

## Development of Tourism Potential in Chonburi Province for Sustainable Development

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— *Review of* —  
**Integrative  
Business &  
Economics**  
— *Research* —

### ABSTRACT

This research has the purposes of: 1) To study the tourist behavior of tourists in Chonburi Province; 2) To study tourist satisfaction concerning the elements and management of tourism improved by the management 7S Model of sustainable tourism development in Chonburi province; 3) To study the development of sustainable tourism management by demographic characteristics. Data were collected from questionnaires with a sample size of 150. Statistics used in the analysis were percentage, mean, and standard deviation. Tests were conducted by T-test statistic variance, one-way ANOVA, Pearson relationship, and Chi-Square. The results were as follows: 1) Demographic factors include a male majority over 36 years old who are mostly single with a Bachelor's degree and an average income level of 20,001 - 30,000 baht; 2) Factors of tourism process include tourism resources, tourism services and tourism market of tourists, sustainable development of tourism potential in Chonburi, and Conservation Rehabilitation Inheritance Relay Exchange; 3) Factors of the 7S Model has the following development tourism potentials: strategy, system, skills, style, staff and shared values, which have a relationship with the tourism potentials in Chonburi, Chonburi Province. The relationship was statistically significant at the level of 0.05.

Keywords : Development, Tourism potential, Chonburi Province, Sustainable Development.

### 1. INTRODUCTION

The World Tourism Organization (UNWTO) predicts that by 2030, global arrivals will grow to 1.8 billion, with an average growth rate of 3.3 percent. Development will be a group of countries where the number of tourists grew at a higher rate than the market. Developed countries Thailand, which is in Asia, will be the region with the highest tourism expansion (Department of Tourism, 2015: 8)

Thailand's tourism is ranked in the ASEAN region. Tourism is a major source of revenue for the country. Consider foreign tourist statistics. The number of foreign tourists arriving in Thailand has increased. Continuous Thailand's tourist trend is expected to attract more tourists. The number of foreign tourists increased by more than 20 million. (National Research Council of Thailand, 2003). Important internal factors such as tourism resources. Infrastructure security At the same time, external factors such as economic conditions. And politics of the world Popular in tourism. Expansion of transport routes, etc., which affect (National Economic Council of Thailand, 2001: 3-4) The environment is beyond the capacity of the ecosystem. Should be important to implement the policy. Measures and mechanisms for management are in line with the principles of sustainable development. The first step in the development of the three dimensions of economic development, the dimension of society and dimensions (Office of Natural Resources and Environmental Policy and Planning, 2012:

18). Researchers have realized. "The development of tourism potential in Chonburi for sustainable development," The sustainable development of East Coast tourism. Chonburi has been expanding its tourism business by focusing on tourism or seeking income from tourism, while the lack of good management systems. Strategic Development and Restoration of Sustainable Tourism.

