



# Developing Thailand's Koh Lad E-Tan as a sustainable community tourism destination

Jirawan Deeprasert<sup>a,\*</sup>, Uraphen Yimprasert<sup>b</sup>

<sup>a</sup> Department of Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

<sup>b</sup> Suan Sunandha Rajabhat University, Bangkok 10300, Thailand

## Article Info

### Article history:

Received 19 October 2022

Revised 23 December 2022

Accepted 31 January 2023

Available online 17 November 2023

### Keywords:

collaboration,  
integrated marketing communication strategies,  
millennials,  
sustainable community tourism,  
targeted tourism

## Abstract

This research aims to determine who could be the target tourists, and the marketing communication strategies for sustainable development for the Koh Lad E-Tan community region. The sources of data were key informants such as representatives of community leaders, farmers, and entrepreneurs in Koh Lad E-Tan. Heads of government agencies took a major role, too, as did some tourists. Twenty-seven people were selected as a specific sample (purposive sampling) through a 'snowball' technique, where one person suggests another. Some 12 tourists who were visiting the community volunteered. Semi-structured questions were used for in-depth interviews and analyzed using triangulation. A process of analyzing paraphrases and overall content was then undertaken. The results revealed that tourists were people aged 26–42 years of age (millennials). Both singles and families preferred using online media. As for integrated marketing communication strategies, tour companies used a variety of methods to attract tourists. Social media such as Facebook and Tik Tok were among the most used. Government agencies and tour companies are challenged to maintain sustainable tourism and to assist in planning suitable activities in order to attract tourists to visit this particular destination in the future. This research project revealed that it is important for tourist agencies to clearly define their target groups upon which an integrated marketing communication strategy can be developed, particularly using online media. Also, the community itself should be encouraged to develop monthly activities to encourage travelers to visit the community.

© 2023 Kasetsart University.

## Introduction

Nakhon Pathom is an important city in Thailand with a long history. According to historical evidence, Nakhon Pathom was probably located by the sea. There is a long

history of prosperity in this town since the Suvarnabhumi era. And, it was an important capital during the Dvaravati period until the reign of King Mongkut. While he was still an ordained monk, he went on a pilgrimage to meet Phra Pathom Chedi, and saw his incomparable pagoda.

E-mail addresses: [jirawan.dee@rmutr.ac.th](mailto:jirawan.dee@rmutr.ac.th), [jirawandee2544@gmail.com](mailto:jirawandee2544@gmail.com) (J. Deeprasert).

King Mongkut ordered a Lanka-style chedi to be built to cover the original one. A canal was dug to make traveling to the temple more convenient.

Later, in the reign of King Chulalongkorn, construction of the southern railway through Nakhon Pathom was begun, and later was overgrown forest. This led to the decision by the king to move the city from Tambon Thana to Nakhon Chai Si, in Phra Pathom Chedi area.

During the reign of King Rama VI, the construction of the Shanani Chan Palace was begun. He ordered the rebuilding of the palace and practiced tiger-like fighting by cutting off many roads. These included the construction of a Bridge of Faith on the Chedi Bucha Canal connecting the railway station with Phra Pathom Chedi, and the construction of Phra Ruangrojanarit on the north side of Phra Pathom Chedi, and the restoration of Phra Pathom Chedi to its original beauty as seen today. He also changed the city's name from "Nakhon Chaisi" to "Nakhon Pathom" (Office of Nakhon Pathom Province, 2020).

### *Development Strategy of Nakhon Pathom Province*

One of the many strategic challenges for the Nakhon Pathom provincial government at the present time is to transform it into a smart city with a focus on transport, a metropolis for food, and healthy communities. In order to support an aging society in an era of globalization, the community of Koh Lad E-Tan is one of the target areas in Nakhon Pathom province which Rajamangala University of Technology Rattanakosin has chosen to support. There are three main projects: Civil Government Volunteering Project, 1000 Poverty Resolving Innovations and Promotion Projects, and Development of Ecosystems for Designing and Piloting Social Innovations. By integrating these three projects, it is hoped that transformative changes can be made to the community.

The Koh Lad E-Tan community covers an area of 6,000 rai and consists of three sub-districts: Rai Khing, Bang Toei, and Song Khanong. Koh Lad E-Tan Community's topography is the plain of the Tha Chin River, rich in various minerals suitable for orchards and various crops. There is an abundant water suitable for agriculture. The community is promoted by government agencies in cooperation with community organizations as a cultural attraction, combining farming and community life.

There are many agricultural products including fruits such as pomelo, bananas, guavas and fragrant coconuts, which the villagers bring to sell at the Don Wai Floating Market, located across from Lad E-Tan. One of the significant features is a pomelo orchard owned by the villagers, and second, a museum that is managed by the

villagers. This museum sells traditional items which villagers have donated.

