

IS TITLE	TOURISM SUPPLY CHAIN MANAGEMENT IN KOH LANTA ISLAND KRABI PROVINCE
KEYWORD	TOURISM SUPPLY CHAIN MANAGEMENT IN KOH LANTA ISLAND
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ABSTRACT

This research study has objectives. To study the behavior and opinions of Thai tourists on the components of Koh Lanta tourism supply chain management Krabi Province and to propose guidelines for supply chain management to improve the tourism quality of Ko Lanta, Krabi Province Is a quantitative research study (Quantitative Research) by the Survey Research (Survey Research), the data collected at any time (Cross - Sectional Study) using questionnaire (Questionnaire) as a tool to collect the data by the sample respondents themselves. (Self - Administered Questionnaire) of 400 samples. The research results are as follows.

Most of the respondents are female. Age between 30 - 34 years, a career as a private company employee With personal income per month 20,001 - 25,000 baht and most of them are domiciled in other provinces such as Bangkok, Chiang Mai, Nakhon Ratchasima, Saraburi, Phetchaburi, Prachuap Khiri Khan, Nakhon Sawan, Songkhla etc.

Most of the sample groups have tourism behavior at Koh Lanta for the second time using a 2 day period (1 night) using private vehicles/rent. By using a budget of expenses 5001 - 10000 baht per time. Is the attraction of tourist attractions And most of them come with friends, groups, and lodging places, hotels and resorts, and most will receive news about Koh Lanta tourism from friends, relatives and will come back next time.

The elements of the supply chain management of Koh Lanta are divided into 6 areas: information flow. With an average of 3.62 with a high level of satisfaction Physical circulation With an average of 3.85 with a high level of satisfaction Facilities With an average of 4.13 with a high level of satisfaction Safety for persons and property With an average of 4.35 with a high level of satisfaction Financial flow With an average of 3.40 and a moderate level of satisfaction And experience of tourism in Koh Lanta With an average of 4.02 with a high level of satisfaction