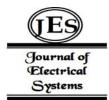[1] Ekgnarong Vorasiha*

[2] Monchai Choddao

[3] Palang Wongtanasuporn

Technology Management Model for Determining Secondary Competency for Tourists of Samut Songkhram Province

JES

Journal of Electrical Systems

Abstract: - Technology Management Model for Determination of Secondary Tourist Competence in Samut Songkhram Province with research objectives to survey and study the context of Samut Songkhram Province to determine the ability to accommodate tourists to analyze the potential and ability to accommodate tourists and to set up a technology management model for determining the capacity to accommodate tourists in Samut Songkhram Province Mae Klong or Samut Songkhram has the smallest area in Thailand. But there are a variety of tourist attractions. Especially Amphawa district, the reputation spread far and wide. Are you going to travel for a day or don't want to go home? Let's change the bed and stay by the canal. You can use the service, including resorts and homestays, which can describe the context of Samut Songkhram province to determine the ability to accommodate tourists as follows. Wat Amphawan Chetiyaram King Rama II Memorial Park, Bang Kung Temple, Amphawa-Chaipattananurak Project Bang Noi Floating Market Amphawa Evening Floating Market, Mae Klong Market (Talad Rom Hub), Don Hoi Lot, Thai Dessert Museum Our Lady of the Birth Cathedral and food of Samut Songkhram It is one thing that attracts tourists to visit Samut Songkhram.

In this study of the potential of tourist attractions, the researcher has identified issues in reporting the results of the assessment of tourism potential in 7 areas as follows: location; the condition of the tourist attraction Facilities Utilities Community Participation in terms of opportunities for tourism development and public relations for tourist attractions. And technology management model for determining the capacity to accommodate tourists in Samut Songkhram Province from conducting studies "Technology management model for determining the capacity to accommodate tourists in Samut Songkhram Province" found that from the operation of Samut Songkhram Province. Self-management is clearly tangible. In the process of work, it has changed all the time from the past to the present, but the change is for the development and upgrading of the quality of life of the community in Samut Songkhram. Both in terms of self-reliance leading to growth in a positive, strong and sustainable direction, and most importantly, community involvement process Samut Songkhram Province market traders and network partners they are all very important to Samut Songkhram Province. It is strong, sustainable, famous and known to this day.

Keywords: Ability to accommodate, Tourists, and Samut Songkhram Province.

INTRODUCTION

Tourism is a highly active service industry. In bringing foreign currency into the Thai economy it is the industry that earns the top. Compared to other exports, tourism is economically and socially important. It is a source of income in foreign currency. Help reduce the problem of international payments deficit. Helping to create jobs and employment, causing income distribution, causing changes in the structure of the local economy. And stimulate production for the importance of tourism to the society of the country is helping to raise the standard of living of the local people. Help create social prosperity for the locality, help preserve and restore culture and environment, and help reduce immigration problems of the local community. And encourages the inventing of useless surplus resources to create souvenirs for sale. From the policy to develop tourism services and promote tourism to make Thailand the center of tourism in Asia (Tourism Capital of Asia), the main goal is to develop infrastructure, accommodation and basic public health access to tourist attractions. A variety of tourism formats, offering a unique Thai culture. Setting safety standards for tourists and hospitable hospitality, etc. In order to achieve such goals, cooperation from all stakeholders or related parties is necessary. To encourage Thai tourism to develop to its full potential. And achieve the goal of benefiting all parties in a fair and sustainable manner such policies are important for promoting tourism at all levels. Especially at the local level together with a plan to decentralize power to local government organizations, including 3 missions, namely tourism planning; care improvement and maintenance of tourist attractions (Department of Local Administration, 2009 page 21)

Objectives of the research

1. To survey and study the context of Samut Songkhram Province to determine the ability to accommodate tourists

2. To analyze the potential and ability to accommodate tourists (area and facilities)

[1] *Lecturer, College of Innovation and Management Suan Sunandha Rajabhat University
[2] Lecture, College of Sports Science and Technology Mahidol University
[3] Lecture, Faculty of Industrial Technology Suan Sunandha Rajabhat University
* Corresponding Author; e-mail: Ekgnarong.vo@ssru.ac.th

