mutual respect and understanding between visitors and local residents. **Certifications and Accreditations:** Obtain eco-tourism certifications or accreditations that demonstrate the province's commitment to sustainability and responsible tourism practices. Adhere to internationally recognized standards for eco-friendly tourism operations, such as those established by organizations like Green Globe or the Global Sustainable Tourism Council (GSTC). Display certification logos prominently to reassure travelers of the province's eco-friendly credentials. **Collaborate with Sustainable Brands:** Partner with sustainable brands and businesses that share a commitment to environmental conservation and responsible tourism. Collaborate on joint marketing campaigns, eco-friendly product offerings, or corporate social responsibility initiatives that promote sustainable tourism practices and raise awareness about environmental issues. **Educational Experiences:** Offer educational experiences that allow visitors to learn about local ecosystems, biodiversity, and conservation challenges. This could include guided nature walks, eco-themed workshops, or visits to environmental interpretation centers. Encourage visitors to become ambassadors for conservation by sharing their experiences and knowledge with others.

In summary, by embracing a range of creative and innovative marketing strategies, Samut Songkhram Province can distinguish itself within the competitive tourism sector. Digital marketing innovations such as virtual reality (VR) tours, augmented reality (AR) apps, and interactive online experiences offer dynamic and engaging ways to showcase the province's attractions to a diverse audience. Additionally, leveraging social media influencers, user-generated content, and targeted advertising can generate excitement and interest in Samut Songkhram. Event-based marketing initiatives, including cultural festivals, food fairs, and arts exhibitions, not only draw visitors but also provide opportunities for local businesses to network, collaborate, and showcase their offerings. Heritage conservation and restoration efforts can be highlighted in marketing campaigns to appeal to heritage enthusiasts and travelers seeking authentic cultural experiences, further enhancing the province's appeal. Moreover, developing customized experiential packages tailored to different traveler interests, such as culinary tours, wellness retreats, or adventure expeditions, allows visitors to immerse themselves in the diverse offerings of Samut Songkhram, catering to varying preferences and demographics. Collectively, these strategies have the potential to attract discerning travelers seeking authentic experiences while fostering sustainable growth for the local economy.

## CONCLUSION

The study on creative tourism marketing strategies in Samut Songkhram Province involved an in-depth exploration of the methods and techniques utilized to draw tourists to the region. By delving into the existing strategies, the research aimed to uncover the intricacies of how Samut Songkhram's distinctive cultural heritage and natural wonders serve as key attractions for visitors. This investigation sought to shed light on the innovative approaches employed, with a particular focus on digital campaigns, cultural events, and community engagement initiatives. Samut Songkhram Province, situated in the heart of Thailand, boasts a rich tapestry of cultural traditions, historical landmarks, and breathtaking landscapes. These elements form the bedrock of its allure to tourists seeking immersive and authentic experiences. The research set out to examine the ways in which these assets are strategically leveraged to create a compelling narrative that resonates with travelers from around the globe. At the forefront of the analysis were the digital marketing campaigns deployed by tourism authorities and local businesses. In today's digital age, the online sphere serves as a powerful platform for reaching a vast audience of potential visitors. Through engaging content, captivating visuals, and targeted advertising, these campaigns aim to capture the attention of prospective tourists and entice them to explore the wonders of Samut Songkhram. By harnessing the reach and accessibility of digital channels, tourism stakeholders can effectively showcase the province's unique offerings and inspire travelers to embark on unforgettable journeys. In addition to digital initiatives, the study also delved into the role of cultural events in promoting tourism in Samut Songkhram. From traditional festivals and art exhibitions to culinary fairs and performance showcases, these events play a pivotal role in showcasing the region's cultural vibrancy and attracting visitors from far and wide. By immersing tourists in the local arts, traditions, and customs, these events offer a glimpse into the soul of Samut Songkhram, fostering connections and creating lasting memories for visitors. Furthermore, the research explored the importance of community engagement initiatives in driving creative tourism. Beyond mere attractions and events, it is the warmth and hospitality of the local communities that truly leave a lasting impression on travelers. Through homestays, cultural exchanges, and volunteer opportunities, tourists have the opportunity to forge meaningful connections with the people of Samut Songkhram, gaining insights into their way of life and enriching their travel experiences. Throughout the study, the effectiveness of these various marketing approaches was carefully analyzed, with a focus on understanding their impact on promoting creative tourism in Samut Songkhram Province. By evaluating metrics such as visitor numbers, engagement levels, and economic impact, researchers sought to identify best practices and areas for improvement in tourism marketing strategies. In conclusion, the study provided valuable insights into the creative tourism marketing landscape in Samut Songkhram Province, shedding light on the innovative strategies employed to showcase the region's cultural heritage and natural attractions. Through digital campaigns, cultural events, and community engagement initiatives, tourism stakeholders

