

<b>TITLE</b>	The Development of Supply Chain of Snorkeling Tourism for Competitiveness in Trang Province		
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<b>DEGREE</b>	Doctor of Philosophy	<b>MAJOR</b>	Tourism and Hotel Management
<b>UNIVERSITY</b>	Maharakham University	<b>YEAR</b>	2022

### ABSTRACT

This research aims to 1) Study the supply chain of snorkeling activities in Trang Province, 2) Study the relationship between the competitiveness of snorkeling activities and the supply chain management optimization of snorkeling activities in Trang Province. 3) Analyze the value stream mapping (VSM) of snorkeling activity supply chain in Trang Province 4) Improve supply chain management efficiency snorkeling activities in Trang Province 5) Test differences before and after improving the efficiency of snorkeling activities in Trang Province 6) Propose models for supply chain management snorkeling activities in Trang province to increase competitive efficiency. The research method is mixed research using a qualitative research model coupled with quantitative research, with four phases of research being conducted as follows: Phase 1, supply chain study of snorkeling activities in Trang Province; qualitative research methods are used in tandem with quantitative research. A qualitative approach by interviewing and observing key contributors who engage in businesses that provide snorkeling services. seven companies chose purposive sampling according to the specified conditions and conducted additional interviews with relevant parties, choosing snowball of 34 people with semi-structured interviews and observations, analyzing data with inductive principles, summarizing small truths to big truths. Triangulation grouping data code, key words, content analysis to generate temporary conclusions, then conclusions in conjunction with SIPOC conceptual framework (Supplier, Input, Process, Output, Customer) quantitative methods by selecting specific

samples from tourists who use snorkeling activities. The questionnaire analyzed data by evaluating opinions, competitiveness and optimization in supply chain management. simple correlation analysis. Phase 2 Value Stream Mapping (VSM) analysis of the snorkeling activity supply chain in Trang Province. Qualitative research methods are used by: content analysis based on the findings of phase 1 in conjunction with the VSM (Value-Adding, Necessary But Non-Value Adding, Non-Value Adding) concept framework, Phase 3, improving the efficiency of the snorkeling activities supply chain in Trang Province. Qualitative research methods are used in tandem with quantitative research. Qualitatively, select key contributors from companies that provide snorkeling services that choose to conduct experiments 1 company by selecting specific according to certain conditions. conduct interviews with those involved in snorkeling activities, there are 5 groups comprising executives and supervisors, employees on duty, suppliers, distributors, and government agencies 15 people with semi-structured interviews, analyze content to create temporary conclusions, then draw conclusions together with the 7 Wastes concept framework (Over Production, Waiting, Transport, Inappropriate Processing, Unnecessary Inventory, Unnecessary Motion, Defects) and ECRS conceptual framework (Eliminate, Combine, Rearrange, Simplify) and quantitative methods. The questionnaire analyzed the data by evaluating improvement feedback and analyzed statistical data, and performed a pre- and post-improvement differential test with t-test statistics, and Phase 4 proposed a model for managing the supply chain of snorkeling activities in Trang Province to increase competitiveness. qualitative research methodology is used by analyzing content based on the results of phase 3 in conjunction with competitiveness frameworks (Competitiveness: Cost Advantages, Price and Value, Differentiation, Specialty Niches/Focus Strategy, Cooperation, Vitality of the Industry) and focus group discussions. There are 5 groups of 7 people each, comprising executives and supervisors, functional employees, suppliers, distributors and government agencies, with specific selections based on specified conditions in order to evaluate the supply chain management model of snorkeling activities to increase the competitiveness of marine tourism in Trang Province. The results of phase 1 responded to research objective 1 which showed that there were 10 elements in supplier, 5 input ,5 process

activities, 9 output activities, 5 channels, customers or tourists 7 groups. 2 It was found that competitiveness correlates with a very high level of optimization of supply chain management in the same direction approx 88.1 % phase 2 responded to research objective 3 found that there were 4 activities that were necessary but not value-added, 4 activities that did not add value, 5 activities that did not add value. of 5 activities and improve performance with ECRS for financial performance comments. functional aspects, overall supply chain There is a tendency to manage various aspects better. Phase 3 responded to research aims 5, finding that the effectiveness of snorkeling activities in Trang province before and after improvements was significant. Statistically significantly at the level of 0.05, Phase 4 responded to research aims at 6, finding that the supply chain management model of snorkeling activities in Trang Province to increase competitiveness. Emphasis is placed on management on key issues including 1) Reducing costs, 2) Developing service models that impress tourists, 3) Setting appropriate prices, 4) Enhancing the strengths of goods and services, 5) Increasing service facilities, 6) Providing services to meet the needs of diverse groups of tourists, 7) Cooperating with relevant agencies 8) Improving the quality of service and creating continuous service availability, and 9) Services and situations in the post-COVID-19 pandemic.