3. To set up a technology management model to determine the capacity to accommodate tourists in Samut Songkhram Province

LITERATURE REVIEW

Ranee Isichaikul (2014, pp. 212-216) said that the potential of tourist attractions is the availability of tourist attractions that are conducive to development, improvement or change, as well as the local attractiveness that is sufficient to Attract tourists to decide whether to travel to that attraction or not.

graduate school Chiang Mai University (2002) said that the potential of tourism means attraction of the place order convenience Accessibility of a place, including images such as reputation, beauty, uniqueness, cleanliness, safety, learning opportunities and experiences, etc.

Boonlert Chittangwattana (2005: pp. 60-69) gives the meaning of The potential of tourism means Availability of tourist attractions In providing services to tourists who visit there are 4 important things.

1. The attraction of the place
2. Ability and ease of access
3. Impression
4. Components of the service

Sirijanya Prabhanakit (2010) said that the potential of tourist attractions means the availability of resources of the place. to be used to develop as a tourist destination, which must have a variety of natural resources, culture, way of life and local traditions convenient access have facilities as well as good management.

Therefore, tourism potential refers to the availability of tourist attractions that are conducive to development, improvement or change. Including the attractiveness of tourist attractions that will attract tourists to decide to travel to that attraction. What matters is the attractiveness of the location, the ability and ease of accessibility, and the impression of the elements of the service.

Criteria for assessing the potential of tourist attractions

Wipa Sriratu (2 008) has set criteria for assessing the potential of tourist attractions comprehensively. The four components of tourism are:

1. The spatial component is attracting tourists with unique or unique natural resources
2. The management component is safety in tourism in the area and nearby areas.
3. The components of activities and processes are consideration variety of activities
4. Components of participation of local people

Wiwatchai Boonyaphak (2007 cited in Kalaya Sawangkong, 2015) has proposed criteria for consideration and determination of the potential of tourist attractions as follows:

1. The value of a tourist attraction is the distinctive characteristics of a tourist attraction, beauty, historical value natural conditions) and lifestyle
2. Ease of access to tourist attractions, such as the nature of access to tourist attractions distance from city the convenience of the route used
3 . Facilities include services such as hotels, hospitals, or other utilities such as electricity, water supply, telephone and security.
4. . Environment, including the ecosystem of tourist attractions Natural conditions of tourist attractions, weather conditions and other conditions of tourist attractions.
5. Restrictions to accommodate tourists, including restrictions on the area Utilities and tourist safety
6. . The current reputation is known as a tourist attraction and the number of tourists visiting the tourist attraction

Jarut Klaidee Plee (2008) said that the criteria for considering the potential of tourist attractions must cover all four elements as follows:

1 . Area component is to attract tourists with natural resources of tourist attractions.
The uniqueness of the tourist attraction
2 . The management elements are tourist safety and attraction, ease of access, corporate governance local tourism
3. Activities and process components: considering the diversity of activities in the area, create consciousness and environmental education to people in the area and tourists visiting 4 . Participation component: In what form are the organizations and communities participating in the supervision of tourist attractions? Or are you interested in developing a
tourist attraction?

The Institute of Science and Technology (2 000) has identified four components for assessing the potential of tourist attractions:

1. Nature, with an emphasis on natural resources which can develop or create tourism activities in the form of sightseeing
2. . The unique way of life and culture of the community is the livelihood. Culture related to agriculture that can be applied to provide tourism services within the area or using folk technology that can be made into a highlight of tourist attractions and create activities.

3. The production process. Factors of attraction or charm of agriculture, such as local wisdom, tourism. As well as a model of tourism management in the form of work trips, field trips, and training.
4. . Marketing by focusing on selling and distributing agricultural products to generate income from selling souvenirs.