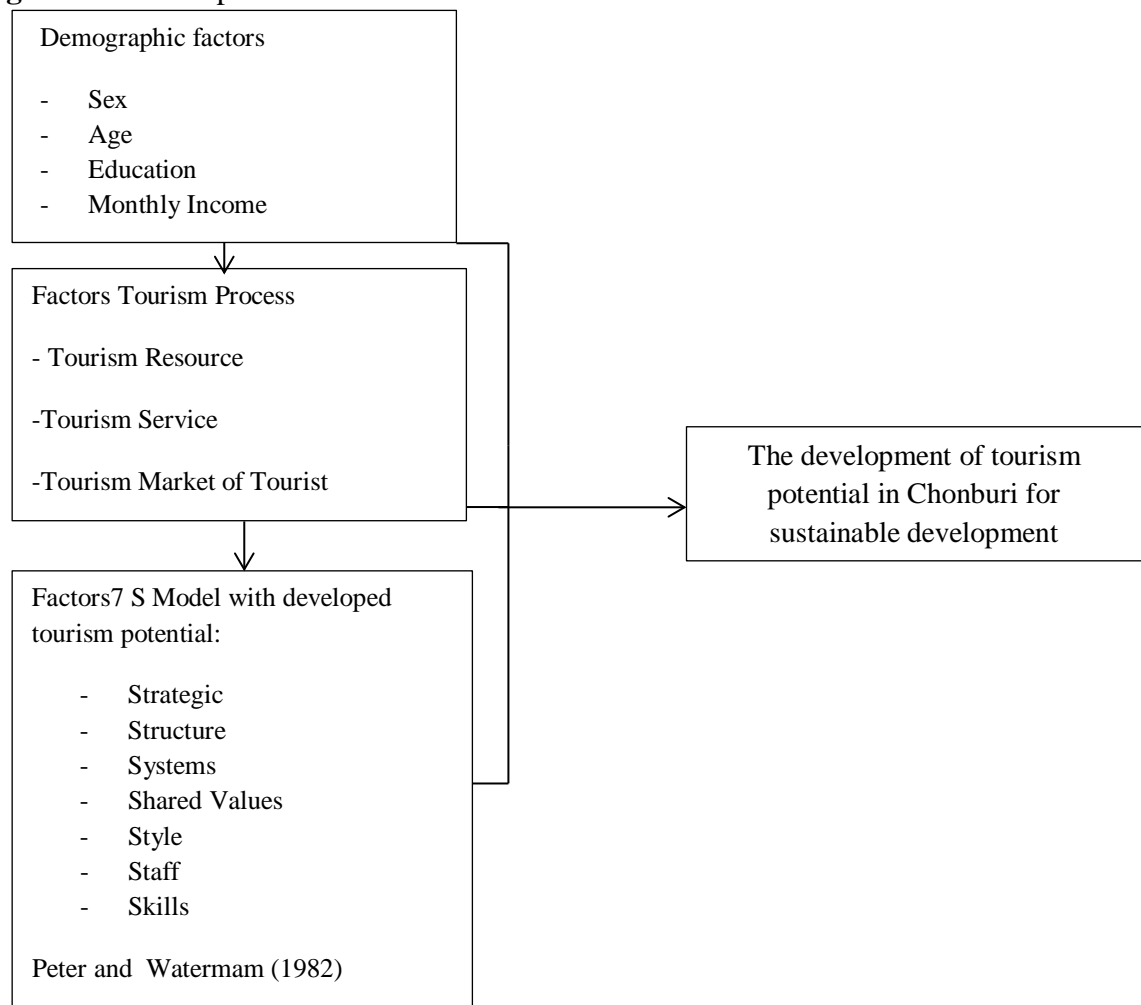
## 2. OBJECTIVE OF THE STUDY

The research on the development of tourism potential in Chonburi province is aimed at sustainability with the following important objectives:

1. To study tourist behavior of tourists in Chonburi province.
2. To study the satisfaction of tourists on the elements and management of tourism improved by the management of the 7S Model, resulting in repeated visits Chonburi province
3. To study the development of sustainable tourism management.

## 3. FRAMEWORK OF RESEARCH

**Figure 1 :** Conceptual framework for research



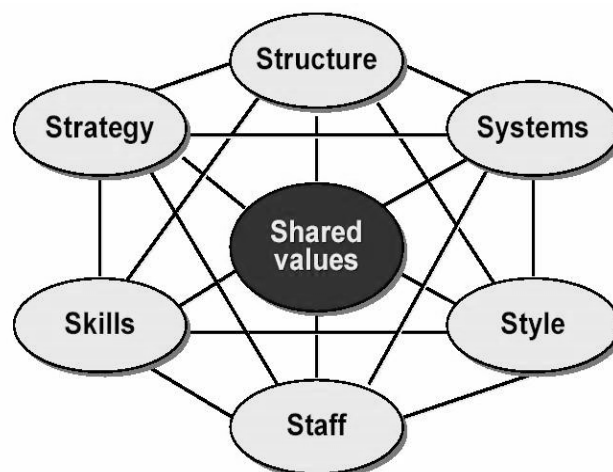
#### 4. THE BENEFITS ARE EXPECTED TO RECEIVE

1. Get information about the overall situation of tourism potential in Chonburi
2. The results of the analysis of the satisfaction of tourists to make tourists come back again.
3. The results of this study are also important in preparing for and enhancing tourism.
4. Competitiveness for tourists to develop sustainable tourism potential.

