

Development of Value Chain by Creating Social Media for Disseminating Marketing Content to Empower Potential of Participatory Community-Based Tourism Enterprises

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Abstract - Nowadays, social media can play the important role to increase a value of tourism businesses. This study, therefore, aims to analyze activities in value chain of participatory community-based tourism enterprises and to develop social media prototypes for disseminating marketing content of participatory community-based tourism enterprises. The study was based on mixed method research. Focus group using structured interview form was used to collect qualitative data from representatives of 52 community enterprises, derived from purposive sampling, and a questionnaire was used to collect data from 400 samples who were tourists in Phatthalung Province, arisen from convenient sampling, to survey the satisfaction of marketing content and social media prototypes. The statistics used for data analysis were descriptive statistics, percentage and frequency distribution. The results revealed that the value chain that was integrated among the primary activities will work in coordination with each other so that value could be created. Information systems were one of the components in the value chain in terms of technology development used in planning, operation, decision-making and control. The linked activities in all components of the value chain created a competitive advantage. Today, technology plays an important role in proactive marketing through social media, publishing marketing content. The evaluation results of sample's satisfaction towards the social media prototype, published marketing content showed a high level of overall satisfaction and five satisfaction dimensions, comprising satisfaction on Brand Awareness, information for making purchasing decisions, a tool to create a CRM, a tool to create community, and trustworthiness.

Index Terms - Value Chain, Social Media, Marketing Content, Participatory Community-Based Tourism Enterprise

INTRODUCTION

Tourism is an industry that plays an important role in the economic development of many countries around the world. Therefore, the governments of each country attach great importance to enhancing competitiveness in order to share the world's tourism market share. Especially, countries in Asia and ASEAN have set up marketing strategies in order to attract more global tourists to visit the country. Formulation of development strategies of various countries, therefore, has integrated tourism as a part of economic development. As a result, country strategy formulation such as supporting SME entrepreneurs to adapt to digitalization or to encourage tourism entrepreneurs to use technology to move towards Digital Tourism was significant and was one of the important strategies of the government (Sommanawat et al., 2021; Tirastittam et al., 2020; Wisedsin et al., 2020). Such project will provide tourists with the convenience of searching for tourist information on weather, hotel, and travelling and innovation that will help to develop the tourism industry structure further (Setthachotsombut, & Aunyawong, 2020).

Supply chain management is a strategic management in order to build cooperation among organizations within the supply chain network and to work as one continuous connection which are channels or networks that optimize the flow of information, materials and capital flows under the current business competition conditions (Aunyawong et al., 2020; Pintuma et al., 2020; Srisawat & Aunyawong, 2021; Waiyawuththanapoom et al., 2020; Waiyawuththanapoom et al., 2021). Efficient upstream to downstream activity linking, according to Value Chain Model as suggested by Porter (1985), by utilizing available resources for added value at all stages of production and marketing creates added value of products and services that meet market needs, respond to the needs punctually, and increase competitive advantage. Therefore, Porter (1998) conceptualizes that value chain aims to build business competitiveness by analyzing the added value that occurs at each stage or activity. It is a connection of activities that create added value, focusing on downstream activities to create value in the eyes of customers and linking with trade partners in the supply chain together, to gain the competitiveness and opportunities to expand the business (Aunyawong et al., 2018; Sinthukhammoon et al., 2021; Soonthornpipit et al., 2021).

Application of the value chain concept as a value-added tool for community-based tourism enterprises provides basic knowledge for the development of value chain, such as selecting community capital selection, developing product and service quality, delivering products and services, choosing proactive marketing by creating social media, providing memorable services, planning systematic internal management planning, and giving technological, managerial and marketing knowledge. In fact, the tourism community enterprises, however, lack marketing management skills to compete in the international market (Apleni, 2020). Marketing based on the concept of Kotler (2003) is defined as where there is both supply and demand in a product or service, resulting in a market-driven price based on conditions that span multiple customer groups. This includes tangible and intangible markets such as digital marketing, as well as a large market with multiple sub-markets that are closely related to that business. Later Kotler (2011) further discussed marketing that refers to the beneficial needs of human beings of society. The scope of marketing is therefore involved in the creation, promotion and delivery of products or services to consumers and various business organizations. Therefore, it is necessary to accelerate the development of efficiency in expanding markets and creating added value in both domestic and international markets. In order to expand markets, social media or digital marketing is a tool to communicate with each other in a social network through websites and applications on any media connected to the Internet by focusing on the creative collaboration of users in User-Generate Content (UGC) in the form of information, images and sound such as Facebook Fan Page, which is an interesting tool (Abdalla & Kadhm, 2019).