The third point is a homestay facility located across from the Don Wai floating market. A large boat has been converted into rooms for rent. The fourth point, Song Khanong Temple, is believed to have been built during the reign of Rama III. One of its features is a Chinese canopy named Luang Por Bo Lui. The fifth point is an organic farming learning center that has developed a new rice called Riceberry rice.

The last place (fifth) is Wat Rai Khing, where many people come to pay respect. Though there are not many tourist attractions, when collecting preliminary data in the Koh Lad E-Tan community, it was discovered that students come to visit the temple fair at Wat Rai Khing. It has many stalls selling souvenirs and food. They can also visit the Riceberry Field Learning Center, where there are many things to do and see.

When planning to market the Koh Lad E-Tan community, sustainability must be a high priority. Also, it will be important to define clearly who could be among the tourist groups. This will dictate the relevant marketing tools, and at the same time, developing sustainable tourist attractions in order to bring about growth in numbers of visitors, together with lifetime travelling to Lad E-Tan. These issues lead to research which focuses on the following questions:

1. Who are the potential target tourist groups?
2. What are the attractions which will attract tourists to the community (not just to worship Luang Pho Wat Rai Khing)?
3. What factors need to be considered in order to ensure sustainable tourism?

### *Research Objectives*

1. To determine the target tourist groups for the Koh Lad E-Tan community and what factors need to be considered to ensure sustainable tourism.

2. To formulate marketing communication strategies which can lead to sustainable tourism development for Koh Lad E-Tan community.

Consumer marketing communication strategies can be divided into four categories: Demography, Psychological considerations, and Buying Behavior (Pattanan, 2020).

Market segmentation can consist of: (1) using geographical criteria such as region characteristics, region, community size, community area characteristics; (2) using demographic criteria such as age, gender, income, education level, religion, ethnicity, nationality,

status; (3) using psychological criteria: lifestyle and personality; and (4) using buying behavior criteria such as quantity and benefits, user status, and loyalty towards a brand or store.

---

## Literature Review

### *Marketing Communication*

Integrated marketing communications (IMC) is one of the most popular types of successful marketing today. It is a combination of several marketing communication tools, such as advertising, direct marketing promotion and public relations, for example (Nottakrit, 2012), Kliatchko (2008 as cited in Kliatchko, 2020), affirm that the IMC audience-driven business process emanates and develops from a deep understanding of consumers or target audiences as a core foundation for crafting marketing communications objectives, strategies and executions. Thus, businesses need to use a variety of communication channels to stay competitive. Many attempts may be needed in order to obtain satisfactory results. Integrated marketing communications can have a big impact on consumer behavior, attitudes and perceptions through the use of a variety of marketing strategies to create more effective messages.

Kotler and Keller (2006) identified five major marketing promotional tools: advertising: it is a type of communication that can be broadly defined so the recipients cannot be clearly identified including offline and online media; public relations is a process of planning and implementing communication activities that will improve the image or protect the good reputation of an organization; promotion is a tool that encourages consumers to buy this product immediately.

Sales personnel can be very helpful in selling products or services. Good employee training can be designed to help individual performances as well as the overall performance of the organization. Direct marketing is the only way to reach audiences through different media channels including offline and online media, in order to communicate with tourists directly and get feedback from consumers. These are some of the ways which businesses can measure consumer responses and improve their marketing strategies.

### *Sustainable Tourism*

The Ministry of Tourism and Sports (2020) has offered a concept of how targeted tourism can be

significant to sustainable development by taking into account the environment, community, and traditions and putting a strong emphasis on community involvement in tourism management by ensuring that their culture and way of life is preserved. In the case of group tourism, as defined by Boonlert (2005), it is important that there are proper management resources in order to prevent environmental degradation. Facilities are essential to accommodate the needs of visitors and respect the wishes of local property owners, creating little or no environmental impact. This can be accomplished by allowing members of the community to participate in making regulations governing the activities of visiting tourists, and ensuring that owners maintain appropriate quality levels and upkeep in line with current worldwide expectations.

### *Sustainable Community-Based Tourism (CBT)*

Ross and Wall (1999a; 1999b) identified the most crucial factors concerning sustainable community-based tourism (CBT). They are development and conservation. Locals focus their efforts on CBT development in order to preserve their economy (Lee, 2013; Thompson et al., 2018). Visitors can explore the host community's historic buildings, scenic locations, and flora and wildlife ecosystems (Lee, 2013; Lee & Jan, 2015; Whitney-Squire et al., 2018). Visitors learn about the environment and the distinctive culture of the area while enjoying the community's plentiful natural resources (Lee, 2013; Lee & Jan, 2015).

