

ที่สำคัญของประเทศ จากการทำ SWOT analysis พบว่าจังหวัดจันทบุรีควรใช้กลยุทธ์ Growth โดยรุกไปข้างหน้า หรือ SO Strategies โดยใช้จุดแข็งนำไปช่วงชิงโอกาสที่มองเห็น

ABSTRACT

Thematic Paper's Title Strategic Management: A Case Study of Tourism
Promotion in Chantaburi Province

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The objectives of this thesis on "Strategic Management: A Case Study of Tourism Promotion in Chantaburi Province" are as follows: to study the promotion of tourism in Chantaburi province, to introduce the concept of strategic management, as well as the managerial tools and techniques applied to the public sector. The method selected for this study consisted of a SWOT Analysis to determine the strengths, weaknesses, opportunities, threats and competitive environments. The results of the analysis of both the strategic choice and environmental factors--political, legal, economic, social, demographic, and technological-for all external and competitive environments of Chantaburi province, were analyzed to determine the opportunities, threats, strengths and weaknesses and competitive environments. The results of the SWOT Analysis found that Chantaburi province has more opportunities than threats from the

free-trade area policy and that the management of the CEO governor with regard to the development of tourism has more strengths than weaknesses. This implies that Chantaburi province possesses potential with regard to the ability to develop appropriate strategies since it has comparative advantages in terms of its geographical features, which are suitable for growing fruits and pepper, in addition to which the area is rich in resources, particularly gemstones. The results of SWOT matrix indicate that growth strategy should be appropriate to the current situation or SO Strategies.