

CHAPTER 5

Conclusion and Suggestion



Conclusion

Spiritual Marketing Development to Promote Saluang Community's Tourism aims to study the context of the community and the potential for the market, factors influencing the development of the market and present the guidelines to develop spiritual marketing to promote tourism in Saluang. It is the research for development using mixed methodology consisting of observation, interview, SWOT analysis IFE – EFE matrix, focus group and in – depth interview from the representatives of the company. It also comprises of 400 Thai and foreign tourists in order to establish a guideline and promote tourism in Saluang Sub-district.

According to the analysis of the context and the potential of the community according to 5 elements of tourism, it has been found that attraction of the tourism resources is very important to attract tourist. It can be divided into 4 aspects which are 1) tourism in terms of belief as mentioned in the research project of Duntley (2014) who has conducted a study on local tourist attractions by brochures, postcards, tourist posters, paintings, and tales lead to “spiritual sense” provoking the desire to travel here even though they have to wait for a long time. This can be seen in Moo 1 Baan Nahuek and Moo 3 Baan Saluang Nok where the outstanding attribute is the legends and stories of ancient items. In the present time, there is a historical track being seen in the area of the community and still well preserved. 2) Agricultural tourism can be

seen in Moo 2 Baan Saluang Nai and Moo 4 Baan Kad How. The majority of people are farmer. It is outstanding in terms of the cooperation of the producers of agricultural products. 3) Natural therapy tourism in Moo 7 Baan Huay Som Suk is very remarkable. It is noticeable from meditation center used to treat cancer which is very popular among foreign tourists. Sharma *et al.* (2016) has mentioned that spiritual tourism which provides activities related to natural cure and Ayurveda which can satisfy and attract every type of tourists even though they are not believed in the religions and 4) historical and cultural tourism in Moo 2 Baan Saluang Nai which has the ancient cabinet for Buddhist scriptures and Moo 5 Baan Muang Ka which is famous for its ancient items and the legends of Por Khun Luang Wi Lang Ka and it is connected to the history of Chiangmai. The history of Buddhabart Si Roy can be tracked in Moo 6 Buddhabart Si Roy. This is the most famous tourist attraction of Saluang Community. In Moo 8 Baan Mae Ka-Piang – Baan Huay Tao Lu, this history and culture of Pga K'nyau is very famous for the preservation of culture and tradition transferring from one generation to another. Moo 6 Buddhabart Si Roy and Moo 7 Huay Som Suk are ready in terms of the 5 elements of tourism. They also have sufficient marketing mixed which can be developed be the model villages for spiritual tourism. This can be confirmed by SWOT Analysis and the result from IFE-EFE Matrix demonstrating in the table of TOW Matrix. It shows the potential and opportunities which can be developed to spiritual tourism. This also includes the guideline to develop spiritual tourism for Saluang Community consisting of marketing promotion using new technology to enhance the potential of the community. Phengxay *et al.* (2016) stated that The guidelines for the community KM process for cultural tourism site development, Luang PraBaang province that supporting

information technology facilitation such as computers to be easy searching, organizing, sharing, and access by using online, internet, website systems and KM database.

The use of new technology such as Facebook, Line, Instagram and other social media networks almost does not cost anything. It plays an important role to promote the tourism in Saluang Community to outsiders especially for the marketing of Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk. Furthermore, people in the community play a vital role to drive the successful concrete development including the cooperation of people in the community. It is also essential to listen and exchange opinions of people in the community because spiritual tourism is related to the business required the operation of staff members. Although Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk are the models of all the villages, it still requires the cooperation of people in the community to drive the community and explore their potential and readiness for tourism products reflecting the potential to serve tourists. It especially requires the development of marketing for spiritual tourism. Phunak (2015) mentioned the results that the potential community tourism management, by community's representative found the community has activities tourism that occurred learning environment and nature resource. The economy of community have more revenue from tourism management from small business engage and from labor employment. It should mainly emphasize on the potential of Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk.