Visitors' intentional or unintentional behaviors, however, can have a number of negative consequences on the ecology and culture of the community (Thompson et al., 2018), which may undermine residents' support for the expansion of CBT. Visitors on the demand side of CBT are the most important stakeholders who may benefit from the local economy, socio-culture, and environment (Lee, 2013; Uysal et al., 2012). Economic sustainability will result from tourists' satisfaction and loyalty (Lee, 2009). According to consumer behavior theory, perceived value and destination image have an impact on the level of tourist satisfaction (Bajs, 2015; Kim & Park, 2017; Lee, 2009; Prebensen et al., 2016). The local economy, and culture, and the natural environment may be destroyed by visitors' purposeful or inadvertent actions in the context of sustainable CBT (Lee, 2013).

In summary, it is important to choose the right marketing communication tool for the target group. Sustainable tourism is an issue that cannot be ignored.

### Research Conceptual Framework

This research focuses on targeted and marketing communication based on the concepts developed by Kotler and Keller (2006) and sustainable tourism proposed by Boonlert (2005). When tourists are targeted, it will be better to plan Integrated Marketing Communication appropriately. Thus, it is hoped that sustainable communication-based Tourism will be promoted. Also, target tourists will help to implement sustainable community- based tourism. These are shown in Figure 1.



**Figure 1** Research conceptual framework

## Methodology

### Source of Data

Key informants consisted of people living in Koh Lad E-Tan community: community leaders, farmers and entrepreneurs who play a major role in the community, tourists who came to visit the Koh Lad E-Tan community, a Buddhist monk and related persons, and, personnel from relevant government agencies involved in Koh Lad E-Tan activities.

This study was qualitative, with key informants chosen through purposive sampling as the sample group. The key informants were those who could provide information that was as complete and accurate as for what the researchers required (Johnson et al., 2007, p. 25), and included local government officials, 11 farmers, and 12 business owners, and tourists, as well as one representative from a religious institution, two members of the Rai Khing Municipality staff who had direct responsibilities in Koh Lad E-Tan, and one expert agricultural scholar from Sampran District who worked for Koh Lad E-Tan. There were 27 important informants in all. Later, using the Snowball method, 26 persons were sent by one person to another. Such was challenging since the researcher was unfamiliar with the locals. Consequently, it was essential to employ this technique (Saunders et al., 2007). The researchers

waited for the visitors at the Rai Khing Temple and the coffee shop close to Wat Rai Khing, both of which are popular tourist destinations in the Koh Lad E- Tan neighborhood and initially inquired about their trip history to Koh Lad E-Tan before the interview. The researchers only chose participants who were going to the Koh Lad E-Tan community. To assess the accuracy of data from various sources, data triangulation was utilized (Erzberger & Prein, 1997, p. 142; Fontana & Frey, 2008, p. 723).

The researchers used semi-structured interview questions by means of face-to-face interview in order to gain in-depth information, namely, individual voice and story about Lad E-Tan community (Hennick et al., 2015). The semi-structured interview was appropriate for this research because it allows respondents to elaborate on the topic in light of their own experiences, allowing for spontaneous and unrehearsed responses (Nobre et al., 2022).

### Data Collection

Six steps were used in data collection.

1. Involving community members, representatives of religious organizations, and employees of government agencies to assist in gathering data and submitting interview questions in advance.

2. Setting a time and location for the interviews by the researcher.

3. Carrying out face-to-face interviews between March and Jul 2022. The steps for these interviews were as follows: (1) Develop the interview framework and form to learn about methods and tactics for marketing communication; (2) Set up the necessary tools for recording interviews using a digital recorder; (3) Conduct the interviews to add to the data already obtained by from earlier techniques (Kanato, 2007). Note: each interview was preceded by a request for consent (Chulapasars, & Lamchang, 2015). Each interview took between 40 and 60 minutes to complete. (In-depth interviews lasting between 30 and 1 hour would be sufficient, according to Malhotra et al, 2002); and (4) In addition to taking notes, the interviews were captured on audio.

4. Obtaining permission to utilize the location for tourist interviews from the deputy abbot of Wat Rai Khing. Additionally, when the number of visitors was insufficient, the researcher waited at a coffee shop close to various sites to question them. Approval was secured from the company's proprietor. Before each interview, the researcher checked to see if visitors had ever been to Koh Lat E-Tan village. Only those who had visited Koh Lat E-Tan village previously were interviewed.