#### 5. CONCEPTS AND THEORIES

Lieberman (Leiper, 1979) says that tourism is not an industry, but a system that starts with tourists. The reasons and motives vary, and then you start to find information about the various destinations and then decide to travel from the same place. At the end of the journey, visitors experience a variety of activities, including product characteristics, tourism, which Leiper (1979) says. Tourism is "Partial Industrialization". There are two parts: 1. Involve exchange. By tourists, buying services from the private sector. 2. No exchange. Not for sale. If it is in the public domain such as beautiful beaches, Thai people are generous. Thai culture is unique. These are beyond Control of the private sector This is a part that must be shared and shared between tourists and homeowners. This makes tourism products look different from other products because they have to be dependable. We need to cooperate closely. Adi Karri (Adhikary, 1995) offers a 7-S model of tourism management to adapt to tourism.

**Figure 2 Mckinsey 7-S Framework**



**Source :** Peter and Watermam (1982)

Let's look at each of the elements specifically: **Strategy:** the plan devised to maintain and build competitive advantage over the competition. **Structure:** the way the organization is structured and who reports to whom. **Systems:** the daily activities and procedures that staff members engage in to get the job done. **Shared Values:** called "superordinate goals" when

the model was first developed, these are the core values of the company that are evidenced in the corporate culture and the general work ethic. **Style:** the style of leadership adopted. **Staff:** the employees and their general capabilities, and **Skills:** the actual skills and competencies of the employees working for the company.

McKinsey7s : Basic conceptual framework used to analyze seven variables that are critical to business success. The result of the analysis is to determine the strategy to maximize the efficiency and effectiveness of the organization. It should be in a step-by-step manner, with a systematic workforce, a systematic structure, skilled personnel, and participation. Performance in all processes. Because of the good management and the system will prevent redundant operation in the work.

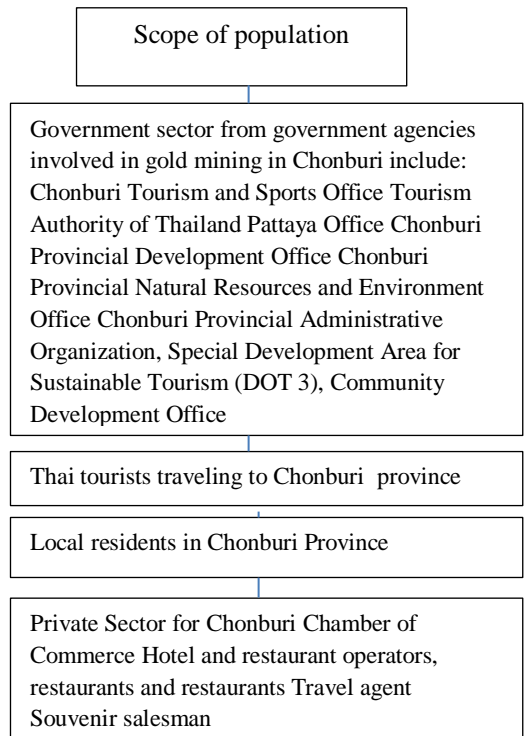
### 6. MATERIALS AND METHODS

This research" Development of Tourism Potential in Chonburi Province for Sustainable Development" This research aimed 1) To study the tourist behavior of tourists in Chonburi Province; 2) To study the satisfaction of tourists on the elements and management of tourism improved by management.7S Model of tourism development in Chonburi province to be sustainable. And 3) To study the development of sustainable tourism management, This research is a survey research and data collection using questionnaires and interviews from tourism development in Chonburi Province for sustainable. Using the questionnaire (Questionnaire) is a tool to gather information.

### 7. SCOPE OF RESEARCH

This study aims to study "The development of tourism potential in Chonburi province for sustainable development".

**Area:** The study area is Chonburi province



### 8. DATA COLLECTION

Statistics used in the analysis were statistic, percentage, mean, standard deviation. Test the difference T-test statistic variance (One way ANOVA) test and Pearson relationship. and chi-square (Chi-Square) (Yamane, Taro. (1973).

## 9. CONCLUSION

The research "Development of Tourism Potential in Chonburi Province for Sustainability Development " consists of qualitative and quantitative research by qualitative research, content analysis, pledging, and content analysis. In-Depth Interview Quantitative research (Quantitative Research) The questionnaire of the sample. The data were analyzed by percentage, mean, standard deviation, and sample level. The results are as follows.