DATA AND METHODOLOGY

Analyze and synthesize the contextual data of the contextual study of Samut Songkhram Province to determine the ability to accommodate tourists Analyze the potential and ability to accommodate tourists (Area and facilities) and a technology management model for determining the capacity to accommodate tourists in Samut Songkhram Province

How to collect data

1. Collect information from documents, books, academic articles and related research for be used as information to find guidelines for the formulation of technology management for determining Official ability to accommodate tourists in Samut Songkhram Province the procedure is performed as follows.
- Gather information on the context of Samut Songkhram Province
- Analysis of the potential and ability to accommodate tourists of Samut Songkhram Province (Area and facilities
2. Analysis synthesize information
- Analyze the potential and ability to accommodate tourists of Samut Songkhram Province (Area and facilities
- Context of Samut Songkhram Province (Information on area factors and facilities Analysis by using percentage (Percentage) and frequency (Frequency))
- Data analysis was performed using SWOT analysis and content analysis techniques to find correlation between the data in order to verify and confirm the reliability and accuracy of the obtained data and the statistics used in the data analysis.
3. Assessing the potential of tourist attractions The researcher has a procedure for preparing and analyzing the data.as follows
- Analysis of general information in the context of Samut Songkhram Province by way of narration and using descriptive statistics with percentage, mean and standard deviation
- Analysis of technology management model for determining the capacity of tourists in Samut Songkhram Province
- Data from the interview form because it is a qualitative research the researcher then used all the data obtained for analysis. and bring to a summary of the content issues in a descriptive manner
- Take the data obtained from the analysis and assessment. Participate in brainstorming ideas to create and design a technology management model for determining the capacity of tourists in Samut Songkhram Province
- Educate the sectors that need knowledge by applying good technology and production processes to create value-added products have production standards Good quality and safety
- Use the conclusions to determine Technology management model for determining the capacity to accommodate tourists in Samut Songkhram Province

RESULTS AND DISCUSSION

Technology Management Model Research Project for Determining Secondary Competency for Tourists of Samut Songkhram Province It is part of a series of research projects titled "Developing new tourist attractions with cultural capital of Samut Songkhram Province This research project aims to develop new tourist attractions in Samut Songkhram Province and use research processes with all sectors to develop spatial tourism resources and reduce inequality. To increase the potential of the community economy and uplift the local economy through cultural capital as well as to increase the capacity of local communities to develop self-reliance and can continue to create value in the creative economy on the basis

of capital, resources, and culture in the Samut Songkhram province.

Therefore, in the part of the presentation of the research results of the research project on the technology management model for determining the secondary capacity for tourists in Samut Songkhram Province the results can be summarized as follows:

The results of the analysis of the potential and ability to accommodate tourists found that the analysis of tourism resources consisted of outstanding natural resources. outstanding cultural resources Exhibition resources and important phenomena Outstanding activity resources in terms of services, potential and readiness for organizing tourism activities on the Mae Klong River lifestyle community, including areas, including natural identities, ways of life, and arts and culture. There is a selling point not far from Bangkok. There is nature in the Thai way. Along the traditional river, there is nature, art, culture and history. It is safe in tourist attractions was selected by the Tourism Authority of Thailand It's 12 cities that shouldn't be missed. Wisdom art and organizational learning resources, such as "Quarturapaek", the government sector has plans/strategies for development the corporate sector has a tourism association. Local sector/community, municipality, sub-district administrative organization play a role in tourist attraction development. The educational sector, schools, colleges and universities are involved, the private sector has a group of entrepreneurs. Management Including a tripartite management (state,

private and community) management to develop into a city of relaxation and learning. There is a high level of transportation and security. There are clearly signs on the main route. There are facilities in tourist attractions have improved. and is publicized through various media of government agencies such as the TAT Website, activities such as boating activities to pay homage to 9 temples, cycling activities for grandmothers to see the gardens orchard tour activity Coconut sugar simmering activity and fruit charcoal challenge activities Puppet show activities Benjarong writing activity, coconut fiddle carving activity Ten activities for Thai artisans in Mae Klong Thai way of learning center activities water alms giving activity Firefly watching boat activity and mangrove planting activities The concept of arranging the potential or importance of tourist attractions by considering the main elements is the value of an attraction, meaning the true essence of a tourist destination, which is considered to be the value or importance that exists (Wiwatchai Boon Yaphak, 2007 in Tourism Pamphlets, 2007: 42-43) Therefore, the adaptation in the tourism 4.0 approach also has a context in line with