5. Transcribing and analyzing the interviews to identify key points related to the objectives of the research.

6. Summarizing and recording the issues.

### Data Analysis

The researcher analyzed data according to the following outline:

1. Compiling the information obtained from visitors who had visited the Koh Lad E Tan community. Part 1 was the respondents' general information, and Part 2, the visitors' behavior. The percentages were statistically determined, and a table was constructed to display the results.

2. Interviews were conducted with key tourism stakeholders in the Koh Lad E-Tan communities, as well as with travelers who had visited. The data were then paraphrased, extracted, summarized, and analyzed in accordance with the conceptual framework and theory.

## Results

The results are shown in Table 1, with the words used by key informants with respect to the personal data of tourists.

From Table 1, it can be concluded that tourists who come to Koh Lat E-Tan community are between 31–40 years living in Bangkok and Nakhon Pathom. They are employees earning between 10,001–20,000 baht. Social media is the main source of information that brought them to the community. These include Blogs, Facebook,

Instagram and Tiktok. Tourists usually come to pay homage to monks and worship Taoism, as Luang Pho Lui is considered to be very sacred, and to relax. They usually visit on weekends together with a family by private car. The reason for the trip is because the distance is not far, and it is easy to travel.

From Table 2 it can be concluded that the main reasons to visit Koh Lad E-Tan are convenient transportation, and place presenting an integration of religions and natural resources. To sustain the tourist destination like Koh Lad E-Tan, it should be kept clean by developing cooperation among people in community and tourists. In terms of agricultural tourism, pomelo orchard is an attractive and outstanding tourist destination. Visitors are drawn to this community through advertising with brochures and event activities.

In summary, marketing communication tools include brochures, which need to be updated. The local universities have assisted in the design of brochures and websites, but, of course, there needs to be a plan when they are updated. As for the mini-marathon activities which were organized for 3 years in a row, such were temporarily suspended due to the Covid-19 epidemic.

One major problem is the lack of coordination between the various agencies to promote tourism in Koh Lad E-Tan community. Nonetheless, special events are held each month. Most of them are religious activities such as praying, making merit and giving alms in the New Year festival in January, and paying respect to Luang Por Wat Rai Khing in April. In addition, long boat racing and the candle festival is held in April, for example.

The following are excerpts from the interviews:

**Table 1** Personal data of tourists who had visited the Lad E- Tan Community

Personal factors and Behavior of Tourists	Research Results
Age	31–40 years
Domicile	Bangkok and Nakhon Pathom
Career	Employee
Monthly income	10,001–20,000 Baht
Information sources which tourists used to know about the community of Koh Lad E Tan	Social Media such as Blog, application, Review, Facebook, Instagram, Tiktok
Purpose of the trip	Pay homage to the monks and rest, respectively.
Travel frequency	1–2 times in a year
Length of time spent traveling	Half day
Travel period of time	Weekend
Accompanying person	Family
Vehicle for travelling	Private car
Travel expenses per trip	Less than 1,000 Baht
Reason to travel	Close distance and the convenience of traveling