LITERATURE REVIEW

The value chain refers to the activities that are interrelated and linked to create added value to the inputs, starting from the process of bringing raw materials into the production process, the distribution process, and the delivery process to the consumer, the after-sales service process, and creating value for that product or services (Porter, 1998; Srisom, 2010). Past studies found that developing value chain is an enhancement of the performance of stakeholders under the value chain to have knowledge and understanding of the supply chain system structure in the current era where consumers desire reliable products, reasonable prices and flexible procurement (Aunyawong et al., 2021). Value chain is also in line with global community contracts that focus on the Sustainable Development Success Indicators (SDGs) that support socially responsible business practices and environmental resources conservation (Pintuma et al., 2021), including the development of standardized quality products. Moreover, value chain analysis can create the values for products and services that have been processed from raw materials till the delivery of the products to the end user, by which generally, the characteristics of each product and service value chain will vary by nature of specific products and services (Nualkaw et al., 2021).

Social media is a form of information communication that reaches people at all levels today. It is widely used under the constant development of computer technology which is likely to become the main media for people in the future world (Matikiti-Manyevere, 2020). The entry of social media has created a change in people's lifestyle and behavior. Nowadays, most of the movements of everyday life are in the online world, such as buying products as well as financial transactions Krungsri Plearn Plearn. Social media has become an important tool for entrepreneurs doing business in increasing channels to reach consumers directly and creating greater brand awareness since the advantages of social media that is able to reach a large audience, interact with each other in real time, and know what the product's feedback is. Therefore, it is undeniable that today entrepreneurs should not overlook social media marketing (Boonrod, 2020). This is rapidly adapting to digital lifestyle, until becoming a new form of media use. Online media responds to a variety of needs, including news, updates, entertainment and shopping. It has become the mainstream media for young people and people in the city, but TV media still has great influence, especially in other provinces and elderly people. Brands, as a result, should choose to mix media to suit customer behavior and people's needs rather than choosing any one media (Tianthai, 2020). Social media creates a new lifestyle called Mobile Life or the Dynamic Way. It makes time and location constraints disappeared, resulting in various communications and applications can be done anytime and anywhere. Distinctive impacts in the context of Thai society represent that the incoming social media has changed the way people think and behave in society because the online world has created a new space to present itself, for example, women have more courage to present themselves in their own media.

METHODOLOGY

Population and Sample

The research was based on mixed method research. For qualitative study using focus group, the key informants were representatives of 52 community enterprises in Phatthalung Province, derived from purposive sampling, to analyze activities in value chain of participatory community-based tourism enterprises, based on five primary activities: Inbound Logistics, Operation, Outbound Logistics, Marketing & Sales, and Services, and four support activities: Firm Infrastructure, Human Resource Management, Technology Development, and Procurement. For quantitative study, the sample was 400 tourists in Phatthalung Province (Krejcie & Morgan, 1970), arisen from convenience sampling, to survey the satisfaction of marketing content and social media prototypes.

Research instrument

Structured interview form and 5-point Likert scale questionnaire were the research instruments in qualitative and quantitative studies, respectively. Such instruments were checked in terms of content validity using index of item objective congruency (IOC) by five experts and reliability using Cronbachs' alpha coefficient.

Data analysis

Content analysis was used to analyze qualitative data before analytical description. The statistics used for quantitative data analysis were descriptive statistics, including mean, percentage and frequency distribution, with interpretation as recommended by Best and Kahn (2006).

Research Results

From the study results, the researchers divided the information presented according to the research objectives as follows:

1. The study of activities in the value chain of participatory community-based tourism enterprises in Phatthalung Province was classified as hotel group, tourist service group, souvenir group, food and beverage product group, and garment product group. The results showed that the main activities of tourism services were supply chain management as follows: 1) upstream management, including the use of raw materials in the community, both raw materials in the production and raw materials in the tourism service, and the use of community labors, 2) midstream management, including the production and services, creative tourism activities, product storage, and public relations, and 3) Downstream management, including delivery and creating satisfaction for tourists.

By considering the value chain analysis through the activity "Knowledge Exchange", it portrayed that the tourism community enterprises had problems in the primary activities as follows. Inbound logistics was found that some of the raw materials in the community were insufficient and manufactures had to stop producing products and services. For the operation, the production process of products and services also used local wisdom and no modern innovation has been adopted to increase efficiency. Outbound logistics was found that deliveries of goods and services were mostly state-owned and accessibility was limited. Marketing and sales still lacked a serious proactive marketing planning because of the lack of knowledge and limited utilities, including lack of second language skills for services. In terms of support activities, organizational infrastructure was centralized and lacked systematic planning of coordination. The information flowed in one direction. Human resource management was found that labor, working in the community, passed knowledge from generation to generation. Rewards were based on work or activities performed, causing unstable income. For technological development, the community members lacked the technology that would make their work easier and faster and lack modern communication tools and internet network. Purchasing was found that the main raw material is in the community, while indirect raw materials cannot be determined the exact price or the price depended on the seller, as shown in Figure 1.

