



“ศักยภาพเชิงพื้นที่และลักษณะผลิตภัณฑ์การท่องเที่ยวเพื่อพัฒนาสู่จุดหมายปลายทางการท่องเที่ยว:
กรณีศึกษาจังหวัดสมุทรสงคราม ประเทศไทย”

“Potential Points of Attractions and Tourism Products to be Developing as the Tourism
Destination: the Case of Samutsongkram Province, Thailand”

ชื่อผู้รับผิดชอบโครงการวิจัยและผู้ร่วมวิจัย : นางสาว ปาณิสรา ปัญญาเลิศ

งบประมาณที่ได้รับจัดสรร : 20,000 บาท

ความสำคัญและที่มาของปัญหาที่ทำการวิจัย

According to the mission of Suan Sunandha Rajabhat University, specified “Concentrating on servicing the community service and training career, and promoting art and culture to international level”, that is harmonize with the government policy from Tourism National Development Plan BE. 2555-2559 of Ministry of Tourism and Sports, specified “Strategy number 2: Developing of products, services, and factors which supported the tourism industry”.

Samutsongkram is the province of fertile land, of plants and food grains, the production source of vegetables and fruits, as well as a vast variety of seafood products. It is also an interesting historical source for the early Rattanakosin period.

Samutsongkram is an ancient province with a long history. Originally, it is believed that this province was once a part of Ratchaburi province, and called Suan Nork at that time. Then, towards the end of the Ayutthaya period going on to the Thonburi period, it was separated from Ratchaburi province and was called Mueang Mae Klong.

Samutsongkram is located seventy-two Kilometers from Bangkok, occupies an area of 416 square kilometers and is administratively divided into three districts: Amphoe Muang, Amphoe Amphawa, and Amphoe Bang Khonthi.

Samutsongkram is located just southwest of Bangkok, along the Gulf of Thailand. Attractions in the province include floating markets, temples, a Siamese cat house, and the Ban

Phaya So - the home of a famous alto fiddle maker who combines the art of traditional Thai music with wood carving.

Samutsongkram is known as the beautiful small province of Thailand, and it has convenient transportation by water and land ways. In another word, it can be said that an accessibility to and within the province is very convenient. Samutsongkram has many types of accommodation including facilities for serving to tourists, depending on their preference. They are located both at downtown and uptown with different themes of hotels, homestays and resorts. Furthermore, the amenity is also available in the province. Although, it is not much as other tourist destinations such as Bangkok, Ratchaburi and Kanchanaburi, there are infrastructure and superstructure, provided to tourists in order to be comfortable.

This paper reports on a study of Samutsongkram by critical analyzing to its existing tourism product, and strength and weakness. The study also uses stages of destination development, Butler (1980), to show the position of Samutsongkram as well. With awareness of tourism development in Samutsongkram, this research deems it important to explore opportunity for the province to host unique tourist attractions in the central Thailand, thus evolving into a popular destination in the Kingdom. An exploratory research on Samutsongkram's potentiality to become tourist destination is needed to help gain insights to the tourism planning of Samutsongkram Provincial Administration Organization. Study of strength and weakness of the new found destination must be included in the survey. It is the aims of this paper to; explore the potentials of places and sites to be developed into tourist destinations, delineate and understand existing tourism product as a function of development, identify strength and weakness of such places, and point down Samutsongkram's positioning by using stages of destination development (Butler, 1980) in order to suggest a way for Samutsongkram Provincial Administration Organization to continually develop the destination.