**Table 2** Summary of Interview responses from the stakeholders of Koh Lad E-Tan

Interview Questions	Interview Responses	Interview Decoding
1. What factors influence the tourists to visit Koh Lad E-Tan?	<p><i>“...Convenient transportation, near Bangkok. There is a cafe to sit in, a place to make merit, a learning center. There is an interesting Taoist monastery and natural resources are still a green area suitable for relaxation.”</i></p> <p><i>“It is an island that can be driven around. There are Chinese temples, Thai Buddhist temples and shady atmosphere. When I travel, I feel that I really relax. The weather is good, not hot, not busy. It's a place unlike other places.”</i></p> <p><i>“Most of the tourists come to Koh Lad E-Tan community to see agriculture. Inside, there is a Taoist monastery, which is actually a Taoist monastery in my view, with little acquaintances. Inside, there are orchards, guava orchards, pomelo orchards, and orchid farms. The most would be pomelo and banana, which are exported.”</i></p> <p><i>“Tourists come to Koh Lad E Tan community because they are curious and want to eat. What is the community of Koh Lad E- Tan like? And, the advertisement says, there are sweet Pomelo. I want to try. Is it really sweet pomelo?”</i></p> <p><i>“Come and see nature because Koh Lad E-Tan community sells nature at the moment. Come to visit pomelo orchard and see pomelo in the garden. Pomelo is also registered as GI (Geographical Indications)”</i></p>	<p>It can be concluded that family tourists are an important target group, who come to visit because they are not far from Bangkok and it is a short distance to travel. Also, they come to relax because of the natural environment. The Koh Lad E-Tan community has a pomelo orchard and is close to the Tha Chin River. Moreover, the Koh Lad E-Tan community's strong point is agriculture, particularly pomelo.</p>
2. What do you think about sustainable tourism in Koh Lad E-Tan?	<p><i>“...help maintain cleanliness in Koh Lad E-Tan community in order to be a tourist attraction.”</i></p> <p><i>“...develop a sense of cooperation among the people to establish a learning facility for agriculture or conservation, at the very least to produce cash for community development.”</i></p>	<p>Family tourists want to keep the community clean. It should start with the people in Koh Lad E- Tan community. Tourism can be a much needed additional source of income for the people. A tourism community enterprise has been established to help manage this special resource.</p>
3. How is cultural Tourism in Koh Lad E-Tan?	<p><i>“Tourists come to Koh Lad E-Tan community because they are curious, and also they want to eat. What does the Koh Lad E- Tan community offer to tourists? As we have advertised, there are sweet pomelo, would you like to try it, is it really sweet pomelo? They want to see old things such as taking the tram. They want to pay respect to the old monk, 306 years old. Luang Pho Lui is very sacred. Now they want to worship Taoism at the only and largest Taoist temple in Thailand.”</i></p> <p><i>“The tourist attractions are outstanding in both agriculture and culture, such as “Visit temples, experience the way of life here, Koh Lad E Tan community”, “Legend of Faith; it's a source of strength for the community.” “The only Taoist monastery in the country, and a 100-year-old tree”, “Visit Yonwithi Community, Nakhon Pathom Province.”</i></p>	<p>Koh Lad E-Tan community is outstanding in agricultural tourism. It is an agricultural area which grows a variety of fruits, in particular pomelo. The community can be a cultural tourism destination also because of the famous temple at Rai Khing: Wat Song Khanong with Luang Pho Bo Lui, which is about three hundred years old, and the Taoist Monastery recently completed. Therefore, it will be important for the community to find ways to market these outstanding features to potential tourists. It is not enough to have tourists paying respect to Luang Pho Wat Rai Khing.</p>

**Table 2** Continued

Interview Questions	Interview Responses	Interview Decoding
	<i>“Moral Community, Rai Khing Municipality: Koh Lad E-Tan Community is a community whose strength comes from the cooperation of families, temples, schools, where the local as government and private agencies in the area work together to convince the community to value tourism because of its unique natural resources, farmland and religious sites. There is a mix of cultures of Thais and Thai-Chinese descent, which can accommodate tourists very well.”</i>	
4. How do you know Koh Lad E-Tan?	<p><i>“There is a brochure that was made a long time ago and is available at various events as a form of public relations.”</i></p> <p><i>“A mini-marathon is organized every year for the past 3 years. Booths are set up and there are exhibits of community products. The visitors go to various booths. Some booths display various attractions and introduce various local products. Some booths are organized by other ministries.”</i></p> <p><i>“The event is organized by Nakhon Pathom Province in collaboration with the Office of Tourism and Sports, Rai Khing Municipality (Nakhon Pathom Province), and Koh Lad E-Tan Tourism Community Enterprise Group. Between February 16 and 18, 2018, Koh Lad E-Tan community area hosted the second Koh Lad E-Tan Mini Marathon Community Competition. The Nakhon Pathom Province encourages physical activity to preserve health and to promote sports tourism as a way to improve community well-being and the development of tourism alternatives in the province of Nakhon Pathom.”</i></p>	To communicate with potential tourists about the history of the Koh Lad E-Tan community, the community currently uses several methods: brochures, websites and other activities created by different agencies.

## Discussion

Millennials (Popescu et al., 2015), as defined by the Pew Researcher Center, are those born between 1980–1996, aged 26–42 years (Fry, 2020). They stand out, are confident, and care less about what people think of them, when compared to the older generation. They accept with confidence that convenience and technology are significant components of a good life (Angela, 2018). Furthermore, they are known to value a balance in their life, in work, family, and leisure activities. This generation always look for new experiences. They explore various attractions available on social media sites such as Facebook, Instagram, YouTube, for example. They are an important group of tourists because they have the highest proportion of working age, and high purchasing power. Furthermore, Lalida et al. (2022) suggested that millennials are tourists who are familiar with technology and who obtain information online. There are many travel

apps which tourists can use, such as Facebook, Instagram and YouTube, and millennials like to plan their own trips. While using the internet, they can access information quickly. The age range is similar to that of tourists visiting Koh Lad E-Tan community, between the ages of 31–40 years old, who are open-minded to new technology for example: they know Koh Lad E-Tan from searching from Website, Facebook and Tik Tok etc.

Various social networks can be accessed easily. Thus, in order to build tourism clients, it is crucial to be clear about the target tourist groups. Strategies for marketing communication should be tailored to the potential group of tourists. This study has revealed that, in the case of the Koh Lad E Tan community, the focus should be on singles, including those who come alone, those who come with friends, as well as those who bring their parents.