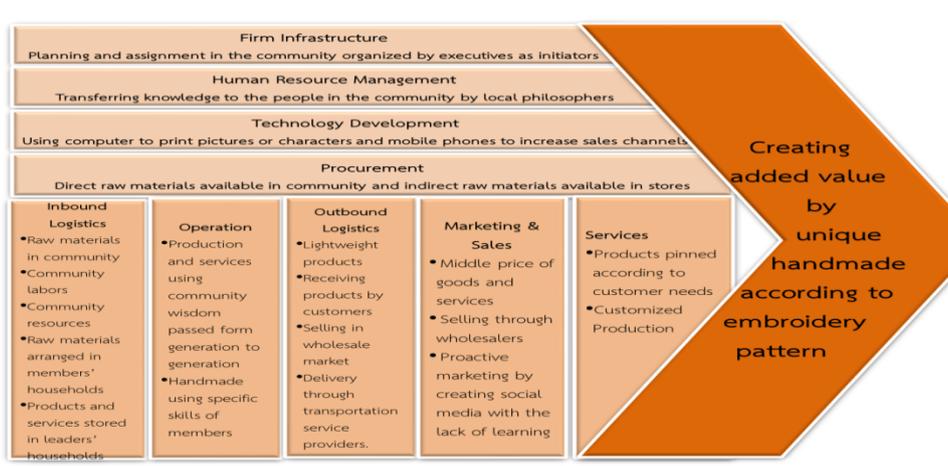


Figure 1

Analysis of Value Chain of Community-Based Tourism Enterprises

.2For social media prototype development, such as Facebook Fan Page, for disseminating marketing content of participatory community-based tourism enterprises, the activity results at this stage were assessments of success by evaluating from the results of the online marketing communication channel building training of the community-based tourism enterprises, which was obtained from the training workshops on the development of social media prototypes and marketing content. The activity results found that the prototype community enterprises were able to create marketing content by using mobile phones and to post to sell products and services, including posting product information, answering questions of interested parties, and creating interesting public relations. It could be explained that the marketing content that was revealed on social media had the following elements: The use of storytelling imagery, in which the image displayed the main products and added value by embroidering images according to customer requirements. This created an interesting effect that made customers stop watching. Furthermore, additional explanatory content was used so that customers could understand and be able to purchase.

From the evaluation of social media prototypes to publish marketing content from questionnaires, it portrayed that for personal data, most of the respondents were 241 females, or 60.25percent, followed by 159 males, or 39.75percent. Most of the respondents were 126 individuals aged between 30-21 years, or 31.50percent, followed by 102 respondents aged between 40-31 years, or 25.50percent, 75 respondents aged under 20 years, or 18.75percent, 32 respondents aged between 60-51 years, or 8.00 percent, and 10 respondents aged 61 years and over, or 2.50percent. Mostly, the 173 respondents graduated bachelor's degree, or 43.25percent, followed by the 125 diploma respondents, or 31.25percent, 55 master respondents, or 13.75percent, and 47 primary/secondary education respondents, or 11.75percent. Most respondents were 113 students, or 28.25percent, followed by 95 general people, or 23.75percent, 72 employees, or 18.00percent, 62 entrepreneurs, or 15.50 percent, and 58 state enterprise employees, or 14.50percent.

The analysis results of the content of the topic used in public relations using social media examined the attractiveness of the words used to generate marketing content from <https://coschedule.com/headline-analyzer>, which was the website analyzing the interest of the content, as shown in Figure 2.

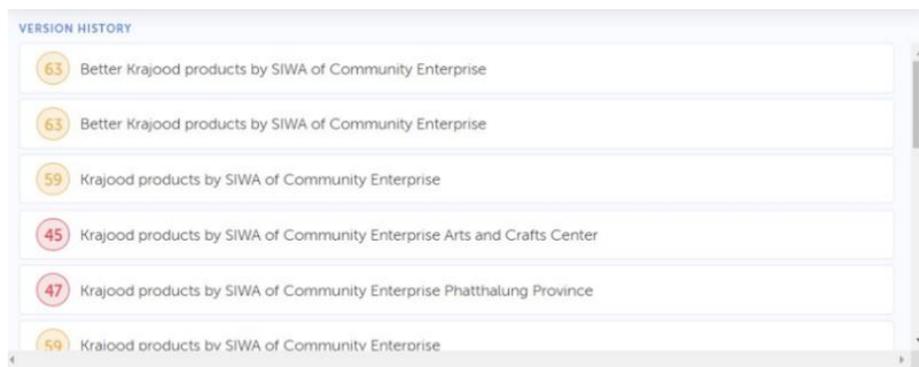


Figure 2

The interest of the content assessment

Figure 2 described that the topic "by SIWA, the best Krajoood product of the community enterprises" to recommend the products in social media based on the evaluation from <https://coschedule.com/headline-analyzer> has an assessment score of 63 percent.