the United Nations Sustainable Development Goals (SDGs) which encourages the world to develop the tourism industry towards high value and create negative impacts on the tourism industry. In the future too for the mechanism TAT will move towards the 4 . 0 era. From now on, it will focus on 5 main issues: 1) sustainable tourism management 2) creating environmental factors and developing infrastructure that supports tourism. 3) Modern marketing to support future changes 4) Creation of tourism enterprises and startups based on innovation; and 5) building effective cooperation networks. with government and private agencies both domestically and internationally in every part of the tourism value chain (Tourism Authority of Thailand 2017) The Tourism Authority of Thailand (TAT) has formulated a strategy to promote Thai tourism. Set a target of 8 percent growth in tourism revenue as set by the government. It continues to focus on restructuring the market continuously to promote the image of being a sustainable popular tourist destination. It will push for 3 marketing approaches. is to create a trend of environmental concern to slow down the degradation of tourism resources Content creation to add value to Thai tourism products and expanding the quality tourist market base by introducing a tourism model that touches the Thai Local Experience through the way of eating The direction of promoting the domestic market continues to focus on tapping into potential groups through various projects, such as the "Cross-Sector Challenge" project, reinforcing the concept of tourism as self-discovery among Gen Y (Tourism of Thailand 2018) with Nachaphong Chanchula (2005). It was found that there were 7 factors indicating the potential for ecotourism management of the Sriboya community, which were arranged in order of importance from least to greatest as follows: the factor of the community's ability to self-manage. Factors in tourism services Factors related to tourism activities. The outstanding factors of tourism activities of the year space factor Leadership factor and factors in determining the capacity to support tourism and in accordance with Tinkrit Rungmuang (2015) found that the success of the activities there are tourism activities and continuous development. Implementing information technology systems for community public relations community executives and related agencies to provide support to connect internal tourism networks and outside the community emphasize the process of participation at the community and agency level.

Technology management model for determining the ability to accommodate tourists in Samut Songkhram Province. The results of a study on creative approaches to organizing tourism activities for communities along the Mae Klong River found that tourism activities should have the characteristics of "Quarterpakie", which is the region. State, local sector, private sector and community and educational institutions, namely 1) government agencies, agencies that related, for example Provincial Tourism and Sports Office The provincial office should be a host to create a tourism plan to creatively accommodate potential tourists along the Mae Klong River. By surveying the tourism resources of the province in all dimensions and in all areas. In order to prevent the concentration of tourist attractions and water, the database comes together to plan together with all sectors integrated, as well as continuously support the budget for the development of secondary or low-potential tourist attractions. Establishment of a tourist information center, etc. 2) Local sectors, and relevant agencies such as the Provincial Administration Organization, Municipality and Sub district Administrative Organizations should support the budget. and consulting Developing local personnel to have the potential to prepare action plans event and tourism routes to accommodate potential tourists along the Mae Klong River in a creative way, etc. 3) Private sector and communities, including entrepreneurs, community leaders, and people involved in tourism in the province district or locality There should be a strong grouping, building tourism standards Safety and service to tourists being a good host and the quality of products and services is controlled to be appropriate and fair. As well as jointly solving various problems to tourists Including entrepreneurs and local leaders must control the number of tourists in some areas where the concentration is too high. By forwarding tourists to other sources with similar interests and 4) educational institutions the relevant government sectors should encourage educational institutions to participate in the development in the area such as promoting research co- development of tourist attractions and promote social activities of the school and educational institutions, etc. It is therefore considered that creative tourism is a new tourism that focuses on access to culture or history by giving visitors a unique experience and engaging with the true culture of living of that tourist attraction. It is a tourism that focuses on learning about the arts, culture and identity of a place through direct experience and engagement with cultural people and also emphasize responsible tourism Able to create value towards Creative Economy and Value Added Consistent with