Many agencies support the Koh Lad E-Tan community, but there appears to be a lack of coordination. Efforts are needed to develop a link among the various support groups in order to promote more effectively the attractions which exist

in the community. This was identified by Babcsanyi et al. (2020), who stressed the importance of Integrated Marketing Communications (IMC). Koh Lad E-Tan community uses several marketing communication tools such as brochures, event activities as public relations and online media.

One of the barriers to effective integrated marketing communications is how to coordinate and manage the information coming from the organization, in this case, the Koh Lad E-Tan Tourism Community Enterprise, and related organizations. Khalid (2019) concluded in his research on Community Empowerment for Tourism that sustainable tourism requires community involvement in planning and initiatives to manage tourism in their own communities. This means that the local people, or the community, should have sufficient power and human resources, in tourism management. In Koh Lad E-Tan, the Tourism Community Enterprise was formed to organize marketing and communication to the public, where knowledge is shared by government agencies. This enterprise comprises of members who are the people living in the community and from different careers, agriculture and small businesses.

At the same time there is a need to ensure that the growth in tourism is sustainable. The Koh Lad E Tan Tourism Community Enterprise raises money from the sale of shares at 100 baht per share in order to support the work of an operational committee, which is responsible for coordinating with government agencies to ensure sustainable agricultural and cultural tourism. And, the promotion of pomelo as a fruit of choice is one of several tools used to attract the visitor. Also, some elder people have local wisdom of doing local handicrafts, such as making Toei mats, for example. Thus, it is needed to promote such before loss. According to Wei and Khan (2018), Wang Tu Village is the residence of the Dong Minority Group. It is a cultural heritage village surrounded by rivers and green spaces, with the village temple which epitomizes ancient architecture with its textile learning center also, the practice of making musical instruments from bamboo and other wood products.

The community can also market various activities such as martial arts (Yueye) performances, folk songs of the village and even an opera that reflects the way of life of the people in the village. This includes preserving traditions such as local food, dishes such as salted fish that have been fermented for many years, and the bitter wine made from rice that has a sweet taste, as well as the tradition of village people eating together where the food is placed on a long table, a sort of buffet.

In summary, the distinctiveness of this community as an important tourist attraction cannot be denied. Sustainable tourism can be achieved by community

cooperation, relevant marketing strategies and an integrated management strategy.

---

## Conclusions and Recommendations

This was a qualitative research project that used in-depth interviews based on semi-structured questions. Using key informal groups by means of snowball techniques, it was possible to obtain the data. The findings show that the target tourists for the Koh Lad E-Tan community were a group of people between the ages of 26–42 years, also known as millennials, who regularly use social media to obtain information that interests them. They are highly self-directed. In terms of integrated marketing communications, Koh Lad E-Tan community has been encouraged to organize marketing activities to encourage tourists to visit. Available for this purpose are online media such as Facebook and websites created by government agencies. Furthermore, Koh Lad E-Tan Tourism Community Enterprise has its own website, including publications such as brochures, banners promoting tourist areas on the island. But the above media need modernization. Presently, most of the tourists visiting are just passing through or because they come to pay respect to Luang Pho Wat Rai Khing only.

## Research Contributions

Koh Lad E-Tan community can now clearly define the target group of tourists and design an integrated marketing communication strategy that is consistent with that group, but it requires the cooperation of the people in the Koh Lat E Tan community, and greater collaboration with government agencies in the development of marketing communication tools.

## Practical Implication

Suggestions for applying the research results into action:

1. The target groups of tourists that the Koh Lad E Tan community should aim for are millennials who are 26–42 years old, who may come as a family, a group of friends, or maybe come alone.

2. It should organize tourism activities for the targeted tourists to travel throughout the year. They can come with the whole family or come alone. Planning jointly between people in the community and government agencies is needed to support both in terms of a budget and various promotional materials. Table 3 shows a proposed list of activities month by month.



**Table 3** Monthly Tourism Activities

Month of the Year	Tourism Activities
January	New Year alms giving
February	Marathon and Mini Marathon Running Competition
March	Respect to Luang Por Bo Louis at Song Khanong Temple
April	Respect to Luang Por Wat Rai Khing at Rai Khing Temple
May and June	Openbill Stork Bird Sightseeing around Koh Lad E-Tan Community and Asoka Spun Flower Sightseeing at Song Khanong Temple
July and August	Pomelo Festival
September	Traditional Mahajati Preaching
October and November	Closed
December	Buddhism Watchnight Service

3. Knowledge sharing in Koh Lad E-Tan in terms of tourism management, marketing and tourism sustainable development will be organized by government agencies coordinating with Koh Lad-E Tan Tourism Community Enterprise. In particular, there are very few people in the community, and tourists understand well the topic of tourism sustainable development. The tourists will understand the concept of Koh Lad-E Tan tourism sustainable development through tourist guide, brochures, and signboard located in Koh Lad E-Tan. Thus, a promotion campaign of Koh Lad-E Tan tourism sustainable development should be launched. Also, strengthening Koh Lad-E Tan Tourism Community Enterprise and participation of people in the community will promote sustainable community-based tourism.

