



Community-Based Tourism Management a Using Creative Marketing of Music Business

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Abstract

Background and Aim: Marketing and Music businesses are necessary to create income for communities. This can be seen apparently after the COVID-19 pandemic, which has changed people's way of life. Therefore, this academic article aims to study 1. the importance of marketing and creative marketing 2. Community-based tourism 3. A case study of music business and community participation for tourism benefit.

Materials and Methods: The author researched from the thesis, research, and academic paper that related. Interviews with trusted sources and successful case studies from many places.

Results: This academic article found that the use of music in marketing and creative marketing plays an important role in making community-based tourism which is starting to become popular after the spread of COVID-19 can create business value. In addition, it can attract more tourists to come in. generate income for the community Having a circular economy can improve the quality of life of people in the community.

Conclusion: Community-based tourism uses music to attract tourists for their travel to communities to view way of life, and to absorb cultures as well as atmospheres. Nowadays, tourist attractions tend to increase in number. It also increases the amount of money for local inhabitants, their descendants, or their working age so that they do not need to work at other places. And when local inhabitants have income, they will perceive the significance of their communities. This will finally result in stronger communities. Examples of music marketing and businesses which are necessary to create income for these people include the "Big Mountain Music Festival" a large concert in terms of space, stage, and the number of artists; with many different booths selling food and products. These all create massive income. Thus, it can be seen that marketing and music businesses can truly promote community businesses.

Keywords: Community Based Tourism; Music Industry; Music Business; Creative Marketing; Management

Introduction

Over the past decade, when it comes to music and the music industry, one might think of playing music in bars, selling concert tickets at sports fields and halls, music stores, music rehearsal room rentals, music schools, and so on. However, in the past 2-5 years, the music industry has played a more significant role in promoting business marketing, services, and products. It can be seen that the way of life of Thai people is related to music all along. In today's world, business is an important factor in life when having the sound of music also has a music business involved (Sangaroon, J., 2020). The objective may not be directly related to music activities, but music is an essential component in promoting the service image or brand, attracting buyers to events, or upgrading the local economy. In the past decade, many cities have increased their economic, social, and cultural values through music. Research has shown that attending concerts every 2-3 weeks can help extend people's lifespan, and listening to music can alleviate symptoms of dementia and reduce loneliness and stress (Quin, 2016). Therefore, music is an important tool in both the economic and cultural aspects.

France has established a National Music Center with a policy to collect music from each region for research on the impact and benefits of music on the country. In the United States, cities like Nashville, New Orleans, and Austin have had policies that prioritize music as a way to create awareness for many years. They have also added strategies to improve the quality of life for local musicians, hoping to promote tourism and increase spending by tourists. In addition, England has made changes to its laws and plans to support and prioritize cultural and musical infrastructure in London. In China, there is an interesting policy that encourages the creation of music districts, especially in Chengdu. They plan to build 14 music venues to promote tourism and culture. In Thailand, there has been an effort to prioritize the music industry by integrating it with community-based tourism, such as Khon Kaen, Chiang Rai, Nakorn Rachasrima, and Kao Yai.