Rasika Angkoon (2006) found that the development of cultural tourism potential and local wisdom as a medium for transmitting Thai nationality Each province has the potential and prominence in a similar manner in terms of history. Corresponds to Narin Sangraksa Supaporn Promritsee Teerangkun Worabarungkul (2015) it was found that the tourism management approaches that are not hurried include

(1) the government sector: quality tourism management. Providing facilities for the elderly Improve the quality of service, impression and safety in tourism

(2) the private sector: is fair and does not take advantage development of tourism services Organize tourism activities suitable for the elderly Online Marketing Challenge Develop a database of service standards

(3) Communities and localities: care of tourist attractions Continue to support tourism Improve infrastructure and facilities for the elderly Develop new tourist attractions.

(4) Educational institutions include: Language training for small entrepreneurs Organize up-to-date training courses and develop new body of knowledge A variety of forms of community tourism activities along the Mae Klong River, such as Created to support high-potential tourists, the "ACTIVES Model" is derived from the synthesis of concepts/theories and research and data in the area. The synthesis of the model that the researchers named "ACTIVES Model" has main components:

1) A=Attraction of Activities Tourism

2) C=Corroboration (Teamwork Cooperation)

3) T=Technology for Tourism

4) = Information System for Tourism (Tourism Information System)

5) V=Vision of Leadership (vision of leaders)

6) Evaluation & Lesion Learned (Evaluation and Lesson learned)

7) S=Sustainability (Sustainability in Tourism) and passed the model certification. This is in line with Ampha Saeng Ngam and colleagues (2006). It was found that there are 3 types of activities and conservation tourism management that are suitable for the community's potential, namely (1) the one-time tourists who wish to study and travel at their leisure and without supporting activities; (2) the visit to the field trip including student groups Students visiting the ancient site or a group of housewives who come to study at the silk center and then visit the ancient site; and (3) overnight stays for general tourists There are activities to welcome tourists. and stay at homestay Waking up in the morning, offering food to monks, and returning safely, consistent with Tinkrit Rungmuang (2015) found that the results of the creative tourism model experiment In terms of creative tourism management according to the structure for balance in accordance with the principles of good governance Make members aware of the ways to distribute income Continuous creative tourism activities There are activities that reflect the history, culture, traditions and satisfaction of tourists at a high level The assessment and improvement of the creative tourism model and the opinions of those involved were at a high level.

REFERENCES

[1] Anan Duangpa. (2021). The Influence of Perceived Potential and Tourism Image of Chiang Khan District. Loei Province that affects the repeat visits of Thai tourists (Thesis of the Faculty of Arts Master of Science in Tourism Management Faculty of Tourism and Hospitality). Dhurakij Pundit University, BangkokBonzanigo, L. et al. (2016). Sustainable Tourism Planning and Climate Change Adaptation in the Alps: A Case Study of Winter Tourism in Mountain Communities in the Dolomites. Journal of Sustainable Tourism, 24(4), 637–652.

[2] Institute of Ecotourism. (2002). Strategic Assessment of the Impact on the Environment and Tourism. Bangkok: Institute of Ecotourism Srinakarinwirot University. National Economic and Social Development Board. (2011). National Economic and Social Development Plan (11): 2012–2016. Bangkok.

[3] Nutprawee Likitsaran. (2019). Potential of tourist attractions of Phichit Province. Journal of Service andThai Tourism, Year 14, Issue 1 (January - June 2019)

[4] Siam Commercial Bank Public Company Limited. Reign forever. Search On December 15, 2021 , from https://www.scb.co.th/th/personal-banking/stories/travel-samut- songkhram.html

[5] Singsaktrakul, Parichat. & Sermkarndee, Patcharin. (2013). The Study of Potentiality and Conservation Tourism Development Approach of Baan Thung–Maprang, Kuan Doan District and Baan Ton–Panan, Kuan Kalong District in Satun Province. Suddhiparitad Journal, 27(83), 97–112.

[6] Srirathu, Vipa. (2008). Eco–tourism Potential of Amphoe Khao Kho Phetchabun Province.

[7] Master of Science Degree in Ecotourism Planning and Management. Srinakarinwirot University. Bangkok.