### Research Limitations and Future Research

Carrying out this research was difficult due to COVID 19 restrictions during the March-July, 2022 period. There were not many tourists.

Future research will have the benefit of having a larger population of tourists but should include other agricultural areas which have similar tourist attractions and which is managed by a tourist community enterprise. This would make it possible to make more generalizations (Denise & Cheryl, 2010).

### Conflict of Interest

The authors declare that there is no conflict of interest.

### Acknowledgement

The researcher expresses appreciation for support from Rajamangala University of Technology Rattanakosin and funding from the Fund for the Promotion of Science, Research and Innovation (TWD) for the fiscal year 2022.

### References

- Angela, W. (2018). *Understanding the research on millennial shopping behaviors*. Forbes. <https://www.forbes.com/sites/forbesagencycouncil/2018/06/04/understanding-the-research-on-millennial-shopping-behaviors/?sh=7df75c265f7a>
- Babcsanyi, C., Suba, A., Iosim, I., & Vaduva, L. (2020). communication in tourism promotion campaigns. *Agricultural Management*, 22(3), 61–67. Communication in tourism promotion campaigns: Business Source (ebshost.com).
- Bajs, P. I. (2015). Tourist perceived value, relationship to satisfaction, and behavioral intentions: The example of the Croatian tourist destination Dubrovnik. *Journal of Travel Research*, 54(1), 122–134. <https://doi.org/10.1177/0047287513513158>
- Boonlert, J. (2005). *Development of sustainable tourist*. Chiangmai University.
- Chulapasars, N., & Lamchang, S. (2015). Research involving humans: Informed consent and how to write participant information sheet. *Nursing Journal*, 42, 201–206. <https://he02.tci-thaijo.org/index.php/cm nursing/article/view/57319/47530>
- Denise, F. P., & Cheryl, T. B. (2010). Generalization in quantitative and qualitative research: myths and strategies. *International Journal Nursing Study*, 47(11), 1451–1458. <https://doi.org/10.1016/j.ijnurstu.2010.06.004>
- Erzberger, C., & Prein, G. (1997). Triangulation: Validity and empirically-based hypothesis construction. *Quality & Quantity*, 31, 141–154. <https://link.springer.com/content/pdf/10.1023/A:1004249313062.pdf>
- Fontana, A., & Frey, J. H. (2005). The interview: From neutral stance to political involvement. In N. K. Denzin, & Y. S. Lincoln (Eds.), *Collecting and interpreting qualitative materials* (3rd ed., pp. 695–727). Sage Publications.
- Fontana, A., & Frey, J. H. (2008). The interview - From neutral stance to political involvement. In N. K. Denzin, & Y. S. Lincoln (Eds.), *The Sage Handbook of Qualitative Research*. (3rd ed.). Sage Publications.
- Fry, R. (2020). *Millennials overtake baby boomers as America's largest generation*. Pew Research Center. <https://www.pewresearch.org/facttank/2020/04/28/millennials-overtake-baby-boomers-as-americas-largest-generation/>
- Hennick, M., Hutter, I., & Bailey, A. (2015). *Qualitative research method*. Sage Publishings.
- Johnson, P., Buehring, A., Cassell, C., & Symon, G. (2006). Evaluating qualitative management research: Towards a contingent criteriology. *International Journal of Management Review*, 8(3), 131–156. <https://doi.org/10.1111/j.1468-2370.2006.00124.x>
- Kanato, M. (2007). *Qualitative research methods in community health systems*. Northeastern Academic Development and Substances Information, Kon Kaen University. [in thai]