The analysis results of the content of the topic used in public relations using social media examined the attractiveness of the words used to generate marketing content found that the topic "by SIWA, the best Krajoood product of the community enterprises" to recommend the products in social media based on the evaluation from <https://coschedule.com/headline-analyzer> has an assessment score of 63percent. In addition, the evaluation results of sample's satisfaction towards the social media prototype, published marketing content showed a high level bsite analysis, of overall satisfaction (mean=(3.93 and five satisfaction dimensions, comprising satisfaction on Brand Awareness (mean=4.17), information for making purchasing decisions (mean=4.17), a tool to create a CRM (mean=(3.66, a tool to create community (mean=(3.55, and trustworthiness (mean=(4.09

DISCUSSION AND CONCLUSION

Developing the value chain of tourism enterprises by creating social media for disseminating marketing content to empower participatory community-based tourism enterprises in Phatthalung Province applies value chain concept for analyzing activities to find relationships among activities and competitive advantage. Good activity management can help organizations to reduce costs for implementing cost leadership or differentiation strategies. The relationship among activities should be analyzed to study for the competitive advantage of the organization, as Sethachotsombut and Aunyawong (2020) conceptualize that value chain is the link among various activities of the business or organization in order to create its value added activities from upstream to downstream directly related to the creation of value added in the production, marketing, delivery, and customer services. Udomthanathira ((2018, besides, states that value chain is the concept of understanding the role of each department in the

operating stage on how to help the organization to create value for customers. The created value must be measurable by considering how much the consumer agrees to pay for the purchase of the company's products or services (Abdalla & Kadhm, 2019). For separation of activities for the benefits in systematic analysis of weaknesses and strengths, the activities to create value for the product or service are divided into 2 activities: primary and secondary activities.

For activities in the value chain of community-based tourism enterprises that affect the development of skills, understanding, and management competencies, Linked activities in all components of the value chain were a great way to create a competitive advantage for a business or organization (Hiranphaet, 2019; Mohanty, 2019). Entrepreneurs, however, cannot link value-creation activities to build competitiveness for products and services, as consistent with Pimonratanaka and Ayasanond (2018). Social media prototype creation for publishing marketing content can inspire in product accessibility affects purchasing decision because it makes product value known (Lestari and Wiastuti, 2019). Marketing content displayed by images or videos will encourage customers to access more products as well as it can also solve problems by expressing different features of the product and telling the story of the product to stimulate customer decision. Making marketing content published on social media, Facebook Fan Page, affects brand awareness creation to make the product more well-known. This allows customers to quickly access information sources and creates a network of people interested in the same products for exchanging information. Moreover, identification on social media makes customers trustier in social media (Chen et al., 2019). It was found that to achieve sustainability through the use of marketing content to gain a competitive advantage in a business, it must be based on a number of factors, starting with the internal resources such as skills, personnel and innovation that must be ready and have sufficient potential, as in keeping with Phrapratanporn et al. (2019). The nature of marketing content must be diverse and suitable for the target audience. It also needs up-to-date and modern information, including the use of social media in creating activities appropriately. These will give the organization a competitive advantage in the business and continuous business outcomes, which are indicators of sustainable competitive advantage (Matikiti-Manyever, 2020). Organizations need to constantly adjust their competitive advantage position and focus on investing in new organizational potential sources so that they can replicate their business benefits and gain a competitive advantage through the use of marketing content sustainably over competitors. (Nengovhela, 2020).

For recommendations for Implication, first, the model of social media for disseminating marketing content can increase the entrepreneur's potential and marketing channels to reach customers through digital media. Government agencies should establish digital technology learning center to drive community enterprises for tourism so that tourists easily access to tourist attractions, community products, and services in the community. This generates income and career of community members. Second, the knowledge of creating marketing content should be developed to suit each community enterprise in terms of choosing images and text to create marketing content that is suitable for community enterprises along with social media development. For, recommendations for further research, there should be studies on the development of marketing content dissemination channels to reach the target group by studying the collection of visitor data on social media, such as time of visit, duration of visit, career and age to publish advertising to the target audience.

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