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However, Butrisikiew, J., (2016) created music business management strategies to promote tourism marketing in Nakhon Ratchasima province. The use of websites as a management tool is a central method in promoting music-based tourism to drive economic growth through tourism activities involving artists, musicians, entrepreneurs, shops, hotels, transportation, etc. Musical events in various locations not only create added value for tourist destinations but also enhance the quality of live music in those places, meeting the expectations of tourists. Additionally, it generates income for musicians and businesses. Moreover, it contributes to building a strong brand image and setting higher prices by creating activities within the website and determining the direction of visual identity and development strategies for the music business in the same direction. Apart from making activities more interesting, it also creates a music community with effective management systems to provide convenience through various systems. Thaothampitak, W., (2016) studied and focused on the analysis of song lyrics and communication strategies to promote tourism in various forms such as nature-based tourism, cultural tourism, and creative tourism. The study employs a qualitative research approach, utilizing document analysis to collect song lyrics from both Thai folk songs and urban songs, Chinese international songs, and international songs from the past to the present, which contain content related to promoting nature-based tourism, cultural tourism, and creative tourism. A total of 18 songs were examined. The research findings reveal that regardless of the era, society, or culture depicted, these songs discuss tourism resources, culture, traditions, and the way of life of people in communities, as well as relationships between men and women (lovers). These aspects are significant factors that attract tourists to visit or explore the tourist destinations mentioned in the song lyrics. Innchana, W., Suwanwongb, N., Rachmanee, P., & Wongsad, S., (2021) presented an academic article that examines and analyzes data to present the concept of integrating art and music through an Art and Music intervention to promote cultural tourism. The case study focuses on the Samphanthawong district's Talat Noi community on Charoen Krung Road, Bangkok. The objectives of this study focus on the promote cultural tourism in the Talat Noi community and driving cultural tourism by fostering community participation, creating attractions for tourists, generating income for the community, and boosting the local economy. The findings of the study reveal that the integration of art and music as an intervention to promote cultural tourism in the Talat Noi community effectively utilizes the diverse cultural heritage of the community, including architecture, traditions, and ways of life. This intervention creates value and significance. The role of art and music in this context enhances cultural tourism by providing immersive artistic and musical experiences for tourists, utilizing visual and auditory perception. It serves as a mechanism to drive cultural tourism by engaging with the community, creating attractions for tourists, generating income for the community, and stimulating the local economy. And Monthonvit, D., (2006) summarized that the tourism industry is an important sector that generates employment and contributes to the economy. Therefore, in Thailand's 9th Economic Development Plan and National Strategy, promoting tourism has been prioritized. The government has implemented policies to boost tourism in Thailand, including the 'Travel Thailand Every Month' campaign. One of the significant and successful events under this campaign is the Pattaya Music Festival. This project aims to showcase music cooperation at the national and regional levels, enhancing the image of Pattaya as a renowned tourist destination with its beautiful coastal nature. It aims to attract more tourists and media attention from abroad, ultimately increasing tourism in Thailand. The project has received positive feedback and interest from both Thai residents and international visitors, aligning with the concept of 'no boundary music exchange'.

Thus, this academic article is written to explore ways to use creative marketing in the music business. to promote community-based tourism. Moreover, to explain the importance of creative marketing and community-based tourism, giving examples of successful cases.

The Important of Marketing and Creative Marketing

The world in the present era, particularly after the outbreak of the coronavirus pandemic, has impacted every aspect of society, including politics, economics, and ways of life. As human lifestyles have changed, businesses have had to adapt to survive in an economy that has slowed down. Therefore,



in the business world, marketing is crucial to the development of the quality of life and the advancement of human society (Hasuntree, N., 2023). Especially in the world of capitalism, there is competition in interdependence in society because people still have to work and consume goods and services. Marketing affects the economic development of each country as it leads to the discovery and development of products and services to compete and meet market demands. These cycles create jobs for workers in those businesses, enabling people to have purchasing power and a good quality of life.

The American Marketing Association defines "marketing" as a process involving the planning and management of ideas, pricing, promotion, and distribution of products and services to create exchanges and meet the needs of individuals. According to Kotler, (1988), marketing is the management process by which individuals or groups obtain what they need and want by exchanging products of value. Therefore, as marketing plays a significant role and importance, marketers have developed a new strategy called "creative marketers." Tanhakorn, T., & Chantuk, T., (2018) stated that to succeed in today's business, it is necessary to have a good understanding and skills in modern marketing, as well as a continuous process of creative thinking. In summary, business owners or leaders in today's world must have five important skills to become creative marketers.

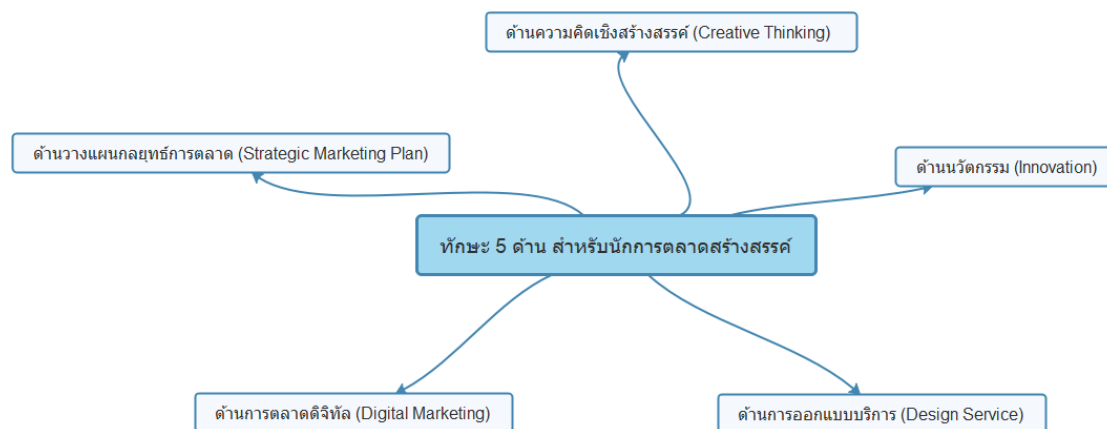


Figure 1: 5 Skills for Creative Marketers

Note: Synthesize by Author (Monthien Runghiran and Woranad Intarot)

1. Creativity

Creativity is considered an important skill that marketers need to have. They must develop new ideas to solve problems and meet customer needs. Customers should feel that they are receiving convenience, speed, and appropriate value.