- Khalid, S., Ahmad, S. M., Ramayah, T., Hwang, J., & Kim, I. (2019). Community empowerment and sustainable tourism development: The mediating role of community support for tourism. *Sustainability*, 11(6248). <https://doi.org/10.3390/su1122624>
- Kim, K. H., & Park, D. B. (2017). Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea. *Journal of Travel & Tourism Marketing*, 34(2), 171–191. <https://doi.org/10.1080/10548408.2016.1156609>
- Kliatchko, J. (2020). *Integrated marketing communication: Putting the human person at the core*. Cambridge Scholars Publishing.
- Kotler, P., & Keller, K. L. (2006). *Marketing management* (12th ed.). Prentice Hall.
- Lalida N, Sivarit, P., & Pimlapas, P. (2021). Analysis of factors of millennial tourists' lifestyles in Thailand. *Journal of International and Thai Tourism*, 17(1), 18–43. <https://so02.tcithaijo.org/index.php/jitt/article/view/245619>
- Lee, T. H. (2009). A structural model for examining how destination image and interpretation services affect future visitation behavior: A case study of Taiwan's Taomi Eco-Village. *Journal of Sustainable Tourism*, 17(6), 727–745. <https://doi.org/10.1080/09669580902999204>
- Lee, T. H. (2011). How recreation involvement, place attachment and conservation commitment affect environmentally responsible behavior. *Journal of Sustainable Tourism*, 19(7), 895–915. <https://doi.org/10.1080/09669582.2011.570345>
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37–46. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Lee, T. H., & Jan, F. H. (2015). The influence of recreation experience and environmental attitude on the environmentally responsible behavior of community-based tourists in Taiwan. *Journal of Sustainable Tourism*, 23(7), 1063–1094. <http://dx.doi.org/10.1080/09669582.2015.1032298>
- Malhotra, N. K., Hall, J., Shaw, M., & Oppeenheim, P. (2002). *Marketing research. An applied orientation*. French Forest.
- Ministry of Tourism and Sport. (2014). *Agricultural tourism*. n.p.
- Nobre, F. C., Machado M. J., & Nobre, L. H. (2022). Behavioral Biases and the decision-making in entrepreneurs and managers. *Journal of Contemporary Administration*, 26, 1–13. <https://doi.org/10.1590/1982-7849rac2022200369.en>
- Office of Nakhon Pathom Province. (2020). Development Plan of Nakhon Pathom Province Year 2018–2022 [http://www.nakhonpathom.go.th/files/com\\_news\\_develop\\_plan/2019-05\\_fe54f0d4c7dbacd.pdf](http://www.nakhonpathom.go.th/files/com_news_develop_plan/2019-05_fe54f0d4c7dbacd.pdf) accessed on March 25, 2021
- Pattanan, T. (2020). *Teaching document of seminar in principles of marketing*. Chaibadan Technology College.
- Popescu, M. A., Nicolae, F. V., & Pavel, M. I. (2015). *Tourism and hospitality industry in digital era: General overview*. Proceedings of the 9th International Management Conference, Bucharest, Romania.
- Prebensen, N. K., Kim, H., & Uysal, M. (2016). Cocreation as moderator between the experience value and satisfaction relationship. *Journal of Travel Research*, 55(7), 934–945. <https://doi.org/10.1177/0047287515583359>
- Ross, S., & Wall, G. (1999a). Evaluating ecotourism: The case of North Sulawesi, Indonesia. *Tourism Management*, 20(6), 673–682. [https://doi.org/10.1016/S0261-5177\(99\)00040-0](https://doi.org/10.1016/S0261-5177(99)00040-0)
- Ross, S., & Wall, G. (1999b). Ecotourism: Towards congruence between theory and practice. *Tourism Management*, 20(1), 123–132. [https://doi.org/10.1016/S0261-5177\(98\)00098-3](https://doi.org/10.1016/S0261-5177(98)00098-3)
- Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research Methods for Business Students* (4th ed.). Prentice Hall.
- Thompson, B. S., Gillen, J., & Friess, D. A. (2018). Challenging the principles of ecotourism: Insights from entrepreneurs on environmental and economic sustainability in Langkawi, Malaysia. *Journal of Sustainable Tourism*, 26(2), 257–276. <http://doi.org/10.1080/09669582.2017.1343338>
- Uysal, M., Woo, E., & Singal, M. (2012). The tourist area life cycle (TALC) and its effect on the quality-of-life (QOL) of destination community. In *Handbook of tourism and quality-of-life research* (pp. 423–443). Springer. [https://link.springer.com/chapter/10.1007/978-94-007-2288-0\\_25](https://link.springer.com/chapter/10.1007/978-94-007-2288-0_25)
- Wei, L., & Khan, U. N. (2018). Analysis for sustainable tourism development at Huangdu Dong ethnic cultural village in China. *Journal of Marketing Development and Competitiveness*, 12(3), 56–69. <https://doi.org/10.33423/jmdc.v12i3.61>
- Whitney-Squire, K., Wright, P., & Alsop, J. (2018). Improving Indigenous local language opportunities in community-based tourism initiatives in Haida Gwaii (British Columbia, Canada). *Journal of Sustainable Tourism*, 26(2), 173–191. <http://doi.org/10.1080/09669582.2017.1327535>