continue to captivate the hearts and minds of travelers, inviting them to embark on unforgettable journeys of discovery in this enchanting corner of Thailand.

The research endeavor embarked upon a quest to chart innovative pathways in the development of marketing strategies specifically tailored to the unique context of Samut Songkhram Province. It ventured into uncharted territories, exploring the unexplored potential lying dormant within the province's cultural tapestry and natural allure. A pivotal aspect of this exploration involved forging symbiotic partnerships with local artisans, cultural custodians, and environmental stewards. These collaborations were envisioned as catalysts for the creation of authentic and immersive tourism experiences, capable of resonating deeply with the discerning traveler. By tapping into the rich reservoir of local knowledge, craftsmanship, and conservation efforts, the research sought to craft narratives that transcended mere tourism and morphed into transformative journeys of cultural discovery and environmental stewardship. At the heart of this endeavor lay a steadfast commitment to sustainability, storytelling, and digital innovation. Sustainability emerged not merely as a buzzword but as a guiding principle informing every facet of tourism development. The aim was not just to attract tourists but to do so in a manner that respected and safeguarded the delicate balance of ecosystems and communities. Thus, initiatives were conceived with a keen eye toward minimizing environmental footprints, fostering socio-economic resilience, and nurturing cultural authenticity. Storytelling emerged as a potent tool in this arsenal, weaving narratives that wove together the threads of Samut Songkhram's rich tapestry of heritage and tradition. Through compelling stories, visitors would be transported on a journey through time, connecting with the essence of the province and its people. These narratives were not mere marketing gimmicks but immersive experiences that invited tourists to become active participants in the unfolding tale of Samut Songkhram. Digital marketing, with its vast reach and immersive capabilities, emerged as a linchpin in amplifying the province's appeal to a global audience. Leveraging cutting-edge technologies, such as virtual reality, augmented reality, and interactive online platforms, the research envisioned a digital landscape teeming with possibilities. From virtual tours of ancient temples to interactive maps showcasing hidden gems, digital innovations served as portals through which travelers could embark on explorations of Samut Songkhram's wonders from the comfort of their homes. Yet, amidst the fervor for innovation, the research remained grounded in timeless values of creativity, authenticity, and sustainability. These were not merely buzzwords but guiding principles that shaped every decision and action. Creativity fueled the imagination, birthing novel ideas and approaches that breathed life into stagnant tourism paradigms. Authenticity served as a compass, ensuring that every endeavor remained true to the essence of Samut Songkhram and its people. Sustainability acted as a guardian, preserving the delicate balance between progress and preservation, prosperity and posterity. In essence, the research painted a vision of Samut Songkhram Province as a beacon of enlightened tourism, where creativity, authenticity, and sustainability converged to create experiences that transcended the ordinary. It was a vision of a province not just visited but experienced, not just admired but cherished. And it was a vision that beckoned travelers from far and wide to embark on a journey of discovery, where every step revealed a new facet of Samut Songkhram's timeless allure.

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