2. Innovation

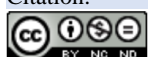
Innovation is the creation of new products or new formats that can be sold. Some people misunderstand the meaning of innovation, thinking that it is the invention of a product. However, innovation can come from small changes that create something new for customers.

3. Service design

Sometimes, service design skills are considered the heart of providing customer service. Creating a positive impression and satisfying customers is a key factor in the success of a business. Good service should be a system that has been analyzed, tested, evaluated, and creatively designed, from brainstorming to customer journey mapping to modeling the results. Customers will perceive excellent service from a well-designed service.

4. In digital marketing,

it is a skill that constantly changes because it must adapt to the changing behavior of customers according to current technology. As consumers' behavior and spending habits change with increased





internet usage, they spend most of their time in the digital world. This has led to online shopping, transferring money with smartphones, watching TV, movies, and online series becoming a new way of life. In addition, it has made consumers less patient when waiting, and when there are faster alternatives, consumers in the current era will certainly change their minds. Digital marketing skills are therefore important for creative marketers.

5. Strategy planning skills

In marketing are necessary for creative marketers to learn and apply their knowledge, innovative ideas, and innovations to create new marketing strategies that must evolve quickly with the times. It is necessary to abandon the old marketing methods and use the 4 basic questions as a starting point: 1) What should we think, design, or create? 2) Wow, how can we make customers feel amazed? 3) Work, how can we make it work and get real returns? 4) Think creatively to produce a product that goes beyond the word "product."

Community-Based Tourism

Modmoltit, S., (2019) describes that Airbnb which is a platform for tourists to find accommodation, reported on the behavior of tourists who visited Thailand in 2019 before the outbreak of the coronavirus. 84% of tourists wanted to participate in community-based tourism, living with local people, and spending most of their money on food and accommodation. 40% of tourists decided to visit because of various festivals, such as traditional and music festivals. After the peak of the pandemic began to subside, statistics showed that Thai tourists tended to choose secondary cities as their travel destinations, which are community-based areas, such as Nan, Ubon Ratchathani, and Nakhon Phanom, more significantly. The reason is that it is not easy to travel abroad, and even though there has been some relaxation recently, the cost of traveling abroad is still higher compared to the cost of living for most Thais.

Therefore, this report reflects the current trend of an increasing interest in tourism that follows the traditional way of life of various communities. These communities are unique tourist destinations, whether in terms of the environment or culture. Community-based tourism can generate income from tourism activities within the community, improve the quality of life of the community, and reduce the number of people who need to migrate to Bangkok to find work. On the other hand, community-based tourism that attracts a large number of tourists can also have negative impacts on the community. This is because when there are more tourists, there are more benefits to be gained, and external investors or entrepreneurs may come to invest in the community to seek profit, without considering the impact on the community, as these large investors are usually not from the community. Additionally, people in the community do not often come together as a small organization to manage and sustain the community, and an influx of tourists may cause the original way of life of the community to change or even disappear (Community-based Tourism, 2020). All of these issues have led to pressure from various sectors, including the government and community enterprises, to develop a new approach to community-based tourism. This approach involves the community playing a more active role in managing and planning their community for the benefit of the community and preserving their customs, traditions, culture, and community resources.





Community Tourism

Community-based tourism

Figure 2: *Differences between community-based tourism and community tourism.*

Note: (https://www.gsbresearch.or.th/wp-content/uploads/2019/10/GR_report_travel_detail.pdf).

Modmoltit, S., (2019: 2) summarized community-based tourism as follows: Community-based tourism refers to tourism that emphasizes the sustainability of the environment, society, and culture and involves the participation of local people in tourism management. It is not only to meet the needs of tourists but also to build the capacity of the local community to make tourism an additional profession that supports their main livelihood or traditional way of life, without destroying the original way of life or resources of the community.