**Table 1.** The relationship between the leadership 7S Model with developed tourism potential impact on tourism in Chonburi province to achieve sustainability

Factors 7 S Model with developed tourism potential	The potential for sustainable tourism	
	Correlation	Sig.
Strategic	0.812*	0.000*
Structure	0.733*	0.000
Systems	0.807*	0.000*
Skills	0.576*	0.000
Style	0.864*	0.000*
Staff	0.731*	0.000
Shared values	0.793*	0.000

At significant level 0.05\*

## 10. DISCUSSION OF THE FINDINGS

The results were as follows: "Development of Tourism Potential in Chonburi Province for Sustainable Development

1) Demographic factors, Mostly, The majority of the males over 36 years old. Single status. Bachelor's degree education, and income level 20,001 - 30,000 baht

2) Factors Tourism Process : Tourism Resource Tourism Service Tourism Market of Tourist The development of tourism potential in Chonburi is to be sustainable. Conservation Rehabilitation Inheritance Relay Exchange The relationship with the tourism potential in Chonburi to be sustainable that has potential for tourism in Chonburi Province, the relationship was statistically significance level of 0.05.

3) Factors 7S Model with developed tourism potential: Strategic, System, Skills, Style, Staff, and Shared values : The relationship between the 7S Model is the strategic aspect of the system structure, skills , style, Staff and Shared values. The development of tourism potential in Chonburi Province for sustainable development. The relationship with the tourism potential in Chonburi to be sustainable as follows.

**Strategy** : Positively correlated with levels of tourism development in Chonburi. In relation to tourism potential in Chonburi province, it was found that the Sigma value was 0.000, correlated at the high level (Correlation = 0.812) at significant level of 0.05.

**Structure** : There is a positive relationship with the level of tourism development in Chonburi. The relationship with tourism potential in Chonburi province was sustained with Sig value of 0.000, correlated at moderate level (Correlation = 0.733) at significant level of 0.05.

**System** is positively correlated with the level of tourism development in Chonburi. The relationship with tourism potential in Chonburi province was found to be sustainable with a Sig value of 0.000, correlated at high level (Correlation = 0.807) at significant level of 0.05.

**Skills** : There is a positive relationship with the level of tourism development in Chonburi. The relationship with tourism potential in Chonburi province was found to be sustained with a Sig value of 0.000, correlated at moderate level (Correlation = 0.576) at significant level of 0.05.

**Style** : Is positively correlated with level of tourism development in Chonburi. The relationship with tourism potential in Chonburi province was found to be sustained. The Sig value was 0.000, correlated at the high level (Correlation = 0.864) at significant level of 0.05.

**Staff** : Have a positive relationship with the level of tourism development in Chonburi. There was a significant correlation between the tourism potential in Chonburi province and the Sig. Value of 0.000. The correlation was at the moderate level (Correlation = 0.731) at significant level of 0.05.

**Shared values** : There is a positive relationship with the development of tourism potential in Chonburi province for sustainability. The correlation coefficient between the two factors was found to be 0.000. Significant correlation was found with the correlation coefficient (.0593).

The relationship with the tourism potential in Chonburi to be sustainable that has potential for tourism in Chonburi Province, the relationship was statistically significant level of 0.05.

## APPENDIX

The application of "The development of Tourism Potential In Chonburi Province for Sustainable Development "

### ICM for Sustainable Coastal Development of Chonburi

- Chonburi ICM Project
  - A partnership between the Provincial Government of Chonburi and PEMSEA
  - Commenced implementation in 2001
  - Initially with five participating municipalities: Sriracha, Lamchabang, Saensuk, Chaophrayasurasak and Koh Sichang
  - By 2009, 26 coastal local governments joined, covering entire Chonburi coastline
  - By 2010, 63 non-coastal local governments joined to cover the entire province

Consequentially, the government stipulated policy to develop Eastern Economic Corridor (EEC) covering Chonburi provinces, with the objective to speed up every preparation for investment and expansion to make EEC area the best and most modern economic area in ASEAN. The development of quality of life of the community and society.

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