Historical tracking and the conservation of local tradition should be restored. It is another way to conserve natural resources, tradition, and culture of the community. The participation of the new generations is also important in order that they are

included as a part of the community leading to the sense of love and belonging to the community. They can in the future be the most important force to conserve natural resources. Although Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk are the model villages, other villages can still be developed accordingly by creating tourism networks with other communities or companies. It is another way to create sustainable market for tourism in Saluang community so that they can cooperatively work, exchange knowledge, and support one another. Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk can be the guideline for the development for other communities. However, other community should explore their weaknesses improving to be the strength leading to the strength of spiritual tourism. They can apply from the strengths and weaknesses of Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk. Budget allocation for the development of spiritual tourism is another drive contributing to constant development of each aspect of spiritual tourism. It shall focus on the develop of Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk so that concrete development can be obviously seen.

According to the marketing factors of tourism, it has been found that the majority of the tourists are female aged between 36 – 45 years old. Their income is over than 15,000 baht. Most of them are married. Their religion is Buddhist. They visit this area in order to pay respect to Lord Buddha. The most important marketing factor for the development of spiritual tourism is Product. For the identity of the community for Promotion strategy, it is important to promote and support outstanding selling point of the community through a variety form of media and technology. To add the value of the community's identity, stories related to legends, holy items that people tend to have faith and respect should be promoted. There are sacred places and

meditation centers in Saluang used to treat illnesses in this community. Therefore, it should be well promoted in the model villages which are Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk. These should be promoted through a variety of media and new technology. For the development of People, people in the community should be enhanced in the readiness and strength in language and information technology. The cooperation and unity of the people in the community should be promoted as well. For Peace strategy, the places should be surrounded by nature leading to mind relaxation and the faith of people. This atmosphere is suitable for those seeking truth of life. Last but not least, for Protect strategy, natural resources, culture and tradition of the community should be preserved as the model of Moo 6 Baan Buddhabart Si Roy and Moo 7 Baan Huay Som Suk.

The guideline to develop marketing for spiritual tourism of Saluang community requires cooperative plan concerning on the concept of tourism development and natural resources conservation. This corresponds with the strategies of Tourism Department in Chiangmai comprising of three principles which are 1. Cultural tourist attraction 2. Natural tourist attraction 3. Tourist attraction for health purposes. For the development of personnel potential, more knowledge of language and technology should be improved. Clear image of spiritual tourism should be promoted by the drive of community's gurus. The responsibility should be clearly divided to people who are in charge. There should be budget allocation from the government. There should also be a department which is responsible for data collection of the tourists so that the data can be used to analyze the behavior of tourists in the community. The promotion and publication should base on the belief, faith, and real experience of people who have visited to pay respect to Lord Buddha

and practice meditation and become successful. News distribution should be implemented through various technology information and include the participation of the new generations. It is important to find a selling point of Saluang community that people can take photos and share to other people. For this reason, the identity of Saluang community is very significant. It is essential to create unique product and present integrated spiritual tourism activities such as building museum and learning center. However, budget allocation and the development of personnel of the community are considered to be threats to the development of spiritual tourism.

Suggestion

Recommendations on the utilization of the research results :

1. The research results have demonstrated that according to 11P Marketing Mix for spiritual marketing, Peace is the most important marketing mix. This is because the majority of the target market aims to seek the truth of life. Peace is a moment when the spirit is peaceful and empty leading to a calm condition of mind. It is pure nature without the addition. Saluang Community is located in the Watershed Forest Zone A with outstanding abundant natural resources. For the reason, Saluang community should plan on the structure to develop the tourism according to the resources which does not change the balance of the nature in the community. The policy should mainly focus on natural resource conservation. It should also emphasize on the understanding of community participation and future development of the body of knowledge to increase the income of people in the community.

2. The community should prepare community personnel to serve the growth of this kind of tourism in the future especially the knowledge of English language, the knowledge of accurate history of Saluang Community. It is a great opportunity to develop young tour guide in the community. It is also important the knowledge of computer. The project to enhance service – minded of the staff members should also be included.

3. The guideline of the development of spiritual tourism requires the use of new technology to promote the marketing leading to rapid success.

Recommendations for future research :

1. The success of this community should be expanded to others in the form of cooperation to create the networks to spiritual tourism after the models has become successful.

2. There should be a study on innovative and sustainable development of Ecotourism as the community is located in the Watershed Forest Zone A and sometimes drought can happen.

3. There should be a study on the development of cultural tourism and spiritual tourism in Saluang Community because Saluang Community consists of a variety of ethic groups which good for the development of cultural tourism.

4. The development of spiritual tourism for the community to prepare for the ASEAN Community should concern on the development of personnel potential and the creation of networks to cooperate the cooperation with other communities in the future.