Case Study of Music Business and Community Participation for Tourism Benefit

In 2019, Thailand and Bangkok hosted the first-ever Bangkok Music City festival, which was an international music business conference and festival. The event was a collaboration between Fungjai, a music streaming company, and Nylon Thailand, with support from the National Innovation Agency Thailand (NIA), the Thailand Convention and Exhibition Bureau (TCEB), and the Creative Economy Agency (CEA).



Figure 3: *Bangkok Music City*

Note: (<https://www.fungjaizine.com/article/story/bangkok-music-city-scored>).

Interesting activities include the Music Conference, which features more than 50 experienced music industry professionals from over 10 countries around the world gathering to participate in discussions. The Showcase Festival is also an important event, which brings together artists from Thailand and other Asian and European countries to perform and exchange musical ideas in the Ratchadaphisek area (Thailand Convention and Exhibition Bureau, 2020). A vibrant case study of the importance of creative marketing and music business for tourism is the Big Mountain Music Festival, which took place for the first time on February 5-6, 2010, in Bonanza, Khao Yai, Nakhon Ratchasima



province. More than 25,000 people attended, including students, workers, and locals, on the 200-acre site. Artists from all labels, affiliations, and genres performed on the biggest stage ever used in Thailand, making it the largest concert ever attended in the country.



Figure 4 *Big Mountain Music Festival*

Note: https://www.facebook.com/bigmountainmusicfestival/posts/10153955974929364/?locale=th_TH.

Organizing the Big Mountain Ten event is a declaration of success as it is the second time that the music festival has been held in the same year. However, it is still more popular than the first time among artists, mass media, and viewers. The stage has been expanded and the Surround 360 sound system has been adjusted. There are nightclub-style seating arrangements, which are considered a cultural change in the way concerts are viewed without any particular format or restrictions. There are added conveniences such as the Toilet City, which makes the Big Mountain Ten the music festival with the most bathrooms in the world. There are bus signs at the event to make travel easier, and there is also the first-ever fried egg and rice championship in Thailand, which has become a signature of the event that has garnered interest up to the present day.

As a result, many booths are serving fried eggs and rice at every event. The number of viewers at the second event was considered a phenomenon, with more than 65,000 people and more than 400 artists. This led to the creation of more than a thousand jobs and a large amount of money flowing into the large hill area of Nakhon Ratchasima province, which has never been done before by any festival (Julatha, W., 2022). In subsequent years, there were hundreds of thousands of main spectators waiting for the event, and artists from both Thailand and abroad were looking forward to being invited to the event. There is now an added space for displaying artwork as a learning center, with two days and two nights being added, as well as additional tent spaces, food booths, and various stores to accommodate participants from all directions, both Thai and foreign. The Big Mountain Music Festival is a case study that clearly shows how it helped promote the music industry.

Therefore, the music industry is considered an effective communication strategy, not just a means of providing music services and selling products. It is a marketing tool that is capable of creative marketing, connecting with consumers and reaching the target audience, and creating a brand identity. Worsirit, N., & Pholrungruang, M., (2020) explained that businesses can increase brand recognition, and brand awareness, and create a good customer base by using successful music marketing campaigns. To achieve this, businesses need to plan carefully and implement their strategies while continuously measuring the effectiveness of their marketing efforts. Therefore, creative marketing helps the music industry to differentiate itself from competitors and build a strong brand identity by developing a strong visual identity, using memorable slogans and lyrics, and creating interesting multimedia content that showcases the talents of local artists and musicians. By creating a strong brand identity and a good customer base, the music business can increase its share of the market and drive revenue growth (Phongphaiboon, 2018).



Conclusion

This academic article aims to study 1. the importance of marketing and creative marketing 2. Community-based tourism 3. Case study of music business and community participation for tourism benefit. Marketing and music businesses can help promote and generate income for communities by applying it to a new form of tourism called community-based tourism. The marketing perspective towards community-based tourism is considered interesting and practical. Creative marketing professionals need to have 5 skills including creativity, innovation, design service, digital marketing, and strategic marketing planning. Community-based tourism uses music to create awareness about the place and attract tourists to visit the community to experience the lifestyle, and immerse in culture, and atmosphere. Drinking in culture and atmosphere has become a more popular tourist destination and also contributes to increasing income for people in the community. Young people or working-age people don't have to travel far to work because they can see the importance of the community when there is income, thus making the community stronger. For example, marketing and music businesses play a significant role in generating income for people, such as the Big Mountain Music Festival concert, which is a large concert that generates a lot of income, whether it be venue, stage, or number of artists. It can be seen that marketing and music businesses can promote business in the community.

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